

Consumer Choice & Preference Between Different Footwear Brands, A Study Based on Kolkata

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ABSTRACT

This study is based on the brand preferences among consumers for leather shoes. Study is based on the primary data collected using survey approach. Total numbers of 50 leather shoe buyers were approached personally to get their opinions about the brand preferences. Researcher has measured the brand preference among different age groups and across the gender also. It was found from the study that footwear buyers prefers a particular leather shoe brand when they are fully aware about that brand, brand which fulfil their emotional values and the brand about which they perceive good quality. Brand preference of shoe buyers depends on the emotional value, brand awareness, quality perception and the influence from peers or relatives. Brand preference for branded leather shoes is not equal in male and female shoe buyers. Male shoe buyers prefer some brand based on its quality and their level of awareness about a brand while the female shoe buyers give preference to any brand based on the emotional value and the influence from peers or relatives. Similarly; the brand preference for leather shoes among young age, middle age and old age shoe buyers vary due to age factor. Thus, age and gender both have significant impact on the brand preference of shoe buyers.

Keywords: Consumer Behaviour, Footwear Brands, Consumer Preference, Brand consciousness

INTRODUCTION

Footwear is the product to protect human feet from effects of all biological damages. The necessity of using footwear was recognized back in the Ice Ages when people realized that they had to keep their feet warm in order to keep themselves healthy. Footwear has undergone a series of changes passing through a journey of inventions. While initially leather and dried grasses were used to wrap around the feet for protection, it evolved into more comfortable wear with leather strapping for a better hold. Eventually it metamorphosed into an accessory and a fashion statement besides providing protection for the feet. Today, footwear is made out a number of materials like leather, PVC, artificial leather, canvas, wood, plastics and cloth. Called by different names, footwear is classified as boots, slippers, flip-flops, shoes, sandals, ballerinas, stilettos and many more depending on the style, make and purpose. A host of demographics, lifestyle, and fashion trends drives the footwear business. Ideally, the market for this industry is as big as the population itself. It would therefore, not be an exaggeration to say that globally the footwear industry is having an expanding market, rather it is axiomatic. Even today, there is a large part of the population who go about bare feet especially in the under-developed countries for the simple reason that they cannot afford them. As the world population increases; so,

the living standards of people rise thus increasing the demand for footwear the topic of research here is “**Consumer Preference - A comparative study on different footwear brands**” on the basis of Price, Brand name and Quality and Customer Service in the region of Kolkata (north). So the project is to study the preference of the consumer towards different brands.

SHORT DESCRIPTION AND TERMINOLOGY

Consumer: The consumer is the one who pays to consume goods and services produced. As such, consumers play a vital role in the economic system of a nation. Without consumer demand, producers would lack one of the key motivations to produce: to sell to consumers.

Consumer Behaviour: Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the consumer and wider society. Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour, characteristics of individual consumers such as personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour.

Consumer Preference: Consumer preference" is a marketing term meaning a consumer likes one thing over another. For instance, a trend may indicate consumers prefer using debit cards over credit cards to pay for goods. Companies rely on surveys, information and data in order to customize products and services based upon consumer preferences, according to Cambridge Online Dictionaries.

Marketing Strategy: Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives.

Brand Image: Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character.

Advertisement Effectiveness: Advertising effectiveness pertains to how well a company's advertising accomplishes the intended. Small companies use many different statistics or metrics to measure their advertising effectiveness. These measurements can be used for all types of advertising, including television, radio, direct mail, Internet and even billboard

advertising. A company's advertising effectiveness usually increases over time with many messages or exposures. But certain advertising objectives can be realized almost immediately.

NATIONAL AND INTERNATIONAL SENARIO OF SOME FOOTWEAR COMPANY

i) BATA



Bata (also known as Bata organization) is a family owned global footwear and fashion accessory manufacturer and retailer with acting headquarters located in Lausanne, Switzerland. Organized into three business unit: Bata Europe, based on Italy; Bata Emerging Market (Asia, Africa, Latin America), based in Netherlands, the organization has a retail presence of over \$200 retail stores in more than to countries and production facilities in 18 countries.

- **Founded:** Aug 24, 1894. 123 year ago in Czech Republic.
- **Founder:** Tomas Bata
- **Head quarter:** Lausanne, Switzerland
- **Area saved:** Europe, Africa, Asia and Latin America
- **Key people:** Christopher Krik (chairman)
- **Product:** Footwear, clothing
- **Owner:** Bata family
- **Website:** w.w.w.bata.com

National Scenario:

Bata India is the largest retailer and leading manufacturer of footwear in India and is a part of Bata Shoe Organization.

The company also operates a large non retail distribution network through its urban wholesale and caters to millions of customers through over 30,000 dealers.

- Incorporated as Bata Shoe Company Private Limited in 1931.
- The company was set up initially as a small operation in Konnagar (near Kolkata) in 1932.
- In January 1932, the foundation stone for the first building Bata's operation- now called the Bata.
- The company went public in 1973 when it changes its name to Bata India Limited.

- Its retail network of over 1200 stores gives it a reach/coverage that no other footwear company that match.
- Invests in further automation and mobilisation of machinery and equipment and product line in 2004.
- Bata, Industrials laboratory receives A-Status Certificate from the SATRA research and technology centre in 2008.
- Starts with 'lean' production of safety shoes in 2009.
- Receives recognition from Brand Equity as being among 'Top Most Trusted Brands' in retail category in 2013.
- Received Udyog Rattan Award in 2013.
- Undefined as the top Indian footwear brand at the Dun & Bradstreet Corporate Awards

International Scenario:

- Incorporate as Bata Shoe Company Private Limited in 1931. Bata India is the largest retailer and leading manufacturer of footwear in India and as well as in the Bata Shoe Organization.
- The company went public in 1973 when it named Bata India Limited. In 1993, it
- Czechoslovakia on August 24, 1894. It was one of the world's first shoe, "manufactures"; a
- Term of stitches and shoemakers creating footwear not only for friends and local residents, but also for distance retail merchants.
- 1905: Tomas Bata introduced mechanized production techniques that allowed the Bata Shoe Company to become one of the first mass producers of shoe in Europe.
- 1914: The Company had a significant development due to military orders.
- 1928: The Company's tread factory in Zlim was expanded as demand for the inexpensive shoes grew rapidly.
- 1931: Bata Shoe Organization setup factories in Germany, England, the Netherlands, Poland, France, Austria, Romania, Sweden, Switzerland, Egypt, Belgium, Finland, Luxembourg, Hengan, Italy, Indonesia, Singapore and India.
- 1932: Tomas Bata died in a plane crash and control of the Company passed to his half-brother, Jan and his son, Thomas John Bata.
- 1939: Due to Outbreak of World War two Thomas Jan Bata decided to move Bata Shoe Organization to Canada established the Bata Shoe Company of Canada.
- By 1950: Bata was positioned as the World's leading footwear exporter. From its new base in Canada, the Company gradually rebuild itself, expanding into new markets throughout Asia, the Middle East, Africa and Latin America.

