



CUSTOMER SATISFACTION TOWARDS BATA PRODUCTS

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ABSTRACT

The largest retailer and top producer of footwear in India is Bata India. To determine client preferences, a survey study on "Customer Buying Behavior Toward Branded Casual Shoes" was undertaken. India came in behind China as the second-largest producer of footwear. Customer satisfaction and their relationships with customers are being given greater priority thanks to the growing popularity of customer relationship management.

KEY WORDS: customer, satisfaction, bata

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 siblings Tomas 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 "manufacturers"; a term of stitchers shoemakers creating footwear not only for friends and local residents, but also for distant retail merchants.

After the world financial adjustments of the 1990s, the enterprise closed a range of its manufacturing factories in developed global areas and centered on expanding retail business. Bata moved out of Canada in endless steps. In 2000, it closed its Bata factory, then in 2001, it closed its Bata retail stores retaining its "Athletes World" retail chain. In 2004, the Bata headquarters were moved to Lausanne, Switzerland and

administration was once transferred to Thomas G. Bata, grandson of Tomas Bata. The Bata headquarters building in Toronto was once vacated and faster or later demolished to tons of controversy. In 2007, the Athletes World chain ceased as soon as it was sold, ending Bata retail operations in Canada. As of 2013, Bata continues the headquarters for its "Power" brand of footwear in Toronto. The Bata Shoe Museum, headquartered via Sonja Bata, and operated by means of a charitable foundation, is also positioned in Toronto.

Today, Bata Industrials is one of the world's largest manufacturers of this type of footwear, and the only one that is truly a global player. In Europe, the company is widely acclaimed for collections such as the BS 2000 and The Natural. With offices in the Netherlands, Chile, Mexico, South Africa, Kenya, India, China, Singapore, Australia and New Zealand, Bata Industrials serves customer markets on virtually every continent.

Bata Industrials India is a part of India's largest footwear company, Bata India Limited. With a focused approach on growing the Industrial and Institutional business, Bata India Limited created this specialized division to offer globally renowned industrial footwear to its customers. Bata is leading through innovation. Regular safety shoes support and protect your feet while you work. Bata brings protection to the next level. By working together with scientists and extensive in-house testing, Bata is a trendsetter in the industry when it comes to technology.

All safety shoes support and protect your feet while you work. Bata goes one step further. The result: work shoes that offer the best possible support thanks to their perfect fit. Materials For our safety shoes and functional socks we only use first-class natural materials, plastics, rubber types and yarns. When it comes to developing safety footwear, Bata Industrials is casting beyond the borders of its own work area. The most recent evidence of this are safety shoes equipped with the unique and patented Boa closure system.

This is a system that finally puts an end to the traditional shoelace, guarantees a perfect fit, and ensures that the wearer literally acquires a 'firm footing' throughout the entire working day. Customer satisfaction is a concept that more and more companies are putting at the heart of their strategy, but for this to be successful they're needs to be clarity about what customer satisfaction means and what needs to happen to drive improvement. Without this, there is a risk that customer satisfaction becomes little more than a good intention, with confused objectives failing to address the real issues for customers. One helpful way to look at the problem is to rephrase the objectives: set the sights on helping the customers meet their goals.

STATEMENT OF THE PROBLEM

Nowadays there is a rapid increase in the footwear products usage in Tirupur city. So the footwear products are facing heavy competition and struggling to increase their satisfaction on the customer side. Under this situation the researcher made an attempt to study the customer satisfaction towards BATA PRODUCTS in Tirupur city. This study is mainly taken to analyze the factors influencing customer satisfaction, to know the product features attracting customers and to study the satisfaction level of customers towards Bata products.

OBJECTIVES

- To know the buying behavior of the customer towards Bata products.
- To analyze the level of satisfaction towards Bata products.
- To determine the major factors influencing the customers to buy Bata products.
- To analyze the impact of quality and comfort of Bata product

SCOPE OF THE STUDY

This project is made to give an approach for the terms of customer satisfaction towards purchase of Bata products. This project is made to allow an approach for calculating showcase structure in terms of customer satisfaction towards buy of Bata products. To distinguish between BATA & other products. To know why they buy BATA products. The result of the study will offer assistance to Bata Company to correct their blame and to come out with a new arrangement and special movement which offers assistance to make a great put in the footwear products in Tirupur city.

