



CUSTOMER SATISFACTION TOWARDS BATA FOOTWEAR COMPANY

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ABSTRACT:

This study investigates customer satisfaction pertaining to Bata Footwear Company, a leading player in the global footwear industry. The research aims to analyze the key factors that influence customer satisfaction, including product quality, pricing, design, customer service, and brand reputation. Utilizing a mixed-method approach, a structured questionnaire was disseminated to a diverse sample of Bata customers, complemented by in-depth interviews for qualitative insights. The findings reveal that product quality and customer service significantly contribute to overall customer satisfaction. Additionally, competitive pricing and trendy designs emerged as essential factors, with a strong emphasis on the brand's commitment to sustainability. This research underscores the importance of understanding customer expectations and experiences, providing actionable insights for Bata Footwear to enhance its offerings and strengthen customer loyalty. The study concludes with recommendations for improving customer engagement strategies and product development to further elevate satisfaction levels among consumers.

Keywords: Customer Satisfaction, Bata Footwear, Product Quality, Brand Loyalty, Market Research.

INTRODUCTION OF THE STUDY

Consumer market consist of individual and 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. 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. 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. A very important area for marketing firms is to determine 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.

OBJECTIVES OF THE STUDY

- To study the profile of Bata India Limited.
- To study about the statisfaction towards Bata footwear
- To study about the factor influencing in purchase deficient.

SCOPE OF STUDY

This project is made to allow an approach for calculating showcase structure in terms of customer satisfaction towards buy of Bata goods. To learn customer about BATA products. To distinguish between BATA & other products. To knowledge customer why they buy BATA products. The result of the consider will offer assistance out Bata Company to correct their blame and to come out with new arrangement and special movement which offer assistance to make a great put in footwear industry again. The lookup locate out about entitled comparative evaluation of market potential, market share's client grasp of BATA shoes with unique reference BATA household footwear in Bidar town below taken by the researchers cowl the following lookup activity. The intention of the discover out about is to estimate the market practicable and consumer hold close in Bidar city and have a look at it with its aggressive manufacturers and moreover forecast the extra than a few possibilities accessible in the market for BATA shoes for coming year.

NEED FOR THE STUDY

- Client fulfillment investigation is productive prepare collecting customer information
- Assessing his data to make it into significant data
- Change into lifestyle of people (buyer)
- Increasing fashion trends
- Advertising, publicity and media
- Increasing in competing technology development.
- Up-ward move in advancement and assembling development
- Increasing buyer power makes the customer to look at brand product.

LIMITATIONS OF THE STUDY

- The following are the limitations of the study
- Due to time constants 100 respondents were selected for the purpose of the study.
- 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

Lazaros Firtikiadis (2024)

To study the main focusing is on highlighting the product design related trends within the footwear industry. Review of literature was done The categorization limitation within the footwear industry could serve as the foundaries for exploring further in other industries.

Laran chetty (2024)

To study the purpose of this paper was to conduct a marketing analysis of footwear company in Durban, South Africa. Discriptive and Correlation was done The large international brand and its market share is depended mainly on the population of South Africa.

Laran chetty (2024)

To study a marketing footwear company in Durban, South Africa. Regression analysis And Annova Was used The implementation and evaluation were set out against the objectives timescale key performance indicators and budget.

A.Subiksha (2024)

To study the boundaries of time body restrained the pattern range of footwear Sampling method was done Our best commercial is a cozy customer

D.J.Janson (2022)

To study about product service system Factor analysis and regression was adopted This product service system leads to the creation of more comfortable and practicable footwear.

RESEARCH METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. The research methodology was used in the study. It provides a detailed descriptive research approach adopted in the study.

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.

DATA COLLECTION

Data collection for research is the process of systematically gathering information to analyse and draw conclusions about a specific topic or problem. It ensues that researches obtain accurate, reliable and relevant data to support their study objectives. The research uses both primary and secondary data.

