

Bata



Internship Report on
Online Shoe Purchasing Trend in Bangladesh

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April 5, 2018

LETTER OF TRANSMITTAL

April 5, 2018

Mr Riyashad Ahmed
Assistant Professor of Finance &
Coordinator, Executive MBA Program
BRAC Business School
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Subject: Submission of Internship Report on ‘Online Shoe Purchasing Trend in Bangladesh’.

Sir,

It is my pleasure to submit the internship report on ‘Online Shoe Purchasing Trend in Bangladesh’ to you which is a requirement of BUS 400.

I have prepared my report as per instruction and tried my level best to make it as informative as I can along with the primary data collected from a survey participated by 56 respondents. Apart from it, I have utilized my analytical abilities to interpret the data and represented them with visuals.

I have done my Internship at Bata Shoe Company (Bangladesh) Limited. As I have seen the shoe industry being a part of it, it helped me to prepare the report with direct experience. I sincerely hope it will meet your expectation. However, the report is not free from flaws, I urge you accept it with thoughtful considerations.

Sincerely Yours,

Mohammed Fuad Zibran
ID-14104123
BRAC Business School
BRAC University

LETTER OF ENDORSEMENT

This to certify that Mohammed Fuad Zibran, bearing ID – 14104123, is a regular student of BRAC Business School, BRAC University and has completed the internship report titled ‘Online Shoe Purchasing Trend in Bangladesh’ under my supervision. His internship placement was at Bata Shoe Company (Bangladesh) Limited. I am pleased to state that he has worked hard during his internship tenure and preparing this report as well. He has been able to present a good picture of the report. The data and findings presented in the report seemed to be authentic. Though it has some minor slip-ups, it is of a kind which can be used by others for any further researchers want to work on this particular topic.

I wish him every success in life.

With regards,

Riyashad Ahmed
Assistant Professor of Finance &
Coordinator, Executive MBA Program
BRAC Business School
BRAC University

ACKNOWLEDGEMENT

Before everything else I would like to express my deepest appreciation to the Almighty Creator for allowing me reach such state where I can complete my internship report after these four years of Undergrad life at BRAC University.

A special gratitude and indebtedness to my supervisor faculty, Mr. Riyashad Ahmed, Assistant Professor of Finance and Coordinator Executive MBA Program, BRAC Business School, BRAC University for his endless and constant support, guidance, encouragement and suggestion during the preparation of my internship report. I cordially thank him for sparing his valuable time to read my paper.

Last but not the least I would like to convey my sincere gratitude to Mr. Sin Kee Lee, Retail Manager, Bata Shoe Company (Bangladesh) Limited, for his guidance, constants support and supervision. Without his help, I would not have ended up being an intern at Bata Bangladesh. Moreover, upon his guidance I have worked with the Business Development team where I got the opportunity to have a clear vision of how organization like Bata with such distribution system works and manage their operation effectively.

EXECUTIVE SUMMARY

Bata Shoe Company (Bangladesh) Limited is the first MNC that has operated its business in our country. Now it has the most rigorous distribution system in Bangladesh. It has been awarded for the best footwear brand for last five years. With the passage of time, way and process of business changes. And Bata Bangladesh has also adopted it with the modern technology and started to serve its customer online.

I have completed my internship at Bata Bangladesh and I got the opportunity to have a real life experience at the online consumption of footwear. And my topic resembles the current scenario of online shoe purchasing trend in our country.

Though the concept of selling goods online is not a modern concept, however people still like to buy shoes from brick and mortar stores. They want to touch and feel it before buying it which is very natural. However the habit is being changed gradually and online retailers have a very good opportunity to grab the market.

To make it more successful online marketers cannot compromise with the quality as well as they need to gain trust in public mind. If they can ensure these with extra ordinary customer service; they can thrive the market indeed.

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ORGANIZATIONAL OVERVIEW

The very first Multi National that started operation in Bangladesh is Bata Shoe Company (Bangladesh) Ltd. It started its operation at 1962 before liberation of our country. It made the position in the market with 'Naughty Boy' shoe that committed high durability for the kids. With the passage of time Bata has incorporated lavish design in its product line ensuring quality. Now in 2018 Bata has 231 own retail outlets, more than 10 franchisees along with 1300+ dealers and hundreds of wholesalers around the country. There are hardly any places where one cannot find any Bata stores that resembles the growth, triumph and wide acceptance of Bata in our country.

Bata Bangladesh is a public limited company enlisted in 1985, which has around 51-49% share with the government of Bangladesh. Though it has established its journey in Czechoslovakia, it is now a Canadian company due to the migration of the family members and now J. Bata, grandson of G. Bata has his operation and headquarter in Canada and operates as a Canadian company. In our country it is operated as a Canada-Bangladesh company.

