



A STUDY ON CUSTOMER SATISFACTION TOWARDS BATA FOOTWEAR WITH SPECIAL REFERENCE TO KUMBAKONAM TOWN

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ABSTRACT

The report is on "Customer satisfaction towards Bata India ltd". The series of essential data in this file is through questionnaire and interplay from a desire of people. It used to be gathered with the aid of administrating a nicely developed questionnaire to sample size Of 50 respondents for treasured opinions and treasured examination, interpretation of statistics had been prepared for secondary information the company's internet site and books have been used. The predominant objective of this study is to recognize about stage of consumer pleasure towards BATA footwear. The boundaries of the study are time body and the restrained pattern range. The consumer pleasure is a characteristic of two the convenience between the consumer expectations and product identify performance. After buy of product, the consumer will trip stage of pleasure or dis satisfaction. The importance of delight exhibit the two product keep should clearly show product predicted performance. Satisfaction or dis satisfaction with product will impact a purchaser following behavior If the consumer is satisfied, he or she will show a greater opportunity of purchasing the product again. The cozy purchaser will additionally lean to say proper matters about the brand to others. Marketer declare: "Our best commercial is a cozy customer."

Introduction

Consumer

Consumer market consist of individual ans hawseholes that they buy goods and services for personal consumption. Business market by goods and services for future processing or for use in their process where as reseller buy goods and services to reseller at a profit.

Consumer behavior

The term consumer behavior refer to the study of how individuals make beaviours to spend their available on consumption related items. Studying consumer provide dues for development new products, product features, prices, channels, message and other marketing mix element.

Determinants of consumer buying behaviours

A market is always interested to know how consumers respond to various marketing stimuli product, price, place and promotion and other stimuli i.e., buyer's environment economic, technological, political and cultural, the marketer studies the relationship between marketing stimuli and his response. These stimuli passer through buyer's box which produces the buyers response and is shown below.

The buyers is considered as a black box, because his mint cannot be imagined as to his buying decision. The buying decision depends on this attitude, preferences, feelings etc.,

Factors influencing the consumer behavior are internal needs, motive, conception and as well as external-family. Social groups, culture, economic, business influences etc., these influences are market.

Consumer buyers decision

A very important area for marketing firms is to deterrmine the decision market or the real customer in the purchase decision of products and services.

The following are the different participants in any consumer buying decision.

Initiator

Initiator is the person who first suggests the needs of the idea or the need satisfying requirements.

Influencer

After the initiator has suggested the idea for a particular product, the influence is the person who gives more information which will influence the decision of the purchase.

Decider

A decider is the person who deliberately decides to buy a particular product depending upon the situation he is generally the dominating member of the family or head of the family who carries out the role.

Buyer

The decision has been made for certain goods the buyer goes to purchase from the shop. The actual purchase made by the buyer will depend on the convenience of the family member or of the group it may depend on the earning members or head of the family.

User

The user is generally one who actually consumes or uses the product or service and he may not be the initiator, decider or buyer for instance parents purchase toys but the actual user are children.

Characteristics of Buyers Behaviours

- Buyers behavior is very complex
- Buyers behavior is the process by which individuals decide whether, what, when, from whom, where and how much to buy.
- Buyers behavior is very dynamic.
- Consumer behavior comprises both mental and physical activities of a consumer.
- It is an integral part of human behavior.
- In many cases it is the sum total of the behavior of a number of persons.
- It is influenced by a number of marketing stimuli offered by the market.
- Consumer behavior is basically social in nature.
- Consumers act differently at different times.

Statement of the problem

Nowadays are rapid increase in footwear industry in Kumbakonam and online marketing also attracting the people very highly. So the manufactures or facing heavy competition understanding to increase the sales to server in the market. Silver manufacturing companies are introducing new varieties of food and announcing offers from time to time. Under the situation that researcher making an attempt to study the customer satisfaction towards Bata footwear in Kumbakonam.

Objectives of the study

- To study the profile of Bata India Limited.
- To investigate the effect between brand experience customer satisfaction and brand loyalty of the consumer.
- To identify the different between expectation and perception of customer of Bata footwear.
- To finding and valuable suggestions to improve the customer satisfaction of Bata footwear.

Research Methodology

Research methodology is where to find out the result of a problem on a specific matter or problem is also research problem.

Sampling method

Sample

A finite of the population selected from it with the objective of investigating its properties is called sample of the population. A sample representative path of the population.

