



BUS 498

**Project Report
On**

Perceptions between Younger and Older Subculture towards Bata

Prepared For
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To
M Sayeed Alam
Project Coordinator
East West University
Mohakhali, Dhaka.

Sub: Submission of the project report on “Perceptions between Younger and Older Subculture towards Bata.”

Dear Sir,

With great pleasure I am Md. Ekhtiarul Hasan submitting the project report on “Perceptions between Younger and Older Subculture 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 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

Ekhtiarul Hasan

Md. Ekhtiarul Hasan
ID: 2005-2-10-192

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 encouraged me to reach the goal.

I have tried the best and also worked hard over the last two months for preparing this project report. I have received whole-hearted cooperation from project coordinator M Sayeed Alam 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.

Executive Summary

This research is focused on the consumers of Bata shoes in Bangladesh. People from the older group and younger group are included as observations of this study, to find out if there is any similarity in the perception of these two groups about Bata brands. First, I have gone through the development of the research frame work. Secondary data were collected from internet, news releases, journal and advertisement. By doing a pilot survey and from the secondary data analysis I have found twenty triggering factors in terms of using/purchasing shoes. These factors generally influence a customer when he or 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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Chapter# 1

INTRODUCTION

Background of the Study:

The global demand for footwear remains high. In most developed and developing countries, the demand leather footwear is rapidly increasing. Most footwear is made using synthetic and rubber raw materials but demand for leather uppers remains high.

Most mechanized footwear manufacturers are still labour intensive. With the increasing cost of labour in developed countries the trend is a shift in relocating investments to developing countries to take advantage of a cheaper and highly productive labour force. As academic course of the study has a great value when it has practical application in real life situation. So, I need proper application of my knowledge to get some benefit from my theoretical knowledge make it more tactful, when I engage myself in my practical life situation. Such all application is made possible through Project. When theoretical at only the half way of the subject matter full application of the methods and procedures through rich acquired of subject matter can be forcefully applied in my day-to-day life situation. Such a procedure of practical application in known as Project.

Origin of the report:

The BBA project is a required course for the students who are graduating from the Business Administration Department of East West University. It is a 3 credit hour course with duration of 12 weeks. Students who have completed all the required courses are eligible for the course. I've prepared the report and finally submitted to my supervisor on December 13, 2007.

Objective of the report :

General objective

- To gain Practical job experiences and view the application of theoretical knowledge in the real life.

Project objective

- Provides a snapshot version of the company's performance, through its financials and charts to evaluate the company growth trends.
- It offers key company data and analysis vis-à-vis to the major industry players.
- This information is vital from the point of estimating business strategies of the company and facilitate in decision-making process for the investors.
- Provides key financial information of the company. sales and product ratio, revenue and income trend, stock performances for the most recently ended quarter, financial year across businesses, and product/service categories.
- Tracks major M&A trends and developments undertaken in the current fiscal year to get a better understanding of company's growth strategies.
- The report identifies and analyzes the company's strength and weaknesses to come up with the possible opportunities for the company.

Scope of the Study:

The scope of the report is limited at drawing descriptive and analytical rather than critical presentation of BATA. The whole analysis reflects only from Bangladesh as well as international point of view.

Plan of presentation:

The report is divided into four parts. Chapter one contains "Introduction". Chapter two contains "Overview of Bata Shoe". Chapter three contains "The Project Part" i.e. (Literature Review, Research Part, Result of the research, Conclusion, Reference)



Chapter#02

An overview of the Organization

BACKGROUND:

In 1894 the T&A Bata Shoe Company was registered in Zlin, Czechoslovakia by the 3 siblings Tomas, Anna and Antonio Bata. Now Bata grew as one of the world's biggest shoe manufacturers.

Bata has 60% share of the organized shoe market and sells 60 million pairs a year. The company has a network of 1600 showrooms (1100 owned and 500 franchised), 500 wholesalers and 30,000 small dealer shops to which it supplies 1200 product lines.

Profile of Bata Shoe:

This Company Profile will assist individual investors, managers and companies in evaluating opportunities, trends, market innovations, and selecting appropriate information solutions in order to make effective decisions. Bata Bangladesh is affiliated to the Bata Shoe Organization, the world's largest footwear manufacturing and marketing organization. Started operation in Bangladesh in 1962, Incorporation in Bangladesh in 1972.

