A study on customer satisfaction towards footwear in Bilaspur city, India

Md Shahrukh[*], **Subhash Chawla** and **Prince Dubey**
Chouksey Engineering College, Bilaspur Chhattisgarh, India
kingshah98278@gmail.com

Abstract

Customer footwear selection according to the need and demand is the major analytical target of this study and make a proper result to its demonstration according customer satisfaction. The objective of this research paper is to evaluate factors that have a significant influence on footwear selection and customer satisfaction. This is a descriptive study conducted on 127 respondents from Bilaspur city. The difference in the perception due to various factors is measured by Z test in footwear selection. The self-reported scale is used. Practical implication of this study is to identify the various criteria that results in footwear selection among the respondents. Also this study helps the footwear retailers to know about customer footwear choices. The study has social implication in finding out footwear selection behavior of individuals of the society. This study confirms some findings from the Bilaspur. However, results from Bilaspur indicate that at least male and female perceptions are different in nature for selection and judgments towards footwear.

Keywords: Customer satisfaction, Footwear selection, Brand, Comfort, Design.

Introduction

Customer purchasing behavior is the gross total of a consumer's loyalty, attitudes, preferences and coordination decisions towards the customer's behavior in the area of footwear range when purchasing a product or services. Every customer is different from other customers they are unique with different demands and need and purchasing choices and thoughts are influenced by demand, habit and choice that are directly affects their choice of selection which affects social and psychologically affect purchase decision processes. An application of customer buying behavior thoughts and decisions depends on marketing phenomena and strategies, rules and policies, independent and social marketing, and informed group of individual. Customer need, want, condition and buying demand mainly affects their perception and thoughts in which they take a decision for a selection for a particular footwear and brands for very suitable for themselves and create and a proper arrangement of their need is being focused on customer satisfaction and in which the brand preference is being concern to know about with a creational mind that customer always thinks to do or not to-do with which they select a footwear according to their preference in which a proper selection process in their mind is being conduct and a various thoughts is being issued in various condition and in this research mainly focused area is which footwear the customer select according to their decision of selection thoughts and make analysis for a product to their mind and make a decision for it. Customer loyalty is create a brand reputation and make them a stand to be in a market which is being very careful decisions for the company and which is being to their reputation in a market place creational ideology is being mainly focused on customer relation with seller and make them comfort for their decision

according to their fittings of footwear and in a range of their price area in which they want to be in a situational selection according to need of various term in nature of which affect various factors which is chosen by them to a select a particular footwear and make a proper area of and coverage to be in this that they need only this type of footwear and select a particular footwear brand company in whenever they need they assure that this type of footwear is mainly being concern and chosen by me.

Literature review: The customers creates a very important role in various selection ideology process and make a perfect coordination aspects regarding their demanding ratio analytically process being establish and make a perfect order of relation agenda according there match of matter, that what they want customers relation creates a positive area where which a separate rule of ideas make a perfect conduction of result according there selection thoughts may be in a individual ideology agenda and departments making relation depends on how they want to be in a matching criteria aspects of demand[1]. Brand loyalty mainly affects the selection of a footwear according the customer satisfaction and make a proper allotment of relation between customer satisfaction and brand loyalty which creates a proper agenda and establish what to be found of out in a proper manner of selection idea when they need to be in a range of being in there of which is being creates a normal relation of thoughts what they want in a proper brand area and satisfied themselves and creates a proper making relational aspect of natural phenomena and that want to be in a relational markets range that would be a manage themselves in a particular brand way or in brand soldier that defend their brand selection thoughts from others which mainly specify what mainly need to be know and make assurance of making relational aspects to a proper brand and always be there in a

