



# **A STUDY ON CUSTOMER SATISFACTION TOWARDS BATA FOOTWEAR WITH SPECIAL REFERENCE TO TIRUPUR CITY**

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## **ABSTRACT**

*Bata India is the largest retailer and leading manufacturer of footwear in India. The survey study on “Customer buying behaviour towards branded casual shoes” has been conducted to observe the preference of customer. India ranked second between the footwear producing countries then to China. By increasing popularity of customer relationship management can customer are now placing more importance on customer satisfaction and their relationship with customers.*

## **INTRODUCTION**

Bata India is the largest retailer and leading manufacturer of footwear in India and is part of the Bata shoe Organization. The parent company Bata was founded by three sibling; Tomos Bata, his brother Antonin and his sister Anna with a small inheritance in the town of Zlin, Czechoslovakia on August 24, 1894. Initially known as Bata Shoe Company, it was one of the world's first shoe “manufactures”; a term of stitchers shoemakers creating footwear not only for friends and local residents, but also for distance retail merchants.

The survey study on “Customer buying behavior towards branded casual shoes” has been conducted to observe the preference of customer. This system of education is highly appreciated as it provides with the opportunity to acquaint with the outside world. Customer buying behavior is enormous, and highlights the importance of the customer at the center of the marketer's universe.

Customer satisfaction is one of the prime objectives in present retail sector. With the advent of different

market players the inclination for usage of a particular brand has increased. The American Marketing Association defines a brand as “A name, term, sign, symbol or design or a combination of them, intended to identify the goods and service of one seller or group and to differentiate them to those for competitors”.

The research was aimed to explore the pattern of brand preference towards domestic and foreign footwear products and its antecedents taking age and gender as a case among Dire Dawa administration residence. As the world is turning into a global village, new products from abroad are finding their way into the country, the trend of consumption by native people is changing becoming more prone to buying foreign and international brands than the local ones since the advance in communication and information system technology have shrunk distance and homogenized the values, fashion and preference and attitude of the world's population.

In this shoe factory, where Thomos' brother Anthony was registered as its owner, Bata continued in the tradition and produced exclusively Wallchian



stitched, coarse-woollen footwear. The production was organized so that in the workshop components of footwear were cut and upper sides tailored, which were then passed to home-working workers and craftsmen living in Zlin and the surrounding areas, who complete them. This was the usual procedure of work in small shoe factories.

The Footwear industry section of the leather industry in India. India ranked second between the footwear producing countries then to China. The industry is labor intensive and is concentrated in the small and cottage industry division. Analyze of Customer satisfaction has become a very important component in giving outstanding customer service. By increasing popularity of customer relationship management can customer are now placing more importance on customer satisfaction and their relationship with customers. Many of the manufactures are adjusting flexible strategies to attract customer from various classes.

### SCOPE OF STUDY

This project is made to give an approach for calculating market structure in terms of customer satisfaction towards purchase of Bata goods. To market out why customer prefer Bata. To distinguish customer satisfaction level towards Bata. To learn brand awareness. The result of the study will help out Bata Company to rectify their fault and to come out with new preparation and promotional activity which help to create a good place in footwear industry again.

### STATEMENT OF THE PROBLEM

Customer satisfaction assessment of footwear industry in Bangladesh: A study based on Bata shoe company (Bangladesh) Ltd. "To identify customer satisfaction level of Bata and compare Bata with other shoe. Since the shoes are important fashion product the quality and durability of the shoes should be taken into consideration. Hence consumer satisfaction and preference towards Bata shoe should be analyzed. The study consumer behaviour helps everybody as all are consumers. It is essential for marketers to understand consumer to survive and succeed in this competitive marketing environment.

### OBJECTIVES OF THE STUDY

1. To understand the buying behaviour of the customer towards Bata products.
2. To analysis the level of satisfaction towards Bata products.
3. To determine the major factors influencing the customers to buy Bata products.

4. To know customer problem and opinions about Bata products.

### RESEARCH METHODOLOGY

Research methodology is the particular approach or technique used to identify, select, process, and analyze facts about the concern. In a research paper, the methodology section allows the reader to critically evaluate a study's average validity and reliability.

### GEOGRAPHICAL AREA

The survey carried out with the peoples located in Tirupur city.

### SAMPLING DESIGN

#### SAMPLING SIZE

The study was conducted with a sample size 120 respondents in Tirupur city.

#### SAMPLING METHODS

The sampling method indicates how the sample are selected from the universe. The researcher has adopted convenience sampling for research. Convenience is method under probability sampling. The researcher selected the respondent based on his convenience.

