



TO STUDY THE STATUS OF BRAND MANAGEMENT AND REPUTATION OF BATA AS A FOOTWEAR BRAND AMONG THE YOUTH IN MUMBAI CITY

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ABSTRACT

The purpose of this study is to look into Bata's brand management and brand reputation among youth in Mumbai City. An organized questionnaire is used in the study to gather information from a sample of Youth in Mumbai. The goal of the survey is to determine how well-known and recognized Bata is among youth in Mumbai city. The study's conclusions show that among Youth in Mumbai, Bata is a well-known and respected brand of footwear. According to the survey, Bata's brand management techniques are successful in generating a positive reputation and image among youth in Mumbai City. The relevance of this study is that it provides insights into the current status of Bata's brand management and reputation among the youth in Mumbai, which can be utilized by the company to further enhance its brand image and customer loyalty. The purpose of the study is to determine the level of brand awareness and perception of Bata among the youth in Mumbai. The findings of the study indicate that Bata has a significant presence and reputation as a footwear brand among the youth in Mumbai.

Keywords

Bata, brand, brand management, brand value, reputation, footwear, youth, Mumbai.

INTRODUCTION

1. The Importance of Brand Management in the Footwear Industry

In the footwear industry, brand management is essential since it has a big impact on how consumers perceive products and how they behave when making purchases. A footwear company that uses effective brand

management can boost total brand value, differentiate its products from those of competitors and build consumer loyalty. A strong brand identity can make all the difference in attracting and keeping clients in a highly competitive market. In addition, brand management involves keeping an eye on and managing the brand's reputation and image to make sure that it is consistent with the company's beliefs and objectives. Consumer credibility and trust are strengthened as a result, which is essential for long-term success. Brand management, as a result, is an important aspect of the footwear industry and should be given top priority by businesses that work in this market.

2. Analysis on Bata's Reputation Among Mumbai's Youth

This refers to a study of how young people in Mumbai think or feel about the brand reputation of Bata, a footwear company. The study may involve collecting and analyzing data from surveys or interviews to understand the opinions and perceptions of the target audience towards the brand. The study could cover several aspects of Bata's reputation, such as its brand image, product quality, pricing, availability, and customer service. The aim would be to understand how these factors influence the perception of Bata among young people in Mumbai.

3. Role of Marketing in Building a Strong Footwear Brand

Promoting a good or service to prospective customers is called marketing. When it comes to building a strong footwear brand, marketing can play a very important role. By using different marketing techniques, companies can create awareness about their brand, communicate the unique features of their products, and create a strong brand image that resonates with their target customers. Effective marketing can help build a strong reputation for the footwear brand and make it more appealing and memorable to customers.

Here are some of the ways in which marketing can help build a strong footwear brand:

- **Creating Awareness:** Marketing is crucial for creating awareness about a brand and its products. Through advertising, social media campaigns, influencer marketing, and other techniques, companies can reach out to potential customers and make them aware of their brand and the products they offer.
- **Communicating Unique Features:** Effective marketing can help communicate the unique features and benefits of a footwear product to potential customers. This can be achieved through advertising, product descriptions, and packaging, among other techniques. By highlighting the unique features of their products, companies can differentiate themselves from their competitors and attract more customers.
- **Building Brand Image:** Marketing can help create a strong brand image for the footwear company. This involves developing a consistent look and feel for the brand across all marketing channels, including social media, advertising, packaging, and in-store displays. By creating a strong brand image, companies can make their brand more appealing and memorable to customers.
- **Increasing Sales:** Effective marketing can lead to increased sales of footwear products. By promoting products in a way that resonates with their target audience, companies can attract more customers and increase their market share. This can ultimately lead to increased revenue and profitability for the company.

4. Understanding Young People's Perceptions of Bata's Footwear Products

This refers to gaining insight into how young people think and feel about the footwear produced by the brand called Bata. The goal is to better understand what these young people like or dislike about the footwear, and what factors may influence their decision to buy or not buy them. This information can be used by Bata to improve their products and marketing techniques to more effectively cater to their target audience's demands and preferences.

5. Status as a Footwear Brand in Mumbai

This refers to how well-known and respected the Bata brand is in Mumbai, specifically in relation to footwear. It considers factors such as whether people in Mumbai recognize the brand name, what their general opinion of Bata shoes is, and how often they purchase footwear from Bata compared to other brands. Understanding

Bata's status in Mumbai can help the company make decisions about how to market their products in the area and potentially improve their reputation among consumers.

