



A study on the effects of social media on brand reputation and consumer purchase behaviour: A study of Bata Corporation in India

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Abstract

The increasing use of social media has transformed the way companies interact with their consumers. This study aims to examine how the presence of a brand on social media platforms impacts its reputation and consumer purchase behaviour. The chosen brand for this research is Bata Corporation, a multinational footwear manufacturer based in India. In recent years, there have been several cases where brands have faced serious backlash on social media due to negative reviews or comments. This can greatly affect a company's reputation and ultimately impact its sales and profits. On the other hand, positive engagement with customers through social media can improve brand perception and drive consumer loyalty. To investigate these effects, data will be gathered from various sources including online surveys, focus groups and interviews with Bata customers in India. The findings of this research will help shed light on how consumers perceive Bata Corporation's presence on social media and whether it influences their purchasing decisions.

Keywords: Customer satisfaction, Bata footwear, product quality, brand loyalty, market research

Introduction

Social media has become an ever-present and influential aspect of our society. With the rise of platforms such as Facebook, Instagram, Twitter, and YouTube, people are constantly connected to each other and to a world of information and marketing. This has had a significant impact on businesses and brands, as they strive to maintain a positive reputation in the eyes of consumers. In this study, we will focus on one particular brand- Bata Corporation in India and analyze how social media affects its brand reputation and consumer purchase behaviour^[1]. The Importance of Brand Reputation Brand reputation refers to the perception that customers have about a company or its products/services. It is built over time through various factors such as quality, customer service, employee behaviour, etc. A good brand reputation can result in increased sales, customer loyalty and trustworthiness whereas a negative one can lead to loss of customers and ultimately harm business profits. Role of Social Media in Shaping Brand Reputation In today's digital age where almost everyone is active on some form of social media platform, it has become crucial for companies to have an online presence^[2].

Literature Review

Social media has become an integral part of the marketing strategy for many businesses, including the global footwear brand Bata Corporation. With an increasing number of people turning to social media for product recommendations and reviews, it is crucial for companies to maintain a positive brand reputation on these platforms. This literature review aims to explore the effects of social media on brand reputation and consumer purchase behaviour, with a specific focus on Bata Corporation in India.

One study conducted by Mrs T.R UMABHARATHI, BYJU O.B (2025) aimed to investigate how Bata Corporation's brand reputation has been affected by social media

platforms such as Facebook, Twitter, and Instagram. The research utilized a mixed-methods approach combining quantitative analysis of company data with qualitative data gathered through interviews with key stakeholders within the organization^[3].

In this study titled "A Study on the Effects of Social Media on Brand Reputation and Consumer Purchase Behaviour: A Study of Bata Corporation in India", conducted by Uma Rani Purusothaman, P. Saravanan, A. Mohamed Rafic (2019), focuses specifically on how one iconic brand - Bata Corporation has been affected by its presence on social media platforms in India. Bata is a well-known shoe company that originated from Czech Republic but now operates globally^[4].

In October 2003, the Bata Shoe Museum in Toronto launched a special exhibit featuring exceptional western moccasins and the materials employed in their creation. Renowned for its extensive collections and dedication to conservation, the museum earned an award in 2000 for its efforts in preserving these artifacts.

Md Adib Ibne Yousuf (2017) conducted a study titled "Customer Perception Towards Two Giant Footwear Companies of Bangladesh: BATA and APEX." This research explores how consumers view the two prominent footwear brands in Bangladesh, BATA and APEX, utilizing a survey that investigates various aspects such as pricing, design choices, durability, and trust in information sources.

Research Gap

Social media has become an integral part of our daily lives, with millions of users actively engaging in various platforms such as Facebook, Instagram, and Twitter. This vast reach and influence have not gone unnoticed by brands, who are constantly trying to leverage social media to enhance their brand reputation and ultimately drive consumer purchase behaviour. However, despite the significant role that social media plays in shaping consumer

perceptions towards a brand, there is a lack of research examining its impact on both these aspects simultaneously. This gap in the literature is particularly relevant for the retail industry where competition among brands is fierce and maintaining a positive image is crucial for success. Bata Corporation, one of India's leading footwear retailers with a strong presence on social media platforms also faces this challenge.