- In 1970s, 80s and 90s: Bata continued to grow through its new, innovative strategies guided by Bata's founding principles which focused on customers, marketing and employees.

Today Bata has a retail presence in over 70 countries across five continents, with a million customers per day. It employs more than 40,000 people in its 5,000 retail stores, manage 27 production facilities. It is estimated that since the day it was founded over 120 years ago, Bata has sold more than 14 billion pairs of shoes which more than the number of human feet that have walked the earth. The acting headquarters of Bata Shoe Organization is located in Lausanne, Switzerland. There are 3 main Business Units: Bata Europe, Based in Italy; Bata Emerging Market (Asia Pacific, Africa and Latin America), based in Singapore, and Bata Protective (worldwide B2B operations), based in Netherlands.

ii) **KHADIM'S**



Khadim's is one of the leading footwear brands in India, with a two focus retail and Distribution of footwear, this is the second largest footwear retailer in India in terms of exclusive retail stores operating under the 'khadim's' band, with the largest presence in East India and one of the top three player in South India, in Fiscal 2016. We also had the largest footwear retail franchisee network in India in India 2016.

- **Founded:** Dec 3, 1981 in India
- **Founder:** S.P. Ray Burmon (Satya Prasad)
- **Head quarter:** Kolkata
- **Area saved:** India
- **Key people:** Siddhartha Roy Burmon (chairman)

Ishani Roy (CFO)

Arup Ghosh (CEO)

Subir Raksit (HII)

- **No. of Brand:** 829 (upto 31.3.17)
- **Total store:** 600
- **Website:** w.w.w.khadims.in

National Scenario:

Khadim's is one of the leading footwear brands in India, with a two-pronged focus on retail and distribution of footwear. It is second largest footwear retailer in India in terms of number

of exclusive retailer stores operating under the 'Khadim's' brand, with the largest presence in East India and one of the top three players in South India, in fiscal 2016. It also had the largest footwear retail franchisee network in India in fiscal 2016.

1981: Incorporated as a private limited company. This company acquired and took over the business of M/s. S.N. Footwear Industries as a going with all its assets and liability.

- 1993: Commenced our retail business through COOs for footwear products.
- 1999: Commenced retail operations in South India through four owned retail outlets with two in Chennai and one apiece in Bengaluru and Secunderabad.
- 2002: Commenced manufacturing operations for footwear and leather products at its manufacturing facility at Kasba Industrial Estate, West Bengal.
- 2005: Accredited with ISO 9001:2000 certification with respect its manufacturing facility at Kasba Industrial Estate, West Bengal Merger of five entities with the Company Pursuant to order of the Calcutta High Court dated June 22, 2005.
- 2010: Commenced distribution operations at its central distribution center at Bantala, West Bengal.
- 2013: Accredited with ISO 9001:2008 certification with respect to its manufacturing facility at Kasba industrial Estate, West Bengal.
- 2014: Commenced e-commerce retailing operations through this company's also utilising Online Market places.
- 2015: Expended retail business to include the 'Shop-in-shop' retailing model.
- 2016: Accredited with ISO 9001:2015 certification with respect to its manufacturing facility at Kasba. Industrial Estate, West Bengal.

iii) AJANTA



Ajanta is local brand mainly available in West Bengal. The journey began in 1956; this was the year, when late Sri Rabindranath Banik Established a Hawaii manufacturing factory at Madhaygram, a small, sleepy town in West Bengal. Since then, Ajanta has traversed a long journey, harnessing traditional skill and workmanship with state of the art technology, to set benchmarks in foot care solution.

- **Founder:** Rabindranath Banik
- **Founded:** 1956
- **Area saved:** India

LITERATURE REVIEW

1. **Roy et al., 2016** have found in their study that studying the consumer behaviour towards Bata products and brand preference in the Indian footwear industry. Within Bata, there are a lot of product lines, which can also be segmented based on different income groups of the customers. It makes it very accessible for customers of all age groups as well as income groups. Bata thus caters its customers with comfort and style.
2. **Girma, 2016** stated that exploring the pattern of brand preference towards domestic and foreign footwear products and its antecedents taking age and gender as a case among Dire Dawa administration residences. The finding revealed that the emotional value of the brand and normative influences are the most and least significant antecedents respectively for brand preference also as age increase the preference toward local brand are increased where as the emotional value of the brand significantly affect male youths and females as a whole. The primary purpose of this study was to explore the footwear brand preference and its antecedents taking age and gender as baseline.
3. **Anand & Alekya, 2015** have revealed in their paper that analysing the footwear industry in India, and the buying process that goes into a purchase. With customers becoming increasingly fashion conscious and spendthrift, and the industry becoming more global in its appeal, the customers' purchase pattern has also seen a shift in terms of various parameters. Thus, the study concluded that the footwear industry in India is expanding at an incredible rate.
4. **Wall & Heslop, 1989** stated that studying of consumer behaviour in sport helps understand customers. A better understanding of customers can help develop products and services that meet their needs and design marketing strategies to attract new customers and retain existing customers. On the basis of the results of this study it was concluded that the sports persons of Malnad region prefer wearing sports shoes on regular basis. Sportspersons replace their shoes either once in six months or once in a year.
5. The paper of **Banerjee et al., 2014** stated that studying in industrial clusters largely identify the institutional failures and imperfections that prevail in the supply of indivisible inputs and collective action. This paper critically reviews a typical 'low-road' cluster in Kolkata and argues that market failures due to existence of information imperfections, externalities and public good and the institutional failure to resolve those imperfections only partially explain the depressed status in these clusters. In the case of footwear, the product life cycle is short, goods are demanded in smaller batches and frequency of variation in design largely determines the buoyancy of a product. This would in a way counterpoise the trends of self-exploitative fragmentation and induce consolidation to reap the benefits of scale advantage.

