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**PROJECT REPORT
ON
A COMPARATIVE STUDY BETWEEN YOUNGER AND
OLDER SUBCULTURE ON THE BASIS OF THEIR
PERCEPTIONS TOWARDS BATA**

Prepared For:
Dean of Faculty
&
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25 April 2006

25 April 2006

To
Professor Abdul Mannan
Project Coordinator
East West University
45-46, & 53 Mohakhali
Dhaka – 1212

Sub: Submission of the Project Report on “A Comparative Study between Younger and Older Subculture On The Basis Of Their Perceptions towards Bata”.

Dear Sir:

With great pleasure I am Masrur Hasan Ahmed submitting the project report on “A Comparative Study between Younger and Older Subculture On The Basis Of Their Perceptions towards Bata” as a requirement of graduation for BBA for the BUS-498 course. I was encouraged and enthusiastic to go through the project in order to define some triggering factors that are effective in shaping the behavior of the consumers. I have also collected information from other primary and secondary sources.

The findings are based on the primary data, personal interview, newsletters, books, journals etc. I have considered your guideline very carefully and analyzed the project according to your instructions. Also I have tried to collect the background, organizational operations, mission statement & objectives, and do SWOT analysis etc. According to the requirement of the project I have written Findings, Analysis, Response to the customers of Bata shoes, problems they have faced and necessary steps that could be taken to resolve the problems.

I believe that, within my limited knowledge, this project report provides a detailed and clear picture of the customers' satisfaction towards the brand Bata in this country. This project report became possible because of your cordial cooperation. I have enjoyed working in this interesting topic and completing the project report.

Thanking you
Respectfully yours,



Masrur Hasan Ahmed
ID # 2002-2-10-017

Acknowledgement

First I pay my gratitude to the Almighty for giving me the ability and patience to work hard successfully. I am also grateful to my parent's brother and sister who encourage me to reach the goal.

I have tried my best and also worked hard over the last two months for preparing this project report. I have received whole-hearted cooperation from project coordinator Professor Abdul Mannan, Business Administration Department, East West University who advised me and guided me, in preparing the project report. Without his assistance this project report would not be possible.

I am also grateful to my friends who helped me with necessary information about the Customer perceptions and level of satisfaction. It was a great opportunity for me to learn how to satisfy the customers and meet with their need want and demand with great success.

Synopsis

This research is focused on the consumers of Bata shoes in Bangladesh. People from the older group and the younger group are included as observations of this study, to find out if there is any similarity in the perceptions of these two groups about Bata brand. First, I have gone through the development of the research framework. Secondary data were collected from Internet, news releases, Journals and advertisements. By doing a pilot survey and from the secondary data analysis I have found 20 triggering factors in terms of using/purchasing shoes. These factors generally influence a customer when he/she buys shoes. A few Depth Interviews were also be conducted of people from different grounds like businessmen, students (both male and female), and housewives etc. to identify their views about purchasing shoes. Information about those environmental factors that affect the purchasing behavior of consumers was gathered as well. Finally I have defined the broad and specific objectives to develop research questions, type of research to be undertaken and hypotheses in contrast with the findings to provide a conclusion with significant recommendations.

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An Overview of the Organization

The Beginning:

In 1894 The T&A Bata Shoe Company was registered in Zlin, Czechoslovakia by the 3 siblings Tomáš, Anna and Antonín Bata. Innovative from the beginning it departs from century old traditions of the one-man cobblers' workshop. The next year Antonin left the Company to join the army, his sister Anna followed shortly after to get married. And Tomas Bata took over the company leadership alone. In 1897 Tomas introduced the "Batovka", the first fabric shoe and with it his production mechanization as well. After that till the present time, Bata grew as one of the worlds biggest shoe manufacturers. The way it happened is highlighted below:



1905 Production reaches 2,200 pairs per day, produced by 250 employees. Constant innovation of footwear to meet customers' needs. T.Bata's motto is "Our customer is our Master"

1909 First export sales and first sales agencies in Germany, in the Balkans and in the Middle East. Bata shoes are of excellent quality and are available in more styles than had ever been offered before. Demand grows rapidly.

