

# A General Study on Brand Image and Customer Expectation of Foot Wear with Reference to Thanal Resident Association

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## ABSTRACT

*The study of the brand image is the basis of marketing plans and brand policies. Brand image is determined to a large extent by the social and psychological factors. The buying motives are known to be the reason why the consumers buy particular products or brands. The whole image of success while making purchases may be termed as Brand image. It is the factor response of buyers to the product offered by the company, It refers to the process as to how Brand name makes their purchase decisions. Therefore, it is concerned with forces influencing consumer's action and reaction and also his/her purchase decision. Brand satisfaction depends on the products perceived performance, relative to a buyers' expectation. If the branded products performance falls short of expectation, the customer is dissatisfied. The key aspect is to match the customer loyalty with the company image as smart companies as well as by promising customers by providing more than what they can deliver and delighting the customers by providing more than what was promised. Satisfaction involves comparing a chosen brand with that of the rejected brand. The chosen product is the product that the consumer actually purchased. The rejected product is a product that was considered for purchase but was not selected. If the chosen product seems superior to the rejected product, the consumer will be satisfied. However, if the chosen product seems inferior to the rejected alternative, the consumer will experience dissatisfaction or regret. Brand satisfaction is important because it influences repeated purchase. This study is mainly focused on Thanal Resident association in a place called kadungalloor.*

## Key Words:

Brand Image, Customer loyalty, Brand Satisfaction

## INTRODUCTION

### FOOTWEAR

Foot wear is an active product in the international market. It is being delocalized from development countries to developing countries. In the foot wear market, the world's footwear products are mainly concentrated in the consumer market. It is of two types" a class of economically advanced countries and regions, such as the

United states, the European union, Japan and Canada and the other, a large population of the countries such as China, India, Brazil, Indonesia and so on. The main beneficiaries of this process are Far East nations, in particular, China, India North African countries and central & east European countries. The biggest consumers of conventional foot wears (i.e. with leather uppers) are USA and Europe. The footwear industry has an expanding market. World population increases, living standards increases, so does the demand for the foot wear. The largest market for foot wears in terms of pairs is Asia, which includes the Indian sub continent. The foot wear industry is depended upon the leather and other component industry. The world's existing range of 3-4 million shoe companies (small scale and large scale), the footwear industry and material, shoes and other related industries employed a total of nearly 10,000,000 people.

The footwear industry is a labour-intensive industry. Early global footwear industry in central Europe, Italy, Spain, Portugal, and other countries, by the end of the 1960s and 1970s of the last century began to transferred to a relatively low-cost Japan, Taiwan, South Korea, Hong Kong and other countries and regions. From 1996, china has become the world's largest footwear production and exporting country. In the subsequent 10 years, China footwear industry to outshine others has grown in strength every year to 10%-20% increase in the development of the world's number one shoe power. During this period, Vietnam and India was also for the international market. They too provided other shoe giants with abundant labour resources and low cost industries to choose, so areas of the two foot wear industry were fast growing. In recent years with the international trade barriers, RMP appreciation, rising raw material prices and labour shortages, and many other factors, China's footwear industry is faced with severe challenges. Same is happening to the major footwear producing countries. In such an environment these countries are on move to maintain past country status.

## DEFINITION OF BRAND IMAGE

The perception of your product or your brand by the consumer.

Brand image plays a vital role in marketing. The purpose of this study to find out the effect of brand image and customer expectation on foot wears. Brand image leads to create positioning about the product in the minds of customers and it will lead to increase the sales and increase the profit. Customers will prefer the most branded product, and the brand image about any product in the minds of customers is that the quality may at high. The impression in the consumers' minds of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience

## WHAT IS BRANDING?

Branding is certainly not a light topic – whole publications & hundreds of books have been written on the topic, however to put it in a nutshell you could describe a 'brand' as an organization, service or product with a 'personality' that is shaped by the perceptions of the audience. On that note, it should also be stated that a designer cannot "make" a brand – only the audience can do this. A designer forms the foundation of the brand. Many people believe a brand only consists of a few elements – some colors, some fonts, a logo, a slogan and maybe some music added in too.

## BRAND IMAGE

Brand image means the image of a particular brand in market and in eyes of people. Brand image decides the popularity of a brand in market. A brand having good brand image is considered more popular than a brand with low image. Components of Brand Image There are three components to a brand image: attributes, consequences and brand personality. It is perhaps more inclusive to think of a brand's image as encompassing all the associates that a consumer has for that brand: all the thoughts, feelings and imagery-even colors, sounds and smells - that are mentally liked to that brand in the consumer's memory.