OBJECTIVE OF THIS STUDY

Primary objectives:

1. To identify consumer preference in choosing their preferred brand.
2. To study the factors that are affecting the choice of consumer for selecting their footwear brand.

3. To study the role of advertisement for choosing their footwear brand.

Secondary objectives:

1. To study whether they are self influenced or not for selecting their preferred footwear brand.
2. To find whether consumer choosing their footwear brand on beneficial scheme or not.

RESEARCH QUESTATION

1. What are the factors that are influenced the consumer to select their preferred band?
2. Does the consumer depend on beneficial for getting their preferred brand?

METHODOLOGY OF THIS STUDY

Area Of Study – Shyambazar, Bagbazar

Number Of Sample - 50

Source Of Data Collection:

- ◆ Primary Data.
- ◆ Secondary Data.

1. Primary data collected through Questionnaire.
2. Secondary data are collected from different website.

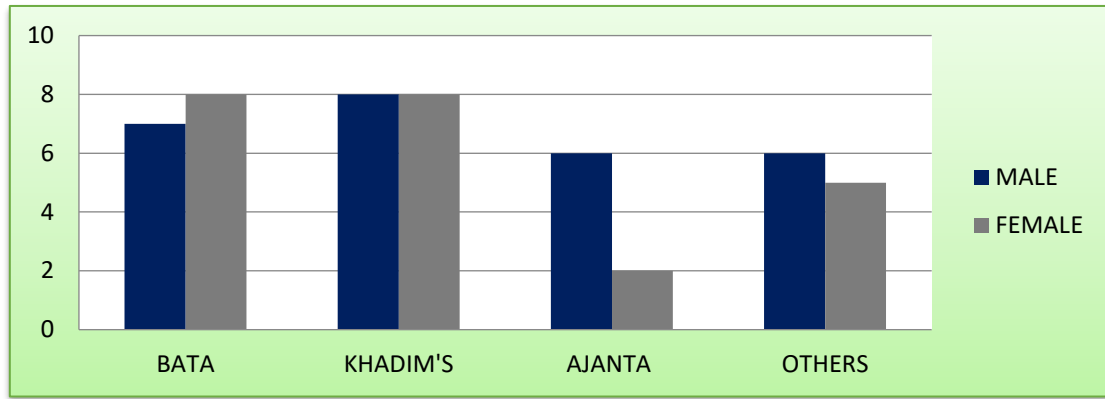
Statistical tools are used -

1. Pie chart.
2. Bar chart.
3. Yule’s coefficient.
4. Median.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION:

Footwear Brand Preference as Per Gender

| CONSUMERS | BATA | KHADIM’S | AJANTA | OTHER |
|------------------|-------------|-----------------|---------------|--------------|
| MALE | 7 | 8 | 6 | 6 |
| FEMALE | 8 | 8 | 2 | 5 |

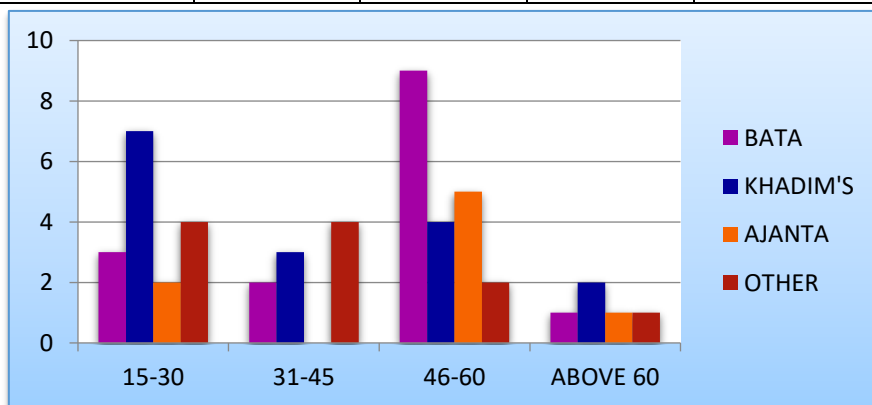


[source: field survey]

Interpretation: Here the column chart shows the footwear brands preferred by male and female consumers, where we can see that most of the male consumers prefer khadim’s (i.e.30%) and the female consumers prefer Bata & Khadim’s equally (i.e.35%). If we go for gender inequality it is clearly seen that for Ajanta this discrimination is highest followed by Bata.

Footwear Brand Preference as Per Age

| | 15-30 | 31-45 | 46-60 | ABOVE 60 |
|-----------------|-------|-------|-------|----------|
| BATA | 3 | 2 | 9 | 1 |
| KHADIM’S | 7 | 3 | 4 | 2 |
| AJANTA | 2 | 0 | 5 | 1 |
| OTHER | 4 | 4 | 2 | 1 |



[source: field survey]

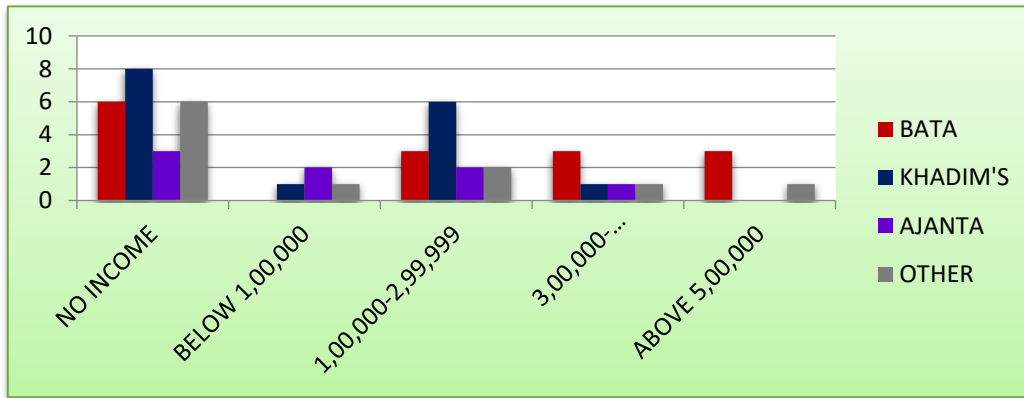
Interpretation: The above column chart shows the preference of footwear brands as per age group, where we can see that most of the consumers of the age group 15-30 and above 60 prefer khadim’s and the consumers of the age group 31-45 and 46-60 prefer other brands and Bata respectively. That implies old people prefer

khadim's. They go for particular branded footwear and they are not taking any risk for consumption of footwear. This is also true for young generation. Though the middle age respondents are versatile and they prefer different brand of footwear.

