



ANALYSIS ON CONSUMER PREFERENCES AND SATISFACTION TOWARDS FOOTWEAR OF WOODLAND

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ABSTRACT:

Price is one of the external clues for consumers' perception to products, studies have revealed that the impact of different categories of product prices on the perceived quality is different. In order to explore the influence of price signals on the perceived quality of brand shoes, woodland brand shoes were selected as stimuli in this study, and cognitive behavioral test was adopted to allow consumers to perceive the quality of branded shoes marked in high prices and low prices respectively. The results demonstrate that the price of brand shoes has a significant impact on the perceived quality, the perceived quality of high priced brand shoes is higher than that of low-priced brand shoes : brand positioning has a significant influence on consumer perception.

Keywords—price; brand; perceived

1. INTRODUCTION:

Today, Footwear has become a part of our life. From Kids to old ones everyone wears footwear. Footwear is the protective wears of foot of men and women. Usually make out of leather with a stiff or thick sole & generally reaching no higher than the ankle. In Olden day's footwear were prepared of Wood & Leather. Although sandals were the most common footwear in most early Civilization, shoes were also born during 1600-1200 BC in Mesopotamia. For example, soft shoes were introduced by mountain people on the border of Iran who ruled Babylonia during that time. This first type of shoe was a simple wrap around leather, with the basic constructions of a moccasin held together on the foot with rawhide lacing. Gradually this design was improved upon and assumed many variations. Moccasins sandals and simple boots were

prevailing types of footwear almost until the Middle Ages. In earlier days people were using footwear as a protection for foot. But now a day with respect to changes in culture, living standards, taste, westernization the buying habits in case of footwear is fast changing and consumers also buy footwear to express their life style, status etc. rather than protection. Earlier India footwear industry; was a seller's market, but now it has become Buyer's Market with the invention of new designs and innumerable Competitors entering the market and also facing some problems to understand the Behavior of the customers is the most important achievement of business organization. It is interesting of study the link within "What we buy "and" why we buy it. Every customer is distinctive in their habits. In this way, Brand plays an important role in customer decision making. There are so many factors i.e. Social, Cultural, Personal and Psychological factors which affects customer decisions. In Today Competitive world, consumer differ their perceptions, they hold different images for specific brand and by to go for the premium brands so that they can easily influence their friends, relatives and colleagues. Consumer Behavior is a sum total of attitude, preferences, intentions and decision Regarding Customers Buying Behavior.

2. REVIEW OF LITERATURE:

Anand, Alekya, (2015) "A study of Consumer Behaviour in the Footwear Industry" Objective is to study the present status of the Indian Footwear Industry. This study applied statistical techniques like likert scale analysis, chi-square test. It is found that young people prefer to have multiple footwear of different variety. Other age groups prefer to have one pair but which is comfortable and long lasting.

Jajo, Lunghar, (2016) expressed an overview of the sport industry development in India, highlighting the opportunities and constraints for sports development. The sport as an industry contributes to about one to five per cent to the GDPs of various countries. This paper analyses the sports industry development in India against this backdrop. The Government of India has been taking various steps and initiatives to promote good governance practices in the management of sports at the national level in pursuance of successive National Sports Policies.

Kothandaraman, (2021) This paper study the factors influencing buying international sports shoes. It is concluded that quality, comfortableness, price, and innovation played a major role in the purchase aspects. The strength of each brand is gauged based on that Reebok had performance, price and comfort identity; quality, advertisement, and design. Advertisement, customized sports shoes available on the internet, suggested by friends and family, endorsed by celebrities are highly influenced by the customers' buying behavior towards sports shoes.

3 STATEMENT OF THE PROBLEM:

To study the aspects related to customer preference based on Woodland footwear among customers as there are various factors affecting the buying preferences of consumer while purchasing the woodland footwear and several footwear manufacturing companies are introducing new varieties of footwear and announcing

offers from time to time. Under this situations, an attempt is made to study the consumer preference and satisfaction towards woodland footwear.

3.1 SCOPE OF THE STUDY

This project is made to give an approach for calculating Market Structure in terms of Consumer preferences and Satisfaction towards purchase of woodland footwear. To make out why Customer prefer woodland footwear. To distinguish Customer Satisfaction level towards woodland footwear. The Findings and Suggestions may also help the manufacturer to improve their products. It also enables the dealer to do the better service to the Customers.

