

THE STUDY ON CUSTOMER BRAND LOYALTY WITH SPECIAL REFERENCE TO BATA INDIA LIMITED, TUMKUR

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ABSTRACT

The investigation titled An Investigation into the Loyalty of Bata Customers, Specifically Focusing on Bata India Ltd. in Tumkur aims to explore and understand the level of customer loyalty towards Bata India Ltd., a footwear company, within the context of Tumkur, India. Customer loyalty is a crucial factor for businesses as it directly impacts their success and sustainability. In this investigation, the focus is specifically on the customer loyalty dynamics of Bata India Ltd. in the Tumkur region. The investigation is likely to encompass the following key aspects. Customer loyalty refers to the degree of attachment, repeat patronage, and positive sentiment that customers exhibit towards a particular brand or company. The investigation may delve into the company's history, product offerings, marketing strategies, and overall positioning in the Indian footwear market. Focusing on Tumkur provides a specific geographical context for the investigation. The investigation may aim to capture the local sentiments, preferences, and trends related to footwear and shopping habits within the Tumkur community.

Key words: customer loyalty, footwear ect...,

1. INTRODUCTION

Brand loyalty refers to the extent to which customers repeatedly choose and prefer a particular brand over others in the market. Bata, a well-known footwear company, has established itself as a trusted brand with a history spanning many decades. This brand loyalty analysis will focus on Bata's customer loyalty in Tumkur city.

Tumkur, a city known for its commercial activities and growing urban population, provides an interesting context to study brand loyalty. Bata, as a footwear brand, has likely developed a significant customer base in Tumkur due to its wide range of products catering to various age groups and preferences. The brand loyalty of Bata customers in Tumkur can be attributed to several factors. Brand loyalty in the footwear industry at tumkur city refers to the strong and positive attachment that consumers develop towards a specific footwear brand. This loyalty goes beyond mere product satisfaction and extends to emotional and psychological connections with the brand. It involves a willingness to repeatedly choose and recommend the same brand's products, even in the face of changing trends, competitive offerings, and varying prices. The footwear industry is highly competitive, with numerous brands vying for consumers' attention and preference in tumkur city. Brand loyalty becomes a crucial factor in maintaining a stable and loyal customer base, which in turn contributes to a brand's long-term success and profitability.

2. REVIEW OF LITERATURE

A.M. Muniz Jr, et al (2021)-

"A.M. Muniz Jr. and T.C. O'Guinn's (2021) influential scholarly article delves into the exploration of how consumers establish connections with brands, introducing the concept of 'brand relationship' to portray the brand-consumer connections akin to human relationships. The study analyses diverse aspects of brand relationships, encompassing brand attachment, brand trust, and brand loyalty. This paper holds significant importance in the realm of consumer behaviour and branding as a cornerstone work."

L.D. Hollebeek (2020)-

The scholarly article authored by L.D. Hollebeek, titled "Customer Engagement Behaviour: Theoretical Foundations and Research Directions," delves into the exploration of theoretical foundations and offers insights into research avenues concerning customer engagement behaviour. The article is expected to cover topics such as concepts, theories, and methodologies aimed at examining how customers engage, participate, and establish connections with brands or organizations.

S.D. Vivek, et al (2020)

The research paper "The Negative Effects of Customer Brand Engagement: Examining the Influence of Brand Engagement on Customer Perceptions of Risk and Negative Word of Mouth" by S.D. Vivek, S.E. Beatty, and R. M. Morgan, published in 2020, probably delves into how extensive customer brand engagement might result in adverse consequences like heightened risk perceptions and greater instances of negative word of-mouth communication.

R.N. Bolton, et al (2020)

"Consumer Loyalty and Complex Services" is a research paper authored by R.N. Bolton, P.K. Kannan, and M.D. Bramlett. Published in 2020, the paper delves into the concept of consumer loyalty within the realm of complex services. It is likely that the paper examines the influence of factors like service quality, customer satisfaction, and perceived value on consumer loyalty. This exploration is particularly relevant within industries that provide intricate or multifaceted services.

3. OBJECTIVE OF THE STUDY

- Assessing the degree of brand loyalty towards Bata India Limited.
- Evaluating the level of brand recognition for Bata India Limited.
- Identifying the variables impacting brand choice.
- Investigating the brand loyalty initiatives implemented by Bata.

4. SCOPE OF THE STUDY

The research pertains to Bata customers at Bata India Ltd, TUMAKURU, specifically focusing on walk-in customers and their relationship with the brand Bata.

5. HYPOTHESIS

➢ **Null Hypothesis - H0:** Income factor influence on brand preference.
➢ **Alternative Hypothesis- H1:** Income factor does not impact on brand preference.

6. RESEARCH METHODOLOGY

Primary data: Primary data is acquired by researchers directly from original sources, utilizing techniques such as interviews, experiments, or surveys. It is structured according to the research design, originating directly from primary sources. Two fundamental approaches to gather primary data include:

- Through the survey method
- Through the observation method

Secondary data: Secondary data pertains to information that was initially gathered by primary sources and is now made available for researchers to utilize in their independent studies. It constitutes data that was previously compiled in earlier times.

