

Attitudes of Young Consumers in Mumbai Towards the Bata Brand

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2. Define the main goal, state research questions, and choose adequate research methods.
3. Conduct primary research according to the goal of the work.
4. Evaluate and interpret the research results, and answer the research questions.
5. Based on the research findings, design a marketing communication strategy for the Bata Shoe Company to help increase popularity among young footwear consumers in Mumbai.

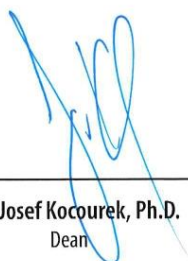
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ABSTRAKT

Spotřebitelské chování a spotřební vzorce jsou dynamickými aspekty marketingové oblasti. Aby byla firma životaschopná, musí marketéři tento vývoj sledovat a vhodně přizpůsobit své metody. Tato diplomová práce si klade za cíl zjistit, jak se mladí lidé v Bombaji dívají na značku Baťa v současnosti. Aby to bylo možné zjistit, tato práce se hlouběji zabývá marketingem a marketingovým mixem v obuvnickém průmyslu, brandingem, Baťovou strategií brandingů, spotřebitelským chováním mladých zákazníků a spotřebitelským chováním v Indii. Podrobněji objasňuje studijní techniky a otázky.

Vnímání Bati mezi obyvateli Bombaje ve věku 20 až 30 let bylo vyhodnoceno průzkumem. Získané informace byly vyhodnoceny a byly zodpovězeny výzkumné otázky. S cílem upoutat pozornost mladých zákazníků byl na základě získaných výsledků vypracován plán rebrandingu značky.

Klíčová slova: Marketing obuvi, spotřebitelské chování, Baťa Indie, mládež, Bombaj, Indie

ABSTRACT

Consumer behaviour and consumption patterns are dynamic facets of the marketing field. In order to keep the firm viable, marketers must monitor these developments and adapt their methods appropriately. This diploma thesis aims to determine how Mumbai's youth view the Bata brand in the present day. In order to determine this, the paper delves further into marketing and the mix in the footwear industry, branding, Bata's branding strategy, consumer behaviour of young customers, and consumer behaviour in India. It elucidates the study techniques and questions in more detail. The perceptions of Bata among Mumbai residents between the ages of 20 and 30 were assessed by a survey. The acquired information was assessed and the research questions were answered. In order to attract the attention of young customers, a rebranding plan was developed for the brand based on the acquired results.

Keywords: Footwear marketing, Consumer behaviour, Bata India, Youth, Mumbai, India

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Any exclusion in this short acknowledgment does not indicate a lack of appreciation on my part.

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CONTENTS

INTRODUCTION	9
I THEORY.....	10
1 MARKETING AND ITS APPLICATION IN THE FOOTWEAR SECTOR	11
1.1 MARKETING MIX IN THE FOOTWEAR SECTOR.....	13
1.1.1 Product	14
1.1.2 Price.....	16
1.1.3 Place	19
1.1.4 Promotion.....	21
1.2 FURTHER SPECIFICS OF THE FOOTWEAR MARKET.....	23
2 BRANDING	26
2.1 IMPORTANT ELEMENTS OF BRANDING	27
2.1.1 Brand personality	27
2.1.2 Brand positioning	27
2.1.3 Brand superiority.....	28
2.1.4 Brand assets.....	28
2.1.5 Brand equity	28
2.1.6 Brand associations.....	29
2.2 BATA'S BRAND STRATEGY	29
2.2.1 Perception of COO	30
2.2.2 STP analysis	31
2.2.3 Marketing mix.....	32
3 CONSUMER BEHAVIOUR.....	42
3.1 CONSUMER BEHAVIOUR IN FASHION AND FOOTWEAR INDUSTRY	43
3.1.1 Five sense marketing.....	44
3.1.2 Brand loyalty	46
3.2 CONSUMER BEHAVIOUR OF YOUNG CONSUMERS	46
3.2.1 Green marketing.....	49
3.2.2 Cause-related marketing.....	49
3.2.3 Reaching out to the gay and lesbian community	49
3.3 SPECIFICS OF CONSUMER BEHAVIOUR IN INDIA	49
3.3.1 Bargaining culture	50
3.3.2 Indians' interest for freebies and discounts.....	51
4 METHODOLOGY	53
4.1 MAIN GOAL	53
4.2 RESEARCH QUESTIONS	53
4.3 RESEARCH METHODS.....	53
II ANALYSIS.....	54

5	RESEARCH CHARACTERISTICS.....	55
5.1	DEVELOPING A QUESTIONNAIRE.....	55
5.2	RESPONDENT CHARACTERISTICS	55
5.3	RESULTS OF THE QUESTIONNAIRE SURVEY	56
5.3.1	Footwear section	56
5.3.2	Brand section.....	61
5.3.3	Communication section.....	69
5.3.4	Demographics Section	73
6	ANSWERING RESEARCH QUESTIONS	75
III	PROJECT	77
7	REBRANDING STRATEGY FOR BATA INDIA	78
7.1	PRODUCT.....	80
7.2	BRAND ETHICS	89
7.3	BRAND SLOGAN.....	89
7.4	PACKAGING.....	90
7.5	FIVE SENSE MARKETING	95
7.6	BRAND MERCHANDISE.....	96
7.7	PROMOTIONAL ACTIVITIES	99
	CONCLUSION	100
	BIBLIOGRAPHY	102
	LIST OF ABBREVIATIONS	113
	LIST OF FIGURES.....	114
	LIST OF TABLES	116
	APPENDICES.....	117

INTRODUCTION

The world of today is ruled by brands. One can travel to numerous locations at once by just walking down an aisle in a supermarket. Today, thanks to globalization, we have a wide selection of options to choose from. Although it is fantastic for consumers, it has increased brand competitiveness to a considerable extent.

The shoes we wear are a result of globalisation, and they were one of the first products to be mass-produced globally. Educated consumers now have a plethora of options when shopping for new shoes, forcing the major manufacturers to compete for consumers' money and attention. These bigger corporations devote massive resources to advertising in an effort to outdo their rivals.

Every company has to come up with novel ideas for their goods and their marketing strategies, and they all need to provide consumers a good return on their investment. To ensure that goods meet the requirements and expectations of customers, it is crucial that merchants listen to their feedback and relay that information to the producers who created them. Companies cannot afford to lose their devoted consumers to other companies, thus they must meet their needs in spite of changes in consumer preferences, economic conditions, etc.

In the following paper, the footwear market will be evaluated in order to get a better understanding of the market, its current trends, and its most popular brands and products. In addition, branding and Bata's strategy will be investigated, and in the next part, information on young consumer behaviour and specific demographics will be acquired. This will then determine the research strategies required for primary data collection. The gathered information will be processed, analysed, and included into the publication. Further, the research questions will be addressed, which will lead to the development of an appropriate approach which will finally be provided in the project section.

I. THEORY

1 MARKETING AND ITS APPLICATION IN THE FOOTWEAR SECTOR

The purpose of marketing is to discover and meet specific client requirements. As defined by Dr. Philip Kotler (2012), the father of contemporary marketing, “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

The footwear business would not be what it is today without the help of marketing. Advertising has been effective because it has piqued the curiosity and want to purchase of both present and new consumers by educating them of the product's characteristics, variety, design, etc. The growing profits of shoe manufacturers are a reflection of its outsized impact [1]. The footwear business has become an intricate one that is both worldwide and highly competitive [2]. Over the past few years, the capacity of the footwear sector in emerging economies to export to developed nations has significantly increased [3].

The global market for footwear is extremely competitive and unequal, with some significant businesses and other, less well-known ones all striving for market share among designers, marketers, producers, and retailers. Some of these businesses are better recognized than others. A number of companies collectively invest more than one billion dollars in the distribution of footwear across the world. On the other hand, companies such as Nike Inc. and Adidas AG bring in more than \$5.0 billion annually [4].

The global footwear industry is one that is worth many trillions of dollars. It includes products such as shoes, sneakers, luxury footwear, athletic footwear, and sporting shoes, in addition to other products that are linked with footwear. It is common practice in the footwear industry to manufacture items using leather, fabrics, and a wide variety of synthetic materials. It was anticipated that the total value of the global footwear market in 2022 would be close to 382 billion dollars. In the year 2021, manufacturers all over the world produced a total of 22.2 billion pairs of shoes. In comparison, the global production of footwear in 2019 was 24.3 billion pairs of shoes. Asia is responsible for producing more than or close to 90 percent of the world's footwear. The produced footwear is shipped all over the world; Germany, Japan, and France are among the countries that rank among the top importers of

footwear on a global scale. But the United States comes out as the importer with the largest volume, taking in about 2.4 billion pairs of shoes in 2021. This makes the United States the clear winner in this category. Germany ranks second and was responsible for the import of over 631 million pairs of shoes [5].

Advertising is undoubtedly the most important aspect of any company's advances, activities, or setups. Individuals can utilize it to make change and obtain a competitive edge [6].

According to Kotler and Keller, 2008, 'Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertisers include not only business firms, but also charitable, non-profit, and government agencies'.

Given the increasingly cutthroat nature of business in the footwear industry, it is necessary to differentiate oneself from one's rivals through effective advertising. The primary purpose of advertising for footwear is to raise customers' levels of familiarity with the brand [7].

Advertising's goals are various: to get people to take immediate action, to make them want to learn more about the advertised footwear goods, to influence their opinions, and to jog their memories about the positive experience they had when they first purchased the advertised footwear [8]. Below are a few more goals of advertising:

Call to action

Consumers are encouraged to take action by being persuaded by footwear advertisements to make purchases in order to stay up with trends and current events [9]. The advertising campaign should induce customers to associate the offered product with the desire for new shoes. Customers are more likely to buy the shoes if they are delighted with the merchandise. Consumers should feel that the shoes they purchase are a solid investment when they see an advertisement by the brand. Another objective of shoe advertisements is to pique consumers' curiosity to the point when they actually make a purchase of the promoted products or companies [10].

Customer retention

The goal of footwear advertising is to get people to remember how happy they were with the product they bought in the past and convince them to buy the same brand again [11].

Changing consumer behaviour

Advertising in the footwear industry is used to influence buyers' perceptions of the items they purchase [10]. The footwear industry operates in a highly competitive environment, one in which companies risk losing clients. In certain cases, this is the result of a poor reputation, which may have a negative impact on the company's sales and overall success [9]. To find a solution to this problem, advertisements should be conceptualized with the goal of altering the customers' perceptions of the firm. This kind of advertising is extremely vital for the footwear firm to keep its sales at their current levels and to keep its share of the market [12].

Marketing is brand building. The two concepts are so inextricably linked that it is impossible to separate them. In addition, marketing cannot be seen as a standalone activity since it is intertwined with every other aspect of a business. A company's primary mission is to promote its goods and services. Thus a business's primary focus should be on marketing [13].

1.1 Marketing mix in the footwear sector

In order to properly place a product, service, or organisation in the market, it is necessary to make use of a range of different marketing methods. When a company acts in such a way, the consumer is much more likely to have the opinion that the brand provides the service or carries out the delivery of the product in a manner that is superior to the method used by the competitor. It is possible to boost the success of the brand by first acquiring an understanding of what the customer wants and the reasons why they want it, and then combining that information with research into how other businesses operating in the same market sector deliver their goods and services. In the year 1960, a professor and marketing consultant by the name of E. Jerome McCarthy defined the four core marketing tactics that are used by all marketers today. These methods are as relevant now as they were then. He described the elements of the marketing mix as "The 4 Ps," which is a popular name for the acronym. These elements are product, place, promotion, and pricing [14].

The most crucial marketing duty is to bring together all of the different elements of the marketing mix so that the firm may accomplish its objectives. The planning, coordination, and execution of activities, as well as the monitoring of the outcomes, are all very essential [15].

As a result, people involved in fashion marketing must first assess the level of engagement of the target market, and then build the marketing mix around that knowledge. The delivery of marketing information to clients who may or may not desire or use it is a critical but challenging topic. It is feasible to show a link between low-level engagement and impulsive purchase, which influences how much of the promotional budget is devoted to in-store promotions rather than advertising. It would be more efficient to concentrate promotional efforts in-store if buyers did not pay attention to information about specific fashion items and instead made decisions while in the shop.

With an understanding of the marketing mix, further in this chapter we will take a look at the marketing mix in the footwear industry.

1.1.1 Product

In contrast to the past, when footwear was a necessity and people wore it for reasons related to comfort and protection, footwear has evolved into a fashion statement in today's society. It does not matter whether one is a student, an office worker, a housewife, or even an athlete—footwear has now developed into an integral component of one's identity. People choose the goods that are most suitable for their way of life based on factors such as the occurrence of a certain event, the nature of their work, their level of comfort, the time of year, their personality, and the activities in which they participate. The results of marketing research are crucial in determining whether or not a newly introduced product will be a commercial success. Product developers are professionals that conceptualise, design, and pilot test new items in the market. Predicting future demand for a product or service is challenging in any industry, but the fashion industry is especially volatile. Because of the ever-changing nature of consumer preferences and the ever-shifting nature of the fashion industry, it may be difficult to forecast how consumers will respond to a particular set of market circumstances [15].

Every year a new wave of footwear fashions emerges. Competitors must be attentive and vigilant regarding the various forms of trends and create their strategies accordingly. The use of shoes for a variety of purposes may substantially increase the footwear industry's development prospects. In addition, lifestyle shifts, and urbanisation expansion may contribute growth stars to the footwear market. For each season and kind of exercise, a variety of footwear options from a various manufacturers are available. Due to changing

times, fashions, and client preferences, the footwear industry is always expanding and evolving. COVID-19 transformed the lives of many individuals, and therefore, people were more conscious of the need of keeping a fit and healthy lifestyle. The demand for footwear tailored for physical activity started to rise. As a consequence of changing lifestyles brought on by increasing fuel prices and a heightened awareness of the impacts of climate change, many are abandoning their automobiles in favour of walking more. Because of this, the popularity of stylish sports shoes has increased. Since they offer attractive and comfortable shoes, Nike, Adidas, Vans, and Puma are all leaders in the active footwear business. They have integrated many technologies into the lacing mechanism, shoe design, insoles, and soles of the shoes to make them more appropriate with active lives [16].

Additionally, playing a significant role in the progression of the footwear industry is the idea of sustainability. A sizeable portion of footwear manufacturers make use of recycled materials or biodegradable materials in their production in order to cater to the particular preferences of their end users. UGG, which is a well-known brand of winter boots, is currently in the lead when it comes to the production of footwear that is friendly to the environment. UGG boots are made of the highest quality sheepskin and are designed to insulate the wearer's feet even in the coldest and most extreme environments [17].

This opens up a new market of people who are actively looking for cruelty-free footwear. After seeing a rise in demand for vegan shoes, almost all major shoe brands now provide at least some vegan options for their customers. It is a known truth that most vegan shoe lines are rather pricey. Stella McCartney is a well-known example of this kind. They provide footwear that is both environmentally responsible and ethically produced. Stella McCartney and Adidas teamed together to design a collection of vegan athletic sneakers within the Adidas pricing point [18].

Many individuals, though, remain loyal to the traditional leather shoe. In particular, leather shoes are the most appropriate choice for a classy, formal ensemble. In the world of high-quality leather footwear, Clarks is a household brand. Clarks relies heavily on leather, and all of the leather they buy is a waste product from the food sector. This is also one of their guiding principles for CSR. Hush Puppies, a subsidiary of footwear giant Bata, also sells a large range of leather footwear, mirroring the success of its parent company's namesake line of shoes [19].

The designs and patterns of footwear may be ever changing and there will always be new materials being invented to make the footwear durable, cost effective, comfortable with

added quality but the materials being used for ages are still in the market with different approach to it to make the consumer feel happy about their purchase.

1.1.2 Price

Setting prices for women's and men's fashion items is a very important strategic tool for fashion enterprises. It is not necessary for fashion to have a high retail price or a price that is lower than average; rather, it is dependent on the positioning of the brands and merchants. But, in order to ascertain the expenses associated with the production of their goods, fashion executives need to go through a laborious procedure before settling on their retail pricing plan. The overall cost takes into account all of the many expenses, which are broken down into the following categories: designing, developing, and producing the fashion products. When deciding on their final retail pricing, fashion businesses take all of these various factors into consideration [20].

Recent figures show the footwear sector is booming. Revenues are expected to climb 19.6% to \$140.3 billion in 2023. The footwear market is predicted to grow the quickest in a decade. In 2020, revenues hit a new high of \$105.5 billion. The industry increased at its second-fastest rate of 18.4%. Revenues rose 15.8% to \$122.2 billion in 2021. Revenues fell 4% to \$117.3 billion in 2022. Revenues decline only once during the anticipated period. Except for 2022, the industry has grown faster since 2020 than in 2018 and 2019, when it expanded 2.7% and 4.1%, respectively. Sales of footwear are expected to rise. Experts expect 10% growth over the next two years. The worldwide footwear market will generate \$155.2 billion in 2024. This will rise 5.1% to \$180.7 billion in 2026 from \$171.9 billion in 2025. Global footwear revenues are expected to reach \$191.3 billion by 2027 [21].

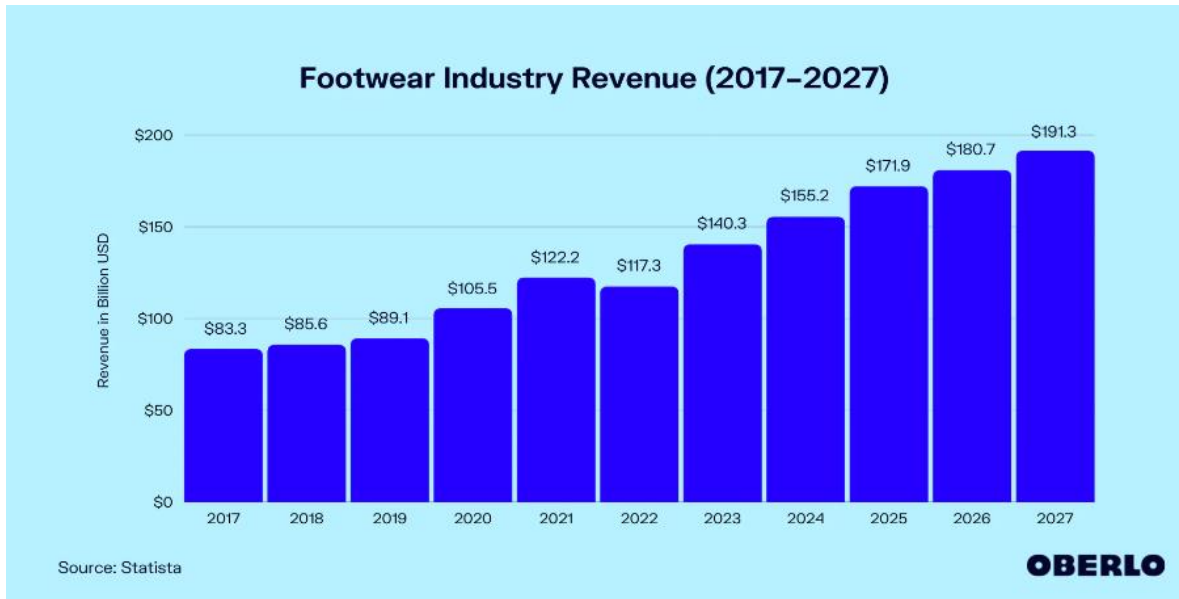


Figure 1 – Footwear Industry Revenue [21]

Depending on the type, brand, material used, and taxes levied by the country, the prices of footwear may vary everywhere.

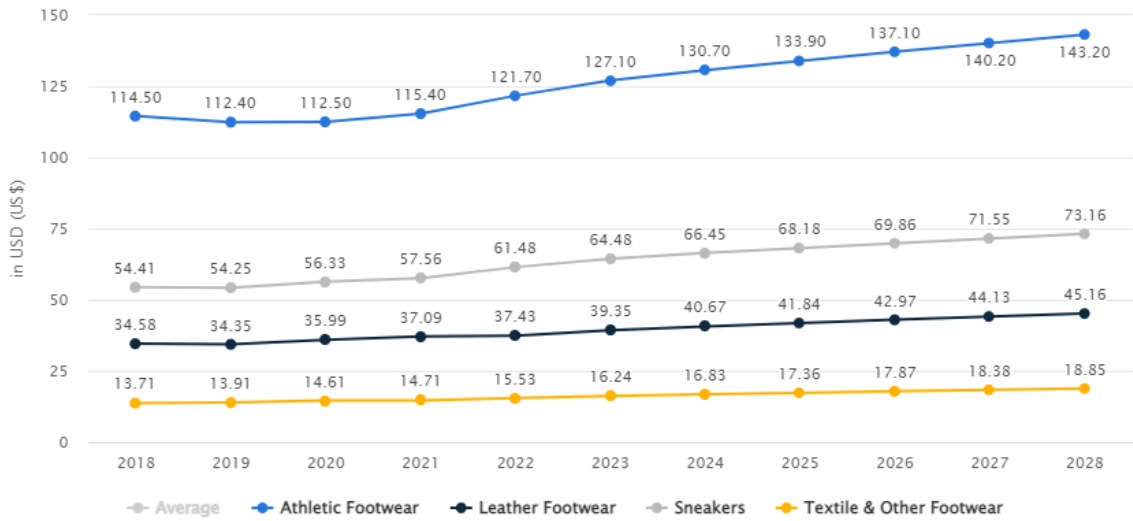
According to the data provided by Statista [22], the global prices (in the year 2023) of footwear products in different categories are as follows:

Product Type	Price per Unit in 2023 (USD)
Athletic Footwear	127.10
Leather Footwear	64.48
Sneakers	39.35
Textile & Other Footwear	16.24

Table 1 – Average Prices of Footwear Products [22]

The graph that follows depicts the evolution of footwear prices over time. The market took a hit in 2019, as footwear prices plummeted. Only the Textile & Other Footwear business witnessed a little price increase, which will continue to rise steadily until 2028. This market sector may include indoor shoes. After the COVID-19 pandemic, the prices of all other goods rose sharply. They increased at a slower rate prior to 2021 [22].

