

Report On

**Impact of influencer marketing and social media
marketing on the Shoe industry**

By

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An internship report submitted to the BBS authority in partial fulfillment of the
requirements for the degree of Marketing

Brac Business School, Brac University
April, 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing the degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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18104174

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Raisa Tasneem Zaman

Senior Lecturer, Brac Business School

Letter of Transmittal

Raisa Tasneem Zaman
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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Miss,

With due respect, I hereby present you an internship report on “Impact of influencer marketing and social media marketing on the Shoe industry”. It has been a great pleasure to work with their Hazaribagh office for the last 3 months. With their helpful experience and insights into real-life corporate life, I have tried to make a full-fledged report by analyzing all the requirements that the internship required. For all the shortcomings, I would be grateful if you would consider them in an excusable manner.

I would be happy to provide all the further explanations regarding this research report if necessary.

Sincerely yours,

S M Abrar Hossain
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BRAC Business School
BRAC University
Date:

Non-Disclosure Agreement

The following information used within the report is made and entered into by and between IFIC Bank Limited and the student from Brac University S M Abrar Hossain (18104174). The purpose of this internship is to share the academic experience within the organization and the university, refraining from disclosing data and related information of the organization which might be confidential.

Acknowledgment

First and foremost, I want to express my heartfelt gratitude to Almighty Allah, for assisting me in completing this task on time. I am pleased and relieved that I completed this study within the time frame specified. This internship report would not have been possible without the necessary practical knowledge, as well as the assistance of numerous books, articles, websites, and primary data. It broadened my understanding of employee job satisfaction. I would like to express my special gratitude to my supervisor, Ms. Raisa Tasneem Zaman, Senior Lecturer of BRAC Business School of BRAC University, for her motivating inspiration, kind direction, valuable suggestions & pieces of advice during my internship period and for preparing this report.

I would also like to thank my onsite supervisor, Shuvo Karmokar (Assistant Manager, Bay Emporium Ltd.), as well as the management and officials of Bay Emporium Ltd, for giving me the opportunity to work with them and for their assistance in providing information and enabling me to prepare this report. I am grateful for their assistance and support.

Executive Summary

Bay Emporium Limited was formed in 2006. It is a footwear marketing organization with a vast variety of items for men, women and children. Today Bay Emporium is one of the largest shoe selling enterprises in the nation. The brand is gaining popularity rapidly. New stores are being established in key places. Bay Emporium Ltd. recognized for leather shoes and leather sandals. It has a committed management team working hard for market growth, product procurement and marketing. Bay Footwear Ltd. is a Footwear producer and exporter firm in Bangladesh. On the basis of three win management concepts- Quality, Efficiency, Service. Our management style and strength across worldwide investments stressing product efficiency offering the high quality product and professional service.

Its strength rests in its devotion, superior craftsmanship, and prompt delivery consistency in manufacturing. Sales crew is very much focused on giving polite service to our valued client. It aspired to create Bay Emporium as one of the major marketers of family footwear for medium to medium high income category of clients in Bangladesh. Get ahead in the competition by offering clients with exceptional services. It seeks to produce items with comfort and lifespan to affirm the unparalleled client pleasure. Bay Emporium is devoted to becoming the market leader in supplying beautiful shoes and leather products.

Table of Contents

Declaration	2
Non-Disclosure Agreement	4
Acknowledgment	5
Executive Summary	6
<u>Chapter 1 : Overview of The Internship</u>	9
1.1 Student Information	9
1.2 Internship Information	9
1.2.1 Company Information	9
1.2.2 Internship Company Supervisor Information	10
1.2.3 Job Scope	10
1.3 Internship outcome	10
1.3.1 Contribution to the Company	10
1.3.2 Benefits of this internship:	11
1.3.3 Objective of the Report	12
1.3.4 Recommendation:	13
<u>Chapter 2: Organization Part</u>	
2.1 Introduction	
2.1.1 Company	14
2.1.2 Company Logo	
2.1.3 Company Mission,Vision and Tagline	15
2.2 Overview of the Company	15
2.3 Management Practices	16
2.3.1 Organogram of Bay	18
2.4 Marketing Practices	19
2.4.1 Marketing channels	
2.4.2 Product/new product development and competitive practices	19
2.4.3 Branding,Promotion and advertising activities	
2.5 Industry and Competitive Analysis	
2.5.1 Porters Five Force Model	20
2.5.2 SWOT Analysis	21
2.6 Summary and Conclusions	
2.6.1 Summary	22
2.6.2 Conclusion	22
2.7 Recommendation	23
<u>Chapter 3: Project Part</u>	24
3.1 Introduction	
3.1.1 Literature Review:	24
3.1.2 Objective:	26

