

Project Report

**“A Study of consumer satisfaction of Bata
company ltd with references to Nagpur City”**

**Submitted to
G.S. College of Commerce & Economics
Nagpur**

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

**Submitted by
Anurag Hariendrasingh Thakur**

**Under the Guidance of
Prof. Kamlesh Thote**

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that "Anurag Hariendrasingh Thakur " has submitted the project report titled "A Study of consumer satisfaction of Bata company ltd with references to Nagpur City" towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Kamlesh Thote

Dr. Afsar Sheikh

(Project Guide)

(Co-ordinator)

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title "A Study of consumer satisfaction of Bata company ltd with references to Nagpur City"" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Anurag Hariendrasingh Thakur

Place:

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N. Y. Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Kamlesh Thote for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Anurag Hariendrasingh Thakur

Place:

Date:

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CHAPTER 1

INTRODUCTION

INTRODUCTION OF THE TOPIC

Promotion is one of the market mix elements or features, and a term used frequently in marketing. The marketing mix includes the four P's: price, product, promotion, and place. Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. Promotion is also found in the specification of five promotional mix or promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. Fundamentally, there are three basic objectives of promotion. These are:

1. To present information to consumers as well as others.
2. To increase demand.
3. To differentiate a product.

There are different ways to promote a product in different areas of media. Promoters use internet advertisements, special events, endorsements, and newspapers to advertise their product. Many times with the purchase of a product there is an incentive like discounts (i.e., coupons), free items, or a contest. This method is used to increase the sales of a given product. This is known as promotional strategy.

Promotion can be done by different media, namely print media which includes Newspaper and magazines, Electronic media which includes radio and television, Digital media which includes internet, social networking and social media sites and lastly outdoor media which includes banner ads, OOH (out of home). Digital media is a modern way of brands interacting with consumers as it releases news, information and advertising from the technological limits of print and broadcast infrastructures. Mass communication has led to modern marketing strategies to continue focusing on brand awareness, large distributions and heavy promotions. The fast-paced environment of digital media presents new methods for promotion to utilize new tools now available through technology. With the rise of technological advances, promotions can be done

outside of local contexts and cross geographic borders to reach a greater number of potential consumers.

The goal of a promotion is then to reach the most people possible in a time efficient and a cost efficient manner.

Promotional activities to push a brand enabling social media channels to spread content making something viral such as the advertising by Coke using the release of a new Bond film creating a huge amount of attention which then gets promoted across all social channels by people spreading the information due to excitement. Social media, as a modern marketing tool, offers opportunities to reach larger audiences in an interactive way. These interactions allow for conversation rather than simply educating the customer. Facebook, Twitter, LinkedIn, Pinterest, Google Plus, Tumblr and Instagram are rated as some of the most popular social networking sites. As a participatory media cultures, social media platforms or social networking sites are forms of mass communication that through media technologies allow large amounts of product and distribution of content to reach the largest audience possible. However, there are downsides to virtual promotions as servers, systems, and websites may crash, fail, or become overloaded. With promotion through participatory media, there is an opportunity to gain social capital.

Sales Promotion is one of the elements of the promotional mix. (The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations). Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, point of purchase displays, premiums, prizes, products.

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions.

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational

customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programs such as premium awards and contests.

Sale promotions often come in the form of discounts. Discounts impact the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers view a product and affect their purchase decision. The two most common discounts are price discounts (“on sale items”) and bonus packs (“bulk items”). Price discounts are the reduction of an original sale by a certain percentage while bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in advertisements, hoping to convince consumers to buy their products.

Sales promotion is the use of incentives to generate a specific and short-term response in a household consumer, trade buyer or business buyer. Free samples, coupons, premiums, sweepstakes and contest, rebates, and price discount are some of the primary methods of sales promotion in the consumer market. The business market relies more on trade shows, demonstrations, premiums, price or merchandise allowances and sales force or dealer contest as sales promotion techniques. Sales promotion is design to stimulate short term purchasing in a target market and enhance dealer effectiveness in promotional a firm’s brand. These promotional options are valuable to marketers because it provides a way to get a consumer who is using a competitors brand to switch to the marketers brand. It is also away to move stagnant inventory and create needed cash flows.

Sales promotion is key alternative for marketers within the promotional mix. Sales promotion can attract attention and give new energy to the promotional effort. Unlike

advertising effects of sales promotion can be measured in the short run. Sales promotion has proven to be a popular complement to mass media advertising because it accomplishes things advertising cannot. The term sales promotion refers to many kinds of selling incentives and techniques indented to produce immediate or short term sales effects. Sales promotion is key alternative for marketers within the promotional mix. Sales promotion can attract attention and give new energy to the promotional effort. Unlike advertising effects of sales promotion can be measured in the short run. Sales promotion has proven to be a popular complement to mass media advertising because it accomplishes things advertising cannot.

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The importance of sales promotion in business organization can be briefly shown below:

- **Spreads information:**

The first function sales promotion is to spread the important information about the availability, characteristics and uses of a particular product. Spreading the information about the product helps to do the marketing activities easily. It is important to provide the information about the product in the market.

- **Stimulates demand:**

Sales promotion helps in stimulating the demand for the product in the market. Sales promotion activities are designed to create interest in new products and to persuade people to buy them.

- **Customer satisfaction:**

Sales promotion helps in satisfying the consumers. In the promotion of selling activities, the new product is available in the market. The consumer has the desire to have a new product. If they consume the new product, they will get satisfied in it. The new product in the market provides satisfaction to the customer.

- **Stabilization of sales volume:**

Sales promotion helps to stabilize the sales volume. It is an important purpose of sales promotion to help in establishing sales volume by reassuring the customers about the quality and price of the product. It is possible that a customer using a particular brand may buy another because the brand is promoted in an effective manner.

- **Performance appraisal or marketing control:**

Sales promotion helps in the marketing control too. It is important to have market control about the performance of the situation of the market. Performance in the market helps to raise the condition of the market which is approved by the customer.

INTRODUCTION OF INDUSTRY



Bata Corporation (originally, and in the Czech Republic and Slovakia, known as **Bata**) is a Czech multinational footwear and fashion accessory manufacturer and retailer founded in Zlín, today in the Czech Republic. After World War II, its factories in socialist states were nationalized, while its branches in capitalist states remained family-owned. It is now based in Lausanne, Switzerland. The principal subsidiaries are Bata Europe (based in Zlín), Bata North America (based in Toronto), Bata Asia-Pacific-Africa (based in Singapore) and Bata Latin America (based in Mexico City).

A family-owned business, the company is organized into three business units: Bata, Bata Industrials (safety shoes) and AW Lab (sports style). The company is the world's leading shoemaker by volume, and it has a retail presence of over 5,300 shops in more than 70 countries and production facilities in 18 countries.

FOOTWEAR INDUSTRIES IN INDIA

India is the second best footwear producer in the world, with footwear manufacturing accounting for about 9 per cent of the world annual production – 22 billion pairs as in contrast to China, which produces over 60 per cent of the world production. India every year produces 2.1 billion pairs of which ninety per cent are fed on internally whilst last are exported primarily to European worldwide places which encompass United Kingdom, Germany, USA, Italy and France, as per market analysts. Footwear exports from India have grown at a CAGR of 20 per cent in Indian Rupee phrases in the course of the closing 5 12 months backed by way of the use of developing demand from European international locations and increasing core of interest of primary importing countries to shift sourcing from China to one-of-a-kind low fee producing countries.

