

STUDY OF MARKET POTENTIALITY AND CONSUMER PERCEPTION AT BATA

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ABSTRACT

The survey study on "Market Potentiality and Consumer Perception at Bata" has been conducted to observe the preferences of customer and understanding; simply saying perceptions of customer. To knowing the consumer perception, we organise a set of questions based on some criterion like age, preferred brand, and factor of selecting footwear. The paper particularly focused on factors that influence belief. It also aimed to segment customer through their age, gender, occupation. The main objective of this study is to find out the present scenario of Market potentiality and consumer perception at Bata. And find out customer satisfaction relating to Bata Company. In this analysis, both primary and secondary methods are used to collect the data. For primary data purpose Online Questionnaire filled by 73 respondent from Delhi NCR who are using different kind of footwear in their regular life. For secondary data purpose Internet and Journal are used.

Keywords: *Consumer Perception, Preference of Customer, Preferred Brands, Market Potentiality.*

Introduction

Gone are the days when consumers were least bothered about their footwear and wore whatever was offered to them how they need a strong and sustainable brand which can offer sound tangible benefits, a footwear which is durable, comfortable as well as stylish which can enhance their looks. India is a country, which has always appreciated a naval ideal and a naval product. When woodland and Mescos ventured into Indian market they would have not anticipated that their product would be so readily accepted by the Indian consumers, in spite of being targeted at a premium price, people accepted is because it was not only a new thing but also offered value for their money. Seeing the success of this footwear MNC's like as Nike, Reebok, and Adidas did not wait for the second call and with their regular promotional Activities the messages was clearly penetrated in the mind of the consumer about the benefit of the Indian market, For that is Nike; Nike is constantly creating new niches and protecting niches by the designing shoes for different sports activities. After creating marketing for a particular niche they expand the niche by designing Different versions. In this first moving world with accelerating through the electronic and communications devices consumer consciousness has gained the tremendous momentum. They simply do not make the purchase of a product if they are not aware of its entity. Footwear Companies are always into vigorous research to hold the consumers into their hands by satisfying their needs and wants. Emerging competitions forms the competitors helps the consumers to enjoy the benefits of the tussle. Every company wants to occupy the heart of every consumer and please them in a way they like. The quotation "Consumer is not a king but a queen" rightly fits in the era. Bata limited is the largest footwear company in the Asia and always analyses the market potentiality and consumers perception and to offer them the product of their need, wants and demands and satisfy them to the fullest. The study is conducted to analyses the market potentiality and consumer perception of the Bata footwear in Faridabad among its competitive and the brand standing of Bata in Faridabad City

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Literature Review

Status of the merchandise is based on company's performance on various attributes and future prospects for the Bata India Ltd. The term market refers to that is also a centre around which marketing activities revolve. A market normally could even be described as a region where the products and services are offered purchasable. Buyers and sellers meet and also the title to goods is transferred. Differing kinds of market in India are given below: Local market, national the study is targeted on comparative analysis of market potentiality and consumer perception for the Bata foot wear within the Faridabad city.

The study of which is in a very position to cover the analysis of the brand awareness, brand preferences, present market, International market, perfect market, Imperfect market, very short periods market, long periods market, whole sale market, retail market, market, exchange market, exchange market, business market etc. Studies (Ekman et al., 1990; Morganosky, 1984; Rahman et al., 2010) have found that the aesthetic pleasure of a product (style, color and texture) can drive consumers' interest in purchasing keep with Importance of visual representation – the merchandise. Region of interest when shopping online, consumers often seek visual representations and text descriptions of products. Previous studies (Kim et al., 2007; Shobeiri et al., 2013) suggested that e-retailers shouldn't solely target textual information (e.g., product description) but also on the visual presentation (e.g., product image). It's been recommended that seeing elements are closely connected to positive affective states of viewers/shoppers (Mano and Oliver, 1993) theyr. 2017-18 was an event- filled year for the footwear industry with the acquiring of GST. While there are some initial challenges that were to be expected, the implementation of the GST will act as a boon within the long run for the organized manufacturing industry across India.

