

A STUDY ON CUSTOMER PERCEPTION TOWARDS YONEX SHOES WITH REFERENCE TO SALEM

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ABSTRACT

In modern days, Yonex Shoes are seen as things of adornment, fashionable items that are utilized to improve self-image. The aim of study customer perception is to predict customer responses in market toward yonex shoes. Because customer is king and the success of a company thrives on understanding its customers. This paper helps us to know that what type of brand is to be adopted by the customers with the change in life style, the demand of customers also goes on changing. Customers needs and wants, becomes first preference for the yonex brand. This paper helps us to know Customer perception towards Yonex shoes in Salem city.

Keywords: customer perception ,yonex shoes

1.INTRODUCTION

Customer perception is a marketing concept that tells us what customers think about a brand or a company or its offerings. It can be positive or negative feelings, perceptions, inhibitions, predispositions, expectations or experiences that a customer has. If you understand the concept of customer perception, you will figure out that it is arguably the most important factor that decides the success of a brand, product or a company as a whole. How a particular brand or company is positioned also plays a vital role in this. The characteristics of a brand and its personality play a big role.

Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. However, what one perceives can be substantially different from objective reality. It need not be, but there is often disagreement. For example, it's possible that all employees in a firm may view it as a great place to work – favorable working conditions, interesting job assignments, good pay, an understanding and responsible management – but, as most of us know, it's very unusual to find such agreement

2.METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a

researcher faces lot of problems that can be effectively resolved with using correct research methodology.

2.1 Sample size

The sample size in the study is 80.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as?

$$\text{Chi - Square} = \frac{\sum(o_i - E_i)^2}{E_i}$$

O_i = Observed frequency,

E_i = Expected frequency

In general, the expected frequency for any can be calculated from the following equations

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

3. DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

The data collected here represents the gender of the respondents. It shows the number of male and female respondents involved in the interview schedule.

TABLE NO - 3.1

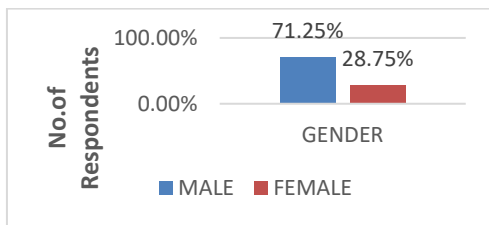
GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	57	71.25%
FEMALE	23	28.75%
TOTAL	80	100%

Sources: Primary data

CHART NO - 3.1

GENDER OF THE RESPONDENTS



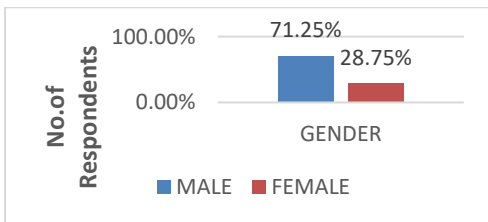
INTERPRETATION

The above table reveals that gender of the respondents, 71.25% of the respondents are male categories and remaining 28.75% of the respondents are female categories.

Majority 71.25% of the respondents are the male categories.

CHART NO - 3.1

GENDER OF THE RESPONDENTS



2) AGE OF THE RESPONDENTS

The data collected here represents the age of the respondents. The list of age includes below 20 years, 21- 30 years, 31- 40 years and above 40 years.

TABLE NO - 3.2

AGE OF THE RESPONDENTS

Age	No. of the Respondents	Percentage (%)
Below 20 Years	25	31.25%
21-30 Years	30	37.25%
31-40 Years	18	22.5%
Above 40	7	8.75%
Total	80	100%

