



A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION WITH BRANDED FOOTWEAR IN COIMBATORE CITY

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ABSTRACT :

The footwear industry has witnessed significant growth in recent years, driven by increasing brand awareness, disposable income, and evolving consumer lifestyles. This study aims to explore customer preferences and satisfaction levels concerning branded footwear in Coimbatore City. It investigates key factors influencing consumer behavior, including style, comfort, price, durability, and brand loyalty. Through descriptive research design, data was collected to analyze demographic trends, purchasing intervals, brand perceptions, and satisfaction levels across various consumer segments.

INTRODUCTION

Kotler defines customer satisfaction as a person's feeling of pleasure. disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Customer satisfaction (CSAT) is a measure of how well a company's products and services meet customers' expectations. It reflects your business' health by showing how well your products are resonating with buyers.

Brand recognition, rising disposable income, and shifting customer lifestyles have all contributed to the footwear industry's notable expansion. The purpose of this study is to examine consumer satisfaction and preferences with regard to branded footwear. Businesses can better customize their goods, advertising campaigns, and customer service procedures by being aware of these variables. The term "footwear" describes clothing worn on the feet, usually with the intention of protecting the wearer from environmental stresses like temperature and ground roughness. Therefore, the main functions of footwear in the form of shoes are to facilitate movement and avoid accidents. In addition to being used for fashion and decoration, footwear can also be used to denote a person's position or status within a social hierarchy. These consist of avoiding using any in specific circumstances, often.

STATEMENT OF PROBLEM

Footwear is a crucial aspect of daily life and is essential for protection and comfort. However, poorly designed or manufactured footwear can lead to various problems such as foot pain, blisters, and other foot injuries. Moreover, the lack of understanding of consumer purchasing behaviour towards footwear and the specific factors that drive such behaviour is a problem in itself. Some problems that can be studied in relation to branded footwear include: Brand loyalty Some consumers are brand loyal and will wait for their preferred brand to be available. Consumers are more likely to be loyal to a brand if they feel an emotional connection to it. This can be created by a brand's values and personality. For example, a brand that prioritizes sustainability may appeal to consumers who share those values Customers who trust a brand are more likely to

spend extra money on its products. They believe that the brand can provide quality, uniqueness, and function that competitors cannot. Brand differentiation With many new brands entering the market, it can be difficult for buyers to differentiate between them. Brand differentiation is a process that helps a brand stand out from its competitors by

highlighting its unique attributes, benefits, or services. Brands can invest in research and development to create products with unique features and performance advantage

SCOPE OF THE STUDY

The scope of the study focuses on understanding consumer preferences and satisfaction regarding branded footwear. It aims to explore the factors influencing brand preference, such as style, comfort, price, and durability, while identifying the most popular brands among different demographic groups, including age, gender, and income. The study examines purchasing behaviors, including the frequency and type of footwear purchased, such as sportswear, casual, or formal footwear. Additionally, it assesses customer satisfaction in terms of quality, comfort, design, and post-purchase experiences, including customer service and product durability, while comparing consumer expectations with their actual experiences. It also analyzes preferences and satisfaction levels across various demographic groups and explores potential regional variations. Furthermore, the study investigates emerging market trends, including the role of marketing strategies, endorsements, and brand loyalty in influencing consumer choices. Lastly, it evaluates the relationship between

the cost of branded footwear and perceived value, as well as the impact of discounts, offers, and payment flexibility on purchase decisions. These findings aim to provide insights for branded footwear companies to enhance their products, marketing strategies, and customer engagement efforts.

OBJECTIVES OF THE STUDY:

- 1 To Study the demographic features of the branded footwears.
- 2 To evaluate customer satisfaction levels for branded footwear.
- 3 To identify the factors influencing consumer preference for branded foot wears.
- 4 To provide suggestions to the marketers.

RESEARCH METHODOLOGY

The research methodology outlines the approach used to conduct the study on customer preference and satisfaction with branded footwear in Coimbatore City.

RESEARCH DESIGN

The study follows a descriptive research design to analyze customer preferences, factors influencing purchase decisions, and satisfaction levels with branded footwear.