India is the 1/3 greatest sneakers eating u . s . a . in the world after China and USA, but with very little putting apart the three, India is very shortly expected to be the 2d biggest customer as well. In absolute terms, shoes exports from India have risen from Rs. 71.5 billion in FY10 to Rs. a hundred and eighty billion in FY15. The increase in Indian fashion and life-style market has given an impetus to the shoes organization as well. From a easy need-based industry, it has grow to be an evolving style and style category.


There are a number of reasons that make Bata an attractive proxy of the growth of India's consumption story and its fashion hosiery sector. At Bata Industries, we believe that the fashion hosiery sector is a dynamic face of the country's consumption story. A simple argument bears this put. Consumers may select to wear jeans or not; they may select to wear linen shirts or not; they may select to invest in khadi apparel or not. Each of these is an option; the consumer may select to buy and wear these or the consumer may well not. Building block However, there is no option when it comes to a fashion hosiery product like innerwear. The selection of innerwear is generally a given, a must in the wardrobe. It is something that most Indians would have to buy and wear. The selection of innerwear then is something that represents the building block of fashion consciousness; it is the baseline of the country's textile sector; it will endure in its stable use even as most external fashions evolve. This reality represents a simple understanding of innerwear products and its relevance in a growing India. Sweeping transformation interestingly, even as the use and scope of the product appears relatively stable, a sweeping marketplace transformation makes this product segment increasingly relevant. Consider what is transpiring around us. India took more than six decades to reach its first trillion dollars in GDP size; the next trillion dollars took less than ten years; its GDP is expected to approximately treble to \$7 trillion by 2030. This will have a direct trickledown impact on the country's consumption appetite. We believe that the biggest impact will be visible in the country's rural consumption; we foresee an increase in incomes being mirrored in an increase in aspirations, stronger off take of textile products and a visible graduation towards branded hosiery products. The fact that the country's rural consumption of fashion hosiery products will increase is a foregone conclusion; what is relatively under-appreciated is that when India's rural population (and possibly the largest such cluster anywhere) selects to spend more on what they wear, the consumption implications would be felt across the country and the

world. Prepared at BATA Industries, we are prepared for this impending wave. In the last few years, we embarked on a complete reinvention of our business with the singular objective of emerging future-ready. We invested an unprecedented H82.64 crores in our new integrated knitting and cutting facility that possible to provide more than 95% of our products with captive knitting with adequate provisions to grow our capacity across the foreseeable future and address growing demand. We possess one of the lowest manufacturing cum conversion costs within our business. We strengthened our brand building, invested an aggregate H277 crores in our brands across the five years ending 2021- 22. We premiumised our product offering, generating a progressively larger proportion of revenues out of value-added products.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

Bata Corporation	
	
Type	Private
Industry	Shoemaking
Founded	24 August 1894; 127 years ago in then Austria-Hungary (now the Czech Republic)
Founder	Tomáš Baťa
Headquarters	Lausanne, Switzerland ^[1]
Area served	Worldwide
Key people	Graham Allan (Chairman) ^{[2][3]} Sandeep Kataria (CEO) ^[4]
Products	Footwear and accessories
Owner	Bata family
Website	bata.com

The T. & A. Baťa Shoe Company was founded on 24 August 1894 in the Moravian town of Zlín, Austria-Hungary (today in the Czech Republic), by Tomáš Baťa (Czech: [ˈtomaːʃ ˈbaca]), his brother Antonín and his sister Anna, whose family had been cobblers for generations. The company employed 10 full-time employees with a fixed work schedule and a regular weekly wage.



Tomáš, Antonín and Anna Baťa

- In the summer of 1895, Tomáš located himself going via financial difficulties, and cash— owed abounded. To overcome these serious setbacks, Tomáš decided to sew shoes from canvas as a— replacement of leather.
- This kind of shoe grew to be very famous and helped the agency grow to 50 employees— Four years later, Bata set up its first steam-driven machines, starting off a size of speedy— modernization.
- In 1904, Tomáš look at a newspaper article about some machines being made in America.
- Therefore, he took three employees and journeyed to Lynn, a shoemaking town outside— Boston, in order to find out about and apprehend the American machine of mass production.
- After six months Tomáš once more to Zlin and he added mechanized manufacturing— strategies that allowed the Bata Shoe Company to grow to be one of the first mass producers of footwear in Europe.
- Its first mass product, the “Batovky,” used to be a leather-based and cloth shoe for— working human beings that was once top notch for its simplicity, style, moderate weight and lower priced price.

- Its success helped fuel the company's growth. After Antonin's loss of life in 1908, Tomas added two of his youthful brothers, Jan and Bohuš, into the business.
- Initial export profits and the first ever sales companies commenced in Germany in 1909, observed thru the Balkans and the Middle East.
- Bata footwear have been regarded to be notable quality, and had been on hand in greater patterns than had ever been offered before.
- By 1912, Bata used to be once the use of 600+ full-time workers, plus another a variety of hundred who labored out of their residences in neighboring villages.

Present

- After the world financial adjustments of the 1990s, the enterprise closed a range of its manufacturing factories in developed global areas and centered on expanding retail business.
- Bata moved out of Canada in endless steps. In 2000, it closed its Batawa factory, then in 2001, it closed its Bata retail stores.
- Retaining its "Athletes World" retail chain. In 2004, the Bata headquarters were moved to Lausanne, Switzerland and administration was once transferred to Thomas G. Bata, grandson of Tomáš Baťa.
- The Bata headquarters building in Toronto was once vacated and faster or later demolished to tons controversy.
- In 2007, the Athletes World chain used to be as soon as sold, ending Bata retail operations in Canada. As of 2013, Bata continues the headquarters for its "Power" brand of footwear in Toronto.
- The Bata Shoe Museum, headquartered via way of Sonja Bata, and operated by means of a charitable foundation, is also positioned in Toronto.

LITERATURE REVIEW

Literature Review is the report of a complete assessment of the posted and unpublished work from secondary sources of data in the areas of specific pastime to the researcher. The major aim is to detect problem that already investigated. Customer pleasure is the act of just doing sufficient to be adequate to a customer. It is truly assembly primary expectations. Client fulfilment is an equivocal and hypothetical show and the real sign of the state of fulfilment will be diverse from people and item to item & benefit to benefit. The state of fulfilment depends on no. of both mental and physical factors which evaluate with the fulfilment behaviours such as return to & propose rate & the level of fulfilment can also diverge depending on unused choices client have another item against which the customer can compare the organization products. Because fulfilment is basically a mental state, care must be taken in the exertion of quantitative capacity, indeed in spite of the fact that a tremendous number of investigates in this locale have as of late been developed.

These 10 parts of fulfilment are as takes after:

- Quality
- Value
- Timeliness
- Efficiency
- Ease of Access
- Environment
- Inter-departmental
- Teamwork
- Front line Service Behaviours and
- Obligation to the Customer and Innovation

CHAPTER 3

RESEARCH STUDY

PROBLEM DEFINITION

The main purpose of the study is to understand study of marketing strategies & satisfaction level of consumers adopted by **BATA Company**.

Company currently may not focus on all the marketing strategies and may not cover all the geographical areas of operation to find the level of satisfaction of consumers.

Marketing strategies implemented by the company may not be satisfactory.

The main purpose of the study is to understand satisfaction level of consumers in detail.

This report study aims to understand various marketing strategy adopted by the company. The firm may not on all the strategies that are available. The study will comprehend on the various marketing strategy that are needed to be covered by the firm to get positive response of consumers.