Sampling

Sampling essential part of all scientific procedures will stop the research collected and summarize the data more quickly through sampling. Sampling given the research scope for collecting more accurate information.

Sampling design

The sample design chosen by the researcher for the studies convenience. Sampling when the population elements are selected for the inclusion in the sample based on the cases of access it can be called convenience sampling.

Limitations of the study

The following are the limitations of the study:

Due to time constraints 75 respondents were selected for the purpose of the study.

The study is confined to Kumbakonam town.

The rest stands for biased respondents which may affect the result of the study.

The studies conducted from the customers point of view.

Review of literature

The review of literature guide the researchers for getting better understanding of methodology used, limitations of various available estimation Procedures and data analysis and interpretation of the conflicting results. Residential, there view of epirical studies explores the avenues, for future and present research efforts related with the subject matter. In case of conflicting and unexpected results, the research can take the advantage of knowledge of other researcher simply through the medium of their published works.

Gonin J.J., Brady M.K. and Hult T.T.M. (2000) relationship aspect mainly in between customer satisfaction and brand loyalty mainly inflenced by empirical findings and make assurance of demand ratio of which many research miss this one and mainly find by this research and creates better choice and relational inspecting and may be in making a ratio of range in a range of consumer which mainly influence their nature of thoughts that when one customer interacts and demand in something in order of way which way be in creational long term in border of nature that make in several conduct of processes. That would be in forming and would be in privilege to an order of things that may be in assuring a creational knowledge between customer satisfaction and brand loyalty.

Mello D. (2003) in his study examines the plight of the workers in shoe manufacturing companies. The author has allowed a case study method considering phoenix India, a subsidiary of reebox shoes. The study brings to light the anomalies faced by the workers in these manufacturing units the study also emphasis on the third world countries like India, where in corruption plays a major role. Therefore, it becomes easier for these international players to corrupt the district turns a deaf ear to these workers.

Accounting to Frings (2005) the components of product quality of footwear include size, measurement, cutting or fitting, material color, function and the performance of the footwear. Fitting is a crucial aspect in footwear selection because some fitted footwear such as swim suits and aerobic wear can ideally enhance the consumer general appearance. Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product.

A study by saha, day, & Bhattacharya (2010) titled “factors affecting consumer buying behavior of shoes in kolkata” focuses on the factors that influence the buying behavior of the people of kolkata. The major factors that came out as a result of the study were product, promotion, price and finally the place.

Singh (2016) found out the impact of selected factors and brand loyalty in the footwear industry. Out of the fourteen variables, twelve variables have a positive relationship with brand loyalty. Two variables namely number of outlets and their accessibility and trendy and fashionable design of the brand had no significant relationship with brand loyalty.

Profile of Bata India Limited

Asia's largest footwear company strives to maintain its lead with an image of superiority, professionalism and round the clock efficiency. A visit to any factory or office in the country bears testimony to that tracing to meet the 21st century. Bata is gearing itself with the latest technology and a forward looking approach to human resource development. Staggering 16,000 people work at various functional centers in Bata India while another 2,00,000 are indirectly employed.

The word of Bata India; there are four factories, at Bataragar near Calcutta now it is Kolkata, at Faridabad in Haryana, near in Bihar and at Pona in Bangalore.

In January 2021, the foundation stone for the first building of Bata's operation now called the Tata. In the years that followed, the overall site was doubled in area. This township is popularly known as Bangalore. It was also the first manufacturing facility in the India Shoe Industry to receive the ISO:9001 certification.

Awards

- ✓ Bata India was identified as the top Indian footwear brand at the Dun&Bradstreet corporate awards 2015.

- ✓ Bata India was awarded the footwear brand of the year 2021 awarded at the images fashion award.
- ✓ Udyog Rattan Award 2014.

Data Analysis and Interpretation

Table No. 1

Preference of Bata Footwear

S.No	Preference	No.of Respondents	Percentage
1	Branded	60	80
2	Unbranded	15	20
	Total	75	100

Sources: Primary Data

Interpretation

The above table portrays that 80% of the respondents preferred Bata footwear as branded, 20% of the respondents preferred Bata footwear as Unbranded.

Majority 80% of the respondents preferred branded footwear in Bata India Limited.