### DATA COLLECTION METHOD

#### PRIMARY DATA

It acts the main source and was collected through questionnaire.

#### SECONDARY DATA

It is collected from the journal, articles, etc....

### TOOLS USED FOR DATA ANALYSIS

1. Simple percentage analysis.
2. Ranking correlation.

### LIMITATION OF THE STUDY

1. The sample respondents taken for the study is limited 120
2. Due to lack of time, the study has been destructed to Tirupur city only
3. The respondents may not be true in filling up the questionnaires.

### REVIEW OF LITERATURE

Taposh Ranjan Sarker(2017), "Customer perception towards two giant footwear companies of Bangladesh: BATA" A study on standard procedure and time setting for servicing of single jersey and double jersey knitting machine is done in this work. Servicing is a very vital point for keep machine performance well and for better fabric quality. Here we worked on single



jersey and double jersey knitting machines servicing procedure and time setting.

**Prof. Mr.D. Nithyananth, Mr.K.R. Rajkumar(2016)**, “A study on Marketing Research on customer satisfaction of VKC product” this methodology explain about the overall objective research design, data collection method, sampling procedure, construction of questionnaire tools of analysis. Data constitute foundation and the statistical analyze and interpredation, the first important step in the project work is to obtain data collection by the primary method and suggested the customer like a price, offers, quality of VKC is good and satisfaction.

**Aiswarya Krishnadas(2016)**, “A study on customer satisfaction towards VKC footwear with special reference to Palakkad town” Through this study the researcher analysed the customer satisfaction towards VKC footwear. Most of the customer are satisfied with the quality and durability of VKC footwear. The company can concentrate on new design and give new offers for attracting the customers to overcome competitions.

## **HISTORY OF BATA FOOTWEAR COMPANY**

Bata brand is a multinational footwear and fashion accessory manufacturer footwear and retailer based in Lausanne, Switzerland. A family-owned business, the company is organized into three business units: Bata, Bata industrial and AW Lab. The company has a retail presence of over 5,300 shoes in more than 70 countries and production facilities in 18 countries.

The T. & A. Bata Shoe Company was founded on 24 August 1894 in the Moravian town of Zlin, Austria-Hungary (today the Czech Republic) by TomasBaťa, his brother Antonín and his sister Anna, whose family had been cobblers for generations. The company employed 10 full-time employees with a fixed work schedule and a regular weekly wage.

In the summer of 1895, Tomas was facing financial difficulties. To overcome these setbacks, he decided to sew shoes from canvas instead of leather. This type of shoe became very popular and helped the company grow to 50 employees. Four years later, Bata installed its first steam-driven machines, beginning a period of rapid modernisation.

In 1904, Tomos read a newspaper article about some machines being made in America. Therefore, he took three workers and journeyed to Lynn, a shoemaking city outside Boston, in order to study and understand the American system of mass production. After six months he returned to Zlin and he introduced mechanized production techniques that allowed the Bata Shoe Company to become one of the first mass producers of shoes in Europe.

Its first mass product, the “Batovsky,” was a leather and textile shoe for working people that was notable for its simplicity, style, light weight and affordable price. Its success helped fuel the company’s growth. After Antonin's death in 1908, Tomos brought two of his younger brothers, Jan and Bohus, into the business.

Bata shoes were considered to be excellent quality, and were available in more styles than had ever been offered before. Bata India ltd is engaged in the business of manufacturing and accessories through its retail and wholesale network. The company operates in two segments 1. Footwear & 2.Accessories and investment in joint venture for surplus proper development its product include leather footwear rubber and canvas footwear & plastic footwear.

## **ANALYSIS AND INTERPRETATION OF THE STUDY**

The data collection from the samples have systematically applied and presented in the tables under various heading in the following pages. They were also arranged that a detailed analysis can be makes as to present suitable interpretation for the same. The data have been analysed by using the following statistical tools.

- Simple Percentage Analysis
- Ranking Correlation

## **SIMPLE PERCENTAGE ANALYSIS**

The percentage analysis is used, mainly to find distribution of the customer in each category as the values are expressed in percentage, it facilitates comparison. It is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

## **FORMULA**

$$\text{Percentage} = \frac{\text{No. of. respondents}}{\text{Total no. of. Respondents}} * 100$$

**TABLE SHOWING THAT WHICH OF THE FOLLOWING IS PREFERRED MOST BY RESPONDENTS**

S. NO	Factor	Number of Respondents	Percentage (%)
1	Formal	25	21%
2	Casual	44	36%
3	Sports	35	30%
4	Any other	16	13%
	<b>Total</b>	<b>120</b>	<b>100%</b>

*(Source : Primary data)***INTERPRETATION**

The above table show that 21%(25) respondents are preferred Bata formal, 36%(44) respondents are preferred Casual, 30%(35) respondents are preferred Sports, 13%(16) respondents are preferred Any other Bata footweas.