range that particular area of brand that becoming a relational aspects and creates this by a brand loyalty and customer satisfaction which is being in a range of acting thoughts that they want[2]. Service maintenance directly affects to a behavioral intention towards selection of which they need of in various use of matters or product that make a proper management of a service quality aspects of thoughts of ratio that may be in a proper make a assurance of creational idea that make positive relation between giver and receiver that may be in a trying aspects o in a thoughts aspirant would be in a coordination demand making a believing nature of service quality according consumer demand and should have a proper allotment of nature that may be in a creational and when they need to be invariance in nature creates of allot mental demand and that would be in construct in various field of assessment in demanding creation which may be depend on service marketing theory which relational charting to be in behavioral intention[3]. Relational aspect mainly in between customer satisfaction and brand loyalty mainly influenced by empirical findings and make assurance of demand ratio of which of many research miss this one and mainly fin by this research and creates of better of choice and relational inspecting and may be in making a ratio of range in a proper aspects of relation that may be in a thought or logistic idea that would be in a range of consumer which mainly influence their nature of thoughts that when one consumer interacts and demand in something in order of way which may be in creational long term in border of nature that make in several conduct of process that would be in forming and would be in privilege to a order of things that may be in assuring a creational knowledge of relation between customer satisfaction and brand loyalty[4]. Consumer purchase thoughts and intention has a large aspects of demand that may be and introduce which develop their relational aspects of chance of making decision that make a coordination and changing area of which they need to be know that what type of creational making of branching is mainly focused on what they need to know and what they want which is mainly be depend on their situation which demand of product of ratio an in any field of selection and make relational chance of create when they need and sole of their choice may be in there mind of creation or not to be in rational range that maintain their service quality and relation with consumer satisfaction[5].

Product categories which relate with customer satisfaction and due to which they compare the individual and group thoughts of aspects and make a proper arrangement of distribution and may be in as a compact trough when they and contact with which we use as a comparing growth of network and make that individually and depends on how they collapse with collection of individual thoughts regarding their selection thoughts[6]. In the customer judgmental thoughts in which way of perception that they insure by various selection and making a proper arrangement according various demanding confidential and allocation making of arrangement according there need and demanding thoughts which should be in a nature of what they need, want and select that would be according to in various

systematical way in where there mind say to arrange and make a proper selection process of footwear product and create a list of preference and which we need to be know and quality assurance and customer judgmental thoughts directly related to perception of a customer for a particular product[7]. To be finding out the quality, customer satisfaction, brand reputation and brand loyalty is mainly to be in a nature of integration and make this to be informational area of demand that make a proper arrangement of creational and that should be examine by every research of product selection and customer satisfaction of creator to which they need to know about various relational and maintenance of assurance of creation al and demand that maintain their relation aspect ratio of which they know about various proper arrangement of when grant and main aim to be promote to the relation of customer. Brand equity followed a various range of selection process and make a relation with customer according there need and demand and which in mainly which we properly manage and take in a brand reputation[8]. Demand of branded footwear which influence by price and faith in brand is mainly affect and create a large aspects of creational thoughts of older and younger people which is constructed in brand at top level of significant and make their demands in market area[9]. Price of footwear is the major factor which influence the footwear selection by customer's high price directly affects most of the customer's footwear purchase and demand according to their need and buying power[10]. This literature suggest that the comfort of footwear is protect the footwear injuries and create a better foot health, footwear comfort is a major factor that influence the footwear selection and determined by the buyer thoughts which is greatly make a satisfaction[11]. Footwear fitting are one of the greatest important customer satisfaction in buying shoes. In a way of improve footwear fit the foot design, shape and footwear fitting that have been evaluated. Footwear fitting is one of the major factors of footwear selection by male and female both which influence is one of the major factors of footwear selection by male and female both which influence footwear purchasing criteria[12]. Suitability of footwear is an important factor for footwear without which injuries may happen[13].

According to this finding we can say that females choose running/walking footwear including design characteristics which is mainly focused on decrease of coronal plane ankle in a manner to decrease the injuries incidents[14]. Foot position and stability with foot relaxation mode depends mostly with foot sole foot awareness is focusing causally to stability, so the shoes with hard, thin soles provide and protect better stability for customers than those with thick, soft midsoles[15]. The sum total of the footwear selection is also focusing on "light-weight", "color", "heel" which also influence the mind of the customers that what they want on that factors.

Research Objective: The motivation behind the research to: i. To extract the behavior of the people in terms of footwear. ii. To uncover extent of diversified choice for selection of footwear. iii. To identify the gender difference towards footwear satisfaction.

Methodology

Every research needs some procedure or methods to check and infer the thoughts and the concepts. From previous review we identify some prominent factors affecting footwear choice and selection. A systematic methodology is planned for sample survey. Convenience sampling is used to receive the responses of footwear users.

Hypothesis formulation: In order to achieve the above objectives following alternative hypothesis is proposed.
H_1 There is significant difference between male and female about footwear selection on Brand perception.
Similarly a set of hypotheses H_2-H_{10} are formulated for Price, Comfort, Fitting, Suitability, Light-Weight, Design, Color, Sole and Heel.

A separate hypothesis H_{11} is formulated for overall experience from footwear.

