



A STUDY ON CUSTOMERS PREFERENCE TOWARDS LEATHER PRODUCTS (WITH SPECIAL REFERENCE TO ERODE CITY)

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Abstract

The leather and leather products industry plays a prominent role in the world's economy. Now, more than half of the world supply of leather raw material comes from the developing world and, increasingly, those countries with large supplies are seeking to process them through to finished leather articles. Leather products are vital to make the people comfortable and give look to the people. The main purpose of study is analyse the perception, satisfaction, usage, awareness and problems faced while using the leather products. The following tools were applied to analyzing the research study like Percentage analysis, chi square test and weighted average analysis. From the above analysis, it is clear that the leather products are able to render efficient services to the satisfaction of the People.

Key Words: *Leather Product Factors, Customer Satisfaction, Problems Etc.*

Introduction

Leather is one of the most widely traded commodities in the world. With an estimated global trade value of approximately US\$100 billion per year. World population grew dramatically in the 20th century and it continues to grow at present. This growing population and the general increase in wealth have led to increases in the demand for meat, which in turn have kept the supply of leather raw material fairly constant. The current predictions are that the supply of leather raw material will continue to grow in step with population growth. At some stage, these developments may generate tighter traditional supplies and raise the importance of such non-mainstream sources of raw material as camel, kangaroo and deer. Leather raw materials have increasingly become available in the developing world, while in the developed countries, a declining per capita consumption of red meat has reduced the supply of hides and skins. Now, more than half of the world supply of leather raw material comes from the developing world and, increasingly, those countries with large supplies are seeking to process them through to finished leather articles.

Objectives of the Study

Primary objectives: To study on customer perception level towards leather products in Erode City

Secondary objectives

1. To analyze the satisfaction of price and quality towards leather products.
2. To identify the usage and worth of the leather product.
3. To find out level of satisfaction towards leather products.
4. To identify the problems faced while using the leather products.
5. To study the customer awareness about leather product.

Limitation of the Study

The Survey was limited to Erode City only.

1. The Study covers only five variants of competing brands that includes Adidas, Reebok, Lescoper, Woodland and Nike.
2. The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their regular work.
3. The number of respondents was limited to 120 only.
4. Some of the respondents are not open in giving their opinions. This is normal in any field study.



Leather Industry In India

Leather is one of the most widely traded commodities globally. The growth in demand for leather is driven by the fashion industry, especially footwear. Apart from this, furniture and interior design industries, as well as the automotive industry also demand leather. The leather industry has a place of prominence in the Indian economy due to substantial export earnings and growth.

The Indian leather industry accounts for around 12.93 per cent of the world's leather production of hides/skins. The country ranks second in terms of footwear and leather garments production in the world and accounts for 9.57 per cent of the world's footwear production.

Leather Industry In Tamilnadu

Tamil Nadu has the Third largest economy in India with a current GSDP of 13,842 billion (US\$220 billion). Over 50% of the state is urbanized, accounting for 9.6% of the urban population in the country while only comprising 6% of India's total population. Services contribute to 45% of the economic activity in the state, followed by manufacturing at 34% and agriculture at 21%. Government is the major investor in the state with 52% of total investments, followed by private Indian investors at 29.9% and foreign private investors at 14.9%. It has been ranked as the most economically free state in India by the Economic Freedom Rankings for the States of India.

Research Methodology

Research in common parlance refers to a search for knowledge. It comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting organizing and evaluating data, making deduction and reaching conclusions and at last carefully testing the conclusions, to determine whether it fits the formulated hypothesis.

Research Design

“A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”.

The research design used here is descriptive research design.

Sample Size :The sample size of the study is 120.

Type of Sampling Design: The Non-Probability Sampling under the convenience sampling is used for the study and the sample will be selected conveniently.

Data Collection:While dealing with any real life problem, it is obvious that data at hand are inadequate and hence it becomes necessary to collect that are appropriate. Depending upon the sources of information available, the data can be classified as.

