International Journal of Multidisciplinary Horizon

ISSN: **3049-2017**
IJMH 2026; 3(5): 176-178
© 2026 IJMH
www.themultijournal.com

Received: 24-09-2026
Accepted: 16-10-2026
Publish : 19-10-2026

Dr.N.Prabha
M.Com.,M.Phil .,Ph.D,
Assistant Professor,
Department of Commerce ,
Idhaya College for Women,
Kumbakonam.

Correspondence:
Dr.N.Prabha
M.Com.,M.Phil .,Ph.D,
Assistant Professor,
Department of Commerce ,
Idhaya College for Women,
Kumbakonam.

A Study On Marketing Mix Strategies And Consumer Buying Behaviour Towards Bata Footwear In Kumbakonam

Dr.N.Prabha

Abstract
Customer satisfaction in footwear may be shaped by product attributes such as comfort, style, durability and perceived quality, alongside price and product availability. This paper analyses the consumer-perception and satisfaction-related results reported in a descriptive survey of 75 respondents in Kumbakonam, concerning Bata footwear. The source project used a questionnaire and convenience sampling. Its reported findings indicate that 84% of respondents were satisfied with Bata shoes, 56% identified comfort as a key attribute, and 64% said style attracted their attention. Quality was cited as the reason for liking Bata by 56% of respondents. The study also reports that 76% considered Bata products available in a single showroom, while 24% did not. The paper discusses these results as descriptive sample responses rather than evidence of causal relationships. It notes limitations arising from the small convenience sample and inconsistencies in selected source tables. Recommendations include systematic collection of customer feedback, attention to comfort and fit, improved stock visibility and transparent communication of product features.

Keywords: *consumer perception, customer satisfaction, footwear, comfort, style, product availability.*

Introduction
Customer satisfaction is an important consideration for consumer businesses because customers evaluate products through their experience and perceptions. For footwear, practical attributes such as comfort, fit and durability may be considered together with style, colour, brand and price. Satisfaction can also be affected by whether the preferred style or size is available at the time of purchase. Understanding what consumers say they value can help organisations frame product and retail decisions, although descriptive survey results alone cannot establish causal effects.

Objectives
- To describe respondents' reported satisfaction with Bata footwear.
- To identify the product attributes respondents said they valued or noticed.
- To examine respondents' views on product availability and price perception.
- To suggest practical areas for customer feedback and future research.

Statement of Problem
Footwear customers can have different expectations: some may prioritise comfort, others style, economy, durability or brand. A retailer therefore needs to understand the attributes customers report as important and the proportion who report satisfaction or dissatisfaction. The source project offers a small local dataset that can describe these responses, but its sampling design and some table inconsistencies require cautious interpretation

Research Methodology
The study follows the methodology described in the source project: descriptive research design, convenience sampling, Kumbakonam as the study area, a questionnaire for primary data and secondary information from books, magazines and websites. The reported sample size is 75. The paper uses descriptive counts and percentages reported in the source document. It does not claim that the results represent all Bata customers or establish that any one product attribute causes satisfaction. A source-quality limitation is that the original document has a small number of count percentage discrepancies and ambiguous wording for the comparative-quality question. The paper identifies these issues where they affect interpretation rather than silently correcting or replacing the original results**.**

Sourcesofdata

Both primary and secondary were used for the study. Primary data collected through questionnaire. Secondary data was collected from book, magazine and websites

Review of Literature.

