A STUDY ON CUSTOMER SATISFACTION TOWARDS VKC FOOTWEAR WITH SPECIAL REFERENCE TO PALAKKAD TOWN

AISWARYA KRISHNADAS

(RESEARCH SCHOLAR SREE NARAYANA GURU COLLEGE)

CO- AUTHOR:-

REVATHI B.V

1.1 INTODUCTION TO MARKETING

Marketing is the methodology of communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing is the way companies interact with consumers to create relationships that are beneficial to both parties. Businesses use marketing to identify their audience before advertising to them. Today, this is most visible through social media interactions and contests. Market potential is the total amount of a product that customers will purchase within a specified period of time, at a specific level of industry wide marketing activity.

Marketing begins with the fundamental idea that most human behaviour is a purposeful quest for need satisfaction and this activity is rooted in "exchange" notion. Marketing requires the existence of two or more persons or groups each having certain wants, and also possessing certain products. Each believes that his total satisfaction will be increased if he exchanges some of the products that he possesses for some of the products of the other party. Exchange is, therefore, the process of satisfying human wants via trade.

Marketing is indeed an ancient art; it has been practiced in one form or other since the days of Adam and Eve. The essence of marketing is an exchange or a transaction, intended to satisfy needs and wants. That is marketing is a human activity directed at satisfying needs and wants, through an exchange process.

DEFINITIONS

Several definitions have been proposed for the term marketing. Each tends to emphasize different issues. Memorizing a definition is unlikely to be useful; ultimately, it makes more sense to thinking of ways to benefit from creating customer value in the most effective way, subject to ethical and other constraints that one may have. The 2006 and 2007 definitions offered by the American Marketing Association are relatively similar, with the 2007 appearing a bit more concise. The definitions make several points:

♦   A main objective of marketing is to create customer value.
♦   Marketing usually involves an exchange between buyers and sellers or between other parties.
♦   Marketing has an impact on the firm, its suppliers, and others affected by the firm's choices.
♦   Marketing frequently involves enduring relationships between buyers, sellers, and other parties.

♦ Processes involved include "creating, communicating, delivering, and exchanging offerings."

⎰ According to Dr. Philip Kotler

"Marketing as a social and managerial process by which individuals and groups obtain what they need and what through creating, offering and exchanging products of value with others".

1.2 STATEMENT OF THE PROBLEM

Now a days there is a rapid increase in footwear industry in Palakkad town and online marketing also attracting the people very highly. So the manufacturers are facing heavy competition and struggling to increase their sales to survive in the market. Several footwear manufacturing companies are introducing new varieties of footwear and announcing offers from time to time. Under this situation the researcher making an attempt to study the customer satisfaction towards VKC footwear in Palakkad town. This study mainly taken to analyse the factors influencing customer satisfaction, to know the product features attracting customers and to study the satisfaction level of customers towards VKC footwear.

1.3 OBJECTIVES OF THE STUDY

♦ To analyze the factors influencing customer satisfaction towards VKC footwear.
♦ To know the product features attracting customers of VKC footwear.
♦ To study the satisfaction level of customers towards VKC footwear.

1.4 SCOPE OF THE STUDY

The study is aimed to present that the various types of VKC product available. The study also aimed to analyse the awareness and buying behaviour of VKC customers. The study covers preference, problems, satisfaction of VKC customers. The VKC dealer service and the factors influencing the customers of VKC products are also analysed. The findings, suggestion may help the manufacturer to improve their products. It also enables the dealers to do a better service to the customer.

1.5 RESEARCH METHODOLOGY

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/ searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word "Methodology", it is the way of searching or solving the research problem. In Research Methodology, researcher always tries to search the given question does not work systematically on problem, there would be less possibility to find out the final result. For finding or exploring research question a researcher faces a lot of problems that can be effectively resolved with using correct research methodology.

1.5.1 RESEARCH DESIGN

Research Design is a systematic plan to study a scientific problem. The design of a study defines the study type (descriptive, co relational, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions. A detailed outline of how an investigation will take place. The research design of this study was descriptive in nature. It constitutes the blue print or the collection, measurement and analysis of data.

1.5.2 SAMPLING METHODS

1.5.2.1 SAMPLE

A finite of a population, selected from it with the objective of investigating its properties is called a sample of the population. A sample is a representative part of the population.

1.5.2.2 SAMPLING

According to Crisp the fundamental idea of sampling is that, "If a small number of items or a whole (called a universe or population) the sample will tend o have the same characteristics and to have them approximately the same proportion as the universe.

Sampling is an essential part of all scientific procedures. The researcher collected and summarized the data more quickly through sampling. Sampling gives he researcher scope for collecting more accurate information.