Bata has two shoe manufacturing factories here in Bangladesh where it produces the lion part of all kinds of footwear and only a minimal number is outsourced from local manufacturers. These are situated at Tongi and Dhamrai. Fabric, rubber, plastic and canvas footwear are usually manufactured at Tongi. The one at Dhamrai has state of its own art technology and very own facilities from leather treatment to leather processing to waste treatment plants under one roof top, the only one of its kind Bangladesh. Bata Bangladesh has already served 26.6 Million pairs of shoes in our local market manufactured in these two factories. (Annual Report, 2016). Other than regular shoes Bata Bangladesh is also one of the major players in industrial shoe manufacturing ensuring high-end safety for the heavy duty workers. It has a modern Tannery with the latest technological facilities to process approximately 19,000 square feet of leather daily, which comprise a wide range of products and finishes. The Tannery is also equipped with a modern effluent treatment plant to ensure a pollution free environment. The Company's marketing network is consolidated through its own retail outlets, distributors, franchises, agencies, wholesale depots and a large number of registered distributors and dealers (Annual Report, 2016).

Vision:

- To make great shoes accessible to everyone

Mission:

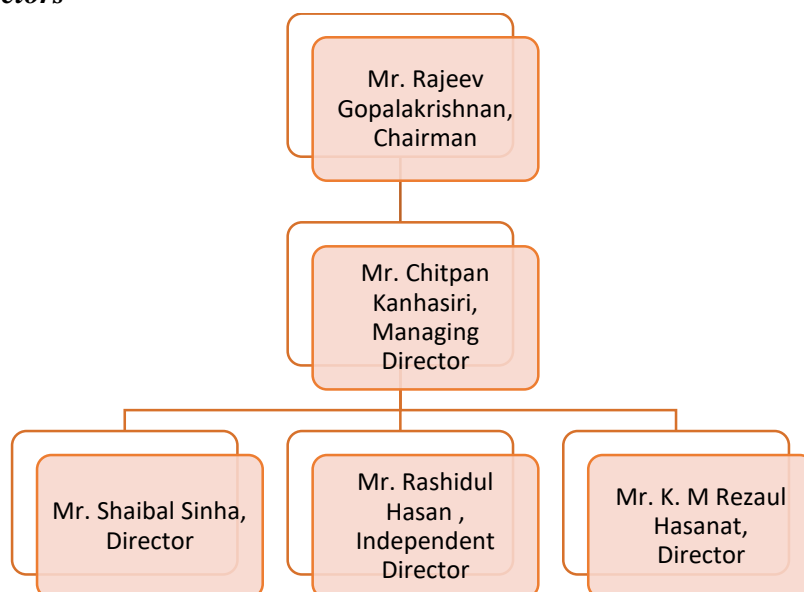
- To help people look and feel good
- To be the customer's destination of choice
- To attract and retain the best people
- To remain the most respected footwear company

Values

‘Our products have to make our customers look good and feel great.’ this is how Bata is working on their product development to ensure a better personal shopping experience to the customers (Annual Report, 2016). According to the organization these five values are the most integral part of their way of working:



Board of Directors



Departments

Bata Bangladesh is operating here with following operational departments:

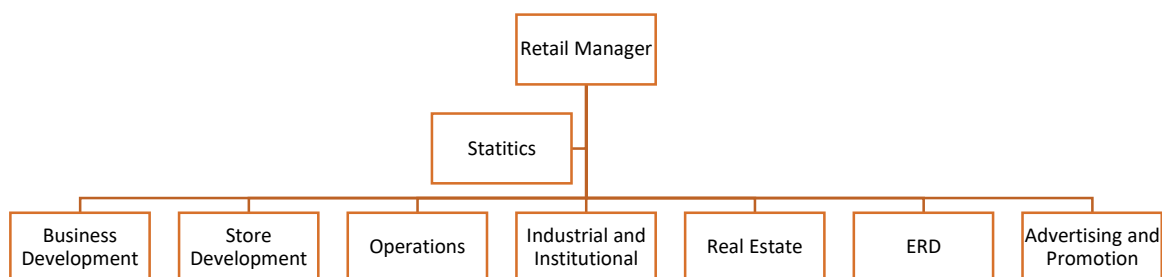
Bata Bangladesh	Finance
	Retail
	Human Resource
	Product Development
	Non Retail
	Supply Chain
	Marchendising
	Internal Audit
	Management Information System
	E-Commerce

Management Team

Following is a photo of the Management Team comprises higher official along with the Country Head Mr. Chitpan Kanhasiri.



During my internship I was a part of the Retail Department, the major revenue generating and the most important department of Bata. This mighty department is being run by Mr. Sin Kee Lee with the following structure:



My role during Internship

I was responsible for maintaining Retail Statistics under direct supervision of Mr. Mustafa Hafizul Hayat Ansary, former Retail Statistic Officer who is now working as District Manager. I am very glad to get the opportunity of working under such expatriates at the very initial stage of my corporate life. Throughout the internship period I have learnt so many things from Mr. Ansary and Mr. Lee. My major responsibilities were:

- To prepare Weekly Sales Reports: Actual and Anticipated
- To prepare several types of reports on adhoc basis
- To update Sales figures in real time
- To report to Retail Head of the updates consistently
- To prepare Presentation backed by data
- To prepare Sales, Promotional and Administrative circular as per instruction

Sources of Production

Bata Bangladesh has four different sources of production:

Own

Bata Bangladesh has two factories in Tongi and Dhamrai. All the fabric and rubber & related production has been done in Tongi factory. Every type of leather products are been manufactured at the Dhamrai factory. About 92% of all Bata products are produced in these two factories (Assignment Point, 2018).