PRICE PER UNIT



Most recent update: Mar 2023

Source: Statista

Figure 2 – Price per Unit in Different Footwear Categories [22]

Price range for footwear in India

The prices of footwear in India range from those that are accessible to a person on a tight budget to those that are considered to be among the finest examples of luxury footwear.

On "Myntra," India's most popular online fashion shopping application, the plain slipper manufactured by a brand called Paragon and sold for 117.5 INR is the footwear item with the lowest price when ranked from the lowest to the highest price. It is intriguing that it has been further presented with a 5% discount [23]



Paragon
 Men Rubber Thong Flip-Flops
Rs. 111 ~~Rs. 117.5~~ (5% OFF)
 Only Few Left!

Figure 3 – Lowest Price Footwear [23]

The most expensive item is a pair of formal leather shoes made by ALDO. Each pair costs 29,999 INR [24].



Figure 4 – Highest Price Footwear [24]

Yet, when categorised on the basis of popularity, it is clear that the majority of the most popular products fall within the price range of one thousand to three thousand INR [25].

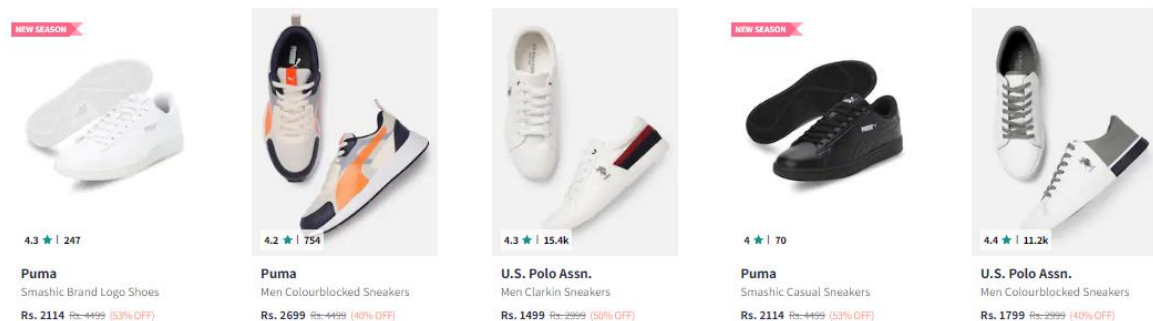


Figure 5 – Most Purchased Footwear [25]

1.1.3 Place

Many businesses find that getting a product to market is often more expensive than actually developing it. Each business must have a plan for entering the market. In the past, businesses relied on hired salespeople to reach out to retailers, wholesalers, and consumers. It is tough to choose the suitable channels, persuade them to sell their goods, and encourage them to work as partners. Too many companies feel they are selling to distributors rather than selling through them. The greater the number of channels, the better the market coverage and the faster the pace of sales growth the firm will experience. Introducing additional market

channels, on the other hand, might result in at least two difficulties. The company runs the risk of seeing a reduction in the quality of its products or services as a consequence of increasing its market penetration at the expense of its market control. There is a possibility that the company may deal with rising channel conflict concerns [26].

It is important to keep the fashion client in mind while deciding on a distribution channel and its aesthetic details. Knowing when, where, and how consumers make purchases is necessary. Research and ideas for consumer behaviour are required for understanding and connecting self-images with building store atmospheres to nurture varied emotions [15].

When it comes to reaching clients all over the world, the internet has levelled the playing pitch so that even the smallest businesses can compete with the biggest ones [27]. The great majority of well-known shoe firms now have consumer-facing web storefronts and online shopping platforms where customers may buy their products. This technique of product distribution is known as direct sales. This method allows businesses to save money while also getting to know their clients better. Companies may assess client reactions to price and promotions in this manner, which may help them fine-tune those features. The 'One-tier' system is another form of distribution adopted by most multinational footwear firms. In order to increase the company's reach, provide additional services to complete the customer offer, or situate the product inside the customer's present channels, the supplier hires a single set of intermediaries between the business and its customers. Many companies employ what is known as a "two-tier" or "multi-tier" distribution system, in which goods are sent from the manufacturer to a wholesaler, and then to a retailer, and lastly to the customer [28].

Global brands like Nike have several outlets of their brand in different cities and at the same time, customers can purchase the products from their official website. They also have collaborations with distributors and retailers. Their products can also be seen at chain supermarkets, athletic stores and even at local shops. They also place their products on online shopping websites like Amazon and other popular fashion applications [29].

Yet, some businesses, such as Crocs, restrict how widely their items may be sold to consumers. Kanye West came up with this method, which involves restricting the supply initially and giving the buyer the dread of losing out. But, increasing the supply when the demand for it suddenly surges is how the strategy works. Crocs does the same by releasing limited edition footwear in partnership with celebrities, which drives up the demand for their products [30].

1.1.4 Promotion

A company's promotional tools enable it to interact with potential and present customers about its goods, services, distribution networks, and pricing [31]. Effective communication is the cornerstone of advertising. It is the bridge between the plan and its target audience. There is no denying the importance of advertising in today's modern world [32].

Since it is the component of the communications mix that is most readily apparent to target audiences, advertising is often used as a synonym for marketing communications. But there is an enormous range of communication tools available, each of which has its own set of defining qualities, as well as both strengths and disadvantages. The goal of marketing communications is to influence or convince the customer by way of the message that is delivered. When a message transmission is intended to specific individuals who are known to the sender and are addressed by name, this kind of communication is referred to as personal communications. It is also possible for the message transmission to be directed to a number of recipients who cannot be identified, making use of mass media in order to communicate with a large number of people. This kind of communication is known as mass communication [33].

The globalised nature of today's business landscape has made it more difficult to reach consumers via more conventional forms of advertising [34]. Hence, direct communication, which is the only way to build a long-lasting brand image for companies by collaborating with target consumers, is something that many academics are researching [35].

In 2020, the British corporation Clarks announced 900 job layoffs when the business was deeply affected by COVID-19. They decided to devise a new strategy that focuses on sustainability, product innovation, design and quality, and digital enhancements. It would help consumers in interacting with the Clarks brand and selecting and purchasing footwear in the most convenient manner for their lifestyles [36]. The then-CEO of Clarks, Giorgio Presca, resigned after less than a year in the post, as the situation grew very difficult to manage. The position was later filled by Victor Herrero, the previous CEO of Guess [37]. Since then, the firm has been in the spotlight for a number of excellent promotional initiatives. Among them was their partnership with Roblox. The Roblox stadium is the location of the Cicaverse experience. Everyone who attends the Clarks stadium receives a free pair of virtual Cica. Players may also participate in BMX stunts, parkour, and breakdancing activities, each of which was built with the assistance of the actual athletes that helped establish the shoe type. The game includes the British breakdancer B-Girl Terra,

the British parkour champion Robbie Griffiths, and the BMX rider Connor Stitt. Those who win receive a gold medallion necklace with a Roblox logo designed by Cica in honour of the brand's history [38]. Additionally, users can also visit a digital Clarks shop and buy accessories for their digital selves, such as flaming trainers and gigantic jet packs [39].

MEET THE ATHLETES



Robbie Griffiths
Age: 21
Location: Glasgow, Scotland
Sport: Parkour
Fun fact: From acrobat to Parkour champ, Robbie's now adding taineé stuntman to his ever-growing list of awesome talents.



B-Girl Terra
Age: 15
Location: Wolverhampton, England
Sport: Breakdancing
Fun fact: Smashing competitions since age 5, B-Girl Terra knows her way around a breakdance battle. Her next challenge? The 2024 Paris Olympics!



Connor Stitt
Age: 11
Location: Utah, USA
Sport: BMX
Fun fact: Wheel-flipping phenomenon Connor comes from a family of adrenaline junkies - and his goal is to become a pro BMX rider.

SHOP THE CICAVERSE KICKS IRL

Figure 6 – Athletes' Collaboration with Clarks [39]

Nike on the other hand collaborated with Tiffany (the jewellery specialist) in order to display the heritage and craftsmanship of the brand. They created a limited edition sneaker, the Nike/Tiffany Air Force 1 1837 that features a premium black suede with a Tiffany Blue swoosh, .925 sterling silver heel tabs and Tiffany script sewn onto the tongue tag. The sneakers will be delivered to their customers in a co-branded Tiffany blue box [40].



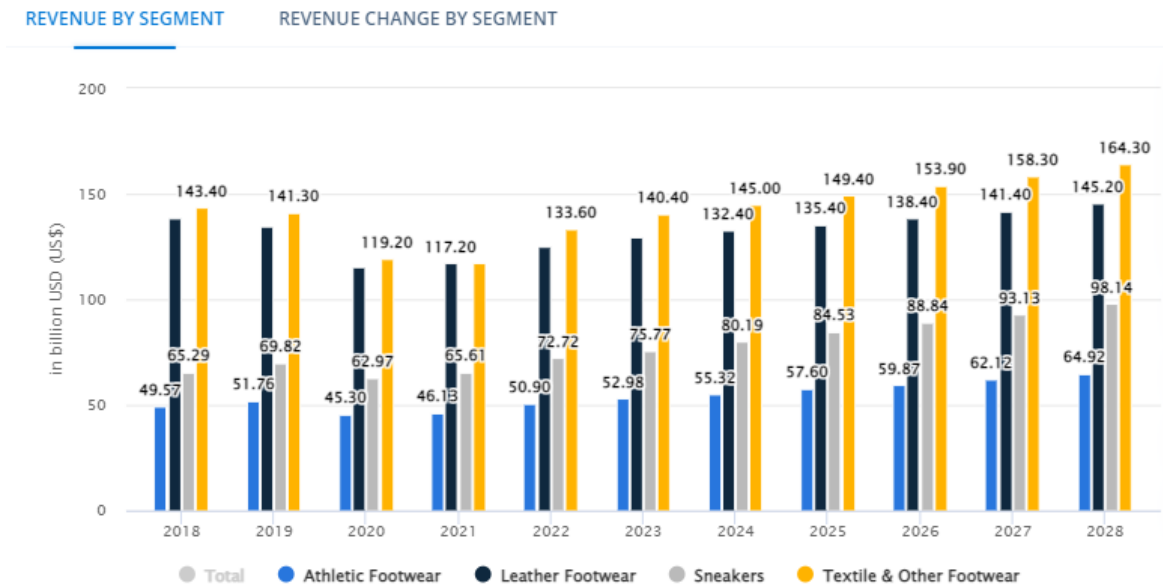
Figure 7 – Nike and Tiffany's Collaboration [41]

To broaden their appeal to female consumers, Skechers worked with Martha Stewart on a capsule collection called "A Day in the Life of Martha," which features the latter's go-to outfits for casual Fridays, cocktail parties, and relaxing on the weekend. Shoes "for living comfortably and attractively every day" were the focus of the spring 2023 capsule collection, which debuted on March 8 in honour of International Women's Day. The collection included the entrepreneur and lifestyle icon's signature looks while wearing some of Skechers' best-selling slip-ons, slides, and sandals for the office, the party, and the weekend [42].

1.2 Further Specifics of the Footwear Market

The footwear industry produces and distributes footwear for a wide range of purposes. Apart for safety and work shoes, all other types of footwear worn fall under this category. Many materials, including leather, cloth, plastic, rubber, and even wood, go into the production of these shoes. Shoes for both sexes and all sizes are available in this industry. Consumers' shopping habits are changing rapidly, which causes a significant impact on the footwear industry just as it has on the apparel industry. The growing popularity of online shopping mall concepts is putting pressure on traditional brick-and-mortar stores. According to the data acquired through Statista, the most amount of revenue comes from textile and other

footwear globally. This is followed by leather footwear. However, sneakers and athletic footwear bring a lot less revenue comparatively but it is expected that by 2028 the revenue from sneakers is bound to rise steadily [43].



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Mar 2023

Source: Statista

Figure 8 – Revenue Achieved by Various Footwear Segments [43]

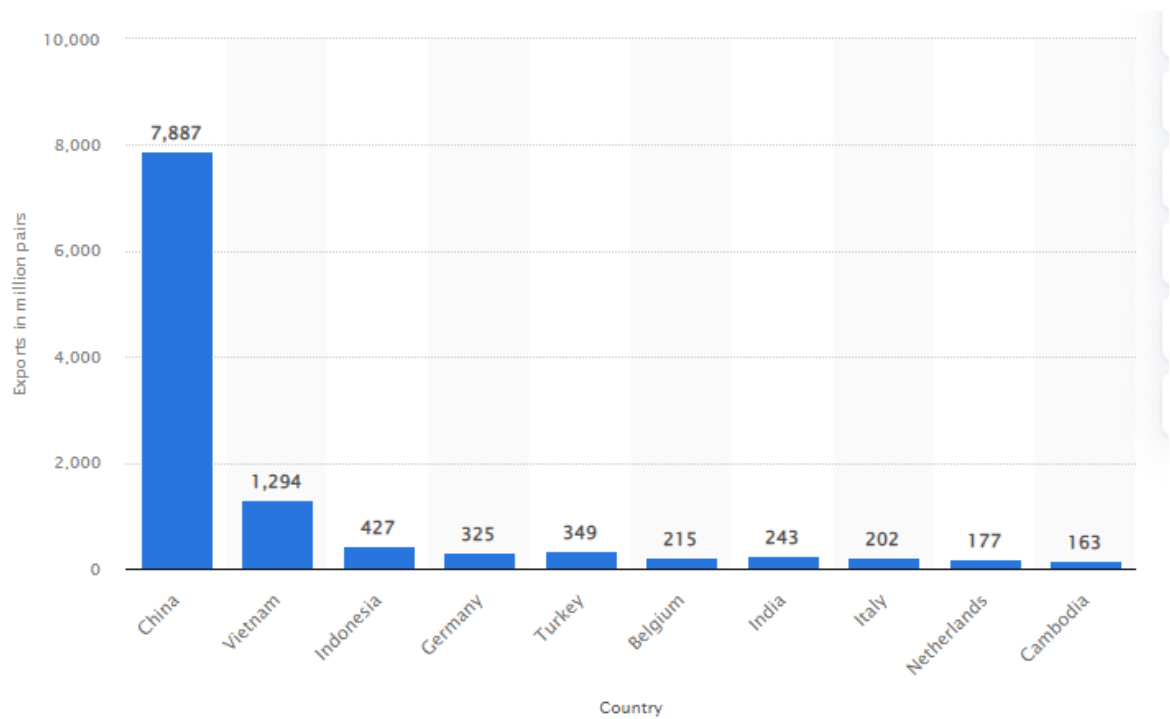


Figure 9 – Top Footwear Exporting Countries [44]

The data from Statista also depicts the top shoe exporters in the world. China is the leader of export business of footwear with 7,887 million pairs exported in 2021. Vietnam stands at 1294 million pairs followed by Indonesia, Germany, Turkey, Belgium, India, Italy, Netherlands and Cambodia [44].

2 BRANDING

Branding is the act of giving a certain organization, company, products or services a meaning in the minds of customers. Clarifying what a particular brand is helps people more easily recognize and engage with that brand, as well as provides customers with a justification for selecting that company's goods over those of its rivals. This strategy was developed by businesses in order to assist customers in more easily recognizing and engaging with their brand [45].

According to Kotler and Keller, 2015, "Branding is endowing products and services with the power of a brand". Putting a name to a product or service is just one small part of the branding process. When you create a brand, you want to convey to clients that you will provide them with an enjoyable experience as well as a specific degree of performance. As a result, effective branding requires the participation of all parties involved in the supply chain, beginning with product design and continuing through production, marketing, sales, and distribution. This is what is meant when people talk about "living the brand." The company's target consumers become the focus of the brand's whole platform for planning, creating, and providing exceptional value to those customers [46].

According to research, brands are complex ideas with many facets; nonetheless, while discussing "a brand," it is easy to ignore the depth of this notion. The "branding iceberg" is a particularly helpful tool that enables managers to have a better understanding of the nature of brands [47]. With the use of branding, a company may build its image and reputation in the hopes that this would encourage consumers to make a purchase [48].



Figure 10 – Branding Iceberg [47]

The primary function of a firm is to engage in marketing activities. The ultimate goal of any business is to excel in marketing. Because of this, every person who works for a company ought to be concerned with marketing, and more specifically, with the laws that regulate branding. If the whole firm functions as the marketing department, then the whole company must also function as the branding department [49]. If a brand's strategy is effective, it moves the company closer to its objective. If a marketing approach does not work, marketers need to try something new, but they should not do this too frequently [50].

2.1 Important Elements of Branding

Branding is the practise of giving a company or its products a recognisable identity in the minds of consumers. Customers' ordinary experiences might provide much more profound insights [51]. The following are some key considerations while developing a brand.

2.1.1 Brand Personality

Not every company needs to focus on developing a distinct identity for their business. They will and may compete with one another in different ways. Indeed, only a small percentage of businesses see themselves as having a unique personality. Nonetheless, a brand's personality is increasingly being used as part of an expanded brand goal. Whatever the situation may be, it's important to give serious thought to the prospect of incorporating a brand personality as a means of ensuring that the brand goal is fully realised [52]. Every piece of marketing should be seen as an investment in the reputation of the business [53].

2.1.2 Brand Positioning

Brand positioning is the process of differentiating a product or service in the eyes of potential buyers [48]. Good positioning is about anchoring a brand to a category so a consumer has a reference point. Within the category it is important that the brand then has the characterising factors to validly be part of that category [47].

2.1.3 Brand Superiority

Many companies catering to corporate clients find product superiority to be the most straightforward and alluring foundation for a brand. Successfully distinguishing your brand from the competition requires you to excel where they have historically struggled. Building a name for oneself on the strength of one's products might put one in an enticing position. It's common knowledge that you may get an edge in the marketplace by inventing a better mousetrap. Consumers may quickly try out new functions, which drives rapid adoption and positive short-term outcomes [46].

2.1.4 Brand Assets

A company's reputation as a go-to source for fashionable goods is its most valuable asset. It takes a lot to run a business, including land, structures, equipment, people, ideas, patents, and so on. The structure, machinery, personnel, and even the owners are all easily changeable. Brands outlive their owners. The worth of a well-known worldwide brand's reputation might exceed that of its physical assets. A brand's worth, sometimes called its "brand asset" value, and is quantified monetarily [54]. A company's brand consists of its identity, name, and reputation in the marketplace [51].

Brands, in the conventional meaning, are the names, logos, and slogans by which one company's products and services are distinguished from those of its rivals. Furthermore, it acts as a storage facility for the value created by the company's branding efforts [55]. A memorable slogan may be an integral aspect of a company's brand recognition. A company's tagline may be like the bow on a present, adding that special something to the bundle of meaning that the brand represents. The tagline offers a basic meaning while allowing for the introduction of a slew of specialised features without causing misunderstanding [56].

2.1.5 Brand Equity

Brand equity refers to the value that consumers place on a particular brand. It may show up in the brand's price point, market share, and profitability, as well as in customers' perceptions and actions about the brand. Consumers' experiences with a brand over time—what they've seen, read, heard, learned, thought, and felt—are what give brands their power, and this is what customer-centric methods focus on [26]. The shift from short-term sales and other

tactical metrics to brand equity and other strategic indications of long-term financial success is revolutionary. The guiding principle is that sustainable competitive advantage and long-term profit may be built on the foundation of solid brand equity. Brand equity consists of three interconnected parts: the customer's knowledge of the brand, the customer's feelings about the brand, and the customer's commitment to the brand over time [52].

2.1.6 Brand Associations

To "connect" anything in one's mind with a particular brand is to form a brand association. In addition to existing, the group also has some degree of influence. A stronger emotional attachment to a brand is the result of repeated exposure to the company's message. A well-positioned brand has positive connotations and an edge over the competition. Associations form the basis of both brand loyalty and individual purchase decisions [57].

2.2 Bata's Brand Strategy

Since more than 125 years, Bata has been a family-owned business, enabling it to provide customers around the world with the best shoes at the best prices, backed by unmatched service. They embody the Bata way by enhancing the quality of life in every continent in which they operate. This includes supporting their customers, teams, and the community, as well as offering opportunities for personal and professional development [58].