HISTORY OF BATA SHOE:

In 1894 the T&A Bata Shoe Company was registered in Zlin, Czechoslovakia. In 1897 Tomas Bata introduces the “Batovka” ,the first fabric shoe and its production mechanization as well. In **1905** Production reaches 2,200 pairs per day, produced by 250 employees. Constant innovation of footwear to meet customers’ needs. In **1917** Sales reach 2 million pairs per year produced by 5000 employees. Advanced production equipment is imported. In **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. By the early 1930s, Bata responds by building factories in Swiss, Germany, England, France, Yugoslavia, Poland, Holland, the USA and India. In **1939** Bata operates 63 companies in various industries but footwear remains the core business with 60 million pairs sold per year in more than 30 countries. In **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. In **1970s** private labels are created to be marketed to new customer segments: Bubblegummers, Power, Marie Claire, and North Star. In **1989** following the political changes the Bata Company is invited to return to the Czech Republic. In **1999** to adjust to the market evolution Bata undertakes a major reorientation from manufacturing to designing, marketing and distribution. In **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. In **2006** start of the 262 acres Riverbank township construction to modernize the Batanagar factory complex, near Kolkata. It is expected to be completed by 2011 with 2500 modern housing for employees, a large hospital, a school, an IT park, a hotel and residential flats along the riverside.

Bata Bangladesh

Bata Bangladesh is affiliated to the Bata Shoe Organization, the world's largest footwear manufacturing and marketing organization. Started operation in Bangladesh in 1962, Incorporation in Bangladesh in 1972.

Currently, Bata Bangladesh operates 2 manufacturing plant Tongi and Dhamrai, Bata Bangladesh is producing around 110,000 pairs of shoes daily. It has a modern tannery with the latest technological facilities to process 5 million square feet of leather yearly. The Tannery is equipped with a high-tech effluent treatment plant ensuring a pollution free environment for both workers and locality where we operate. Bata Bangladesh sells all kinds of footwear which are classified in alignment with market sectors as follows:

Domestic market – under the trademarks of “Bata”, “Power”, “Weinbrenner” “Bubblegummers”, and “Marie Claire”, through a countywide distribution network comprising retail stores, DSPs and independent dealers.

Overseas market – under the trademarks of its customers, and also markets its own brands to sister companies and the Middle East.

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 R&D:

Bata operates 5 shoe innovation centres (S.I.C). Research is conducted into the application of new technology, materials and design for shoe comfort features.

Each S.I.C has a product focus to supply complete packages of services for the manufacturing and marketing of innovative shoes.

- **Italy:** Bata Premium Collection
- **Canada:** Athletic footwear
- **Mexico:** Children's shoes
- **Indonesia:** Affordable footwear for mainly tropical climates
- **China:** Women's and men's fashion and casual shoes

In each S.I.C, international designers and technicians conduct advanced product research and establish strict quality control procedures. The focus is on introducing new and exciting products that are competitively priced and give the best value to customers.

Always ahead in new designs, new features, new products. A relentless search will continue for better quality and pursuit of excellence.



Sourcing: Procurement centre

Bata International Procurement Centre



EXCLUSIVE COLLECTIONS

B.I.P.C provides exclusive shoe collections capable of meeting all customer requirements and optimizing profits.

The best exclusive collections are achieved through: Continuous monitoring of new international fashion trends.

Exclusive design and the development of technologically-advanced shoe production lines by

the designer team supported by a pool of international freelancers

Development of 4 collections per year for men, women, children, sport and accessories complemented by monthly last minute new products

Development of specific products/collections to satisfy specific customer requirements



• QUALITY CONTROL

Top quality is ensured by forming strategic alliances with key suppliers and through best in class processes in terms of:

- Raw material selection
- Sophisticated and strictly controlled of all production process steps
- Respect of Bata shoe Organization quality specifications
- Supplier selection based on strict compliance and respect for international environmental laws and workplace safety, minimum wage and child labor policies



Bata

- Continuous product quality testing and inspection in the laboratory before, after and during production by a professional team of 20 quality inspectors.

Franchising:

Bata international Franchising is a formula managed out of Italy run independent shoe stores with the know-how of the biggest worldwide shoe company and with shoe lines styled and created in Italy.

Before the opening:

- Site and store evaluation, competitive analysis and turnover forecast;
- Profitability analysis and financing;
- Store design, furniture and accessories provided by Bata's technical office;
- Weekly sales tracking;
- Training programs that involve product knowledge, retail selling, visual merchandising, store operation management;
- Full area manager support for new opening, stock management, visual merchandising.

The collections:

• Collections are styled in Italy, produced 70% in Italy and 30% abroad. The shoe line is made up of a "core collection" that gives the brand identity to all the 300 Italian Bata stores and to 100 International franchising stores in eastern and southern Europe and of some "additional collections" based on local market requirements. Total collection is 1000 items for season; price range at retail price 50-100 Euro. It is presented 4 times a year with the possibility of immediate delivery and ready goods for re-assortments during the season of 10% of the order.

Advantages:

• Being a Bata franchisee means belonging to an organization leader in Italy, a country in which shoes style and production are the best in the world. The business risks are minimal thanks to Bata's vast retail experience, competitive advantage and sensitivity to

the market. From profitability analysis to store openings and store management, Bata is a partner that can be counted on.