Objective

The primary objective was to study the perception & buying behaviour of customers towards Foot Wear. The secondary objectives were:

1. To study the customer satisfaction towards Foot Wear at Nagpur City Market.
2. To study the factors that influence decision making in purchasing Foot Wear.

HYPOTHESIS

1)H0:- Consumers do not prefer local outlets for foot wear.

H1:- Consumers prefer local outlets for foot wear.

2) H0:- Preference for Bata foot wear is less.

H1:- Preference for Bata foot wear is more.

LIMITATIONS OF THE STUDY

1. Research will be carried out in Nagpur City only due to the limitation of time and other resources.
2. Sample would be collected using convenience sampling techniques; as such result may not give an exact representation of the population.
3. Shortage of time is also the reason for incomprehensiveness.
4. The views of the people are biased therefore it does not reflect true picture.

SCOPE OF STUDY

The study has lot of applied aspects ,as this study is going to be a contribution to the body of knowledge.

Findings may be forwarded to the companies and local association of shops for necessary implementation.

This will help vendors and companies to identify customer's needs in the given area.

This study may further help to know the different aspects related to the Bata Foot Wear apparels.

CHAPTER 5

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the problem it may be understood as a science of studying how research is done scientifically. Research is defined as “a scientific and systematic search for pertinent information on a specific topic”.

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

The scope of research methodology is wider than that of research method.

MEANING OF RESEARCH

Research is defined as “a scientific and systematic search for pertinent information on a specific topic”.

Research is a systemized effort to gain knowledge it is a careful enquiry.

WHAT IS SAMPLING

The act or process, or technique of selecting a representative part of population for the purpose of determining parameters or characteristics of the whole population

SAMPLE SIZE

Sample size measures the number of individual samples measured or observations used in a survey or experiment.

The sample size of study is collected from 100 customers

CHAPTER 5

DATA ANALYSIS

& INTERPRETATION

DATA COLLECTION AND INTERPRETATION

The sources of data collection methods are as follows:-

a) Primary data:-

The primary data is that which details we collect first time from the market and also used first time in the research. We also say that the information is first time in the research decision. To collect the primary data questionnaire is prepared structure non-disguise questionnaire is prepared.

✓ **Primary data:-** Questionnaire

b) Secondary data:-

Secondary data are those data which are already collected by someone for some purpose and are available for the present study; secondary data are already collected by the company's records and other library's books. When the secondary data are sufficient, the researcher has to be satisfied with the primary sources of data. Secondary data, can be used as bases for comparison with primary data have been collected by questionnaire.

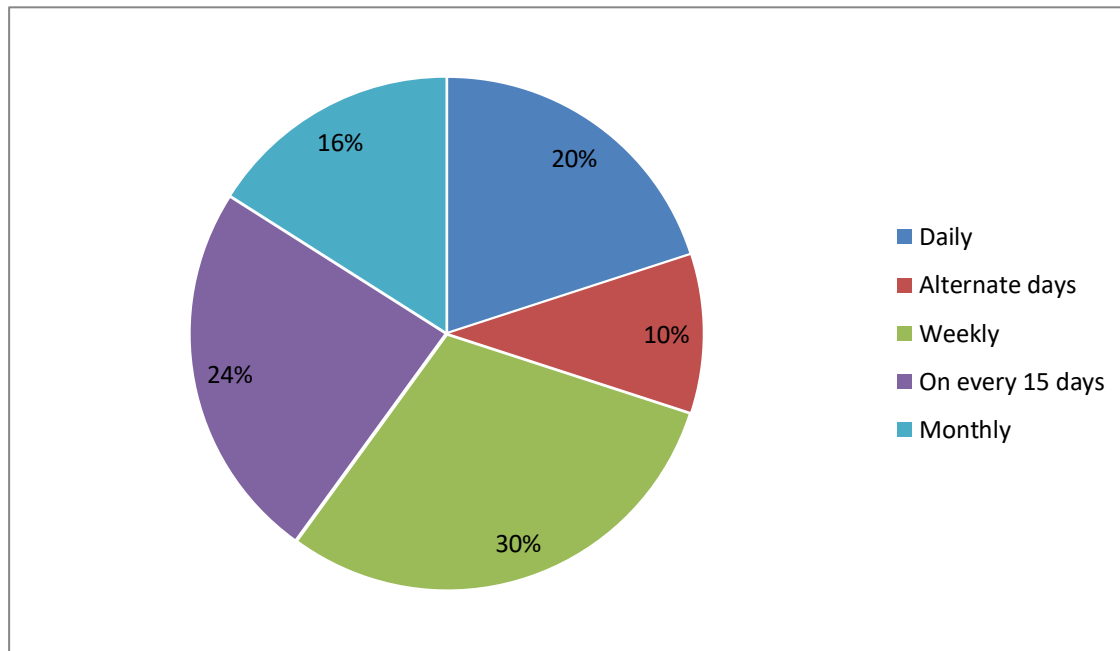
✓ **Secondary data:** Magazines, Newspapers, Websites, Books, E-Journals.

Primary data i.e. collected for the first time. It is fresh and originally collected by survey. I will use only primary data in calculating the study and collected the data.

1. How frequently you do shopping?

- a. Daily
- b. Alternate days
- c. Weekly
- d. On every 15 days
- e. Monthly

Attribute	No of Respondents
Daily	20
Alternate days	10
Weekly	30
On every 15 days	24
Monthly	16
Total	100



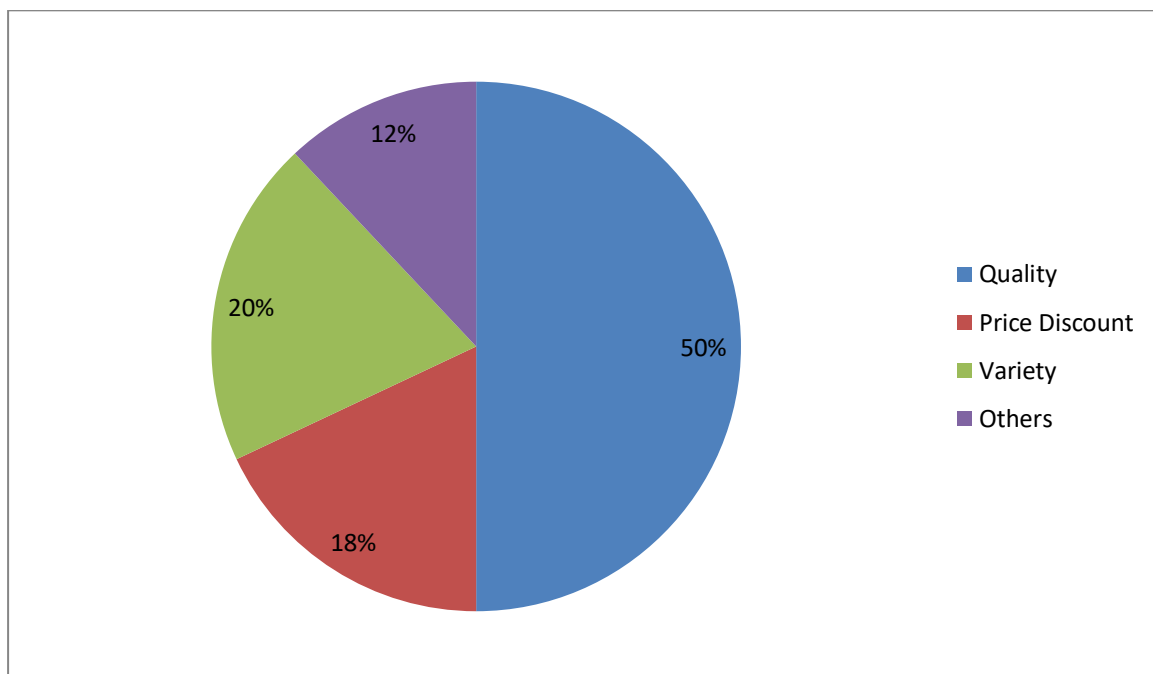
INTERPRETATION

From the above graphical representation, most of the people goes weekly for shopping that is 30%, which is followed by 24% which goes on every 15days, 20% goes daily, 16% monthly and remaining 10% goes alternate days. That means majority of respondent goes weekly for shopping.