3.1.3 Significance:	26
3.2 Methodology :	27
3.3 Findings and analysis	27
3.4 Conclusion:	50
3.5 Recommendations:	51

Chapter 1 : Overview of The Internship

1.1 Student Information

Name: S M Abrar Hossain

ID: 18104174

Major: Marketing

Program: Bachelor of Business Administration

1.2 Internship Information

1.2.1 Company Information

Company Name: Bay Emporium Ltd.

Timeline: 6th February to 6th May

Department: Marketing Branding and Promotion

Address: 21 Hazaribagh Dhaka

1.2.2 Internship Company Supervisor Information

Name: Karmokar Shuvo

Position: Assistant manager, Advertising and Promotion

Email: kshuvo.bel@baygroupco.com

1.2.3 Job Scope

Helping my supervisor and executives with all the facets of their daily work, and Doing branding for all the existing shops was my main responsibility for Eid. Making different types of POPs for Shoes for social media , Making different type of posts for social media to increase the footfall in our stores. My Knowledge of Branding and promotion was improved as a result of performing these daily task ,which also helped me learn the fundamental functions of how an organization works.

1.3 Internship outcome

1.3.1 Contribution to the Company

As an intern, I was initially unfamiliar with the branding and promotion environment. I felt completely lost on my first day. However, my colleagues and supervisors eventually made it easier for me to comprehend the company's brand and marketing tactics.

- I had the opportunity to work in different activities the main thing being helping branding and promotion team with their daily tasks, The whole journey helped me to gain knowledge on branding and promotion and gain skill on branding and promotion
- I had the responsibility of monitoring and evaluating a variety of branding and promotion initiatives, including social media campaigns, email marketing, and advertising.
- I helped clear and review promotional content to ensure it met the company's brand rules and standards.
- I assisted the team by developing and updating customer profiles that appropriately reflected the target audience's interests.
- I assisted the team by developing and updating customer profiles that appropriately reflected the target audience's interests.
- In order to make sure that all pertinent information was accurate and current, I also helped with the company's branding and promotional databases' upkeep and upgrading.

- Overall, my time spent as an intern in the branding and promotion division was really fruitful. I gained firsthand knowledge and expertise in the field, and I was able to support the team's achievement.

1.3.2 Benefits of this internship:

Corporate culture exposure: As a new employee in the corporate, I got the chance to learn about corporate culture in a practical way and see how things work, it improved my comprehension of company customs and expectations.

Understanding Marketing and media strategy: As a result of my experience working in the corporate world, I have a good understanding of both business and media strategy. My understanding of how companies develop and use powerful marketing campaigns to connect with their target audience has improved as a result of this exposure.

External Interaction Skills: I gained knowledge on how to interact and manage vendors, customers, and other external stakeholders. This gave me the opportunity to learn crucial communication skills that are crucial in a business setting.

Management skills: Throughout my work, I have developed my ability to lead a team, inspire people to succeed, and manage a department. I was able to get valuable leadership and management abilities that are necessary in a business setting because of this experience.

Making decisions swiftly in the retail industry: I've developed good problem-solving abilities as a consequence of my expertise in the industry.

Effective time management and organizational abilities are necessary for employment in a business setting. In order to be productive and fulfill deadlines, I learnt how to prioritize my duties and manage my time.

Record Keeping and Documentation: As part of my job, I learned how to keep accurate records and documentation, such as register books and other important documents. This experience has helped me develop strong attention to detail and organizational skills.

Attention to Detail and Quality Control: I learned to thoroughly check all documents before issuing pay orders to ensure accuracy and compliance with regulations. This experience has helped me develop strong attention to detail and quality control skills, both of which are necessary in a corporate setting.