Summary

The research topic is about how young people perceive the Bata brand in Mumbai when it comes to their footwear. Effective brand management is crucial in the footwear industry as it can shape consumer perception and purchase behaviour. The study aims to collect and analyze data from surveys or interviews to understand the opinions and perceptions of the target audience towards the Bata brand. By raising brand awareness, highlighting special product qualities, and developing a strong brand image, marketing can play a significant part in developing a strong footwear brand. The research work is divided into 5 chapters, starting with an introduction and importance of the topic, followed by a review of literature, research methodology, data collection and analysis, and finally, suggestions and references used during the research.

REVIEW OF LITERATURE

2.1 International Studies

Sorin-George Toma, Paul Marinescu (2015) "The Bata Management System: An Introduction" Footwear production has a long history, with shoes originally made by hand. In the late 1800s and early 1900s, the industry became mechanized, and Bata Company became a major player. The company's success was based on the Bata Management System, which has been widely discussed in business literature. The system is effective and efficient, incorporating strong business principles. Our paper provides a brief overview of the BMS, using a literature review approach.

Mia Fuad Hasan (2019) "Sustainability of Bata as market leader in footwear industry in Bangladesh" The report is about Bata Shoe Company in Bangladesh and whether it can remain the market leader. Bata has been the leader since it began, but has faced competition as other brands emerged. To survive, Bata can learn from successful global brands. The report discusses the differences between Bata and other brands, the challenges Bata faces, the company's structure and operations, and provides recommendations for improving profitability and maintaining its position in the future.

Dave Sager (2004) "Traditional footwear from the great Plains: Bata Shoe Museum, Toronto" The Bata Shoe Museum in Toronto opened a special exhibit in October 2003. The exhibit showcases some of the finest examples of western moccasins and the materials used to make them. The museum is known for its large collections and reputation in conservation, having received an award in 2000 for their commitment to preserving collections. The exhibit displays 120 specimens from the museum's reserve collection, along with historic photographs and paintings by famous 19th century artists.

M. Urbanová, J. Dundelová (2012) "Work culture of the Bata company" This paper discusses the history of the Thomas Bata Company up until 1932. The authors describe how Bata's trips to America were important in bringing about changes in the company. They also focus on the company's production organization, which was based on the workshop autonomy system and is considered a pioneering example of self-government in industry. The production method was an original adaptation of scientific knowledge to the local conditions in the town of Zlín. The paper also acknowledges the tragic death of Bata on July 12, 1932, marking 80 years since the event.

Md Adib Ibne Yousuf (2017) "Customer perception towards two giant footwear companies of Bangladesh: BATA and APEX" This research examines the consumer perceptions of two popular footwear brands in Bangladesh, BATA and APEX, through a survey that focused on various factors including price, design, durability, and trust in information sources. The study aimed to segment customers based on age, gender, occupation, and monthly income to analyze their perceptions of the two brands. Additionally, the research analyzed how BATA and APEX are portrayed in media and outreach materials, and how these messages affect customer perceptions and attitudes. Finally, the study compared the two brands on various issues.

2.2 National Studies

Dr Bhadrappa Haralayya (2017) "Customer satisfaction towards Bata India LTD" This report is about customer satisfaction with Bata India. Data was collected from a questionnaire given to 50 respondents, and secondary data from the company's website and books. The study aims to understand customer satisfaction with Bata footwear, which is influenced by the gap between customer expectations and product performance. Customers who are happy with the product are more inclined to repurchase it and recommend the company to others.

Netra Pal Singh, Sunil Sharma, Devender Singh (2014) "Analysis of Perception of Customers of Bata India Limited Products" India is the second largest producer of footwear after China, with Bata India being a leading manufacturer and household name. This paper analyzes consumer perceptions of Bata products, including the relationship between perception and expenditure, frequency of purchases, repeat purchases, and recommendations to others. The analysis also examines demographic differences in perceptions using various statistical methods. The study concludes that Bata products are generally accepted by all segments of consumers, with similar perceptions, but suggests that Bata could improve its collection for women.

Dhanya.P,Suganth Jacob.J (2020) "A study on customer satisfaction towards Bata footwear with special reference to Tirupur City" A survey was conducted on customer buying behaviour towards branded casual shoes by Bata India, the leading footwear manufacturer and retailer in India. India ranks second in footwear production after China, and customers are placing more importance on customer satisfaction and building relationships.

K.M.Sujan, Dr.M.P.Kumaran (2022) "Customer satisfaction towards Bata products" Bata India is the largest retailer and leading producer of footwear in India. A survey was conducted to study customer buying behaviour towards branded casual shoes. China aside, India is the world's second-largest footwear producer. The growing popularity of customer relationship management has led to greater emphasis on customer satisfaction and building relationships with customers.