RESEARCH METHODOLOGY

➤ The Research Design Used for The Study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with a specific prediction with the narration of facts and characteristics concerning individual groups or situations are all examples of descriptive research studies.

➤ Population Size

The total population size is indefinite.

➤ Sample Size

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for the study is 130.

➤ **Sample Design**

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

➤ **Statistical Tools**

The data was collected through questionnaires and Microsoft Excel for use in Analysis data.

➤ **Simple percentage analysis**

➤ **Ranking analysis**

➤ **Correlation analysis**

COLLECTION OF DATA

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. Data collection methods can be divided into two categories

Primary Data Collection Methods

Primary data collection by definition is the gathering of raw data collected at the source. It is a process of collecting the original data collected by a researcher for a specific research purpose. It includes questionnaires.

Secondary Data Collection Methods

The secondary data can be both qualitative and quantitative. The qualitative data can be obtained through newspapers, diaries, interviews, transcripts, etc. The quantitative data can be obtained through a survey, financial statements, and statistics

AREA OF STUDY

Avinashi is a major commercial center and residential locality in the northern part of the city of Tirupur in Tamil Nadu, India. It is governed by Tirupur City Municipal Corporation since 2008. The growth of Avinashi during the last decade can be cited due to the growth of the labor population in Tirupur city. The Area is approximately 491.9 sq.km.

LIMITATIONS

- The sample respondents taken for the study is limited 130
- Due to lack of time, the study has been restricted to Tirupur city only.
- The respondents may not be true in filling up the PRIMARY DATAs.

REVIEW OF LITERATURE

Sudana Ni Made Ardanereswari Damayanti, Setiawan Putu Yudi(2021)The role of customer satisfaction in mediating the effect of brand image and perceived quality on brand loyalty: a study on bata brand consumers in Denpasar Footwear is one of the fashions for both men and women. One of the companies that produce well-known footwear brands is Bata. Based on the results of the pre-survey, it was found that there were disloyal and dissatisfied customers. Customers do not make Bata their first choice, and there is still dissatisfaction with their design. The purpose of this study is to explain the role of customer satisfaction in mediating the influence of brand image and perceived quality on brand loyalty to Bata brand customers in Denpasar.

Elizabeth Kelion, (2021)The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to factors influencing growth of fashion leather shoes. This article reviewed recorded sources to present the current state of leather shoe industry

Fridah Karimi Kobia, Godfrey Kinyua(2021)An Empirical Analysis of the Relationship between Product Development and Performance of Outlets of Bata Shoe Company in Nairobi City County, Kenya Performance of firms in the leather industry has experienced fluctuation in the last couple of years, a situation that has been compounded by availability of imported low cost second hand leather products in the market. Notably, manufacturers of leather products in Kenya have been overly exposed to intense price based competition, which has resulted in jostling and shift of market share amongst the players. It's therefore imperative for management of firms in the leather industry to embrace new ideas which can stimulate enhanced acceptability of locally manufactured leather products.

P Makovholo, N Batyashe, T Sekgweleo, Tiko Iyamu (2017)Over the past two decades, there has been rapid change in technologies and their innovations. Organisations' continuous increasing reliance on information technology (IT) is therefore challenged. This has inevitably caused many organisations to adopt "quick fixes", to support and enable their strategies. What is even more problematic is how the technologies are innovatively used or diffused, which is expected to transform, support and enable competitiveness.

Taposh Ranjan Sarker 2017,"Customer perception towards two giant footwear companies: BATA "A study on standard procedure and time setting for servicing of single jersey and double jersey knitting machines is done in this work. Servicing is a very vital point for keeping 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 BATA product” this methodology explains about the overall objective research design, data collection method, sampling procedure, construction of questionnaire tools of analysis. Data constitute foundation and the statistical analysis and interpretation, the first important step in the project work is to obtain data collection by the primary method and suggested the customer like the price, offers, quality of BATA is good and satisfaction.

Bhasin, 2016 by incorporating strategy at the product level, the brands can distinguish themselves from the similar products in the markets and customers will view the products differently. Researchers have been fascinated by innovation and differentiation of products.