Literature and Review:

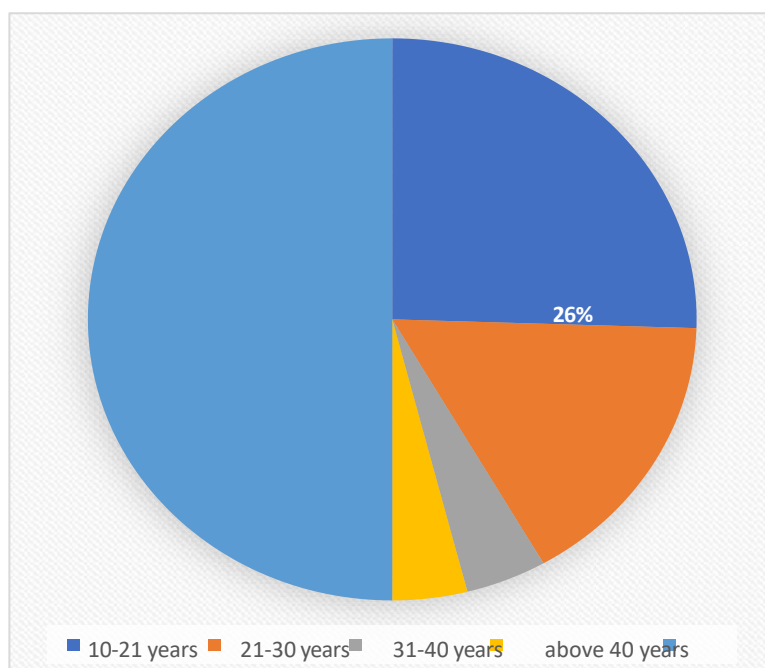
Rajdeep Singh (2016) 6 study based on brand loyalty in footwear industry: The dynamic competitive environment has changed the way the businesses were run in the past. The increased awareness of the customers along with increase in the number of options available to them as completely revolutionized the marketing task. In the current scenario a great need is felt for long term relationships with the customers to enjoy repeat sales. The business organizations these days are laying focus on enhancing the brand loyalty among the consumers to reap the benefits of repeat sales.

KASSARJIAN (1971), states that buyer conduct specialists must build up their very own structure and definitions their instruments to assess the character factors that go into the buy choice. This examination made an attire purchasing conduct model based on five measurements, to be specific purchaser qualities, reference gatherings, store properties, advancement and item attributes. Every one of these measurements are created dependent on the different research thinks about on customer conduct and through the assessment of different specialists from the businesses and organizations.

Ostlund (1973) normative referents are close in proximity to the average product consumer. Peers, friends and family members would fall into this category. Referents set the standards of behavior and values that are provided for the individual to assimilate. The consumer would be influenced by these types of reference groups because they want to fit in and be accepted by this group

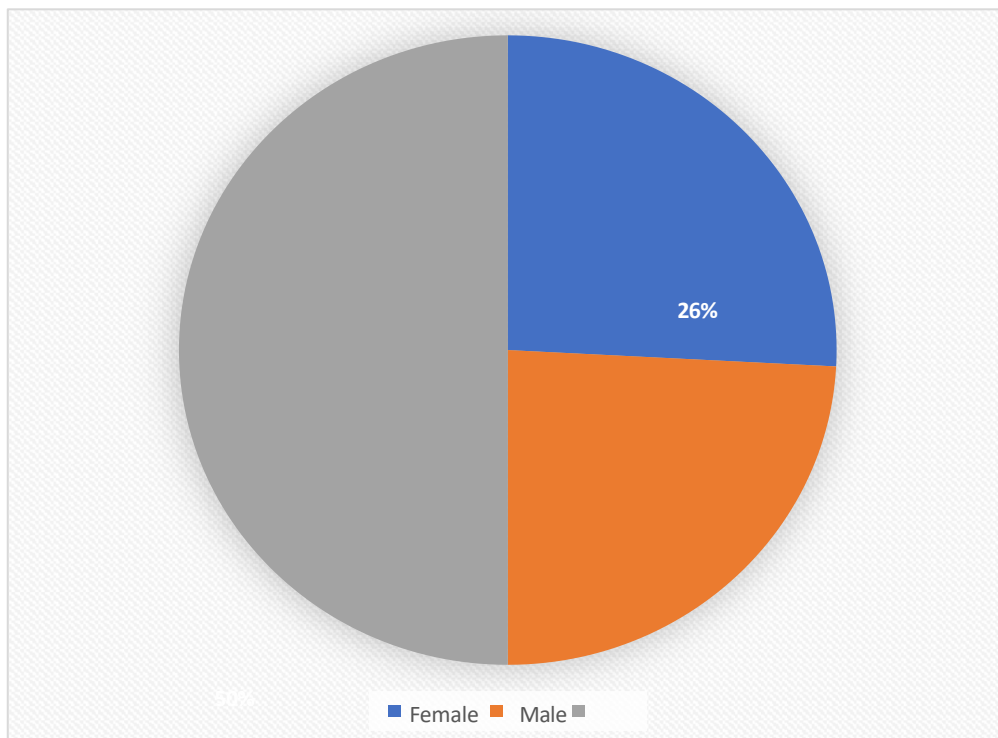
ANALYSIS AND INTERPRETATION:

AGE

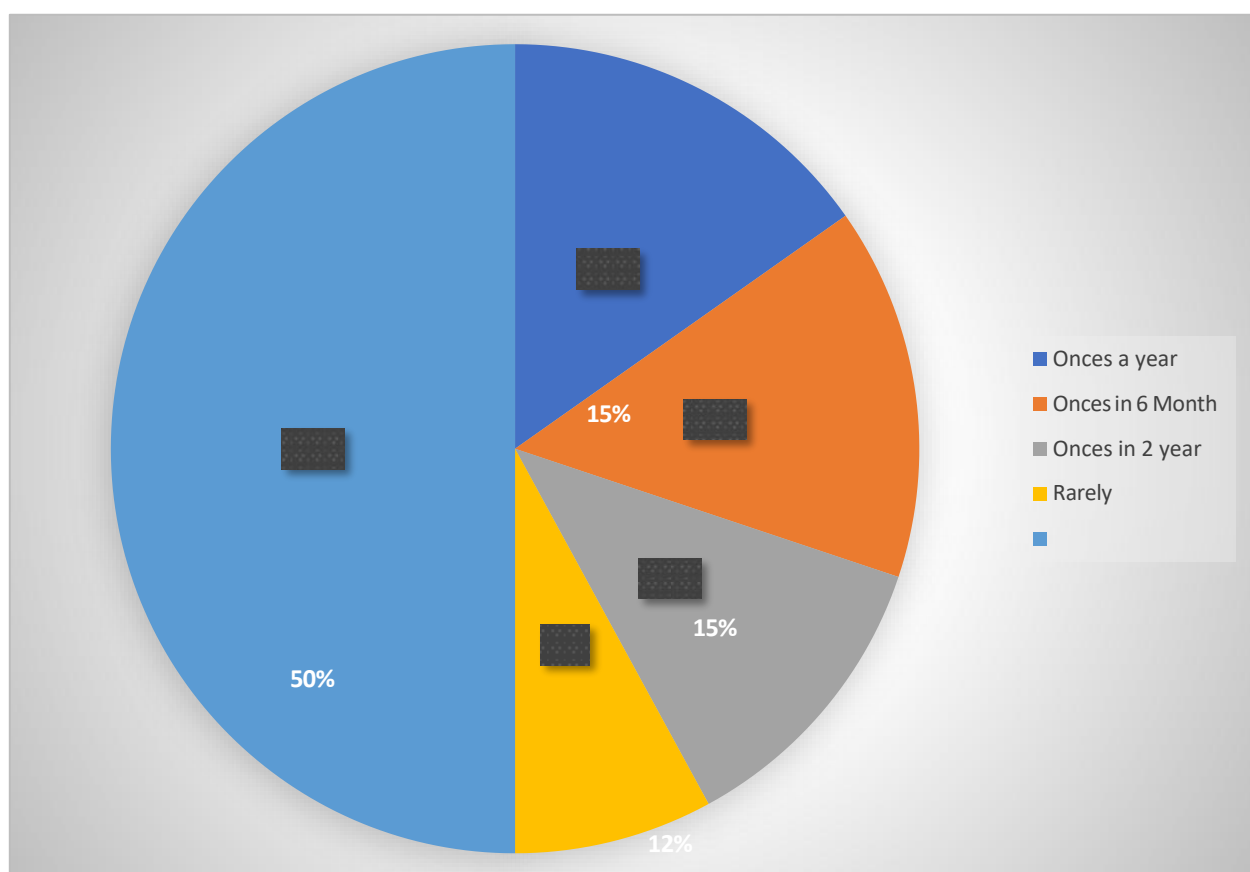


INTERPRETATION

The above table indicates that 50.99% of the respondents are between the age group of 10- 20 YEARS. 32.45% of the respondents are between the age group of 21-30 YEARS, 8.61% of the respondents are under the age group of 31-40 YEARS and remaining 7.95% of the respondents are above 40 years