Source: Primary data

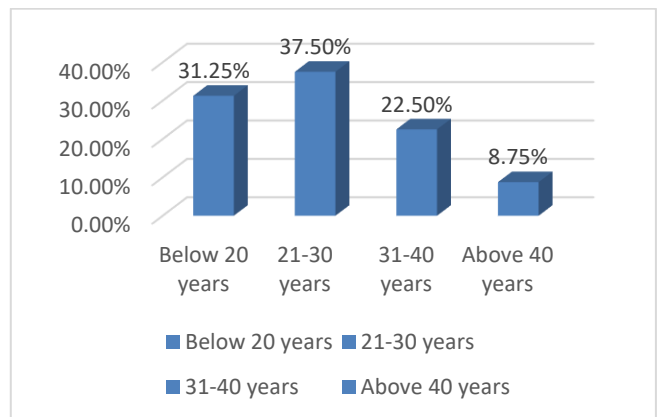
INTERPRETATION

The above table reveals that age group of the respondents, 31.25% of the respondents are Below 20 Years category, 37.25% of the respondents are 21-30 Years category remaining 37.5% of the respondents are 31-40 Years category and remaining 8.75% of the respondents are above 40 Years category.

Majority 37.5% of the respondents are 21- 30 Years age of the respondents.

CHART- 3.2

AGE OF THE RESPONDENTS



3) OCCUPATION OF THE RESPONDENTS

It analyses the occupation of the respondents. It includes student, government employees, private employees and others.

TABLE NO - 3.3

OCCUPATION OF THE RESPONDENTS

Occupation	No. of the Respondents	Percentage (%)
Student	37	46.25%
Government employees	7	8.75%
Private employees	28	35%
Others	8	10%
Total	80	100%

Source: Primary data

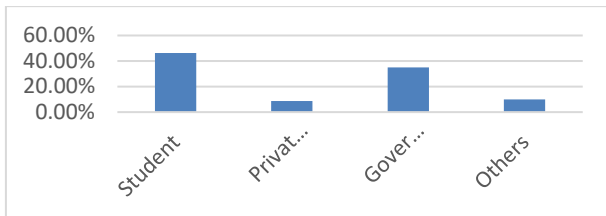
INTERPRETATION

The above table reveals that occupation of the respondents, 46.25% of the respondents are student category, 35% of the respondents are private employees, 10% of the respondents are others and 8.75% of the respondents are government.

Majority 46.25% of the respondents are student's category.

CHART NO - 3.3

OCCUPATION OF THE RESPONDENTS



4) MONTHLY INCOME OF THE RESPONDENTS

It represents whether the monthly income of the respondents which includes below Rs. 10,000, Rs.10,000- Rs.20,000, Rs.20,000- Rs.30,000 and above Rs.30,000

TABLE NO - 3.4

MONTHLY INCOME OF THE RESPONDENTS

Monthly Income	No. of the Respondents	Percentage (%)
Below Rs.10,000	22	28%
Rs.10,000- Rs.20,000	26	32%
Rs.20,000- Rs.30,000	21	26%
Rs.30,000 And Above	11	14%
Total	80	100%

Source: Primary data

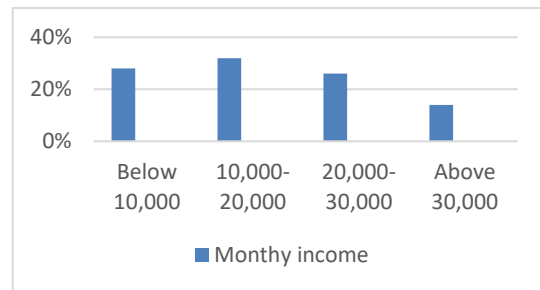
INTERPRETATION

The above table reveals that monthly income of the respondents, 28% of the respondents are income earned below Rs.10,000, 32% of the respondents are income earned between Rs.10,000- Rs.20,000, 21% of the respondents are income earned Rs.20,000- Rs.30,000 and 14% of the respondents are income earned above Rs.30,000.

Majority 32% of the respondents are income earned Rs.10,000- Rs.20,000.

CHART NO - 3.4

MONTHLY INCOME OF THE RESPONDENTS



5) SATISFIED WITH THE QUALITY OF PREFERRED YONEX BRAND

It reveals that satisfied with the quality of preferred Yonex brand, that the respondents are satisfied or not satisfied.

