



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Study On Customer Satisfaction Towards Vkc Footwear Brand With Special Reference To Ramathapuram District

1. MS M DEEPALAKSHMI, 2. MS U HEMAPRIYA

Assistant Professor

PG and Research Department of Commerce,

Thassim Beevi Abdul Kadar College for Women, Kilakarai, Ramanathapuram, India.

Abstract: The survey study on “Market Potentiality and Consumer Perception at V.K.C has been conducted to observe the preferences of customer and understanding; simply saying perceptions of customer. To knowing the consumer perception. We organise a set of questions based on some criterion like age, preferred Brand, and factor of selecting footwear. The paper particularly focused on Factors that influence belief. It also aimed to segment customer through their Age, gender, occupation. The main objective of this study is to find out the Present scenario of Market potentiality and consumer perception at Bata .In this analysis; both primary and secondary methods are used to collect the Data. The importance of delight exhibit the two products keep should clearly show product predicted performance. Satisfaction or dissatisfaction with product will impact a purchaser following behaviour if the consumer is satisfied, he or she will show a greater opportunity of purchasing the product again. The cosy purchaser will additionally lean to say proper matters about the brand to others. Marketer declares: "Our best commercial is a cosy customer.

Index Terms – Customer, VKC, Satisfaction, Brand.

I. INTRODUCTION

Footwear refers to garments worn on the feet, for fashion, protection against the environment, and adornment. Durable shoes are a relatively recent invention, though many ancient civilizations wore ornamental footwear. Many ancient civilizations saw no need for footwear. The Romans saw clothing and footwear as signs of power and status in society, and most Romans wore footwear, while slaves and peasants remained barefoot. The Middle Ages saw the rise of high-heeled shoes, also associated with power, and the desire to look larger than life, and artwork from that period often depicts bare feet as a symbol of poverty. Bare feet are also seen as a sign of humility and respect, and adherents of many religions worship or mourn while barefoot, or remove their shoes as a sign of respect towards someone of higher standing. Practitioners of the craft of shoemaking are called shoemakers, cobblers, or cordwainers.

Footwear intended to protect and comfort the human foot while doing various activities. Footwear is also used as an item of decoration. The design of footwear has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally fashion has often dictated many

design elements, such as whether footwear have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost.

Basic sandals may consist of only a thin sole and simple strap. High fashion items may be made of very expensive materials in complex construction and sell for thousands of dollars a pair. Other footwear are for very specific purposes, such as boots specially designed for mountaineering or skiing. Shoes have traditionally been made from leather, wood or canvas, but are increasingly made from rubber, plastics, and other petrochemical-derived material. Until recent years shoes were not worn by most of the world's population largely because they could not afford them. Only with the advent of mass production, making shoes available very cheaply, has shoe-wearing become predominant. The foot contains more bones than any other single part of the body. Though it has evolved over hundreds of thousands of years in relation to vastly varied terrain and climate conditions, the foot is still vulnerable to environmental hazards such as sharp rocks and hot ground.

II. STATEMENT OF THE PROBLEM:

Decades ago, footwear was the symbol of status, now it got its place in necessary and wearing became unavoidable. Earlier days footwear had been wore for its benefits. Today perhaps all its key factor for sale, appearance, style, quality, price also be the determinants of its markets. Due to huge competition every market has its own phase. India is where more than 50% of the population represents youth and majority of youth population is belonging to the category of first generation graduates.

III. OBJECTIVES OF THE STUDY:

1. To study the customer perception towards on V.K.C footwear.
2. To analyse the customer's awareness level on V.K.C footwear Ramanathapuram district.
3. To study on the marketable improvements in V.K.C footwear through customer.
4. To analyse the Quality, Durability, Variety, and price of V.K.C footwear.

IV. SCOPE OF THE STUDY:

The scope of the study is that to find out the customer satisfaction towards V.K.C footwear.

- ❖ To identify the sources and features which influence to purchase the V.K.C footwear.
- ❖ To identify the customer's view regarding maintenance.
- ❖ The study is intended in obtaining suggestions from customers regarding improvement about the product.
- ❖ To find out the impact of the product in customers mind with respect to after sales and services.

V. REVIEW OF LITERATURE:

Sudana Ni Made Ardanereswari Damayanti, Setiawan Putu Yudib (2021), Thereof customer satisfaction in mediating the effect of brand image and perceived quality on brand loyalty: a study on vkc brand consumers in Denpasar Footwear is one of the fashions for both men and women. One of the companies that produce well-known footwear brands is vkc. Based on the results of the pre-survey, it was found that there were disloyal and dissatisfied customers. Customers do not make vkc their first choice, and there is still dissatisfaction with their design. The purpose of this study is to explain the role of customer satisfaction in mediating the influence of brand image and perceived quality on brand loyalty to vkc brand customers in Denpasar.

Karimi Kobia, Godfrey Kinyua (2021), An Empirical Analysis of the Relationship between Product Development and Performance of Outlets of VKC Shoe Company in Nairobi City County, Kenya Performance of firms in the leather industry has experienced fluctuation in the last couple of years, a situation that has been compounded by availability of imported low cost second hand leather products in the market. Notably, manufacturers of leather products in Kenya have been overly exposed to intense price based competition, which has resulted in jostling and shift of market share amongst the players. It's therefore imperative for management of firms in the leather

industry to embrace new ideas which can stimulate enhanced acceptability of locally manufactured leather products.

Elizabeth Kelion, (2021), The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to factors influencing growth of fashion leather shoes. This article reviewed recorded sources to present the current state of leather shoe industry.