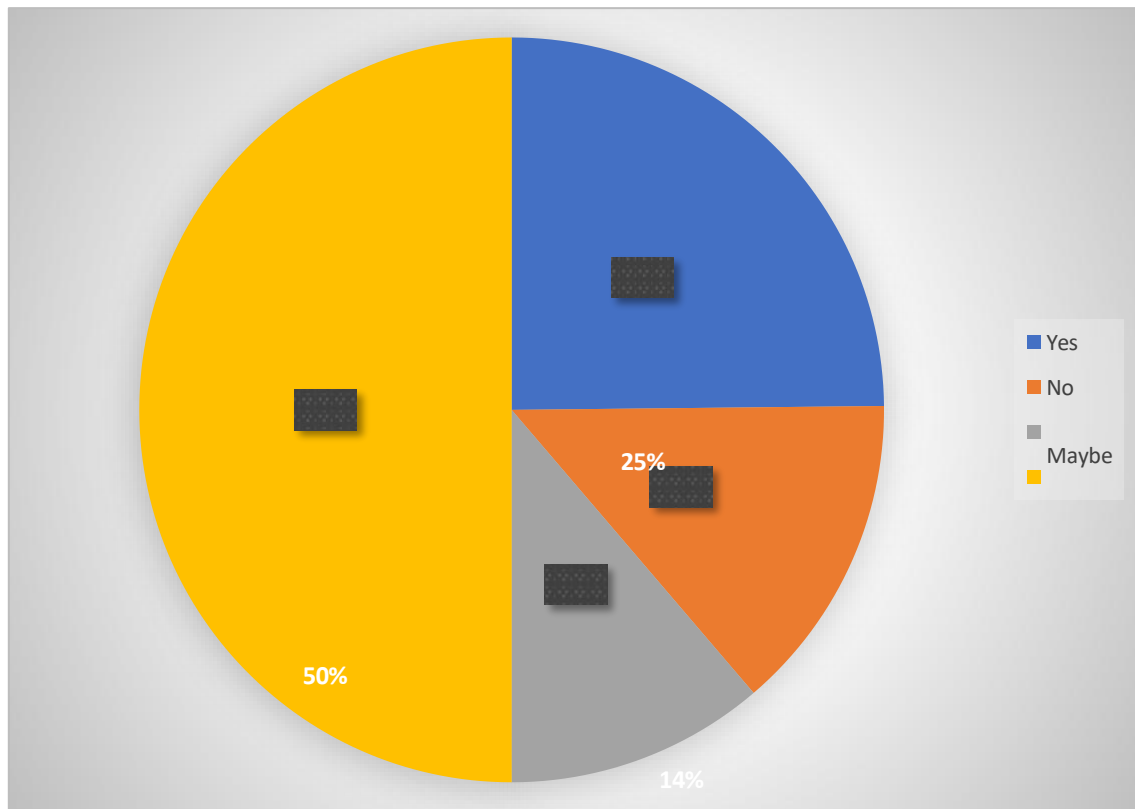
GENDER**INTERPRETATION**

The above table indicates that 48.34% of the respondents are Male, 51.66% of the respondents are Female

