

Shoe Label Design Awareness among the Malaysians

Muhammad Akmal Zainudin and Azlan Zainal

Faculty of Art & Design, Universiti Teknologi MARA, Perak, Malaysia.

Abstract: In the world of footwear, shoe label is one of the important details that should be included onto the footwear packaging. Hence, the shoe label is often had being overlooked by most users as it is one of the most important pieces of information that is required to be included onto a shoe box designs because it contains all of the specific details about the shoes such as size and materials. This is to ensure that the Malaysians were aware of the size and the materials being used for the shoe. In order to achieve the objective of this study, an awareness campaign on the importance of shoes and the pros and cons of the materials until propose of the shoe besides it is a part of promoting health awareness. The manufacturer should be conducted an awareness campaign for the publics about the materials being used for the shoe and the size of the shoe. In this case, it can encourage the designer to produce some modern designation. By the end of this research, we can ensure that the shoe label can be helpful for the consumers to find the shoes that will fit them perfectly in terms of materials used to make a shoe and they can choose the appropriate shoe types for the consumer to carry out their daily activities comfortably.

Key words: *Shoe Label Design, Health Care Awareness, Modern Designation, User Comfort*

INTRODUCTION

A shoe is an item of a footwear that were by it was intended to protect and to comfort the human foot, meanwhile the wearer were doing their daily activity routine. Shoes were work as a part of fashion where the design for the shoes had being varied enormously from culture to another culture, from time to time, besides the appearance of the shoes were originally were according to its functionality. Way back then, contemporary shoe during the 2010s had come out with variety of design, price and usage. Basically, some pair of footwear were specifically being designed for some specific purposes, as for example boots, which were being designed specifically for some extreme outdoor activities such as mountaineering and even skiing. Due to the development in fashion industry, shoes had often dictated many design elements from the design industry, such as whether shoes must have high heels or flat ones. Hence, shoes like sandals may consists of thin sole and a simple strap and being sold with a low price compared to the stylish or custom made shoe it can be expensive due to its expensive materials used, complex design, and a hand-made shoe which take time for it to being

finished off. It may cost way expensive compared to the sandals. Traditionally, shoes were made of variety of materials that being used to made a shoe such as canvas, leather, plastics, rubber and some petrochemical-based materials. Even though, human foot can adapt to the surrounding climate or terrain of the Earth, it is still vulnerable to the environmental hazards such as sharp edges and extreme climates. That is why some shoes are being made for safety reasons like the steel-soled boots which can protect us during at the construction sites.

With the shoes had being produces, then it must come out with a packaging. Whereby the packaging must include shoe label design. Shoe label is a label that provides important information on the materials being used to make shoe and the size of the shoe. Shoes are usually one of the most expensive item of human attire. Shoe label usually displays some symbols on the label that describe out each part of the shoe and the materials that goes into the making the part of the shoe. Shoe label can be located on the shoe box either on the side of the box or at the bottom of the box. Nowadays, shoe label usually had being overlooked by most of the shoe users as it is one of the most important information that contains

Corresponding Author: Muhammad Akmal Zainudin, Faculty of Art & Design, Universiti Teknologi MARA, Perak, Malaysia, 014-2473523

all of the details that related to the shoe. The shoe label design can alerted the consumer about the details of the shoe such as the materials used and the size of the shoe. For an example, the Malaysians usually like to buy a shoe based on the appearance as the main factor to buy a new pair of shoe compared to look after the materials that being used, the functionality and the size of the shoe. Every shoe had being created with its own advantages and uniqueness as its identity.

On some issues that commonly happened in Malaysia, there are some type of buyer that only just buy the shoe that they want without considering the information on the shoe label design such as the materials used, the functionality, the size of the shoe and many more. Those purchaser with a high education level likely to requested extended information of the shoe in order to trust the label, meanwhile for those with a medium or low education level generally trusted the shoe label [1]. Shoe label played an important role when it comes to buy a new pair of shoe. This is because all of the information that the purchaser needed is allocate at the label such as the materials used, the size of the shoe and the functionality. In addition, they can directly ask the salesman for more details about the shoe. Most of the average purchaser for the footwear nowadays were found from the age range of 20-25 years (75%) which is the highest amount of the targeted groups [2]. There are several factors that influence this targeted group to buy a pair of shoe which were because of personal values, the need of uniqueness, and social recognition in order to predict the purchaser intention [1]. Throughout this modern era, there are many kind of shoe had being selected based on the appearance of the shoe without considering about the materials used, the size and the functionality of the shoe. Without having the awareness towards the shoe label, it may bring some side effects towards the users in the future.