Bata's business in India began in 1926 with the opening of its first stores. A sister company was founded at the end of 1931, and shortly thereafter, footwear production began in a factory in Konnagar. Batanagar became an important production hub for Bata in 1936. The story of Bata begins when in the spring of 1925, Tomas Bata travelled to India in search of a supplier of raw materials. In October 1925, he assigned five employees to Asia and British India to establish a sales organisation. At the turn of 1925-1926, Zlín began exporting shoes to India. In January 1926, Bata opened its own shop in British India, including in Mumbai and, later that year, Calcutta. In October 1934, construction of a new large factory and adjacent residential area began in Batanagar. The building was constructed as part of an architect F. L. Gahura's Zlín garden city plan. In August 1936, production began at the new Batanagar factory. On a 324 acre plot of land adjacent to the factory, residential quarters for

managers and workers, a cinema, sports field, social clubs, and hospitals were constructed; in 1937, 70 Czechoslovaks began working in Batanagar [59].



Figure 11 – First Factory of Bata in India [60]

2.2.1 Perception of COO

Interestingly, majority of Indians appear to be unaware that Bata is a global brand, instead perceiving it as a local one. The brand employs the adaptive strategy which has been extremely effective. Harsish Bijoor, a brand strategist, asserts that the area of Kolkata where Bata shoes were initially manufactured is now known as Batanagar due to the company's widespread success. The company's output also included products designed specifically for Indian consumers' preferences. Bata is a well-known footwear and accessory brand in India that was created with Indian feet and culture in mind. The brand's success in India was also due to its effective advertising campaign. Overall, the message was one of genuine concern for the people, as if it had been delivered by one of their own. Those who reached adulthood during the 1970s, 1980s, and 1990s have fond memories of their Bata trainers. A first pair of school shoes for the majority of children and adolescents in the past. Additionally, Bata ran advertisements emphasising the significance of a pre-school trip to the shop for the essential supplies every student requires. They promoted the shop with the slogan "First to Bata, then to school" [61].



Figure 12 – First to Bata, then to school [62]

Bata, while being a worldwide brand, could have charged a premium like its competitors, but it opted not to. Bata opted to stick to its mission of providing Indians with cheap footwear. All of this was part of their effort to adopt the Indian attitude. Bata has shown that it is not necessary to be a premium brand to be successful [63]. Furthermore, the brand name was ideal for use in India. With only four letters and two syllables, it was simple to pronounce for the Indian market," Bijoor explained, highlighting how this helped the company shed its "international image" [64].

2.2.2 STP Analysis

Since the STP model facilitates the prioritisation of ideas and the design and dissemination of targeted, personalised messages, it is a useful instrument for the development of a marketing communications plan. The three phases of the sales funnel are market segmentation, targeting, and positioning [65].

When a company takes the time to divide its target market into smaller subsets based on common characteristics such as demographics, interests, and wants, it can better serve each

group's unique set of buyers. In economic words, the company uses different demand curves for a given product category to engineer monopolistic or oligopolistic market circumstances [66].

Bata has segmented its clientele into subsets defined by demographics including age, location, and lifestyle preferences. Bata has a unique and specialised advertising approach for its business endeavours. The Bata Shoe Company is a market leader due to its extensive reach across markets, product lines, and service levels. Bata is well-equipped to meet any demand for shoes due to its vast selection of styles. Bata offers something for everyone. Consumers with rich lifestyles and a desire for fashionable footwear may find what they want at Bata. Even if a person of lower rank or fewer finances need footwear, it is sufficient. Bata is promoted as a brand that combines affordability with style, durability, and comfort [67].

2.2.3 Marketing mix

Using the 4Ps of the marketing mix framework, Bata's marketing plan examines the company's brand. The marketing mix consists of the four pillars of product development, price, place, and promotion. The Bata marketing mix serves as the foundation for these business practises. Bata's marketing efforts have contributed to the company's rise to prominence.

Product

Bata caters to a wide variety of Indian customers. Everyone from country folk to urban dwellers, students to retirees, stay-at-home moms to working women will find something to their liking at Bata. All products are designed with the target group in mind. The following table lists the numerous types of shoes that are sold for adults, girls, and kids. Bata's official website featured these sections. As one can see, shoppers in India get a chance to choose from a broad selection of footwear options. The footwear is designed with a focus on Indian fashion across age groups and sexes. The footwear deems to be of high quality and features a supportive, cushioned insole [68].

Men	Women	Kids
Casual Shoes	Ballerina	Boys
Chappal & Flipflops	Casual Shoes	Girls
Formal Shoes	Chappals	Infant
Loafers & Moccasin	Flipflops	School
Sandals & Floaters	Sandals	
Sports	Sports	

Table 2 – Footwear Categories Offered by Bata India [68]

The children's footwear department covers sections such as boys, girls, newborn, and school. The category as a whole has 421 high-quality items [69]. Moreover, the women's area is subdivided according on the many heel options available. Cone, block, kitten, platform, stiletto, and wedge heels are included in the category of heels [70].

In conclusion, the selection develops and grows as a direct result of changes in customer demand and developments in the sector. To guarantee that the business maintains up with its rivals and the trends in the industry, new designs and patterns are always being introduced into the market.

Price

On the footwear part of the website that is dedicated to ladies, the pair of flip-flops that costs 249 INR is the least expensive pair of shoes that is currently available. The product has both a very cheap price range and a very simple design, since it is built out of PVC material. The sandal with the highest heel, which costs 8,999 INR, is the most expensive shoe. As compared to products offered by Bata's rivals in India that specialise in heel footwear, this one seems to be of superior quality and comes at a more expensive end of the spectrum. Prices in the best-selling category for women vary anywhere from 500 to 2000 rupees [70].



BATA
MRP ₹ 249.00

Figure 13 – Lowest Priced Footwear for Women [71]



NATURALIZER
MRP ₹ 8,999.00

Figure 14 – Highest Priced Footwear for Women [72]

When it comes to footwear for men, the situation is exactly the same when it comes to the lowest prices. But, the most expensive pair of shoes is a pair of elegant leather shoes that cost a total of 9,999 INR. The price range for items in the best-seller category is between 249 and 2000 rupees. [73].



BATA SUNSHINE
MRP ₹ 249.00

Figure 15 – Lowest Priced Footwear for Men [74]



HUSH PUPPIES
MRP ₹ 9,999.00

Figure 16 – Highest Priced Footwear for Men [75]

The price of a pair of sandals in the kids' area starts at 299 INR, while the trainer with the most expensive price tag is 2999 INR [69].



BUBBLEGUMMERS
MRP ₹ 299.00

Figure 17 – Lowest Priced Footwear for Children [76]



BATA
MRP ₹ 2,999.00

Figure 18 – Highest Priced Footwear for Children [77]

It is not a fabrication to say that Bata caters to the footwear needs of customers of all socioeconomic backgrounds.

Place

The company markets itself as an affordable and dependable Indian brand. Its whole existence is predicated on the strength of its distribution system. Culture, needs, economic climate, and receptivity were examined for each potential overseas market. As a result, a wide-ranging system of distribution was established. Bata excels in the secondary and tertiary cities of India, as well as the country's smaller urban centres. They actively positioned themselves as a brand of footwear for those living in Tier-2 cities. Bata's widespread retail presence from major cities to remote outposts has proven to be a boon for the company's marketing efforts [78]. The firm has a strong syndication channel, selling its wares directly to consumers through factory stores, franchise retailers, wholesalers, distributors, independent sellers, and the internet. Because of this, they reach every corner of the market using their own unique methods [79].

Promotion

Bata has not believed in substantial media or public advertising, which explains why the company has not offered television commercials or print ads for a very long period. It has a strong belief in its century-long logo tradition, which aids them in achieving the client loyalty they want. Bata focuses on the mainstream market, hence they only offer significant deals during seasonal sales. Nowadays, Bata has a major presence on all social media platforms and in print and electronic media advertisements. The recent Bata advertisements in India were warmly accepted by the public [80]. Bata's history in India dates back to the 1930s, and by the 1970s, the firm had gone public on the stock market. With the passage of time, it has progressed to meet the needs of modern customers and the current market. Because of the company's dedication to adapting to the times, the Bata brand has become synonymous with an upbeat advertising campaign [81].

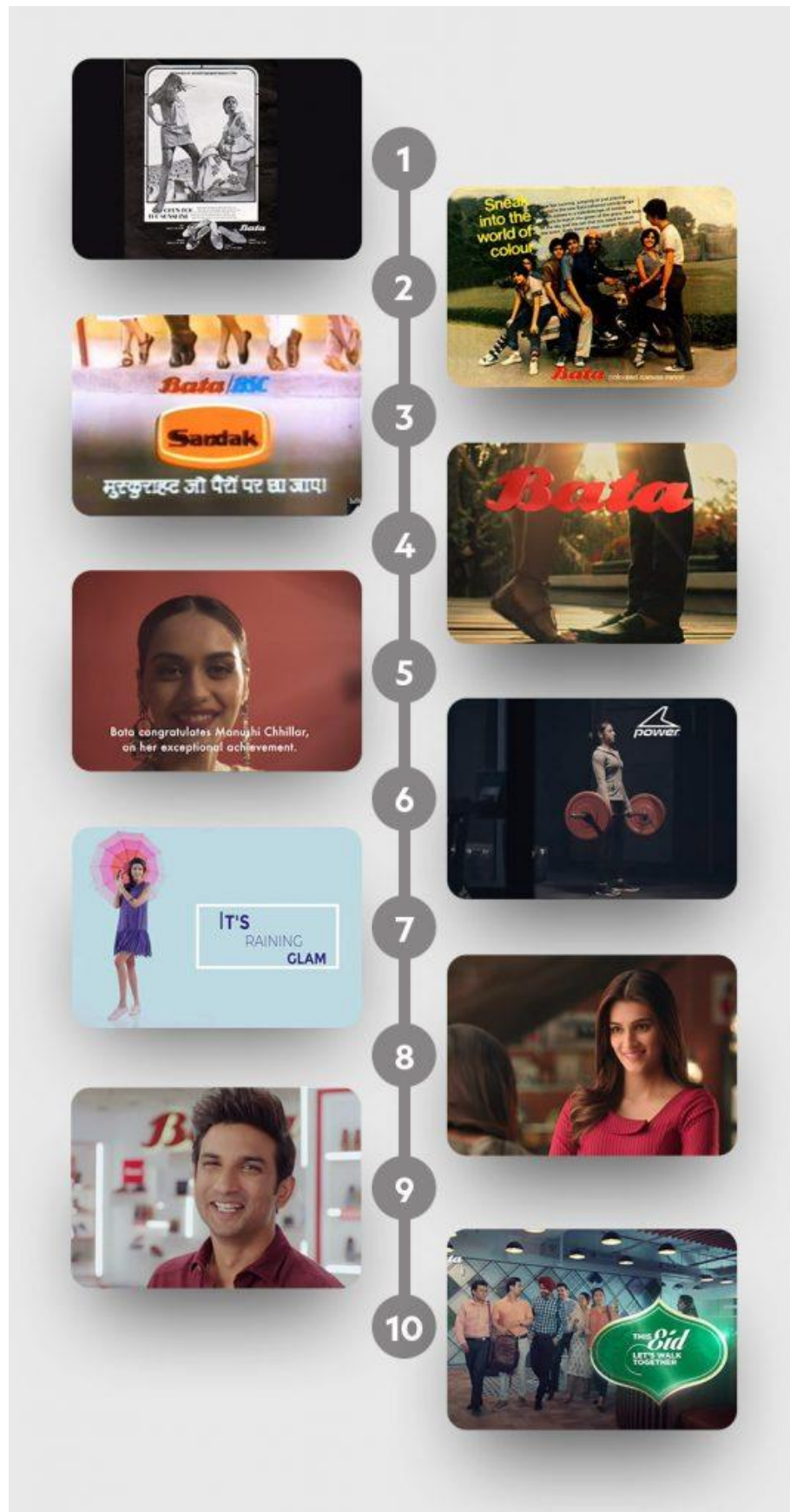


Figure 19 – Bata’s Advertisement Evolution [81]

Ad Campaigns

Bata India released a Sneaker Studio TVC in February 2023. The advertisement promotes young freedom and limitlessness with 300 shoe variants from 9 labels. The ad, created by Contract India, follows four friends as they live spontaneously with Bata trainers. At Sneaker Studio, the buddies are overwhelmed by the variety of trainers. The video follows them as they skateboard, jump in a lake, and dance at a beach party wearing Bata Sneakers [82]. By the use of this campaign, the company hopes to broaden its reach among youngsters in order to increase their sales. The company's primary objective is to make more headway in the lucrative trainer industry in India [83].

Smriti Mandhana, the opener of Indian women's cricket team is the brand ambassador for the firm. She emphasises sports shoe durability in marketing. In the ad, fitness and an active lifestyle are encouraged. The advertising emphasises how the exceptional quality and style of this extremely sophisticated footwear will drive their goals. The #FindYourPower campaign emphasises the work, focus, and tenacity required to accomplish a goal. Even if one dislikes exercise, this advertisement promotes fitness and activity. It targets individuals who are eager to adopt a healthy lifestyle [84].

E-commerce

The manufacturer's primary internet home is at bata.com. This is Bata India's official web store. One may go through the whole Bata catalogue and place and order without paying anything for shipping. Women's, Men's, Children's, Sale, Trainer, and New Arrivals are just some of the categories available. This allows them to break into new markets while further solidifying their foothold in existing ones. [68].

The 'AR Try On' function is a new addition that has been added to the Bata website, and it is sure to attract a lot of attention. Customers can scan their own foot and virtually try on several styles of shoes with this feature. They are able to examine the footwear while it is on their feet from all different perspectives to determine whether or not it is appropriate for them [85].



Figure 20 – Products with AR Feature [85]

Celebrity Brand Ambassadors

In April 2018, Bata India announced that they assigned the Bollywood actress Kriti Sanon as the brand ambassador [86]. The 'Come & Be Surprised' television commercial, created by Contract Advertising and starring Sanon, depicts her being pleasantly surprised by Bata's new Red Label Collection at a shop. The video begins with Kriti reflecting about her involvement with Bata school shoes throughout her youth. Relevant to the majority of customers. She develops a whole new connection with the brand as the advertisement proceeds [87].

Bata India also introduced a new collection named "Impressions" to reflect the spirit of the season. The It's Got to be Bata title campaign continued with the new collection launch, which features Kartik Aryan [88].

OOH Advertising

Bata India debuted their new 3D OOH hoarding. The anamorphic image format used to generate the content for the hoarding is intended to give the sense of depth. The shoe store chain is using state-of-the-art technology to promote the extensive collection of trainers it stocks with the introduction of Sneaker Studios at more than 300 sites around the country [89].

CSR Initiatives

The generosity and warmth of Bata's nature are legendary. The present worldwide corporation continues to do a great job of carrying this forward. Bata's CSR efforts in each country are highlighted on their own websites. Bata India's website lists a number of corporate social responsibility initiatives. They are as follows:

- Keeping the Community Safe
- Serving Our Frontline Heroes
- Taking Care of Our Underprivileged
- Donating 1 Mn Pair

Besides from these programmes, Bata devoted 70% of their money in 2021 and 2022 to shoe donations. During the COVID-19 pandemic, they also donated over 64,000 pairs of shoes and aided over 30,000 people. They also provided 500 girls with tablets so that they could learn more effectively via the use of technology [90]. Year after year, they produce significant CSR initiatives to aid those in need.

Print Ads

Even though times have changed, Bata still uses the traditional method of marketing via print ads [91].



Figure 21 – Bata Print Ad [91]

Social Media

Bata faces stiff competition from other corporations in its field on social media. Not only does Bata have a website, but it is also active on social media platforms like Facebook, Twitter, Instagram, LinkedIn, and others [92].

With 8.8 million, Bata's Facebook page is his most popular social media outlet [93]. While they are equally present on the aforementioned four social networking sites. There are advertisements on both their YouTube channel and their Pinterest page. There is a consistent theme running through all of their updates, which is that Bata has a pair of shoes to suit each and all of your needs, from the most basic to the most extravagant, from the most casual to the most formal, from the most current to the most luxury [94].

3 CONSUMER BEHAVIOUR

Many individuals have the misconception that marketing is a competition between several products. They believe that in the long run, the product that offers the most value will emerge victorious. Research and "gathering the facts" are two activities that occupy the time of marketing professionals. They conduct an investigation into the matter to make certain that the truth is on their side. Then, armed with the knowledge that they have the superior product and that the market would ultimately go to the company that has the superior product, they boldly enter the marketing arena [95]. In order to satisfy their desires and requirements, consumers engage in a process known as "consumer behaviour" [96]. Media and audiences have developed throughout time. Digital technology have altered media consumption. Tablets, smartphones, and even smartwatches are becoming more indispensable to today's consumers. Consumers' ability to multitask has greatly contributed to the rise in media consumption [97]. Consumer buying behaviour in the consumer market refers to the ultimate purchasers of products and services [98].

It is not enough for consumers to respect brands just because of the value they bring to businesses. They do so because they improve people's overall quality of life. Individuals place a higher premium on being aware of the likelihood of a particular outcome as opposed to the magnitude of the result they anticipate receiving. As a result of this comparison, it is possible to observe that brands might be deemed to be 'trustmarks'. They continue to give outcomes that are appreciated over time if they are handled correctly. While there are some customers who may switch to a new brand because it has more enticing offers, there are others who will continue to buy their usual brand because they have faith in the brand's ability to reliably deliver on what it promises. Consumers do not merely pick brands because of their utility; rather, they are impacted by the degree to which their values match those of other competing brands [47].

There is still some remnant of the practice of use of the word "affect" to refer to what is, in essence, the evaluative component of attitudes. This is a result of the traditional presentation of attitudes as having three components—cognitive, affective, and conative—as well as a failure to distinguish appropriately between evaluative measurements and antecedent or subsequent processes, which may be feeling-based. A condition of one's own internal feelings might be referred to as an "affect," as the word suggests. It is more appropriate to think of one's "liking" of a certain thing, person, or viewpoint as an evaluative judgment than as an interior emotional state. This applies whether the "liking" is explicit or implicit [100].

Consumer behaviour may be described as the activities and decision-making processes of buyers when they become aware of their need for a product or service and participate in the process of searching for, evaluating, purchasing, using, and eventually discarding that specific commodity [101].

For a long time, marketing (product characteristics, pricing, and distribution) and economic considerations (customer financial resources) were used to explain consumer choices. This method assumed that customers make logical judgements, therefore they would buy cheaper items if they have fewer financial resources and more costly ones if they have more. This approach also suggested that higher-quality items should sell better. Marketing practise defies these ideas. People frequently make poor decisions and fail to use all the information available to them [102].

Many factors impact consumer behaviour, including but not limited to individuals' intrinsic drives, wants, and values as well as their unique personalities, upbringings, educational and occupational experiences, and demographics [103]. In recent years, we have seen an uptick in the development and promotion of important advantages that connect into a customer's emotional need state among the marketing efforts of certain firms, especially those in categories where consumer passion is particularly strong. The idea was that people had such deep attachments to these brands that they would refuse to do without them and experience severe emotional distress if they were denied access to them [104].

3.1 Consumer behaviour in the fashion and footwear industry

People need to have a bodily sense in order to respond, which means that they need to first arrive at a conclusion or form an opinion before they can respond. The term "exposure" refers to the experience that occurs whenever one of our senses — sight, sound, smell, touch, or taste — is activated in order to bring about contact with an external stimulus. It is impossible for us to record everything that we experience because we are constantly being inundated with stimuli such as loud rock music on the radio, the aroma of freshly brewed coffee, or intense light. Instead, we have the ability to select the level of exposure that we desire. Fashion marketers work hard to guarantee that as many people as possible are exposed to their products by creating appealing marketing and commercials and by ensuring that their products are prominently displayed at retail locations [101].

3.1.1 Five Sense Marketing

The five senses of sight, touch, smell, hearing, and taste are the channels via which we take in external stimuli [101]. When combined, these five have the potential to make a huge difference. The terms "multisensory branding" and "multisensory marketing" describe this phenomenon [105]. Brands that stand out need to have that extra something. To provide the complete sensory and emotional experience, they need to be charged. Just showing a product or service in an advertisement is not enough. It's beneficial to affix a sound, like music or potent phrases and symbols. To increase the overall effect, it is much more valuable to appeal to additional senses, such as taste, touch, and smell [106]. Each of these facets, as well as the significance that they play in the larger world of fashion and design, will be investigated in the next portion.

Vision

Colour corporations and organisations like Pantone and the Color Association of the United States monitor and indicate forthcoming colour palettes to textile and fashion designers years in advance of the general public seeing a colour [101]. These designers then construct their product lines utilising these most recent colour combinations. Brands typically stand out because of the incorporation of signature hues, as the orange at Hermès or the crimson coating on Christian Louboutin's shoe soles. The growing number of trademark infringement cases demonstrates how deeply certain firms are vested in particular hues and how far they will go to safeguard that investment [107].

Touch

The sense of touch is also a big part of the fashion world. The soft feel of velvet, the smoothness of microfiber, and weight of denim, all make a physical sensation on the skin [101]. The foot bed's level of cushioning and the way the upper material feels on your foot are two of the most crucial variables in evaluating whether a pair of shoe is just adequate or really outstanding. If the product seems uncomfortable to the customer in any way, they are not going to want to buy it.