1.5.2.3 METHODS OF SAMPLING

It is quit impossible to meet one and all or to collect information from the whole population. Therefore the researcher has adopted the non-probability sampling methods. Under this method the sampling units are selected according to convenience.

1.5.2.4 AREA OF STUDY

The study was conducted in Palakkad town.

1.5.2.5 SAMPLE SIZE

This refers to the number of item to be selected from the universe to constitute a sample. A sample of150 respondent was selected to this study.

1.5.2.6 SOURCE OF DATA

Both primary and secondary data were used for the study. Primary data collected through questionnaire. Secondary data was collected from book, magazine and websites introduction and review chapter.

1.5.2.7 DESIGN OF QUESTIONNAIRE

The questionnaire was designed with open ended one which seeks information on demographic details like age, educational qualification, occupation; the awareness, preference and suggestions of the respondents.

1.5.2.8 TOOLS USED FOR ANALYSIS

Following completion of data collection was tabulated and analyzed and the relations between variables have been estimated with the help of simple percentage analysis, chi-square, weighted average score and ranking method.

- **Simple Percentage Analysis**

  This is the simplest way to analyse different types of data. In this method we found out the percentage of each data with respect to total using this percentage rate we can analyse data.

  Number of respondents/ 150*100

  ❖ **Chi square test**

The chi square test is used to test whether there is a significant association between the observed numbers of responses for each category and the expected number of responses for such category under the assumptions of null hypothesis. In the other words the objective is to find out how well the distribution of observed frequencies 'O' fit the distribution of expected frequencies 'E'. Hence this test is also called goodness of fit test. A statistical test is used to determine the probability of obtaining the observed results by chance, under a specific hypothesis. It can be calculated by using a formula.

$$x^2 = \frac{\sum(O - E)^2}{E}$$

Where, O   =   observed frequencies

     E   =   expected frequencies

Degree of freedom = (r-1)*(c-1)

     r   = row

     c   =column

1.6 LIMITATIONS OF THE STUDY

This study is subject to the following limitations

- ➢ This study is confined to Palakkad city.
- ➢ Due to time constrains, 150 respondents were selected for the purpose of the study.
- ➢ There is chance for biased respondents, which may affect the result of the study.
- ➢ Ideas of 150 respondents may not reflect the view of the whole universe.

REVIEW OF LITERATURE

This chapter attempts to make a brief review of the previous literature dealing the present study. Only a few case studies and articles seem to have been reviewed. The related review was collected from textbooks, journals, magazines publications, newspapers and a project report.

1. Mr. Refeeq Ahmed (1986) in his paper "development Perspectives of Indian Footwear Industry, The case of Indian footwear" highlights the importance of the Indian leather footwear industry's potentiality for exports. He brings out the need for popularizing brand name, strengthening training facilities particularly to women, and close linkages between industry, training and educational institutions. The paper also emphasized the need to have the service of experts from developed countries to train the local artisans in particular lines.

2. Padmini Swaminath (1996) in her paper "Development Experiences : Gender   Prospective on Industrial Growth, Employment and Education" explains how the industrial   development in India lacks the co-ordination between the govt/ industry and the labour. The paper attempts to assess the quality of state interventions and their impact on industry and labour. The author emphasizes the need for transforming the state interventions into strategic gender needs.

3.Sundaram Shobha and ao Sheshagiri K (1996) in their article, "Changes and Continuity in Women's Employment in Footwear Industry" have made detailed analysis relating to the social background of the women workers via, community, age groups, educational levels, marital status, and the factors responsible for migration. An attempt has also been made to bring out the circumstances that made the women workers to enter into footwear industry, with special emesis on acquisition of skills, types of work undertaken, labour mobility, working conditions and wage structure.

4. Dhar P. N. (1958) has made an attempt to analyze the small leather footwear units in Delhi since Moghal days Author was found that most of the artisans were made footwear in Tirana's the tools were dissimilar, the proportion of their working capital reflects the difference in their scale of operations. Out of 34 sample units only 10 units had substantial finance and marketing outlets. The raw material cost has the larger share (58.57) to te total cost of productions.

ANALYSIS AND INTERPRETATION

The term analysis refers to closely related to operations that are performed with purpose of summarizing the collected data organizing in such a manner yielding answer to the questions. In simple words, it means studying the tabulated material in order to inherent facts and meanings.

Analysis involves organizing the data in manner interpretation that explains facts and figures. Thus interpretation proceeds to knowledge and analysis is hardly complete without interpretation coming into play. The problem of analysis interpretation varies from one study to another. The following tools are used for analyzing this study;

- ❖ Simple percentage analysis
- ❖ Chi-square method.