1917 Sales reach 2 million pairs per year produced by 5000 employees. Advanced production equipment is imported. As the Company prospers so do the communities where it operates. Bata creates stores, builds housing, schools and hospitals near factories.

1922 Following the First World War currencies are devalued and consumer purchasing power is at an all time low. Bata cuts shoe prices by 50%; stores are flooded with customers forcing the industry to follow the lead.



1925 The “Bata system” organizes operations in autonomous workshops with employee profit sharing introduced since 1923. Each one in the company is an entrepreneur. The Bata School of Work founded. It provides rigorous education and practical training to future Bata managers.

1932 At the time of Tomas Bata’s tragic death in a plane crash the company intensifies diversification into the production of tires, aircrafts, bicycles, machineries. Still a young man, Thomas J Bata, his son, convenes the 1st international congress of young Bata people.

1940 Part of the Company management under the leadership of Thomas J. Bata starts to operate from Batawa, near Toronto, Canada.

1945 All Bata companies in Eastern European countries are nationalized by communist governments.

The Company starts rebuilding itself from the remaining entities located outside Eastern Europe.

1960s The Company’s headquarters are officially relocated in Toronto under the leadership of Thomas J Bata. The Company expands its international reach through new factories serving local markets.

1970s Private labels are created to be marketed to new customer segments: Bubblegummers, Power, Marie Claire, North Star.

1980s Retail excellence is becoming even more important. Bata develops a variety of retail concepts such as Bata city stores, large format stores and sport concept stores.

1989 Following the political changes the Bata Company is invited to return to the Czech Republic where the Company remains a symbol of national pride and achievement.

1990s Creativity, product innovation and research for higher quality levels lie at the core of Bata product development policy. The result is the international high standard Bata Premium collection.

2001 Thomas G Bata, founder's grandson becomes the Group's chairman. A new international structure is implemented around 4 meaningful business units (MBUs) to give more focus to the business and gain synergies within each region, especially in sourcing and product development.

2002 As part of re-inventing its core competencies, Bata Shoe innovation Centres open around the world to focus on the development of shoes with exclusive comfort technology features and designs.

2004 New steps in China with the opening of the Bata procurement centre in Guanzhou and a distribution partnership for the opening of Bata retail stores.



Bata Today:

Bata has a worldwide reach, with operations across 5 continents managed by 4 regional meaningful business units (MBUs). Each unit benefits from synergies specific to their environment, such as product development, sourcing or marketing support. Each MBU is entrepreneurial in nature, and can quickly adapt to changes in the market place and seize potential growth opportunities.

Bata's strength lies in its worldwide presence. While local companies are self-governing, each one benefits from its link to the international organization for back-office systems, product innovations and sourcing.



Today Bata-

Serves 1 million customers per day

Employs more than 40,000 people

Operates 4,600 retail stores

Manages a retail presence in over 50 countries

Runs 40 production facilities across 26 countries

Bata's 4 Business Units:

Bata Europe, Lausanne

Bata Asia Pacific-Africa, Singapore

Bata Latin America, Mexico

& Bata North America, Toronto



Bata Brands:

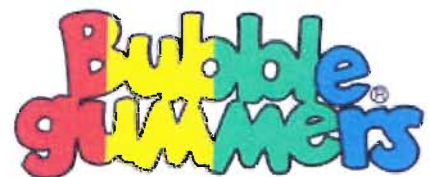
Premium Collection: Bata has been delivering hand-crafted quality footwear for well over 100 years. To maintain and build on our heritage of creating high quality, comfortable and stylish shoes, Bata has created the Bata Premium Collection of products in our design centre in Italy. These shoes are the most international collection from Bata and are available at selected Bata stores in Europe and in leading Department stores in Asia and the Middle East. They all incorporate innovative leading design with the application of modern technology. They are our signature shoes for both women and men.