Smell

Smells may evoke strong emotional responses, whether they are negative (a skunk) or positive (a bouquet of flowers). Aromatherapy is a practise based on the belief that specific scents have therapeutic properties. The scent strips that appear in fashion magazines; these overt indicators that target the sense of smell help marketers introduce their products to a wider audience [101]. Aromatherapy is often used by shoe businesses to help customers feel at ease and comfortable. The addition of smells to Nike shops has been shown to raise purchase intent by as much as 80% [105]. Nonetheless, many also avoid utilising any scent in the store, especially if a certain shoe style has a characteristic odour. The tanning process gives leather its characteristic fragrance. It enriches the customer's journey and imparts an impression of authenticity and high quality. The smell of a pair of shoes is as unique as the scent of a new book.

Hearing

Several different kinds of auditory techniques are utilised by advertisers to get their messages through [101]. It might be accomplished via the use of music, poetry, or even simply a soothing tone of voice. It is not uncommon for a catchy jingle from an advertisement to get stuck in people's heads for weeks or months. Poetry may also be used as a means of communication. Consumers feel a stronger connection to a company if the words they read rhyme and have useful value in their daily lives. Salespeople who talk to potential customers over the phone or in person should use a pleasant voice and demeanour to make a lasting impression. When people we know and trust express enthusiasm for a product via a happy tone of voice we often find that our own feelings about that product shift in the same direction.

Taste

It's not uncommon for our opinion of a brand to shift based on how the product tastes. These days, marketers are reaching out to consumers in their own homes using edible print ads [108]. When a client enters a shop in India for shopping, whether it a clothes boutique or a shoe shop, they are greeted with a seat and, depending on the weather, either a cold soft drink or a hot cup of chai is offered to them. This improves the whole shopping experience and makes the customer feel at ease, enabling them to focus on the salesperson's presentation

without distraction. The salesman's persuasive abilities are bolstered, leading to more purchases.

Marketers have refocused their efforts on establishing emotional connections through all five senses: sight, sound, touch, and smell. In the near future, behavioural science findings imply that adopting effective multisensory techniques will be vital for gaining customer loyalty [105].

3.1.2 Brand Loyalty

When deciding how much a brand is worth, brand loyalty is an important factor to take into account. Without a loyal fan base, a company's worth rests only in its capacity to attract new clients. Relationship building with the brand is one method to increase the loyalty of both on-the-fence consumers and those who are already fully committed to the brand. Brand recognition, perceived quality, and a distinct brand identity might aid to achieving this objective [56].

3.2 Consumer behaviour of young consumers

The Millennial generation is now the largest living consumer demographic, posing a substantial challenge to businesses across all sectors due to their rising spending power. It is also a demographic whose spending habits diverge from those of prior generations [109]. The millennial generation marks the transition from the analogue to the digital age. Those who entered the world in the 1980s grew up with cutting-edge technology. As the age of information and communication technology progressed, they were exposed to new technological skills [110].

Generation Y consists of those born between 1977 and 1994. The echo boom refers to the generation born to the first baby boomers. As a whole, this generation is the first to have grown up with widespread access to the Internet and personal computers, as well as the first to have both parents working outside the home and to have a broad variety of family structures accepted as typical. The younger members of Generation Y are now graduating from college and entering the workforce. One-third of the older members of Generation Y

are now married and/or are parents. Despite this, the current generation has the lowest marriage rates of any previous generation, but cohabiting and other non-traditional pairings have increased [111].

Those born between 1995 and 2009 are referred to as Generation Z. Since none of its members can remember a time before computers, the Internet, or mobile phones, this generation has been called the Digital Natives, Generation @, and the Net Generation. Many people in this age group are now in their tweens (8 to 14 years old) or adolescents. Personal responsibility, civic involvement, and diversity are crucial to Generation Z, according to one poll. Senior citizens are typically driven by their private conscience as well as social responsibilities. As compared to Generations X and Y as teens and tweens, this generation avoids risky behaviours, acts responsibly, and values diversity, including having a gay friend. The expectations for this generation are immense, generating anxiety to perform at an ever younger age [111]. In this view, commodities have more than just practical worth for the buyer; they also have symbolic and emotional significance that contribute to their overall value [112].

Individualism, a knack for free speech, and the open display of one's own feelings, preferences, and worldview are all traits shared by members of the Y and Z generations. The demands they place on us are becoming increasingly nuanced and specific. Most young people in the generations Y and Z are expected to be affected by globalisation, and they show more cultural homogeneity on a worldwide scale than earlier generations. They are the least tied to regional trends because they have grown up with social media, smartphones, and digital universes [113].

Young customers, still developing their sense of self, rely heavily on the fashion industry as a way of self-expression. Their peers have a major impact on their sense of style, appearance, and overall sense of well-being. Adolescents who are still developing their sense of self and their place in their communities typically conform to the fashion tastes of their classmates out of fear of social rejection. They are, in this sense, attuned to the ways in which shifting styles communicate to the groups to which they want to belong that they are still welcome there. The comfort that comes from conforming to the latest fashion trends is akin to that of conforming to the standards of a group [20].

Generation Z members still prefer brick-and-mortar stores despite their affinity for internet purchasing. They also like being able to ask questions of actual store employees. When it comes to shopping, members of Generation Z have high standards for both service and

quality. People favour stores that cater to their specific needs and wants while making purchases. According to a study by IBM, the four most important characteristics for Generation Z when selecting a shopping channel are product variety, accessibility, ease of use, and value [114]. Young adults with lesser salaries prioritise spending money on housing, but they also place a high value on alcoholic drinks, apparel, and footwear. Thus, younger generations spend a larger share of their income on alcoholic drinks, apparel, and hygiene products, whereas older generations prioritise grocery shopping, heating /cooling their homes, and medical care [115]. While modern American culture places a premium on youth, many Asian societies have long recognised the significance of age-related experience and wisdom. Hence, it is believed that more experienced persons would do better in these societies than their less experienced counterparts. Nonetheless, there are signs that certain Asian societies are becoming more youth-centric as a result of an increase in advertisements aimed specifically at young people [111].

Most people agree that managing, organising, and planning the marketing mix carefully are important tasks for practitioners because they help create competitive advantages. Some scholars and business people like Robicheaux, 1976, Kellerman, 1995, and Gbadamosi, 2013 say that price is the most important part of the marketing mix because it brings in money and has an immediate effect on consumer behaviour. Compared to what they were a few years ago, today's youthful customers have quite different wants and demands. In every area of life, the necessities come second to progress. Simply said, "needs" are experienced levels of deficiency [116]. Younger customers do more product information searches on the internet than older customers [117]. Similarly, it is said that younger, better-educated clients who like buying or learning undertake more information searches, while women search more than men [27]. Google, Yahoo, and a slew of other comparable platforms are now fantastic sources of knowledge about market products and services for these youthful clients. There is a need to weigh the options in order to make the "correct" decision, what with the plethora of information sources accessible to the young consumer and their restricted means. Depending on the goods and the specifics of the purchase, a variety of factors might be considered while making a final decision. Cost, quality, availability, usefulness, and other considerations all play a role. All of these may be broken down into three distinct types: individual, cultural, and economic [118].

Consumers' attitudes and behaviours towards companies are being influenced by the market revolutions that emerged with the millennial generation. The following is an in-depth explanation of these factors.

3.2.1 Green marketing

Creating goods with a less environmental impact during manufacturing, usage, or disposal, creating items that have a beneficial effect on the environment, or associating a product's purchase with a cause that benefits the environment are all examples of green marketing [111].

3.2.2 Cause-related marketing

Social marketing and cause marketing are sometimes used interchangeably but have distinct meanings. Without any financial gain for the business, social marketing promotes societal or individual well-being. In contrast, cause marketing (also known as cause-related marketing or CRM) involves promoting a business or its goods in order to raise awareness and support for a good cause [111].

3.2.3 Reaching Out to the Gay and Lesbian Community

A community that is seeing rising levels of acceptability from the general population. Younger males and women are the most supportive. Diversity seems to have the most significance for the younger generations [111].

3.3 Specifics of consumer behaviour in India

The pandemic has forced us to reevaluate many of our routines. Because of this shift in customer behaviour, companies now have access to previously untapped markets. Notwithstanding loosened restrictions, the home has become a hub for physical activity, professional pursuits, and socializing [119]. As the world economy moves out of its "response" phase and into its "recovery" phase, India hopes to go back to normal by riding the festive wave and the optimism of its consumers. Several changes have occurred in the

consumer industry as a result of the partial lockdown, the loosening of stay-at-home orders, and the progressive unlocking of the economy. While economies in other countries are only getting back on their feet, in India offices and factories are once again humming with increased activity despite the global slowdown [120].

Although the globe continues to slowly recover from the unusual conditions of 2022-23, According to IMF predictions, India's economic growth would be approximately 6.1% in 2023, lower than the 6.8% growth seen in 2022. In comparison, the IMF predicts that global growth will decline to 2.9%. Goldman Sachs forecasts India's growth to increase 6% in 2023, with a little reduction in inflation [121].

According to the GWI report for 2022, almost 73% of India's population comprises of young adults, namely 41% of those aged 16 to 24 and 32% of those aged 25 to 34. Regarding gender, 65% of the population comprises of men and 35% consist of women. 43% of the overall population consists of individuals with children. 64% of the Indian population resides in urban regions, 22% in suburban areas, and 14% in rural areas. 37% of Indians have a low income, 30% have a moderate income, and 24% have a high income, leaving 9% whose income is unknown. 29% of India's population is still acquiring education, 61% are working full-time, and 5% are jobless, leaving the remaining population as retirees, homemakers, or others [122]. As compared to advanced economies, India has a larger proportion of young people, including millennials and Gen Z. In 2021, 52% of the population was comprised of people in the millennial and Gen Z generations, which is much higher than the worldwide average of 47% [123].

Experience drives premium product purchases. Given their social media use and urge to "update" situations and personal experiences, 47% of Gen-Z and 52% of Millennials value experiences above tangible items. Consumers' need for "more than simply stuff" may benefit brands. Enhancing experiences from decision-making to consumption and after-sales will improve the experience. Innovative packaging, home delivery, social causes, social media mentions, and post-purchase follow-up are examples [119].

3.3.1 Bargaining culture

India was an early adopter of the practise of haggling over prices. In this nation, one who has mastered this skill is held in high esteem as a wise elder. Both the wealthy and the impoverished tended to haggle over pricing. Indian shopkeepers are used to haggling over

prices. At Indian clothing retailers, the idea of set pricing has always been vague at best. Now the situation has changed, and haggling over pricing is no longer commonplace at the country's chain businesses. Brands always charge the prices that are displayed. They will not sell an item below market value, regardless of how difficult it is to move. Foreign retail giants' impact in India resulted in the development of this kind of retail strategy [123].

3.3.2 Indians' interest for freebies and discounts

The term "Free" acts as a powerful catalyst, pushing individuals to take action. Having these emotions has been linked to higher amounts of the hormone oxytocin, which in turn has been linked to reduced stress levels and may motivate individuals to continue pursuing this emotion. Getting something for nothing, especially if it is something you were planning to buy anyway, is an indescribable feeling of happiness. The satisfaction of financial success allows us to use our newly acquired discretionary income towards more pleasurable pursuits [124]. As a result of rising prices and economic pressures during the last year, Indian consumers are increasingly on the lookout for discounts. The NielsenIQ study had predicted that in 2021, 81% of consumers would be on the lookout for in-store promotions and discounts, up from 74% in 2020 [125]. Yet RedSeer, a market research company, reports that shoppers are shifting their focus from price to value and quality of the product [126].

The following are some of the consumer trends that Forbes predicts will be significant in 2023 in India:

A New Era of Quality, Convenience, and Comfort

Many Indians have reduced their out-of-home spending. Consumers now prioritise necessities. With increased discretionary money, these customers will spend more at home. Consumers will spend more time and money on items that solve their everyday issues end-to-end or plug-and-play. Consumers are becoming more comfortable using bots for services and requests and expecting better customer service from corporations [127].

The Future is Local and Sustainable

Consumers continue to gain information and interest in the wellbeing of the planet, particularly with regards to climate change and global warming. Indian customers are mostly young and urban, and they are more concerned about the long-term effects of their product

and lifestyle choices. In addition to brand offerings, they value ethical, environmentally friendly, and regional products. Green washing their products is a priority for many companies. Consumers are likely to stick with brands that combine eco-friendliness with Indian culture [127].

The Value of One's Attention Is Growing

Euromonitor found that over half of smartphone app users have removed some or all of their applications but had no plans to reduce their screen time. Instead, people devote more time to the programmes and companies they find valuable. The more applications there are, the more discerning users will be about which ones they keep and which ones they delete. Customers are becoming more aware of the worth of their time and attention, making it more difficult for brands to capture their attention [127].

4 METHODOLOGY

The purpose of this chapter is to provide the study's aims, with guidance from the literature review, and to describe in detail the research strategy used to address these issues.

4.1 Main goal

The goal of this thesis is to evaluate the effectiveness of Bata's current communication strategy by measuring its perception among young people in Mumbai. Thereafter, confront these facts and determine what influence marketing efforts have on the target audience's impression of the brand. The findings of the study might contribute to the growth of the firm and assist the marketing team at Bata choose the next steps to take. Through research, they also get a deeper understanding of their own target audience and how that group perceives their organisation. Further, leading to a new and modified strategy for the brand.

4.2 Research questions

RQ1: How do young people in Mumbai perceive the Bata Brand?

RQ2: What makes marketing communication strategy effective towards the youth of Mumbai?

4.3 Research methods

To gather large amount of data Quantitative research in the form of an online questionnaire survey will be used for data gathering and assessment. The questionnaire will enable statistically interpretable questions to be addressed about young footwear purchasers in Mumbai and the reputation of Bata Shoe Company among youths. A quantitative survey allows for a much larger examination that includes more people. It allows the results to be generalised to a broader group of people. Quantitative methods are renowned for their cost-effectiveness due to their speed. Participating in a quantitative survey typically costs significantly less than participating in a focus group. This approach has the drawback that respondents may not provide correct replies and may choose answers in order to complete the survey faster [128].

II. ANALYSIS

5 RESEARCH CHARACTERISTICS

The findings of the finished marketing research will be analysed, assessed, and graphed for simple understanding in the next part. Appendix P I contains the whole questionnaire form for reference purposes.

5.1 Developing a questionnaire

Google Forms was used to develop the questionnaire since it is the most straightforward and dependable method for collecting online responses. Individuals are concerned about their safety and privacy if they get a link to an unfamiliar website and choose not to click on it. On the other hand, the UI is very user-friendly for all users. With this tool, anybody with a basic understanding of the Internet may generate be able to fill forms.

The questionnaire consists of four segments. It starts with fundamental questions regarding footwear, buying behaviour, and brand awareness in the footwear sector. It is then followed by questions on respondent's view of the Bata brand, and then by the Bata's communication section. It ends with the most important part, the demographics. The demographic section was positioned last since it is a known fact that when personal information is gathered first in surveys, respondents frequently become concerned about their privacy and do not proceed. According to the requirements of the study, the personal data acquired in this instance was very limited.

Each question is identified by a different letter and number. The letter's content matches that of the question. The number represents the order of the questions inside a certain category. The first question about footwear is labelled F1, the second about brand is labelled B2, and so on.

5.2 Respondent Characteristics

Males and females of the age 20 to 30 years will be the core set for this research which are further be divided into two sets i.e., 20 to 25 year old i.e. people in their early 20s and 26-to 30 i.e., people in their late 20s.

5.3 Results of the questionnaire survey

The following section presents the results of the questionnaire survey. This section will further help in answering the research questions.

5.3.1 Footwear section

In this part of the survey, the respondents were questioned in order to get an understanding of their behaviour while purchasing various types of footwear. With the use of these questions, we will first be able to have a better understanding of the persona of customers, and then we will be able to examine and dive further into their opinions towards Bata footwear.

F1: When you think of footwear, which brands come to your mind?

Adidas, Nike, Bata, and Puma appear to be the most frequently mentioned footwear manufacturers, according to the presented data. This suggests that these brands have a high level of brand recognition and are popular among consumers. Notable also is the fact that Metro, a shoemaker based in Mumbai, is a formidable competitor to Bata, a well-known international brand. This suggests that indigenous brands can compete with international brands in certain markets. In addition, it is noteworthy that some respondents mentioned high-end brands such as Gucci, Balenciaga, Louis Vuitton, and Prada. This suggests that some consumers are interested in luxury, prestige footwear brands. Conversely, rapid fashion brands such as H&M, ZARA, and Marks & Spencer were only mentioned a few times, indicating they may not be as popular with consumers purchasing footwear. This data suggests that the footwear market is diverse and that consumers have diverse preferences regarding footwear brands. It also accentuates the importance of brand recognition and the ability of local brands to compete with international brands in particular markets.

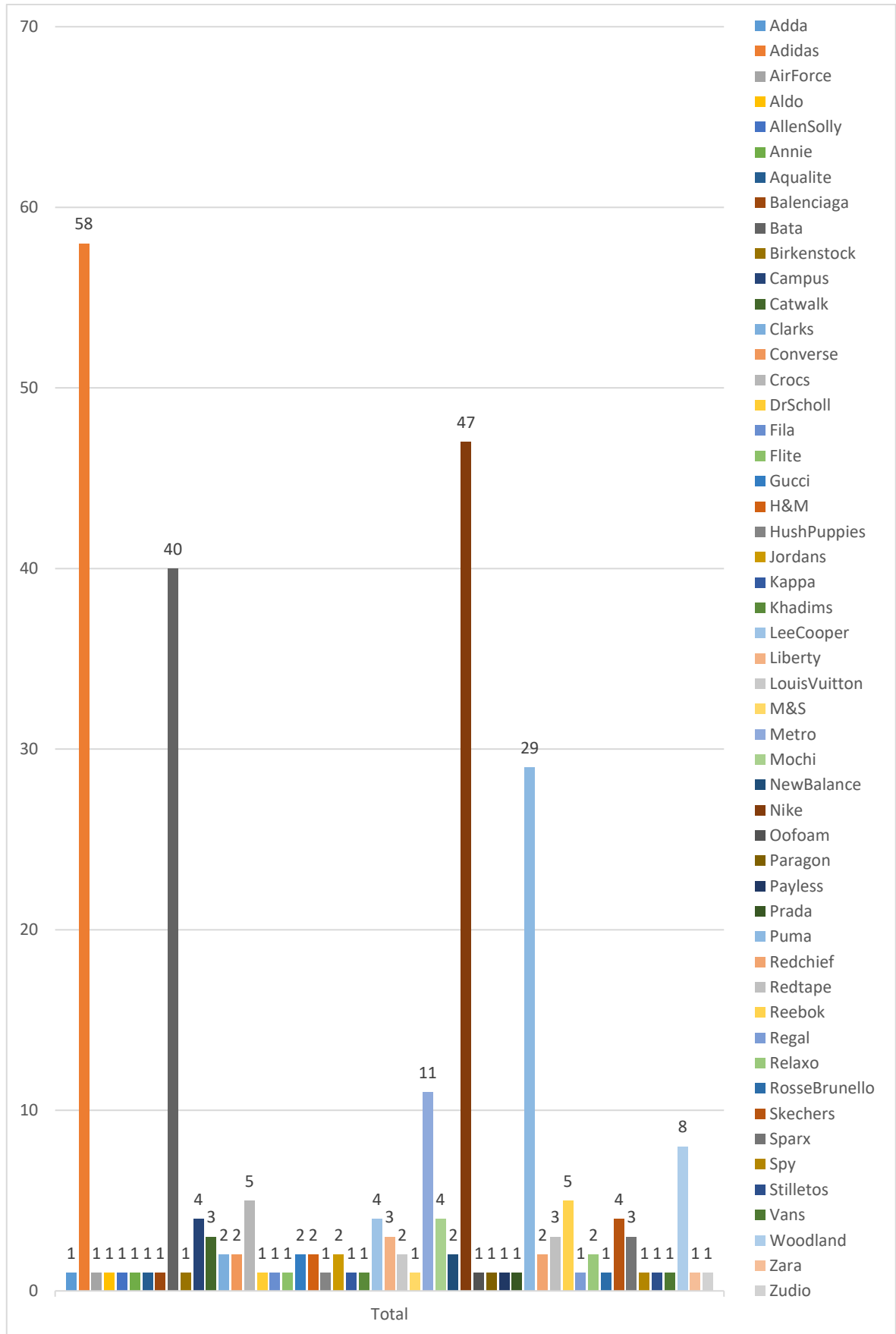


Figure 22 – Footwear brand recall
Source: Own Research

F2: What do you look for when purchasing footwear?

Quality, as indicated by the fact that 42% of respondents viewed it as such, is the most essential factor for customers when purchasing shoes. This trend demonstrates that consumers are prepared to pay more for footwear of superior quality. Price and durability were cited by 21% of survey respondents as essential factors. This indicates that consumers are pursuing reasonably priced, durable footwear. This indicates that shoe quality and durability are more important to consumers than shoe brand, despite the fact that only 1% of respondents rated shoe brand as extremely essential. If they can match the quality of well-known brands, smaller, regional shoemakers may be able to compete successfully in the marketplace. Only 11% of respondents indicated that keeping up with the latest footwear trends was of the utmost importance, indicating that consumers value quality and durability over fashion. However, in order to appeal to fashion-conscious consumers, shoe manufacturers must keep up with the latest trends. The fact that only a small percentage of respondents indicated a preference for non-leather, sustainable, or vegan footwear suggests that there is not a substantial demand for such products at this time. As people become more environmentally conscious, however, vegan and sustainable products may gain popularity in the future.