Footwear Brand Preference as Per Income

| | NO INCOME | BELOW 1,00,000 | 1,00,000-2,99,999 | 3,00,000-4,99,999 | ABOVE 5,00,000 |
|-----------------|-----------|----------------|-------------------|-------------------|----------------|
| BATA | 6 | 0 | 3 | 3 | 3 |
| KHADIM'S | 8 | 1 | 6 | 1 | 0 |
| AJANTA | 3 | 2 | 2 | 1 | 0 |
| OTHER | 6 | 1 | 2 | 1 | 1 |

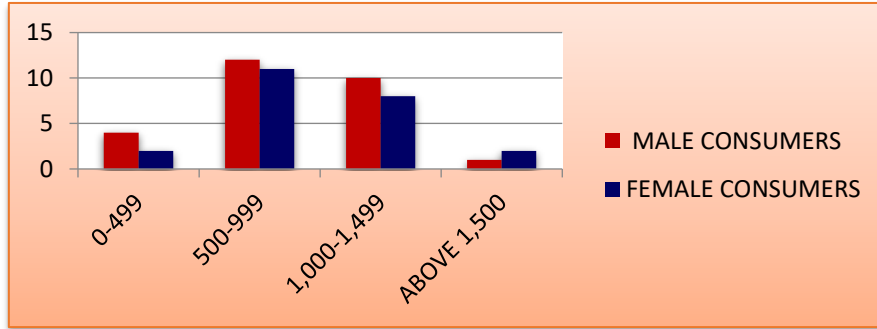
[source: field survey]



Interpretation: Here the above chart shows the footwear brands’ preference of the consumers through their income, where we can see that most of the consumers, who have no income and whose income is in between 1,00,000-2,99,999, prefer khadim’s and whose income is below 1,00,000, prefer Ajanta and whose income is in between 3,00,000-4,99,999 and 5,00,000 & above, prefer Bata. That implies higher income group prefers Bata and lower income group prefers Ajanta. Thus income plays a significant role for detecting preferences towards different brands.

Annual Expenses for Preferred Footwear Brand

| | 0-499 | 500-999 | 1,000-1,499 | ABOVE 1,500 |
|-------------------------|-------|---------|-------------|-------------|
| MALE CONSUMERS | 4 | 12 | 10 | 1 |
| FEMALE CONSUMERS | 2 | 11 | 8 | 2 |



[source: field survey]

Interpretation: Here the column chart shows the annual expenses of male and female consumers for their preferred footwear brands, where we can see that major portion of the male and female consumers pay Rs.500-999 annually for their preferred footwear brands. Mainly most of the respondents irrespective of gender expense 500-999 for footwear consumption.

Durability of A Pair of Footwear

| | 4 MONTHS | 8 MONTHS | 12 MONTHS | MORE THAN 12 MONTHS |
|-------------------------|----------|----------|-----------|---------------------|
| NO. OF CONSUMERS | 7 | 17 | 12 | 14 |

[source: field survey]

MEDIAN

| Class Boundary | Frequency (f) | Cumulative Frequency (C.F.) |
|----------------|---------------|-----------------------------|
| 0-4 | 7 | 7 |
| 4-8 | 17 | 24 |
| 8-12 | 12 | 36 |
| 12- | 14 | 50 |
| | N=50 | |

$N/2=50/2=25$ th value lies, in the class boundary 8-12 (median class)

$$\text{Median} = l + \left[\frac{\left\{ \left(\frac{N}{2} \right) - c \right\}}{f} \right] \times i$$

$$= 8 + \left[\frac{\{25-24\}}{12} \right] \times 4$$

$$= 8 + \left[\frac{1}{12} \right] \times 4$$

$$= 8 + 0.33$$

$$= 8.33$$

Here, l = lower boundary of median class = 8

C = cumulative frequency (C.F.) of previous class = 24

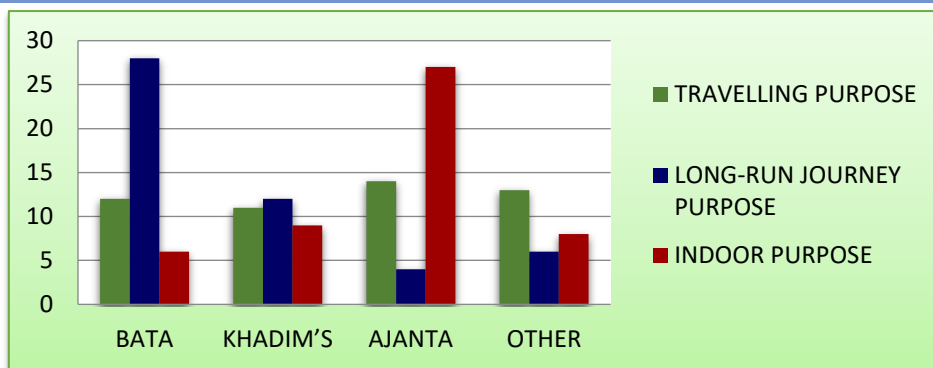
f = frequency of the median class = 12

i = median class length = 4

Interpretation: The average durability of a pair of footwear (using MEDIAN) is 8.33 months. we can see that the footwear durability of most of the consumers are 8 months. Maximum no. of respondents are using a pair of footwear till 8 months for consumption.