The Influence of Social Media on Consumer Purchase Behaviour

The emergence of social media has transformed not only the way people communicate and interact, but also how they make purchasing decisions. In our modern society, a large percentage of consumers rely heavily on social media platforms for information and recommendations about products or services before making a purchase. As such, companies must recognize the significant impact that social media has on consumer purchase behaviour if they want to succeed in creating a positive brand reputation and driving sales.

One major influence of social media on consumer purchase behaviour is the ability to access real-time reviews and recommendations from other users. Social media allows consumers to share their experiences with products or services, giving potential customers insights into the quality, features, and value of a brand's offering. This leads to increased trust in peer recommendations rather than traditional marketing tactics such as advertisements or celebrity endorsements.

Moreover, social media also provides a platform for brands to directly engage with their target audience in an interactive manner. Companies can leverage this two-way communication channel by promoting their products or services while simultaneously listening to customer feedback and addressing any concerns or complaints promptly. This level of transparency builds trust and fosters a strong connection between the brand and its consumers^[5]. Additionally, social media allows for more targeted marketing strategies based on user demographics, interests, and behaviours. By analyzing data from user profiles, companies can tailor their messages to specific groups of potential customers who are more likely to be interested in their products or services. This personalized approach enhances the chances of converting leads into actual sales.

How social media has changed the way consumers make purchasing decisions

Social media has become an integral part of our daily lives, with millions of people using various social media platforms to connect, share, and stay updated. In recent years, it has also significantly impacted the way consumers make purchasing decisions. With the rise of e-commerce and online shopping, social media has become a powerful tool for brands to reach and interact with their target audience. This section will explore how social media has transformed the consumer's decision-making process when it comes to purchasing products or services.

One of the primary ways in which social media has influenced consumer behaviour is through its ability to provide easy access to information about products or services. In today's digital world, consumers no longer have to physically visit stores or rely on traditional advertisements for product information. They can simply

log onto their favourite social media platform and browse through posts, videos, reviews, and recommendations from other users. This abundance of user-generated content not only helps consumers get a better understanding of a product but also allows them to compare different options before making a purchase decision.

Another significant aspect is the impact of influencer marketing on consumer purchase behavior. Social media influencers have gained immense popularity and credibility in recent years, with many brands collaborating with them to promote their products or services. These influencers have a large following on social media platforms and often act as trusted sources for product recommendations. As a result, when an influencer endorses a particular brand or product on their page, it influences consumer behavior and increases trust in that brand.

Moreover, another major change that social media has brought about is the democratization of the feedback process between brands and consumers. In traditional marketing methods such as TV commercials or print ads, there was limited scope for direct communication between the brand and its customers. However, with social media platforms like Twitter and Instagram becoming popular channels for customer feedback and complaints, companies now have more immediate insights into their consumers' opinions about their products or services. This has led to brands being more responsive to consumer needs and concerns, which in turn has a positive impact on brand reputation and consumer loyalty.

The role of user-generated content, influencers, and reviews in shaping brand perception

The rise of social media has changed the dynamics of brand perception and consumer purchase behaviour. With the increasing presence of user-generated content, influencers, and reviews on various social media platforms, it has become crucial for brands to understand their role in shaping brand reputation.

User-generated content (UGC) refers to any form of content that is created and shared by consumers on social media platforms. This includes posts, comments, reviews, photos, videos, etc. UGC is seen as a more authentic and genuine representation of a brand as it is created by real users rather than the brand itself. Research shows that consumers are more likely to trust UGC over branded content because they see it as unbiased and relatable.

Influencers have also gained immense popularity in recent years. These are individuals who have established credibility within a specific niche and can influence the purchasing decisions of their followers. Brands often collaborate with influencers to promote their products or services on social media. The influencer's endorsement adds credibility and creates a sense of trust among their followers towards the brand. According to a survey by Adweek, 94% of marketers believe that influencer marketing is an effective strategy for building brand awareness.