Satellite

There are some satellite production factories around the country which produces solely for Bata with their own production facility that have been set up by Bata Bangladesh. Only 4% of Bata production is from satellite sources (Assignment Point, 2018).

Outsourcing

Related and supporting industries are also growing under the shadow of Bata Bangladesh. It also does outsourcing with different small shoe industries mainly from the Dhaka region. The quality and the specification has been ensured by the Bata people. The participation of outsourcing in the company's business is 4% (Assignment Point, 2018).

Import

With high import duty it is hard for Bata Bangladesh to import a substantial amount from different subsidiaries and other outside suppliers. It can be mentioned that the duty for importing complete shoe here in Bangladesh is 101%. Even though Bata Bangladesh import shoes to keep up with the market trend, which is around 1% in every year (Assignment Point, 2018).

Products:

Under the umbrella of Bata it serves other 12 brands to thrive in Bangladeshi market. Here in Bangladesh a few model of Mocassino, Hush Puppies, Scholl, Comfit, Bubblegumers, Marie Claire, North Star, Power and Weinbrenner are manufactured and rest other models available in the market are being imported.

Our Brands

Bata*Mocassino*
by Bataambassador
by Bata**Hush Puppies****Scholl****Bata**
COMFIT**Bubblegumers**
TOOTHY POWERS

marie claire

NORTH STAR**POWER**FRANK COUTERDORF
WEINBRENNER
BRICK 1987**adidas**

Thus Bata's wellknown brands include Power, Bubble-Gummers, Marie-Claire, Sandak, North-Star etc. International brands such as Hush Puppies, Nike, Adidas, and Dr Scholl are sold under manufacturing and licensing agreements. The company has more than 1000 shoe designs and caters to all the segments. Over 60% of sales come from the men's range, while children's and women's range account for about 20% each. In women's segment the Sun-drop range of casual ladies wear in the popular range has done well in the market and registered a strong growth of 500% in F12/2000. The brand is being endorsed by filmstar Rani Mukherjee. Bata also markets sportswear, readymade garments, hosiery, and other footwear accessories like undergarments, socks, shoe polish, etc. Bata Bangladesh also exports its products to countries like Germany, Australia, USA, UK, Holland, Denmark, New Zealand, France and Canada. It exports about 4 Million pairs of shoes in a year (Assignment Point, 2018).

INTRODUCTION TO THE REPORT

Rationale of the study

To identify the trend for buying shoes online in the context of our country. The objective of the survey is to correlate the purchasing behavior between the conventional way of buying footwear from brick & motor stores and the one from online stores.

Scope and Delimitation of the study

People in general in our country are becoming more dependent on online shopping and the statistic is really surprising. Internet is made very accessible for the folk with the support of Telecoms. And people now do love to shop online more frequently for the best use of their 24 hours day.

The population size is very limited. And I also could not reach to the maximum of the target group due to limited time frame.

Objectives of the study

To identify the trend for buying shoes online in the context of our country. And to find a correlation between the purchasing behaviour of conventional way of buying footwear from brick & motor stores and online stores.

LITERATURE REVIEW

Online shopping shows the way for shopping from home along with facilities like home delivery, cash on delivery, payment through mobile banking and even with the credit cards. And people here in Bangladesh are also getting involved in online shopping day by day. From green vegetables to readymade foods, books and stationary items, clothes and accessories, electronic gadgets and even shoes are now sold online.

Virtual world has started to impact our day to day life. We are literally living on it unintentionally. As the article is about online shoe purchasing, a few prior research works related with online shopping in Bangladesh is also taken under consideration. Number of researchers have supported the online shopping in the context of Bangladesh where a huge number opposed it. However both the group have provided their valuable opinion and suggestion to online stores for making it more useful to the online customers. Online retailing is the most convenient option for online consumers as well for the retailers (Szymanski & Hise, 2000). It reduces expenses to significant level.

However what is more important for marketer is to build trust among the consumers. Lack of it is another major issues of customers for not buying online (Lee & Turban, 2001). That includes risk complies with quality of product, after sales services and payment issues as well. The inability of touching the product before buying it make it more unsecured for them (Bhatnagar, Misra, & Rao , 2000).

From the research work of Wee & Ramchandra we can come to the point that people in general are still in state not to buy online because of security, lack of physical contact, uncertainty regarding product quality and trust issues (Wee & Ramachandra). And to solve such trust issues Lee & Turban has come up with a theoretical model for investigating four major antecedent influences in internet shopping: trustworthiness of the internet merchant, trustworthiness of the internet as a shopping medium, infrastructural factors and other factors (Lee & Turban, 2001) which actually are very relevant in context of our country as well.

The more consumers get to know about the activities of online stores; they can easily get the trust of the people (Wang, Cheng, & Jiang, 2009). In our country a few online store has easily built up such trust amid customers by offering free visit to their office space what actually is going on, how they operate their business and all. However the concept is being neutralizing because of delivery system faults, not trustworthy online payment systems, personal privacy and personal customer services (Rahim, 2013)

METHODOLOGY

Methods of research used

This particular section expresses the techniques for inquiring embraced, the subjects of the examination, the strategy for social event information and factual treatment. Essentially I have directed Surveys for gathering Primary information as the center technique for achieving my goal. I took the review through online by setting up a Google shape that has been circulated to my dearest friends and family members.

