Consumers’ Sense On Wearing VKC Footwear In Chennai

Dr. K. Muthukumar
Lecturer (SG) in Commerce
Department of Modern Office Practice
Dr. Dharmambal Government Polytechnic College for Women
Chennai, Tamil Nadu

Abstract

Footwear is a man made cover/shield to safeguard their foot. From the Stone Age days onwards, humans try to protect their foot from cold, dust, heat, and ground roughness when they stand, walk and run. So they created footwear with wooden/leather objects. The present day younger generation and middle age peoples are more fashion oriented. They tend to use foot wears from PU molded segments. The variety of style, design and color attract them towards PU molded foot wears. The comfort experienced by the consumers is good. By same time, some problems like foot pain, discomfort over wearing foot wear, kneel pain are reported by the consumers of PU molded foot wear. This study will identify if any side effects prevailing in the usage of this foot wear. It will be an eye opening to the PU molded model foot wear manufacturers and also the consumers of the same.

Key words
Consumer, Consumer Sense, customer response, customer satisfaction, consumer satisfaction, footwear, VKC footwear, Chennai

Introduction

Footwear is a man made cover/shield to safeguard their foot. From the Stone Age days onwards, humans try to protect their foot from cold, dust, heat, and ground roughness when they stand, walk and run. So they created footwear with wooden/leather objects. Footwear is in use since prehistoric days of human history. Indian literatures have its reference about usage of wooden footwear. Day by day the materials used for the production was changed like leather, rubber and plastic. The Indian footwear industry ranks next to China the front runner of international foot wear manufacturing nations; yearly production amounts to more than 70 Crore pairs per annum worth about US $30 crores per year. Footwear alone records 18% share in the total leather exports of the India. In India, today molded PU (Polyurethane) foot wears are the order of the day and liked by the younger generation due to the availability of foot wears in different colors and styles. VKC foot wears are one of the leading foot wear manufacturers and sellers in our country. The study of consumers’ sense about the VKC foot wears is an eye opening one for the foot wear industry, in this scenario.

Consumer, Sense and Consumer sense

Consumer is an individual person who purchases any product or services for his/her personal use. They not purchases for manufacture or resale of the same. Cambridge Dictionary defines consumers as “The consumer is the one who pays something to consume goods and services produced” and further explained that a consumer is “a person who buys goods or services for their own use”. In the words of Cambridge Dictionary, Sense refers to “an ability to understand, recognize, value, or react to something, especially any of the five physical abilities to see, hear, smell, taste and feel”. It also further explained that as “a general feeling or understanding”. Oxford dictionary clarifies the same as “A feeling that something is the case”. From the above it is clear that Consumers’ sense refers to the feeling or understanding of the consumers towards the products or services that they are consuming.

VKC Foot Wears

VKC was founded in the year of 1984 by Mr. VKC Mammed Koya for producing and selling Hawai slippers. The initial startup was started with 20 workers. That small startup only spread its hands throughout India and cross nations also. The daily production of 4 lakh pairs put its position as No.1 PU footwear manufacturer
in India. Its products are well placed throughout India with the network of 330 dealers and more than one lakh retailers. It also exports the products to other countries like Singapore and Malaysia. The brand mix of its products is consisting of the leading one VKC Pride chased by VKC Lite, VKC Trendz, VKC Junior, Walkaroo, Skalino, and Vestire. It also has more than 400 designs in its pool. Now, the group consist of 20 producing units extend crosswise 6 states in India. The direct employment going to 7000 persons and another 4000 get employed through its retailers. The turnover of the company in the year 2015-16 was Rs. 1,560 crores instead Rs. 64 Crores in the year 2006-07. In India, VKC business web spread over 14 states. Through charitable trust, they offer charitable education, daily free food to 1000 students, Mobile Mortuary for the Kozhikode Medical College and amenities for primary health centers.

Objectives of the Study
The objectives of the present study are: (1) To study the factors that stimulate the consumption of VKC foot wears in Chennai. (2) To study the Chennai consumers’ sense towards the practice of wearing VKC foot wears and (3) To suggest the measures that will increase the market share of VKC with Social responsibility.

Need of the Study
The present day younger generation and middle age peoples are more fashion oriented. They tend to use foot wears from PU molded segments. The variety of style, design and color attract them towards PU molded foot wears. The comfort experienced by the consumers is good. By same time, some problems like foot pain, discomfort over wearing foot wear, kneel pain are reported by the consumers of PU molded foot wear. This study will identify if any side effects prevailing in the usage of this foot wear. It will be an eye opening to the PU molded model foot wear manufacturers and also the consumers of the same. Hence, the study is getting its due influence at this point of time.

Review of Literature
An anthology of hard work done in the particular turf is known as literature and the aerial view on the earlier results in the literature will bring into the light in the area of study. They are:

Assael (1995) found that consumers use ‘feel’ as means to evaluate the quality of the specific product.