PRIMARY DATA

When the statistics are collected at once through the researcher for the first time is known as Primary Data. It is original in nature and is particular to a research trouble underneath study.

SECONDARY DATA

When the facts are amassed by way of someone else for a reason other than the researcher's cutting-edge project and has already gone through the statistical evaluation is known as as Secondary Data..The secondary records are with no trouble available from the other sources and as such, there are no precise series methods. The researcher can reap records from the sources each interior and external to the organization.

FINDINGS AND INTERPRETATION

CHI-SQUARE TEST:

Chi-square test has been applied to find out whether there is any significant relationship between the demographic variables of the respondents and study variables taken for the study. The relationship between the variables is tested at 5% level of significant.

Chi-square and demographic profile has Types of product range **H₀**: There is no association between demographic study of Bata **H₁**: There is no association between demographic study of Bata

DEMOGRAPHIC PROFILE	TYPES OF PRODUCT RANGE		DF	NULL HYPOTHESIS
	X ²	ASYMP SIG.		
Gender	2.410	.300	2	Accepted
Age	38.241	.001	6	Accepted
Occupation	26.020	.004	10	Accepted
Marital Status	10.111	.006	2	Accepted

INTERPRETATION:

The results of the analysis provide insights into the relationship between demographic of Bata Footwear. For gender, the chi-square value is 2.410 with a p-value of 0.300, which is greater than the 0.05 significance level. This indicates that the null hypothesis is accepted, concluding that there is no

significant relationship between gender and buy a Foot wear in Bata.

Regarding age, the chi-square value is 38.241, with a p-value of 0.001, which is less than 0.05. This leads to the rejection of the null hypothesis, indicating a significant relationship between age and buy a Footwear in Bata.

For occupation, the chi-square value is 26.020, with a p-value of 0.004, which is above 0.05. As a result, the null hypothesis is accepted, suggesting that occupation does not significantly of buy a foot wear in Bata.

Similarly, marital status shows a chi-square value of 10.111 and a p-value of 0.006, which is greater than 0.05. This means that the null hypothesis is accepted, confirming that marital status to buy a Bata footwear.

SUGGESTION

- Conduct a comprehensive market analysis to understand current trends in the footwear industry, consumer preferences, and competitive strategies. This could include a Percentage analysis of Bata to identify strengths, weaknesses, opportunities, and threats.
- Implement a consumer survey to gather data on customer satisfaction, brand perception, and purchase behavior. This can help identify areas for improvement as well as highlight successful strategies.
- Examine Bata's sustainability initiatives and their impact on brand reputation and consumer loyalty. This includes evaluating the company's sourcing of materials, manufacturing processes, and recycling programs.
- Study the effectiveness of Bata's digital marketing strategies and e-commerce platforms. Analyzing user experience and engagement metrics can provide insights into areas for technology enhancement
- Investigate Bata's approach to international markets, including entry strategies, localization efforts, and adaptation to regional preferences. This study can provide recommendations for future expansion.
- Analyze Bata's product development and innovation processes. Engage with design teams to understand how consumer feedback is integrated into new product lines.
- Compare Bata with key competitors in the footwear industry to identify best practices and strategic differentiators that could offer insights into improving Bata's market position.

CONCLUSION

In conclusion, the study of Bata Footwear Company reveals its significant role in the global footwear market, characterized by a strong brand legacy and a commitment to quality. By focusing on consumer preferences, sustainability, digital innovation, and competitive strategies, Bata can leverage its strengths and address challenges effectively. The recommendations provided can guide Bata in enhancing its product offerings, improving customer engagement, and fostering brand loyalty. Continued research and adaptation to market

trends will be crucial for Bata to maintain its leadership position and meet the evolving needs of consumers in a dynamic marketplace. Ultimately, embracing innovation while remaining true to its core values will ensure the long-term success and growth of Bata Footwear Company.

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