Research design

Here, I have tried to utilize clear research configuration to direct my overview to discover the current online shoe purchasing trend.

While leading on the web review, engaging exploration is by a wide margin the most generally utilized type of research. Frequently, associations utilize it as a strategy to uncovering and measuring the quality of an objective gathering's sentiment, state of mind, or conduct with respect to a given subject. In any case, another regular utilization of graphic research is to lead overview of demographical qualities in a specific gathering (age, pay, conjugal status, sex, and so on.) (Fluid Survey University, 2014).

With a specific end goal to know the current trend for shoe purchased through online, I preferred to investigate some subjective data. Hence the questionnaire was developed accordingly. This will help us to decipher the result of the study effortlessly and viably.

Besides, I led this study through the web. Utilizing the web media for leading overview is extremely prevalent now-a-days, as it is exceptionally economical, adaptable and speedier approach to direct a study. And why not s survey of online purchasing be circulated through online. It also gives an exact outcome and keeps the protection of the respondents also.

The specimen measure is impressively little. The examination extends a subjective translation to the study directed. The poll does exclude any open-finished inquiry but rather the inquiries are intended to get clear reactions.

Respondents and Sampling Procedures

Population

In insights, study testing portrays the way toward choosing a specimen of the components of an objective populace to lead a study. In this exploration, the population is irregular individuals, who buy shoes both from brick & motor stores and more preferably online stores in Bangladesh.

Sample

Test includes the choice of various examination units from the characterizing study populace. Before picking our sample, I had a few inquiries and those are:

- From whom would it be a good idea for me to look for information?
- Where and when?
- How much expense can I bear?

In the wake of finding every one of the solutions I chose to set our sample to be more particular, our specimen is the general population basically the online customers who buy goods from online stores, with the goal that they have some kind of thought regarding the administration of the online stores, and can without much of a stretch distinguish their desire level.

Sample Size: Since we had an extremely restricted time, so I kept the sample measure short. I just have picked 56 respondents. In any case, bigger specimen size can give precision in the exploration.

In addition, the sample unit has been chosen through Probability Samples (each individual from the populace has a known, non-zero likelihood of being chosen.)

Research Instruments/ Questionnaire

I have asked 17 inquiries in the overview poll for finishing the review. The factors which we have settled for the survey are identified with the customers' current trend of buying footwear through online stores.

In any case, we kept every one of the inquiries Close-finished, with the goal that the respondents can without much of a stretch answer those inquiries. In addition, we have utilized diverse scales to set up the inquiries, those are:

- Nominal scale
- Ordinal scale
- Scale

Pretest

This research strategy has been pretested all alone companions too to guarantee the importance and the precision of it.

Collection of Data/ Gather procedures

The examination basically utilized for the Descriptive Research Design to assemble the required information. Since, we did an online study; we dispersed the survey to various pages and locales on Facebook. Destinations of the investigation were composed with the whole overview poll so the respondents can comprehend the reason for doing this review.

The information to help our paper was gathered through Primary Data Collection method. Since, I needed to gather the information through genuine study for getting genuine data of the respondents' intention of buying shoes online.

Statistical Treatment of Data

For measurement treatment, I have used Microsoft Excel 2013 and Google Spreadseet to get the break down measurable information and in the manner it offers an incredible scope of strategies, diagrams and graphs.

ANALYSIS AND INTERPRETATION OF DATA

In total I got to manage 56 respondents. And there profile looks like:

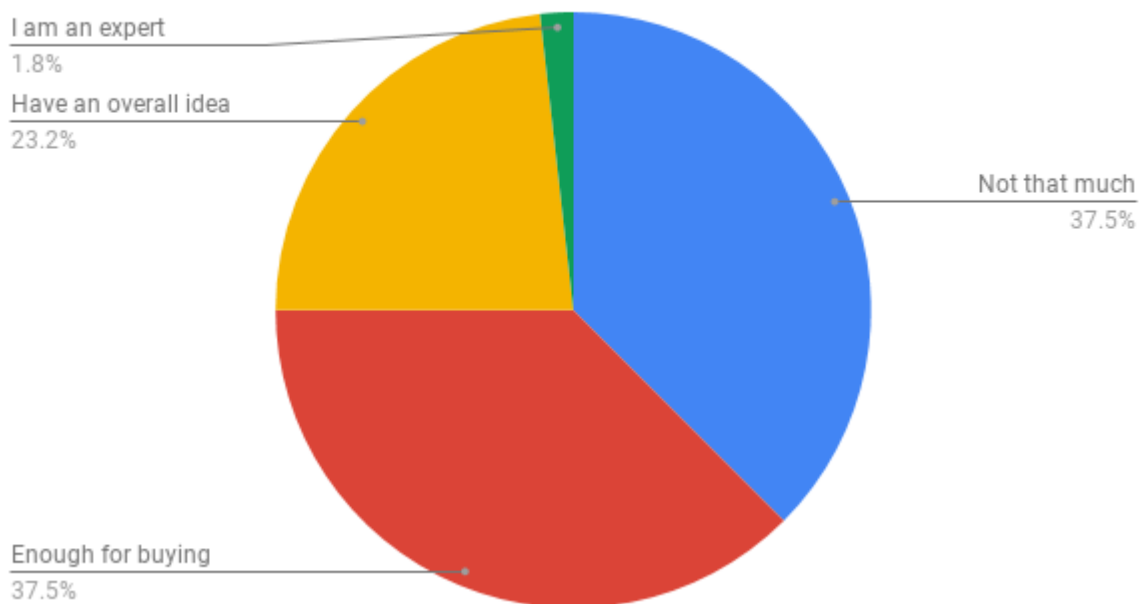
Occupation	Student	Corporate	Entrepreneurs	Other	
Male	18	9	1	0	28
Female	21	6	0	1	28
	39	15	1	1	56