Table No. 2

Price of Bata Footwear

S.No	Price Level	No.of Respondents	Percentage
1	Low	15	20
2	Medium Range	39	52
3	High Range	21	28
	Total	75	100

Sources: Primary Data

Interpretation

The above table analyse that respondents opinion about the price range of Bata. 52% of the respondents felt that the price level of Bata footwear are medium, 28% of the respondents stated that the price level are high level, 20% of the respondents stated that the price are low.

Majority 52% of the respondents felt that the price level of bata footwear are medium.

Table No. 3

Preference Regarding the Type of Footwear

S.No	Product Type	No.of Respondents	Percentage
1	Casual	36	48
2	Formal	30	40
3	Sports Wear	9	12
	Total	75	100

Sources: Primary Data

Interpretation

The above table shows that 48% of the respondents were purchasing casual footwear, 40% of the respondents were purchasing formal footwear, remaining 12% of the respondents were purchasin footwear for sports purpose.

Majority of the respondents 48% were purchasing casual footwear.

Table No. 4

Frequency of Buying Footwear

S.No	Frequency	No. of Respondents	Percentage
1	Once in 3 Months	15	20
2	Once in 6 Months	15	20
3	Yearly Once	45	60
	Total	75	100

Sources: Primary Data

Interpretation

The above table shows that respondents opinion about the frequency of buying behavior. 60% of the respondents stated that they buy once in a year, 20% of the respondents stated that they buy Bata footwear once in 3 months, 20% of the respondents stated that they buy Bata footwear once in 6 months.

Majority 60% of the respondents buying once Bata footwear in a year.

Table No. 5

Role of Advertisement for Selection of Brand

S.No	Opinion	No. of Respondents	Percentage
1	Rarely	60	80
2	Often	0	0
3	Never	15	20
	Total	75	100

Sources: Primary Data

Interpretation

The above table shows that opinion of the respondents about the role of advertisement in selection of brands. 80% of the respondents opined that rarely they get attracted by advertisement, 20% of the respondents opined that they never attracted by advertisement.

Majority of the respondents 80% stated that rarely they get attracted by advertisement.

Table No. 6

Pricing Consciousness of Respondents

S.No	Opinion	No. of Respondents	Percentage
1	Price Consciousness	60	80
2	No Price Consciousness	15	20
	Total	75	100

Sources: Primary Data

Interpretation

The above table explains the price consciousness of respondents. 80% of the respondents stated that they are conscious about price and 20% of the respondents realized that they are not having price consciousness.

Majority of the respondents 80% opined that they are conscious about price.

Table No. 7

Amount Spent for Purchase of Bata Footwear

S.No	Opinion	No. of Respondents	Percentage
1	Upto Rs. 300	15	20
2	Rs. 300-400	9	12
3	Rs. 400-500	45	60
4	Above Rs. 500	6	8
	Total	75	100

Sources: Primary Data

Interpretation

The above table discloses the opinion of respondents about the amount spent for buying footwear. 60% of the respondents opined that they are buying in the range of Rs. 400-500, 20% of the respondents stated that they are buying upto Rs. 250, 12% of the respondents stated they are buying Rs. 300-400, 8% of the respondents stated that they spent above Rs. 500.

Majority 60% of the respondents opined that they spent for Bata Footwear Rs. 400-500.

Findings, Suggestions and Conclusion

Findings of the Study

The following are the findings of the study by the research.

- ❖ Majority 80% of the respondents preferred to buy branded.
- ❖ Majority 52% of the respondents felt-that the price of level of Bata footwear are medium.
- ❖ Most of the respondents 48% were purchasing casual footwear.
- ❖ Majority 60% of the respondents stated that rarely they get attracted by advertisement.

- ❖ Most of the respondents 80% stated that they are conscious about price.
- ❖ Majority 60% of the respondents opined that they spend for Bata footwear Rs400-500.

Suggestions

The following are the suggestion offered by the respondents to Bata India Limited.

- The company can introduce variety of products.
- The company may be try to increase the advertisement in several medias.
- Company can increase the dealers.
- The company can concentrate of footwear for the youth group of customers.
- The customers perceive the price and quality of Bata products with more satisfaction.
- The customer like price, offers, quality and value-added service is the fulfillment of Bata and good standard of the Bata.
- The company may concentrate in reducing cost and reduce the price. So that more customers of competitors get attracted.
- The company may follow a marketing strategy of more profit and more sales.

Conclusion

It is considered to be one of the biggest in the organised footwear sectors. Through the study the researchers analysed the customer satisfaction towards Bata footwear. Most of the customers are satisfied with the quality and more new offers for attracting the customer to overcome competition.

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