



A STUDY ON CUSTOMER PREFERENCE TOWARDS WOODLAND SHOES IN MADURAI CITY

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ABSTRACT:

This study examines customer preferences for Woodland shoes in Madurai city, aiming to understand the factors influencing their choice. Through surveys and analysis, the research identifies key factors such as comfort, durability, style, and brand perception that impact customer decisions. The findings provide insights for marketers to better understand and cater to customer needs in the footwear market.

KEYWORDS:

CUSTOMER PREFERENCE, BRAND LOYALTY, PRICE AFFORDABILITY, ATTRACTIVE.

1.1 INTRODUCTION

The brand Woodland Is owned by Aero Group, The Flagship Company Which began its operations in the 1960s and now has an asset base of over US\$100 Million. Woodland Was started in Quebec, Canada for making winter boots and entered India In 1992. Woodland was one of the brands that we launched in India from the vast portfolio of Aero Group. When we entered India, The footwear market was largely unorganised. Woodland shoes have emerged as a popular choice among consumers seeking durable and comfortable footwear suitable for various outdoor activities. In the vibrant city of Madurai, known for its rich cultural heritage and diverse lifestyle, understanding customer preferences towards Woodland shoes is essential for market analysis and strategic product development. This study aims to explore the factors influencing customer preferences and usage patterns of Woodland shoes in Madurai city. By examining these factors, this research seeks to provide valuable insights for businesses looking to cater to the unique needs and preferences of consumers in Madurai.

1.2 STATEMENT OF THE PROBLEM:

The study aims to investigate the customer preferences towards the usage of Woodland shoes in Madurai city The key factors influencing customers' preference for Woodland shoes in Madurai demographic variables such as age, gender, income, and occupation affect customers' preferences the factors that could potentially attract more customers to choose Woodland shoes over other brands the most preferred styles and features of Woodland shoes among customers perceptions of customers regarding the price, quality, and durability of Woodland shoes compared to other brands available in Madurai.

1.3 REVIEW OF LITERATURE:

2015 - Anand, Alekya, "A study of Consumer Behaviour in the Footwear Industry" The Objective is to study the present status of the Indian Footwear Industry. This study applied statistical techniques like scale analysis and chi-square test. It is found that young people prefer to have multiple footwear of different varieties. Other age groups prefer to have one pair which is comfortable and long-lasting.

2018 - Brand Preference and Customer Satisfaction: According to Kumar and Dash, brand preference plays a significant role in determining customer satisfaction. Customers who prefer a particular brand, such as Woodland, are likely to be satisfied with their purchase.

2018 - Brand Preference and Customer Satisfaction: According to Kumar and Dash found that customers value the quality and durability of Woodland shoes. These factors are key influencers in their purchasing decisions.

2016 - Price Sensitivity: Research by Jain and Agarwal suggests that while customers appreciate the quality of Woodland shoes, they are also price-sensitive. Customers weigh the quality against the price when making a purchase decision.

1.4 OBJECTIVES OF THE STUDY:

- ❖ To identify the factors influencing customers' preferences for Woodland shoes in Madurai city, including style, comfort, durability, and brand perception.
- ❖ To analyse the demographic characteristics of customers who prefer Woodland shoes in Madurai city.
- ❖ To assess the overall satisfaction level of customers who use Woodland shoes in Madurai

city.

1.5 RESEARCH DESIGN:

The data which is collected for this study is divided into two

1. Primary sources
2. Secondary sources

PRIMARY DATA:

The primary data is the data which is new ,in this study Questionnaire are used to collect information from the consumers

SECONDARY DATA:

Secondary data are those which have been already collected by someone else and which already had been passed through the statistical process. The secondary data was collected through web sites, books and magazines.

SAMPLE SIZE:

50 Samples were collected through issuing questionnaire by Google form.

SAMPLING METHOD:

- ❖ Convenience sampling method.
- ❖ The population is large and the time for the project is limited, urged choose techniques.

TOOLS USED FOR THE STUDY:

- ❖ Percentage analysis.
- ❖ Pie chart.
- ❖ Likert’s scaling technique.

1.6 DATA ANALYSIS:

The data collected were categorised and tabulated. Various aspects of the themes under study and the observations made from the data were discussed in detail.