Footwear Preferred For Different Types of Using

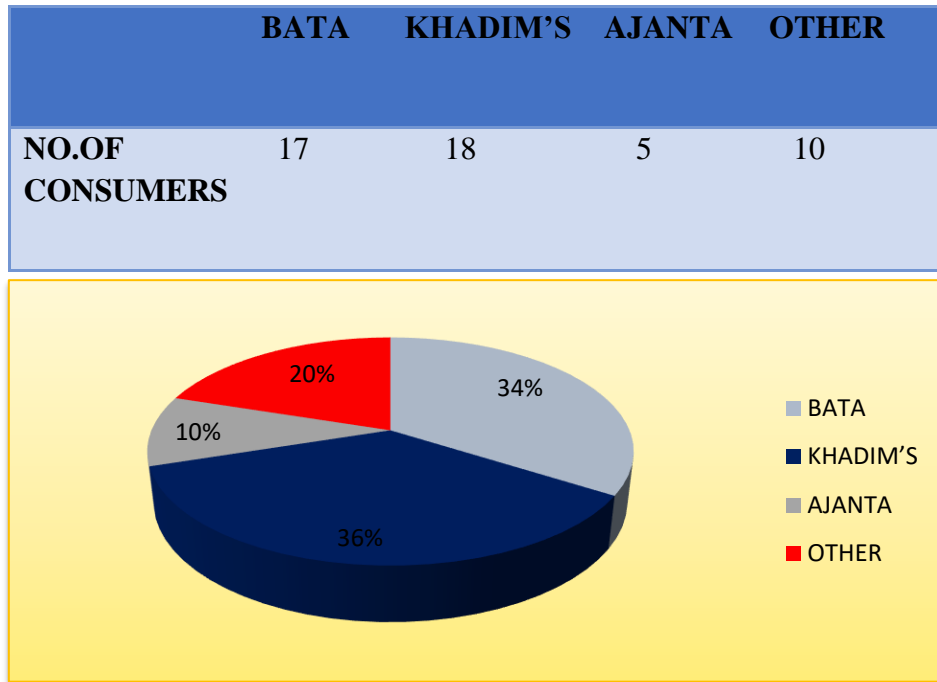
| | BATA | KHADIM'S | AJANTA | OTHER |
|---------------------------------|------|----------|--------|-------|
| TRAVELLING PURPOSE | 12 | 11 | 14 | 13 |
| LONG-RUN JOURNRY PURPOSE | 28 | 12 | 4 | 6 |
| INDOOR PURPOSE | 6 | 9 | 27 | 8 |



[source: field survey]

Interpretation: Here the column chart shows the usage of different footwear brands preferred by consumers for different types of purpose, where we can see that most of the consumers prefer Ajanta for travelling purpose and indoor purpose and on the other hand most of the consumers prefer Bata for long-run journey purpose. That implies Bata is the best brand for long-run journey purpose and Ajanta is the best brand for indoor purpose.

Propensity of Beneficial Scheme

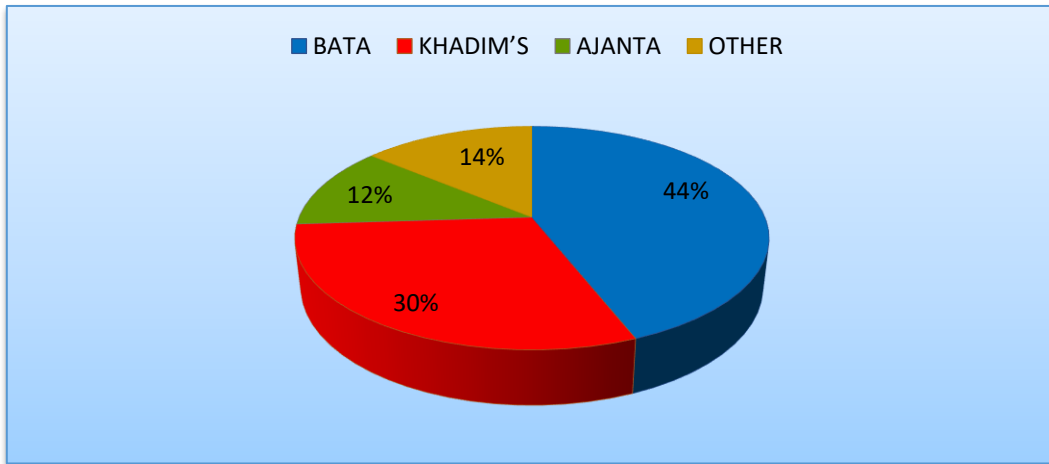


[source: field survey]

Interpretation: The above pie chart shows the best beneficial scheme among the different footwear brands according to the consumers' view, where we can see that most of the consumers get best beneficial scheme from Khadim's. That implies Khadim's gives best beneficial scheme to the consumers and then comes Bata. Thus beneficial scheme of footwear also plays a significant role for detecting preferences towards different brands.

Best Customer Service Provider

| | BATA | KHADIM'S | AJANTA | OTHER |
|-------------------------|------|----------|--------|-------|
| NO. OF CONSUMERS | 22 | 15 | 6 | 7 |



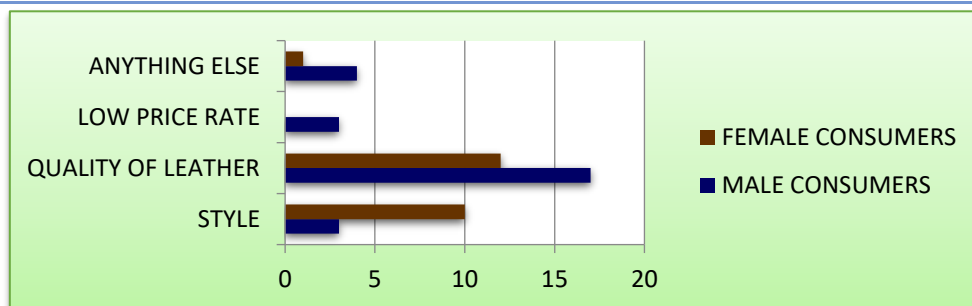
[source: field survey]

Interpretation: Here the pie chart denotes the best customer service provider among the above brands, to the consumers, where we can see that major portion of the consumers get best customer service from Bata. That implies Bata is merely the footwear brand who gives best customer service to the consumers comparing to Khadim’s, Ajanta and others.

Consumers’ Attraction Depended On Features

i) As Per Gender

| | STYLE | QUALITY OF LEATHER | LOW PRICE RATE | ANYTHING ELSE |
|-------------------------|-------|--------------------|----------------|---------------|
| MALE CONSUMERS | 3 | 17 | 3 | 4 |
| FEMALE CONSUMERS | 10 | 12 | 0 | 1 |



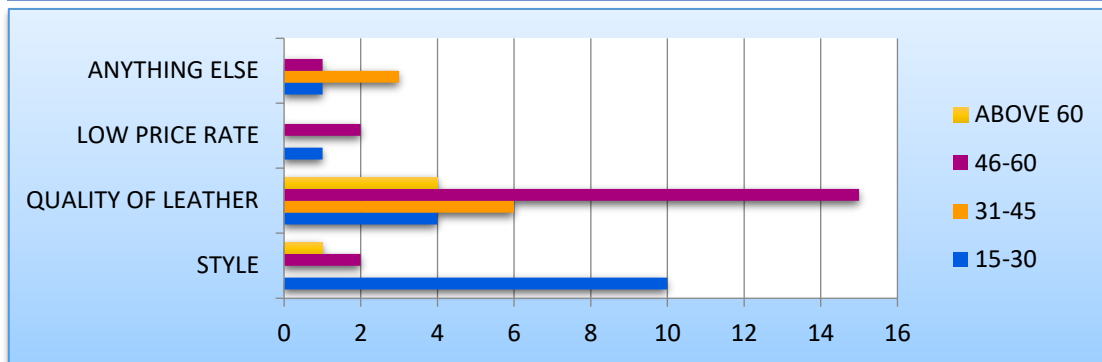
[source: field survey]