The questionnaire were circulated through online and people participated in it spontaneously. However the male female ratio refers equal participation and it gives a clear concept that people now are getting involved into online shopping gradually.

The above table shows 69.6% are students that participated in the survey which represents the actual figure of the online customers. But the inspiring fact is I have received a response from a homemaker which indicates that there is also a huge target market growing for online retailers to approach to them; not only confining in the student group.

It has been found that people in general have adequate knowledge for buying shoes. That indicates they are more concern nowadays about footwear probably because of their easy access to resources.

People's knowledge about shoe industry



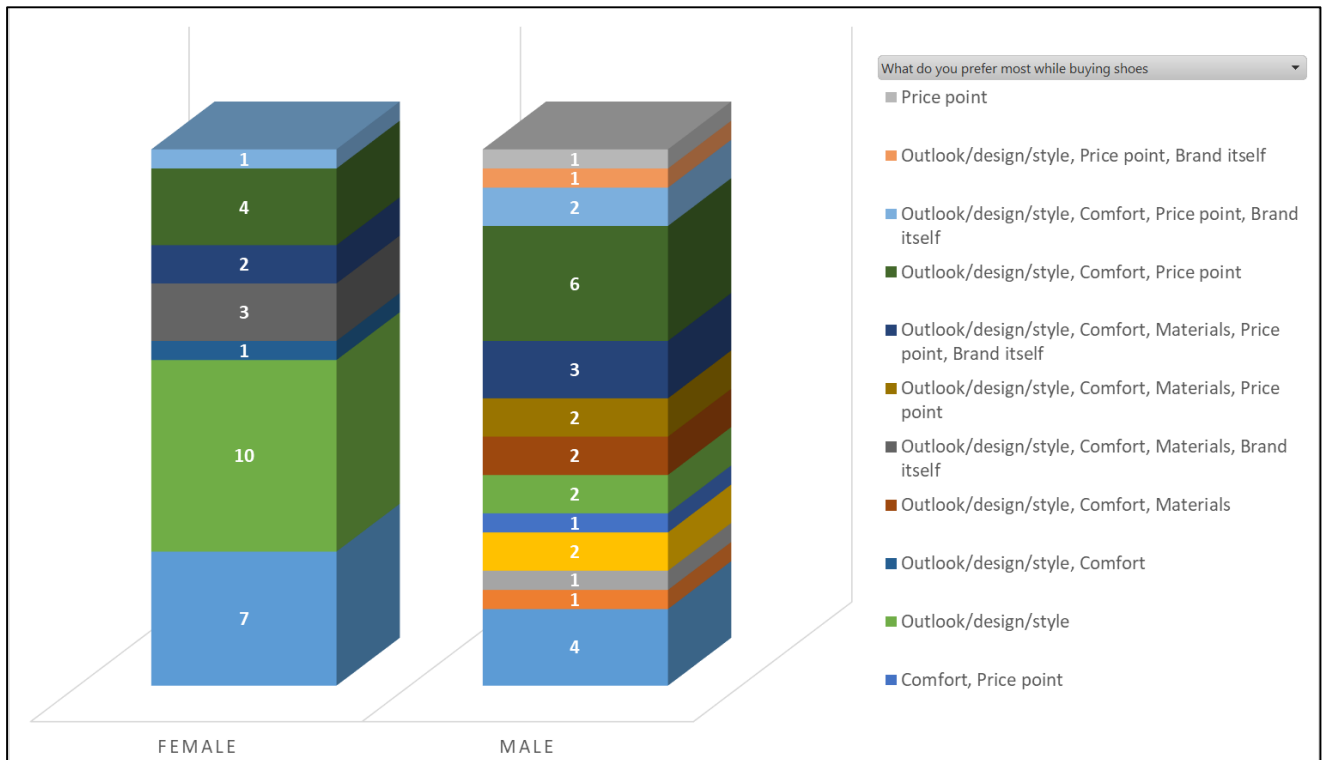
Generally we make a conclusion that women are shopaholic. But I cannot conclude like that. Statistics says male are also likely to buy shoes like women. Around 60.7% male respondents are found who buy shoes quarterly where the percentage is only 39.2% for women. However the fact about women's random shopping is being legitimated through the survey I have conducted. 46.4% of the female respondents agreed that they buy shoes randomly in which static men fell behind.