3.2 OBJECTIVE OF THE STUDY

- To study about the demographic profile of the respondents.
- To evaluate the Consumer perception and satisfaction towards Woodland products.
- To analyse the purchasing pattern of Woodland products among respondents.
- To ascertain the factors influencing consumers for choosing Woodland products.

4. RESEARCH METHODOLOGY:

Research methodology is a way to systematically show the research problem. With the help of the questionnaire distributed among the employees, the researcher collected the needful information from the respondent which is the primary data for the research. The research methodology considers the logic behind the method we use in the context of our research study.

4.1 PRIMARY DATA

The source of primary data is the employees. With the help of the questionnaire distributed among the employees, the researcher collected the needful information from the respondent which is the primary data for the research.

4.2 SECONDARY DATA

The secondary data has been collected form the publications, office records, profile of the company, websites, which are been needed for the study.

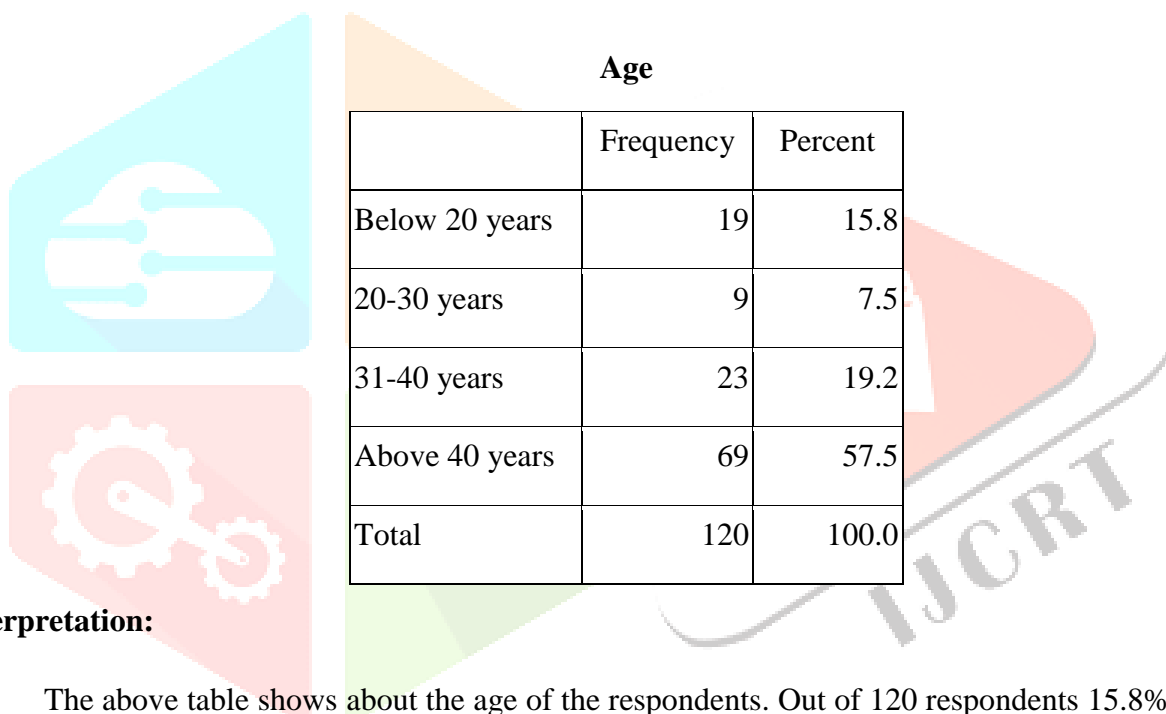
4.3 STATISTICAL TOOLS USED

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They are also arranged in such a way that detailed analysis can be made so as to present suitable interpretations for the same. The data have been analysed using the following statistical tools.