The Indian footwear industry is currently under a change phase and is moving from a historically labour intense industry to a more technological and innovation driven one. The footwear industry in India employs over 11 lakh workers, making it one in every of the leading employments give rise to industry inside the country. The annual footwear production is over 22 billion pairs in India, which is approximately 9.7% of the whole global annual footwear's produced. India is that the 2nd largest global producer of footwear after China and is additionally the world's 3rd largest footwear consumer after China and also the USA. Almost 90% of the footwear manufactured in India is sold domestically. Today, India is amongst the world's top 10 footwear exporters, and its share is growing rapidly. The organized footwear market in India continues to be dominated by men's footwear which contributes to around 58% of the whole retail footwear market which is predicted to grow at a CAGR of around 10% by 2020. The women's footwear segment, however, is projected to grow at how faster rate of around 20%, CAGR. In terms of the merchandise types, casual footwear is that the best product segment within the Indian footwear market and contributes to approximately 67% of the whole retail footwear market alone. The footwear industry is currently dominated by the unorganized domestic footwear manufacturers but with the rapid change in consumer behaviour, growing Indian fashion style and lifestyle market, increase in average income of bourgeoisie, increase of fitness among youth, urbanization and sharp demographic changes, the organized footwear brands are visiting witness highest growth within the near future. The Indian footwear industry is at a confident phase with growth within the web space, fitness awareness, latest style, fashion trends and consciousness among consumers. With the growing health and fitness awareness amongst the urban Indians, demand for fitness footwear has increased sharply and is predicted to continue for several more years. A high growth was also registered within the web retailing space, which recorded an integer value share within the footwear sales in 2018. It's expected that around 11% of total revenue within the footwear space are generated through the net route by 2021. Due to a quick increase in urbanization, there's a chances in Tier II and Tier III cities to the other side of India. The govt. of India recently approved special packages of about Rs 2600 crore for leather and footwear sector which could include measures for simplification of labour laws. The governmental package necessitate implementation of the central scheme 'Indian Footwear, Leather & Accessories Development Programmed' with an accepted expenditure to the number of Rs. 2600 crore over the three financial years from FY19 to FY21. The package would improve the event of infrastructure for the leather sector, address the environmental concerns specific to the industry, facilitate additional investment, improve employment generation and increase in production capacity.

Research Methodology

Research Objective

To study the Market Potentiality and consumer perception at Bata.

Research Design

This research study is based on descriptive research design as it includes questionnaire.

Sample Size

For this study the sample size is 73 respondents.

Sources for Gathering Data

This Research study is based on primary as well as secondary sources. I have gathered the first hand information through questionnaire. And for secondary data, I have used Internet and Journals.

Statistical Tool Used for Analysis Research Study

Questionnaire was formed with the help of Google forms and the response were analysed with the help of SPSS software.

Result and Discussion

As the questionnaire was circulated to the various respondent and the responses were analysed by applying various test like correlation and regression analysis. The below table show the correlation exists between different variables.

Statistics

		Which age group do you belong?	Sex	Occupation	Which brand of footwear currently used by you?	Do you always stick to your brand?
N	Valid	73	73	73	73	73
	Missing	0	0	0	0	0
Mean		1.27	1.73	1.75	3.70	1.58
Std. Deviation		.712	1.146	1.267	1.991	.498
Sum		93	126	128	270	115

Correlation Analysis

Correlations

		Which age group do you belong?	Sex	Occupation	Which brand of footwear currently used by you?	Do you always stick to your brand?
Which age group do you belong?	Pearson Correlation	1	.723**	.276 ⁺	-.196	-.216
	Sig. (2-tailed)		.000	.018	.097	.067
	N	73	73	73	73	73
Sex	Pearson Correlation	.723**	1	.182	-.104	-.182
	Sig. (2-tailed)	.000		.122	.383	.122
	N	73	73	73	73	73
Occupation	Pearson Correlation	.276 ⁺	.182	1	.113	-.190
	Sig. (2-tailed)	.018	.122		.340	.107
	N	73	73	73	73	73
Which brand of footwear currently used by you?	Pearson Correlation	-.196	-.104	.113	1	.416**
	Sig. (2-tailed)	.097	.383	.340		.000
	N	73	73	73	73	73
Do you always stick to your brand?	Pearson Correlation	-.216	-.182	-.190	.416**	1
	Sig. (2-tailed)	.067	.122	.107	.000	
	N	73	73	73	73	73

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Inference

- The correlation between age group and sex ratio is .723 which is positive correlation of low order.