2. Which factor do you normally consider while purchasing a product?

- a. Quality
- b. Price Discount
- c. Variety
- d. Others

Attribute	No of Respondents
Quality	50
Price Discount	18
Variety	20
Others	12
Total	100



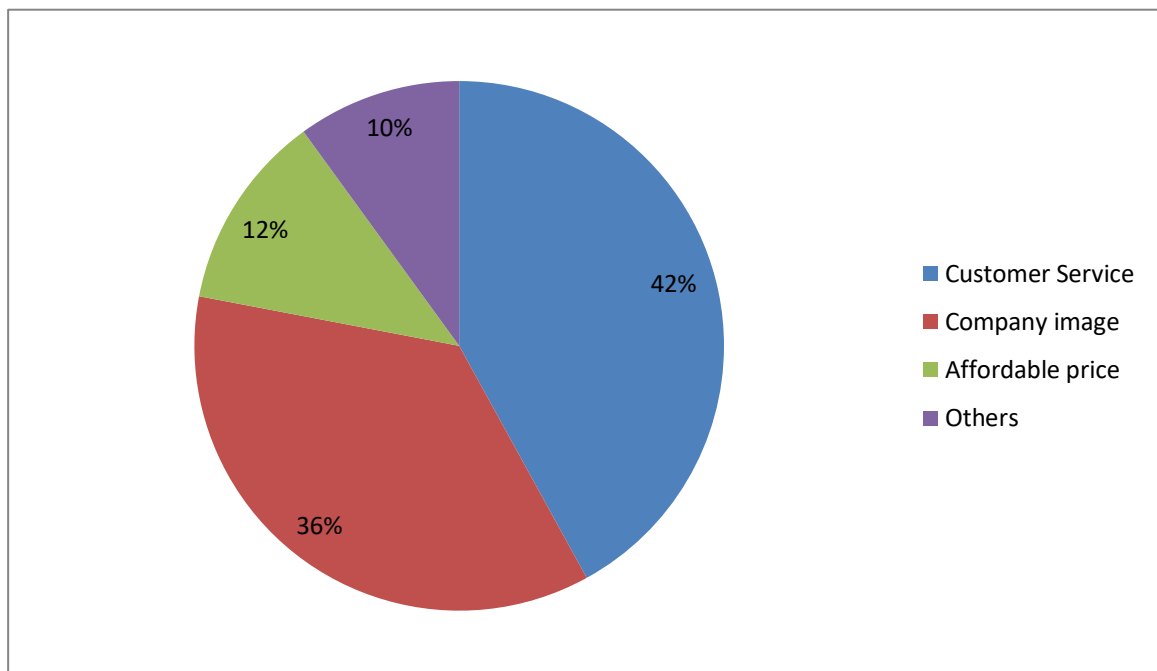
INTERPRETATION

From the above graphical representation, 50% of the people consider quality while purchasing a product, 18% considers price discount, 20% considers variety and 12% considers other factors. Hence most of the people consider quality while purchasing a product.

3. Why you choosing?

- a. Customer Service
- b. Company image
- c. Affordable price
- d. Others

Attribute	No of Respondents
Customer Service	42
Company image	36
Affordable price	12
Others	10
Total	100



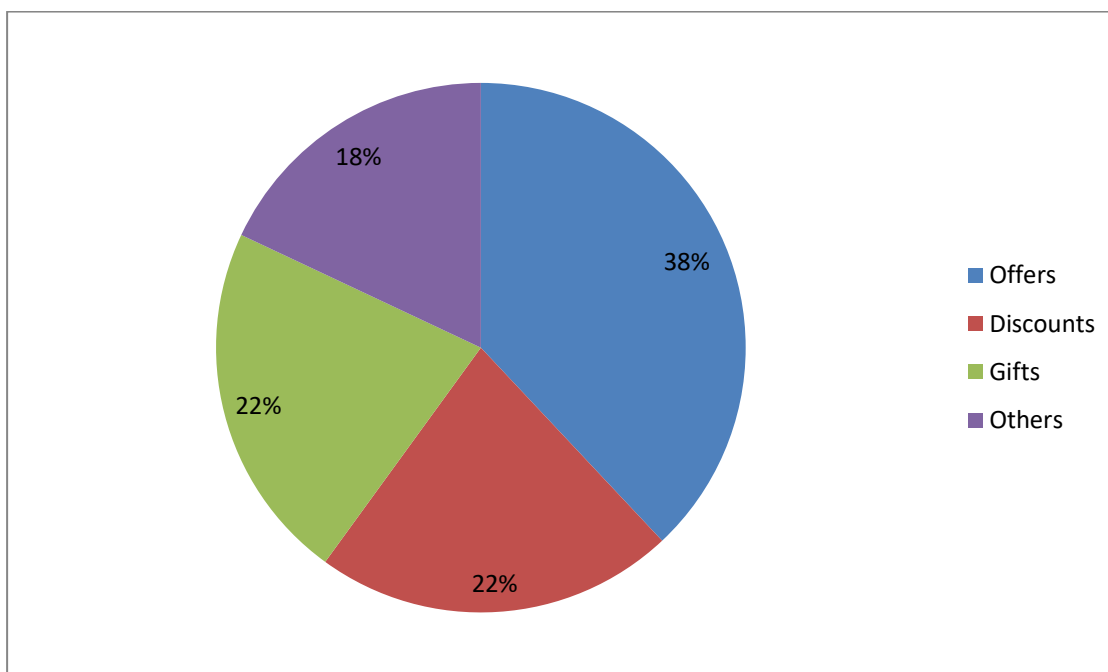
INTERPRETATION

From the above graphical representation, 42% of people are using mankind due to customer service, 36% due to company image, 12% due to affordable price and 10% due to other factors. Majority of the people use Mankind due to customer service.