Interpretation: Here the bar chart shows the features by which the consumers get attraction, as per gender, where we can see that some female consumers prefer style and major portion of male as well as female consumers prefer quality of leather & few male consumers prefer low

price rate. If we go for gender inequality it is clearly seen that for style this discrimination is highest followed by quality of leather.

ii). As Per Age

| | <i>STYLE</i> | <i>QUALITY OF LEATHER</i> | <i>LOW PRICE RATE</i> | <i>ANYTHING ELSE</i> |
|-----------------|--------------|---------------------------|-----------------------|----------------------|
| 15-30 | 10 | 4 | 1 | 1 |
| 31-45 | 0 | 6 | 0 | 3 |
| 46-60 | 2 | 15 | 2 | 1 |
| ABOVE 60 | 1 | 4 | 0 | 0 |

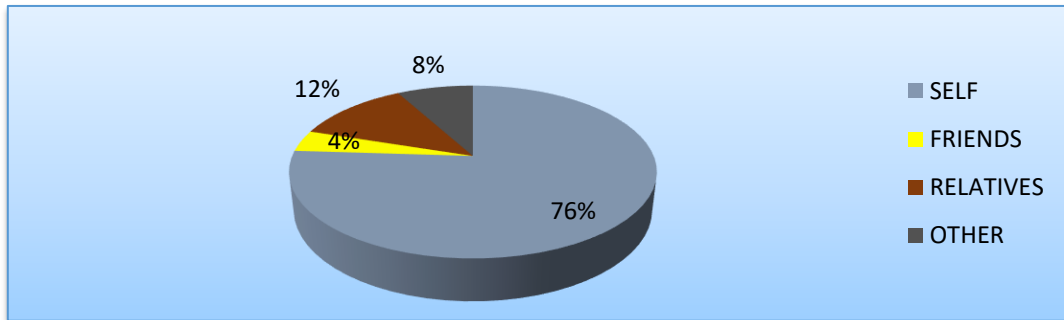


[source: field survey]

Interpretation: Here the bar chart shows the features by which the consumers get attraction, as per age, where we can see that most of the consumers of the age group 15-30 prefer style and most of the consumers of the age group of 46-60 prefer quality of leather & low price rate and the age group of 31-45 mostly prefer anything else except the above features for choosing their footwear brand. That implies young generation wants stylish footwear, where middle-aged persons judge quality of leather & low price rate, both in their preference and old persons prefer just quality of leather.

Who Makes Influence To Choice Brand

| | SELF | FRIENDS | RELATIVES | OTHER |
|------------------------|-------------|----------------|------------------|--------------|
| NO.OF CONSUMERS | 38 | 2 | 6 | 4 |

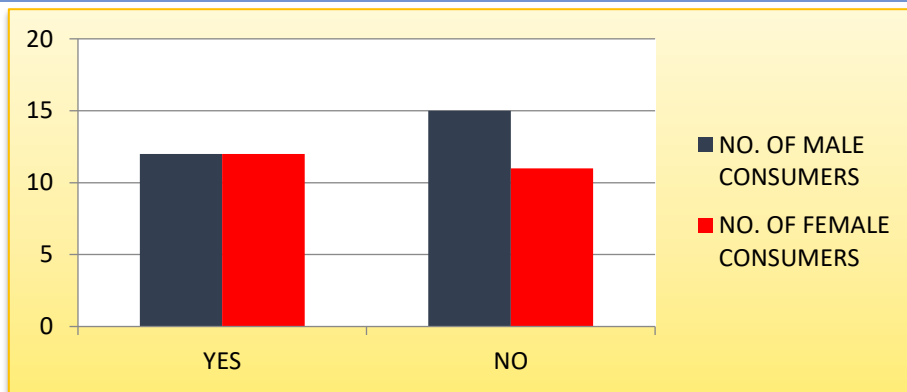


[source: field survey]

Interpretation: The above pie chart shows who make influence to the consumers to choose their preferred footwear brands, where we can see that large portion of the consumers are self influenced to choose their preferred footwear brands. That implies footwear is a self-chosen product for consumption through a consumer’s view.

Does Advertisement Make Impact To The Customers On The Preference Or Not?

| | YES | NO |
|--------------------------------|-----|----|
| NO. OF MALE CONSUMERS | 12 | 15 |
| NO. OF FEMALE CONSUMERS | 12 | 11 |



[source: field survey]

Interpretation: Here the column chart shows the impact of advertisement on the consumers for the preference of their footwear brands, where we can see that major portion of the male consumers are not affected and major portion of female consumer are affected by advertisement for choosing their footwear brands. So we can see that advertisement impact are opposite among male and female consumers’

YULE’S COEFFICIENT OF ASSOCIATION (ASSOCIATION OF ATTRIBUTES)

Yule’s coefficient of association between two attributes A and B is denoted by

The letter Q and is computed by applying the following formula.

$$Q = \frac{(AB)(\alpha\beta) - (A\beta)(\alpha B)}{(AB)(\alpha\beta) + (A\beta)(\alpha B)} \quad [\text{where } \alpha \text{ means 'not A' and } \beta \text{ means 'not B'}]$$

| | | | |
|--|-----------------|----------------------|-------------------|
| Advertisement make impact on preference No. of consumers (As per Gender) | Yes (A) | No (α) | Total |
| | Male (B) | 12 (AB) | 15 (αB) |
| Female (β) | 12 (A β) | 11 ($\alpha\beta$) | 23 (β) |
| Total | 24 (A) | 26 (α) | 50 = N |

[Where ‘A’ denote the attribute “no. of those who said that advertisement Make effect on their choosing footwear brand”, ‘ α ’ denote the attribute “no. of those who said that advertisement didn’t make any effect on their choosing footwear brand”, ‘B’ denote the attribute “no. of male consumers”, ‘ β ’ denote the attribute of “no. of female consumers”]

