

How to Cite

Pooranam, G., & Nandhini, K. (2019). Customer satisfaction on footwear's in theni district. *International Journal of Humanities, Literature & Arts*, 2(1), 23-27. <https://doi.org/10.31295/ijhla.v2n1.57>

Customer Satisfaction on Footwear's in Theni District

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Abstract

The fashion industry has seen a spurt of growth in the past few years, more so in India. An important part of this fashion boom is the footwear industry. An industry as varied as any other, the footwear industry in India is one of the most competitive and vibrant. This paper seeks to analyses the footwear industry in India, and the buying process that goes into a purchase. With customers becoming increasingly fashion conscious and spendthrift, and the industry becoming more global in its appeal, the consumers' purchase pattern has also seen a shift in terms of various parameters. However, in a diverse Indian market, the entire consumer base can be segmented to use the Bottom of the Pyramid approach. This paper seeks to analyze spending patterns and consumer behavior across the pyramid in the Indian market.

Keywords: questionnaire survey, customer satisfaction.

Introduction

Footwear is the product to protect human feet from effects of all biological damages. The necessity of using footwear was recognized back in the Ice Ages when people realized that they had to keep their feet warm in order to keep themselves healthy. Footwear has undergone a series of changes passing through a journey of inventions. While initially leather and dried grasses were used to wrap around the feet for protection, it evolved into more comfortable wear with leather strapping for a better hold. Eventually it metamorphosed into an accessory and a fashion statement besides providing protection for the feet (Chitra & Malarvizhi, 2018; Malarvizhi & Devi, 2018).

Today, footwear is made out a number of materials like leather, PVC, artificial leather, canvas, wood, plastics and cloth. Called by different names, footwear is classified as boots, slippers, flip-flops, shoes, sandals, ballerinas, stilettos and many more depending on the style, make and purpose. Even today, there is a large part of the population who go about bare feet especially in the under-developed countries for the simple reason that they cannot afford them. As the world population increases; so, the living standards of people rise thus increasing the demand for footwear (Mahalakshmi & Devi, 2018); Pooranam & Nandhini, 2018).

History

During the Middle Ages, men and women wore patterns, commonly seen as the predecessor of the modern high-heeled shoe,^[2] while the poor and lower classes in Europe, as well as slaves in the New World, were usually barefoot.^[3] In the 15th century, chopines were created in Turkey, and were usually 7-8 inches (17.7-20.3 cm) high. These shoes became popular in Venice and throughout Europe, as a status symbol revealing wealth and social standing.

During the 16th century, royalty such as Catherine de Medici and Mary I of England began wearing high-heeled shoes to make them look taller or larger than life. By 1580, men also wore them, and a person with authority or wealth might be described as, *well-heeled*. In modern society, high-heeled shoes are a part of women's fashion and are widespread in certain countries around the world.

Review of Literature

Viju Mathew (2008), The leather supply value chain is that it provides an integrated approach to determine and become aware of the problems and constraints from the basic level of rearing animals for the raw skin to purchase and use of finished leather products by the customers.

Ravi Anupindi *et al.*, (2006), Processes are core technologies of all organizations for producing and delivering products that satisfy customer needs "Leather tanning" is a general term for the numerous processing steps involved

in converting animal hides or skins into finished leather. Trimming, soaking, fleshing, 25 and unhairing, the first steps of the process, are referred to as the beam house operations. Bating, pickling, tanning, wringing, and splitting are referred to as tan yard processes. Finishing processes include conditioning, staking, dry milling, buffing, spray finishing, and plating.

Statement of the Problem

The present study “Customer satisfaction on Footwear in Theni district” seeks to address a number of factors and unexplained occurrences present in Footwear. The main objective of this research is to analyze and assess the satisfaction level from the customer. In this research, the researcher focuses on the customer satisfaction level. Footwear are in a position to satisfy this need. Now days the Footwear is customer oriented. The changed environment creating new customers and retaining the existing ones have become difficult tasks for Footwear. To meet the competition, creating satisfaction of customers has become primary objective of Footwear.

Scope of the study

The study is based on the interview method. This study covers” A Study on customer satisfaction on Footwear in Theni district”.

Objectives of the study

The following are the objectives for this study.

- To analyze the customer satisfaction on Footwear in Theni District.
- To study the perception of different age groups towards Footwear customer avenues.
- To study the customer satisfaction level of Footwear by assessing and interviewing customers from different establishments.
- To provide a set of empirical data that can link relationships for customer level of satisfaction.

Data Collection

Both primary and secondary data used in the present study.

Primary data collected through personal interview in the form of questionnaire form 80 respondents.

Secondary data collected from various journals, books, magazines.