4. Which sales promotion activity attracts you?

- a. Offers
- b. Discount
- c. Gifts
- d. Others

Attribute	No of Respondents
Offers	38
Discount	22
Gifts	22
Others	18
Total	100



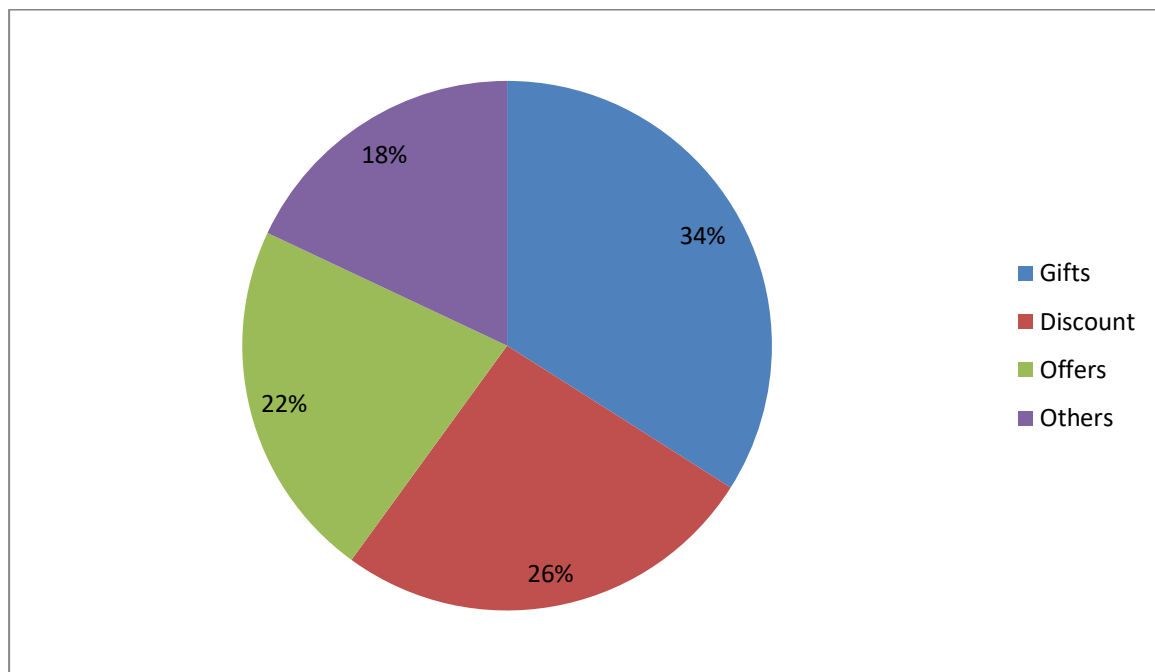
INTERPRETATION

From the above graphical representation, 38% of people are attracted towards Mankind due to offers, 22% by discount, 22% by gifts and remaining 18% by others. Hence most of the people are attracted towards Mankind due to offers.

5. Which promotional activities needs better improvements in Bata industries?

- a. Gifts
- b. Discount
- c. Offers
- d. Others

Attribute	No of Respondents
Gifts	34
Discount	26
Offers	22
Others	18
Total	100



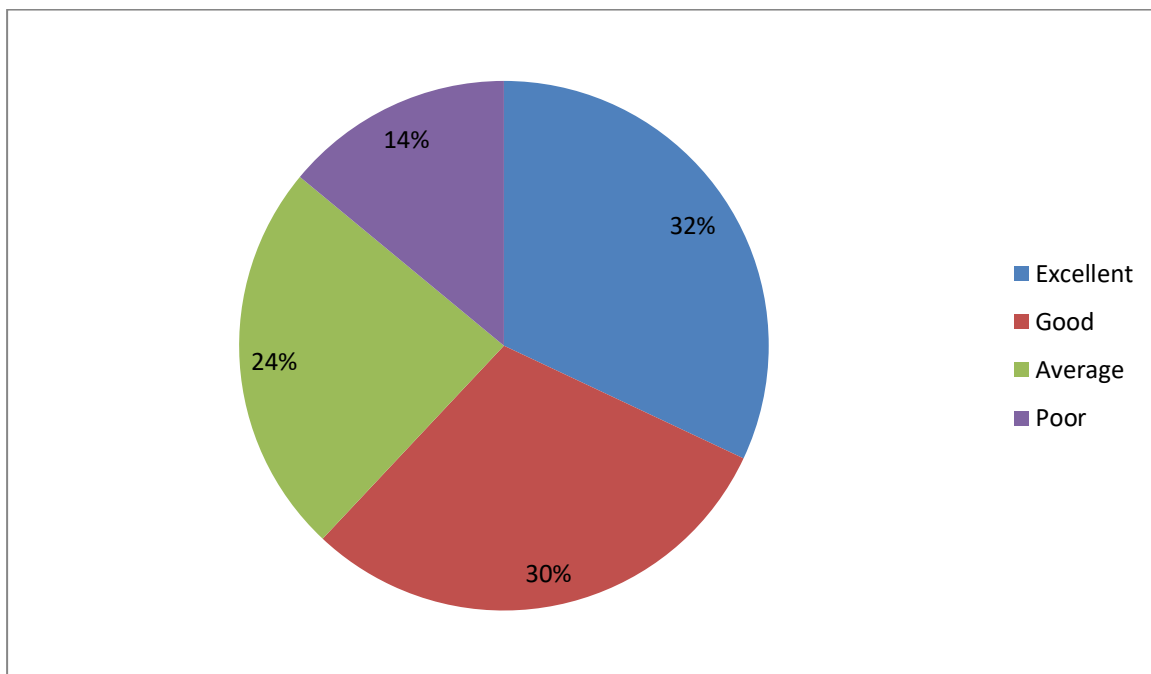
INTERPRETATION

From the above graphical representation, 34% finds that gifts needs better improvements in Mankind, 26% people finds discount, 22% finds offers and remaining 18% finds others. Hence most of the people find that gifts needs better improvements in Mankind

6. Opinion about the sales promotion activities carried by the Bata industries?

- a. Excellent
- b. Good
- c. Average
- d. Poor

Attribute	No of Respondents
Excellent	32
Good	30
Average	24
Poor	14
Total	100



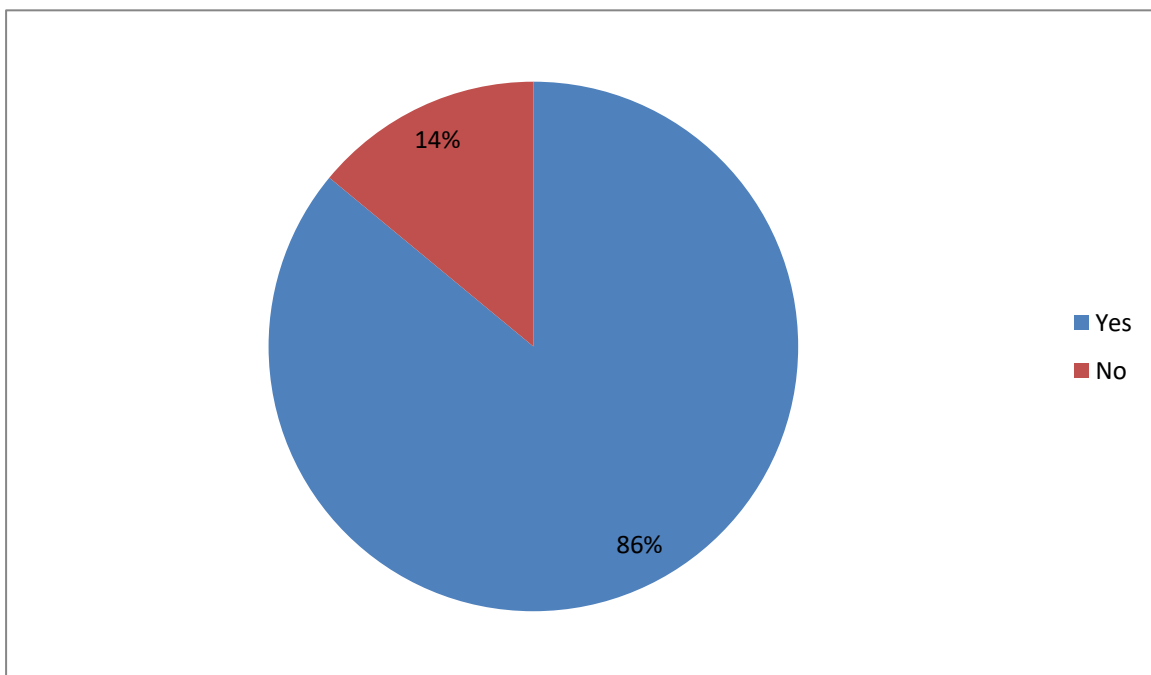
INTERPRETATION

From the above graphical representation, 32% finds the sales promotion activities carried by the company is excellent, 30% finds it good, and 24% finds it average and 14% as poor. Hence majority of people are finds the sales promotion activities carried by the company as excellent.