SIMPLE PERCENTAGE ANALYSIS:

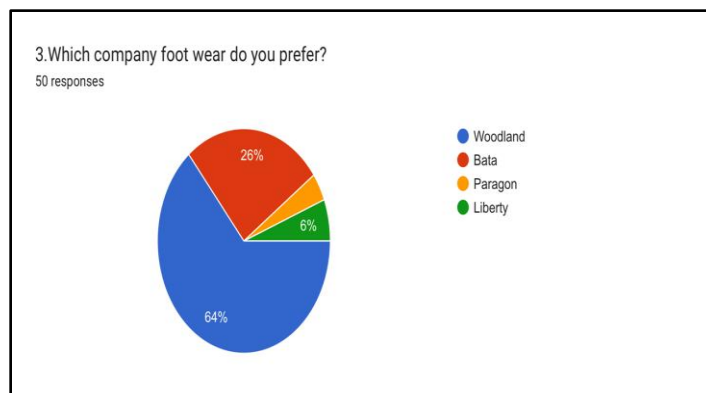
Simple Percentage Analysis is used to indicate more clearly the relative size of two or more numbers. In the present study, this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

$$\text{Simple percentage} = \frac{\text{No Of respondents}}{\text{Total no of respondents}} \times 100$$

1.6.1 CUSTOMERS BRAND PREFERENCE

PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
Woodland	32	64%
Bata	13	26%
Paragon	2	4%
Liberty	3	2%

PIE CHART: (PREFERENCE OF RESPONDENTS)



INTERPRETATION:

The above table shows that 64%of respondents prefer the brand of woodland shoes, 28% of respondents prefer the brand of Bata,4% of respondents prefer the brand of paragon and the remaining respondents prefer the brand of liberty.

1.6.2 RESPONSE TO WOODLAND SHOES: QUALITY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Good	24	48%
Excellent	23	46%
Average	3	6%
Bad	0	-

PIE CHART: (AVAILABILITY RATING OF THE RESPONDENTS)



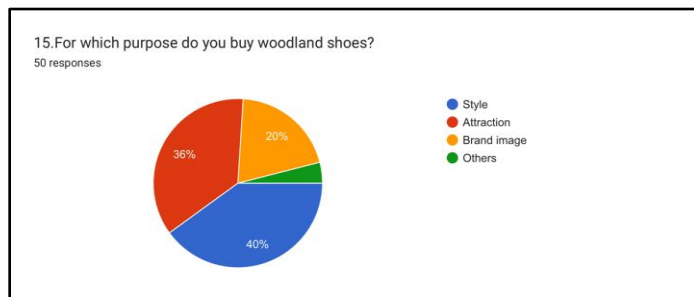
INTERPRETATION:

The above table shows that 48% of respondents gave a ‘Good’ rating to the availability of woodland shoes,46% of respondents gave an ‘Excellent’ rating to the availability of woodland shoes, 6% of respondents gave an ‘Average’ rating to the availability of woodland shoes and finally 0% of bad rating against woodland shoes.

PURPOSE	NO. OF RESPONDENTS	PERCENTAGE
Style	20	40%
Attraction	18	36%
Brand	10	20%
Others	2	4%

Table that shows purpose of purchasing woodland shoes:

PIE CHART: (BUYING PURPOSE OF THE RESPONDENTS)



INTERPRETATION:

The table represents that the 40% of respondents were purchased woodland shoes for the style, the 36% of respondents were purchased woodland shoes by the attraction, 20% of respondents were purchased woodland shoes for the brand image, 4% of respondents were purchased woodland shoes for other purpose.

FINDINGS:

- ❖ Most of the respondents 64% prefer only woodland compared to their brands.
- ❖ The majority of the respondents 48% gave 'Good' ratings to woodland shoes.

1.7 CONCLUSION:

The study on customer preference towards the usage of Woodland shoes in Madurai city indicates a significant demand for the brand among consumers. Factors such as durability, comfort, and style contribute to its popularity. Moreover, effective marketing strategies and brand perception play crucial roles in influencing purchasing decisions. Recommendations for Woodland could include further enhancing its product range, strengthening distribution channels, and engaging in targeted marketing campaigns to sustain and grow its market share in Madurai.

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