1. Primary data
2. secondary data

Primary Data: Primary data refers to the data, which is collected for the first time. The primary data collection is done with the help of questionnaire that proved to be effective.

Secondary Data: Queries made by others for their own purpose represent secondary data. Secondary data is collected from books, company records and internet.

Data Analysis :Collected primary and secondary data are scheduled to suitable table& bar charts used for the purpose of analysis. Suitable statistical tools were applied in various places for analysis.

Research Plan

Data source : Primary and Secondary data
Research Instrument: Questionnaire
Sample size : 120

Sampling Design

A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

After deciding the research approach and instrument the next stage is to design a sampling plan. The selected respondents from the total population constitute what is technically called a “sample” and the selection process is called “Sampling technique”. The sampling plan for the following decisions such as

1. Population
2. Sampling Frame
3. Sampling Unit
4. Sampling method
5. Sample Size

Population:The first step in the sampling process is the definition of the population, which can be defined in terms of elements, sampling units, extend and time

Sampling Frame: A sample frame is a means of representing the elements of the population. The sample frame made use of in this study is consumer database lists.

Sampling Unit:It goes ahead with “who is to be surveyed”. Here the sampling unit is each individual users.

Sampling Method: Convenience sampling method in Non-Probability Sampling is used in this study

Sample size: The Sample size selected for the survey is 120. The sample size determination was purely by intuition.

Statistical Tools

To analyze the data the following tools were applied

1. Percentage Analysis
2. Chi square Test
3. Weighted average analysis

I. Ranking Analysis

If something is distribution is more important than order, then their point must be born in mind, in order that average completed is representatives of the distribution. In such case proper weight age is to be given to various items the weight attached to each item being professional to the importance of the item to the distribution.

Formula

$$\text{Average weight} = \frac{\text{Total weight}}{\text{Total No. of respondent}}$$

1. Weighted Average According To Leather Prodcut Factors At Satisfaction Level Of Respondents

S.No	Factors	HS	S	N	DS	HDS	Total
1	Color	16	29	12	15	28	100
2	Brand	41	54	15	7	3	100
3	Quality	21	8	48	13	10	100
4	Style/models	15	39	7	21	18	100
5	Billing	44	27	11	12	6	100
6	Services	13	42	5	14	26	100

Rank	1	2	3	4	5
Weight	5	4	3	2	1

Weighted Average Analysis

Factors	W1	W2	W3	W4	W5	Total Weight	Average Weight	Wpa Rank
Color	80	116	36	30	28	290	242	6
Brand	205	216	45	14	3	483	403	1
Quality	105	32	144	26	10	317	264	3
Style/models	75	156	21	42	18	312	260	4
Billing	220	108	33	24	6	391	326	2
Services	65	168	15	28	26	302	252	5

Source: Primary Data

Interpretation

The above table shows that out of 120 respondents rating for the various factors based on the weighted average ranking method, respondent level of satisfaction about brands of leather products is ranked in first, Billing is ranked in second, Quality is ranked in third, Styles/models is ranked in fourth, Services is ranked in fifth, Colour is ranked in sixth.

2. Ranking Analysis According To Various Problems Of Leather Products

S.No	Problems	Mean Score	Rank
1.	Quality	381	2
2.	Brand	371	3
3.	Price	406	1
4.	Attractive	331	5
5.	Design	332	4

Interpretation

The above table shows that out of 120 respondents rating for the various problems based on the weighted average ranking method, respondent think about Price to the Model of the leather products ranked in first, Quality is ranked in second, Brand is ranked in third, design is ranked in fourth, Attractive is ranked in fifth.

II. Chi-Square Analysis

1. Relationship Between Age And Respondent Satisfaction Level On Leather Products (Chi-Square Test Result)

Factors	Calculated value	Table value	Degree of freedom	Remarks
AGE	23.029	24.054	12	Not Significant at 5% level

Null Hypothesis(H_0) : There is significant relationship between Age of the respondent and their satisfaction level of leather products.

Alternative Hypothesis(H_1): There is a no significant relationship between Age of the respondent and their satisfaction level on leather products.