	Monthly	Quarterly	Yearly	Randomly	
Male	0	17	8	3	28
Female	2	11	2	13	28
	2	28	10	16	56

In response to the question of number of shoes purchased a year I got the following figures. Though the percentage was equal for moderate population, it goes in line with the general conception of women who buy more than five pairs of shoes a year which is not very uncertain. Men agreed that they do not buy more than five pairs of shoes a year.

	≤ 3	3-5	>5	
Female	7	11	10	28
Male	17	11	0	28
	24	22	10	56

The primary data I have received started giving me interesting feedbacks with greater insights. Among different responses it has been found male are more conscious about buying shoes. They do look after various criteria for choosing a pair of shoes where 35% of women are found that they just consider outlook or design of it; they are not even bothered about the price tags.

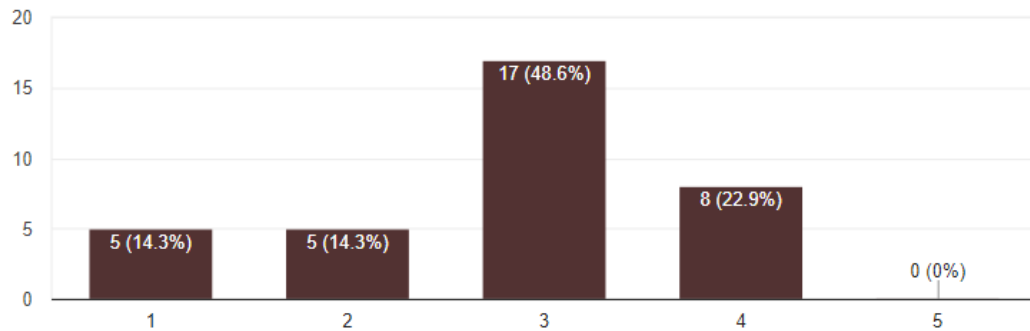


It has been found in both male and female that they are more into buying shoes online to avoid the crowd. A wide number of online shoppers agreed to it.

Our current generation is getting involved in online shopping day by day and tend to buy shoes from online stores is also increasing. However people are not happy enough buying shoes online. They do not get enough trust from buying from them. Online payment system is another reason for not to encourage them to purchase. Again delivery system has number of fraudulent incident around the country. All these issues make the overall online purchase a not very successful practice in the context of our country.

How much you are actually happy with the product (shoes) bought from online?

35 responses



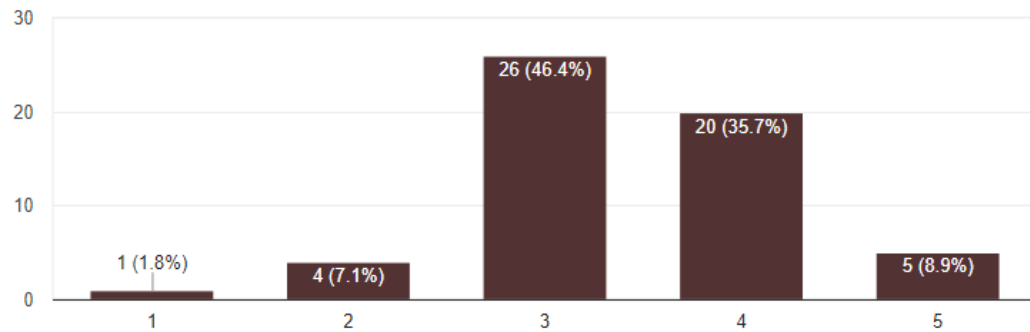
People also have mentioned another reasons of not buying shoes online. Our social condition does not let us to make trust on any brands immediately and it becomes a vital issue while in terms of buying online product. But people face it more challenging to find their shoes according to their own feet as biologically our both feet are not exactly the same as another. This is another issue online shoe sellers need to be careful about.



Despite all these issues the good news for online shoe retailers is this particular sector is booming and have a great prospect in near future.

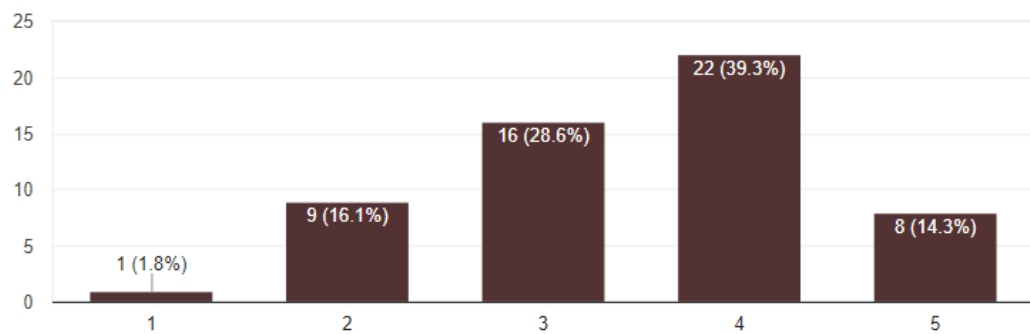
Do you really think the trend in buying shoes is changing gradually