TABLE NO - 3.5

SATISFIED WITH THE QUALITY OF PREFERRED BRAND

Satisfied	No. of the Respondents	Percentage (%)
Yes	48	60%
No	32	40%
Total	80	100%

Source: Primary data

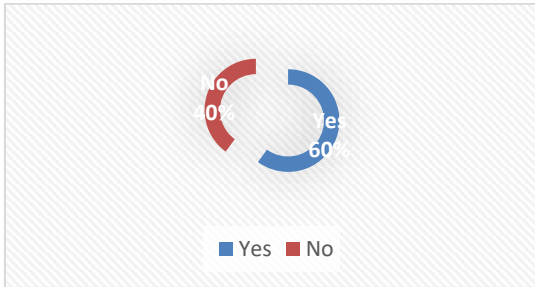
INTERPRETATION

The above table reveals that satisfied with the quality of preferred brand, 60% of the respondents are satisfied with the quality of preferred brand and remaining 40% of the respondents are not satisfied with the quality of preferred brand.

Majority 60% of the respondents are satisfied with the quality of preferred brand.

CHART NO. – 3.5

SATISFIED WITH THE QUALITY OF PREFERRED BRAND



6) SATISFIED WITH THE PRICE RANGE OF PREFERRED YONEX BRAND

It represents the respondents are satisfied with the price range of preferred YONEX brand, or not satisfied with the price range of preferred YONEX brand.

TABLE NO - 3.6

PRICE RANGE	NO. OF THE RESPONDENTS	PERCENTAGE (%)
Yes	57	71.25%
No	23	28.75%
Total	80	100%

Source: Primary data

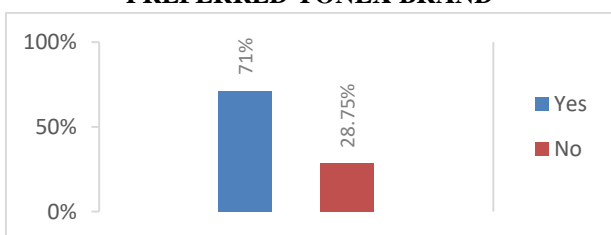
INTERPRETATION

The above table reveals that satisfied with the price range of preferred YONEX brand, 71.25% of the respondents are satisfied with the price range of preferred YONEX brand and remaining 28.75% of the respondents are not satisfied with the price range of preferred YONEX brand.

Majority 71.25% of the respondents are satisfied with the price range of preferred YONEX brand.

CHART NO - 3.6

SATISFIED WITH THE PRICE RANGE OF PREFERRED YONEX BRAND



7) FACTOR INFLUENCE YOU TO PREFER FOR YONEX BRAND

It represents the factor influence you to prefer for yonex brand, quality, price, variety and others.

TABLE NO - 3.7

FACTOR INFLUENCE YOU TO PREFER FOR YONEX BRAND

Prefer	No. of the Respondents	Percentage (%)
Quality	39	48.75%
Price	23	28.75%
Variety	11	13.75%
Others	7	8.75%
Total	80	100%

Source: Primary data

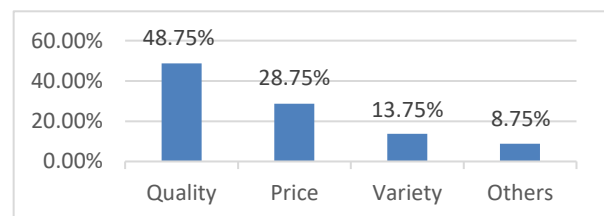
INTERPRETATION

The above table reveals that factor influence you to prefer for a particular brand, 48.75% of the respondents are to prefer for a particular brand quality, 28.75% of the respondents are to prefer for a particular brand price, 8.75% of the respondents are to prefer for a particular brand other reasons and 13.75% of the respondents are to prefer for a particular brand variety.

Majority 48.75% of the respondents are to prefer for a particular brand quality.

CHART NO - 3.7

FACTOR INFLUENCE YOU TO PREFER FOR YONEX BRAND



8) FOOTWEAR DO YOU OWN AT PRESENT

It represents that the respondents owns foot wear at present. It includes 1, 2-3, 4-5, and above 5.