COEFFICIENT OF ASSOCIATION (YULE’S COEFFICIENT)

$$\begin{aligned}
 Q &= \frac{(AB)(\alpha\beta) - (A\beta)(\alpha B)}{(AB)(\alpha\beta) + (A\beta)(\alpha B)} \\
 &= \frac{(12 \times 11) - (12 \times 15)}{(12 \times 11) + (12 \times 15)} \\
 &= \frac{132 - 180}{132 + 180} \\
 &= \frac{-48}{312} \\
 &= -0.1538 \text{ (approx.)}
 \end{aligned}$$

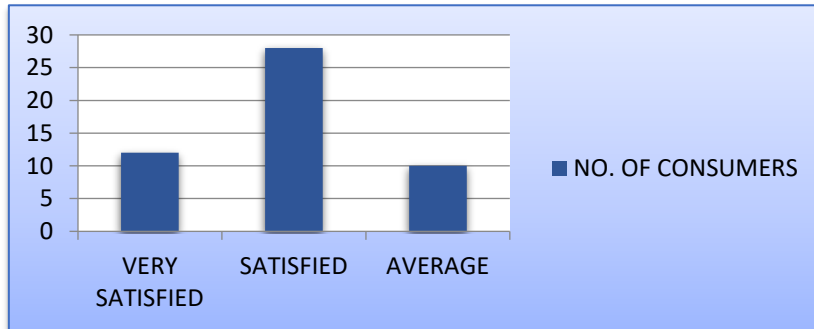
INTERPRETATION: Here $Q = -0.1538$ (approx.); so Yule’s coefficient suggests that advertise impact are oppositely or negatively associated among male & female.

VERY SATISFIED AVERAGE SATISFIED

**Result
Satisfaction**

| | | | |
|-------------------------|----|----|----|
| NO. OF CONSUMERS | 12 | 28 | 10 |
|-------------------------|----|----|----|

Of

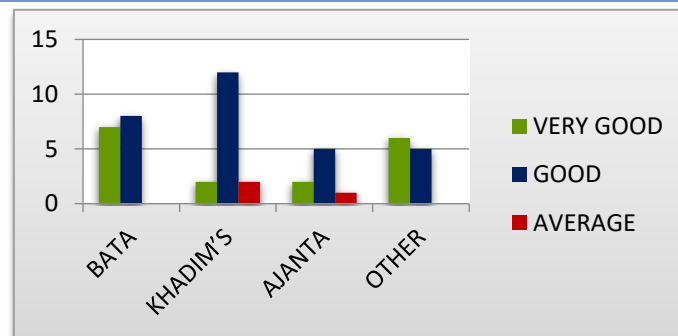


[source: field survey]

Interpretation: The above column chart shows the overall satisfaction of the consumers from the usage of their preferred footwear brands, where we can see that most of the consumers are just ‘satisfied’ with their preferred brands. That implies preferred footwear brands’ satisfaction is highest comparing to the level of very much satisfaction.

Brand Image

| | BATA | KHADIM'S | AJANTA | OTHER |
|------------------|-------------|-----------------|---------------|--------------|
| VERY GOOD | 7 | 2 | 2 | 6 |
| GOOD | 8 | 12 | 5 | 5 |
| AVERAGE | 0 | 2 | 1 | 0 |

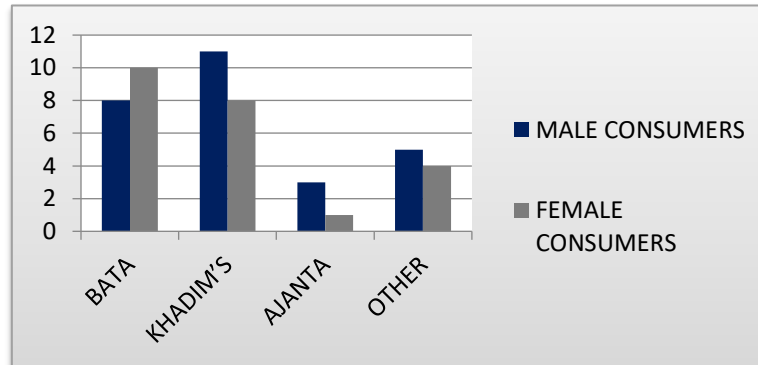


[source: field survey]

Interpretation: Here the column chart shows the BRAND IMAGE of the different brands, where we can see that Bata, khadim’s and Ajanta have ‘good’ BRAND IMAGE according to the major portion of the consumers. Except the above three brands, other brands have ‘very good’ BRAND IMAGE from the view of the consumers. If we go for BRAND IMAGE inequality it is clearly seen that for Khadim’s this discrimination is highest, followed by Bata as well as Ajanta

Second Brand Preference

| | BATA | KHADIM'S | AJANTA | OTHER |
|------------------|------|----------|--------|-------|
| MALE CONSUMERS | 8 | 11 | 3 | 5 |
| FEMALE CONSUMERS | 10 | 8 | 1 | 4 |



[source: field survey]

Interpretation: The above column chart shows consumers' second brand preference as per gender, where we can see that major portion of male consumers prefer khadim's and most of the female consumers prefer Bata. If we go for gender inequality it is clearly seen that for Khadim's this discrimination is highest followed by Bata.

RESEARCH FINDINGS

1. Most of the male respondents preferred Khadim's and most of the female respondents preferred Bata & Khadim's equally.
2. Most of the peoples, who belong to the age group of above 60, preferred Khadim's & the peoples of the age group of 31-45 preferred mostly other footwear brands.
3. The first preference of the people of 'No income' group is Khadim's and the second one is Bata & other footwear brands equally.
4. The people of the income group of 5,00,000 & above, preferred Bata mostly.
5. Most of the people have paid Rs. 500-999 annually for the usage of their preferred brands and very few people have paid Rs.1,500 & above for the usage of their preferred brands.
6. Most of the people's footwear durability are 8 months and small part of the people's footwear durability are 4 months. It is also finds that the average durability of footwear are 8.33 months.