Potential partners:

Bata's franchising success relies on partners with the ambition and the capacity to develop their own business success. The Bata franchising offers a great opportunity, even for those already operating in other sectors, to expand and diversify their business profile.

Base requirements:

- Availability of locations in major urban centers with at least 100.000 inhabitants or in major shopping centers;
- Selling area of at least 100 square meter for

Bata City and 350 square meter for Bata Superstore;

- Know-how of retail business;
- A stand-by letter of credit or bank guarantee for 50% at the value of the merchandise yearly ordered;
- Adherence to contract payment terms and obligations



LOGISTICS

B.I.P.C is located in the heart of the Chinese footwear production zone and has established 4 branches in Huidong, Chaozhou, Xiamen, Wenzhou.

Optimization of logistics operations is provided by:

- Quality and quantity goods control before, during and after production
- A unique Electronic Data Interchange package to allow clients to follow all phases of production
- Provision of necessary freight documents, quality inspection reports and customs declarations
- Freight cost reduction and fast deliveries with the cooperation of selected forwarding agents
- Consolidation of multiple suppliers' delivery into bonded warehouses for single deliveries to clients.



Bata Brands:

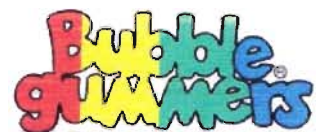
Premium Collection: Bata has been delivering hand-crafted quality footwear for well over 100 years. To maintain and build on our heritage of creating high quality, comfortable and stylish shoes, Bata has created the Bata Premium Collection of products in our design centre in Italy. These shoes are the 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 colorful 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 shoe lines 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 Bata in the world we repair, exchange or refund any products with defects. We exchange or refund on unworn merchandise if customer changes his/her mind.





Chapter#03

The Project Part



Bata

Objective of the Study:

Main Objective:

To identify the triggering factors affecting the purchase of BATA shoes with a comparative study between younger and old subculture. To support the main objective there has also some specific objectives. This are-

- ✓ 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.

Research Methodology:

The research pattern is rather a blend of descriptive and qualitative research. Depending on the characteristics of data, appropriate statistical technique has been applied. SPSS 12.0 statistical software has been 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.

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



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The nature of the research process used for this study is quantitative research. The primary data were collected through personal interview from respondents using structured questionnaire. In this study the scale used is interval and participants were asked to give their opinion on either of the five degrees of agreement or on a 5 points likert scale where, 1 = “Strongly disagree”, 2 = “Disagree”, 3 = “Neutral”, 4 = “Agree”, 5 = “Strongly agree”.

The questionnaire was pre-tested several times to ensure that the wording, format, length, and sequencing of questions were appropriate.

Therefore, this paper is effectively developed through the given sequence: at first the introduction focuses on the model, secondly development of the hypotheses have been depicted for the study to make it more reliable and valid, thirdly findings both general and empirical are provided, fourthly evidence is provided for the result of the hypothesis, fifthly recommendations are furnished along with conclusions and finally the last but not the least appendix has been presented to make this paper more attractive to the readers.

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). A survey will be conducted where a structured questionnaire will be given to the respondents for obtaining the desired information. Cross sectional technique where data will be collected once from the sample elements. Personal interview, where in home interviewing and mall intercept process followed for data collection.

Primary scaling: Nominal, Interval Scaling method followed.

Non comparative scaling: Likert Scaling method followed.

Following methods are being used for constructing the questionnaire.

Dichotomous: Yes, No, Neutral.



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Qlt: Qualitative research (A study that tends to be more of a craft, where the quality of the findings is largely dependent on the skills of the individual researcher and is often judged in terms of its utility for the client).

Qnt: Quantitative Research (A science, with clearly defined parameters of what is good and what is unacceptable practice).

VARs exercise contains a collective study of its four elements that are as follows:

Validity: Validity refers to the legitimacy of any information as it is required.

Accessibility: Accessibility refers to the level of openness of a source of information.

Reliability: Reliability refers to the dependability of a source of information.

Sensitivity: Sensitivity refers to the level to which a source of information is sophisticated.

The questions are under dichotomous and likert type.

Sampling Elements: Individuals use Bata shoes. Sampling units: It is same as the sampling elements i.e. people using Bata shoes. Extent: Dhaka Metropolitan City (DMC) 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 of age or above) is divided into 2 segments: male and female.

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

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

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 size is used in marketing research studies.



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

Special problems and consideration:

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

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



Literature Review:



Bata

Definitions of perception:

In psychology and the cognitive sciences, perception is the process of acquiring, interpreting, selecting, and organizing sensory information. The word perception comes from the Latin perception-, perceptio, , meaning "receiving, collecting, action of taking possession, apprehension with the mind or senses." --OED.com. Methods of studying perception range from essentially biological or physiological approaches, through psychological approaches through the philosophy of mind and in empiricist epistemology, such as that of David Hume, John Locke, George Berkeley, or as in Merleau Ponty's affirmation of perception as the basis of all science and knowledge.