Inference

Calculated Value < Table Value

The calculated value of chi-square value is lesser than table value. Hence there is No significant relationship between Age of the respondent and their satisfaction level on leather products.

2. Relationship Between Gender And Respondent Satisfaction Level Based On Branded Leather Products (Chi-Square Test Result)

Factors	Calculated value	Table value	Degree of freedom	Remarks
Gender	10.733	7.981	4	Significant at 5% level

Null Hypothesis(H_0) : There is no significant relationship between gender of the respondent and satisfaction level on leather products.

Alternative Hypothesis(H_1): There is a significant relationship between gender of the respondent and satisfaction level on leather products.

Inference

Calculated Value > Table Value

The calculated value of chi-square value is greater than table value. Hence there is a significant relationship between gender and respondent satisfaction level based on leather products.

3. Relationship Between Education Qualification And Respondent Satisfaction Level Based On Availability Of Leather Products (Chi-Square Test Result)

Factors	Calculated value	Table value	Degree of freedom	Remarks
Education Qualification	25.057	26.296	16	Not Significant at 5% level

Null Hypothesis(H_0) : There is significant relationship between Education level and satisfaction level on availability of leather products

Alternative Hypothesis(H_1): There is a no significant relationship between Education level and satisfaction level on availability of leather products

Inference

Calculated Value < Table Value

The calculated value of chi-square value is lesser than table value. Hence there is no significant relationship between Education level and satisfaction level on availability of leather products.

4. Relationship Between Occupation And Respondent Satisfaction Level Based On Usage Of Leather Products (Chi-Square Test Result)

Factors	Calculated value	Table value	Degree of freedom	Remarks
Occupation	30.183	23.542	16	Significant at 5% level

Null Hypothesis(H_0) : There is no significant relationship between occupation and respondent satisfaction level based on usage of leather products.

Alternative Hypothesis(H_1): There is a significant relationship between occupation and respondent satisfaction level based on usage of leather products.

Inference

Calculated Value > Table Value

The calculated value of chi-square value is greater than table value. Hence there is significant relationship between occupation and respondent satisfaction level based usage of leather products.

5. Relationship Between Area Of Residence And Service Provided By The Leather Products (Chi-Square Test Result)

Factors	Calculated value	Table value	Degree of freedom	Remarks
Area of residence	12.181	13.362	8	Not Significant at 5% level

Null Hypothesis(H_0) : There is significant relationship between area of residence and satisfaction level of respondents based on service of leather products

Alternative Hypothesis(H_1): There is a no significant relationship between area of residence and satisfaction level of respondents based on service leather products

Inference

Calculated Value < Table Value

The calculated value of chi-square value is lesser than table value. Hence there is no significant relationship between area of residence and satisfaction level of respondents based on service leather products.

Findings

1. Relationship between Age and satisfaction level of the respondents is accepted on Null hypothesis at 5% level of significance
2. Relationship between gender and the respondents satisfaction level based on branded leather products is accepted on Alternative hypothesis at 5% level of significance
3. Relationship between education qualification and availability of leather products of respondents is accepted on Null hypothesis at 5% level of significance
4. Relationship between occupation and usage of leather products of the respondents is accepted on alternative hypothesis at 5% level of significance
5. Relationship between area of residence and service provided to the respondents is accepted on Null hypothesis at 5% level of significance



Suggestions

1. There are still efforts are needed to make people aware about leather products.
2. Leather products must provide after sale service to their customers.
3. Companies shall introduce or increase the range of their product in respect of price so that a lower middle class people may also afford to have branded leather products like shoes, belts, wallets etc.

Conclusion

Leather products are vital to make the people comfortable and give look to the people. Their importance in the city plays a vital for the economic development of the country. From the above analysis, it is clear that the leather products are able to render efficient services to the satisfaction of the People. Further, it is also observed that the customers are faced with many problems. The leather products company should try and implement these suggestions to improve better service quality, so that they would be in a position to render efficient services to the Customers (or) peoples.

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