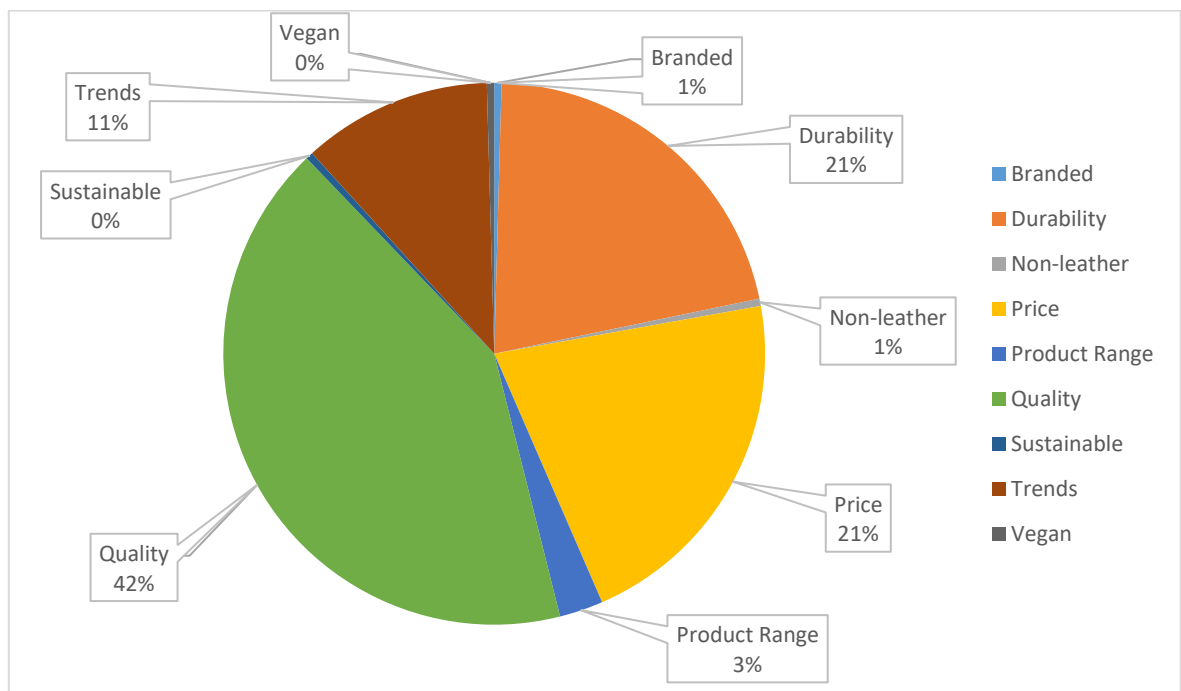


Figure 23 – Buyer Preferences in Terms of Footwear Features
 Source: Own Research

F3: Which brands do you often purchase footwear from?

Adidas seems to be the most popular brand, followed by Puma, Metro, Mochi, and Woodland, according to the information presented. There are several outlets selling these labels all throughout Mumbai. Despite being a globally recognised brand, Nike lagged behind competitors like Adidas and Puma in terms of popularity. A tiny percentage of respondents identified Bata and Clarks, which might indicate that these brands are not as well-known in Mumbai. The fact that lesser-known or less-popular brands like Zudio, Allen Solly, Flite, Lee Cooper, Sparx, and Khadims were only cited once each suggests that they are evaluated by just a select few in Mumbai when making a purchasing choice for footwear. Only one fast fashion retailer, Marks & Spencer, was cited in the poll, suggesting that quick fashion retailers may not be as well-liked in Mumbai as more conventional shoe retailers. Local brands are clearly more popular in Mumbai, since the multinational shoe companies Skechers and Hush Puppies were only mentioned twice. Some respondents used names like Oofoam, Payless, Redcarpet, and Umbro, which are not exactly household names in Mumbai. This may indicate that there is a subsection of the Mumbai customer base that is eager to try out new or esoteric labels. Finally, several respondents said they don't have a preferred brand of footwear and instead shop at local retailers. This may indicate that for some customers in Mumbai, obtaining a good value or a distinctive look is more essential than maintaining brand loyalty.

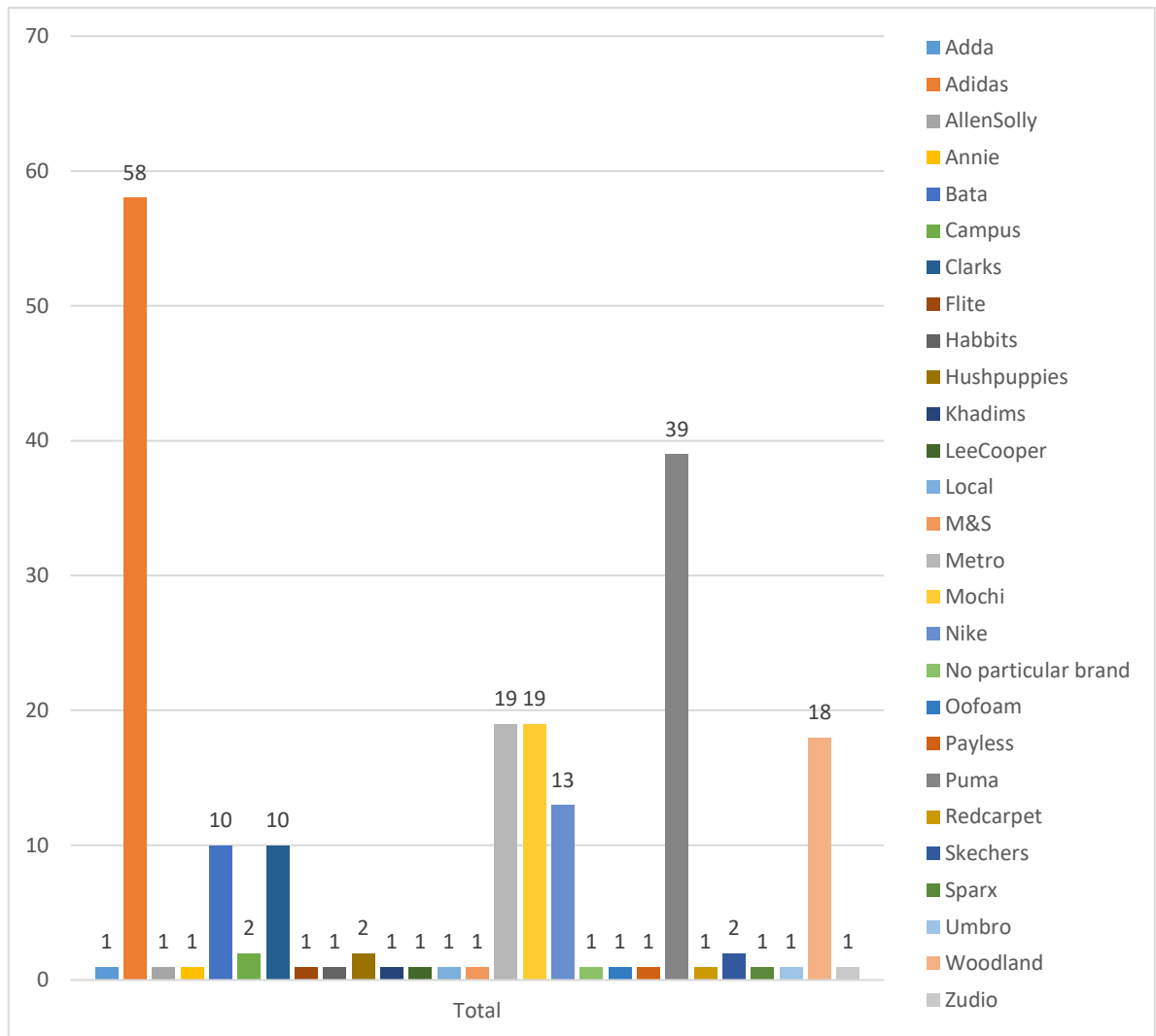


Figure 24 – Shoe manufacturers that consumers often choose
Source: Own Research

F4: How often do you shop for footwear products?

Given the available information, it seems that a sizeable number of people (16%) seldom or never buy shoes. Sixty percent of the people surveyed said they seldom buy new shoes, indicating that shoes aren't a high priority purchase for them. This might be due to a combination of variables, including the wearer's taste in footwear and the accessibility of appropriate, reasonably priced footwear. However, 24% of people buy new shoes often, which may indicate that shoes play a larger role in their daily lives or that they place a higher value on acquiring high-quality footwear. It's possible that these people are more prone to be brand loyal or to seek out luxury footwear. These results imply that footwear is significant to the majority of individuals but is less so to the minority. The frequency with which people

shop for footwear may be affected by factors such as individual taste, financial restraints, and lifestyle choices.

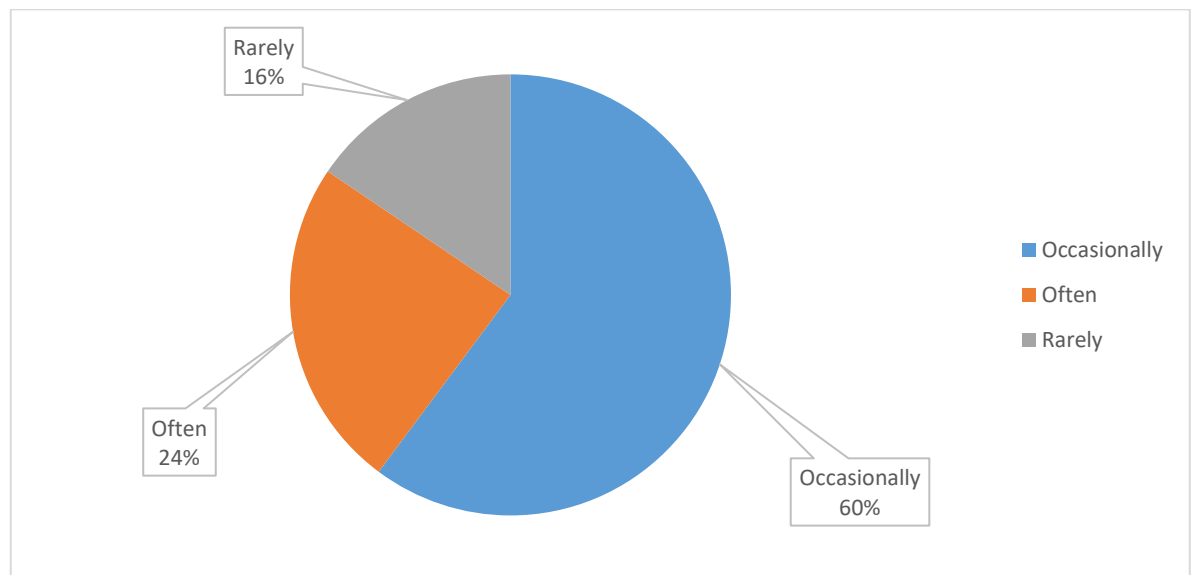


Figure 25 – Respondents' footwear buying frequency
Source: Own Research

5.3.2 Brand Section

This section analyses respondents' perceptions of the Bata brand as well as their previous experiences with the brand. It also helps to learn how people feel about certain brand-related factors.

B1: Have you ever purchased footwear from Bata Shoe Company?

A sizeable number of respondents (20%) seem to have never bought a product from Bata's footwear line. But eighty percent of those polled report having shopped at Bata at least once throughout their life. This indicates that Bata is a popular and successful shoe company with a sizable following. The data indicates that Bata is a significant player in the shoe industry, but there is space for expansion and innovation to reach a broader audience.

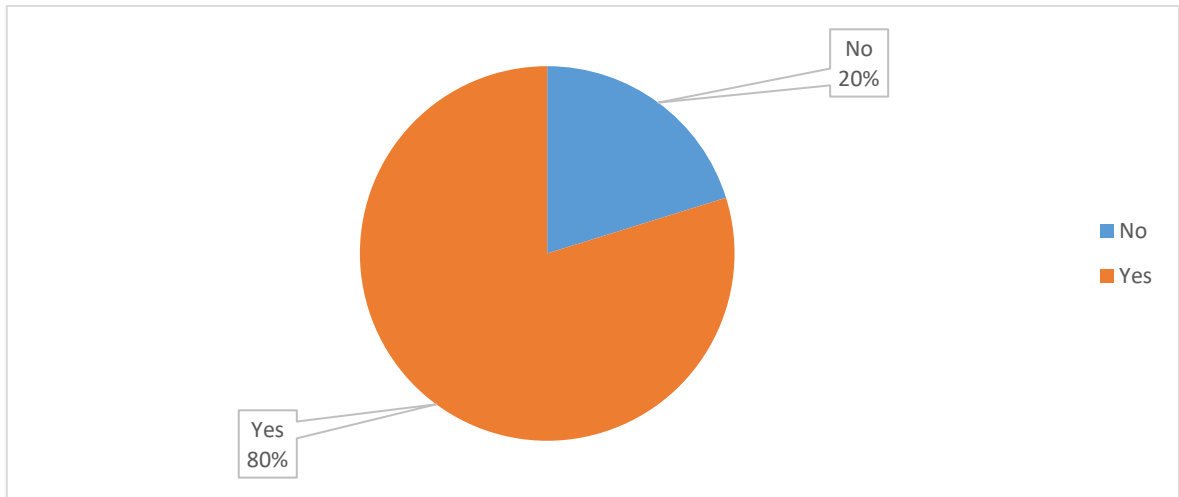


Figure 26 – Bata Shoe Purchase
Source: Own Research

B2: What kind of footwear did you purchase from Bata?

Since 43% of respondents claimed to have bought casual footwear from Bata, it can be seen that this is the kind of footwear that is most popular among Bata's customers. The second most popular kind of footwear is formal footwear, with 31% of respondents claiming to have bought it. However, festive footwear and athletic shoes are not as popular as casual and formal footwear. Surprisingly, just 1% of those who answered purchased shoes for school.

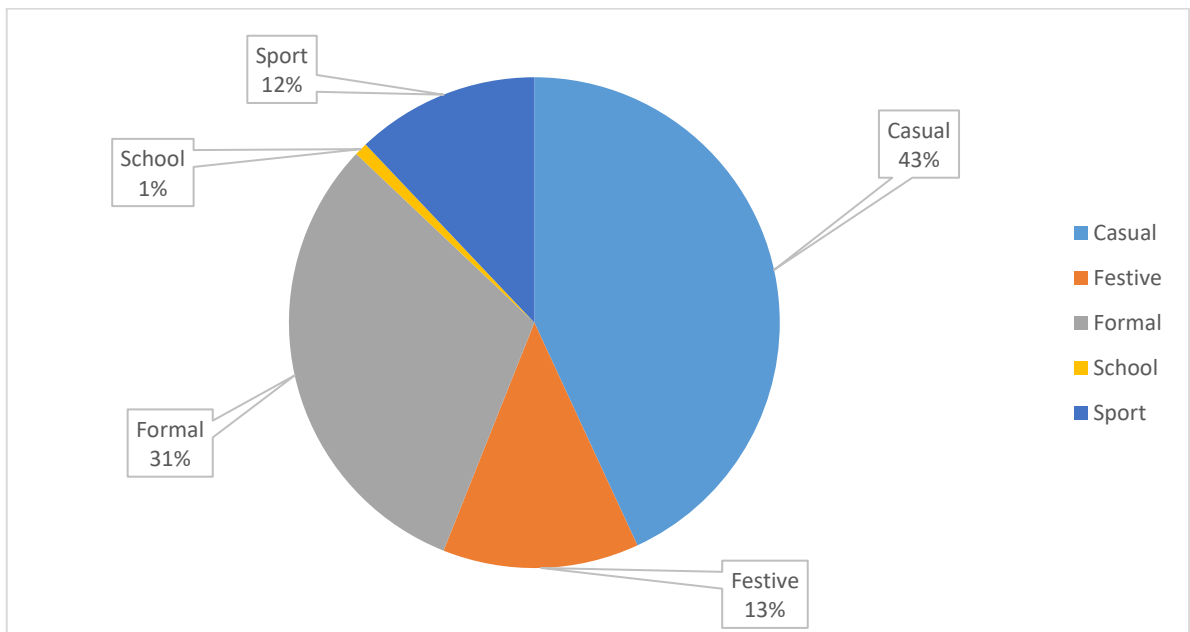


Figure 27 – Footwear purchase choice according to occasion
Source: Own Research

B3: On a scale of 1 (Lowest) to 5 (Highest), how satisfied are you with your last purchase at Bata?

The statistics indicate that buyers are satisfied with their purchases from Bata. The vast majority of buyers (21 respondents) were completely happy, while an additional 37 were satisfied with their most recent purchase overall. Fifteen respondents opted for a neutral reaction, suggesting they weren't really enthusiastic about their purchase. However, not all respondents were pleased with their purchases. Nine people were not happy with the service, however just one was really unhappy. This suggests there is room for improvement in catering to all consumers' wants and tastes, even if the vast majority of buyers are content with their purchases. The typical level of happiness on the Likert scale is 3.8.

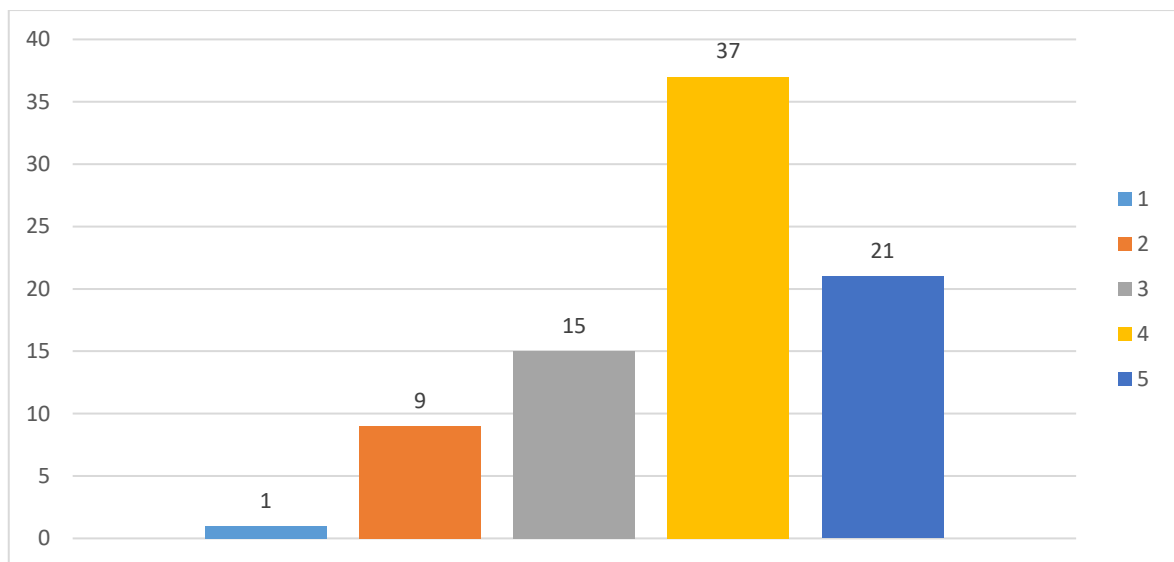


Figure 28 – Bata Purchase Satisfaction Among Consumers
Source: Own Research

B4: Do you consider Bata as an international brand?

According to the data provided, 71% of consumers recognise Bata as a worldwide icon. This runs counter to the theory that Bata originated in India. A large amount of respondents (29%) are uninformed of the international status of the brand Bata, suggesting there is great doubt or lack of information about its global presence.

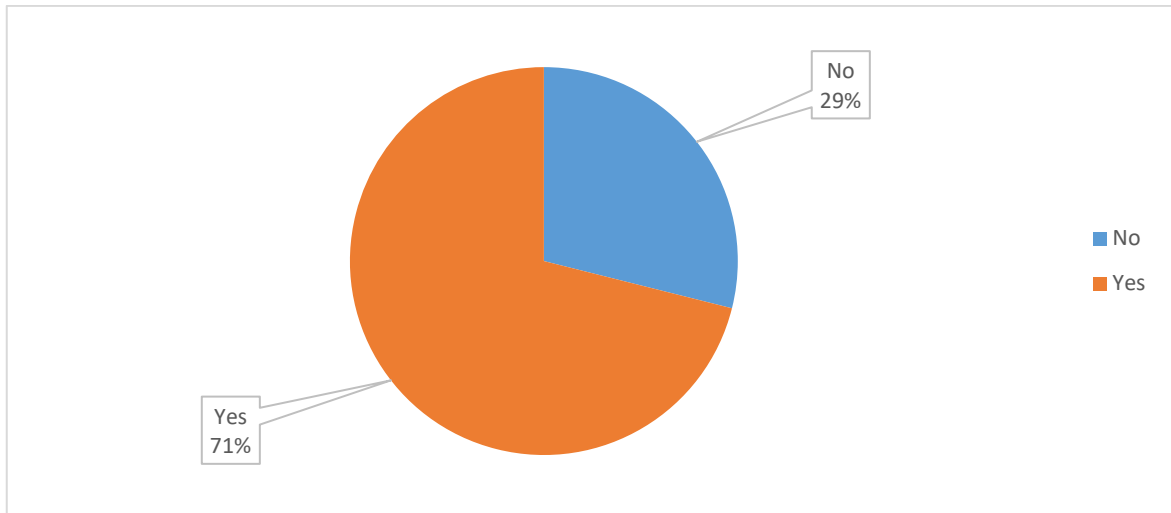


Figure 29 – Bata’s placement as an international brand
Source: Own Research

B5: Which attributes would you describe Bata products with?