1.3.3 Objective of the Report

The objective of the internship report is to understand the organization structure and how a marketing team works and the policy of Bay Emporium Ltd. From learning more about how each Promotion takes place as well as all the Branding of new shops to all the old shops are done, to corporate duties and responsibilities.

1.3.4 Recommendation:

Some suggestions include:

- A friendlier work environment and increased communication;
- Employee appreciation and motivation
- The addition of a performance bonus to motivate employees to work hard.
- Increase Social Media Presence
- Partner with Influencers
- Enhance Employee Training]

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Company

Bay Emporium Ltd is a major retail firm that specialized in footwear and accessories. Our objective is to give our consumers high-quality, visually attractive, and comfortable items. Our mission is to position ourselves as the region's best supplier of footwear and accessories.

One of the most respected and well-known retail enterprises in the neighborhood is presently Bay Emporium Ltd. Our product line includes a variety of styles of shoes, sandals, boots, backpacks, and other accessories, and each one is carefully chosen by our merchandisers to match the preferences and needs of our target market.

Our target market is fashion-conscious consumers between the ages of 18 and 45 who earn a medium to high income. With pleasant and experienced personnel accessible to help with any inquiries or issues, we try to create a distinctive and customized shopping experience.

At Bay Emporium Ltd, we are proud of our competitive edge, which is our attention on quality, comfort, and elegance. We cooperate with renowned brands and designers to deliver our consumers the most latest designs and trends, while also making sure that our items are both long-lasting and pleasant to wear.

2.1.2 Company Logo



2.1.3 Company Mission, Vision and Tagline

Mission: To provide best and high standard qualities of shoes.

Vision: Making best qualities of shoes in Bangladesh and to be relevant and innovative to our customers.

Tagline: “Walk of life”

2.2 Overview of the Company

Bay Emporium Ltd was founded in 2006, a footwear business which offers a variety of goods for men, women, and kids. It is one of the biggest shoe retailers in the nation today. The company is quickly gaining popularity. In prime locations, new stores are opening. Leather sandals and shoes are a specialty of Bay Emporium Ltd.

For market expansion, product sourcing, and marketing, it has a committed management team. Bangladesh's Bay Footwear Ltd. is a footwear manufacturer and exporter. based on the three

win-management principles of quality, efficiency, and service. Our management approach and capacity for international investments emphasize product effectiveness in the delivery of premium quality goods and services.

Its dedication, excellent craftsmanship, and timely delivery consistency in production are its greatest assets. The sales team is very committed to giving our cherished customers friendly service. It sought to establish Bay Emporium as one of the top family footwear marketers in Bangladesh for the medium-to-high income group of customer. By offering customers quality services, you can edge out the competition. To ensure unparalleled customer satisfaction, it aims to provide products with comfort and longevity. In terms of providing fashionable shoes and leather materials, Bay Emporium is committed to becoming the market leader.

By giving superior service, this firm has enhanced the customer's opinion of it. As it keeps up with the fast-paced, competitive business world, its activities, culture, and philosophy provide an intern a superb platform to prepare for a more promising and gratifying career.

The oldest leather and leather goods company in Bangladesh is called Bay. In 1980, Bay Tanneries Ltd., a leather processing industry, opened for business. Then it won a national export award for leather sixteen times. Bay has shifted to an industry with backward and forward linkages, such as the production of finished shoes and molds. After managing this business successfully, Bay moved on to other diversified businesses like the agro industry and logistics, among others.

2.3 Management Practices

Effective Communication: Bay Emporium Ltd fosters open and honest communication between staff, employees and consumers. To ensure that all parties are heard and their concerns handled, the organization arranges frequent meetings, presentations and evaluations.

Employee Training and Development: The Board invests in the training and development of workers to ensure they have the capacity and skills they need to do their jobs successfully. This involves frequent training in customer service, product expertise, and sales channels.

Performance Review: Bay Emporium Limited periodically assesses the performance of its workers to find areas for improvement and provide advice on how to enhance their performance. This ensures that staff are encouraged and appreciated for their dedication.

