



## A study on customer perception towards Bata shoes with special reference to Coimbatore city

Anandhan N<sup>1</sup>, A Suleka<sup>2</sup>

<sup>1</sup> Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

<sup>2</sup> Head, Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

### Abstract

Consumer perception is one of the subject that sellers uses to enhance understanding of consumer. Perception is based on prior attitudes, beliefs, needs, stimulus factors and situational determinants, individuals distinguish objects, events, or people in the world about them. Brands are a ways of differentiating a company's products and services from those of its competitors. Retailing in India has grown-up over the past few years, from Mom & Pop stores, hyper stores, super-stores, discount stores, Cash n carry and many new formats are still in emerging stage. This study is a genuine attempt to find out the consumer perception towards Local, National & International brands in branded shoes category. It also analyses the underlying factors of these brands and the difference between the consumer perception of Local & National Brands, National & International Brands and Local and International Brands.

**Keywords:** Bata, shoes, customer preception, needs

### Introduction

To understand the Behaviour of the customers is the most important achievement of business organization It is interesting of study the link within "What we buy "and why we buy it. Every customer is distinctive in their habits. In this way, Brand plays an important role in customer decision making. There are so many factors Le. Social, cultural, personal and psychological factors which affects customer decisions. In Today competitive world, consumer differ their perceptions, they hold different images for specific brand and by to go for the premium brands so that they can easily influence their friends, relatives and colleagues Consumer behaviour is a sum total of attitude, preferences, intentions and decision Regarding customers buying behaviour. Disciplines i.e. Anthropology, psychology, sociology and economics is the study of customer behaviour drones upon social science.

### Statement of the problem

This Study is based on only the customer perception of the branded shoes and the sample belongs only within Coimbatore City.

### Objectives of the study

- To find out the influence of demographic variables such as gender, age, income level and occupation con purchase of branded casual shoes.
- To find out the level of importance given to the factors such as price, quality, Durability, etc. by the customer while taking purchase decision of branded casual shoes.
- Focusing exclusively on Coimbatore city allows for a localized and in-depth analysis.
- Determine the methods for data collection, which could include surveys, interviews, or observations.
- Define what you mean by "branded shoes" to ensure consistency in the study.

### Limitations of study

- Acknowledge any potential limitations in your study, such as biases or constraints in data collection.

- Limited resources or time constraints may result in a smaller sample size than ideal, which could affect the generalizability of your findings.
- Depending solely on surveys or interviews might introduce response bias, as participants may not provide completely honest or accurate information.
- While focusing on Coimbatore is valuable, it limits the generalizability of your findings to other cities or regions.

### Review of literature

Chen, (2008) conducted another study in the similar field which was reviewed for the research is "The external factors that influences Taiwanese students shoe purchase intention". This study was based on 6 external factors which include brand, price, promotion, style, durability and comfort. The purpose of this study was to examine the external factors that influence Taiwanese college students. The result of multiple regression analysis indicated that the customer prefer comfort and style more than any other factor.

Recently, the research by (S.Saha., 2010) on "Elements Affecting Consumer Buying Behaviour of Shoes in Kolkata connected the 4Ps of marketing blend as a system to order and assess the significance level of different sub-factors, for example, brand, cash discount, store area, advertising on consumers in Kolkata, India. The effects from gender and salary level on purchasing conduct of shoes were additionally tried. Consumers incline toward the purchase the shoes from restrictive shoe outlets instead of through supermarkets or retail chains. Male and female are found to have comparative supposition with respect to the significance of these elements.

Research conducted by Dr. Abhay N. Buchha(2015) on buying behaviour of shoes states that youth purchased branded shoes as they consider brands show high standard. Companies aim to attract the customers with new brand name and product varieties. Product quality awareness amongst people is very poor. People preferred branded sports shoes because of advertisement impact rather than product quality.

**Research methodology**

Research Methods is defined as “tools or instruments used to accomplish the goals and attributes of study”.

**Method of data collection**

The data was collected for this study is

**Primary Date:** The primary data are those which are collected as fresh for the primary time.

**Secondary Data:** Secondary data is collected from journals, magazines and books, newspaper and internet.

**Area of study:** This study was conducted in cities of Coimbatore.

**Sample size:** The sample size is 50.

**Tools used for analysis:** Data analysing tools are Simple percentage and Chi-square test.

**Simple percentage:** Percentage base analysis helps to find which factors is significant among a number of factors.

**Chi-square:** A chi-square statistic is used to test the measures of expectation.

**Analysis and interpretation**

**Simple percentage**

**Simple Percentage Formula**

$$\text{number of } \frac{\text{respond}}{\text{total number of respond}} * 100$$