2.3 Local Studies

Ms. Radhika Roy, Ms. Aadya Sharma, Dr. Pravin Kumar Bhoyar (2016) "Indian Footwear Industry: Consumer Behaviour and Brand Preference towards Bata" The article discusses consumer behaviour and brand preference towards Bata products in the Indian footwear industry. The study concludes that Bata produces comfortable, durable and quality products but lacks trendy and stylish designs. Despite being an international brand, Bata retains an Indian image. Bata needs to improve its promotions, designs, and online presence to compete with other rising brands.

2.4 Theoretical Framework

A theoretical framework is a plan for researchers to follow when they are doing a study. It helps them figure out what they want to study, how to study it, and how to make sense of the results they get.

2.4 (A) Two Step Flow Theory

The Two Step Flow theory states that media messages are transmitted from media to opinion leaders, who then interpret and spread the message to the wider public. Opinion leaders are more influential in shaping public opinion than the media itself.

According to the two-step flow theory, it is applicable in my research because it suggests that both the media and opinion leaders play a significant role in brand management and shaping customer perception. If the opinion leaders endorse a product, then their followers are more likely to consider buying it.

RESEARCH METHODOLOGY

3.1 Research Design

To gather information for the data collection process, the following steps will be taken:

1. The study plans to conduct a survey of 120 samples using a structured questionnaire.
2. The questionnaire will be in the form of a Google form and will have 15 questions.
3. The survey will be conducted in different areas of Mumbai including Harbor, Central, and Western divisions.

3.2 Statement of the Problem

This study aims to investigate how young people in Mumbai perceive Bata's brand management and reputation, including its overall image and how it affects their purchasing decisions.

3.3 Objectives of the study

1. To find out Bata's reputation of product quality and preference among youth in Mumbai City.
2. To study the impact of promotional offers of Bata.
3. To study the brand value of Bata among the youth in Mumbai city.
4. To study if youth prefer Bata as a footwear brand.

3.4 Hypothesis of the study

1. Youth in Mumbai are aware of Bata footwear company.
2. Bata's brand reputation is positively correlated with the product quality.
3. The purchasing behaviour of customers is influenced by the Bata promotional offers.
4. Bata's special offers influence customers to buy more of their products.
5. Bata's brand value among youth is positively linked to their tendency to make purchases of Bata products.
6. The brand value of Bata is correlated with the level of satisfaction with the brand's products and services.
7. Majority of youth prefer Bata as their footwear brand.
8. The quality and affordability of Bata's products are key factors in the youth's preference for the brand.

3.5 Study Variables

Variables are elements that can be controlled in research.

There are two types of variables: independent and dependent variables.

The independent variable in this study is "the status of brand management and reputation of Bata as a footwear brand," while the dependent variable is "the perception of Bata as a brand among the youth in Mumbai City."

3.6 Detailed description of locale of the study

The study focuses on youths, including college students and office workers, as they are more likely to use branded products and prioritize quality. The researcher selected this locale of the study because they are active on digital platforms and have a better understanding of brand image, and reputation.

3.7 Selection of the sample

For the survey, a simple random sampling method was used, and participants were given a questionnaire with structured questions on a Likert scale. The survey was distributed among 120 samples, including college students and office workers between the age of 15 to 30.

3.8 Distribution of sample size and study area

The study has focused on three divisions of Mumbai i.e., Western, Central, and Harbor. The samples were collected from college students and young professionals who work in offices, with a total of 120 samples being distributed among the three divisions.

3.9 Primary Data Collection

The major data source is used for data collection. It is carried out via standardized questionnaires and the survey methodology. There have been 120 surveys delivered, each with 15 questions.

3.10 Secondary Data Collection

To study definitions and terminologies in the research, secondary data collection has been used. Multiple sources have been referred to, including various websites, published literature, articles, to grasp concepts and acquire statistical data.

3.11 Pilot Study

To enhance the research design, a pilot study was conducted, and a questionnaire was distributed among 20 individuals to measure their response and gather feedback. Based on the 20 responses obtained, it was determined that the topic was suitable, and research could be pursued on it.

3.12 Statistical Analysis

This method emphasizes the use of the percentage analysis technique.

3.14 Operational definition

The term “Brand” is a publicly recognized product, service, or idea that is differentiated from others and can be effectively communicated and marketed.

The term “Brand Management” refers to the marketing function that uses various strategies to enhance the perceived worth of a product range or brand in the long run.

The term “Reputation” is what people think or say about someone or something based on their past behaviour, actions, or experiences. It can be positive or negative, and it can influence how others perceive and interact with that person or thing.