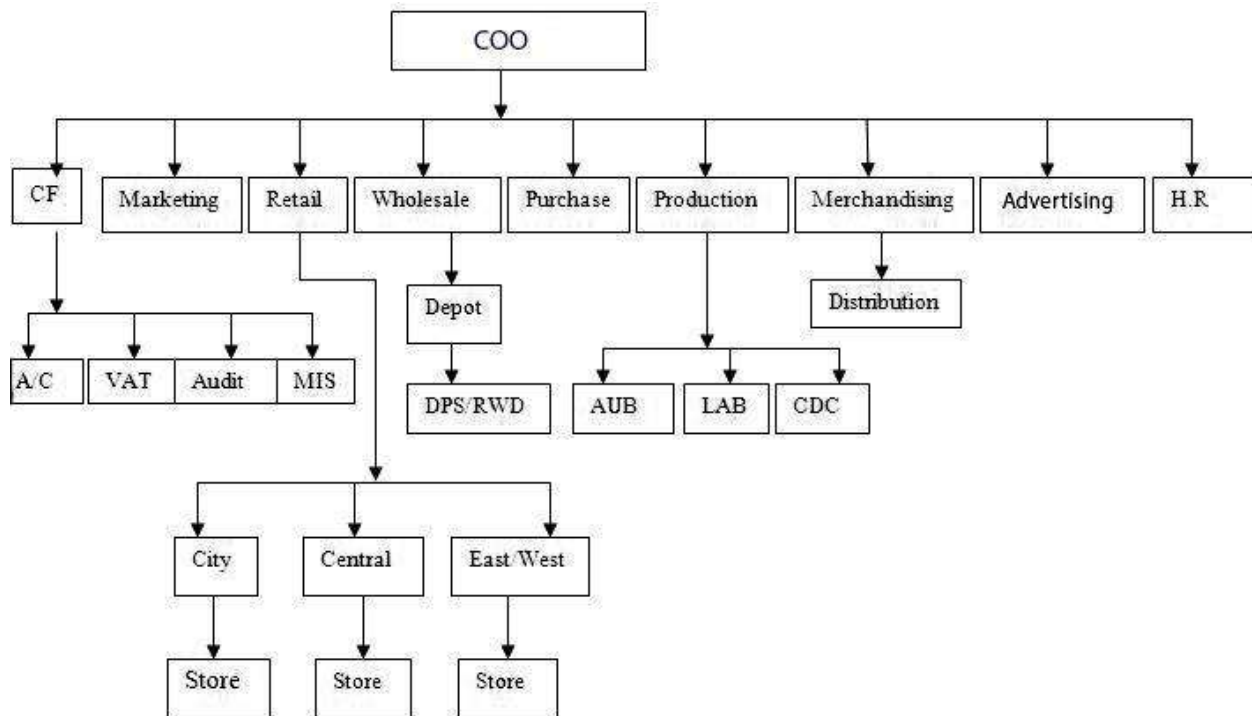
Incentive programs: The business may put in place incentive programs like performance-based bonuses, commission structures, and employee recognition programs to encourage and recognize employees for their hard work.

Ethical Standards: Bay Emporium Ltd is dedicated to upholding ethical standards in all facets of its operations. For Example: treating employees fairly, adhering to labor laws and regulations, and sourcing products ethically.

To guarantee that its goods satisfy the highest standards of quality and safety, the firm lays a great focus on quality control. This involves conducting frequent quality inspections, testing items, and complying to any safety standards.

Innovation: Bay Emporium Ltd is dedicated to staying on top of trends by consistently coming up with new products and services to offer its customers. This entails making investments in research and development, keeping abreast of current fashions, and attempting novel business models.

2.3.1 Organogram of Bay



2.4 Marketing Practices

Bay Emporium's marketing campaign is concentrated on supplying high-quality footwear goods at competitive costs. The firm seeks to set itself apart by delivering a wide selection of items that fulfill the diverse demands of its consumers. Through top-notch customer service and after-sales support, Bay Emporium also focuses on creating solid client connections.

Bay Emporium's target customers are stylish people who place a premium on quality and affordability. The company employs a segmentation strategy to identify various customer segments based on their age, gender, lifestyle, and purchasing habits. Bay Emporium markets itself as a supplier of stylish and comfortable footwear products for all occasions.

2.4.1 Marketing channels

Bay Emporium targets its target clients using a combination of online and physical marketing strategies. Through its e-commerce portal and social media profiles, the firm has a considerable online presence. For consumers who prefer to make in-store purchases, Bay Emporium also maintains a network of physical locations around the nation.