Bata Industrials: Footwear beyond Safety. Bata Industrials is a specialized division of the Bata Group producing industrial and work-related footwear, hosiery and accessories. Bata Industrials is present on 4 continents to efficiently serve industries in Africa from South Africa, in Asia from Australia, in Latin America from Chile and in Europe from Holland.



Bubblegummers: Bubblegummers is the leading children's footwear brand in Latin America and has developed an extensive presence in Asia and in Europe. Bubblegummers offers quality, comfortable, funny and colourful shoes for the 0 to 9 old that assure the healthy growth of a child's foot.



Power: Power embodies diversity with ranges in running, training, court, basketball, football and Outdoor that combine functionality with creativity. International pro-skaters signature shoes designed to meet the demanding needs of skateboarding are developed under the Power-Skate line. Power is sold across 5 continents via Bata retail stores and distributors' networks.



Marie Claire: Marie Claire shoes are for women with an active lifestyle who seek contemporary modern



styles. Marie Claire shoe stores successfully opened in Latin America and Asia. Bata Brands is the trademark owner of Marie Claire for shoes worldwide (except in Japan and Korea).

Retail Concepts of Bata:

Bata follows the concept of the following 4 types of stores:

City Store: Bata operates stores in many of the world's fashion capitals. Bata City Stores offer urban customers the best in today's fashion footwear and accessories. These stores are in city centres' prime locations, and provide a high level of customer service, exclusive fashion shoelines with complementary accessories, and contemporary shopping environments to discerning shoppers.

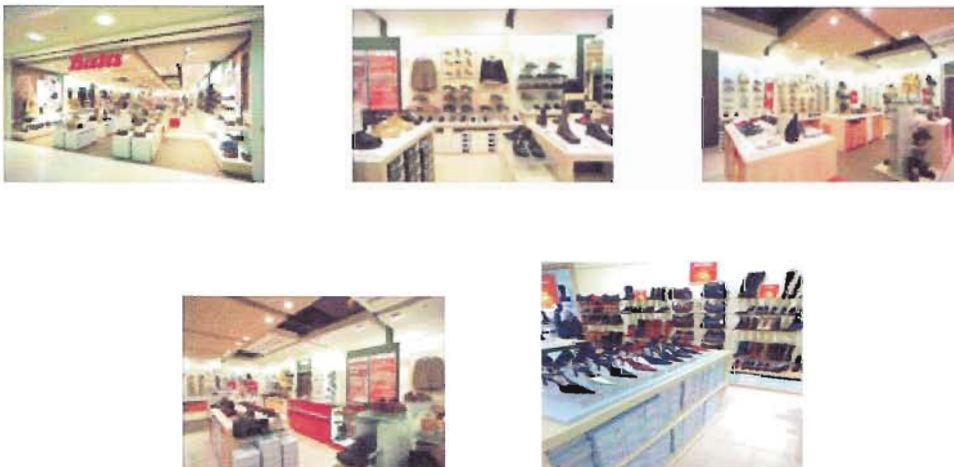


Superstore: Bata Superstores offer a wide assortment of fashion, casual and athletic footwear for the entire family. Located primarily in urban and suburban shopping centres, these spacious stores offer the best value by providing good quality shoes at great prices. Service is fast thanks to a self selection shopping environment with qualified staff to serve and assist.

One of the cornerstones of the Bata Superstore is the sports area: a real store within a store. All the key international sports brands are featured, carefully selected for the most discerning customers.



Family store: Bata is the world's leading family footwear chain thanks to the wide assortment of everyday fashion footwear available in our stores from Milano to Delhi. The products are primarily the Bata brand, with a carefully selected assortment of articles from both local and international brands.



