



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CUSTOMER SATISFACTION TOWARDS SKECHERS IN MADURAI DISTRICT

**Ms.N.Sowmiya**

*Assistant Professor,*

*PG Department of Commerce with Computer Applications,  
Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

**M.Dhanaseelan**

*Student,*

*PG Department of Commerce with Computer Applications,  
Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

**K.Pandeeswaran**

*Student,*

*PG Department of Commerce with Computer Applications,  
Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

### Abstract

Customer satisfaction plays a vital role in determining the success and sustainability of a brand in today's competitive retail environment. The footwear industry in India has witnessed rapid growth with the presence of both domestic and international brands. Among them, Skechers has established a strong market presence by offering products that emphasize comfort, quality, and style. This study aims to analyze the level of customer satisfaction towards Skechers in Madurai District.

The research focuses on identifying the key factors influencing customer satisfaction, such as product quality, pricing, design variety, durability, store ambiance, and customer service. A descriptive research design was adopted for the study. Primary

data were collected through a structured questionnaire from customers who have purchased Skechers products in Madurai District, while secondary data were gathered from books, journals, and company-related sources. Statistical tools such as percentage analysis and simple charts were used to interpret the collected data.

The findings of the study reveal that most customers are satisfied with the comfort and durability of Skechers products. However, certain areas such as pricing and promotional offers require improvement to enhance overall customer experience and loyalty. The study concludes that maintaining product quality and improving service strategies will help Skechers strengthen its position in the Madurai market.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## Introduction

Skechers was founded in 1992 by Robert Greenberg, who had previously founded LA Gear in 1983 he stepped down as CEO of that company the same year he founded Skechers (Greenberg sought to focus on men's street shoes; Skechers' early products were utility-style boots popular in grunge fashion. The company quickly expanded to induce women and children, with casual and athletic styles, and went public in 1999. In 2011, Skechers launched its performance sportswear line for athletes and signed Mebk eflezighi as spokesmen. Skechers is the third largest footwear brand in the United States by revenue in January 2019; the company stated an expansion of its corporate headquarters to double its office, design and showroom space in the South Bay. In 2019, Nike filed a patent infringement lawsuit against Skechers because according to Nike, Skechers had infringed on the design of their V air Max and Air Max 270sneakers.

Skechers is one of the global leaders of the shoe industry. The company manufactures stylish high-quality casual footwear production for kids, men and women. Nevertheless, the company has originated a new line of sports footwear recently, the main idea of this line is the improvement of footwear for sports in generals. The product is positioned as reliable alternative to fitness clubs and treadmills. The aim of the Paper is to analyze the product positioning principles' of

the company and review the consumer behavior process through the prism of marketing strategy

## Statement of the Problem

In an increasingly competitive footwear market, understanding and managing customer's satisfaction is article for the sustained success of brands like Skechers. Despite its widespread populate and diverse product offerings, there remains a need to comprehensively assess the factors influencing customer satisfaction with Skechers footwear. This study aims to investigate the levels of customer satisfaction with Skechers products and services, identify key drivers and barriers to satisfaction, and provide actionable insights to enhance the brand's competitive edge in the market.

## Objectives of the Study

- Evaluate overall customer satisfy action levels with Skechers products and services.
- Identify key factors influencing customer satisfaction, such as product quality, pricing, customer service, and brand reputation.
- Assess customer perceptions of Skechers compared to competitors in the footwear industry.
- Determine areas of strength and weakness in Skechers' product offerings and customer service delivery

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

### Research Methodology

The research methodology for this study involves a mixed methods design to analyze the customer satisfaction and expectations towards Apple laptops with the help of survey method.

**Table 1: Showing the Quality Level of Skechers Shoes**

S.No	Particulars	No of Response	Percentage
1	HIGH SATISFIED	68	57%
2	SATISFIED	32	27%
3	NEUTREAL	16	13%
4	DIS SATISFIED	4	3%
5	TOTAL	120	100%

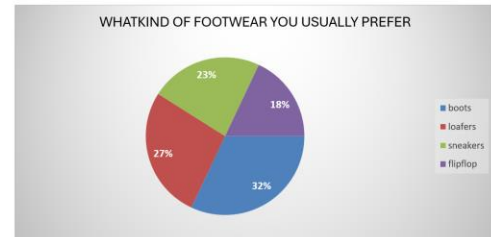
Source: Primary data

### Interpretation

It is Clear that the above table it is inferred that 5% of the respondents highly satisfied with the quality, 27% of the respondents satisfied with the quality 13% of the respondents neutral and remaining 3% of the respondents satisfied with the quality.

### Inference

It is clear that 57% of the respondents highly satisfied with of skechers brand.



**Fig 1: Chart showing that, what kind of Footwear you usually prefer**

### Findings

- It is clear that 67% of the respondents are male.
- It is clear that 62% of the respondents are under the age group of 18-25 years.
- It is clear that 57% of the respondents are in the category of under graduation.

### Conclusion

In conclusion, by implementing the aforementioned suggestions, Skechers can significantly enhance customer satisfaction and further strengthen its competitive position in the global footwear market. Improving product quality, expanding size and style variations, and optimizing customer service processes are crucial areas to concentrate on. Additionally, engaging with customers through diverse communication channels, adopting innovative marketing approaches, and investing in sustainable business practices will allow Skechers to build a strong reputation for reliability and social responsibility.