2.4.2 Product/new product development and competitive practices

Bay Emporium's Merchandising Department regularly conducts market research to identify customer needs and preferences. The company makes use of this data to create new products and enhance existing ones. To remain competitive in the market, Bay Emporium also closely monitors the products and pricing plans of its rivals.

2.4.3 Branding, Promotion and advertising activities

Bay Emporium's branding initiatives include creating a powerful brand identity, logo, and tagline. Through its customer service, packaging, and store ambiance, the company also makes an investment in building a positive brand image. Also, take part in branding by participating in photo shoots with the top models in the nation and using the results on all social media platforms. Bay Emporium employs a combination of conventional and digital advertising and promotion techniques. Bay Emporium Ltd. recently began working with influencers to promote

its products although Bay Emporium regularly runs print and online advertisements, as well as social media and email marketing, to reach its target customers.

2.5 Industry and Competitive Analysis

2.5.1 Porters Five Force Model

The threat of new entrants is high in Bangladesh because Apex has already entered the market as a domestic shoe industry with high expectations and good management. Apart from that, foreign competitors like Liberty of India have already taken a grip on the shoe market, especially in the women's segment. There are also other foreign shoe manufacturers like Nike, Reebok, Adidas, and Woodland. Additionally, there are domestic companies like Baly, Pegasus, and Homeland, etc. So, the road ahead for Bay is not smooth, and we cannot forget independent sellers and smuggled shoe sellers who already have the highest market share. Bay has to go for variety as well as durability, which they have been known for, for a long time.

The bargaining power of suppliers is relatively moderate. The number of suppliers is huge, and the upcoming shoe companies buy such a significant quantity that the suppliers have to satisfy them, even if they increase the quality and decrease the price. The threat of forward integration by the suppliers is high as brand identity is not a critical issue in the shoe industry in many cases.

The bargaining power of buyers is increasing day by day as new shoe companies with optimistic future plans and changing trends and quality consciousness are increasing. People want durable shoes as well as modern designs. So, to satisfy the customers, the companies have to keep up with the trend as well. The entrance of foreign brands like Nike and Reebok doesn't make the scenario easier. So, one has to say that the competition is just heating up in the shoe industry. No one can take it easy, even established brands like Bay, who have more than 35 years of expertise in the Bangladeshi market. So, they must be informed of the situation and take measures accordingly.

Competition in the industry, Though Bay has been enjoying quite a good market share and knows the market for a long time, market competition is intensifying day by day. In the past decade, the only worry for Bay was independent sellers who have minimal establishment costs and in many cases sell shoes of high quality at minimal cost or poor quality shoes. But the situation has changed much since now, not only independent sellers but also regional and world-famous brands are now in Bangladesh. So, the competition has now become much more intense as Apex and BATA have more market and showrooms than Bay, and they have more resources to acquire more market share.

Threat of Substitutes, One can't think of many substitutes for shoes. Nowadays, there are not too many barefooted people. At least they wear sandals. So, the threat of substitutes is not that much.

2.5.2 SWOT Analysis

Strengths:

Bay has a strong reputation in the footwear market for quality products with a distinct product line at a good and competitive price. The company has a strong distribution channel and modern manufacturing, local and Import suppliers, which helping Bay Emporium to maintain its position in the market.

Weaknesses:

Bay does not engage in enough promotional activities and relies on manual store management activities, which results in lengthy paperwork, errors, and time waste. Due to a high-cost structure, the company is also slow to catch up with the current trend and has less competitive pricing. Additionally, tax and VAT barriers exacerbate its flaws.

Opportunities:

Despite political turmoil, a middle-class segment with reasonable purchasing power is emerging, including many decision-makers among women. The Bay's city store concept may appeal to them because it offers footwear for the entire family. Customers value differentiated products and prefer to shop in stores that serve the entire family. More competition leads to more campaigns for products, and there is room for growth in the shoe care industry. Utilizing outsourcing, particularly synergy sources, can aid in achieving competitive pricing.