Secondary sources are drawn from a wide array of origins, including:

- References from textbooks.
- Profiles of organizations.
- Online resources and academic journals.

A. DATA ANALYSIS AND INTERPRETATION:

Table: 1 Demographic profile of the respondents

Demographic		No of respondents	
		FREQUENCY	PERCENTAGE%
Age	10-20	17	17%
	21-30	65	65%
	31-40	09	09%
	41-50	09	09%
Total		100	100
Gender	Male	58	58%
	female	42	42%
Total		100	100
Income	<10K	40	40%
	10-20K	25	25%
	20-30K	14	14%

	30-40K	21	21%
Total		100	100

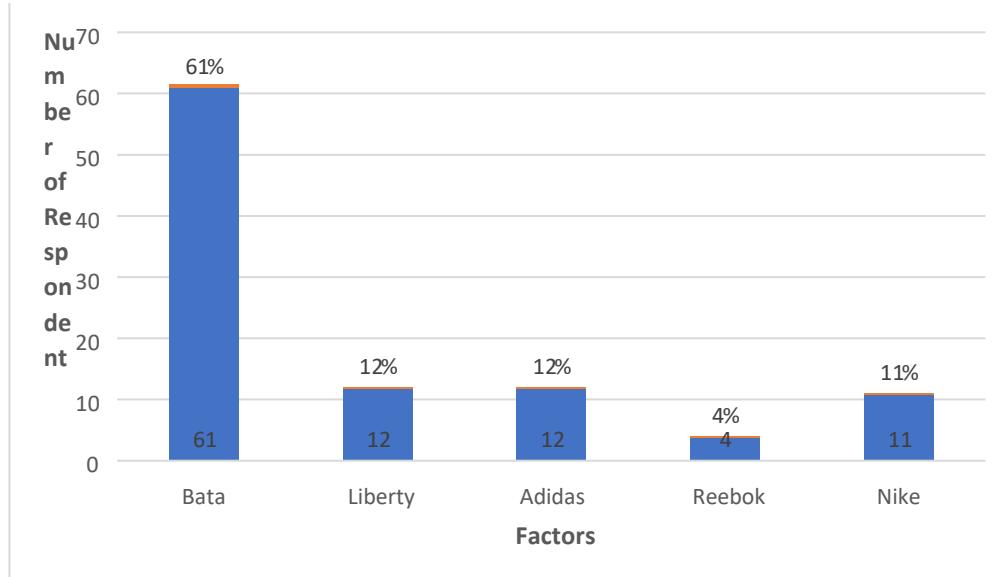
7. ANALYSIS

Demographic factor of respondents revels that majority 65% of the respondent are in the age group 21-30 and then between the age group of 10-20. It further revels that greater number 58% of respondent are male. It further revels that maximum respondents 40% income level less than 10k per annum.

Which footwear brand do you think is the most popular brand in India?

Sl. NO	Factors	Respondents	Percentage
1	Bata	61	61%
2	Liberty	12	12%
3	Adidas	12	12%
4	Reebok	4	4%
5	Nike	11	11%

Analysis: According to the table, the majority of individuals (61%) consider the brand Bata to be the most popular in India. Meanwhile, 12% of respondents each Favor the brands Liberty and Adidas, while another 11% opt for Reebok. The remaining 4% of participants perceive Nike as the most popular brand in India.



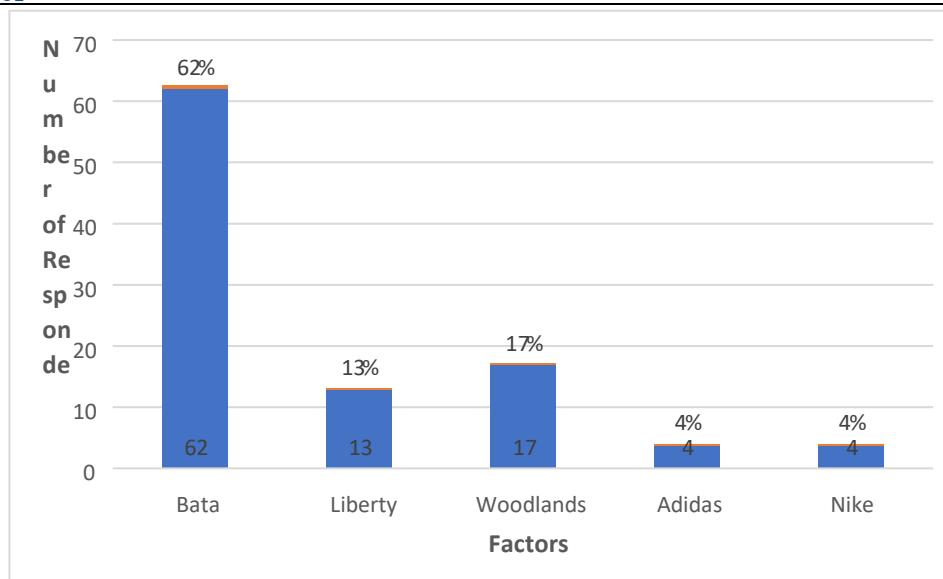
Graph 1

Interpretation: According to the graph, the primary reason behind Bata's status as the most popular brand in India is its extensive retail presence across the country and strong product awareness.