Bata has 60% share of the organised shoe market and sells 60 million pairs a year. The company has a network of 1600 showrooms (1100 owned and 500 franchised), 500 wholesalers and 30,000 small dealer shops to which it supplies 1200 product lines. Brand loyalty and reach have been the key factors in the success of the firm for the 70 years of its existence. To counter old fashioned image perceptions of the firm is a challenge that the firm is struggling with at the moment. The entry of several well known foreign brands has also had its impact although some of the firm's showrooms stock Reebok, Nike etc. A large number of new footwear showrooms have come up in the recent years and many of them are associated with and are dedicated to brands that compete with Bata. Sports and casual wear market is branded and differentiated, and this is an area that Bata cannot match the investments and promotion of multinationals like Nike and others.

- percept: the representation of what is perceived; basic component in the formation of a concept
- a way of conceiving something; "Luther had a new perception of the Bible"
- the process of perceiving
- knowledge gained by perceiving; "a man admired for the depth of his perception"
- sensing: becoming aware of something via the senses



- In psychology and the cognitive sciences, perception is the process of acquiring, interpreting, selecting, and organizing sensory information. Methods of studying perception range from essentially biological or physiological approaches, through psychological approaches to the often abstract 'thought-experiments' of mental philosophy.
- Perception is a Blessid Union of Souls album, released in 2005 on Ultrax Records.
- (hearing) - process of knowing or being aware of information through the ear.
- The reader's insight or comprehension of a text. From different critical perspectives, the reader's perception of meaning can be a passive receipt, an active discovery, or a creative construction. Thus, formalists argue that a literary work's meaning is not a product of the reader but the achieved content of the text. Structuralist, reader-response critics, and even socio-historical commentators attribute a more active role for the reader.
- our awareness of the world and its contents through sensory experience. The analysis of perception and the attempt to deal with skeptical arguments about perceptual knowledge are central philosophical topics. Perception involves both our capacity to be sensorily affected by external objects and our ability to bring these objects under concepts, although other capacities might also have a role to play.
- an interpreted sensation. Eg, a sound felt is a sensation; "the book has fallen" is a perception.
- the feelings, attitudes, and images people have of different places, peoples, and environments. The images people have in their heads of where places are located are called perceptual or mental maps.
- an intuitive judgement based on personal experience, heuristics and available information.
- is the active psychological process in which stimuli are selected and organised into meaningful patterns.
- Grover C. Gilmore, Case Western Reserve University



- Perception typically refers to the activity of processing physical input (eg pressure waves, photons) into convenient abstractions (eg pitch/timbre, color). In the past, the term has been seen as a set of processes distinct from cognition, but in modern terms (in part due to the research agenda of the vast field of cognitive science) seen as subsumed under the umbrella term cognition. ...
- Raul Hernandez-Peon, a young Mexican psychologist, conducted an experiment to find out how the brain filters unwanted signals and prevents itself being overloaded by the senses.
- the process of interpreting and making understandable information which is received through the sensory organs.
- means to understand or apprehend with the use of mind; it is the mental faculty of Recognition.
- The psychological ability to process or use information received through the sense organs.
- The process of becoming aware of objects by way of the sense organs.
- "One can affirm the presence or perception of an object when it is present and perceived, when it is absent and perceived, when it is neither present nor perceived" [QUERCY] perversion, The infinite variations of the sexual urge have been condensed by Freud in a famous and still scandalous formula: "The child is polymorphously perverse." [LEGRAND]
- The acquisition and processing of sensory information in order to see, hear, taste, smell, or feel objects in the world; also guides an organism's actions with respect to those objects. Perception may involve conscious awareness of objects and events; this awareness is termed a percept.
- Perception is more than the sum of all the sensory input supplied by our eyes, ears and other receptors. It is the active selection, organization, and interpretation of such input.
- Visual and sensory awareness, discrimination, and integration of impressions, conditions, and relationships with regard to objects, images and feelings.
- (sight, sound, touch, taste, smell)



- Immediate or intuitive cognition or comprehension; a capacity to "see" in light of experience. Our perception including moral, psychological, and/or aesthetic qualities alters of our world according to our understanding, insight, and experience. In The Giver Jonas's perceptions of his family members and his community change.
- the process of becoming aware of something through the senses and achieving understanding of it; the process of interpretation based on sensation
- An awareness of. It is impossible to determine when animals first become aware of an object or event; therefore, visible signs of perception are measured by lifting, or training animals to perform a specific task, such as pressing a lever, in response to stimulus.
- Awareness of the effects of single or multiple sensory stimuli.
- The experience of seeing in which the action of the sensory organs is augmented by experience and association.
- the way in which individuals analyze and interpret incoming information and make sense of it.