56 responses



People tend to buy more shoes from online stores in near future

56 responses



FINDINGS

- People in general do keep some knowledge about the shoe industry and here retailers can get their target market very wisely whom are already aware of their products. They now need to focus on their services.
- Statistics shows that retailers have a very wide range of target audience; both men and women now have more fashion sense. On an average both buy 3-5 pairs of shoes a year according to their needs.
- People look for comfort over anything while buying shoes. It got the maximum vote in the poll. However they are also concern about the design and the raw materials. They give less importance to price range. Hence marketers have a huge opportunity here in Bangladeshi market if they can serve with quality.
- Large number of people have agreed that they take suggestions from their friends and family members for choosing their fancy pair of shoes which is another a great opportunity for retailers to use their own word of mouth to grab some high end customers.
- People are more likely to spend around 1000 bucks for their regular shoes that indicates our overall economy is growing with a positive attitude.
- Respondents confessed that they do not even mind for spending BDT 10,000-20,000 for a pair of fancy shoe which means our taste is being changed and expensive brands have a very prosperous emerging market here in our country. They just need such strategies to grab customers to buy their shoes.
- Online stores that provide shoes could not get the market yet. Probably the way they are targeting customers are not adequate enough for creating such awareness.
- People still are not used to online payment system. Marketers could not build enough trust yet.
- People find it difficult to choose the correct pair of shoes because of the difference in our feet.

RECOMMENDATION

- Above everything retailers need to offer quality products. People tend to spend for quality products. If the products are not up to the mark, marketers will definitely lose their potential customers even though they provide quality services.
- Marketers need to build trust at any cost. They need to provide quality products ensuring high end customer services. As online products cannot be touched, Online retailers must need to come up with such initiatives that can create some good impression on the people.
- Another reason for Bangladeshis not purchasing online is the lack of secured payment gateway. They can only go for cash/ card on delivery services. On the other hand home delivery fraudulent has took our lives in danger.
- Accidents are occurring while home deliveries. Here online retailers need to ensure that such activities are not even going to happen and necessary instruction for their customers to check out the frauds using their names.
- Moreover the delivery should be prompt. Retailers must develop such distribution system beforehand.
- Return policy of product must be user friendly as well.

CONCLUSION

The object of the paper is to visualize the current scenario of online shoe purchasing behavior of our country. The psychological rhythm of the consumers are tried to present. And researchers can collect some real hand feedback from here. Bangladesh is still in the learning process of online business. Though C2C websites are popular here, B2C has still has greater opportunity to thrive. More importantly the payment system requires huge development. The most challenging issue would be building the trust among the consumers about the online shops. Bangladeshis do know the positive aspects of online shopping. Its online marketer's duty how to utilize it.

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Online Shoe Purchasing Behaviour

The survey is to identify the trend for buying shoes online in the context of our country. The objective of the survey is to correlate the purchasing behaviour between the conventional way of buying footwear from brick & motor stores and online stores.

1. How much do you know about the shoe industry in Bangladesh?

Mark only one oval.

- ☐ Not that much
- ☐ Enough for buying shoes
- ☐ Have an overall idea about it
- ☐ I am an expert

A journey
of a thousand miles
begins with
a fabulous pair of shoes.