First comes the attributes, attributes means qualities or functions or advantages of a particular brand. A brand is known by its attributes i.e. the qualities it offers. Attributes effect the brand image i.e. a product or brand with lot of advantages in comparison to its nearest substitute is considered more suitable. Thus it enhances the brand image. Then come the consequences, consequences mean the effect of the product. The product or brand which gives ultimate good result is considered good brand. Thus, consequences also affect brand image. Last component of brand image is brand personality. Brand personality includes associations with particular characters, symbols, endorsers, life styles and types of users. Together, such brand personality associations create a composite image of a brand. It gives the brand a sense of human; it makes you

feel a brand as a person. Brand personality also associate feelings with brand. Like fun, excitement with Pepsi, taste, health with honey. Brand personality also creates an association of that brand with certain important life values, such as exciting life, the search for self respect, the need to be intellectual, the desire for self-expression etc.

These are the 3 components of brand image. Brand image is a important tool for making effective sales. Brand image builds the confidence in customers. A product which owns high brand image is always at an advantage in comparison to products with low brand image. Thus, brand image can be described as impression of brand in eyes of customers.

## BRAND EQUITY

High brand equity is considered to be a competitive advantage since: it implies that firms can charge a premium; there is an increase in customer demand; extending a brand becomes easier; communication campaigns are more effective; there is better trade leverage; margins can be greater; and the company becomes less vulnerable to competition , In other words, high brand equity generates a "differential effect", higher "brand knowledge", and a larger "consumer response" which normally leads to better brand performance, both from a financial and a customer perspective

## CUSTOMER EXPECTATION

Customer expectations may be described as the desires or wants of the consumer. It is defined as the perceived-value customers seek from the purchase of a good or service. The crux is that customer expectations are what the customer expects from the organizations and its range of products and services, i.e. what customers feel the organizations should offer them.

## SIX COMMON CUSTOMER EXPECTATIONS

### Promptness

We live in an era of impatience. Customers do not want to wait for service. Even a short wait will deter most customers in most situations.

### Professionalism

Customers want a customer service representative that is knowledgeable about products and services, skilled at dealing with people, and responsible in performing duties. Customers want to deal with a professional customer service representative.

### Accuracy

Customers expect the CSR to get information and orders correct the first time. They do not want to have to deal with mistakes or correct the CSR's errors.

### Friendliness

Customers expect to be treated respectfully and politely. Customers want to be liked and to be treated in a friendly manner.

### Honesty

Customers want honest, straightforward information and responses. Most customers appreciate a CSR that will admit mistakes and work to correct them. A customer that believes he or she has been misled will stop doing business with the company and will likely complain.

Honesty also includes follow-through on promises. Broken promises anger customers. Customers expect to be informed if a promise cannot be fulfilled as stated.

### Empathy

Customers expect understanding. They want a CSR who is willing to see their side of a situation, especially when there is a problem. They want a CSR that takes time to listen to them and hear them out.

## BENEFITS OF MEETING EXPECTATIONS

When you are able to accurately identify and adequately meet your customers' expectations, your customer service reputation will automatically be enhanced.

Some of the benefits of meeting your customers' expectations include:

- Customers that transform from first-time visitors to loyal clients
- Increased sales as customers feel more comfortable doing business with you
- More referrals from satisfied customers who bring in additional business by word of mouth.

## CUSTOMER EXPECTATION VS CUSTOMER PERCEPTION

Customer expectation is what the customer expects according to available resources and is influenced by cultural background, family lifestyle, personality, demographics, advertising, experience with similar products and information available online.

Customer perception is totally subjective and is based on the customer's interaction with the product or service. Perception is derived from the customer's satisfaction of the specific product or service and the quality of service delivery.

## CUSTOMER EXPECTATION VS CUSTOMER SATISFACTION

Customer expectation is the level of quality and/or service wants before the commercial interaction or transaction occurs. While customer satisfaction is how the customer feels after and regarding the interaction or transaction.

Customer expectation is what your customers expect from you and how you deliver on those items. Customer satisfaction is a measure of expectations being exceeded, met, or not met. Customer Satisfaction defines as customers' behavioural response in the form of purchasing post evaluation toward product or service that is felt (product performance), compared with customers' expectation.

## OBJECTIVES OF THE STUDY

The following are the objectives of the study.