The literature review indicates that more detailed and actionable antecedents of consumer perceptions of purchasing goods and trust transfer from physical stores to the Internet are required. Therefore, well-known studies exploring antecedents and consequences of consumer trust in an Internet-only context have been analyzed in order to find possible antecedents that could be tested in the multi-channel domain.

Jarvenpaa, Tractinsky and Vitale [2000] developed an Internet trust model that tested the influence of the two independent variables perceived size and perceived reputation on customers' evaluation of trust in a website. The study was validated by Heijden, Verhagen and Creemers [2001]; findings from an earlier cross-cultural study by Jarvenpaa [1999] also supported this notion. Jarvenpaa concluded from her findings that perceived reputation had a much stronger effect on trust as perceived size. Moreover, the model suggested that trust has a direct influence on attitude and risk, which again have an influence on willingness to buy. Jarvenpaa, Tractinsky and Vitale suggest that the effect



Bata

of perceived size and reputation on consumer trust should be tested in a multi-channel context. Beside the conclusions outlined above, their results also indicated that risk perception - defined as a functional or psychosocial risk a consumer feels he/she is taking when purchasing a product - and trust are in inverse proportional correlation to each other.

Chellappa [2001] extended the model of Jarvenpaa et al. and proposed that in addition to perceived reputation, consumers' perception of privacy and security influence trust in online transactions. These hypotheses received significant support in an empirical evaluation. Further aspects of privacy and its influence on trust at Internet-only retailers have been tested by Belanger, Hiller, and Smith [2002]. Recent work has identified privacy as one of the main requirements for successful e-commerce [Ackerman, Cranor and Reagle 1999, Cranor, Reagle and Ackerman 1999, Culnan and Bies 2003, Tang and Xing 2001].

We build our work on these studies and analyze the perception of trust in a multi-channel context. Moreover, we test our model on different subsets of visitors from a multi-channel retail site, who differed in their familiarity with the company in terms of previous visits and/or purchases to either store or site. Familiarity also has been used as a predictor of trust in empirical studies [Bhattacharjee 2002, Gefen 2000, Luhmann 1988].

From the described models for Internet-only retailers, we used the repeatedly cross-validated antecedents of trust, perceived reputation and perceived size as suggested by Jarvenpaa, Tractinsky and Vitale [2000] to analyze effects on trust and willingness to buy in a multi-channel setting. In contrast to the model by Jarvenpaa dealing with Internet-only retailers, our research goal aims at finding out how perceived reputation and size of physical stores influence trust in an e-shop. Our second research goal focuses on the impact of privacy perception of the e-shop on trust as tested by Chellappa [2001]. Thus, we extend the model by Jarvenpaa, Tractinsky and Vitale [2000] by transferring it to the multi-channel domain and by including the antecedent of trust perceived privacy by



Chellappa [2001]. This allows us to analyze the strengths of the relationships when the three antecedents of trust perceived reputation of stores, size of stores and perceived privacy are measured simultaneously.

We will briefly introduce the adapted theoretical concepts from the literature [Chellappa 2001, Heijden, Verhagen and Creemers 2001, Jarvenpaa 1999, Jarvenpaa, Tractinsky and Vitale 2000] and explain our modifications. For a more elaborate discussion of the underlying theory we refer to the original publications.

Jarvenpaa and colleagues [2000] use the concept of trust in the sense of beliefs about trust-relevant characteristics of the Internet merchant. In two empirical studies they found support for a significant influence of Internet of purchasing goods (Page 19).

Teltzrow et al.:Multi-Channel Consumer Perceptions perceived size on trust at Internet-only retailers. According to Doney and Cannon [1997], size also turned out to be a significant signal of trust in traditional buyer-seller relationships. Large companies indicate existing expertise and resources, which may encourage trust. A large store network indicates continuity as stores may not instantly disappear [Goersch 2003]. In a multi-channel context, we assume that the consumer perception of a retailer's physical store presence may also have a positive influence on the perception of consumer trust in the same merchant's e-store. A consumer's trust in an Internet shop is positively related to the perceived size of its physical store network.

Reputation is defined as the extent to which buyers believe a company is honest and concerned about its customers [Ganesan 1994]. Consumers may have more trust in a retailer with high reputation because a trustworthy retailer is less likely to jeopardize reputational assets [Jarvenpaa, Tractinsky and Vitale 2000]. Several empirical studies support the hypothesis that the reputation of an e-shop has a strong influence on consumer trust in that shop [De Ruyter, Wetzels and Kleijnen 2001, Heijden, Verhagen and Creemers 2001, Jarvenpaa 1999, Jarvenpaa, Tractinsky and Vitale 2000]. A study of traditional buyer-seller relationships also provided support that reputation is an important antecedent of trust [Doney and Cannon 1997]. We assume that the effects observed for a single sales channel may also prove true for the influence of perceived reputation of physical stores on trust in the same retailer's e-shop. A consumer's trust in an Internet shop is positively related to the perceived reputation of its physical store network.