. **SIMPLE PERCENTAGE**

 AGE

The following table describes the age wise distribution of the respondents are selected for the study. The age is classified as upto20, 21-30, 31-40, 41-50 and above 50.

Table No.1

Age wise distribution of respondents.

Age	No:of respondents	Percentage
Upto20	39	26
21-30	63	42
31-40	16	11
41-50	22	15
Above50	10	7
Total	**150**	**100**

GENDER

The following table describes the gender wise distribution of respondents selected for the study. The gender is classified as Male and Female.

Table No.2

Gender wise distribution of respondents.

Gender	No: of respondents	Percentage
Male	45	30
Female	105	70
Total	**150**	**100**

MARITAL STATUS

The following table describes the marital status wise distribution of the respondents selected for the study. The marital status is classified as married and unmarried.

Table No.3

Marital status wise distribution of respondents.

Marital status	No: of respondents	Percentage
Married	66	44
Unmarried	84	56
Total	**150**	**100**

EDUCATIONAL QUALIFICATION

The following table describes the educational qualification wise distribution of the respondents selected for the study. The educational qualification is classified as school level, under graduate, post graduate, professional and others.

Table No.4

Educational Qualification wise distribution of respondents.

Educational Qualification	No: of respondents	Percentage
School level	49	32.6
Under Graduate	45	30
Post Graduate	43	28.7
Professional	3	2
Others	10	6.7
Total	**150**	**100**

MONTHLY INCOME

The following table describes the monthly income of the respondents selected for the study. The monthly is classified as below 10000, Rs.10001-20000, Rs.20001-30000 and above 30000.

Table No.6

Monthly income wise distribution of respondents.

Monthly Income	No: of respondents	Percentage
0	110	73.3
Below 10000	12	8
Rs.10001-20000	14	9.3
Rs.20001-30000	7	4.7
Above 30000	7	4.7
Total	**150**	**100**

AREA OF RESIDENCE

The following table describes the area of residence wise distribution of respondents are selected for the study. The area of residence is classified as rural, semi-urban and urban.

Table No.7

Area of residence wise distribution of respondents.

Area of residence	No: of respondents	Percentage
Rural	53	35.3
Semi-urban	66	44
Urban	31	20.7
Total	**150**	**100**

MODE OF PURCHASE

The following table describes the mode of purchase wise distribution of respondents is selected for the study. The mode of purchase is classified as retail shop and online shopping.

Table No.8

Mode of purchase wise distribution of respondents.

Mode of purchase	No: of respondents	Percentage
Retail shop	139	92.7
Online shopping	11	7.3
Total	**150**	**100**

CHI SQUARE:

GENDER AND MODE OF PURCHASE

Null Hypothesis(Ho): There is no significant association between gender and mode of purchase.

Table No.9

Gender and Mode of purchase.

Calculated value	Table value	Df	Remark
31.193	31.410	20	NS

df- degree of freedom, S- significant, table value < 0.05) NS-not significant table value > 0.05)

AREA OF RESIDENCE AND MODE OF PURCHASE

Null Hypothesis (Ho): There is no significant association between Area of residence and mode of purchase.

Table No.10

Area of residence and Mode of purchase.

Calculated value	Table value	Df	Remark
50.403	36.415	24	S

df- degree of freedom, S- significant, table value < 0.05) NS-not significant table value > 0.05)

FINDINGS, SUGGESTIONS, CONCLUSION

❖ **FINDINGS:**

SIMPLE PERCENTAGE ANALYSIS:

- ❖ 42% of the respondents are in the age group of 21-30.
- ❖ Majority (70%) of the respondents are females.
- ❖ 56% of the respondents are unmarried.
- ❖ 32.6% of the respondents are school level.
- ❖ Majority (73.3%) of the respondents are not earning.
- ❖ 44% of the respondents are in semi-urban.
- ❖ Majority (92.7%) of the respondents prefer retail shop

CHI-SQUARE ANALYSIS:

- • There is no significant association between gender and mode of purchase.
- • There is significant association between area of residence and mode of purchase.

SUGGESTIONS

> 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

VKC Group is an Indian company from Kozhikode district of Kerala which is engaged in the manufacture and marketing of footwear. It is considered to be one of the biggest in the organized footwear sectors. It is also the largest branded PU footwear manufacturers in India. V.K.C Mammed Koya is the founder of VKC Group the Group was established on 17th August1984 with venturing into a Hawaii Sheet manufacturing unit. Through this study the researcher analysed the customer's satisfaction towards VKC footwear. Most of the customers are satisfied with the quality and durability of VKC footwear. The company can concentrate on new design and give new offers for attracting the customers, to overcome competitions.