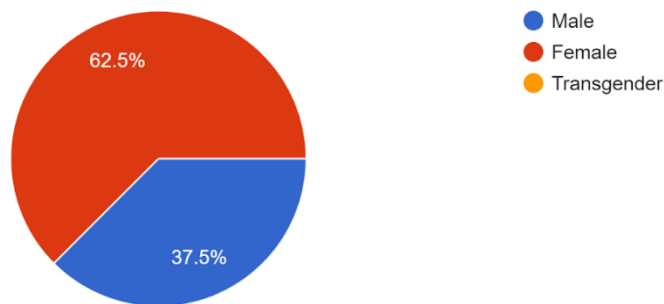
DATA ANALYSIS

4.1 Demographic Profile of the respondents

Gender:

Gender	No. of Respondents	Percentage
Male	45	37.5%
Female	75	62.5%
Transgender	0	0
Total	120	100%

Gender
120 responses

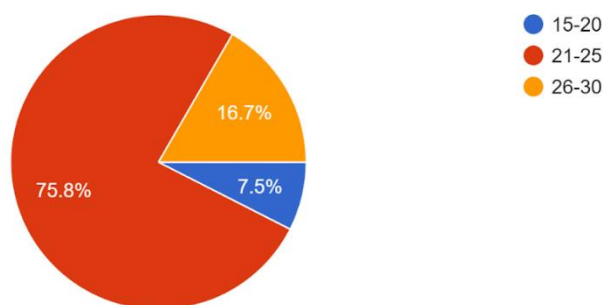


As far as Gender is concerned, 62.5% of respondents i.e., 75 respondents are Female. 37.5% of respondents i.e., 45 respondents are Male.

Age:

Age	No. of Respondents	Percentage
15-20	9	7.5%
21-25	91	75.8%
26-30	20	16.7%
Total	120	100%

Age Group
120 responses



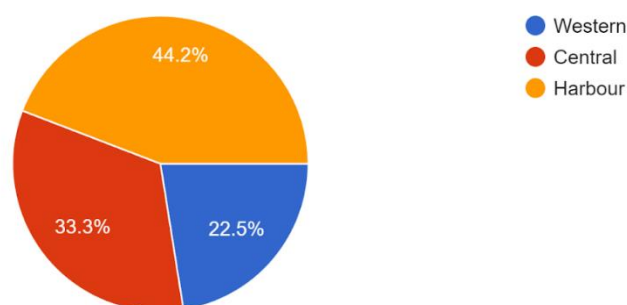
As Age is concerned, among 120 respondents 9 respondents i.e., 7.5% of the crowd is of age 15-20. 91 respondents i.e., 75.8% of the crowd is in the age group 21-25 and 20 respondents i.e., 16.7% of the crowd is in the age group 26-30.

Zone:

Zone	No. of Respondents	Percentage
Central	40	33.3%
Harbour	53	44.2%
Western	27	22.5%
Total	120	100%

Which part of Mumbai do you live in?

120 responses



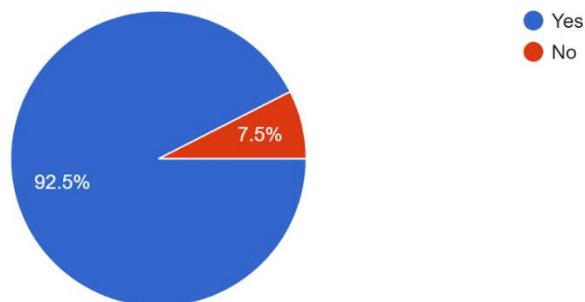
As this data is collected from 3 different zones of Mumbai i.e., Central, Western and Harbour. 33.3% respondents are from Central Zone, 44.2% from Harbour Zone and 22.5% are from western zone. That means, respectively 40, 53 & 27 respondents are from different zones.

4.2 Respondents who have purchased footwear from Bata.

	No. of Respondents	Percentage
Yes	111	92.5%
No	9	7.5%
Total	120	100%

1. Have you ever purchased any footwear from Bata?

120 responses



As we can see in the table, 111 respondents i.e., 92.5% of respondents says that they have purchased footwear from Bata. 9 respondents i.e., 7.5% of respondents says that they haven't purchased any footwear from Bata.