Concerns of online privacy have increased considerably and are a major impediment to e-commerce [Tang and Xing 2001]. Consumer privacy concerns are particularly elevated on the Internet. A measurement scale for perceived privacy towards an e-shop has been suggested by Chellappa [2001] where privacy has been described as the anticipation of how data is collected and used by a marketer. The author also found empirical support that perceived privacy towards an e-shop is significantly related to consumer trust. We are interested in replicating this effect in a multi-channel setting. A consumer's trust in an e-shop of a multi-channel retailer is positively related to the perceived privacy at the e-shop.

Trust is closely related to risk [Hawes, Mast and Swan 1989]. Jarvenpaa et al. [2000] refer to risk perception as the "trustor's belief about likelihoods of gains and losses" (p. 49). The hypothesis has been confirmed that the more people trust an e-shop, the lower the perceived risk perception [Heijden, Verhagen and Creemers 2001, Jarvenpaa 1999, Jarvenpaa, Tractinsky and Vitale 2000]. Consumers' trust in an e-shop of a multi-channel retailer negatively influences the perceived risk at an e-shop of a multi-channel retailer.

The theory of planned behavior [Ajzen 1991] suggests that a consumer is more willing to buy from an Internet store which is perceived as low risk. The trust-oriented model by Jarvenpaa et al. [2000] suggests that consumers' willingness to buy is influenced by perceived risk and attitude towards an e-shop. In the studies of Bhattacharjee [2002] and Gefen [2000], a direct influence between trust and willingness to buy has been suggested. Gefen, Srinivasan Rao, and Tractinsky [2003] summarize related work focusing on the relationship between trust, risk and willingness to buy. They come to the conclusion that e-commerce researchers overwhelmingly subscribe to the mediating role of risk in the relationship between trust and behavior [Blair and Stout 2000, Cheung and Lee 2000, Limerick and Cunnington 1993, Morgan and Hunt 1994, Noorderhaven 1996, Stewart 1999]. The lower the consumer's perceived risk associated with buying from an e-shop of a multi-channel retailer, the more favorable are the consumer's purchase intentions towards shopping at that e-shop.

A number of surveys suggest that the Internet has a distinct influence on offline sales. In a series of studies conducted by the research consultancy Forrester, retailers claimed that about 24 % of their offline sales in 2003 were influenced by the Web, which is up from



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15 % in 2002 [Shop.org and Forrester Research 2004]. A further study estimates that about half of the 60 million consumers in Europe with an Internet connection bought products offline after having investigated prices and details online [Markillie 2004]. This research has been supported by the National Science Foundation under Grant No. 0308277, the Deutsche Forschungsgemeinschaft Berlin-Brandenburg Graduate School in Distributed Information Systems (DFG grant no. GRK 316/2), and the Humboldt Foundation (TransCoop Program).

The largest e-retailer Amazon.com, for example, features products and services from merchants with physical retail stores since 2002, e.g. Borders (04/02), Circuit City (08/01), Toys R Us. (Page 18)

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Traditional retail stores and then buy online – up from 50.3 percent in 2001. The surveys indicate that there are distinct cross-channel effects between online and offline retailing. Theoretical contributions discuss multi-channel retailing and demand further empirical work to analyze how the uses of multiple channels affect a firm and its customers [Gallaughier 2002, Goersch 2003, Gulati and Garino 2000, Steinfield 2002, Stone, Hobbs and Khaleeli 2002].

Numerous empirical studies suggest trust as one of the most decisive antecedents of consumers' purchase intentions at Internet-only retailers [Grabner-Kräuter and Kaluscha 2003]. We refer to trust as "individual-level internalization of norms of reciprocity, which facilitates collective action by allowing people to take risks and to trust that fellow citizens will not take advantage of them" [Grabner-Kräuter and Kaluscha 2003, p. 672]. Using multivariate models, the studies suggest how the perception of certain variables influences consumers' trust and willingness to buy at Internet-only retailers. However, only very few of these studies explore antecedents of trust in a multi-channel scenario. Stewart [2003] used experimental analyses to measure how users react to a picture of a physical store shown on a website. She introduced the antecedents perceived interaction and perceived business tie and found evidence that people transfer trust from the traditional shopping channel to a Web-based organization. Milliman and Fugate [1988]



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also found that trust may be transferred from different kinds of sources (e.g. from an organization to an individual salesman).