Quality (37%), durability (26%), and a reasonable price (25%) were the traits most often associated with the brand's goods when respondents were asked to pick from a list. This demonstrates that consumers appreciate Bata's reasonable costs and high standards of quality. These characteristics may be seen as the brand's strongest points and integrated into advertising efforts. Only 5% of respondents saw Bata as trendy which makes it apparent that the products do not cater to the fashion requirements of its young target group. 'Product Range' also obtained a very high score (7%), suggesting that buyers place an emphasis on the choices provided by a brand.

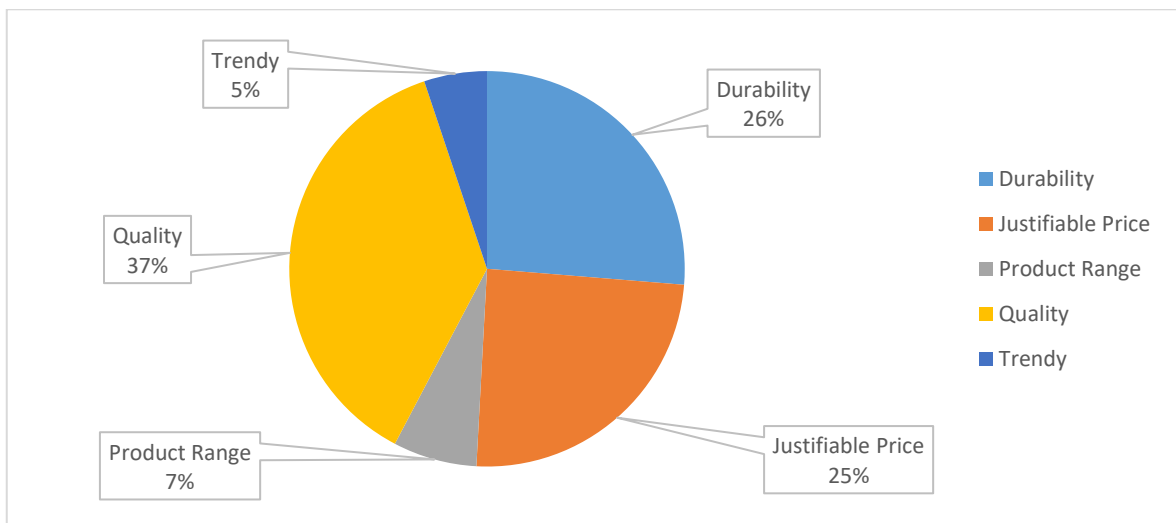


Figure 30 – Consumer-reported characteristics of Bata Brand Products
Source: Own Research

B6: Please rank the following attribute - Quality

A large percentage of respondents (46%) hold the opinion that Bata is of good quality, with 43% agreeing with this statement. This suggests that most respondents have a favourable impression of the brand, with a sizable percentage holding a firm opinion. However, 1% of respondents argued otherwise, demonstrating that there are consumers who do not consider Bata to be a premium brand. Further, 1% of respondents strongly disagreed with the trait, suggesting there may be a segment of consumers that have a very bad impression of the quality of the brand.

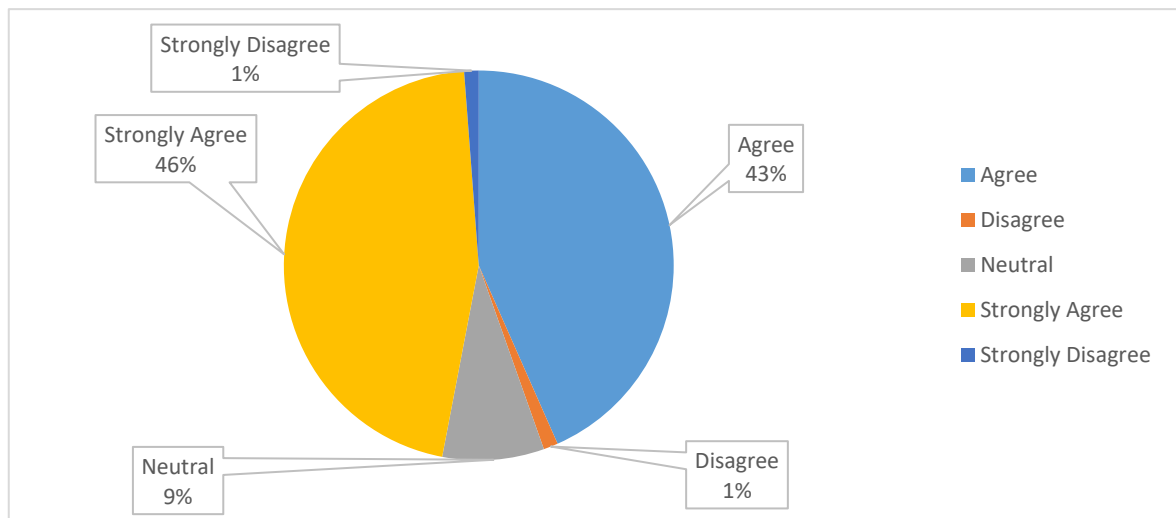


Figure 31 – Consumers' Opinions about Bata's Quality
Source: Own Research

B7: Please rank the following attribute – Price

According to the findings, 42% of customers think Bata products are priced fairly, with 27% completely agreeing with this assertion. This suggests that a sizable percentage of consumers firmly feel that the brand's prices are fair. About a quarter of those surveyed did not have strong opinions either way on this trait, indicating they were ambivalent. Furthermore, 4% of respondents did not agree with the price ratio, and 2% did not agree strongly, suggesting that certain consumers may not find Bata's pricing to be reasonable.

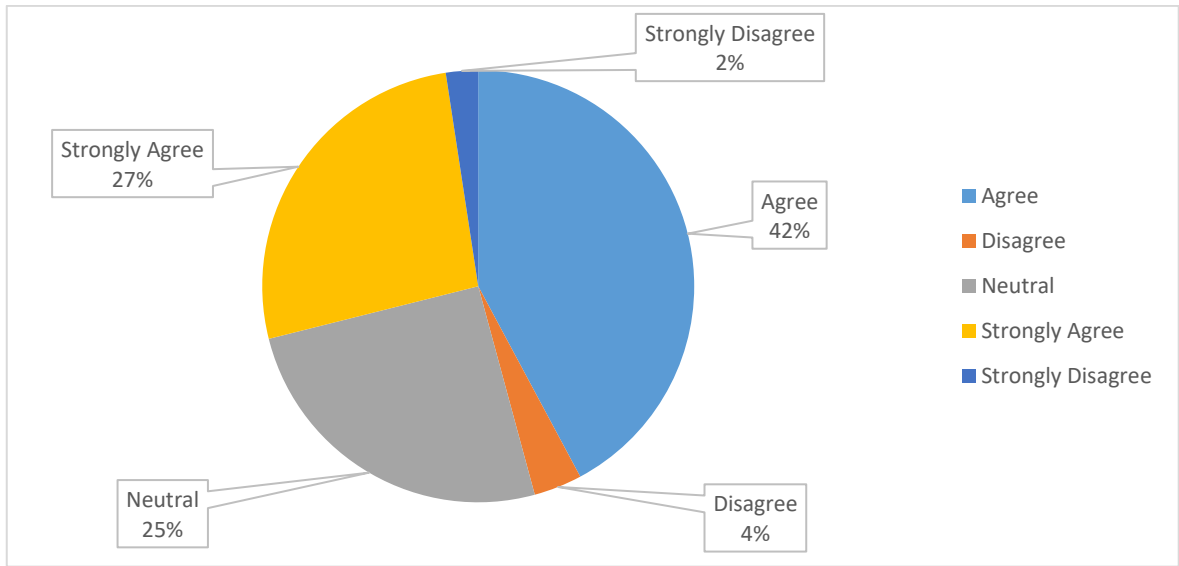


Figure 32 – Consumers' Opinions about Bata's Price
Source: Own Research

B8: Please rank the following attributes - Durability

According to the study, 35% of respondents strongly agreed that Bata's goods are durable, while 48% agreed. This shows that the majority of respondents believe the brand's goods are durable, with a sizable number firmly thinking so. However, 3% of respondents disagreed with the durability characteristic, while 1% strongly disliked, indicating that certain consumers may not consider Bata's shoes to be durable. Furthermore, 13% of respondents were hesitant about the feature, showing a lack of a strong view.

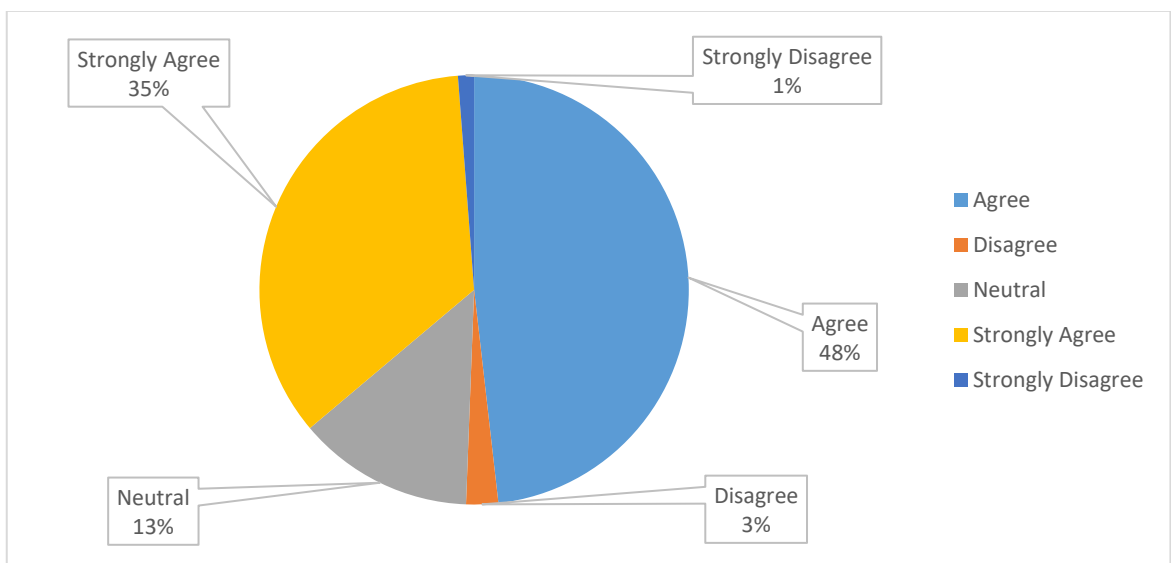


Figure 33 – Consumers' Opinions about Bata's Durability
Source: Own Research

B9: Please rank the following attributes – Stylish

Although 23% highly agreed and 25% agreed that the footwear was fashionable, a sizable 39% expressed neutral feelings. 12% disagreed with this feature, while 1% strongly disagreed.

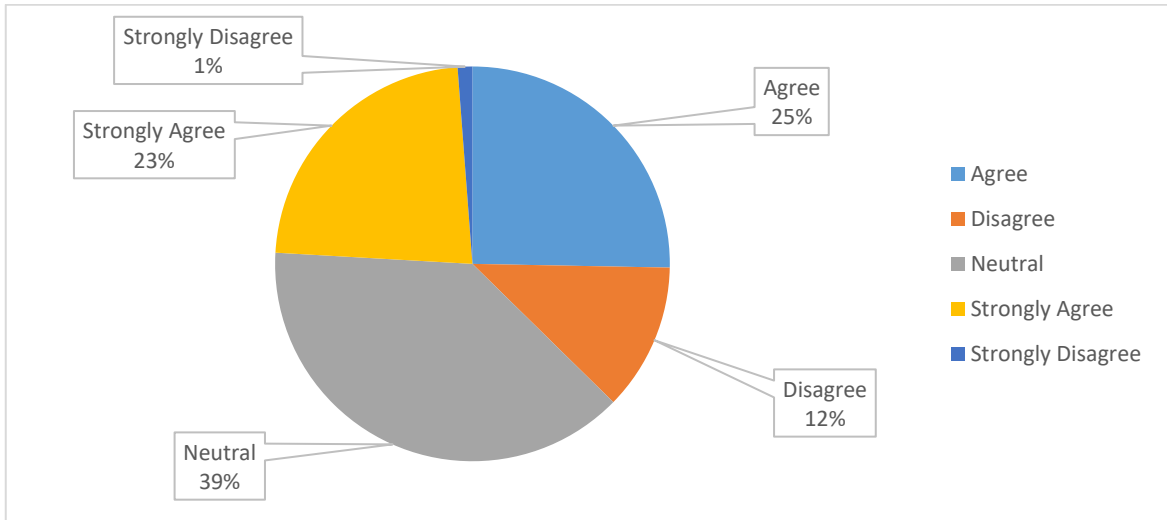


Figure 34 – Consumers' Opinions about Bata's Footwear Style
Source: Own Research

B10: Please rank the following attributes – Comfortable

In terms of comfort, 42% strongly agreed and 46% agreed with this element. 11% of respondents were neutral, while 1% disagreed. In this instance, none of the respondents disagreed strongly with this factor.

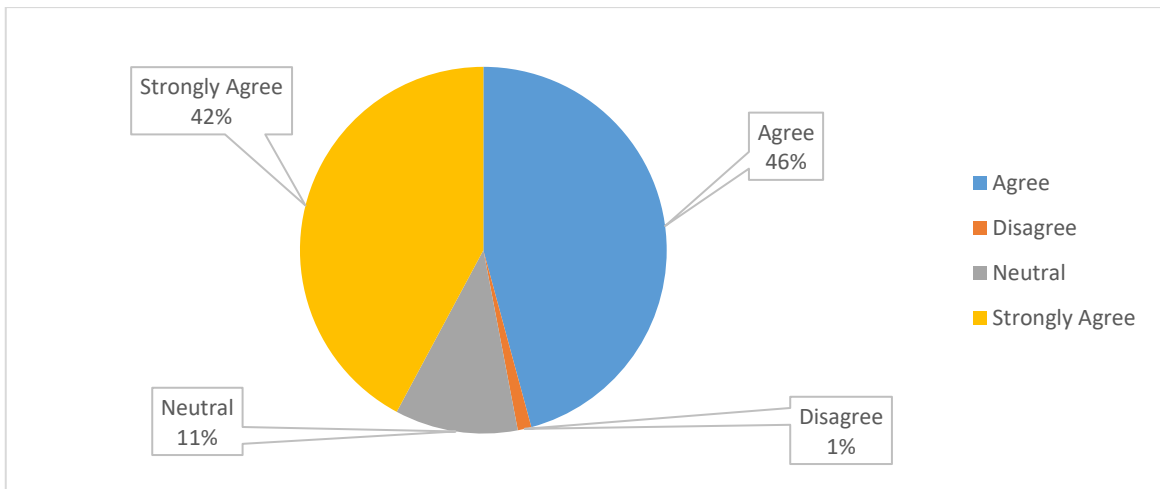


Figure 35 – Consumers' Opinions about Bata's Comfort
Source: Own Research

B11: Please rank the following attributes – Large Variety

22% of respondents strongly agree that Bata offers a wide selection of footwear options. 35% were neutral, while 28% agreed. In this category, 13% of respondents disagreed and 2% agreed.

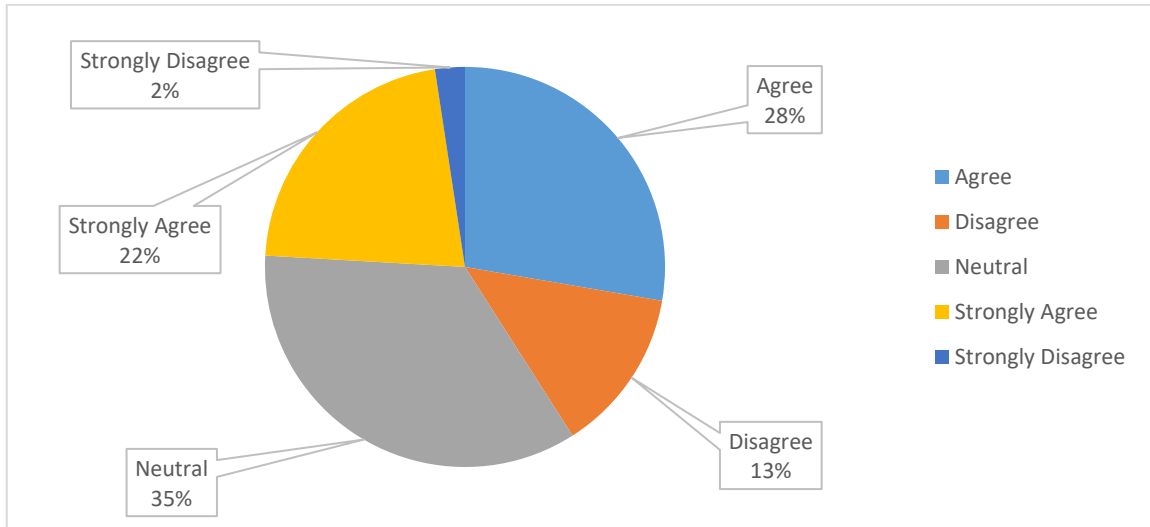


Figure 36 – Consumers' Opinions about Bata's Variety
Source: Own Research

B12: Please rank the following attributes – Popularity

30% strongly agreed, 35% agreed, and 27% were indifferent on the brand's popularity. 6% of respondents and 2% of respondents strongly disagreed with this statement.

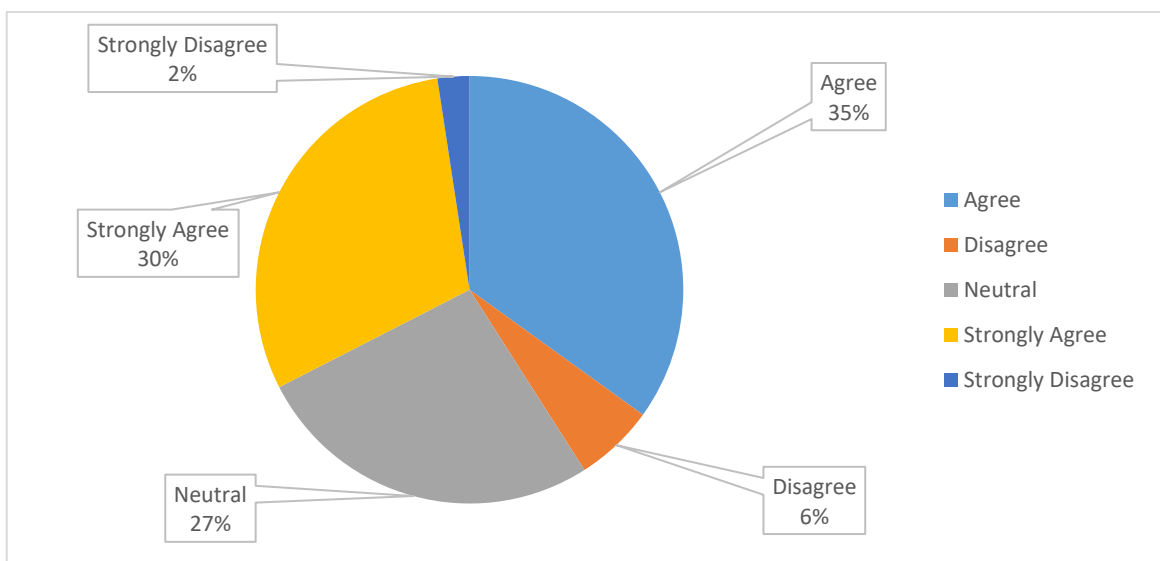


Figure 37 – Consumers' Opinions about Bata's Variety
Source: Own Research

B13: Please rank the following attributes – Availability

48% of respondents agree that Bata's footwear items are readily available, 27% strongly agree, and 22% are indifferent. Just 2% disagreed and 1% of respondents strongly disagreed.