7. Are you satisfied with the service provided by the Bata industries?

- a. Yes
- b. No

Attribute	No of Respondents
Yes	86
No	14
Total	100



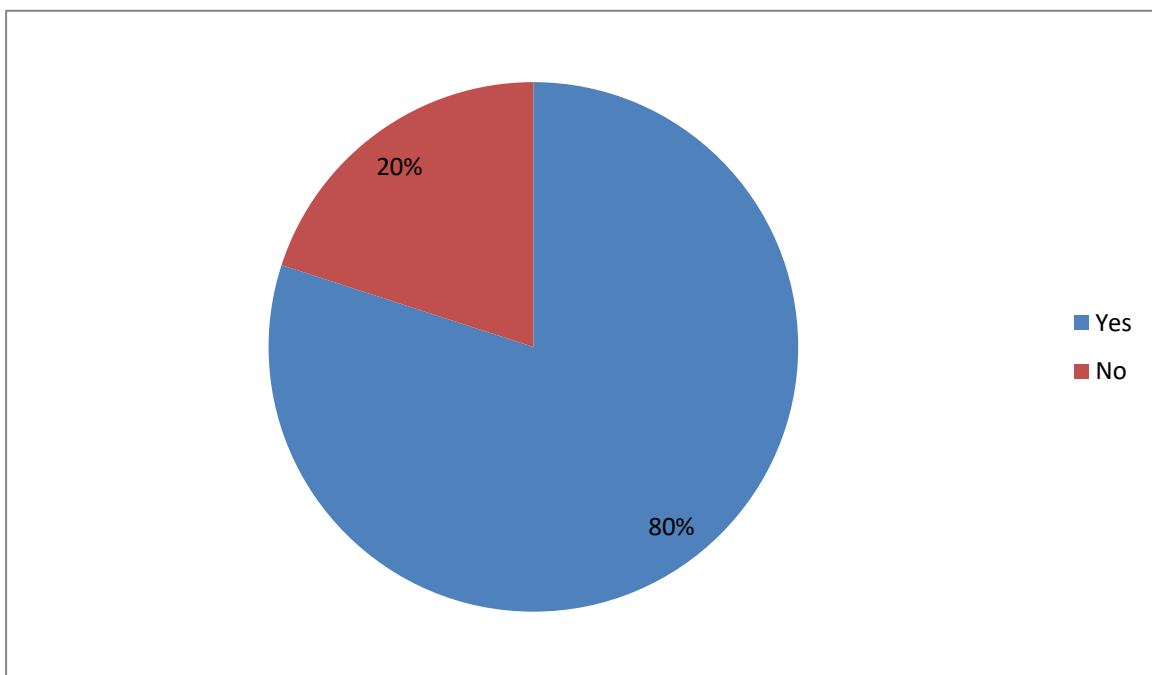
INTERPRETATION

From the above graphical representation, 86% of the people are satisfied with the service provided by the Mankind, while 14% are not satisfied with the services provided by Mankind. Therefore majority of people are satisfied by the services provided by Mankind.

8. Would you suggest your family and friends to buy a product of Bata company?

- a. Yes
- b. No

Attribute	No of Respondents
Yes	80
No	20
Total	100



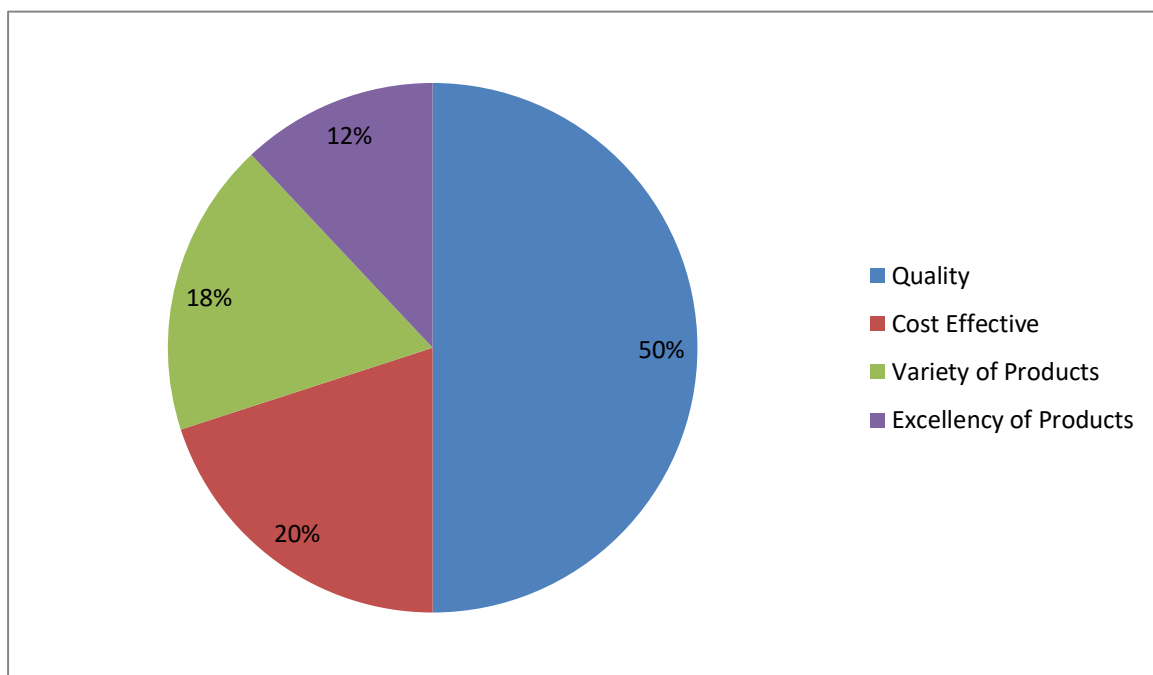
INTERPRETATION

From the above graphical representation, 80% of people will suggest their friends and family while 20% will not suggest. Majority of people will suggest their friends and family.