Factory store: Factory stores first opened in 2003 and are the largest and the most value-oriented stores of our retail chain. They are ideally located in power centres, commercial parks and outlet centres with easy parking facilities. The product selection offers more than 10,000 styles of ladies, men, children and sport shoes with related accessories and apparel sold at attractive price points.

It is based on a self service concept with helpful staff available for service at anytime.



Customer Service of Bata:



Wide Product Assortment: Bata Collections target a wide range of customers and offer an excellent price-quality ratio. Bata's exclusive models along with national and international brands are carefully selected and updated in response to market demand.

Personalized Service: Qualified and enthusiastic sales associates who take customers' satisfaction at heart.

Clear Product Merchandising: Easy-to-shop store layout with clear product display by category and by style.

Guaranteed Customer Satisfaction: In any store in the world Bata repairs, exchanges or refunds any products with defects. Bata exchanges or refunds on unworn merchandise if customer changes his/her mind (Proof of purchase is required for refunds).





The Project Part

INTRODUCTION:

Bata is a well known and ancient footwear manufacturer in the world. Almost everybody heard the name of Bata shoes in our country. There are few factors; people consider while buying a pair of shoes for their personal use. Such factors are price, quality, durability, style etc. As a matter of fact, consumers from different age groups have different kinds of demand for shoes. One such distinction is noticed between the older sub-culture and the younger subculture.

For understanding the behavior of the consumers towards Bata shoes, effective studies could be done by the researchers. Such a study here, I intend to perform as a mandatory requirement of the Bachelor of the Business Administration (BBA) program at East West University. The purpose of the report cognates the project report (BUS 498), which has the objective of identifying the triggering factors affecting the purchase of BATA shoes with a comparative study between younger and older subculture.

As we all know, Bata is a big brand in footwear industry and it offers very good quality shoes. From this research we will be able to find out the factors that are involved in purchasing shoes, if really are applicable in case of purchasing Bata brand shoes. We will get the real scenario of overall perception of older and younger subcultures for Bata brand as well.

RESEARCH METHODOLOGY

Type of Study:

The research pattern is rather a blend of descriptive and quantitative research. Depending on the characteristics of data, appropriate statistical techniques will be applied. SPSS 11.0 statistical software will be used to analyze data through t test, Frequency distribution, Graphical analysis, discriminant analysis, and interdependence techniques for analyzing the collected data/information. As there are some secondary studies, the research could be seen as partially qualitative as well.

Intent of the Study:

As I have mentioned earlier, my intention for doing this research is to find out the triggering factors affecting the purchase of BATA shoes with a comparative study between the perceptions of the younger and the older subculture.

Broad Objective:

To identify the triggering factors affecting the purchase of BATA shoes with a comparative study between younger and older subculture.

Specific Objectives:

- ✓ To identify the triggering factors like - durability, price, quality, customer care, design or style, popularity, prestige, goodwill of the company, comfortably, service of the shoes, variations, attractiveness, promotion etc that are liable for purchasing BATA shoes.
- ✓ To compare the overall perceptions of older and younger people about all these factors in case of BATA Brand.

Definition of the Population:

The target population is defined in terms of elements, sampling units, extent and time.

Sampling units are selected randomly by applying simple screening and judgment.

Sampling Elements are individuals using Bata shoes.

Sampling Units: Same as the sampling elements i.e. people using Bata shoes.

And Extent is the Dhaka Metropolitan City (DMC).

Sampling Plan & Data Collection Method:

Survey Method:

A survey will be conducted where a structured questionnaire will be given to the respondents for obtaining the desired information.

Technique:

Cross sectional technique where data will be collected once from the sample element.

Process:

Personal interview, where in home interviewing and mall intercept process followed for data collection.

Scaling:

Primary scaling: nominal, interval scaling method followed.

Non comparative Scaling: Likert Scaling method followed.

Questionnaire Outline:

Following methods are being used for constructing the Questionnaire.

Dichotomous: Yes, No, Neutral.

And 5 point likert scale is used to make the questionnaire more appealing to the respondents.