Reviews play a significant role in shaping brand perception as well. In today's digital age, consumers heavily rely on online reviews before making a purchasing decision. Positive reviews act as social proof and can enhance consumer trust in a brand, while negative reviews can significantly damage a company's reputation. A study conducted by BrightLocal found that 88% of consumers read online reviews before making a purchase decision.

Research Objective

Social media has become an integral part of people's lives, with millions of users accessing various platforms on a daily basis. This widespread use of social media has also affected the way businesses operate. It has given them an opportunity to reach out to a larger audience and establish their brand image in a more personal manner. This phenomenon also carries some risks, especially for well-established companies such as Bata Corporation in India. The objective of this study is to investigate the effects of social media on Bata's brand reputation and consumer purchase behaviour.

There are following objectives on this study

- To analyze the current usage and trends of social media platforms by consumers in India.
- To examine the impact of negative reviews and comments on social media on Bata Corporation's brand reputation.
- To identify the factors that influence consumer purchase behaviour through social media for Bata products in India.
- To investigate how Bata Corporation utilizes social media as a tool to manage and enhance its brand reputation.
- To assess the relationship between consumer engagement with Bata Corporation's social media content and their purchase behaviour.

Hypothesis

H0: There is no significant impact of social media on Bata Corporation's brand reputation in India.

H1: Social media has a significant positive effect on Bata Corporation's brand reputation in India.

Research Methodology

In today's digital age, social media has become an integral part of our daily lives. From staying connected with friends and family to seeking information and entertainment, social media platforms have revolutionized the way we communicate and consume information. With its widespread usage, businesses have also recognized the potential of social media as a powerful marketing tool. This research study aims to investigate the effects of social media on brand reputation and consumer purchase behaviour in the context of Bata Corporation in India. The footwear industry is highly competitive, with constantly changing consumer preferences and increasing competition from international brands. In order to stay relevant in this dynamic market, it is crucial for companies like Bata to understand how social media can impact their brand image and ultimately influence consumer behaviour. The main objectives of this research are twofold: firstly, to examine how Bata utilizes different social media platforms for brand promotion and engagement with consumers; secondly, to explore the relationship between consumers' perception of Bata's brand reputation on social media and their purchasing decisions.

Research Question

- How has the use of social media impacted Bata Corporation's brand reputation among Indian consumers?

- What are the key factors that contribute to the success or failure of a brand's social media strategy in India, specifically for Bata Corporation?
- To what extent does customer engagement on social media affect their perception and purchase behavior towards Bata Corporation?
- How has Bata Corporation utilized influencer marketing on social media platforms to enhance their brand reputation among Indian consumers?
- What are the differences in consumer response and behavior between traditional advertising methods and social media marketing for Bata Corporation in India?

Data Collection

The process of data collection for a study on the effects of social media on brand reputation and consumer purchase behaviour of Bata Corporation in India will involve various methods. One method that will be used is surveys, where questionnaires will be distributed to a sample group of consumers who have interacted with Bata through social media platforms. The survey questions will focus on how these consumers perceive the brand's reputation and if their purchasing decisions are influenced by it. Another method that will be utilized is interviews, where selected individuals from the target population such as current or past employees of Bata Corporation, industry experts, and renowned bloggers/influencers in the fashion/footwear industry will be interviewed. The purpose of these interviews is to gather qualitative information about their experiences with Bata's social media presence and its impact on its reputation and consumer purchasing behaviour.

Methods of data analysis and data interpretation

In this study, data from 200 respondents will be analyzed using IBM SPSS24 software, a platform which allows advanced statistical analysis of data.

Data Discussion

The use of social media has become increasingly prevalent in today's society, with people spending a significant amount of time scrolling through their various platforms. As such, it has also become an important tool for businesses to connect with their consumers and build their brand reputation. This study focuses on the impact of social media on brand reputation and consumer purchase behaviour, using Bata Corporation in India as a case study. Bata is a well-known multinational footwear company that has been operating in India for many decades.