Which footwear brand comes to your mind you think of Tumkur

Sl.NO	Factors	Respondents	Percentage
1	Bata	62	62%
2	Liberty	13	13%
3	Woodlands	17	17%
4	Adidas	4	4%
5	Nike	4	4%

Analysis: The table indicates that a majority, 62%, of individuals in Tumkur find the Bata brand to be a suitable option for the area.



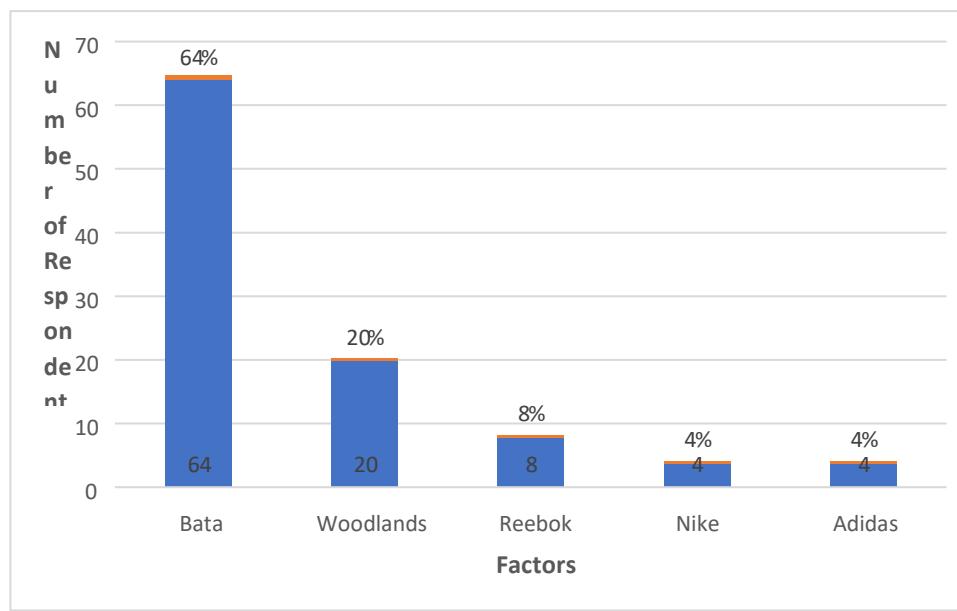
Graph 2

Interpretation: The graph illustrates that a significant number of individuals in Tumkur associate the Bata brand with footwear, highlighting the strong brand equity of Bata in the region.

Rank the following footwear brands in order to preference of brandings?

Sl.NO	Factors	Respondents	Percentage
1	Bata	64	64%
2	Woodlands	20	20%
3	Reebok	8	8%
4	Nike	4	4%
5	Adidas	4	4%

Analysis: The table above indicates that Bata brand is preferred by 64% of individuals, while Woodlands is the choice for 20% of people. The remaining 8% Favor Reebok, with 4% each opting for Nike and Adidas.



Graph 3

Interpretation: The graph illustrates that the Bata brand is the most favoured brand in terms of ranking, as they effectively raise awareness about their product and leverage their brand equity to appeal to customers.

8. ANALYSIS AND DISCUSSION AND CONCLUSION

FINDINGS:

- The majority of individuals are familiar with Bata products.
- It has been observed the majority of respondents in Tumkur associate Bata as a footwear brand.
- A significant portion of the public perceives Bata as one of the most popular brands in India.
- The primary finding of the study indicates that people rely on the Bata brand for their day-to-day footwear needs.

9. SUGGESTIONS

- Bata maintains its commitment to quality, ensuring consistent quality for its customers in the future.
- Apart from discounts, the company should establish effective loyalty programs to retain its customer base.
- Bata should enhance its advertising efforts through print media like banners and online platforms to expand its customer reach.
- To retain loyal customers, Bata should prioritize offering appealing loyalty plans.

10. CONCLUSION

From my analysis of brand loyalty concerning Bata India Ltd in Tumkur

it is evident that a significant number of individuals exhibit loyalty towards Bata footwear. A notable weakness I've identified pertains to the company's lack of loyalty programs for its customers. Conversely, Bata's strengths encompass an extensive distribution network and the production of high-quality products. It's observable that Bata is actively adapting its growth strategies in response to market trends. The company effectively fulfills footwear needs by offering quality products at affordable prices. The study unmistakably indicates that a substantial majority of Bata footwear users exhibit brand loyalty.

11. REFERENCES

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