Target population:

The target population is defined in terms of elements, sampling units, extent and time:

Sampling frame:

Sampling units will be selected randomly by applying simple screening and judgment.

Sampling Elements: Individuals using Bata shoes.

Sampling Units: It is same as the sampling elements i.e. people using Bata shoes.

Extent: Dhaka Metropolitan City (DMC).

Sampling Technique:

Cluster sampling Method is followed for selecting the sample.

For selecting the sample we have gone through the following steps:

Step 1: The target population is divided into 2 clusters depending on age, one is older group and the other is younger group.

Cluster 1: The older group (People of 30 years age or above) is divided into two segments: male and female.

Cluster 2: The younger group (People who are below 30 years old) is divided into two segments i.e. male and female.

Step 2: Apply convenience and judgment to select the sample.

Sample size:

There are three available techniques to determine the sample size:

- ✓ Determining the sample size without any logic.
- ✓ Using mathematical calculation to determine the sample size.
- ✓ Sample sizes used in marketing research studies.

But for time constraint I have gone through the first one. I have determined the sample size 60 (sixty). Thirty from older group and thirty from younger group and in both case I have selected 15 male and 15 female.

Special Problems or Considerations:

When I went to the respondents to fill up the questionnaires I have faced following problems:

- ❑ I had to spend a lot of time to many of the respondents to collect data.
- ❑ Respondents felt boring to fill up the questions.
- ❑ Some of them were afraid to fill up the questions.

ANALYSIS AND FINDINGS:

This research was done in order to identify the triggering factors affecting the purchase of BATA shoes and a comparative analysis between the overall perception of older and younger subculture about BATA brand. I have selected two segments, one is older group people and the other is younger group people. After the analysis of data I have found that, though there are some differences exist in some cases in between this two subcultures but the overall perception of both these subcultures is same about BATA brand.

The data analysis part is described below: (from SPSS results, Table – 1 {a & b})

| Statements | <u>YOUNGER GROUP</u> | <u>OLDER GROUP</u> |
|--|----------------------|--------------------|
| | Results | Results |
| Bata shoes are durable. | Accepted | Accepted |
| Bata is a reliable brand. | Accepted | Accepted |
| Bata is a popular brand. | Accepted | Accepted |
| Bata offers prestigious shoes. | Not Accepted | Accepted |
| Bata has good image in footwear industry. | Accepted | Accepted |
| Bata shoes are comfortable. | Accepted | Accepted |
| Bata offers good quality shoes. | Accepted | Accepted |
| Bata has more variety in shoes compared to other brands. | Not Accepted | Not Accepted |



| | | |
|--|--------------|--------------|
| Colors of Bata shoes are attractive. | Not Accepted | Not Accepted |
| Promotion campaigns of Bata shoe are effective. | Not Accepted | Not Accepted |
| Fixed price is a good point to buy Bata shoes. | Accepted | Accepted |
| Customers are satisfied by using Bata shoes. | Accepted | Accepted |
| Price of Bata shoes are reasonable. | Accepted | Accepted |
| In Bata stores customers are getting good service. | Accepted | Accepted |
| Bata stores are located in convenient places. | Accepted | Accepted |
| Bata always comes with new design. | Not Accepted | Not Accepted |
| Designs of Bata shoes are fashionable. | Not Accepted | Not Accepted |
| In various occasion Bata does good promotion. | Accepted | Accepted |
| Bata fulfills its customers' expectation. | Accepted | Accepted |
| Bata takes good care of its customers. | Accepted | Accepted |

Decisions:

From the above situation it can be seen that in maximum statement younger group's opinion is same with the older group's opinion. Except the statement "BATA offers prestigious shoes". In this case older group believes that BATA offers prestigious shoes on the other hand younger group does not believe this.