9. What comes to your mind when you think of Bata Company?

- a. Quality
- b. Cost Effective
- c. Variety of Products
- d. Excellency of Services

Attribute	No of Respondents
Quality	50
Cost Effective	20
Variety of Products	18
Excellency of Services	12
Total	100



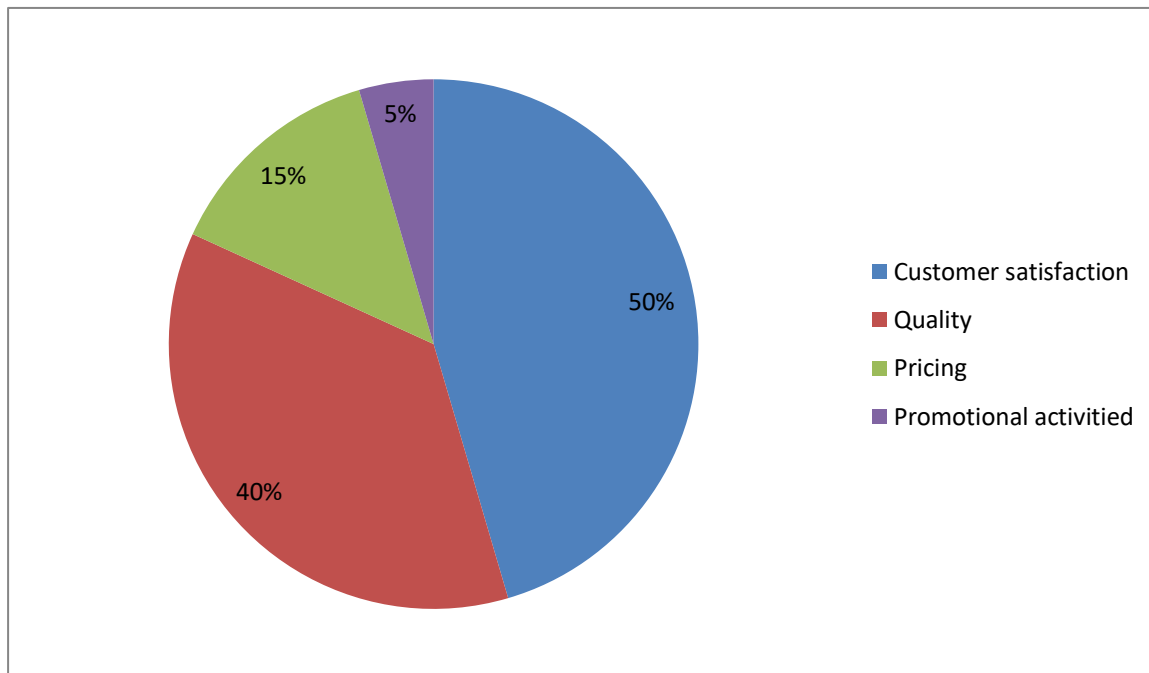
INTERPRETATION

From the above graphical representation, 50% of people thinks about quality, 20% thinks about cost effective, 18% about variety of products and 12% as Excellency of the products Therefore majority of the people thinks about quality when they think about Mankind.

10. What attracts you towards Mankind?

- a. Promotional activity
- b. Quality
- c. Pricing
- d. Customer Satisfaction

Attribute	No of Respondents
Promotional activity	5
Quality	40
Pricing	15
Customer Satisfaction	50
Total	100



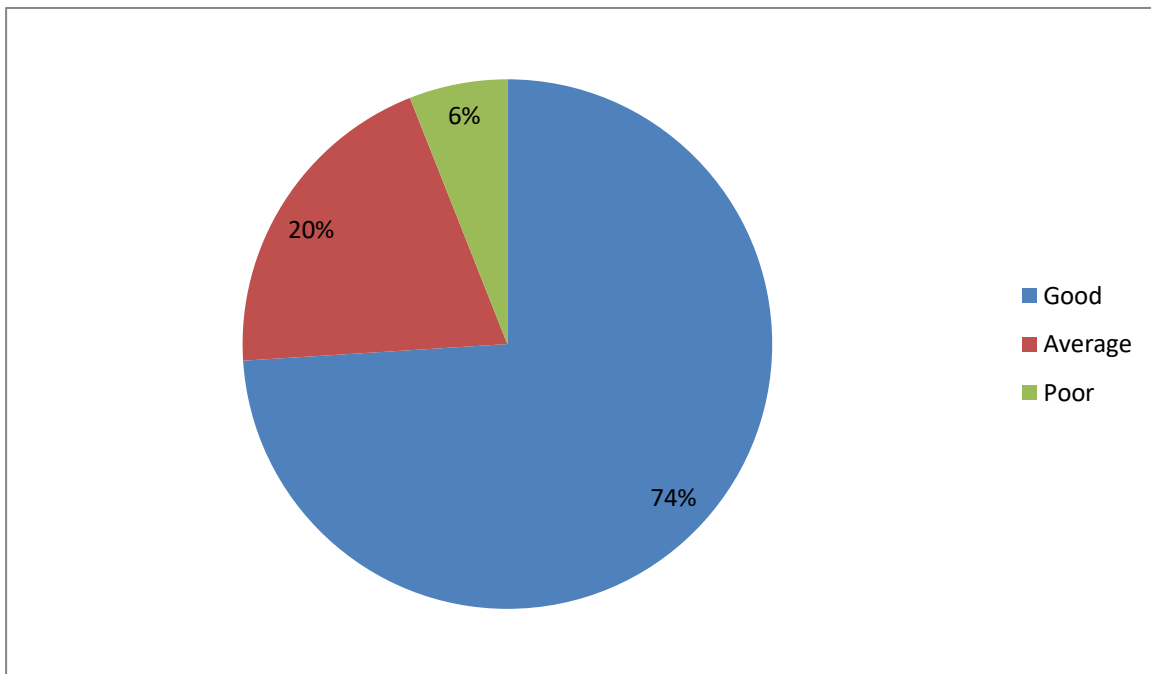
INTERPRETATION

From the above graphical representation, 50% people are attracted towards Mankind due to customer satisfaction, 40% due to quality, 15% due to pricing and remaining 5% is due to promotional activities. Hence majority of people are attracted towards Mankind due to its customer satisfaction.

11. What are your experiences of Mankind Products?

- a. Good
- b. Average
- c. Bad

Attribute	No of Respondents
Good	74
Average	20
Bad	6
Total	100

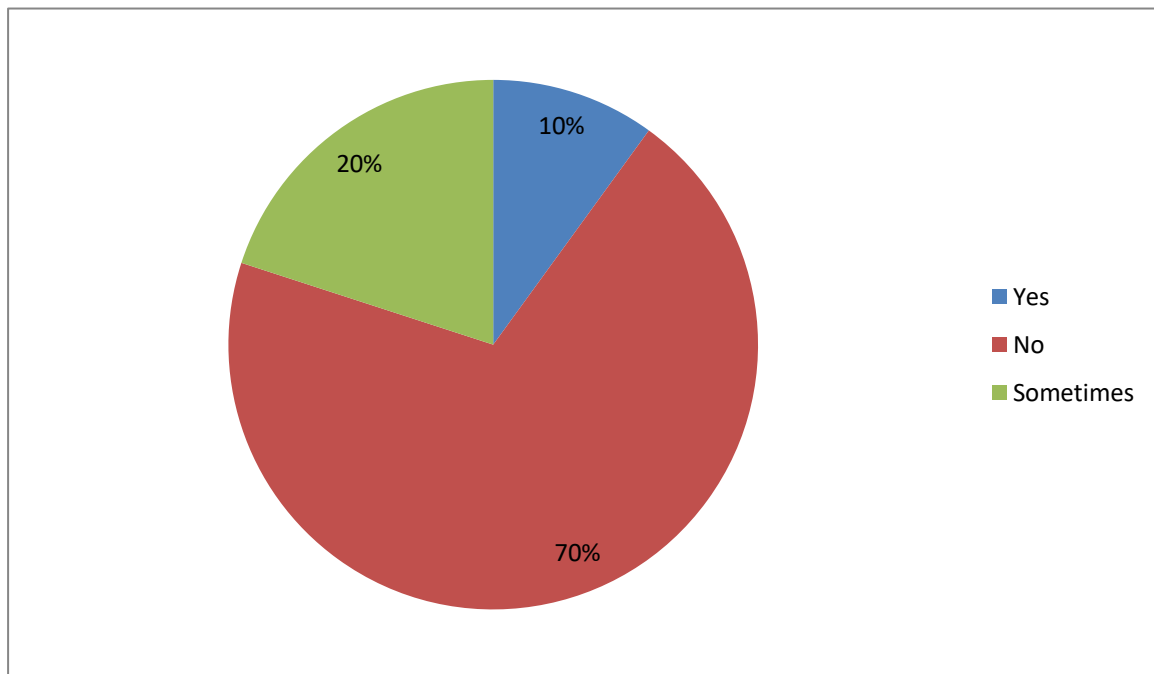
**INTERPRETATION**

From the above graphical representation, 74% have good experience of Mankind products, 20% as average and remaining 6% as bad. Hence majority of people have good experience of Mankind products.

