The purpose of this study was to identify consumer's behaviour, brand association, and preference toward adventure sandals. It analyzed the products attributes that influence the buying decision process. In addition, recommendations were made to promote the product. Data were collected from 100 respondents living in Bogor municipality using purposive methods. Biplot analysis investigated data psychography, correspondent analysis determined the strength of the products attributes amongst its competitors, and finally Thurstone analysis to measure attributes interest rank. The purpose on the marketing promotion strategy was to detail thoughts and perceptions of the consumer base. Consumers were categorized into three groups, i) the rational group for those who thinks rationally to make a decision; ii) the conservative group for those who follow a majority of opinion to make a decision; and iii) the trendsetter group for those who feel comfortable attracting public attention. Durability, price, model, comfort, and ideal weight were the five attributes considered important by the rational group. Easy to maintenance and ideal weight were the superior qualities of the product according to the perceptions of this group. Price, durability, comfort, practicality, and ideal weight considered the five important attributes by consumer on conservative group while comfort was the superior qualities of the product. Whereas, model, comfort, price, durability, and robustness were the five attributes considered important by the trendsetter group with practicality and durability being its superior qualities. It is recommended that PT. Boogie Advindo use a combination of these superior product attributes and those mentioned important attributes to meet the company's marketing targets. A marketing mix of advertising, sales promotion, personal selling, buildings public relations, and direct marketing is recommended for promotional activities.