**Demographic profile of the respondents**

**Table 1:** Showing the demographic profile

S. N	Demographic	No of respondent	Percentage	
1	Gender	Male	43	86%
		Female	7	14%
2	Age	10-20	3	6%
		20-30	44	88%
		30-40	3	6%
3	Education qualification	SSLC	1	1%
		HSLC	3	6%
		UG	28	56%
		PG	15	30%
		Professional	3	6%
4	Marital status	Married	14	28%
		Unmarried	36	72%
5	Occupation	Student	41	82%
		Employ	9	18%
6	Monthly salarys	Rs5000-10000	26	52%
		Rs10000 to Rs.30000	17	34%
		Rs.30000 to Rs.80000	5	10%
		Above Rs.40000	2	4%
7	Type of living area	Urban	17	34%
		Rural	24	48%
		Semi-urban	9	18%

**Interpretation**

Table 1 clearly states the demographic profile of the sample respondents. Most of them are Male. Majority of them are at the age of 20 to 30. Majority of them are students. Majority of them are Single. Most of them are UG qualified. Majority of respondents monthly income is Rs.5000 to 10000. Most of them are living in rural areas.

**CHI Square analysis**

A chi-square test is a statistical test used to compare observed value with expected value. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables are studied. The two variables are occupation of the respondent and the type of shoe.

**Table 2**

S. N	Factors	No. of respondent	Percentage	
1	Occupation	Student	41	82%
		Employee	9	18%
2	Type of shoe	Formals	28	56%
		Casual	17	34%
		Sports	5	10%

**Interpretation**

Table clearly shows that demographic profile of the respondent. Most of the respondent are uses formal type of shoes.

Degree of freedom = (r-1)(c-1)

**Table 3**

Occupation	Casual	Formal	Sports	Grand Total
Employee	2	6	1	9
Student	15	22	4	41
Grand Total	17	28	5	50

$H_0 = H_0$  is the null hypothesis. There is no relationship between the independent variable and the dependent variable.

$H_1 = H_1$  is the alternative hypothesis. There is relationship between the independent variable and the dependent variable.

**Chi square analysis formula:**  $\chi^2 = \sum (O_i - E_i)^2 / E_i$

**Table 4**

O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
22	22.96	0.922	0.0401
15	13.94	1.124	0.0806
4	4.1	0.010	0.0024
6	5.04	0.922	0.1829
2	3.06	1.124	0.3672
1	0.9	0.010	0.0111
50	50	4.110	0.6843

Significant level= (0.05)

Degree of freedom = (r-1)\*(c-1)  
 = (3-1)\*(2-1)  
 = 2(1)  
 = 2

Table value = 5.991

Calculated Value = 0.6843

**Result:** The calculated value is less than the table value (0.684<5.991).

Hence, the null hypothesis is accepted. Therefore, there is no significant relationship between occupation and the type of shoe use.

**Findings**

- Majority (86%) of the respondent are male.
- Majority (88%) of the respondent are the age of 20 to 30
- Majority (82%) of the respondent are student.
- Majority (72%) of the respondent are unmarried.
- Majority (56%) of the respondent are UG qualified.
- Majority (52%) of the respondents monthly income was Rs.5000 to 10000.
- Majority (48%) of the respondent are living in rural areas.
- Majority (56%) of the respondent are using formal shoes.
- Majority (98%) of the respondent are purchased Bata shoes in the past years.
- Majority (54%) of the respondents Bata shoes quality is excellent.
- Majority (54%) of the respondent decision to purchase Bata shoes is price.
- Majority (60%) of the respondent perceive the durability of Bata shoes compared to other brands is better.
- Majority (64%) of the respondents uses the shoes daily.
- Majority (62%) of the respondent uses the shoes for general usage purpose.
- Majority (60%) of the respondent buy branded shoes only.
- Majority (60%) of the respondent uses high quality branded shoes.
- Majority (46%) of the respondent cares about brand shoes sometimes.
- Majority (50%) of the respondent family prefer the shoes.
- Majority (62%) of the respondent refers Bata shoes only.
- Majority (55%) of the respondent are highly satisfied.

**Suggestion**

Based on the study on, ensure consistent quality across all Bata shoe offerings to build trust and reliability among

customers. Introduce a diverse range of shoe designs and styles to cater to the preferences of different customer segments. Emphasize innovation in materials, technology, and design to stay ahead of competitors. Maintain competitive pricing while offering value for money to customers. Consider introducing periodic discounts or promotions to attract price-conscious consumers.

**Conclusion**

Overall, the findings suggest that Bata enjoys a positive reputation among customers in Coimbatore, with many appreciating the brand's quality, durability, and affordability. However, there are areas for improvement, such as expanding the range of styles and designs to cater to diverse tastes, enhancing customer service experiences, and ensuring availability of popular sizes and models. By addressing these aspects, Bata can strengthen its position in the market and further enhance customer satisfaction in Coimbatore and beyond.

**Reference**

1. <https://www.researchgate.net/profile/Prabu-Vengatesh-T>
2. [https://www.jetir.org/papers/JETIR2309\\_058.pdf](https://www.jetir.org/papers/JETIR2309_058.pdf)
3. [https://ijrpr.com/uploads/V4ISSUE10/IJ\\_RPR18198.pdf](https://ijrpr.com/uploads/V4ISSUE10/IJ_RPR18198.pdf)