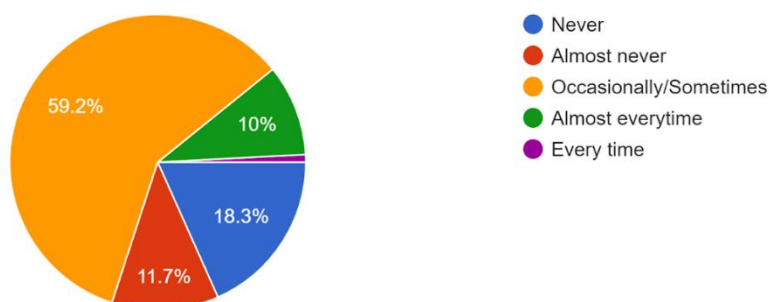
Interpretation- Majority of people have purchased footwear from Bata.

4.3 Respondent’s frequency of purchasing Bata footwear using special offers.

	No. of Respondents	Percentage
Never	22	18.3%
Almost never	14	11.7%
Occasionally/Sometimes	71	59.2%
Almost every time	12	10%
Every time	1	0.8%
Total	120	100%

2. How many times do you purchase Bata footwear using a special offer?

120 responses



According to the table, when asked about the frequency of purchasing Bata footwear using special offers, 1 and 12 respondents i.e., 0.8% and 12% out of 120 respondents answered Every time and almost every time, respectively. 71 respondents i.e., 59.2%, answered Occasionally/Sometimes, while 14 and 22 i.e., 11.7% and 18.3% of respondents answered "Almost never" and "Never," respectively.

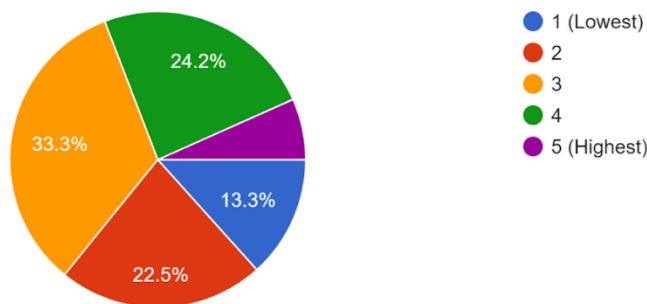
Interpretation- As we can see in the table, it can be concluded that most of the respondents never purchase Bata footwear using special offers.

4.4 Ratings given by respondents to Bata promotional offers

	No. Of Respondents	Percentage
1 (Lowest)	16	13.3%
2	27	22.5%
3	40	33.3%
4	29	24.2%
5 (Highest)	8	6.7%
Total	120	100%

3. How successful are Bata's promotional offers, in your perspective, to attract young customers like yourself?

120 responses



According to the survey results, 13.3% of the respondents i.e., 16 respondents gave a rating of 1 (Lowest). 22.5% of the respondents, i.e., 27 respondents, gave a rating of 2. 33.3% of the respondents, i.e., 40 respondents, gave a rating of 3. 24.2% of the respondents, i.e., 29 respondents, gave a rating of 4. 6.7% of the respondents i.e., 8 respondents gave a rating of 5 (the highest).

Interpretation- Majority of the people gave ratings for lowest which means Bata promotional offers are not successful to attract young customers.

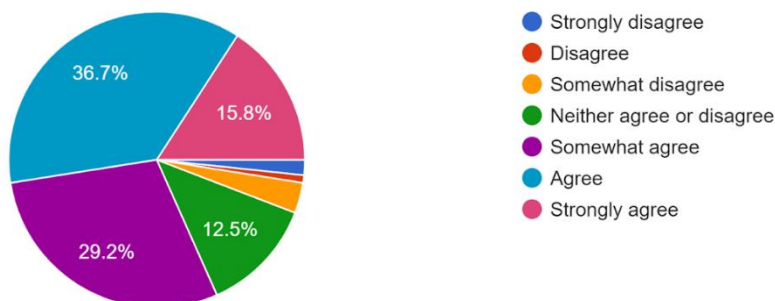
4.5 Respondents thinking on the quality of Bata footwear

	No. Of Respondents	Percentage
Strongly disagree	2	1.7%
Disagree	1	0.8%
Somewhat disagree	4	3.3%
Neither agree or disagree	15	12.5%
Somewhat agree	35	29.2%

Agree	44	36.7%
Strongly agree	19	15.8%
Total	120	100%

4. Do you think that the quality of Bata footwear is excellent and comfortable?

120 responses



As we can see in the Table, 1.7% respondents out of 120 respondents, i.e., 2 respondents strongly disagree. 0.8% respondents, i.e., 1 respondent disagree. 3.3% respondents, i.e., 4 respondents somewhat disagree. 12.5% respondents, i.e., 15 respondents are neither agree or disagree about the quality of Bata footwear. 29.2% of respondents, i.e., 35 respondents are somewhat agreed. 36.7% of respondents, i.e., 44 respondents agree. 15.8% of respondents, i.e., 19 respondents strongly agree.