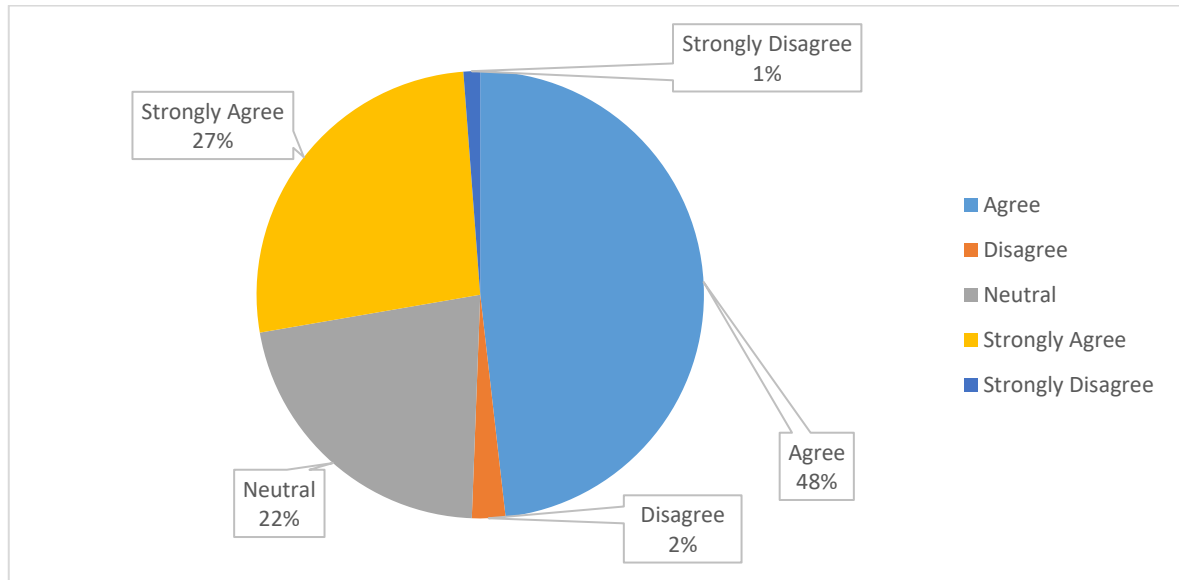


Figure 38 – Consumers' Opinions about Bata's Availability
Source: Own Research

5.3.3 Communication section

In this part, the brand's marketing communication aspects will be evaluated via the customers' eyes. This will assist in determining if the present message is successful and is being registered by the target audience in the manner that the brand desires.

C1: Do you remember any marketing advertisements of Bata?

A huge 31% of respondents did not remember any advertisements by Bata while 69% do remember viewing an advertisement. Despite the efforts made by Bata on the advertisements and the large sum of money spent on producing television ads and OOH advertisements, it seems as though either the reach was not high enough to pave their way toward the 31% of respondents or it was not recurrent enough for them to be able to have a memory of having viewed any.

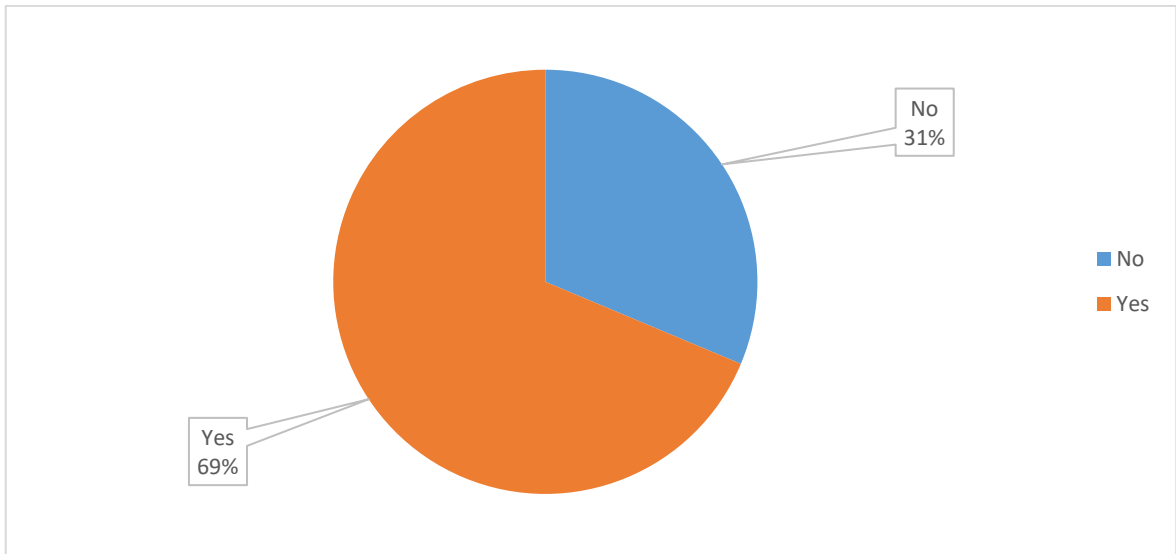


Figure 39 – Percentage of consumers that remember Bata advertisements
Source: Own Research

C2: Do you follow Bata on Social Media?

Only 16% of respondents followed Bata’s social media channels which means that the rest 84% are missing out on the communication via social media completely.

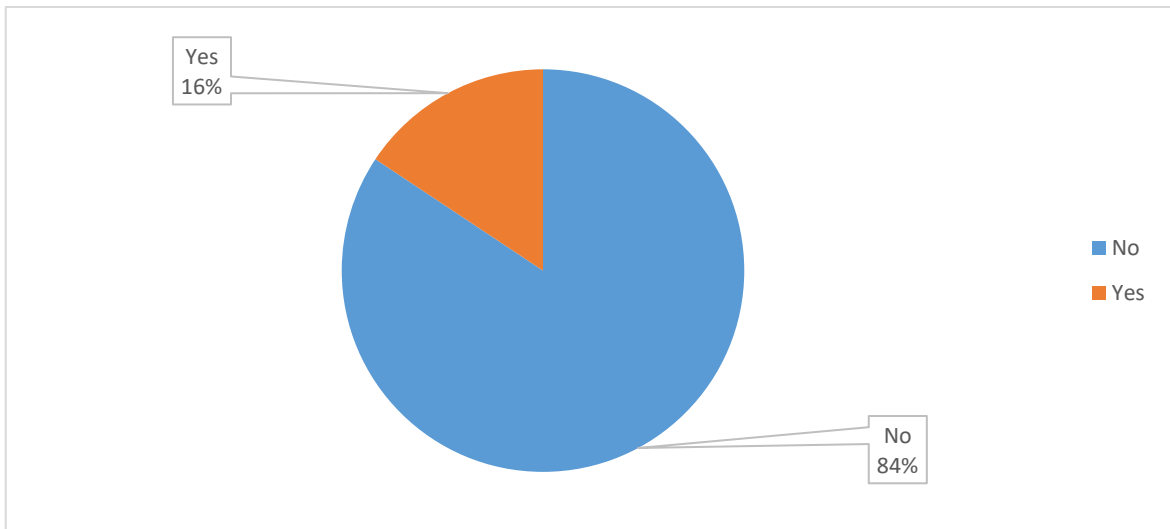


Figure 40 – Percentage of consumers following Bata on Social Media
Source: Own Research

C3: Can you recall any campaigns by Bata?

In terms of the campaigns launched by Bata in the past, 82% of the respondents could not recall a single one of the campaigns. Only 18% of the people could recall a campaign.

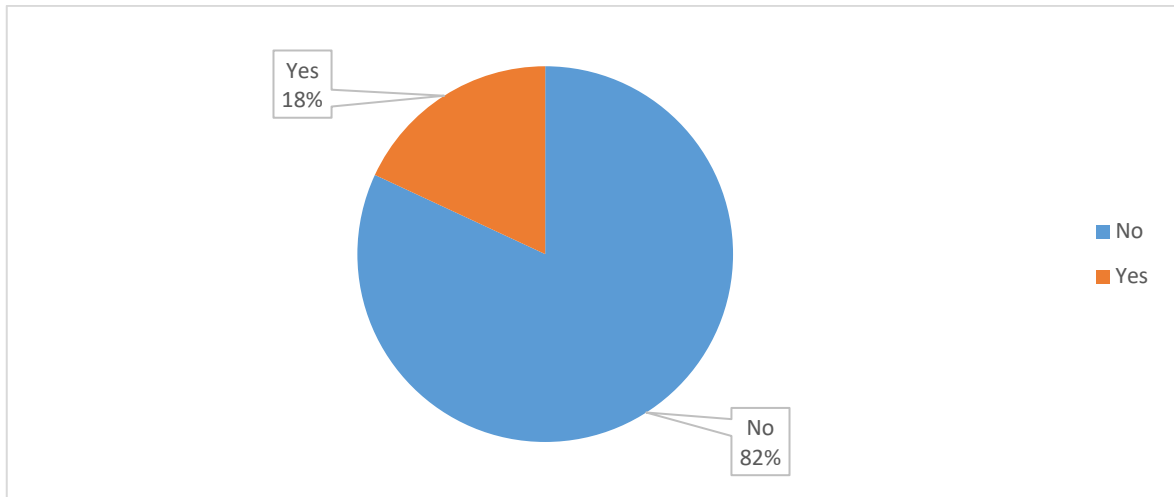


Figure 41 – Consumers' recollection of Bata's campaigns
Source: Own Research

C4: Which campaigns can you recall?

Out of the 18% (15 respondents) only 5 of them could name the campaigns. They named the following campaigns:

- 20 percent discount
- It's got to be Bata
- This Eid let's walk with Bata
- Red Hot Week
- Bata believes in pushing boundaries, in going the extra miles

The fifth response is invalid since no such campaign exists.

In this case, all the money spent by the brand on advertisements turns out to not be very beneficial for the brand since a large number of respondents could not remember even a single campaign that shows that campaign leave the impression that it intended to.

C5: Do you know any celebrities that endorse Bata?

48% of those polled were aware of the celebrities that endorse Bata, while 48% were not.

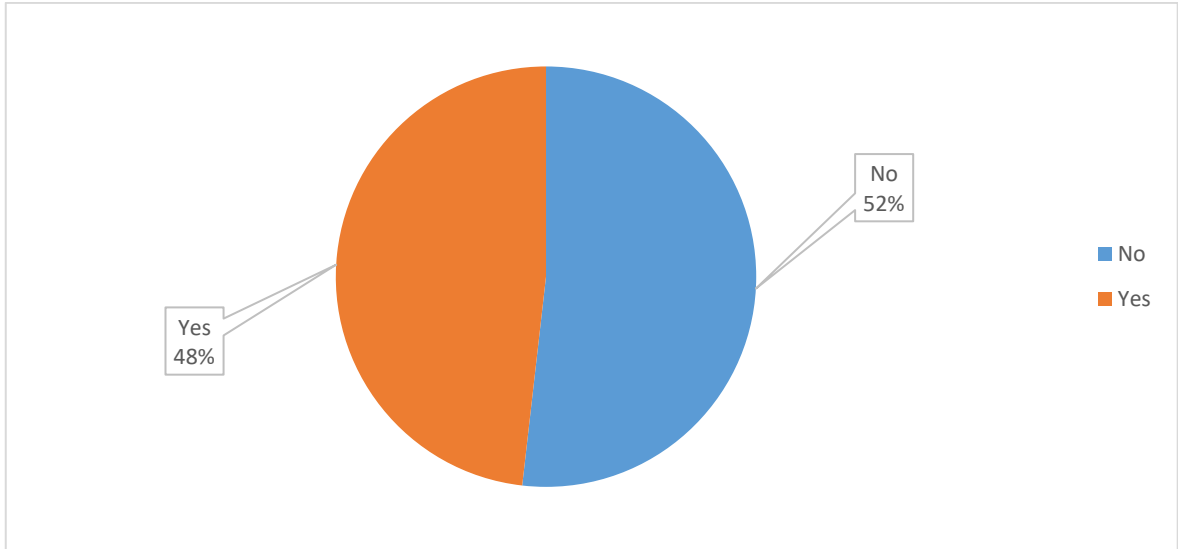


Figure 42 – Consumers' recollection of Bata’s Brand Ambassadors
Source: Own Research

C6: Which celebrities endorse Bata footwear?

When the 48% was asked to name the celebrities only a few were incorrect but the rest named them correctly. Kriti Sanon, the current ambassador was named 20 times, Kartik Aryan 8 times, Disha Patani 9 times, Sushant Singh Rajput, the actor who expired a few years ago was named 4 times, Shahid Kapoor and Alia Bhatt was named by once. The rest of the responses were incorrect and the respondents were wrong about those actors endorsing Bata. 3 respondents wrote ‘yes’ as an answer which invalidates the answer.

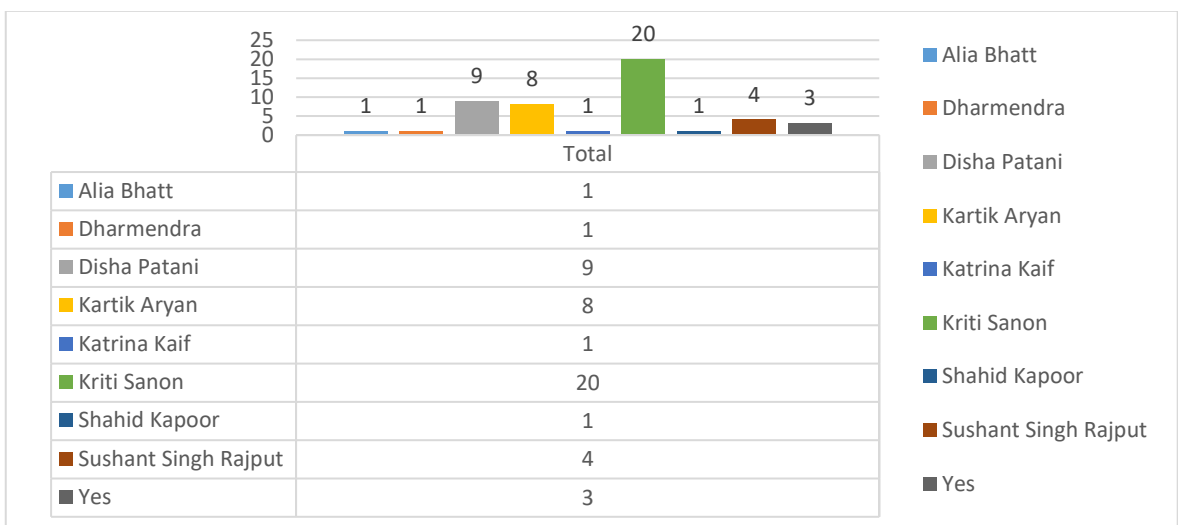


Figure 43 – Consumers' recollection of celebrities endorsing Bata
Source: Own Research

5.3.4 Demographics Section

The last section gathers the personal data of the respondents to be able to lay it out in terms of their age and disposable incomes to help with the communication strategy in the final section.

D1: Age

To prevent a large list of ages, this section divided the population into two age groups. This also allows us to determine how many respondents are in their early 20s and how many are in their late 20s. 30% of those polled are between the ages of 20 and 25, whereas 70% are between the ages of 26 and 30.

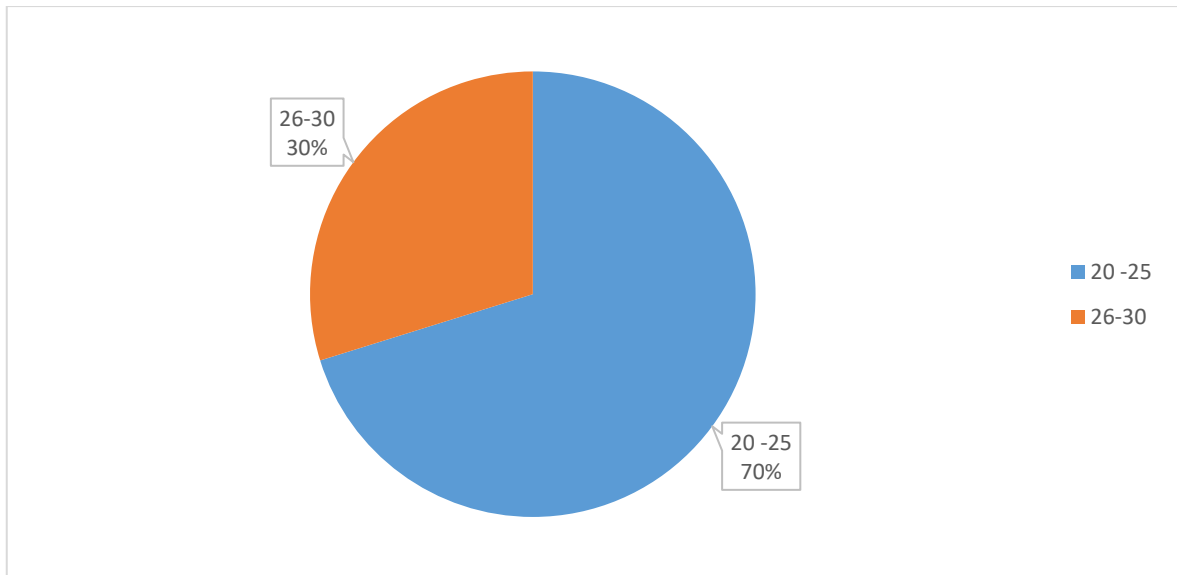


Figure 44 – Ages of respondents
Source: Own Research

D2: Disposable Income

The data shows that 31 of the respondents have a disposable income of more than 20,000 INR per month, while the remaining 29 have a disposable income of less than 4,999 INR per month. And of those who answered, 19 reported having discretionary money between 5,000 and 9,999 Rupees, while 12 reported having income between 10,000 and 14,999 Rupees. It is worth noting that three people said "null" when asked about their disposable income, which might indicate that they either don't have any or don't want to disclose it. A humorous response was received from one of them, who said they were broke. The data as a whole demonstrates a wide variety of respondents' discretionary incomes, with a sizable proportion occupying higher income brackets. This might be useful data for Bata to consider as it works to better serve its target demographic via strategic pricing and promotion.

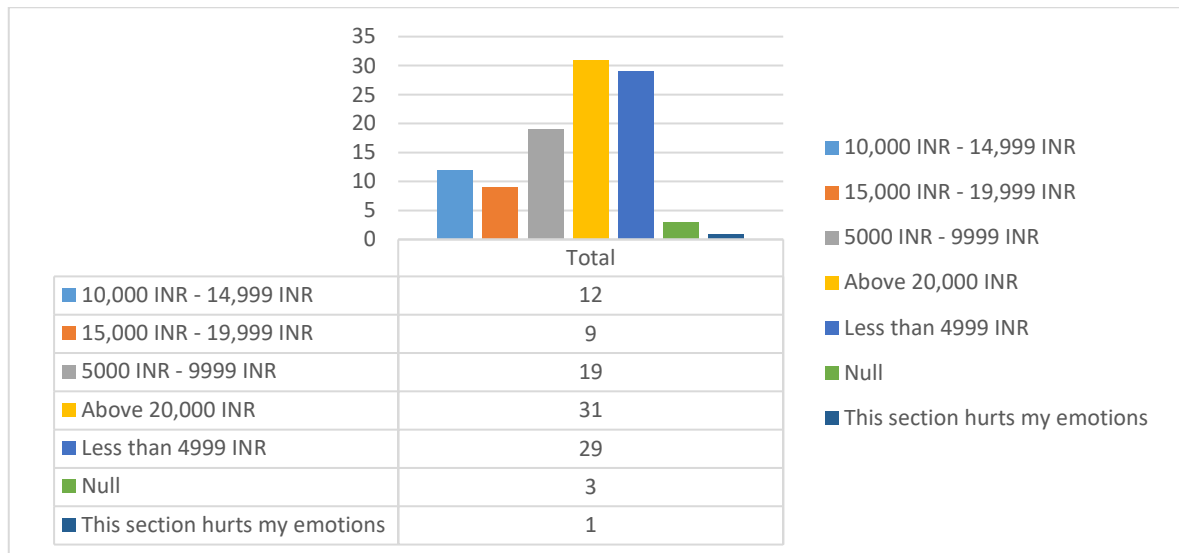


Figure 45 – Disposable income of respondents
Source: Own Research

6 ANSWERING RESEARCH QUESTIONS

RQ 1: How do young people in Mumbai perceive the Bata Brand?

Bata has a beneficial impact on the youth of Mumbai, despite the fact that its reputation among young people is largely neutral. The majority of previous customers are delighted with their purchases. Few are displeased with the brand, whereas the vast majority have indifferent thoughts about it. This brand ranks first in terms of availability, durability, affordability, and comfort. Despite the fact that Bata is a well-known footwear brand, 20% of respondents had never purchased any Bata footwear. Regarding variety, just 7% of respondents say that Bata offers a wide assortment of products, and only 5% believe that Bata's footwear is trendy. Surprisingly many respondents were undecided as to whether the Bata was stylish or offered them a choice of possibilities. The brand is widely popular considering the years that it has been present in the Indian market and how well it has performed over the years. The brand has placed itself very well as a local brand and considering the shift in behaviour of consumers in India that are now opting for local products, it is an advantage to the brand. However, the brand seems to be losing spark among youth people considering the fact that not many consider the products to be stylish and very few thought that the brand offers them a wide selection to choose from.

RQ 2: What makes marketing communication strategy effective towards the youth of Mumbai?

Based on the numbers, it seems that the present marketing approach for Bata has failed to resonate with its intended demographic. Only 4.8% of those polled remembered seeing ads for the brand in the past. This suggests the current method of advertising is mostly useless. In addition, just 37% of respondents correctly recalled a celebrity endorsement of the brand, suggesting a lack of knowledge of the firm's marketing operations among the younger demographic. In addition, the poll found that a sizable percentage of people (about 20%) were not convinced to ever buy a Bata product. Despite the company's loyalty program, just 16% of respondents said they followed Bata on social media. These results point to the necessity for the company to revamp its advertising to better appeal to a younger demographic and win their loyalty. The study results show that Bata's goods get high marks for quality, durability, and comfort; nevertheless, the company may benefit from a plan to give its products more of a kick and win over the brand's target demographic of young

people. Ads on digital media, interactive OOH, and television commercials are just a few examples of the brand's comprehensive approach to marketing, which also includes partnerships with well-known young celebrities and the use of relevant channels to reach the brand's youthful target demographic. However, these initiatives have not been sufficient to entice the bulk of the target audience, suggesting that the 4Ps of marketing need to be finely balanced for the communication strategy to succeed.