During this period of time, there are some issue regarding the customer of the shoe and the shoe label. The issue that drive this study to be conducted is most of the Malaysians does not know about the shoe type that is suitable for them through the shoe label appeared on the shoe packaging. In Malaysia, not many of the shoe consumer considered about the information provided on the shoe label whereby they are buying any shoe that they like based on the appearance of the shoe and the aesthetic value of the shoe. Besides, they also should be considering about the materials used for the shoe, the functionality of the shoe, and the size of the shoe. Not many of the consumer are able to read about the shoe label information because lack of knowledge about the shoe label design. Each of the symbol on the shoe label design consists a meaning about the symbol. There are some factor regarding about the issue

about shoe label design which is lack of knowledge about shoe and the shoe label design, peers influence on footwear selection and even product brand influence.

In Malaysia, some of the Malaysians are likely do not actually know what shoe label design are and even worse they do not even know what is footwear actually means. Shoe label design is the main things that each of us will notice when we receive the shoe packaging. This problem usually happened to the person that looks after a shoe based on the appearance of the shoe without considering the benefits that they will get if buying the suitable shoe for them. Actually, every shoe that we wear have its own specialty, when to wear it and how to wear it. Most of the Malaysians nowadays only think about the shoe is just as a footwear and likely over wearing just one type of shoe back to back. Besides, on the shoe label design it had stated what kind of shoe that they are wearing. Basically, they do not have the basic of wearing a footwear correctly whereby each of the shoe have its own lifespan and how many times we should wear it for a week. Each shoe that we wear actually have its special treatment that we need to take care of for example like the leather shoe, it is advisable to polish or wax at least once a month using a leather restorer or lanolin-based lotion.

Furthermore, most of the Malaysians teenagers nowadays, seems to be competing among their friends. This factor has become an issue because they had not being expose by their parents or family members about the value of the shoe that they are wearing every day. Besides, footwear is one of the most expensive things among the human attire and need a proper selection for it whereby as a teenager, they will be depending onto their parents money to get what they want. Instead of buying them a new pair of shoe, the money can be used for other expenditure such as bills, house groceries, car loan and many more. On the other side, as a full grown adult there is also an issue regarding peers influence during footwear selection. This is usually can be seen when they apparently believe what their friends are saying all about the shoes all the time without seeking for more information through the internet or even ask the experts about footwear. This is because, it will cause them a loss as it involves their money by buying a pair of shoe that does not even fit with them. This factor can be strengthen even more because people nowadays intended to follow up with the fashion trend development nowadays without considering what kind of fashion that suits with them.

Another factor that influence the consumer to avoid looking the shoe label design is because of the product brand influence. A brand can be defined as a name or symbol, a package design and a trademark

that is uniquely identified the service or the product of a retailer, and for differentiates their brand from those of their competitors [3]. Nike, Adidas, Jordan, Reebok, Vans, Converse, Puma – all of it are among the major company in footwear industry. They had started to produce footwear product since they see the opportunity to widen their brand name in human attire. Throughout this factor, it had influence most of us especially the shoe lovers like to wait for their product especially when the manufacturer announce that they want to launch a brand new limited edition footwear. Most of the buyer likely to put all of their trust onto the item that being released by the major company brand instead of trying to put their situation into the game.

They should be considering about themselves when they want to select a new pair of footwear because they want to wear it every day, every time, and anywhere they want. They should be considering what kind of shoe that can be most suitable with them that they can get from the brand itself. People nowadays, especially the Malaysians, are likely to seek for the brand itself compared to look after the materials being used for the shoe which is more suitable for their skin, which is suits with their daily activity routines and even many more. Even the footwear is being released by a major brand company in the footwear industry, the Malaysians should not be ignoring the features of the shoes as they will be wearing the pair of shoe for a long period of time. This is called as product understanding or also being known as product perception, which is serve as the primary determinant of where the consumers choose to shop [4].