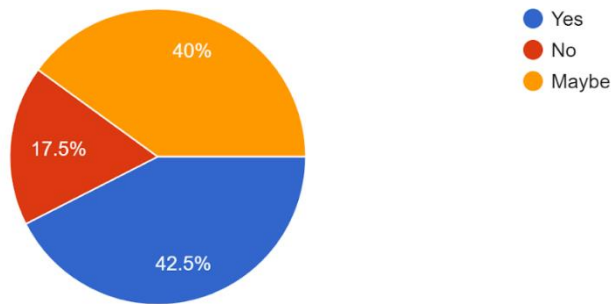
Interpretation- Most of the respondents confidently agree that the quality of Bata footwear is excellent and comfortable.

4.6 Respondents who prefer Bata footwear as their footwear brand

	No. of Respondents	Percentage
Yes	51	42.5%
No	21	17.5%
Maybe	48	40%
Total	120	100%

5. Do you prefer Bata footwear as your footwear brand?

120 responses



As we can see in the table, 51 respondents i.e., 42.5% of respondents says that they prefer Bata footwear as their footwear brand. 48 respondents i.e., 40% of respondents says maybe and only 21 respondents i.e., 17.5% of respondents confidently says No.

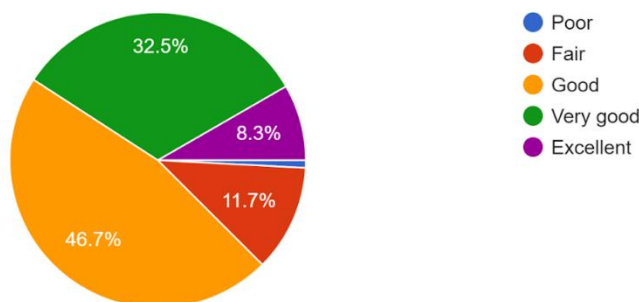
Interpretation- Majority of people agree that, they prefer Bata footwear as their footwear brand.

4.7 Comparison of Bata's footwear quality with other brands

	No. of Respondents	Percentage
Poor	1	0.8%
Fair	14	11.7%
Good	56	46.7%
Very good	39	32.5%
Excellent	10	8.3%
Total	120	100%

6. In comparison to other brands, how would you rank the quality of Bata's footwear?

120 responses



As the table shows, there are few respondents 10 (8.3%) who gave Excellent for the quality of the Bata footwear. 39 (32.5%) respondents who gave very good. Maximum number of respondents 56 (46.7%) gave good. There are few respondents 14 (11.7%) and 1 (0.8%) gave Fair and poor respectively.

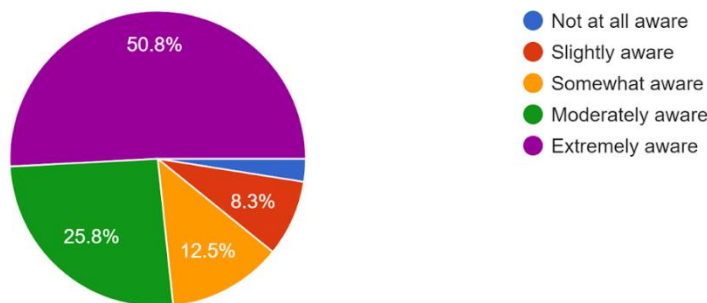
Interpretation- Majority of the respondents agree that the quality of Bata footwear is Good, compared to the other brands.

4.8 Respondents who are aware of Bata as a brand of footwear company

	No. of Respondents	Percentage
Not at all aware	3	2.5%
Slightly aware	10	8.3%
Somewhat aware	15	12.5%
Moderately aware	31	25.8%
Extremely aware	61	50.8%
Total	120	100%

7. Do you know about the Bata as a brand of footwear company?

120 responses



When we took a survey asking our 120 respondents if they are aware of Bata as a brand of footwear company. 3 (2.5%) respondents were not at all aware. 10 (8.3%) and 15 (12.5%) respondents are slightly aware and somewhat aware. 31 (25.8%) respondents moderately aware about the Bata brand. 61 (50.8%) respondents answered that they are extremely aware.

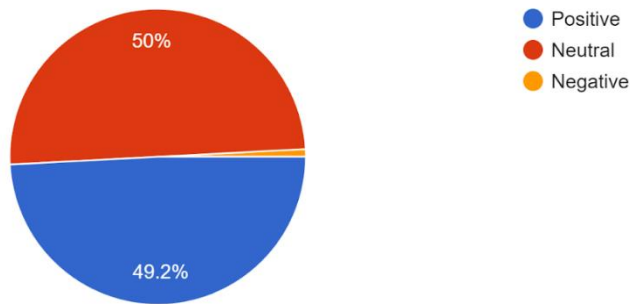
Interpretation- Most of the respondents are aware of the Bata as a brand of the footwear company.