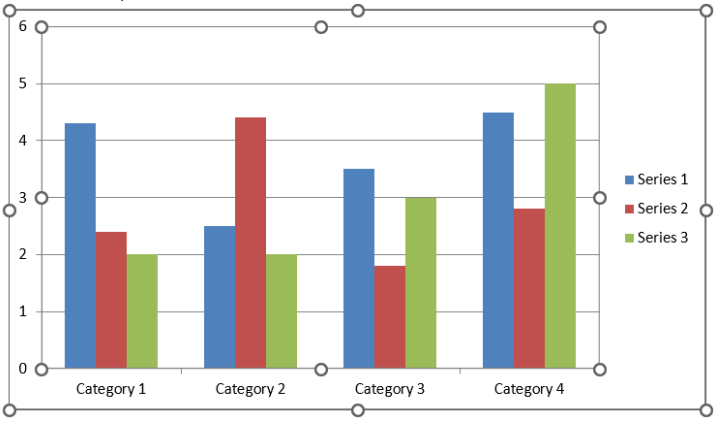
- **Solomon (2018)**[22]did a study on logistic management practices and organizational performance of dairy firms in kenya. The study adopted a descriptive survey design. The study findings indicated that there was a significant relationship between information flow and organizational performance. The study conclude that it helps in sharing information on transfer or exchange ofinformation indicating the level and position of inventory, sales data and information on the forecasting information, about the status of orders, p roduction schedules and delivery capacity and firm performance measures.
- **Elizabeth kelion (2021)**[23]the study adopted to desktop literature review method (desk study). This involved an in depth of studies related to factors influencing growth of fashion leather shoes. This articles reviewed recorded sources to present the current state of leather shoe industry.
- **Sudana Ni Made ArdanereswariDamayanti, Setiawanputuyudi (2021)**[24]a study on BATA brand consumers in Denpasar shoe is one of the fashions for men and women. One of the companies that produce well known shoe 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.
- **Bata India Limited (2022)** highlighted the growing importance of digital engagement, e-commerce and contemporary footwear categories in its marketing strategy. The company's efforts to strengthen its physical and digital retail presence reflected changes in consumer purchasing patterns.
- **Bata India Limited (2024)** reported continued emphasis on product innovation, digital marketing, consumer engagement and expansion into different market segments. These strategies demonstrate the importance of adapting the marketing mix to changing consumer expectations
- **Nema and Sharma (2025)** reviewed consumer behaviour in the branded footwear sector and identified brand image, perceived quality, marketing strategies, trust, price sensitivity, digital engagement and brand loyalty as important factors influencing consumers' footwear preferences..
- **Bata India Limited (2025)** continued to focus on strengthening its retail and digital ecosystem while offering footwear categories designed around comfort, fashion and changing lifestyle requirements. Such strategies are relevant for understanding how marketing activities may influence consumers' buying behaviour in regional markets such as Kumbakonam.

Analysis and Discussion

Satisfaction with Bata footwear

Satisfaction response	Respondents	Percentage
Satisfied	63	84%
Not satisfied	12	16%
Total	75	100%

The project reports that 63 of the 75 respondents were satisfied with Bata shoes, representing 84% of the sample, while 12 (16%) were not satisfied. This is a descriptive result from the surveyed group. It does not identify the precise reasons for satisfaction or dissatisfaction, because the reported table does not break the responses down by specific service or product experiences.For practical use, the dissatisfaction group should be treated as a prompt for follow-up rather than as proof of a particular product defect. Follow-up questions could ask about fit, comfort, durability, style, price, exchange experience and availability.

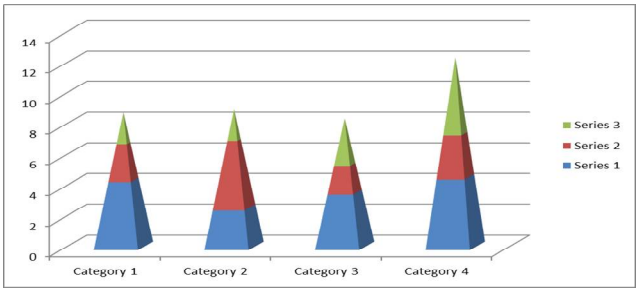


Comfort, Style and Durability

Key attribute	Respondents	Percentage
Comfort	42	56%
Style	15	20%
Economy	12	16%
Durability	6	8%
Total	75	100%

Comfort was the most frequently selected key attribute (56%), followed by style (20%), economy (16%) and durability (8%). In a separate question about what attracted attention first, 48 respondents (64%) selected style, 12 (16%) selected other reasons, 9 (12%) selected colour and 6 (8%) selected durability. These findings can be read together: style was the leading reported initial attraction, while comfort was the leading stated key attribute. The two questions measure different aspects and should not be treated as contradictory.

For product communication, these results suggest that comfort and style deserve visible attention. Retail staff may also help customers assess fit and use, while product information can make materials and care instructions easier to understand. The data do not measure actual footwear performance, so no conclusion about objective durability or comfort can be drawn.



