



# THE STUDY ON CONSUMER BEHAVIOUR TOWARDS BATA WITH REFERENCE TO COIMBATORE CITY

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## ABSTRACT :

This study explores consumer behaviour towards Bata, a prominent footwear brand, with specific reference to Coimbatore city. The primary objective is to understand the factors influencing customer preferences, buying patterns, brand perception, and satisfaction levels related to Bata products. Using both primary data (collected through structured questionnaires) and secondary data (from industry reports and company records), the study examines key variables such as product quality, pricing, store location, promotional strategies, and customer service. The analysis reveals that Bata enjoys strong brand recognition and loyalty among consumers in Coimbatore, primarily due to its reputation for quality and affordability. However, changing fashion trends and competition from emerging brands have also impacted consumer choices. The study concludes with suggestions for Bata to enhance its market presence by aligning more closely with evolving consumer expectations in the region.

## 1.INTRODUCTION

Marketing is dynamic and impactful. The details differ between industries, but at its most basic marketing is how business reach prospective customers and communicate the unique benefits of a product or service. It encompasses all the activities that companies undertake to promote, sell and distribute that product or service. The goal is to generate sales and build a loyal customer base by informing prospective and existing buyers about the offering. Consumer behaviour is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services.

## 2.STATEMENT OF PROBLEM

The study aims to examine customer behaviour toward Bata and compare it with another footwear brand. Given the importance of shoes as a fashion product, the research highlights the need to evaluate their quality and durability. Additionally, it seeks to analyse consumer satisfaction and preferences regarding Bata footwear.

## 3.OBJECTIVES OF STUDY

- To study the purchasing behaviour of customers, including frequency, preference, and factors influencing their buying behaviour
- To determine the factors that influence consumers' purchasing decisions when it comes to Bata footwear.

## 4.RESEARCH METHODOLOGY

Research methodology serves as a framework for researchers to outline their research process. It provides a systematic and logical plan to tackle research problems and ensures the production of reliable and valid results that align with the researcher's goals and objectives.

## 5.REVIEW OF LITERATURE

Nair, V., & Bose, R. (2022). consumer behaviour in the footwear industry highlights the diverse purchasing patterns influenced by income levels, brand perception, and promotional strategies. Price-sensitive consumers prioritize affordability, often opting for budget-friendly brands like Bata and local manufacturers, while brand-conscious buyers are willing to pay a premium for quality, innovation, and exclusivity from global brands Journal of Business & Economic Policy, 41(2), 145-163

Yadav, A., & Nair, P. (2022). explores how product variety impacts consumer purchasing decisions, highlighting the balance between choice satisfaction and decision fatigue. While a diverse range attracts customers and caters to different preferences, excessive options can lead to confusion. The research

emphasizes that structured assortments, clear differentiation, and effective marketing help optimize product variety, enhancing consumer satisfaction. Journal of Retailing and Consumer Services, 59(3), 301-320

## 6.ANALYSIS AND INTERPRETATION OF DATA

### 6.1 Factor Influencing the Respondents to Reason for purchasing bata footwear.

**CROSS TABLE**

REASON FOR PURCHASE	FREQUENCY	PERCENT
Affordability	18	12%
Quality	37	25%
Brand Reputation	46	31%
Variety of Designs	29	19%
Comfort	13	8%
Other	7	5%
<b>TOTAL</b>	<b>150</b>	<b>100%</b>

Source: Primary Data

### 6.2 Factor Influencing the Respondents to price range of bata footwear.

PRICE OF FOOTWEAR	FREQUENCY	PERCENT
Below ₹500	24	16%
₹500-₹1000	44	29%
₹1000-₹2000	41	27%
₹2000-₹5000	30	20%
Above ₹5000	11	8%
<b>TOTAL</b>	<b>150</b>	<b>100%</b>

**WEIGHTED AVERAGE ANALYSIS TABLE**

Factor	1	2	3	4	5	6	7	8	total	weighted average score	rank
PRICE	57	15	14	6	1	14	9	34	575	3.83	VII
QUALITY	25	46	18	4	10	7	23	17	576	3.84	VIII
BRAND REPUTATION	33	30	16	10	9	7	27	18	601	4.01	VI
COMFORT	26	39	12	11	11	13	9	29	612	4.08	V
DESIGN	58	14	145	6	1	14	9	34	969	6.46	I
DURABILITY	30	34	15	6	7	13	10	35	630	4.20	III
RECOMMENDATION	31	33	15	6	7	13	10	35	629	4.19	IV
OTHERS	24	39	17	5	4	20	9	32	632	4.21	II

Source: Computer Data

## INTERPRETATION

the data shows that design has the highest weighted average score (6.46) and ranks first, indicating it is the most valued factor. price and quality are tied for the lowest rank (6th) with a score of 3.84, suggesting they are less prioritized compared to other factors.

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## 7.FINDINGS:

### Factors Influencing Continued Use:

- **Design:** Highest priority for consumers
- **Durability:** Second most important factor. ○
- **Brand reputation:** Valued by consumers, ranking third.
- **Comfort:** Moderately important.
- **Quality:** Less prioritized
- **Price:** Lowest priority among factors.

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## 8.CONCLUSION

Developing the brand's equity, reputation, and image is Bata India's distinct brand goal. A brand is more than just an assortment of goods and advantages; it's also a repository of value derived from consumer awareness, steadfastness, and associations with excellence and distinctive brand identity. A brand name is any phrase, sign, symbol, name, or combination of these that is used to distinguish and set one seller's products or services apart from those of rivals. A brand essentially identifies the producer or seller. Up to six levels of meaning can be conveyed by it: characteristics, advantages, values, culture, personality, and user. A corporation misses the mark if it regards a brand as nothing more than a moniker. Building a strong foundation of favourable associations for the brand is the branding problem.

Making ensuring they are on par with the market dynamics and sales volumes of their rivals is Bata India's secondary goal. A company's goal is to outperform its rivals in terms of profitability, after all. Even with a stellar reputation and image, a business, product, or brand might nevertheless fulfil its intended purpose even if it is not lucrative. Therefore, it is also necessary to consider market share