4.9 Impression of the Bata as a footwear brand on respondents

	No. of Respondents	Percentage
Positive	59	49.2%
Neutral	60	50%
Negative	1	0.8%
Total	120	100%

12. What impression do you have of the Bata as a footwear brand ?

120 responses



As we can see in the table, 59 respondents i.e., 49.2% of respondents says that they have a positive impression of the Bata footwear brand. 60 respondents i.e., 50% of respondents says neutral and only 1 respondent i.e., 0.8 % confidently says negative.

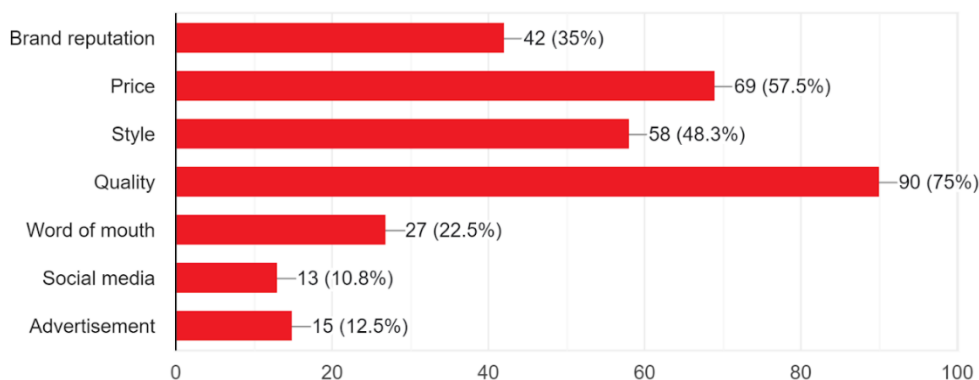
Interpretation- Majority of people are positive about the impression of the Bata footwear as a brand.

4.10 Most common factors affecting choice of respondents to buy Bata footwear

	No. of Respondents	Percentage
Brand reputation	42	35%
Price	69	57.5%
Style	58	48.3%
Quality	90	75%
Word of mouth	27	22.5%
Social media	13	10.8%
Advertisement	15	12.5%
Total	120	100%

13. What factors affect your choice to buy Bata footwear?

120 responses



As shown in Graph, 35% choose to buy Bata footwear by their brand reputation. 57.5% of respondents choose it because of the price of the Bata footwear. 48.3% respondents buy because of the style. Around 75% of respondents choose Bata footwear because of the quality. 22.5% respondents buy due to word of mouth about the Bata brand. 10.8% and 12.5% respondents' choices because of social media and advertisement. This overall factor shows that the quality and price of the Bata footwear affect customers' choice to buy the Footwear.

Interpretation- Most of the respondents affects by the factor of Quality to buy the Bata footwear.

Summary

In this chapter, the researcher did data analysis. After analyzing the data through survey questionnaires researchers learn that the majority of people are aware about the Bata company as a footwear brand. It also has been found that mostly people buy Bata footwear because of the quality and price of the product as well as many respondents have purchased Bata footwear.

CONCLUSION

Major findings of the study

5.1 Demographic details of the respondents:

- In the survey, we have collected 120 (100%) responses in which 75 (62.5%) are female, 45 (37.5%) are male.
- As per the survey, out of 120 (100%) responses, 9 (7.5%) from the 15-20 age group, 91 (75.8%) from the 21-25 age group, 20 (16.7%) from the 26-30 age group.
- We have divided the sample in three different zones i.e., Central, harbour, Western. Out of 120 (100%) responses, 40 (33.3%) are from the central zone, 53 (44.2%) are from the Harbour zone and 27 (22.5%) are from western Zone.

5.2 Remaining Findings:

- 111 respondents out of 120 i.e., 92.5% have purchased footwear from Bata and only 9 respondents i.e., (7.5%) said no that they haven't purchased any footwear from Bata.
- 71 respondents i.e., 59.2% respondents said that they occasionally or sometimes use special discounts to buy Bata footwear. There are 22 respondents i.e., 18.3% never use special offers to buy Bata footwear. 12 and 1 respondents i.e., 10% and 0.8% says that they do purchase Bata footwear using special offers.