Different Categories	No. of the Respondents	Percentage (%)
Formal	26	32.5%
Informal	13	16.25%
Sports	17	21.25%
Slippers	24	30%
Total	80	100%

TABLE NO - 3.8

FOOTWEAR DO YOU OWN AT PRESENT

Footwear	No. of the Respondents	Percentage (%)
1	37	46.25%
2 - 3	17	21.25%
4 - 5	15	18.75%
Above 5	11	13.75%
Total	80	100%

Source: Primary data

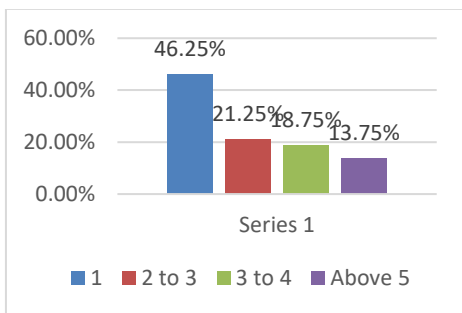
INTERPRETATION

The above table reveals that footwear do you own at present, 46% of the respondents are have one footwear, 37% of the respondents are have 2-3 footwear, 15% of the respondents are have 4-5 footwear and 7% of the respondents are have above 5 footwear.

Majority 46% of the respondents are having one footwear.

CHART NO - 3.8

FOOTWEAR DO YOU OWN AT PRESENT



9) DIFFERENT CATEGORIES OF FOOTWEAR YOU OWN

It represents the different categories of footwear that the respondents own which includes formal, informal, sports and slipper categories.

TABLE NO - 3.9

DIFFERENT CATEGORIES OF FOOTWEAR YOU OWN

Source: Primary data

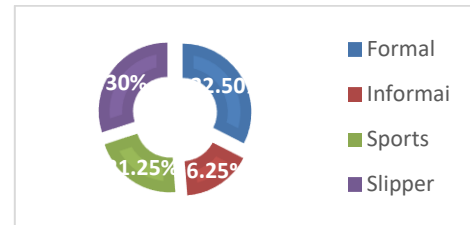
INTERPRETATION

The above table reveals that different categories of footwear you own, 32.5% of the respondents are formal categories, 16.25% of the respondents are informal categories, 21.25% of the respondents are sports categories and 30% of the respondents are slipper categories.

Majority 32.5% of the respondents are formal categories.

CHART NO - 3.9

DIFFERENT CATEGORIES OF FOOTWEAR YOU OWN



10) PLACE YOU WOULD BUY FOOTWEAR

It represents the place which the respondents buy their footwear which are malls, stores, road side stalls, and others.

TABLE NO - 3.10

PLACE YOU WOULD BUY FOOTWEAR

Place	No. of the Respondents	Percentage (%)
Malls	23	28.75%
Stores	20	25%
Road Side Stalls	27	33.75%
Others	10	12.5%
Total	80	100%

Source: Primary data

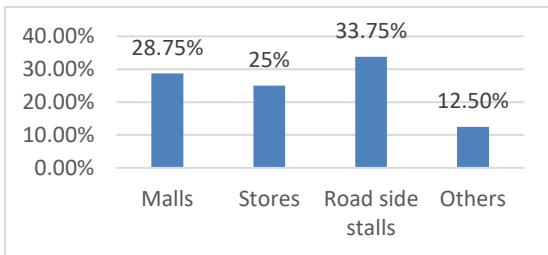
INTERPRETATION

The above table reveals that place you would buy footwear, 28.75% of the respondents are buying footwear in malls, 25% of the respondents are buying footwear in stores, 33.75% of the respondents are buying footwear in road side stalls and 12.5% of the respondents are buying footwear in other places.

Majority 33% of the respondents are buying footwear in road side stalls.

CHART NO - 3.10

PLACE YOU WOULD BUY FOOTWEAR



11) CHISQUARE TEST

AIM:

To check whether there is any significant relationship between occupations and different categories of footwear.