III. PROJECT

7 REBRANDING STRATEGY FOR BATA INDIA

The image of Bata that has been ingrained in the minds of younger people as potential customers for the company's footwear products is that of a traditional, comfortable, and affordable brand. The Marketing Department of Bata has to come up with an efficient communication strategy in order to successfully reinvent the brand for the younger demographic.

The findings of both primary and secondary research indicate that today's young people take pleasure in shopping for stylish shoes and like having a wide selection from which to choose. They also enjoy things that provide more value and an additional experience that can subsequently be shared with their network on social media. It does not matter whether it's a little touch on the product's packaging or an enjoyable experience while they're out shopping; it all has an impact on the thoughts of younger customers and leaves them with a good impression of the thing they've bought. Even if they prefer the brand, a person's inclination to purchase that brand's products might be influenced by whether or not their peers accept the brand they are purchasing from. The appearance, the designs, the presentation, and the overall experience are all factors that go into defining a person. If they have a positive emotional response to the activity, they may consider the purchase of the goods to be regarded as money well spent.

In this portion of the thesis, the rebranding strategy devised by the author will be revealed.

A rebranding effort may give a dormant firm new life but altering the corporate logo and issuing a press release are not enough to significantly impact the organisation, either on the inside or the outside. In the process of rebranding, the focus is put on the development of the company's structure as well as the introduction of novel ideas in order to optimise both the efficiency of the business and the potential connections it has with its customer [129].

Rebranding is the practise of giving an existing company or brand a new set of attributes both internally and externally in order to change how that company or brand is perceived by consumers [130].

The goal of Bata's marketing effort is not to change the impression the company has left on consumers' minds from the inception. It's a reliable household name that could use some spice to attract a younger demographic. The brand's logo, brand colours, and brand font will remain the same under this rebranding approach because it takes time for consumers to become familiar enough with a brand to immediately associate it with those elements.

Specific Goal:

The plan is to reposition Bata India as a cutting-edge shoe company that understands the tastes of Mumbai's trendy youth. The focus of the rebranding effort is to make Bata more appealing to millennials and Gen Z, the demographic of buyers aged 20–30.

Measurable Objectives:

To determine the efficacy of the rebranding strategy, the aspects that will be monitored are the growth of sales, increase in consumer engagement and brand recognition among Mumbai's target audience, boost in social media followers and engagement and a rise in website visits and e-commerce.

- Raise the number of people who are familiar with the brand by 25% in the first six months of the campaign
- Strive for a 20% increase in customer traffic to Bata shops during the first year of the campaign
- Promote the new product line such that sales jump by 15% in the first year
- Boost client loyalty and satisfaction by 10% in the first year of the programme

Achievable Strategies:

The packaging for the Bata brand will be updated to provide a more contemporary, on-trend, and attention-grabbing appearance. The target demographic is young people, thus we'll be using plenty of eye-catching colours, minimal fonts, and impressionistic images to communicate with them.

Developing and releasing new lines of products that appeal to a younger audience, such gender-neutral shoes and innovative collaborations with designers. To do this, a product development team and design input will be required.

In order to capture the spirit of the brand's new positioning, a memorable and snappy slogan that appeals to a younger audience will be produced.

By adding both visual and aural elements into its retail locations, this campaign hopes to improve the quality of the shopping experience overall. In taste promotion, a healthy bar will

be developed in collaboration with a local healthy snacks manufacturer. A unique music will be composed for the stores that encapsulates the modern essence of the brand.

The expansion of the brand's products to include fashionable items like tote bags and mugs is in keeping with the campaign's efforts to modernise the brand's image.

The brand will incorporate ideals, such as gender neutrality and environmentalism, that are important to its target demographic of young people. The company's advertisements and in-store experiences will emphasise these ideals.

Realistic Budget:

Bata's rebranding goals may be met by focusing on product innovation, design, and marketing that appeal to the company's target audience in Mumbai. Since the annual revenue of Bata India for the year 2021 was 17 billion INR, the estimated budget for the rebranding campaign according to Indian industry standards would be 1-5% of the same [131].

In this case a budget even lesser than 1% would be taken into consideration since the additional marketing campaigns for other target audiences will require a budget too. Hence, the realistic budget for the rebranding campaign would be 100 million INR.

Timebound:

All of the steps in the rebranding process will be spread out over the course of a year, with specific goals in place along the way. The campaign's progress will be monitored on a regular basis to ensure that the brand is still on course to achieve its objectives

7.1 Product

The rebranding will begin with the product. According to the survey results, the young consumers do not feel like they get a wide range of products at Bata stores. This leads them to shop from other brands that offer a variety like Adidas and Puma. Creating products similar to Adidas and Puma would not help Bata stand out. Something extra needs to be offered in order to attract the young generation. The quality and comfort is already loved by the consumers and given a high regard, hence the materials of the products will remain the same.

As the most important factor for the youth while purchasing products is the details that add to their personality or look colourful, minimal and appealing, the products for Bata can be redesigned from the basic colours with a large logo on them to making the brand identity minimal and only keeping it inside the shoe. The rest of the shoe will have a design that could go with the colour preference, patterns and ideologies that the person associates themselves with. While designing the products it has been kept in mind that it must not be a symbol that is culturally inappropriate or hurts the sentiments of any particular community.

On the following pages are a few product designs that can be potential additions to Bata's product category. Each product is also assigned a title to add even more value and details to the product.

Product 1: The Gateway To Taj Mahal

Young Indians are devoted to their heritage and nation. The basic concept was conceived with patriotism and love for one's own nation in mind. It is a white canvas high-top shoe with minimal brand markings on the panel and footbed. On the outside panel of the left shoe is a line art design of the Taj Mahal, while on the right shoe is a line art design of the Gateway of India.

Product 2: Mumbai Summer

This pair of trainers is simple and colourful, with abstract orange accents that symbolize summer in a city like Mumbai, which is warm throughout the year.

Product 3: The Field of Mustard

This pair of shoes have a diamond mosaic pattern in rich dijon and mustard hues. The design is rather modest and may be worn with semi-formal attire.

Product 4: Banana Stand Holds a Priceless Diamond

On the rear panels of these pair of trainers are depictions of a dripping banana and a diamond representing pop culture. A piece of footwear that is suitable for informal occasions and concerts.

Product 5: Flights vs. Feelings

This pair of slip-on shoes is designed for travellers. The front panel of the right shoe shows a motivational phrase, while the back panel displays a line art aircraft. On the rear panel of the shoes are two little paper planes.

Product 6: Hygge State of Mind

Hygge is a Danish/Norwegian term that has become a lifestyle for a large number of young people. This pair of slip-on shoes depicts a comfortable and stress-free lifestyle. Whether it's a pair of pillows, a kettle with a nice cup of tea, a painting palette, or a collection of books, all of these elements convey comfort.



Product 1 - The Gateway To Taj Mahal (Source: Own Work)



Product 2 - Mumbai Summer (Source: Own Work)



Product 3 - The Field of Mustard (Source: Own Work)



Product 4 - Banana Stand Holds a Priceless Diamond (Source: Own Work)



Product 5 - Flights Vs. Feelings (Source: Own Work)



Product 6 - Hygge State of Mind (Source: Own Work)

7.2 Brand Ethics

An important factor when it comes to perception of a brand are the ethics of the brand. Bata stands up for many things like women empowerment, helping the poor and needy and equal opportunities for all regardless of the gender, caste, colour or creed. Through its CSR activities Bata has proved it all but consumers do not often visit the brand's corporate website to find out the activities conducted by Bata. They must also be portrayed through logo. According to the findings, the youth is more loyalist to brands that openly accept their beliefs.

Many products offered by Bata are gender neutral and eco-friendly. All the products by Bata are ethically made however Bata fails to promote them in that manner. This leaves the consumers unaware of the fact until the brand decides to make them aware.

The suggestion is to add icons related to sustainability, gender neutrality and cruelty free to the products to give the consumers a clear idea of what the brand stands for and what it supports.

7.3 Brand Slogan

Bata does not have any tagline or slogan ever since its inception. A tagline has been created for Bata keeping in mind the wide range of products that cater to all kinds of consumers while also targeting the young audience. The new slogan devised for Bata is 'The perfect fit for everyone'. Thus tagline harps on the fact that there is something available for everyone at Bata and the that it will always fit perfectly since the shoes are comfortable and available in all sizes, shapes and styles according different kinds of feet shapes.

Bata is one of the only stores in India where the salesperson always measures the feet of the customer using the Brannock device. They then carefully select the shoes and suggest the customer what would suit their feet best. These all details add to the tagline of Bata.



Figure 46 – Bata Logo and Tagline
Source: Own Work

7.4 Packaging

In the theory part, it was determined that a product's packaging influences the purchasing behaviour of customers. One of the lessons learned was that upgrading and introducing new packaging innovations raises the perceived worth of the product in the consumer's perception. Innovative packaging might attract customers, but the emphasis here is on having sustainable or reusable packaging.

The packaging for a footwear product consists of the shoe box and a bag to carry the product into. There is also a tag placed on the product.

Below are the refreshed designs for the packaging of the Bata products.

The first design features the carry bag which is biodegradable, reusable and recyclable. The bag has a premium touch added to it with the holder made out of good quality material that does not bruise the hands of the customers carrying the shoes in them. The bag features the brand logo, tagline and accents that adds a modern touch.



Figure 47 – Bata Bag
Source: Own Work

The following image features the shoe box for the products purchase by the customer. The shoes box is innovative and enhances the shopping experience for the buyer. The top of the shoe box features the brand assets and a modern design while the side panel featured the eco-friendly logo and gender neutral logo. The box slides to open and can be used for storing the footwear even after use. The box is made out of durable cardboard and is sustainable as well.



Figure 48 – Bata Shoe Box
Source: Own Work

Upon the purchase of the goods, a letter including recommendations for finding the perfect-fitting shoes will be included into the package. These suggestions are not well known by customers. Regardless of where they purchase footwear in the future, they will always keep Bata in mind when considering the fit and implementing the company's recommendations. This will also reflect that the brand cares for its customers, particularly those who have trouble selecting footwear owing to foot issues.



Figure 49 – A Letter with Tips Regarding Shoe Fit
Source: Own Work

The next image is that of the tag placed on the footwear products. The tag feature below is made out of recycled paper and has seeds placed in it. Once the person purchases the foot and removes the tag, they must place it in a pot and little plants will grow. There is no plastic used in this tag unlike the current tags used by Bata.



Figure 50 – Bata Tag
Source: Own Work

7.5 Five Sense Marketing

The research proves that brands that use 5 sense marketing strategy excel at their motive. In the case of Bata, the product already enchants three senses i.e. tactile, olfactory, and visual.

Seeing the styles and finishes of the footwear stimulates the viewer's visual perception. The customer's sense of touch is heightened when they touch the shoes, feel the material, and place their feet inside to experience the comfort. As a consumer enters the shop, their sense of smell is aroused by the scent of new shoes and leather. The remaining two senses may be readily aroused via the use of practical methods. A person's auditory sense may be boosted by playing ambient music at a shop. This will make the consumer feel at ease and encourage them to take their time while shopping. But, when it comes to flavour, it is challenging but not impossible for a footwear brand to stimulate the gustatory sense. Consumers in India often engage in a shopping spree and visit many shops, which might leave them exhausted, hungry, and irritable. At the entrance of each Bata shop, a bowl of fitness bars may be placed. The fitness bars will be carefully crafted in partnership with a local fitness product manufacturer so that they may be consumed by all types of individuals, including those with diabetes, nut allergies, and particular dietary intolerances. As a precaution, the ingredients will be listed on the bottom of the packaging. In the following picture, the product's packaging can be seen. It has the sentence "Fitness snack to find your perfect fit," which is aligned with the slogan.



Figure 51 – Fitness Bar for Gustatory Marketing
Source: Own Work

7.6 Brand merchandise

Currently Bata does not offer any brand merchandise which the youth would love to purchase and take it around with pride. Brand merchandise can be created to attract customers not just towards the shoes but also towards style. Totes bags and coffee mugs will never go out of style. No matter how many tote bags or mugs one has, they will always purchase something more if it captures their attention.

They may also be utilised for further promotional objectives, which will be detailed in more depth within the following section.



Figure 52 – Bata Tote Bag Design (Source: Own Work)



Figure 53 – Bata Mug Design (Source: Own Work)

7.7 Promotional Activities

They already have a collaboration with influencers and celebrities, but the majority of young people do not follow Bata on social media, so they miss out on all of the communication from the brand. The content that can be found on Bata's social media accounts is quite engaging, and the company also collaborates with these individuals. In this scenario, Bata may hold a promotional contest on the many social media channels they maintain. Because of this, a significant number of their people will start following in their footsteps.

The promotional contest might be as simple as saying, “share your favourite memories with Bata and stand a chance to win a Bata merchandise”. Commenting on the contest post, following Bata's social media page, responding with their favourite memories, and tagging a few friends to participate in the contest would be the requirements to enter the competition. It is widely known that Indian customers like obtaining freebies and other types of deals.

It is possible for the company to organise these kinds of events on a monthly basis in order to keep the audience interested and connected and prevent them from eventually unfollowing the brand's social media accounts.

CONCLUSION

In a world where customers are targeted by several companies within a minute, it is difficult to remain in consumers' minds for an extended period of time. Those that get this position are the most popular companies that invest a substantial amount of money in marketing. Yet, brand recognition alone is insufficient to encourage the buyer to purchase the goods.

Bata is India's most popular heritage footwear brand. Many people are unaware that it is not a local brand, despite the fact that it is a well-known product. The Czech origins of the trademark are unknown to the majority. This is due to the fact that when the brand was introduced in India, factories were set up there and the product was customized to meet local requirements. Due to the brand's reputation for being cheap, comfy, and long-lasting, many young customers choose not to purchase footwear from Bata.

The data demonstrated that the existing communication approach for the youth of Mumbai is inefficient. Young customers do not regard it as a fashion-forward brand like Nike, Adidas, and Puma. The reason for this is that Bata does not represent the ideals and feelings of young customers. While buying a product, one must be satisfied that it accurately represents their personality.

The rationale for targeting youth is that they are the greatest group of buyers in India, and if they are targeted well, the brand's sales would be highly successful. If proper attention is not provided at the opportune point, the brand may lose its allure and vitality.

Rebranding is the finest approach to bring the company back to life and into the hearts of young customers. This assists companies in altering their clients' perceptions by introducing modifications that grab their interest.

Bata nonetheless performs an excellent job of providing inexpensive, comfortable footwear. The tag is now stuck to it even though it offers premium footwear options. Style and variety are also essential factors for young customers, therefore a new product category may be introduced to their selection via rebranding.

The brand also lacks a catchphrase, so "The perfect fit for everyone" is devised so that the company may simultaneously appeal to clients of different age groups.

The young adults especially appreciate things with added value that may be shared on social media. Bata is inventive and has already implemented an augmented reality shoe try-on option on its website, but the innovation must also be reflected in the actual product. This is

also possible via packaging. Many young people would enter a shop and buy a product just for the pleasure of doing so if the packaging were attractive.

Also, the five sense marketing technique is applied for the Bata brand, which already stimulates three of them. Additionally, ambient music in the store may engage the auditory sense, while a fitness bar available at the store's entrance can stimulate the gustatory sense.

Merchandise is an additional method of promoting the product, which may be paired with social media promotions. Bata has performed well throughout the years and preserved the brand. Yet, like with any other brand, it is time for them to provide formidable opposition to their competitors and revitalise their image in the eyes of customers. Hence, concluding that the research questions were answered and the goal of the thesis was met.

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LIST OF ABBREVIATIONS

AR Augmented Reality

GST Good and Service Tax

INR Indian Rupee

OOH Out-Of-Home

LIST OF FIGURES

Figure 1 – Footwear Industry Revenue.....	17
Figure 2 – Price per Unit in Different Footwear Categories.....	18
Figure 3 – Lowest Price Footwear	18
Figure 4 – Highest Price Footwear	19
Figure 5 – Most Purchased Footwear	19
Figure 6 – Athletes’ Collaboration with Clarks.....	22
Figure 7 – Nike and Tiffany’s Collaboration.....	23
Figure 8 – Revenue Achieved by Various Footwear Segments	24
Figure 9 – Top Footwear Exporting Countries	25
Figure 10 – Branding Iceberg	26
Figure 11 – First Factory of Bata in India	30
Figure 12 – First to Bata, then to school.....	31
Figure 13 – Lowest Priced Footwear for Women.....	34
Figure 14 – Highest Priced Footwear for Women	34
Figure 15 – Lowest Priced Footwear for Men.....	34
Figure 16 – Highest Priced Footwear for Men	35
Figure 17 – Lowest Priced Footwear for Children	35
Figure 18 – Highest Priced Footwear for Children.....	35
Figure 19 – Bata’s Advertisement Evolution	37
Figure 20 – Products with AR Feature	39
Figure 21 – Bata Print Ad	40
Figure 22 – Footwear Brand Recall	57
Figure 23 – Buyer Preferences in Terms of Footwear Features	58
Figure 24 – Shoe Manufacturers that Consumers Often Choose.....	60
Figure 25 – Respondents' Footwear Buying Frequency	61
Figure 26 – Bata Shoe Purchase	62
Figure 27 – Footwear Purchase Choice According to Occasion	62
Figure 28 – Bata Purchase Satisfaction Among Consumers	63
Figure 29 – Bata’s Placement as an International Brand.....	64
Figure 30 – Consumer-Reported Characteristics of Bata Brand Products	64
Figure 31 – Consumers' Opinions about Bata's Quality	65
Figure 32 – Consumers' Opinions about Bata's Price.....	66
Figure 33 – Consumers' Opinions about Bata's Durability.....	66
Figure 34 – Consumers' Opinions about Bata's Footwear Style.....	67

Figure 35 – Consumers' Opinions about Bata's Comfort.....	67
Figure 36 – Consumers' Opinions about Bata's Variety	68
Figure 37 – Consumers' Opinions about Bata's Popularity	68
Figure 38 – Consumers' Opinions about Bata's Availability	69
Figure 39 – Percentage of Consumers that Remember Bata Advertisements	70
Figure 40 – Percentage of Consumers following Bata on Social Media	70
Figure 41 – Consumers' recollection of Bata’s Campaigns.....	71
Figure 42 – Consumers' recollection of Bata’s Brand Ambassadors.....	72
Figure 43 – Consumers' recollection of Celebrities endorsing Bata.....	72
Figure 44 – Ages of Respondents	73
Figure 45 – Disposable Income of Respondents	74
Figure 46 – Bata Logo and Tagline	90
Figure 47 – Bata Bag	91
Figure 48- Bata Shoe Box.....	92
Figure 49 – A Letter with Tips Regarding Shoe Fit	93
Figure 50 – Bata Tag	94
Figure 51 – Fitness Bar for Gustatory Marketing.....	96
Figure 52 – Bata Tote Bag Design.....	97
Figure 53 – Bata Mug Design.....	98

LIST OF TABLES

Table 1 Average Prices of Footwear Products.....	17
Table 2 Footwear Categories Offered by Bata India	33

APPENDICES

Appendix P I: Survey Questionnaire

APPENDIX P I: SURVEY QUESTIONNAIRE

FOOTWEAR SURVEY

The purpose of this survey is to learn about the attitudes of young consumers in Mumbai towards the Bata brand.

This questionnaire is solely for academic purposes, and any information provided will help greatly in the successful analysis of the study.

Your response will be sincerely valued, and your privacy will be respected.

Q1: When you think of footwear, which brands come to your mind?

(Short Answer)_____

Q2: What do you look for when purchasing footwear?

- Quality
- Durability
- Price
- Trends
- Product Range
- Other...

Q3: Which brands do you often purchase footwear from?

- Adidas
- Puma
- Woodland
- Clarks
- Metro
- Mochi
- Other...

Q4: How often do you shop for footwear products?

- Rarely
- Occasionally
- Often

Q5: Have you ever purchased footwear from Bata Shoe Company?

- Yes
- No

Q6: What kind of footwear did you purchase from Bata?

- Casual
- Formal
- Sport
- Festive
- Other...

Q7: On a scale of 1 (Lowest) to 5 (Highest), how satisfied are you with your last purchase at Bata?

Q8: Do you consider Bata as an international brand?

- Yes
- No

Q9: Which attributes would you describe Bata products with?

- Quality
- Durability

- Justifiable Price
- Product Range
- Trendy
- Other...

Q9: Please rank the following attributes

Q10: Do you remember any marketing advertisements of Bata?

- Yes
- No

Q11: Do you follow Bata on your social media channels?

- Yes
- No

Q12: Can you recall any good-cause campaigns by Bata?

- Yes
- No

Q13: Which campaigns can you recall?

(Open ended)_____

Q14: Do you know any celebrities that endorse Bata?

- Yes
- No

Q15: Which celebrities endorse Bata footwear?

(Open ended) _____

Q16: Age

- 20-25
- 26-30

Q17: Disposable Income

- Less than 4999 INR
- 5000 INR - 9999 INR
- 10,000 INR - 14,999 INR
- 15,000 INR - 19,999 INR
- Above 20,000 INR