At the end it can be concluded that, BATA brand is reliable and it offers durable shoes. It has good image in the market and it is a popular brand which offers comfortable and good quality shoes at a reasonable price. Customers are satisfied by using BATA shoes. In Bata stores customers are getting good service. Though it has some limitations but it is still successful to fulfill its customers' expectation.

On the other hand BATA has failed in some cases like - Bata has not much variety in shoes compared to other brands. Colors of Bata shoes are not attractive. Though BATA does good promotion in various occasions but the promotion campaigns are not effective. The designs of BATA shoes are not fashionable enough.

In case of liking BATA shoes I have constructed a hypothesis and have proved it through SPSS software. The hypothesis and the result are as follows –

H_0 : Older group and younger group equally like BATA brand.

H_1 : Older group and younger group are not equally like BATA brand.

Critical value is 0.05

SPSS out put is 0.830 (Table – 2), which is greater then the critical value. So in this case null hypothesis is accepted and alternate hypothesis is rejected.

That means the older group and younger group equally like the BATA brand.



From the SPSS output (Table – 3) I have also found that, among all the sample elements what percent of male and female like the BATA brand in both older and younger subculture. The result is given below -

| | | | |
|----------------|---|------|-----------------------------|
| Younger Male | - | 30% | Like the Bata brand. |
| Younger Male | - | 20% | Do not like the Bata brand. |
| Younger Female | - | 30% | Like the Bata brand. |
| Younger Female | - | 20% | Do not like the Bata brand. |
| <hr/> | | | |
| Total | - | 100% | |
| | | | |
| Older Male | - | 30% | Like the Bata brand. |
| Older Male | - | 20% | Do not like the Bata brand. |
| Older Female | - | 40% | Like the Bata brand. |
| Older Female | - | 10% | Do not like the Bata brand. |
| <hr/> | | | |
| Total | - | 100% | |

From the above result we can say that likings of BATA brand are more or less same in both male and female consumers. And 65% people like the BATA brand among all my sampling elements.

CONCLUSION & RECOMMENDATION:

From the survey and the statistical analysis it was found that the perception of older and younger subculture in our country towards the brand BATA is similar and in case of likings it is similar as well. From the research it can also be concluded that BATA has some limitations, if they can overcome these limitations by offering more variety in shoes and bring more fashionable shoes, and then they will be able to capture a greater market share in this country.



LIMITATIONS:

I had some limitations of time and money for which I could not do the research as I wanted it to be done.



Bata

CASUAL TIME



High traction & slip resistant outsole - All day wear comfort

APPENDICES

Appendix A: Questionnaire

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

Dear Sir/Madam,

I am a student of East West University. Currently I am conducting a marketing research on identifying the factors affecting the purchase of Bata shoes. To serve this purpose I need some information from you. It would be highly appreciable if you provide me information in this regard and I assure you that all the data will be used for academic purposes only and will be kept confidential.

1. Do you like Bata shoe?

Yes No

2. Do you use Bata shoe?

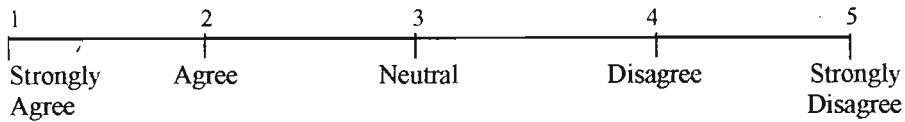
Yes No

**Researcher
Use Only**

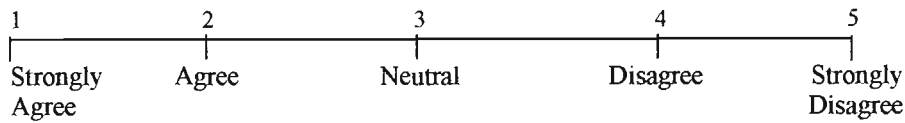
Note: If you like Bata shoe and you use Bata shoe, only then you are requested to fill up the next part otherwise you don't need to fill up the next part. Thank you very much for your co-operation.