Threats:

Political unrest has an impact on the distribution of finished products and the supply of raw materials. Bay faces the threat of uncontrolled counterfeit products. New companies in Bangladesh, such as Apex, Bata, Homeland, and Pegasus, as well as foreign companies such as Nike, Reebok, and Adidas, have already entered the market with high-quality products, with

which Bay must compete. Smuggled shoes, as well as the presence of many stores in the city, such as those on Elephant Road, which do not have to bear establishment, production, quality, or advertising costs, allow them to sell at much lower prices than established brands like Bay. Rapid market expansion programs by organized competitors like APEX and Bata pose a significant threat.

2.6 Summary and Conclusions

2.6.1 Summary

Bay Emporium Ltd is a well established footwear brand in Bangladesh, They are facing challenges for the increased competition in Bangladesh for footwear business and also frequent shifting consumer trends, The major factors that are responsible for company's performance are The threat of new entrants, the bargaining power of suppliers and buyers, industry competition, and the threat of substitutes.

Bay Emporium Ltd. has a strong brand image in the footwear industry with their quality product, strong distribution channel and different types of product design to meet all the customers preference. However the weakness that I felt being in the company for 3 months is the lack of promotional activities and outdated store management system.

There are several opportunities that Bay Emporium Ltd can take, which are Expanding the market to lower segment shoes which people from lower middle class can easily afford, offering more Bags and NFTs. In addition, Bay Emporium Ltd can outsource to achieve competitive pricing and expand into shoe care products.

Despite the opportunities, Bay Emporium faces a number of threats, including political instability, counterfeiting of its products, and competition from established and new shoe companies.

2.6.2 Conclusion

Bay Emporium Ltd should adapt them self on the changing market trends everyday, and should introduce new technology shoes in their shelves to remain competitive in the footwear market. Bay Emporium should invest in marketing massively as people need to know the things Bay has to offer and update stock management system to run E commerce flawlessly. Bay Emporium Ltd should concentrate on expanding their business and market share because the other competitor are occupying the bigger piece of the cake, Increasing store as well as doing proper marketing to increase brand image to increase the footfall of the stores. Bay Emporium should investigate outsourcing options in order to reduce costs and achieve competitive pricing. Lastly Bay Emporium Ltd must be proactive in every their every approach to overcome the challenges and to remain to the point the market.

2.7 Recommendation

Increase Promotional Activities: With the goal to attract more consumers and improve brand awareness, Bay Emporium should increase its promotional activities. The corporation may employ social media, TV advertisements, and other types of advertising to reach more people.

Automate Store Management Activity: Bay Emporium should automate its store administration activity to eliminate time-consuming paperwork, mistakes, and waste. The corporation can use a computerized system for inventory management, sales monitoring, and other shop activities.

Maintain Current Trend: In order to remain relevant in the market, Bay Emporium needs keep the current trend. The corporation can perform market research to uncover the current footwear trends and change its product range accordingly.

Reduce Cost Structure: Bay Emporium should cut its cost structure to remain competitive in the market. The corporation can minimize operational expenditures by employing cost-cutting initiatives such as outsourcing, lean manufacturing, and supply chain optimization.

Improve Quality Control: In order to retain the excellent quality of its products, Bay Emporium should strengthen its quality control procedures. To guarantee that its goods meet the appropriate standards, the firm might create a quality management system and execute frequent quality audits.

Protect Brand identification: Bay Emporium should take precautions to safeguard its brand identification against counterfeit items. To identify its products and avoid counterfeiting, the corporation can utilize anti-counterfeit methods such as holograms, serial numbers, and QR codes.

By applying these advice, Bay Emporium may increase its market competitiveness and achieve long-term growth.

Chapter 3: Project Part

3.1

3.1.1 Literature Review:

Influencer marketing has become a popular and efficient marketing method for many industries, including the footwear sector. This literature analysis intends to analyze the impact of influencer marketing and social media marketing (SMM) on the footwear sector, with an emphasis on current articles and research papers

SMM has had a tremendous influence on the footwear business in various ways. First, SMM enabled footwear firms to develop social media profiles and market their products to reach a broader audience. Social media platforms allow organizations to develop and distribute compelling content for their intended audience, enhancing brand exposure and consumer engagement..

"Impact Marketing in the Footwear Industry: A Policy Literature Review and Future Research Directions" by C. V. Aguiar, E. W. Lima, and C. C. Barros (2021).