Sample and Sample profile: For present study the convenience sampling method is used. The 127 respondents are selected comprising 60 females and 67 males. The respondents are teenagers and young adults. The respondents are residents of Bilaspur Chhattisgarh India.

Tools: A structured questionnaire is developed for taking the responses from footwear users. The questionnaire contains 11 self-developed statements. A 5 point interval scale is used to measure the level of agreement. The two extreme point of the scale are communicated to respondents where 1 is highly disagree and 5 are highly agree. As per our research objective we used Z test for mean difference analysis. The MS Excel and MS Word is used for result analysis.

Results and discussion

The value of cronbach alpha is identified to be 0.817. The value is exceeding the permissible limit of 0.7 and confirming reliability of data[16,17].

The purpose of this study is to test how different perceptions of male and female for purchasing footwear by determining various factors relating to a footwear selection and satisfied themselves towards footwear.

I feel awesome with branded footwear: This statement is determined the customer mind for a branded footwear that they want, and compare a branded footwear through other footwear , mean of male (3.90) is greater than mean of female (3.37), the Z test value is (-2.34) which falls under rejection region at 5% level of significance. We can say that there is significant difference between male and female perception towards branded footwear. So we can also say that male is more conscious about branded footwear selection compared to female[9].

Table-1: Results.

S. No.	Statements	Mean		Z value	Result of null hypothesis
		Male	Female		
H_1	I feel awesome with branded footwear	3.9	3.37	-2.34	Rejected
H_2	Price should be in my budget	4.19	3.52	-3.55	Rejected
H_3	Footwear should be comfortable	4.31	3.8	-2.21	Rejected
H_4	Fitting should be perfect	3.64	4.13	1.98	Rejected
H_5	Should be perfect for running/jogging	3.66	3.73	0.35	Accepted
H_6	It should be light weight	4.00	4.00	0	Accepted
H_7	Design should be attractive	4.31	4.18	-0.71	Accepted
H_8	Color should suit with my cloth	4.1	3.58	-2.12	Rejected
H_9	Footwear sole should be soft	4.27	3.82	-1.98	Rejected
H_{10}	Heel should be comfortable	3.63	3.98	1.44	Accepted
H_{11}	In overall I'm satisfied with my footwear	3.67	4.15	2.14	Rejected

At 5% level of significance

Price should be in my budget: It is a statement relating to customer footwear price taking and price fluctuation decision, that the customer really want that the price should be in his budget or not, mean of male (4.19) is greater than mean of female (3.52), so we measured a Z test and the value of Z (-3.55) which fall under the rejection region at 5% level of significance. We can say that there is a difference between male and female perception towards footwear price taken decisions. And we can also say that male is more conscious about price of footwear compared to female[10].

Footwear should be comfortable: Footwear comfort ability is always checked by footwear customers, so this statements is determined the customer perception towards comfortable footwear, and in that manner mean of male (4.31) is greater than mean of female (3.80), so we measured a Z test and the value of Z (-2.21) which fall under the rejection region at 5% level of significance, so we can say that there is a difference between male and female perception towards taken footwear comfort ability decisions. And we can also say that male is more conscious about footwear comfort ability compared to female[11].

Fitting should be perfect: Footwear fitting is determined by wearing a footwear for checking a footwear suitability, and according to this statement footwear customers rate their decision for footwear fitting from 1 to 5, mean of male (3.64) is less then mean of female (4.13), so we measured Z test and the value of Z (1.98) which fall under the rejection at 5% level of significance, so we can say that there is a difference between male and female perception towards taken footwear fitting decisions. And we can also say that female is more conscious about footwear's fitting as compared to male[12].

Should be perfect for running/jogging: This statement is determined the customer thoughts for a footwear that they want for running and jogging and compared a male and female perception towards this statement for a footwear, mean of male (3.66) is less then mean of female (3.73), so we measured a Z test and the value of Z (0.35) which fall under the accepted region at 5% level of significance, and we can say that there is no difference between male and female perception towards footwear compatibility for running and jogging[13].

It should be light weight: According to this statement footwear customer demand for footwear should be light weight that is checked by taken a responses from male and female both, mean of male (4.0) is equals to mean of female (4.0), so we measured a Z test and the value of Z (0) which fall under the accepted region at 5% level of significance, so we can say that there is no difference between male and female perception towards footwear should light weight.

Design should be attractive: For footwear selection customer always talked about footwear design, so we would try to measure that the customer (male and female) really checked footwear design or not and compare the male and female perception for a footwear design selection, mean of male (4.31) is greater than mean of female (4.18), so we calculated a Z test and the value of Z (-0.71) which fall under the accepted region at 5% level of significance, and we can say that there is no difference between male and female perception towards footwear design attractiveness.