- c) 44 and 19 respondents i.e., 36.7% and 15.8% respondents confidently agree and strongly agree that Bata footwear quality and comfort is excellent. 2 and 1 respondents i.e., 1.7% and 0.8% strongly disagree and disagree with the quality and comfort of Bata footwear.
- d) 51 respondents i.e., 42.5% agree that they do prefer Bata footwear as their footwear brand, there are few 21 respondents i.e., 17.5% who said no and remaining 48 respondents i.e., 40% says maybe.
- e) 56 respondents i.e., 46.7% agree that quality of Bata footwear is Good compared to other brands, whereas only 1 respondent i.e., 0.8% said poor.
- f) 61 respondents i.e., 50.8% are aware of Bata as a brand of footwear company. 31 and 15 respondents i.e., 25.8% and 12.5% are moderately aware and somewhat aware, which means only 10 and 3 respondents i.e., 8.3% and 2.5% out of 120 responses are slightly aware and not at all aware. Therefore, the majority of respondents are aware of Bata as a brand of footwear company.
- g) Majority of 59 respondents i.e., 49.2% have a positive and 60 respondents i.e., 50% have neutral impression of Bata as a footwear brand, whereas only 1 person i.e., 0.8% confidently says negative.
- h) Respondents selected multiple factors among the price, style, quality, brand reputation, 13 and 15 respondents i.e., 10.8% and 12.5% choose social media and advertisement. 27 and 42 respondents i.e., 22.5% and 35% choose word of mouth and brand reputation. 69 and 58 respondents i.e. 57.5% and 48.3% chose price and style but as we can see in the survey 90 respondents i.e., 75% are impressed by the quality of the Bata footwear. So, the majority of respondents voted for the quality of Bata.
- i) In the survey, we have asked respondents to give additional comments or opinions on Bata footwear. Following are some comments/opinions by respondents:
 - Bata brand shoes are so comfortable and I will suggest to all my friends and family to buy shoes or slippers from the bata brand.
 - Bata is a well-known brand of footwear.
 - Bata School Shoes Quality is better than other footwear companies
 - It's a very good brand. And they provided very high-quality footwear.
 - They can collaborate with Artists like Santanu Hazarika to gain more customers.

These were the few comments/ opinions of respondents, many respondents said in comments that Bata is a good Brand.

5.3 Test of Hypothesis

Youth in Mumbai are aware of Bata footwear company.

In chapter 4 Data analysis, 4.8 table clearly shows that, majority of the respondents are aware about the Bata footwear company. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H₀).

Bata's brand reputation is positively correlated with the product quality.

In chapter 4 Data analysis, 4.5 table clearly shows that, almost everyone agreed that the quality of Bata footwear is excellent. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H₀).

The purchasing behaviour of customers is influenced by the Bata promotional offers.

In chapter 4 Data analysis, 4.4 table clearly shows that most of the respondents gave ratings to the lowest to the promotional offers which means Bata promotional offers are not influential among customers' purchasing behaviour. There is a significant relationship between variables. Hence it is proved as alternative Hypothesis (H₁).

Bata's special offers influence customers to buy more of their products.

In chapter 4 Data analysis, 4.3 table clearly shows that, many respondents say never which means they don't use special offers to buy Bata footwear. There is a significant relationship between variables. Hence it is proved as alternative Hypothesis (H₁).

Bata's brand value among youth is positively linked to their tendency to make purchases of Bata products.

In chapter 4 Data analysis, 4.2 table clearly shows that, Maximum respondents have purchased Bata footwear. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H0).

The brand value of Bata is correlated with level of satisfaction with the brand's products and services

In chapter 4 Data analysis, 4.7 table clearly shows that, majority of the people agree that the quality of the product is good compared to other brands which means people are satisfied with Bata products and services. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H0).

Majority of youth prefer Bata as their footwear brand

In chapter 4 Data analysis, 4.6 table clearly shows that, majority of the respondents prefer Bata footwear. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H0).

The quality and affordability of Bata's products are key factors in the youth's preference for the brand.

In chapter 4 Data analysis, 4.10 table clearly shows that, majority of the respondents voted for the quality and price of the product which are the key factor of the brand due to which people prefer to buy Bata footwear. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H0).

5.4 Suggestions and limitations of the study

1. We had a problem in our study of the review of literature since it was difficult to find the international and local studies of the research papers that had been published.
2. Lack of time was the issue we ran across during our research. We didn't get to meet the respondents in person because we had a limited amount of time and had to gather 90–120 samples.
3. We also had trouble getting an equal number of respondents from different zones when we were collecting samples.

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Other links:

[Bata Corporation- Wikipedia](#)

[Bata Shoe Factory- Wikipedia](#)

[Bata India Limited- Finpedia](#)