1. Simple percentage Analysis
2. Chi – square Test

4.3.1 SIMPLE PERCENTAGE ANALYSIS

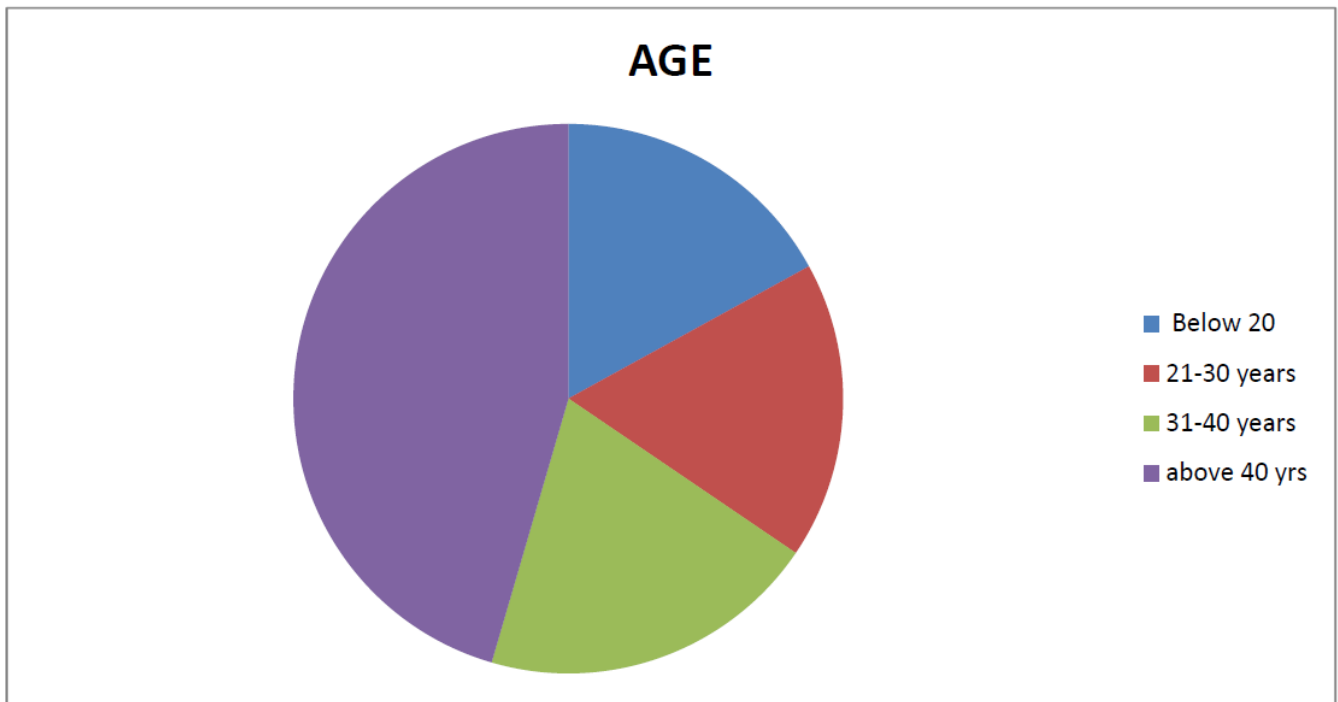
A number of respondents distribution shows the number of frequencies in various classes, which helps to get some preliminary ideas with respect to the objectives under study. Therefore, as a first step, number of respondent's distribution for various under study is constructed. To interpret the result comprehensively percentage values are computed.



Age		
	Frequency	Percent
Below 20 years	19	15.8
20-30 years	9	7.5
31-40 years	23	19.2
Above 40 years	69	57.5
Total	120	100.0

Interpretation:

The above table shows about the age of the respondents. Out of 120 respondents 15.8% are below 25 years, 7.5% are between 25-35 years, 19.2% are between 36-45 years, 57.5% are above 45 years. It shows that majority of the respondents are above 45 years of age.



4.3.2 CHI-SQUARE

Comparison between age and Experience of respondents towards Woodland

Ho: There is no relationship between age and Experience of respondents towards Woodland

H1: There is a relationship between age and Experience of respondents towards Woodland

Age * Experience towards Woodland							
Cross tabulation							
Count							
		Experience towards Woodland					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Age	Below 25 years	4	9	5	1	0	19
	25-35 years	4	4	1	0	0	9
	36-45 years	11	6	4	0	2	23
	Above 45 years	23	25	10	5	6	69
Total		42	44	20	6	8	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.034 ^a	12	.613
Likelihood Ratio	13.302	12	.347
Linear-by-Linear Association	.452	1	.502
N of Valid Cases	120		
a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .45.			