LITERATURE REVIEWS

As the shoe label is important, it consists of some characteristics that can help the consumer of the shoe if they follows and seeks for the information on the shoe label which is it is for the user health care. On every shoe label, it had highlighted every important information and cautions of the shoe for the sake of the user. For the young generations, they slightly choose a shoe based on the appearance whereby it may bring harm to the users in the future because of not taking part on the information that had being stated on the shoe label. This is because every part of the shoe consists of its own characteristic and features. As for an insole, it provide support to our metatarsal region or surface [5]. The wearer might have the most sensitive areas or regions on their foot whereby the pressure should be transmitted or transferred from the footwear via the insole of the shoe [5].

Meanwhile, a good proper upper provides a good ventilation for the foot meanwhile the outsole may be desired of any type and maybe of crepe soling or even may be molded to provide any desired anti-skid surface, where it provides an adequate traction and even protects the feet when the consumer is walking [6]. The stretch ability of the upper shoe, especially during an upwardly-extending, the flexibility rubber sole and the foxing are bee provided, whereby it had permitted the elimination of half sizes and makes it easier to provide a comfort feeling for the wearer [6]. Not everyone have the right knowledge about shoes when it comes to selecting the suitable shoe for themselves. They might need to discover and try some type of shoes first before getting the right shoe for them. It is a process of trial and error whereby they might need to use up some of their budget in order to get the right shoe. Normally, every person have their own personal opinion about every type of shoe where it might be the good side or even the bad side of the shoe.

Due to the development in shoe making, there are a lot of shoe type that consist of health factors futuristic nowadays that can be get in the market nowadays. An observation being conducted in asymptomatic population by wearing a flip-flops in and shown that the shoe construction may had contribute to the lower limb leg pain and had being counter-productive to the alleviating pain [7]. By getting the suitable footwear, every person can avoid the chances of getting a dangerous diseases. It is recommended to do a self-care practices including avoidance of risks such as abrasive and sharp edges instruments, selecting an appropriate footwear, and regularly self-inspection of feet [8]. By fitting a poorly fit shoe, it may effect some exacerbate complaints about foot, induce further damage or cause falls due to reduce proprioceptive capacity, balance and postural reactions [9]. As by far, the impact from practicing a poorly fit shoes, it somehow had being underestimated whereby it had being reported only 51% of people with rheumatic disease were wearing suitable retail footwear [9]. It is recorded that comfort (17%) and fit (14%) are among the main factors in choosing a footwear [10].

Furthermore, the shoe label design might be helping the consumer and even the manufacturer to get a better view from the perspective of design. This is because, throughout the year there are so many creative, innovational, and functional design that had being produced by the manufacturer for the shoe consumer. It may have its own advantages from the design of the shoe and may give benefits to the consumer. In some of shoe that had being produced around the globe, there are some shoe that had being included some electronic application on the shoe design. This is basically to encourage the consumer

to use the footwear to its full potential so they would be satisfied with the shoe that they had bought.

Basically, women's sports shoes have been made by using a smaller scale of a men's sports shoe with all of the dimensions had been proportionally scaled according to the foot length [11]. However, most of the limited attention to the women's footwear has been focused on the design and fit of the dress shoes and the detrimental effects of high-heeled shoes [11]. As a part of the design, the outsole curvature and the design of the shoe itself have a major role through it wear by it influence on the effect of insoles have a plantar of pressure dynamics underneath the forefoot [12]. As for some type of shoe it ensure the safety of a person's foot for example football shoe. The football shoe was designed with some numerous and/or large type of cleats around the peripheral margin of the shoe sole would show a higher rotation traction reading than the shoes with a smaller type of cleats on the peripheral margins [13]. Besides, the embodiment of this design that included into the surrogate ankle would help the consumer to generate more physiologic responses to the lower part of the leg at the shoe-surface interface [13].

As technology continuously improved, it comes out that the manufacturer started to think that they must design and create a shoe that can comfort their buyer or user in order to get their client trust on their brand. Instead of following the trend and style development, the shoe label design also provided all of the information about the functionality of the shoe so the consumer will know on what type of surface to be used, on what occasion they can wear it, and importantly what is the purpose of the shoe. On some situation, the design of the shoe may bring comfort to its user for example like a wraparound pocket. This type of feature can be found on some type of shoe that is specially customized for its function such as basketball shoe [14]. The design give an advantage to the basketball player for some extra cushion and protection towards the frontal portion of the ankle for the user and also provide comfort to the player during the game. Furthermore, the application of a pocket to a footwear or specifically towards the fashioning of a wraparound style of the pocket along the upper quarter portions of a shoe in order to keep the personal belonging such as keys, coins and others [14].