12. Do you prefer any other brand for foot wear?

- a. Yes
- b. No
- c. Sometimes

Attribute	No of Respondents
Yes	10
No	70
Sometime	20
Total	100



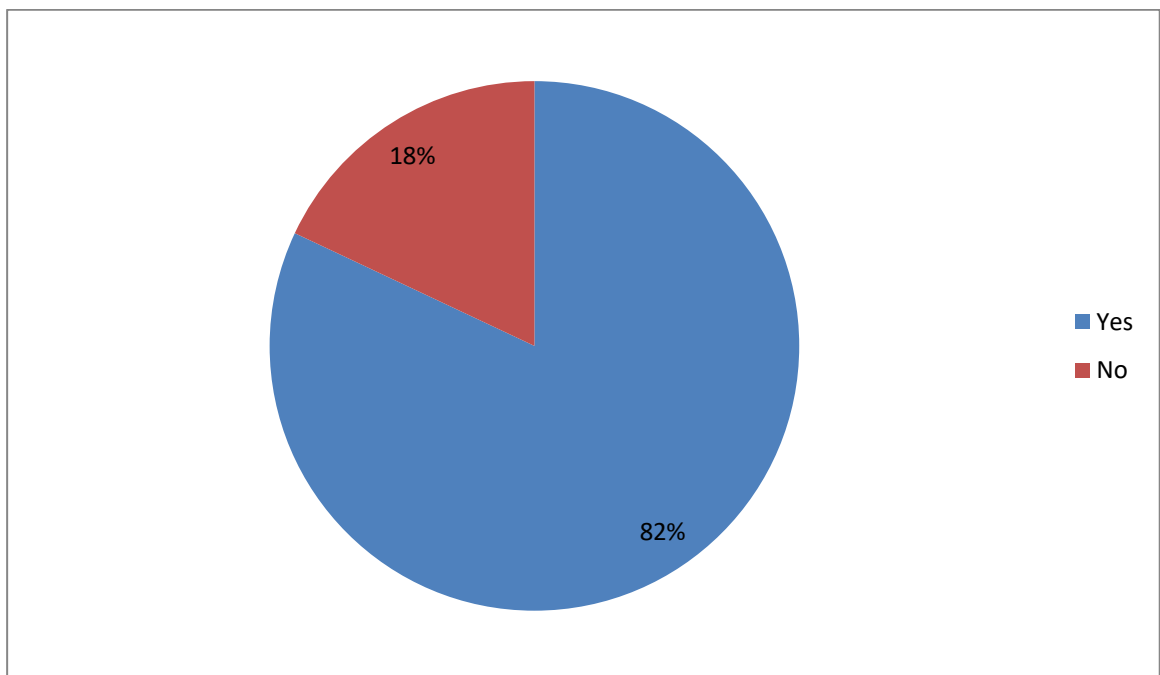
INTERPRETATION

From the above graphical representation, 10% of people prefer any other brand for foot wear, 70% prefer only Bata footwear and 20% goes sometimes for look and color choice.

13. Do you satisfied with the product of Bata company?

- a. Yes.
- b. No.

Attribute	No of Respondents
Yes	82
No	18
Total	100



INTERPRETATION

From the above graphical representation, 82% of the people are satisfied from the product while 18% are not. Most of the people are satisfied by the product of Mankind.

CHAPTER 6

FINDINGS

FINDINGS

- From the survey it is evident that majority of the people are attracted towards Bata company due to its promotional activities.
- From the survey it is evident that most of the people have good experience about Bata Company products.
- From the survey it is evident that most of the people think TV is suitable to promote the various promotional activities.
- From the survey it is evident that most of the people find the after sales services of Bata Company as good.
- From the survey it is evident that most of the people get to know about Bata Company through newspapers.
- From the survey it is evident that majority of the people are satisfied by the products of Bata Company.
- From the survey it is evident that majority of the people finds the promotional activities as highly satisfied.

CHAPTER 7

SUGGESTIONS

SUGGESTIONS

- There is a need for improvement in the after sale services of Bata Company
- The offers provided by Bata Company is limited.
- The ease of calling customers services centre of Bata Company is very poor.
- Many people are not aware about the company so there is a need to advertise about the product more effectively

CHAPTER 8

CONCLUSION

CONCLUSION

From the survey it is evident that majority of people goes weekly for shopping. From the survey it is evident that most of the people consider quality while purchasing a product. From the survey it is evident that majority of people use Mankind due to customer service. From the survey it is evident that most of the people are attracted towards Mankind due to satisfactory result of the product. From the survey it is evident that most of the people gifts need better improvement in Mankind.

From the survey it is evident that majority of the people finds the sales promotion activities of Mankind are excellent. From the survey it is evident that majority of the people are satisfied by the services provided by Mankind. From the survey it is evident that most of the people will suggest their friends and family. From the survey it is evident that majority of people thinks about quality when they think about Mankind.

CHAPTER 9

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BIBLIOGRAPHY

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- S.A. Sherlekar, Marketing Management, Himalaya, Publishing House, Year 2018

ANNEXURE

1. How frequently you do shopping?

- Daily
- Alternate days
- Weekly
- On every 15 days
- Monthly

2. Which factor do you normally consider while purchasing a product?

- Quality
- Price Discount
- Variety
- Others

3. Why you choosing?

- Customer Service
- Company image
- Affordable price
- Others

4. Which sales promotion activity attracts you?

- Offers
- Discount
- Gifts
- Others

5. Which promotional activities needs better improvements in Bata Company?

- Gifts
- Discount
- Offers
- Others

6. Opinion about the sales promotion activities carried by the Bata Company?

- Excellent
- Good
- Average
- Poor

7. Are you satisfied with the service provided by the Bata Company?

- Yes

- No

8. Would you suggest your family and friends to buy a product of Bata Company?

- Yes
- No

9. What comes to your mind when you think of Bata Company?

- Quality
- Cost Effective
- Variety of Products
- Excellency of Services

10. What attracts you towards Mankind?

- Promotional activity
- Quality
- Pricing
- Customer Satisfaction

11. What are your experiences of Mankind Products?

- Good
- Average
- Bad

14. Do you consider satisfactory result while purchasing a product of Mankind?

- Yes
- No

16. Do you satisfied with the product of Mankind?

- Yes.
- No.

17. Are you satisfied with the sales promotional activities of Mankind?

- Highly satisfied
- Satisfied
- Average
- Dissatisfied