Whether the variety a brand offers can influence brand quality perceptions. The design of the study replicates the key characteristics of studies that have been used to support the notion of “too much choice” (e.g., Iyengar and Lepper 2000). This is an important test because one could suggest that variety would only increase brand quality perceptions up until the point where the increased options made the act of choice more difficult. Thus, this study examines whether offering more variety can enhance quality perceptions even though a larger set makes choosing from the set more difficult and frustrating. Using a between-subjects design, participants in Study 2 selected and tasted an option from a chocolate brand, which included either 10 (smaller variety) or 30 (larger variety) options.

Method The study was conducted in front of the university bookstore. Respondents (N=50) were invited to participate in a “Free Chocolate Tasting” and were randomly assigned to one of two conditions. In the smaller variety condition, the brand offered 10 chocolates arranged on a table in two rows of five, whereas the larger variety group saw 30 chocolates arranged in six rows of five. Each item was labelled (e.g., “English Walnut Cluster”). In the smaller-variety condition, three groups of ten chocolates were rotated

Product Variety and Brand Choice 12 such that every chocolate in the larger variety also appeared in the smaller variety condition. Participants were informed that researchers were interested in consumer perceptions of the chocolate brand, and that the set of chocolates on the table represented all the chocolates that a particular brand offered. They were told that they could taste any chocolate, after which they were asked to complete a short survey regarding their evaluations of the brand. Participants were first asked to “look at the names of the chocolates and the chocolates themselves and write down which one you would buy for yourself.” After selecting the chocolate, they were invited to taste that chocolate and were then asked to turn the page and complete a number of dependent measures. The first two measures referred to product quality, including (a) “quality of this chocolate brand” (1 = Low Quality, 7 = High Quality), and (b) the positivity of their brand perceptions (1 = Not At All Positive, 7 = Very Positive). The two brand perceptions measures were highly correlated ($r = .72$) and were averaged to form a Brand



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Perception index. Next, participants answered questions regarding the choice process itself (adopted from Iyengar and Lepper 2000). Specifically, participants rated the degree to which the choice process was difficult (“Did you find it difficult to make your selection of which chocolate to pick?”) and frustrating (“How frustrated did you feel when making the choice?”) on 7-point scales (1 = Not At All, 7 = Extremely). Results Consistent with prior research, choosing from the larger set was rated as more difficult (M larger variety = 4.16 vs. M smaller variety = 3.08, $t(48) = 2.05$, $p < .05$) and more Product Variety and Brand Choice 13 frustrating (M larger variety = 3.16 vs. M smaller variety = 2.20, $t(48) = 2.18$ $p < .05$). However, as predicted, when the brand offered greater variety it was perceived as having higherquality chocolates (M larger variety = 5.72 vs. M smaller variety = 4.80, $t(48) = 3.04$ $p < .05$). Discussion The finding that the variety a brand offers positively influences quality perceptions, even in a case where it makes actual choice more difficult, underscores the effect of product variety on perceived brand quality. Furthermore, increasing the variety a brand offered enhanced quality evaluations of that brand even after participants were given the opportunity to actually experience quality. Thus, the demotivating impact of large choice sets notwithstanding, it seems that offering increased variety can enhance brand perceptions. This conclusion, however, does not address the possibility that participants perceived the large-variety brand as offering higher quality because they were more likely to identify a chocolate that matched their specific taste from the larger set of options. We examine this rival account in Study 3 by isolating the effect of perceived product variety, such that the effective set of options from which participants can make a selection is held constant across conditions. In addition, Study 3 tests whether greater variety can affect not just perceived quality, but also purchase likelihood and post consumption perceptions of taste (as opposed to the more abstract dimension of quality).





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 and 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	Not Accepted	Not Accepted



to other brands

Bata

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
Bata keeps its promise always	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 fulfill its customers' expectation	Accepted	Accepted
Bata takes good care of its customer	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’s believes that BATA offers prestigious shoes on the other hand younger group does not believe this.

At the end it can be believe 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 use BATA shoes. In BATA stores customer are getting good service. Though it has some limitations but it is still successful to fulfill its customers’ expectations.

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 some 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-

Durability:

H₀: Older group and younger group equally thought that BATA brand is durable.

H₁: Older group and younger group are not equally thought that BATA brand is durable

Significance level $\alpha = 0.05$

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Bata shoes are durable	1.008	.320	.860	49	.394	.292	.339	-.390	.973
Equal variance assumed			.860	49	.394	.292	.339	-.390	.973
Equal variance not assumed			.857	47.528	.396	.292	.340	-.393	.976

SPSS output is 0.860, which is greater than the significance level. So in this case null hypothesis is accepted and alternate hypothesis is rejected.



That means the older group and the younger group equally thought that BATA brand is durable.

Reliability:

H₀: Older group and younger group equally thought that BATA brand is reliable.