Ashiqur Rahman Ankon (2020), "An Analysis of the Customer Relationship of vkc Shoe Company Limited", The study has been carried out with the following objective to explain Customer Relationship Management vkc Shoe Company Limited and identify problems relating to Customer Relationship Management of vkc Shoe Company Limited To make recommendations to improve the level of Customer Relationship Management of vkc Shoe Company limited. The discoveries of this investigation is that vkc shoe organization is in better situation in the market position than the contenders aside from serving clients exceptional classy and in Vogue shoes. vkc has a steadfast client's bunch who purchase vkc just for their quality.

VI. TOOLS FOR ANALYSIS:

CORRELATION

Relationship between monthly income and amount you spent

Table 2.1

Assuming monthly income tax as x

X	Below-5000	5001-10000	10001-15000	15001-20000
Y	2	33	9	6

Amount you spent for this slippers as y

X	Below-200	201-400	401-600	601-800
Y	4	29	16	1

Calculation of application correlation

S.NO	X	X ²	Y	Y ²	XY
1	2	4	4	16	8
2	33	1089	29	841	957
3	9	81	16	256	144
4	6	36	1	1	6
	ΣX=50	ΣX²=1210	ΣY=50	ΣY²=1114	ΣXY=1115

$$R = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \times \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

$$= \frac{4 \times 1115 - 50 \times 50}{\sqrt{4 \times 1210 - (50)^2} \times \sqrt{4 \times 1114 - (50)^2}}$$

$$= \frac{4460 - 2500}{\sqrt{4840 - 2500} \times \sqrt{4456 - 2500}}$$

$$= \frac{1960}{\sqrt{2340} \times \sqrt{1956}}$$

$$= \frac{1960}{2139.4017}$$

$$= -0.91614$$

CHI-SQUARE TEST

Relationship between family size and overall consumption pattern level of the respondents.

Table 2.2

The table of expected frequency shall be

7.8	6	15.6	0.6	3.0
3.64	2.8	7.28	0.28	14
0.78	0.6	1.56	0.06	3
0.78	0.6	1.56	0.06	3
13	10	26	1	50

Calculation of chi-square test

O	E	[O-E]	[O-E] ²	[O-E] ² /E
9	7.8	1.2	1.44	0.1846
4	3.64	0.36	0.1296	0.0356
0	0.78	-0.78	0.6084	0.78
0	0.78	-0.78	0.6084	0.78
4	6	-2	4	0.6666
4	2.8	1.2	1.44	0.5142
1	0.6	0.4	0.16	0.2666
1	0.6	0.4	0.16	0.2666
17	15.6	1.4	0.96	0.1256
6	7.28	-1.28	0.6384	0.2250
1	1.56	-0.56	0.3136	0.2010
2	1.56	-0.56	0.3136	0.2010
0	0.6	-0.6	0.36	0.6

0	0.28	-0.28	0.0784	0.28
1	0.60	0.94	0.8836	14.7266
		Total		19.9134

$$\text{Chi-square test} = \sum [O-E]^2/E$$

$$= 19.9134$$

$$\text{Degree of freedom} = (r-1) (c-1)$$

$$= (4-1) (4-1)$$

$$= 3 \times 3$$

$$= 9$$

$$X_{0.05} = 16.919$$

HYPOTHESIS

Let us take hypothesis that there is no relationship between the family size and decision maker of V.K.C slippers. Family size and decision maker.

VII. FINDINGS AND SUGGESTIONS:

FINDINGS:

- It is clear that, majority of the respondents (88%) belong to marital status of unmarried.
- It is clear that, majority of the respondents (88%) belong to educational qualification of PG (1-2year).
- It is clear that, majority of the respondents (60%) belong to family size are representing the nuclear family with one children.
- It is clear that, majority (66%) of the respondents are satisfied with the price of the V.K.C slippers.
- It is clear that, majority (60%) of the respondents are highly satisfied with the quality of the V.K.C slippers.

SUGGESTIONS:

- The company should concentrate on reduce the weight of the footwear as people are least satisfied with this aspect.
 - Though V.K.C footwear got large market price. They are their minimum guaranties customers, chances are more to switchover to any other company if the new product offers more than this V.K.C footwear.
 - Good relationship between the intermediaries is placing a vital role. While going for large scale sale. It should be properly monitored and effectively managed.
 - Periodical customer feedbacks to be taken as a matter of future survival and to enjoy the long time profit.
 - Last but not least, above all suggestion. Customer satisfaction plays a vital role, at any cause, the company will not compromise with the customer satisfaction.

VIII. CONCLUSION:

Necessary is the mother of invention, consumer's needs are the real drives of business. Though V.K.C has achieved a decent growth in past couple of years. There are still some areas of improvements to be considered properly, and possible. Majority of the customer's satisfied with the quality of V.K.C footwear so company

should concentrate in this regard. Remarkable improvement in the quality is essential for its long run.

Adopting new technologies, considering customer feedback will leads to better performance in future. Footwear can be a matter of foot. But its sales and success depends upon the smart brains who are working for its growth. Last but not the least, when customers satisfaction increases, the customer loyalty also increases. Which purse the way for long-term success.

IX. BIBLIOGRAPHY

REFERENCES:

Websites:

1. <http://www.Google.com>
2. <http://www.yagoo.com>
3. <http://www.slide share.com>
4. <http://en.wikipedia.org/wiki/preference>
5. <http://www.Cyberessay.com>
6. <http://www.V. K.C footwear company.co>

Books:

1. S.P. Gupta "Statistical Methods", Sulthanchand & Sons, Education Publishers, New Delhi 2004.
2. C.R. Kothari, "Research Methodology" New Age International Pvt Ltd Publishers, 2009.
3. Philip Kotler "Marketing Management" 7th Edition.