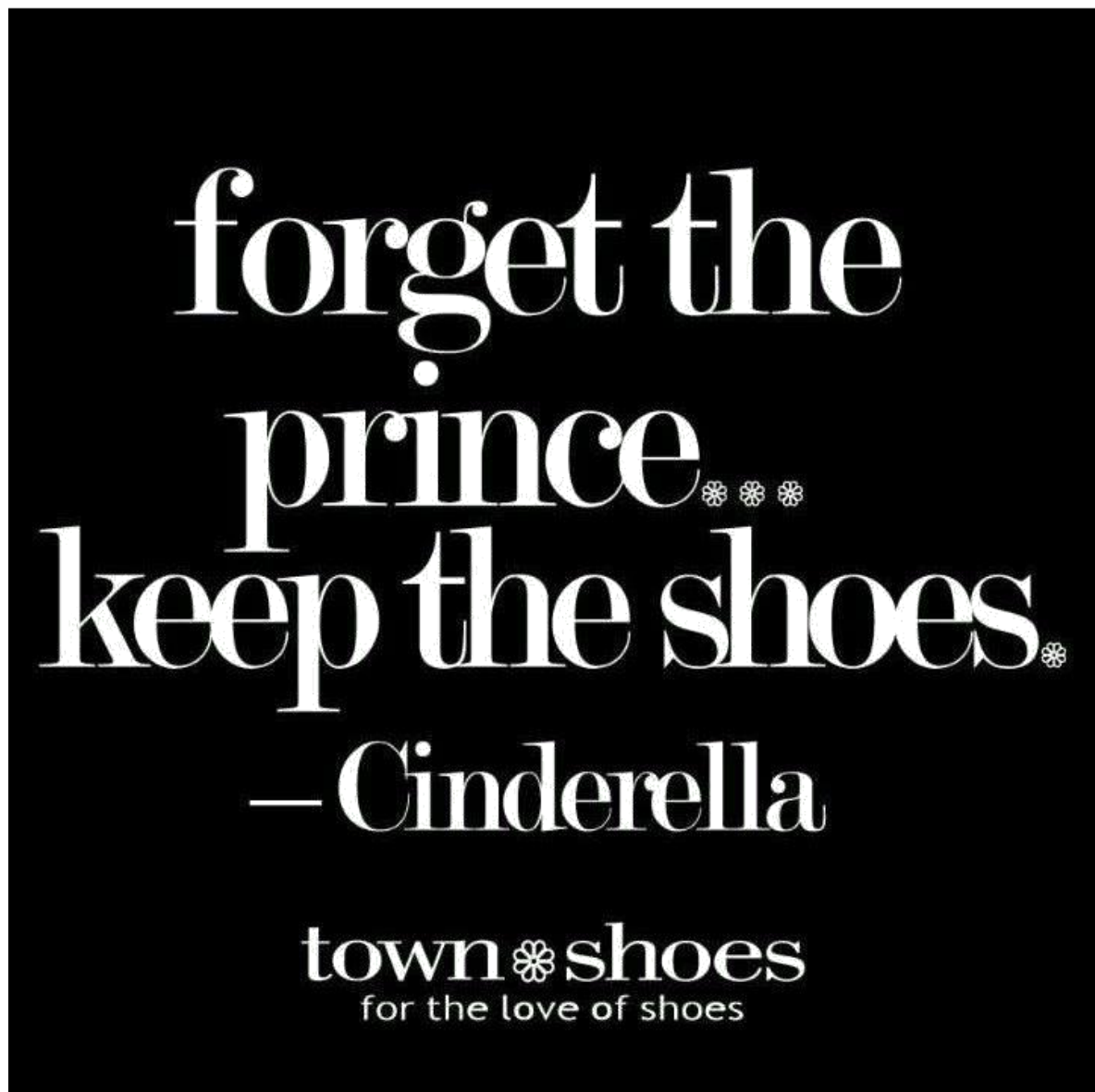
Hudson+Bleecker

2. How frequently do you buy footwear?*Mark only one oval.*

- ☐ Fortnightly
☐ Monthly
☐ Quarterly
☐ Yearly
☐ Randomly

3. How many pair of footwear do you purchase a year?*Mark only one oval.*

- ☐ ≤ 3
☐ 3-5
☐ >5



4. What do you prefer most while buying shoes*Mark only one oval.*

- ☐ Outlook/design/style
- ☐ Comfort
- ☐ Materials
- ☐ Price point
- ☐ Brand itself

5. How do you make decision of buying high-end shoes?*Mark only one oval.*

- ☐ I just pick and buy one
- ☐ Do gather some insights from resources
- ☐ Take suggestions from friends and families
- ☐ Ask someone from the industry

6. How much you are likely to spend for regular footwear?*Mark only one oval.*

- ☐ < BDT 500
- ☐ BDT 500- BDT 1,000
- ☐ BDT 1,000- BDT 2,500
- ☐ > BDT 2,500

7. How much you are likely to spend for fancy shoes?*Mark only one oval.*

- ☐ BDT 2,000- BDT 5,000
- ☐ BDT 5,000- BDT 10,000
- ☐ BDT 10,000 - BDT 20,000
- ☐ > BDT 20,000

8. Would you even buy shoes online without prior checking it out physically from the outlet (just choosing form the visuals available in website)?*Mark only one oval.*

- ☐ No
- ☐ Yes

if YES

kindly go to section three if your previous answer is NO

9. Why are into buying shoes online?*Check all that apply.*

- ☐ Better prices
- ☐ Fewer expenses
- ☐ To avoid crowds
- ☐ To refrain from compulsive shopping
- ☐ To get products unavailable at nearest stop
- ☐ I can brag about it ☺
- ☐ Other: _____

10. What type of footwear you usually tend to purchase?*Mark only one oval.*

- ☐ Flip-flop
- ☐ Sandal
- ☐ Sneakers
- ☐ Formal Shoes
- ☐ Fancy Shoes

11. How much you are actually happy with the product (shoes) bought from online?*Mark only one oval.*

	1	2	3	4	5	
Very Unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

*Skip to question 12.***if NO****12. Why you would not you buy shoes from online stores?***Check all that apply.*

- ☐ I face to figure out the right fit
- ☐ Different brands offer different sizes
- ☐ I need to find shoes according to difference of my own feet
- ☐ I am conscious about the authenticity of brand
- ☐ Return issues
- ☐ Other: _____

General



13. Do you really think the trend in buying shoes is changing gradually

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

14. People tend to buy more shoes from online stores in near future

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

15. I am

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Other: _____

16. Involvement in

Mark only one oval.

- ☐ Studies
- ☐ Service
- ☐ Entrepreneurship
- ☐ Other: _____

17. Yearly Income

Mark only one oval.

- ☐ < BDT 100,000
- ☐ BDT 100,000- BDT 300,000
- ☐ BDT 300,000- BDT 500,000
- ☐ > BDT 500,000