H₁: Older group and younger group are not equally thought that BATA brand is reliable

Significance level $\alpha = 0.05$

Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Bata is a reliable t	1.008	.320	.860	49	.394	.292	.339	-.390	.973
Equal varianc assumed									
Equal varianc not assumed			.857	47.528	.396	.292	.340	-.393	.976

SPSS output is 0.860, which is greater than the significance level. So in this case null hypothesis is accepted and alternate hypothesis is rejected.

That means the older group and the younger group equally thought that BATA brand is reliable.

Popularity:

H₀: Older group and younger group equally thought that BATA brand is popular.

H₁: Older group and younger group are not equally thought that BATA brand is popular

Significance level $\alpha = 0.05$

Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Bata is a popular b	1.008	.320	.860	49	.394	.292	.339	-.390	.973
Equal varianc assumed									
Equal varianc not assumed			.857	47.528	.396	.292	.340	-.393	.976



SPSS output is 0.860, which is greater than the significance level. So in this case null hypothesis is accepted and alternate hypothesis is rejected.

That means the older group and the younger group equally thought that BATA brand is popular.

Prestigious:

H₀: Older group and younger group equally thought that BATA brand is prestigious.

H₁: Older group and younger group are not equally thought that BATA brand is prestigious.

Significance level $\alpha = 0.05$

Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Bata offers prestigious shoes	1.008	.320	.860	49	.394	.292	.339	-.390	.973
			.857	47.528	.396	.292	.340	-.393	.976

SPSS output is 0.860, which is greater than the significance level. So in this case null hypothesis is accepted and alternate hypothesis is rejected.

That means the older group and the younger group equally thought that BATA brand is prestigious.

Good image:

H₀: Older group and younger group equally thought that BATA brand has good image.

H₁: Older group and younger group are not equally thought that BATA brand has good image.

Significance level $\alpha = 0.05$



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Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Bata has good im: Equal varianc in footwear indust assumed	1.008	.320	.860	49	.394	.292	.339	-.390	.973
Equal varianc not assumed			.857	47.528	.396	.292	.340	-.393	.976

SPSS output is 0.860, which is greater than the significance level. So in this case null hypothesis is accepted and alternate hypothesis is rejected.

That means the older group and the younger group equally thought that BATA brand has good image.

Quality:

H₀: Older group and younger group equally thought that BATA brand has good quality.

H₁: Older group and younger group are not equally thought that BATA brand has good quality.

Significance level $\alpha = 0.05$

Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Bata offers gr Equal varianc quality shoes assumed	1.008	.320	.860	49	.394	.292	.339	-.390	.973
Equal varianc not assumed			.857	47.528	.396	.292	.340	-.393	.976

SPSS output is 0.860, which is greater than the significance level. So in this case null hypothesis is accepted and alternate hypothesis is rejected.

That means the older group and the younger group equally thought that BATA brand has good quality.



From the SPSS output (Table-3) I have also found that, among all the 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 Bata brand
Younger male	-	20%	Do not like Bata brand
Younger female	-	30%	Like Bata brand
Younger female	-	20%	Do not Like Bata brand
<hr/>			
Total	-	100%	
Older male	-	30%	Like Bata brand
Older male	-	20%	Do not Like Bata brand
Older female	-	40%	Like Bata brand
Older female	-	10%	Do not Like 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.



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CONCLUSION AND 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 the 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 this 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.



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Appendix A: References

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Appendix B: Questionnaire



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Appendix B: Questionnaire

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Dear Sir/Madam,

I am a student of East West University and currently I am conducting a marketing research on identifying the factors affecting the purchase of Bata shoes. To serve this purpose, as a Bata shoe user 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 Neutral

2. Do you use Bata shoe?

Yes No Neutral

**Researcher
Use Only**

--

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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.



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Title	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
3. Bata shoes are durable					
4. Bata is a reliable brand.					
5. Bata is a popular brand					
6. Bata offers prestigious shoes					
7. Bata has good image in footwear industry					
8. Bata shoes are comfortable					
9. Bata offers good quality shoes					
10. Bata has more variety in shoes compared to other brands					
11. Colors of Bata shoes are attractive					
12. Promotion campaigns of Bata shoe are effective					
13. Fixed price is a good point to buy Bata shoes					
14. Customers are satisfied by using Bata shoes					
15. Price of Bata shoes are reasonable					
16. Bata keeps its promise always					
17. In Bata stores customers are getting good service					
18. Bata stores are located in convenient places					
19. Bata always comes with new design					
20. Designs of Bata shoes are fashionable					
21. In various occasion Bata does good promotion					
22. Bata fulfill its customers' expectation					
23. Bata takes good care of its customer					

24: **What is your overall perception about Bata shoes?**



Personal Information

Name:

Age :

Sex:

Professions:

Income: Below 10,000/= ; 10,000/= - 20,000/= ; 20,000/= - 30,000/=

30,000/= - 40,000/= ; Above 40,000/=