7. Most of the people preferred Bata for long-run journey purpose and preferred Ajanta for indoor purpose as well as travelling purpose.
8. Best beneficial schemes provided to the consumers firstly by Khadim's & secondly by Bata.
9. Best customer service provided to the consumers firstly by Bata and secondly by Khadim's.
10. Customer service of the other brands is marginal than Ajanta.
11. A number of female consumers preferred style and most of the male as well as female consumers preferred quality of leather, where very few of the male consumers preferred low price rate in their preferred footwear brands.
12. Maximum number of the young generation preferred style, while most of the middle-aged persons preferred quality of leather and very few of them was with low price rate, where the senior citizens preferred quality of leather mostly.
13. Most of the peoples are self-Influenced in the choice of their preferred footwear brands.
14. Ineffectiveness of advertisement is not so much higher because many of the peoples also depend on advertisement for choosing their preferred footwear Brands (i.e. 48%).
15. Large portion of consumers are not 'very satisfied'; they are just 'satisfied' after using their preferred footwear Brands.
16. Khadim's, Bata and Ajanta got 'good' reviews from most of the consumers, while the other brands got 'very good' reviews from consumers in terms of their BRAND IMAGE.
17. Khadim's is one of the second preferred brands in the choice of most of the male consumers comparing to the first preferred brand because 30% of male consumers preferred Khadim's for their first preference and 41% of male consumers preferred Khadim's for their second preference.
18. Bata is one of the second preferred brands in the choice of most of the female consumers comparing to the first preferred brand because 35% of female consumers preferred Bata for their first preference and 43% of female consumers preferred Bata for their second preference.
19. Most of the consumers have expected 'durability' in the quality from their second preferred footwear Brand (i.e. from Bata).

CONCLUSION

- ❖ Bata and khadim's are generally preferred by all consumers'.

- ❖ Quality of leather is the main factor of consumers' preference for selecting their preferred brand.
- ❖ Most of the peoples are not depends on advertisement for buying their preferred footwear brand.
- ❖ Large portion of consumers' are not influenced by their friends or family relatives for their footwear brand, because they are self – influenced.
- ❖ Preference of consumers' depends on beneficial scheme

LIMITATIONS OF THIS STUDY

1. **Limited Area-** The study was confined to some areas of Kolkata only. The preferences of consumers are not same in all over India.
2. **Limited time-** Time was the major obstacle for this study. Only limited simple size was possible for such a vast research neither the limited time.
3. **Artificial Interaction-** Interaction of respondents not proper due to their busy work.

RECOMMENDATIONS

- Ajanta should improve their customer service.
- Ajanta should give more beneficial scheme to their customers.
- Every footwear brands should improve their quality of leather

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APPENDIX

Questionnaire

PLEASE GIVE A TICK MARK TO SELECT YOUR ANSWER/ YOUR CHOICE

I. NAME:

II. ADDRESS:

III. PHONE NO:

1. GENDER: MALE FEMALE

2. WHAT IS YOUR EDUCATIONAL QUALIFICATION?

A. UP TO 10

B. UP TO 10+2

C. UP TO GRADUATION

D. HIGHER EDUCATION

3. OCCUPATION:

A. SELF EMPLOYEED

B. BUSINESS PERSON

C. STUDENT

D. HOME MAKER

E. EMPLOYEES

4. AGE GROUP:

A. 15-30

B. 31-45

C. 46-60

D. ABOVE 60

5. INCOME SLAB (PER ANNUM):

A. NO INCOME

B. BELOW 1,00,000

C. 1,00,000-2,99,999

D. 3,00,000-4,99,999

E. 5,00,000 AND ABOVE

6. NAME OF FOOTWEAR BRAND IS USUALLY USED?

- A. BATA
- B. KHADIM'S
- C. AJANTA
- D. OTHER

7. WHAT IS YOUR ANNUALLY EXPENSES FOR BUYING/ USING YOUR PREFERRED FOOTWEAR BRAND?

- A. 0-499
- B. 500-999
- C. 1,000-1,499
- D. 1,500 AND ABOVE

8. WHAT IS THE DURABILITY OF USING A PAIR OF FOOTWEAR?

- A. 4 MONTHS
- B. 8 MONTHS
- C. 12 MONTHS
- D. MORE THAN 12 MONTHS

9. WHICH BRAND YOU PREFERRED FOR DAILY TRAVELLING?

- A. BATA
- B. KHADIM'S
- C. AJANTA
- D. OTHER

10. WHICH BRAND YOU PREFERRED FOR LONG-RUN JOURNEY?

- A. BATA
- B. KHADIM'S
- C. AJANTA
- D. OTHER

11. WHICH BRAND YOU PREFERRED FOR INDOOR PURPOSE?

- A. BATA
- B. KHADIM'S

C. AJANTA

D. OTHER

12. WHICH ATTRACTS YOU MOST FOR CHOOSING YOUR FOOTWEAR BRAND?

A. STYLE

B. QUALITY OF LEATHER

C. LOW PRICE RATE

D. ANYTHING ELSE

13. WHICH FOOTWEAR BRAND GIVES YOU BENEFICIAL SCHEMES FOR BUYING YOUR FOOTWEAR?

A. BATA

B. KHADIM'S

C. AJANTA

D. OTHER

14. DOES THE ABSENCE OF SHOWROOMS, ANY HOW EFFECTS ON YOUR PREFERENCE?

A. YES

B. NO

15. WHOSE CUSTOMER SERVICES ARE BETTER?

A. BATA

B. KHADIM'S

C. AJANTA

D. OTHER

16. WHO ARE INFLUENCED TO CHOOSE YOUR PREFERRED FOOTWEAR BRAND?

A. SELF

B. FRIENDS

C. RELATIVES

D. OTHER

17. DO YOU CHOICE YOUR FOOTWEAR BRAND ON PROMOTIONAL FACTORS?

A. YES

B. NO

18. ADVERTISEMENT MAKES ANY IMPACT FOR CHOOSING YOUR FOOTWEAR BRAND?

A. YES

B. NO

19. OVERALL HOW SATISFIED YOU ARE, WITH YOUR PREFERRED FOOTWEAR BRAND?

A. VERY SATISFIED

B. SATISFIED

C. AVERAGE

20. WHAT IS YOUR VIEW ABOUT BRAND IMAGE?

A. VERY GOOD

B. GOOD

C. AVERAGE

21. WHAT IS YOUR SECOND BRAND PREFERENCE?

A. BATA

B. KHADIM'S

C. AJANTA

D. OTHER

22. WHAT IS YOUR EXPECTATION FROM SECOND PREFERRED FOOTWEAR BRAND?

A. LOW PRICE RATE

B. DURABILITY

C. STORE AVAILABILITY

DATE:

SIGNATURE:

THANK YOU FOR SPENDING YOUR PRECIOUS TIME ON FILLING IN THE QUESTIONNAIRE FOR US