Tools for Analysis

The collected data has been analyzed by using following statistical tools:

- Percentage Analysis
- Garrett Ranking
- Likert Scaling

Limitation of the study

- The study is limited to respondents from Theni district.
- This project concentrates on the services given to customer in general. Therefore, it is difficult to study the view of the customers towards one particular service.
- It was difficult to study what happens to customer satisfaction when we initially perceive a service provider as being less than general than overtime, that service provide warms up unexpectedly.

Analysis of Data

- Socio Economic status of the respondents

Table 1
Socio Economic status of the respondents

		Gender	
Variables	Categories	No of respondents	Percentage
Sex	Male	27	34
	Female	53	66
Age of the respondents			

Age	18-30years	49	61
	30-40 years	19	24
	40-50 years	11	14
	above 50 years	1	1
Educational Qualification of the respondents			
Educational Qualification	Up to school level	3	14
	Diploma/Technical	11	24
	Under graduate	13	21
	Professional	33	41
Occupation of the respondents			
Occupation	Business	17	21
	Government employee	25	31
	Private employee	26	33
	House wife	12	15
Monthly income of the respondents			
Monthly income	Below Rs.7000	10	12
	Rs7001-Rs15000	15	19
	Rs15001-Rs20000	27	34
	Above Rs 25000	28	35

From the above table 1 interpret that majority of the respondents (66%) is under Female category, (61%) respondents are under age group of 18-30years; Under education qualification of the respondents, most of the respondents are (24%) having the qualification of Diploma/Technical, (33%) of the respondents are doing the private employee, (35%) of the respondents having monthly Income above 25000.

Satisfaction Factors Analysis

Likert Scaling Techniques

Rensis Linker's was instruments in developing summated rating scale based on item analysis. Likert scale is by for the most popular of all measurement scales. It is meant for measuring original attributes like attitudes. It is designed to measure the intensity with which an attitude is expressed. This scale consists of a number of statements which express either a favorable or unfavorable attribute towards the object of the study. The respondents are asked to respond to each statement in terms of 5 degrees of satisfaction.

As 5 point Likert's scaling technique is used to find out the most satisfied factor, points were given as below.

Highly Satisfied – 5 Points

Satisfied – 4 Points

Moderate – 3 Points

Dissatisfied – 2 Points

Highly dissatisfied – 1 Point

Satisfaction Level of present practices in commercial banks

The following table 2. indicates that ranks of level of satisfaction of the respondents. The process of account opening main factor for satisfaction; ATM facility is the second factor for satisfaction; Charges is the third reason for satisfaction in commercial banks; Location& Mobile banking is fourth reason for satisfaction; Process of loan are the sixth reason for satisfaction; Online banking is the seventh reason for satisfaction in commercial banks.

Table 2
Customer satisfaction on foot wears

S.No	Factors	Highly satisfied (5)	Satisfied (4)	Moderate (3)	Dissatisfied (2)	Highly dissatisfied (1)	Total	Rank
1	Variety of Footwear	61	16	2	1	0	377	I
		305	64	6	2	0		
2	Suitability	19	36	21	2	2	308	VI
		95	144	63	4	2		

3	Location	32	19	24	5	0	318	IV
		160	76	72	10	0		
4	Process purchasing	31	24	10	12	3	308	VI
		155	96	30	24	3		
5	Charges	30	30	11	5	4	321	III
		150	120	33	10	8		
6	ATM facility	32	28	16	3	1		
		160	112	48	6	1	327	II
7	Mobile payment	34	23	13	7	3	318	IV
		170	92	39	14	3		
8	Online purchasing	26	24	18	10	2	302	VII
		130	96	54	20	2		

(Source: Computed data)

Ranking method it is used to analyze the main functions of commercial banks.

Findings and Suggestions

Findings

By applying various statistical measures for analyzing the primary data collected from the 80 respondents regarding A Study on Customer Satisfaction on Commercial Banks in Theni District, the researcher's findings were:

- Out of 80 respondents 66 %of the respondents are female.
- Out of 80 respondents 61 %belongs to the age group between 18-30years.
- Majority of the respondents 55 % are unmarried.
- 41 % of the customers are professional course.
- Out of 80 respondents 35% of the respondents having earnings of above25000.Out of 80 respondents 33 % of the respondents are in private employee.

Suggestion

- The company can introduce more variety of products.
- The company may try to increase the advertisement in several Medias.
- The company may try to concentrate on health related footwear.
- The company can increase the dealers.
- The company can concentrate on youth related footwear.

Conclusion

Thus, the study concludes that the footwear industry in India is expanding at an incredible rate. Local brands like Bata, Paragon, Liberty, Khadims, and Relaxo are popular among lower income and middle-income groups, while the top-of-the-pyramid segment clamors after the international brands like Woodland, Nike, Reebok, Adidas, FILA, Catwalk, Inc5 and Puma. The poorest consumers also desire self-esteem and social recognition and buy items that not only fulfill their needs but also look nice and make them feel better. They also satisfy this need by using the hand-me-downs of the top-of-the-pyramid consumers.

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