- To study about the brand image and customer expectation of foot wear
- To find out whether there is improvement in sales because of brand image

## SCOPE OF THE STUDY

The study conducted to identify the effects of brand image and its impacts on sales. Now a days the customers prefer the branded product, and preference towards the product may leads to increase the sales. The customer behavior for choosing the product is also analysis to find out whether the brand image will increase the sales. This study concentrates on a small resident association called TRA (Thanal Resident Association).

## HYPOTHESIS

H1 –Branded foot wear will create a brand image in the mind of customers or consumers.

H0 – Branded foot wear will not create a brand image in the mind of customers or consumers.

## RESEARCH APPROACH

The approach here is quantitative in nature

## SOURCES OF DATA

The data required for the study of this project is collected both from primary and secondary sources.

**Primary Data:** The primary data was collected from the customers

**Secondary Data:** The secondary data was collected from company websites, organizational manuals, previous reports and journals.

about the population by studying these samples. The population in this study is 850 (Thanal Resident Association .86 Houses. 850 total population)

**POPULATION OF THE STUDY**

It is not possible to conduct the study of a population by considering all items of the population. Therefore, we select a sample from the population and makes studies

**UNIT OF THE STUDY**

The sample size used for the study was 30.

**Table: 1 .Awareness of product**

	Frequency	Percent	Valid Percent	Cumulative Percent
Through visual media	23	76.7	76.7	76.7
Through customers	3	10.0	10.0	86.7
Through print media	3	10.0	10.0	96.7
Others	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Source: Primary data

From the above chart it is clear that 76.67% customers through visual media .10%customers through print media, 10.0% through customers, 3.33%customers others, with the

statement that they come to know about footwear products.

Brand image is the factor that influences you while purchasing foot wear.

**Table 2. Brand image**

§	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfactory	13	43.3	43.3	43.3
Satisfactory	14	46.7	46.7	90.0
dissatisfactory	2	6.7	6.7	96.7
Neither satisfactory nor dissatisfactory	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Source: Primary data

From the above chart it is clear that 43.3% customers are influence brand image as factor for purchase decision.46.7% customers are satisfied this statement

.6.67% are dissatisfied..3.3% customers are neither satisfied nor dissatisfied.

What is the reason for preferring a particular brand?

**Table 3. Consumer behavior**

	Frequency	Percent	Valid Percent	Cumulative Percent
Product range	2	6.7	6.7	6.7
Quality	25	83.3	83.3	90.0
Durability	1	3.3	3.3	93.3
Price range	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Source: Primary data

In the above diagram shows 80 % customers purchase foot wear on the basis of quality .6.67% are based on the product range ,6.67% are based on the price range .3.33% are based on the durability .

### TESTING OF HYPOTHESIS

Alternate Hypothesis H1 –Branded foot wear will create a brand image in the mind of customers or consumers.

Null Hypothesis H0 – Branded foot wear will not create a brand image in the mind of customers or consumers.

**Table 4. Brand image \* Customer expectation Cross tabulation**

Count		Customer expectation			
		Highly satisfactory	Satisfactory	Dissatisfactory	Total
Brand image	Highly satisfactory	0	5	7	12
	satisfactory	0	8	3	11
	dissatisfactory	2	4	1	7
	Total	2	17	11	30

**Table 5. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.306 <sup>a</sup>	4	.036
Likelihood Ratio	9.645	4	.047
Linear-by-Linear Association	6.548	1	.010
N of Valid Cases	30		

(77.8%) have expected count less than 5. The minimum expected count is .47.

### INTERPRETATION

Since P value=0.036 is less than .05 we reject the null hypothesis. we accept the alternate hypothesis that is - Branded foot wear will create a brand position in the mind of customers or consumers

### CONCLUSION

A customer is a person who brings as his wants. It is our job to handle them profitably to him and to ourselves. A customer is a most important visitor on our premises. He is not dependent on us. We are dependent on him. The data is collected by means of distributing structured questionnaires to the people located in TRA (Thanal Resident Association). The data collected has been subjected to analysis and interpretation on the basis of objectives and suggestions have been given at the end, which will help to improve further. Based on the analysis the researcher found that brand image has an impact on consumer's expectation of foot wear. Different products of foot wear should meet international standards. Even with

the entrance of the new competitors any company should be able to hold the major market share foot wears). Effective and safe working conditions, proper functioning excellent management and capable labors are considered as the success keys.

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