

## **Influential factors to effectiveness of physical distribution: an empirical study in Sri Lankan footwear industry**

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Many academic gurus in the field of marketing have proven to the world by their studies about the importance of effectiveness physical distribution to company's profitability and customer satisfaction. On top of this, retail dealers in footwear market expect and demand for a better logistical support that couples with more frequent deliveries. The purpose of this study was to investigate the issues of the current physical distribution systems of Sri Lankan footwear companies. This study was based on both primary and secondary data. The primary data were collected from two surveys. A customer survey was carried out by using structured questionnaire for 200 customers in Colombo and suburbs. An expert survey was carried out using another structured questionnaire for 60 employees of footwear companies. The study revealed that several problems relating to physical distribution such as time wasting for manual works, lack of information about target customers demographics, unattended discrepancies in Sales & Stocks, against Store Statements and lack of stock standards etc. Finally, the researchers have recommended some marketing strategies to overcome such problems in footwear distribution.

**Key words:** Physical distribution, Customer satisfaction, Footwear industry, Order cycle, Stock level

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