Color should suit with my cloth: Footwear color is suited to with his clothes or not is determined by footwear customers for checking a footwear is suitable or not for his matched clothes, mean of male (4.10) is greater than mean of female (3.58), so we measured a Z test and the value of Z (-2.12) which fall under the rejection region at 5% level of significance. And we can say that there is a difference between male and female perception towards taken footwear color suitability decisions. And we can also say that male is more conscious about footwear color suitability with their cloths compared to female.

Footwear sole should be soft: This statement is determined the customer demand for a footwear which had a soft sole that they want, and compare a male perception through female perception towards this statement, mean of male(4.27) is greater than mean of female(3.82), so we measured a Z test and the value of Z (-1.98) which fall under the rejection region at 5% level of significance, so we can say that there is a difference between male and female perception towards softness of footwear sole, And we can also say that male is more conscious about footwear sole softness compared to female.

Heel should be comfortable: According to this statement for footwear selection customer always thought about footwear heel comfortable or not, so we would try to measure that the customer (male and female) really calculated that the footwear heel is comfortable or not and compare the male and female perception for a footwear heel selection, mean of male (3.63) is greater than mean of female (3.98), so we calculated a Z test and the value of Z (1.44) which fall under the accepted region at 5% level of significance. We can say that there is no difference between male and female perception towards footwear heel should be comfortable.

In overall I'm satisfied with my footwear: This statement portrays overall customer perception for a footwear selection thoughts and ideas that what they want in their footwear. We compared male and female perception towards overall footwear selection, mean of male (3.67) is less then mean of female (4.15) and the value of Z (2.14) which fall under the rejection region at 5% level of significance. We can say that there is a difference between male and female perception towards in overall about footwear selection ideology.

Discussion: This section of our paper discusses the results in detail for identifying the similarities and dissimilarities with previous researches. The discussion is shown in table 2 containing statements and discussion.

Table-2: Discussion of Results.

Statements	Discussion
I feel awesome with branded footwear	Brand loyalty is a major aspect for selecting footwear and in our study supports previous literature, and with my study males were more conscious about branded footwear compared to females[9].
Price should be in my budget	High price directly influence the footwear selection with buying power. In our study doesn't support the previous study that in our research paper most of the people thought that price of footwear should be in his budget[10].
Footwear should be comfortable	Comfortable footwear protects from the foot injuries, and comfortable footwear directly affects footwear selection, our study also supports as the mean value of male is greater in caparison to female[11].
Fitting should be perfect	In our study female is more conscious about footwear fitting compared to male and this study supports to previous study[12].
Should be perfect for running/jogging	Females are more alert for footwear as it is suitable for preventing foot injuries and perfect for running and jogging[13].
It should be light weight	This self reported statement confirmed the willingness of light weight footwear by both the genders. There is no difference in the perception of male and female towards light weight footwear.
Design should be attractive	This statement was relate to a self reported factor which defines that there is no difference in the perception between male and female for footwear design attractiveness.
Color should suit with my cloth	This factor relates to self reported scheme which identified that there is difference in the male and female perception towards color suitability with cloths, but male is more conscious about color choice of a footwear.
Footwear sole should be soft	This is a self reported statement which evaluated that there is a difference between male and female perception for this statement and also tells that male is more conscious about footwear sole softness compared to female.
Heel should be comfortable	This is a self reported factor which identifies that male and female both has a same perception towards this statement
In overall I'm satisfied with my footwear	In overall statement is a self reported statement which is mainly consider for overall perception of male and female which tells that there is a difference between male and female perception.

Conclusion

The findings of this study were to find the major significant factors considered as determinants of footwear selection by customers of Bilaspur. We took primary data from respondents for the year of 2017. We found the various thoughts of selection of footwear by customers, there are various aspects that we include in footwear selection and customer satisfaction, we found that most of the respondents had chosen there footwear by configuring price and comfort of footwear by male and female both. But there is in overall difference of perception of male and female towards the statements. In overall we is find that the there is a 7 statements that is a difference between male and female perception and in 4 statements where there is no difference in male and female thoughts for footwear selection and satisfied themselves. We found that in the fifth statement for footwear compatibility of running and jogging there is no difference b/w male and female perception, in this respective manner footwear light weight, attractiveness and comfortless

there is no difference of thoughts of selection of footwear by male and female.

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