The shoe label design nowadays had being develop really well as the same thing also happens towards the technology development around the globe nowadays. In some factory, there is a machine or technology been used to attach a label the shoe carries the label in constantly curvy path with no unexpected directional changes while it is continuously pressing down upon the label against

the vacuum effect acting in opposition thereto, the attachment of the label to the shoe is much more secure than is provided by any somewhat similar devices of the prior art [15]. In the other hand, some of the technology in making the shoe, the technology had been applied in order to track the step of the wearer or also known as step counter whereby there are many applications or software had being developed to track the wearer footstep every day. A computer should be connected to the shoe in order to detect the steps of the wearer, for example, a contact sensor, a shock sensor, or an accelerometer in the shoe sole [16]. A low-G accelerometers is a really sensitive to impacts and as it is being designed the low-G channels indeed had pick up foot swings and foot tilts meanwhile a high-G sensors nicely detect the shock that received by the foot [17].

Based on the recent invention, the required circuits for electronics assembling had become smaller, therefore, it is can easily be arranged by the manufacturer in recess of the sole of the shoe without naturally affects the functionality properties of the shoe sole [16]. Furthermore, there are also a technology that being used through a shoe design whereby it is being used by many shoe retailers for a safety reason. It is called a safety label whereby if any shoe that been brought out of the shop, it will trigger the security alarm of the retail shop. It is to provide a field-sensitive tag or label for the shoe which is particularly well suited with the shoe to secure the applications involving footwear, primarily shoes and the like [18]. It is a product of the present invention to provide a field-sensitive tag of this general type which is literally an advantageously been applied to shoes or other similar products which are to be protected [18].

Therefore, exists a desire for a label having an adhesive that can permits such label to be applied to a surface, removed, and reapplied without been torn apart, shredded, or even leaving adhesive residue behind [19]. A label technology is disclosed whereby a label had been comprises an adhesive that permits such label to be surely attached to the surface of the products and also permits such label to be removed and reapplied it back securely to the product surface [19]. Throughout this past year, there are so many technology been developed and been produced in shoe industry especially to gain their consumer trust and raise their brand across the globe. Through the present year inventions, there are some kind of composite shoe soles included some multiple layered had been laminated together by having the lowermost portion of ethylene-vinyl acetate and butadiene rubber with an intermediate portion consists of a low-melting-point sole inserted together [20]. The lowermost part of the shoe sole portion had been mold embossed in a heatable mold whereby it has at least an aperture therein which is

the aperture received an insulate mold plug during the heat embossing to insulate the shoe sole inserted from the mold heat [20].

CONCLUSIONS

Throughout the effort on establishing an awareness campaign for the importance of the shoe label design among the Malaysians, it can enhance everyone knowledge towards the shoe label design whereby the shoe label is one of the most crucial information needed to be included on the shoe packaging. This is because the shoe label design consist everything that the consumer needs to know from the materials used for the shoe, the function of the shoe, the size of the shoe and many more. It is possible that the public consumer can gain and develop their knowledge about the shoe and started to be more aware about the shoe label design and be more alert when selecting a shoe that can suits them perfectly. This is to ensure that the consumer can get the best out of the best for themselves and to ensure that they can avoid anything that can harm their health in the future especially for the teenagers or young adults.

They can use the knowledge that they get in order to find some footwear that really suits for their daily activity routines, suits their occasion and many more. Every shoe that they choose have its own special characteristic and features so they can use the shoe to its full potential without having any issue. In the end, the community will get the most crucial knowledge about shoe label design and they can get rid of their old attitude to ensure that they will not waste anything useful for themselves in the future especially in selecting a shoe. This awareness about shoe label design can be shared with each other and it can continue the trend or tradition from one generation to another. Furthermore, it is great on behalf of their health issue whereby throughout the campaign they also can gain some health knowledge on what type of shoe to wear that suits with the occasion of the activity that they will be doing. It is important as nowadays disease can easily be infect to us without we been noticing it to come.

After that, through this research it shows that the development of shoe design and the development of the shoe label design throughout the year. It is because all of the design had followed the design development for shoe design. This had encourage most of the designer for shoe to develop as much as creative design and concept for the new shoe design for the manufacturer and gain the trust from their customer. In fact, they can create some kind of design that can encourage people to look after the shoe label design for the shoe information such as the material used for the shoe, the size of the shoe, and the functionality of the shoe. It can encourage

the consumer to read and automatically they will gain some knowledge about the footwear that they wear.

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