Wright (2006) depicted that persons can ‘feel’ through the skin, be it through the hands, fingers, feet, toes, arms, legs, head, face, chest or bottom.

Dr. Gajanana Prabhu B (2012) found that for quality purpose, customers prefer particular brand only. He also further pointed out that customers prefer a particular brand irrespective of its price. Major sunk of customers believes utility rather than comfort.

Aiswarya Krishnadas et al. (2016) found that there is no significant association between gender and mode of purchase. And also further stated that is a significance association between the area of residence and the mode of purchase.

Limitations of the Study
The following are the limitations identified for this study: (1) The study is restricted to the geographical area of Chennai (2) The responses of the samples are subjective in nature. (3) The accuracy of the study is more, when more samples are considered.

Methodology
The study is expressive in nature, which portrays the features of the population. Secondary data used for review of literature and the profile of the study area and primary data used for the major study. Questionnaire was prepared with Open-ended, Close-ended and Multiple choice questions. Data collection is done on the basis of convenience sampling method. The study is conceded out with 95 samples from Chennai. The study was conducted between the periods from December 2017 to March 2018. Percentage analysis method was used for analysis and interpretation of the primary data.

Findings of the Study
From the analysis and interpretation of the primary data collected, the findings are summarized as below:
1. The sample was consisting 62% female respondents and the remaining were male respondents.
2. The sample was consisting 37% respondents in the age group of 21-30 years old, 32% in the age group of below 20 years old.
3. The sample was consisting 38% respondents from the Students segment, followed by 29% salaried peoples, and 8% of them belongs to the business class.
4. The sample was consisting 63% respondents who are earning below Rs. 10,000, followed by 23% respondents with the earning of Rs.10,001–Rs.20,000, and 6% respondents from Rs.20,001–Rs.30,000 monthly earning group.
5. The sample was consisting 43% of respondents using molded footwear, 27% were using designer footwear and 26% wearing Leather foot wears.
6. The sample was consisting 47% of respondents used to purchase foot wears once in 6 months, 27% of in 3 months once and 19% used to purchase yearly once.
7. The sample was consisting 55% respondents are ready to spent Rs.251 – 500 for foot wear purchase, 23% ready to spent less than Rs.250 and 18% with Rs.501 – 800.
8. It is found that 50% respondents used to wear footwear for the whole day and 40% used to wear footwear only during office hours.
9. The sample was consisting 95% VKC consumers and remaining are non users of VKC.
10. It is found that 55% respondents using VKC more than 6 months and 24% using VKC less than 6 months.
11. It is found that 57% respondents are getting the knowledge of VKC by advertisements.
12. It is found that 38% respondents agree with the quality of VKC to their expectation mark.
13. It is found that 58% respondents agreed that they satisfied with the VKC and whereas 20% of respondents are not satisfied with VKC.
14. It is found that 34% respondents disagreed that VKC is a defective product in some ways. 19% agreed that its defective.
15. It is found that major portion the respondents agreed that VKC is overpriced.
16. It is found that 40% respondents agreed that VKC concentrated on profits only.
17. It is found that 47% respondents feel comfort with VKC and 33% feels some discomfort with VKC.
18. It is found that major portion of respondents felt that VKC is the reason behind their foot problems.
19. It is found that 32% respondents feel somewhat different, when they wear VKC. 39% disagree with the same.
20. It is found that 30% respondents tent to walk without foot wear, while consuming VKC footwear.
21. It is found that 27% respondents not feel fine like before wear VKC footwear.
22. It is found that 27% of the respondents feel discomfort while wearing VKC footwear. 44% disagree with the same.
23. It is found that 44% respondents disagree with the statement that their foot problems are not caused by VKC footwear.
24. It is found that 27% respondents are comfortable with rubber foot wears. 44% disagree with the same.
25. It is found that 44% respondents agree that overall experience with VKC is not good and 28% disagree with the same.

Suggestions
Based on the findings, certain suggestions are recommended for the betterment of the VKC footwear products to retain its market share.

- Considerable portion of (1/4) Customers’ feel of discomfort should be taken into consideration and utmost care should be taken avoid such feel among the consumers.
- The design and making style of the VKC footwear creates some foot problems among the consumers and due care should be given to eliminate these physical foot problems.
- Immediate extensive research consumers’ sense towards the consumption of VKC
footwear may be undertaken by the manufacturers to identify the side effects of VKC products to reduce the consumers’ bad experiences.

- Mass advertising is fruitful in case of VKC products and that should be continued.

Conclusion

Through this study, the customers’ sense towards VKC footwear was analysed. Most of the customers are satisfied with the comfort and durability of the products. But, the considerable portion of discomfort should be taken in to account. The company can concentrate on new design that cares more on consumers’ foots. That only helps VKC to maintain the market position and share in future.

Reference


