



STUDY ON PERCEPTION OF NEW GENERATION CUSTOMERS TOWARDS A FOOTWEAR MANUFACTURING COMPANY

Muhammed Thabsheer A¹, Swapnesh S²

^{1,2}Department of Mechanical Engineering,

Rajiv Gandhi Institute of Technology, Kottayam, Kerala, (India)

ABSTRACT

Customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Understanding of customer's perception about various product features helps companies to identify this factor to an extent. Footwear is a huge and increasingly diversified business, driven by a host of demographic, lifestyle and fashion trends. The first section of our paper covers the literature review which revealed the major factor resulting in the customer perception towards the footwear. This justified that with the advancement in the use of customer perception concept as a marketing tool, the extent to which the product or the firm is popularized and attracted, is raised. From the factors obtained, a questionnaire was structured and distributed among the shoppers in the selected cities of the state of Kerala, India for a pilot survey. The survey showcased that all independent variables (image, price, design, reliability, tangibles, empathy, responsiveness, assurance and perceived value) have a significant relationship with the dependent variable (customer satisfaction). This triggers the Footwear marketers to have a better understanding about Indian consumers and also learn to improve their strategies to improve their product quality and gain more customers to extend their market size.

Keywords: *Customer satisfaction, footwear, perceived value.*