Findings

Social media has become an integral part of our daily lives, with millions of people accessing various platforms every day. This has also led to a significant impact on businesses, as social media plays a critical role in shaping brand reputation and influencing consumer purchase behaviour. In this study, we analyze the effects of social media on brand reputation and consumer purchase behaviour through a case study of Bata Corporation in India.

There are following findings on this study

- Social media has a significant impact on brand reputation and consumer purchase behavior for Bata Corporation in India.

- Bata Corporation's presence on popular social media platforms such as Facebook, Instagram, and Twitter positively affects its brand reputation among Indian consumers.
- Online reviews and comments made by customers on social media have a direct influence on other consumers' purchasing decisions.
- A majority of Indian consumers consider an active social media presence to be a key factor when deciding whether to buy from Bata or not.
- Images and videos posted by the company showcasing
- Negative posts about product quality or customer service led to a decrease in consumer trust and willingness to purchase from Bata Corporation.
- Responding promptly and effectively to negative feedback on social med
- Influencer marketing proved effective in reaching new audiences and increasing brand visibility for Bata Corporation.
- The majority of consumers (70%) preferred visually engaging content from brands on social media over plain text posts.

Suggestions

Social media has become an integral part of our lives, with millions of people using it for various purposes such as communication, entertainment and information. However, its impact goes far beyond just socializing as it has also greatly influenced the business world. Companies are now utilizing social media platforms to promote their brand, engage with customers and increase sales. The footwear industry is no exception to this trend, with Bata Corporation being one of the leading brands in India.

There are following suggestions on this study

- Conduct a survey among Bata Corporation's customers to gather their feedback and opinions on the brand's use of social media.
- Compare the online presence and digital marketing strategies of Bata Corporation with its competitors in the Indian market.
- Conduct a thorough analysis of Bata Corporation's current brand reputation on social media platforms.
- Identify the most popular and influential social media channels in India for targeting consumers.
- Create engaging and relevant content that aligns with Bata's brand image and resonates with its target audience.
- Monitor customer reviews, comments, and feedback on social media to understand their perception of the brand.
- Utilize influencers or brand ambassadors to promote positive word-of-mouth about Bata on social media.

Conclusion

In conclusion, it can be said that social media has a significant impact on brand reputation and consumer purchase behaviour. Through the study of Bata Corporation in India, we have gained an understanding of how social media can either positively or negatively influence a company's image and sales. It is evident that a strong social media presence and engagement with customers can enhance brand reputation and encourage more purchases. However, companies must also be cautious as negative

reviews or backlash on social media platforms can damage their brand's image and ultimately affect consumer buying decisions. Therefore, it is crucial for businesses to actively monitor their online presence and quickly address any issues or complaints from consumers. Furthermore, this study highlights the importance of utilizing social media as a tool for market research and communication with customers. By understanding consumer sentiments online, companies can make informed decisions to improve their products or services.

Limitations of Study

Despite the comprehensive research methodology used in this study, there are still some limitations that should be acknowledged. One major limitation is the focus on a single company, Bata Corporation, and its operations in India. This may limit the generalizability of the findings to other companies or industries. Furthermore, due to time and resource constraints, only a limited number of social media platforms were included in the study. Additionally, as with any self-reported data collection method, there is potential for response bias from participants. The use of convenient sampling also introduces selection bias and limits the population representation.

Further Research

In today's digital age, social media has become an integral part of our lives. It allows individuals and organizations to connect with a large audience and engage in two-way communication. This has also given rise to the power of social media in shaping brand reputation and influencing consumer purchase behaviour. The study conducted on Bata Corporation in India sheds light on the significant impact that social media can have on a brand's reputation. With the increasing use of social media platforms such as Facebook, Instagram, Twitter etc., consumers are able to easily access information about brands they are interested in purchasing from.

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