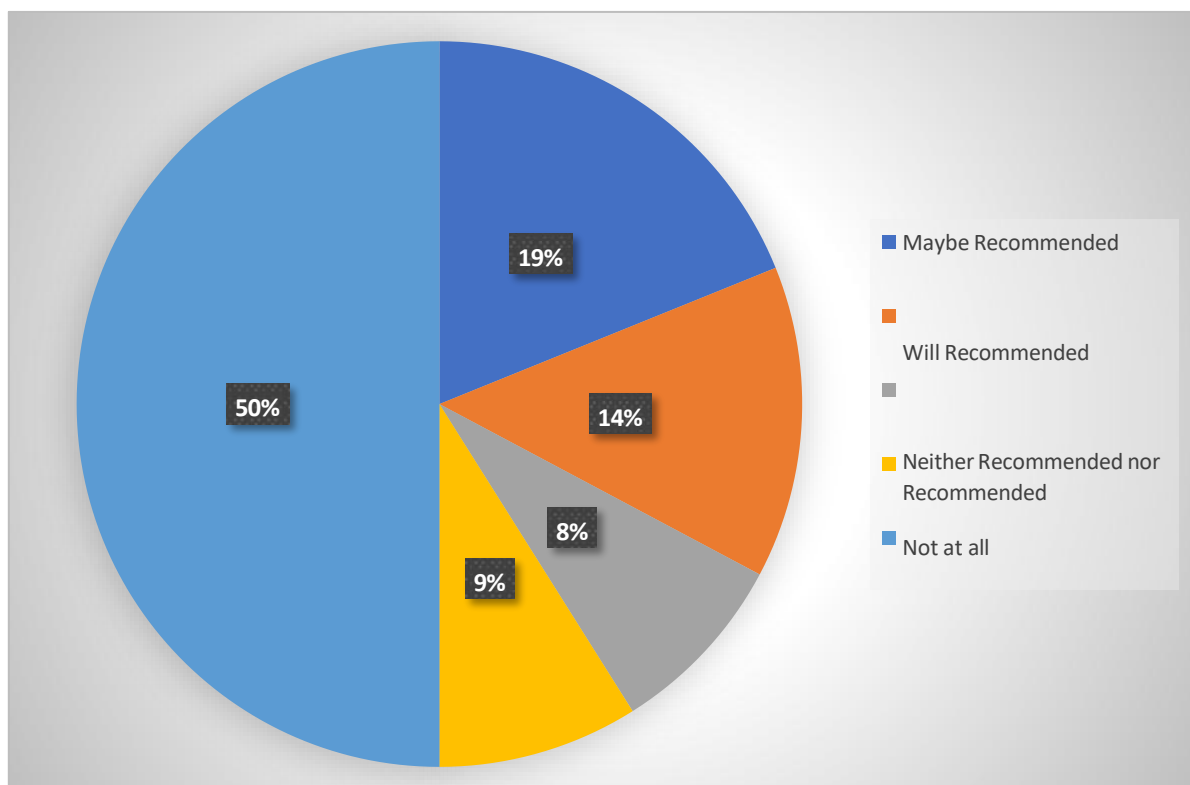
PURCHASE INTERVELS OF BRANDED FOOTWEARS

INTERPRETATION:

The above table indicates 30.46 % are the respondents for once a year.29.80% are the respondents for once in 6 month.15.89% are the respondents for rarely.23.84% are the respondents for once in a 2 year.

ISSUES WITH BRANDED FOOTWEARS**INTERPRETATION:**

The above table indicates 49.67 % are the respondents is Yes. 27.81% are the respondents is No. 22.52% are the respondents for May be.

RECOMMENDATION YOUR PREFER BRAND TO OTHERS

INTERPRETATION:

The above table indicates 37.75 % of the respondents for may be recommend. 27.81

% of the respondents for will recommend.16.56% of the respondents for neither recommend nor recommend. And 17.88% of the respondents for Not at all.

SUGGESTIONS

- 1 Brands should consider flexible pricing and periodic discounts to attract more customers. Continuous innovation in materials and design can improve comfort and durability.
- 2 Introducing more styles, colours, and sizes can cater to a broader customer base. Providing better size guides, customer reviews, and AR-based try-on features can reduce hesitation in online purchases.
- 3 Introduce loyalty programs to reward repeat customers with discounts or special offers. Provide seasonal and festival discounts to attract budget-conscious buyers

5.3 CONCLUSION

The study concludes that branded footwear remains a preferred choice due to quality, comfort, and brand reputation. However, factors like price sensitivity, availability, and after-sales service play a crucial role in customer satisfaction. To retain and expand their customer base, footwear brands must adapt to consumer expectations, improve product quality, and enhance the overall shopping experience. By implementing strategic pricing, offering better variety, and leveraging online platforms effectively, brands can strengthen customer loyalty and drive long-term success in the competitive footwear market.

Brand loyalty is significantly influenced by customer satisfaction, which is driven by the overall product experience, including after-sales service and perceived value for money. Companies that focus on continuous innovation, maintaining product quality, and understanding consumer preferences are more likely to retain customers and strengthen brand loyalty.