Particulars	Formal	Informal	Sports	Slippers	Total
Student	13	5	3	2	23
Government employees	5	5	2	2	14
Private employees	10	2	3	5	20
Others	11	3	5	4	23
Total	39	15	13	13	80

Sources: Primary data

NULL HYPOTHESIS (H0)

There is no significant relationship between occupations and different categories of footwear.

ALTERNATIVE HYPOTHESIS (H1)

There is significant relationship between age and relationships between occupations and different categories of footwear.

Particulars	O	E	(O-E) ²	(O-E) ² /E
R ₁ C ₁	13	11.21	3.20	0.28
R ₁ C ₂	5	4.31	0.47	2.02
R ₁ C ₃	3	3.73	0.53	0.14
R ₁ C ₄	2	3.73	2.99	0.80
R ₂ C ₁	5	6.82	3.31	0.48
R ₂ C ₂	5	2.62	5.66	2.16
R ₂ C ₃	2	2.27	0.07	0.03
R ₂ C ₄	2	2.27	0.07	0.03
R ₃ C ₁	10	9.75	0.06	0.006
R ₃ C ₂	2	3.75	3.06	0.81
R ₃ C ₃	3	3.25	0.06	0.018
R ₃ C ₄	5	3.25	3.06	0.94
R ₄ C ₁	11	11.21	0.04	0.003
R ₄ C ₂	3	4.31	0.53	0.12
R ₄ C ₃	5	3.73	1.61	0.43
R ₄ C ₄	4	3.73	0.27	0.07
Calculated value				3.337

Degree of freedom	: $(r-1)(c-1) = (4-1)(4-1) = 9$
Level of significance	: 5%
Table value	: 16.919
Calculated value	: 8.337

RESULT:

Since the calculated value is less than the table value. So, we accept the null hypothesis. There is no relationship between the Occupations and Different categories of footwear you own.

4.FINDINGS AND SUGGESTIONS

4.1FINDINGS

- ❖ Majority 71.25% of the respondents are the male categories
- ❖ Majority 37.5% of the respondents are 21- 30 Years age of the respondents.
- ❖ Majority 46.25% of the respondents are student's category.
- ❖ Majority 32% of the respondents are income earned from Rs.10, 000- 20,000
- ❖ Majority 60% of the respondents are satisfied with the quality of preferred brand.
- ❖ Majority 71.25% of the respondents are satisfied with the price range of preferred YONEX brand.
- ❖ Majority 48.75% of the respondents are to prefer for a particular brand quality.
- ❖ Majority 46% of the respondents are having only one footwear.
- ❖ Majority 32.5% of the respondents are formal categories.
- ❖ Majority 33% of the respondents are buying footwear in road side stalls.

4.2 SUGGESTIONS

- ❖ Most of the respondents impressed that they are admired by the color of the product, so it is continued.
- ❖ Most of the respondent's opinion that, they feel good in the usage of product. So the same must be continued.
- ❖ Most of the respondents are satisfied with the price of the product, Hence the same pricing system should be maintained.
- ❖ Most of the respondents need more in the same color.
- ❖ Most of the respondents are buying the foot wears from the show room. Hence the more important may be give on the show rooms to improve future increase sales turnover.

4.3 CONCLUSION

The special brand objective of YONEX would be to build up its brand reputation, image and equity. A brand is not simply a collection of products and benefits, but also a storehouse of value stemming from awareness, loyalty and association of quality and brand personality. A brand is a name, term, sign, symbol or a design or a combination of them intended to identify the goods or services of one seller or group of seller and to differentiate from those of competitors. In essence, a brand identifies the seller or maker. It can convey up to six levels of meaning: Attributes, Benefits, Values, Culture, Personally and User. If a company treats a brand only as a name it misses the point. The branding is to develop a deep set of positive associations for the brand.

It conclusion that most of the respondents are satisfied with the performance YONEX footwear when compare to the other brands in the market.

5. REFERENCES

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