**INFERENCE**

- Majority 36%(44) of the respondents are preferred by Casual

**TABLE SHOWING WHAT IS THE AVERAGE LIFE SPAN OF BATA FOOTWEARS FEEL ABOUT RESPONDENTS**

S. No	Life Span	Number of the Respondents	Percentage (%)
1	6 month – 1 years	36	30%
2	1 years – 2 years	67	56%
3	Above 3 years	17	14%
	<b>Total</b>	<b>120</b>	<b>100%</b>

*(Source : Primary data)***INTERPRETATION**

The above table show that 30%(36) respondents are average life span of bata footweas 6 month – 1 years. 56%(67) respondents are average life span 1 years – 2 years, 14%(17) respondents are average life span above 3 years.

**INFERENCE**

- Majority 56%(67) respondents are average life span 1 years – 2 years.

**RANK ANALYSIS**

Ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In this study, ranking analysis is applied for the responses collected which are ranked from (10 to 1) towards various sources of information by the respondents and also for the performance towards online delivery app and the problems faced by the respondents while ordering food online from the applications.

**TABLE SHOWING RANK THE FACTORS WHICH INFLUENCE RESPONDENTS TO PURCHASE BATA FOOTWEAR**

Particular	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Collections	48 240	39 156	19 57	10 20	4 4	120 477	<b>I</b>
Guaranties & Warranties	22 110	47 188	29 87	17 34	5 5	120 424	<b>II</b>
Privacy of information	26 130	31 124	40 120	19 38	4 4	120 416	<b>III</b>
Service	29 145	29 116	32 96	23 46	7 7	120 410	<b>IV</b>
Responses	29 145	30 120	20 60	22 44	19 19	120 388	<b>V</b>

*(Source : Primary data)***INTERPRETATION**

It is observed from the above table that collection ranked first, Guaranties & warranties ranked second, privacy of information ranked third, service ranked fourth and response ranked fifth.

**FINDINGS & SUGGESTIONS AND CONCLUSIONS****FINDING****SIMPLE PERCENTAGE METHOD**

- Majority 54%(53) are male respondents.
- Majority 68(56%) of the respondents age 19-25 years.
- Majority 74%(89) of the respondents are unmarried.
- Majority 71%(85) of the respondents are between 3-5 members.
- Majority 77%(92) of the respondents are Under Graduates.
- Majority 31%(38) of the respondents are unemployed.
- Majority 40%(48) of the respondents monthly income upto Rs. 10,001 to Rs. 20,000.
- Majority 66%(80) of the respondents are choosing the reason of Quality.
- Majority 36%(44) of the respondents are preferred by Casual .
- Majority 75%(90) of the respondents are comfortable with Bata footwears.
- Majority 41%(49) of the respondents are known about Bata footwear by friends and relatives.
- Majority 64%(78) respondents are convenient of purchase to cash.
- Majority 62%(74) of the respondents are spend on to purchase 500-1000.
- Majority 56%(67) respondents are average life span 1 years – 2 years.

- Majority 72%(87) respondents think that location of bata showrooms at the right location.
- Majority 54%(65) of the respondents are buying Bata footwear once in six month.

**RANKING METHOD**

- It is observed from the above table that collection ranked first, Guaranties & warranties ranked second, privacy of information ranked third, service ranked fourth and response ranked fifth.

**SUGGESTIONS**

- The advertisement for Bata product can be further increased, hence it can promote sales.
- The variety of the product can be increased and further development.
- The availability of Bata product can be increased, thus every people can make use of it.
- If promotion of Bata footwear increases in rural areas it may increase in sales.
- Large production of Bata footwear may increase the its availability and sales throughout the year.

**CONCLUSION**

In modern economy, it is very important to know about the customer satisfaction of any product. The study shows that the customer are satisfied in using the Bata product. The brand attracts and influence to buy the Bata footwear products. The quality, availability and the variety are also the important factors that influence the people to buy the Bata product. Hence Bata footwear are waterproof it may used for all seasons. Major reason for its profitability is its long lasting quality. It is consider to be one of the biggest in



the organization footwear section. It is also largest branded PU footwear manufactures in India. Most customer are satisfied with the Brand name, quality and durability of Bata footwear.

## REFERENCE

1. Prof. Mr.D. Nithyananth, Mr.K.R. Rajkumar(2016), "A study on Marketing Research on customer satisfaction of VKC product" *IOSR Journal of Business and Management*, PP 43-44.
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