For Office use only

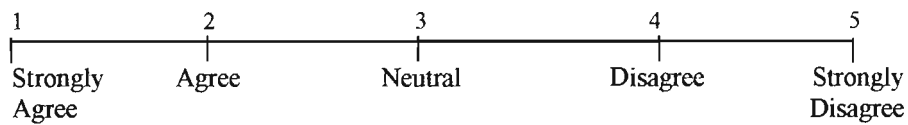
1. Bata shoes are durable.



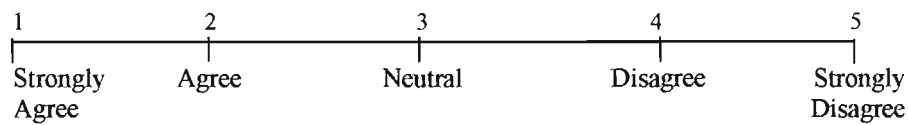
2. Bata is a reliable brand.



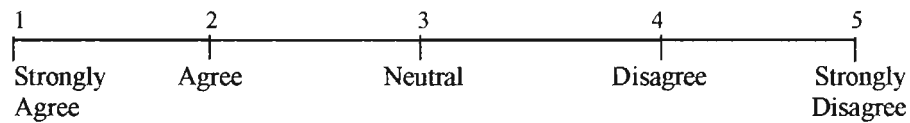
3. Bata is a popular brand.



4. Bata offers prestigious shoes.

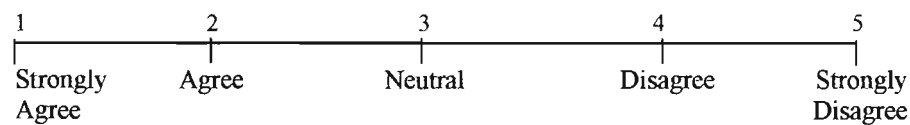


5. Bata has good image in footwear industry.

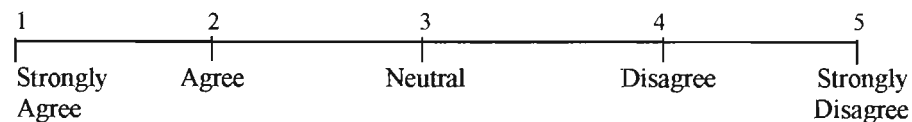


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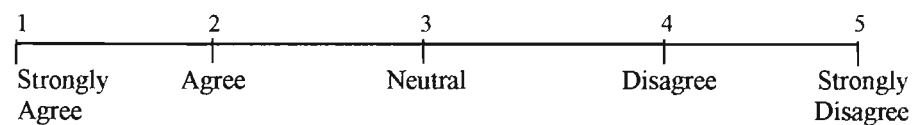
6. Bata shoes are comfortable.



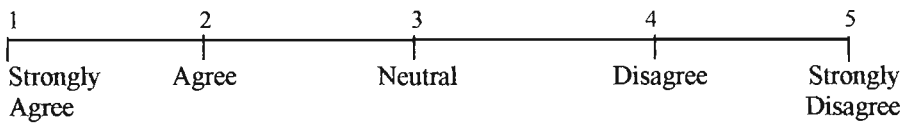
7. Bata offers good quality shoes.



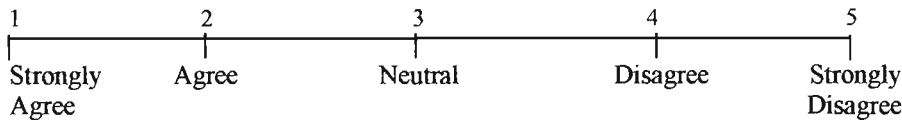
8. Bata has more variety in shoes compared to other brands.