- The correlation between age group and occupation is .276 which is positive correlation of low order
- The correlation between age group and currently used footwear is -.196 which is negative correlation of low order.
- The correlation between age group and always stick to your brand is -.216 which is negative correlation but it is of low correlation.

From the above inference and the above table, we came to the conclusion that the degree of association between age group along with other variable is both positive and negative.

Regression Analysis 1

Analysis using linear regression for age group with brand of footwear currently used by customer

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.196 ^a	.038	.025	1.966

a. Predictors: (Constant), Which age group do you belong?

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	10.923	1	10.923	2.826	.097 ^b
Residual	274.447	71	3.865		
Total	285.370	72			

a. Dependent Variable: Which brand of footwear currently used by you?

b. Predictors: (Constant), Which age group do you belong?

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.395	.474		9.272	.000
	Which age group do you belong?	-.547	.325	-.196	-1.681	.097

a. Dependent Variable: Which brand of footwear currently used by you?

Inference

- Table of model summary provide the R and R² values. The r value represents the simple correlation and it is 0.196 which indicates a low degree of correlation. The value R² indicates how much total variation in the independent variable, can be explained by independent variable. In the case 3.8% can be explained, which is very low.
- The computed value of F is 2.826 at a 5% significance level. The tabulated value for $t_{171}F^1$ at 5% is 3.98 as our F values is 2.826 and this values is high with respect to tabulated value which means that hypothesis is accepted.
- The table of coefficient provide us with information to predict the preference for footwear preference from age of respondent, as well as determine whether preference for market potentiality statistically significance to the age group. Furthermore, we can use the value in the 'B' column under the "unstandardized coefficients" column as show above

The represent the Regression equation as:

Currently used = 4.395 - .547(age)

This means increase in the age, there is decrease in the preference of footwear preference.

Regression Analysis 2

Analysis using linear regression for age group with respondent who stick to their brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.216 ^a	.047	.033	.489

a. Predictors: (Constant), Which age group do you belong?

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	.830	1	.830	3.467	.067b
Residual	17.005	71	.240		
Total	17.836	72			

a. Dependent Variable: Do you always stick to your brand?

b. Predictors: (Constant), Which age group do you belong?

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.830	1	.830	3.467	.067b
	Residual	17.005	71	.240		
	Total	17.836	72			

a. Dependent Variable: Do you always stick to your brand?

b. Predictors: (Constant), Which age group do you belong?

Inference

- Table of model summary provides the R and R² value. The R value represent the simple correlation and it is .216 which indicate a low degree of correlation. The value of R² indicate how much total variable in the dependent variable, can be explained by independent variable. In the case, 4.7% can be explained, which is very low.
- The computed value of F is 3.467 at 5% significant level. The tabulated value for F_{71}^1 at 5% level is 3.98. As our F vale is 3.467 and this value is very high with respect to tabulated value which means the hypothesis is accepted.
- The table of coefficient provides us with the necessary information to predict expectation of continuous growth about consumer perception on footwear from age of respondent, as well as determine whether expectation of continuous growth about consumer perception on footwear statistically significantly to the age group. Furthermore, we can use the value in the 'B' column under the "unstandardized coefficients" column as shown above
To represent the Regression equation as:

$$\text{Stick to brand} = 1.767 - .151 (\text{age})$$

This means that with increase in the age, there is an increase in stick of their brand.

Findings

- Most of the people (respondents) like to buy branded footwear than unbranded ones
- According to the weightage given by the respondents to the factors that influence their decision to buy footwear is the advertisement factors followed by feedback of relatives and their friends
- Bata footwear is the most popular brand among the respondent and Bata is the market leader footwear.
- Bata is more famous for its leather formal shoes than its ports shoes

Suggestions

- To make it attractive
- To improve distribution policy
- Schemes: the company can introduced schemes to improve sales.
- The company should concentrate towards the mode of its advertisement.

Conclusion

On the basis of finding made through analysis, we can conclude the following factors.

The percentage of people using branded footwear is very high. And the consumer always not sticks to their branded product. And the factor which is consider by consumer before selecting the footwear is quality. And they are mostly influence by their friends to buy footwear. And most of the consumer purchases their footwear form company showroom.

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