CORRELATION ANALYSIS

AGE GROUP AND IMPORTANT ELEMENT FOR SELECTING FOOTWEAR

	1	2
Age Group	1	
Important element for selecting footwear	0.06942	1

INTERPRETATION

The above table shows that Correlation relationship between Age group and important element for selecting footwear highest value of 0.06942 and 1 is secured for Age by respondents and the Correlation relationship between Age Group and Important element for selecting footwear of 1 secured 1 by the respondents for important element for selecting footwear.

RANK ANALYSIS

BATA PRODUCTS IN THE DIFFERENT AREAS

Factors	5	4	3	2	1	Total	Rank
Looks	59	36	19	8	10	130	2
	295	144	57	16	10	522	
Comforts	46	53	20	9	3	130	1
	230	212	60	18	3	523	
Quality	52	42	26	7	4	130	4
	160	168	78	14	4	424	
Variety	33	41	30	21	7	130	3
	165	164	90	42	7	468	

INTERPRETATION

The above table shows that rank 1 is secured for Comforts by respondents, rank 2 is secured for Looks, rank 3 is secured for Variety and rank 4 is secured for Quality hereby respondents

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents are male (72.3%).
- Majority of the respondents are 18-25 years (79.2 %).
- Majority of the respondents are Unmarried (77.7%).
- Majority of the respondents have completed college level (69.2%).
- Majority of the respondents are Student (63.8%).
- Majority of the respondents are Rs.10000 - Rs20000 (60%).
- Majority of the respondents are Rural (66.2%).
- Majority of the respondents are Rural (66.2%).
- Majority of the respondents are Quality (42.3%).
- Majority of the respondents prefer Quality (48.5%).
- Majority of the respondents are Rural (66.2%).
- Majority of the respondents are Satisfied (56.2%).
- Majority of the respondents are using Bata products for 1 - 2 years (36.2%).
- Majority of the respondents are wanted to improve the variety of designs (44.6%).
- Majority of the respondents are Satisfied (42.3%).
- Majority of the respondents are choosing VKC (41.5%).
- Majority of the respondents are 1 – 2 members of the family using Bata products (44.6%).
- Majority of the respondents are rate high (61.5%).

CORRELATION ANALYSIS

- The table 4.2.1 shows that out of 130 respondents Correlation relationship between Age group and important element for selecting footwear highest value of 0.06942 and 1 is secured for Age by respondents and the Correlation relationship between Age Group and Important element for selecting footwear of 1 secured 1by the respondents for important element for selecting footwear.
- The table 4.2.2 shows that out of 130 respondents Correlation relationship between educational qualification and Platforms prefer to buy Bata products highest value of 0.055202 and 1 is secured for educational qualification by respondents and the Correlation relationship between educational

qualification and Platforms prefer to buy Bata products of 1 secured 1by the respondents for Platforms prefer to buy Bata products.

- The table 4.2.3 shows that out of 130 respondents Correlation relationship between Monthly income and rate the value for money in Bata highest value of 0.011232and 1 is secured for Monthly income by respondents and the Correlation relationship between Monthly income and rate the value for money in Bata of 1 secured 1by the respondents for Rate the value for money in Bata products

RANKING ANALYSIS

- The table 4.3.1 shows that rank 1 is secured for Comforts by respondents, rank 2 is secured for Looks, rank 3 is secured for Variety and rank 4 is secured for Quality hereby respondents
- The table 4.3.2 shows that rank 1 is secured for Formal shoes by respondents, rank 2 is secured for Sandals, rank 3 is secured for Slippers and rank 4 is secured for Casual shoes, rank 5 is secured by Sports Shoes, rank 6 is secured by Shoe Polish, hereby respondents

SUGGESTION

- The brand of this particular product attracts many consumers to use BATA.
- It is suggested for the company designs shoes which are suitable for the Indian feet and climate conditions.
- BATA is known for the quality, availability and comfort ability that is available in the product.
- Many people buy BATA products for the look of the footwear which gives a classy look.
- It is clear that BATA has the cost advantage and able to manufacture a huge range of footwear at a very affordable price.

CONCLUSION

In modern economy, it is very important to know about the customer satisfaction of any product. The study shows that the customer is satisfied in using the Bata product. The brand attracts and influences 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 use for all seasons. Major reason for its profitability is its long-lasting quality. It is considered to be one of the biggest in the organization footwear section. It is also largest branded PU footwear manufactures in India. Most customers are satisfied with the Brand name, quality and durability of Bata footwear.

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