9. Colors of Bata shoes are attractive.

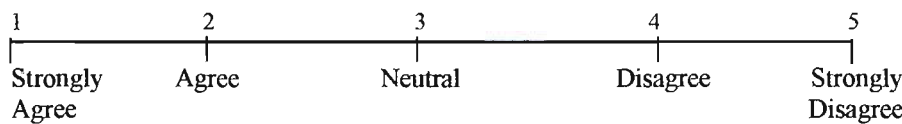


10. Promotion campaigns of Bata shoe are effective.

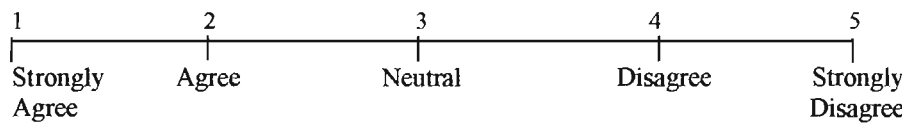


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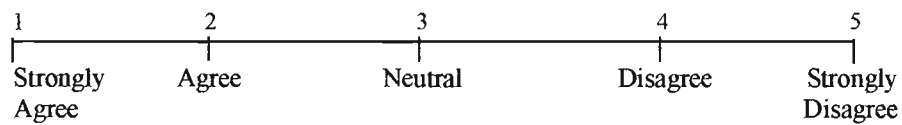
11. Fixed price is a good point to buy Bata shoes.



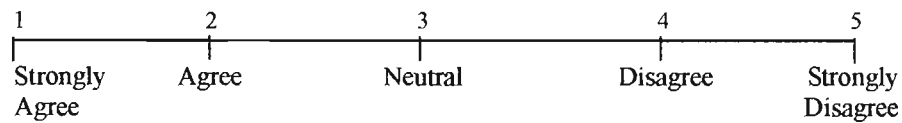
12. Customers are satisfied by using Bata shoes.



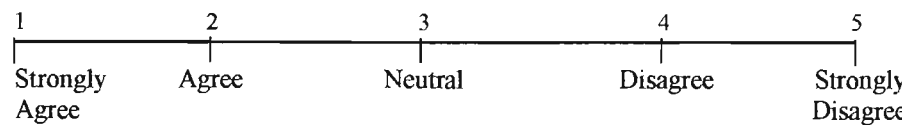
13. Price of Bata shoes are reasonable.



14. Bata keeps its promise always.

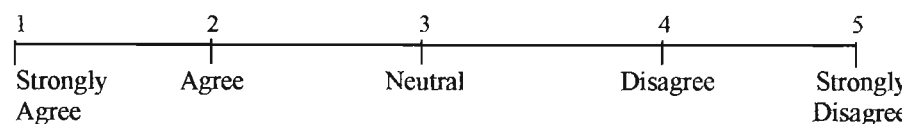


15. In Bata stores customers are getting good service.



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16. Bata stores are located in convenient places.



17. Bata always comes with new design.

1 2 3 4 5

Strongly Agree Agree Neutral Disagree Strongly Disagree

18. Designs of Bata shoes are fashionable.

1 2 3 4 5

Strongly Agree Agree Neutral Disagree Strongly Disagree

19. In various occasion Bata does good promotion.

1 2 3 4 5

Strongly Agree Agree Neutral Disagree Strongly Disagree

20. Bata fulfills its customers' expectation.

1 2 3 4 5

Strongly Agree Agree Neutral Disagree Strongly Disagree

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21. Bata takes good care of its customers.

1 2 3 4 5

Strongly Agree Agree Neutral Disagree Strongly Disagree

22. What is your overall perception about Bata shoes?

Personal Information:

Name:

Age:

Sex:

Profession

:

Income:

Below 10,000 /= ; 10,000 /= - 20,000 /= ; 20,000 /= - 30,000 /= ;
 30,000/= - 40,000 /= ; Above 40,000 /= .

Appendix B: References

1. Project management
2. Sales management
3. Strategic Brand Management
4. Marketing Research
5. www.bata.com
6. www.nike.com

Jack R. MEREDITH

Richard R. STILL

Kevin Keller

Carl McDaniel, Jr.