Quality and brand choice

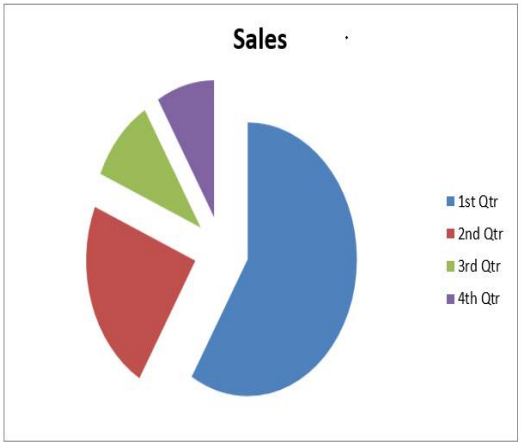
The project reports that 56% liked Bata because of quality, 20% because of varieties, 16% because of brand name and 8% because of price. It also records Bata as the preferred brand for 36 respondents (48%), with VKC at 24%, Paragon at 12%, and Puma and other brands at 8% each. Thus, quality was the most frequently reported reason for liking Bata, but brand preference was not universal in this sample.

The project's separate question comparing product quality with other companies is labelled in a way that makes the meaning of "available/not available" unclear. Although it reports 60 respondents (80%) under "available" and 15 (20%) under "not available," this paper does not interpret those labels as a definitive finding that Bata quality is superior to competitors. Future questionnaires should use clear response options such as "better," "about the same," and "not as good.

Price Perception and Affordability

Price Perception	Respondents	Percentage
Low	12	16%
Medium range	48	64%
High range	15	20%
Total	75	100%

Most respondents (64%) perceived Bata's price level as medium, while 20% perceived it as high and 16% as low. The project further reports that 64% were price-conscious and that 44% preferred the Rs. 250–300 range. These findings describe the respondents' perceptions and preferences; they do not provide a verified price comparison across competing brands.Retail communication could therefore make price ranges, product features and available offers easy to understand. A future study could explore whether price perception differs by income group, purchase purpose or footwear type, using a carefully checked dataset.



Findings

- 84% of the surveyed respondents reported satisfaction with Bata shoes; 16% reported dissatisfaction.
- Comfort was the most frequently selected key attribute (56%).
- Style was the leading reported initial attraction (64%).
- Quality was the most frequently reported reason for liking Bata (56%).
- 64% perceived Bata's price level as medium, and the project reports that 64% were price-conscious.
- 76% said the products were available in a single showroom, while 24% did not.
- Retailers were the most frequently reported place of purchase (52%).
- Advertising was reported as rarely influencing brand selection by 52% of respondents, even though 64% identified television as an advertising source.

Suggestions

- Use short customer-feedback forms to learn why some respondents are dissatisfied and to identify the most frequent issues.
- Give clear information about fit, comfort, materials, care and intended use, while avoiding unsupported claims about product performance.
- Review availability by style, size and category, and provide accurate information about stock in stores.
- Explain price bands and product differences clearly so customers can make informed comparisons.
- Improve survey-question wording, especially for comparative-quality questions, and validate all counts and percentages before publishing results.
- Future researchers could use a larger sample with a more systematic sampling method and analyse satisfaction across demographic groups only after verifying the raw data.

Conclusion

The project data provide a descriptive snapshot of consumer perception towards Bata footwear among 75 respondents in Kumbakonam. Reported satisfaction was high within this sample, and comfort, style and perceived quality were prominent responses. At the same time, some respondents reported dissatisfaction or concerns about availability, and the results on advertising suggest that identifying a channel is not the same as saying it influences brand choice. These findings are useful as a basis for further inquiry, but they should not be generalised beyond the sample without additional evidence. The source project's inconsistencies also underline the importance of checking questionnaire wording, counts and percentages before drawing firm conclusions.

References

1. Cronin J.J., Brady M.K and Hult G.T.M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environment. Journal of retailing 76(2), 193-218.
2. Homburg C. and Giering A. (2001). Personal characteristics as moderatorsoftherelationshipbetwe-encustomersatisfactionandloyalty-anempiricalanalysis, psychology & marketing 18(1), 43-66.
3. Mundermann A., Stefanyshyn D.J. and Nigg B.M. (2001). Realtionship between shoe comfort of shoe inserts and authropometric and sensory factors. Medicine and science in sports and exercise, 33(11), 1939-1945.
4. Luximon A. (2001). Shoe shape evaluation of shoe fitting (Doctoral dissertain).
5. Mello. D (2003). Article title, reebok and the Global shoe sweatshop monthly review: An Independent Socialist Magazine; 2003; 54(9);2.
6. Nema, S., & Sharma, [year 2025]. Study/review of consumer behaviour towards branded footwear.