The above table depicts that there is no relationship between age and experience of respondents towards Woodland as the level of significance is greater than 0.05 @ 0.613.

4.4 SAMPLING TECHNIQUES

The selection criteria were based upon the data availability, convenience and the level of participation. Hence, the convenience sampling method is adopted.

4.5 SAMPLE SIZE

The study was conducted with a sample size of 125 respondents, using random sampling techniques.

5. FINDINGS:

- Most of the respondents are male.
- Majority of the respondents are above 45 years of age.
- Maximum of the respondents have completed their higher secondary.
- Most of the respondents are private employees.
- Majority of the respondents are buying between above 1-3 years.
- Maximum of the respondents said Adidas as the most popular footwear brand in India.
- Majority of the respondents said Adidas as the foot wear brand coming first in the mind.
- Majority of the respondents said Adidas as the brand willing to buy after giving preference to Woodland.
- Majority of the respondents are satisfied towards using Woodland products.
- Maximum of the respondents are satisfied towards quality of Woodland products.
- Most of the respondents are satisfied with experience towards Woodland products.
- Maximum of the respondents are neutral towards current quality level of Woodland products.

- Most of the respondents agree towards the price of the product.
- Maximum of the respondents disagree towards the Quality of the product.
- Most of the respondents disagree towards the nature of the product.
- Maximum of the respondents disagree towards the availability of the product.
- Most of the respondents agree towards the brand familiarity.
- Majority of the respondents agree towards the CRM campaigns.
- Majority of the respondents agree towards the previous experience of using Woodland products.
- Majority of the respondents agree towards the contribution of Woodland.
- Maximum of the respondents agree towards the level to cause.
- Most of the respondents strongly agree towards the attractive sales offers.
- Maximum of the respondents are neutral towards the sales promotional activities.

The respondents disagree towards the pricing of the product , quality of the product , nature of the product , availability of the product , and also towards sales promotional activities by Woodland , respondents agree towards CRM campaigns by Woodland , and respondents strongly agree towards familiarity of the brand , having previous experience in using Woodland products , contribution by Woodland for influencing consumers for choosing Woodland products , level to cause , and also towards attractive sales offers given by Woodland .The respondents prefer extra quality as a motivational factors towards purchasing Woodland.

6. SUGGESTIONS:

- The company must concentrate more on quality of the products when compared to competitors as the respondents are keen towards the quality.
- Retail units need to be more marketing oriented. Such retail units can understand trends of the footwear retail industry, so that they can increase investment, frequency of getting new products and designs and add newer products.
- A marketing department with well-defined goals needs to be created in the retail units to design marketing planning and to succeed in the competitive markets. Marketing department needs to be headed by qualified experienced marketing professional. A fair chance may be given to the head of marketing to interact closely with all divisions of the retail unit by establishing marketing department, a retail store can capitalize on these trends rather than be victimised by them.
- Retail units to experience better net revenues need to understand customers, availability of new products and offerings of their competition. Marketing can no longer be limited to advertising and public relations.
- Finding your customers and creating what they want before competitors do is now imperative.
- Footwear retails unit's advertising in particular must concentrate not only on encouraging customers to buy, but also on encouraging retail unit personnel to interact in a friendly & reassuring manner.

- Tie-ups with other players of the footwear retail industry helps in sales growth. So retail units can think about it.

7. CONCLUSION:

Product planning and development is an important aspect of marketing. Marketers need to innovate new products to strengthen the product line. This holds good for retail sector. Continuous product innovation encompasses the technical activities of product research and design, need and wants of customers and the expected demand for the newer designs and products. The main objective of the study is to analyse the purchasing pattern of Woodland products among respondents. For this purpose a sample of 110 was collected from the respondents were percentage analysis, descriptive statistics and rank correlation were used as tools for analyzing the data. The conclusion is that the company must concentrate more on quality of the products when compared to competitors as the respondents are keen towards the quality.

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