This article provides a detailed analysis of the literature on influencer marketing in the footwear sector. The authors investigate 36 publications published between 2010 and 2020 and find important elements determining the effectiveness of effective influencer marketing in this industry. Several future study objectives are also recommended, including the necessity for further empirical research and analysis of the function of influencers in developing customer attitudes of durable footwear brands ethically and morally

"The Effect of Social Media Influence on Purchase Intention and Brand Loyalty: A Case Study of Jordan Shoe Brand" W. I. Alsoud and A. Al-Badi (2021).

This empirical study explores the impact of social media influencers on purchase intention and brand loyalty for the Jordan footwear brand. The authors collect data from 354 respondents and conclude that social media influencers have a considerable beneficial impact on purchase

intentions and brand loyalty. The perceived trustworthiness and likeability of the influencer are also proven to be important elements determining the efficacy of influencer marketing.

"The effects of social media influencers on consumer behavior" by M. Saqib, M. H. Rizvi, and S. S. Abbas (2021). Although not specific to the footwear industry, this literature review provides a comprehensive analysis of the impact of social media influencers on consumer behavior. The authors analyze 97 articles published between 2014 and 2020 and identify factors some key findings, including the significant impact of influencer marketing on purchase intention, including the potential negative impact of influencer marketing on consumers' self-esteem and body image. One of the main benefits of influencer marketing for shoe brands is increasing brand awareness. Through collaborations with influencers, brands can reach a wider range of audiences that may not have been reached through traditional marketing channels. According to Richard Lowe, head of retail and wholesale at Barclays According to Bank, as more individuals post reviews, more people read them, in response to which, the uploader provides input that is received by another customer. This ongoing interaction opens the door for retailers to find ways to engage these groups for a more personalized shopping experience. According to a survey by Influencer Marketing Hub, 69% of marketers believe that influencer marketing is effective for brand awareness.'

Influencer marketing has also been shown to improve sales for shoe brands. A study by Linqia found that 39% of marketers reported increased sales due to influencer marketing. By showcasing their products through influencers, shoe brands can generate interest and demand, leading to increased sales.

"The role of celebrity and influencer endorsement in enhancing brand image: A study of the shoe industry" by T. Thapa and S. Sharma (2020)
This empirical study explores the role of celebrity influencer support in enhancing brand image in the footwear industry. The authors collected data from 150 respondents and found that endorsements from both celebrities and influencers have a significant positive impact on brand image. Perceived credibility and attractiveness of the endorser are also found to be important factors influencing endorsement by influential celebrities.

The above article and research papers provide valuable insights into the impact of influencer marketing on the footwear industry. Overall, the findings suggest that influencer marketing can be an effective way to enhance brand image, increase purchase intentions, and enhance brand loyalty but that effective influencer marketing depends on resources on many, such as perceived influencer and attractiveness, authenticity and credibility of content Further research is needed to explore further and

examine the possible negative effects of influencer marketing on consumer behavior and well-being.

3.1.2 Objective:

The objective of this study is to assess the impact of influencer and social media marketing on the shoe industry. The study specifically aims to investigate the efficiency of influencer marketing compared to traditional marketing, the effect of various types of online promotion and branding on increasing footfall, and the impact of influencer association on brand image.

3.1.3 Significance:

Recent years we have seen a shift in marketing strategies in the footwear industry, shoe manufacturers are increasingly turning to influencer marketing and social media marketing to sell their products. This study is important as it provides insight into how these new marketing strategies work effectively and helps footwear companies make informed decisions about marketing strategies. The study also helps to highlight the parameters that brands should consider before working with influencers, which can help them develop effective and reliable marketing strategies. Overall, the findings of this study into footwear industry marketers, brand managers, and other professionals looking to develop more effective marketing strategies will be invaluable.

3.2 Methodology :

Research Design: The research design of this study consisted of using a self-administered questionnaire.

Sample: The study was performed using a convenience selection method. Participants were recruited using social media sites such as Facebook and Twitter, as well as email groups and online discussions. In total, 164 responses were collected.

Questionnaire design: The questionnaire consisted of closed questions with the option of the recipient to choose one or more answers. Questionnaires were created to gather information on shoe purchase frequency, shoe types, and tactics used to urge customers to buy shoes

Data Collection: The survey was done online using a web-based method. Participants were given a survey webpage where they could finish the questionnaire at their leisure.

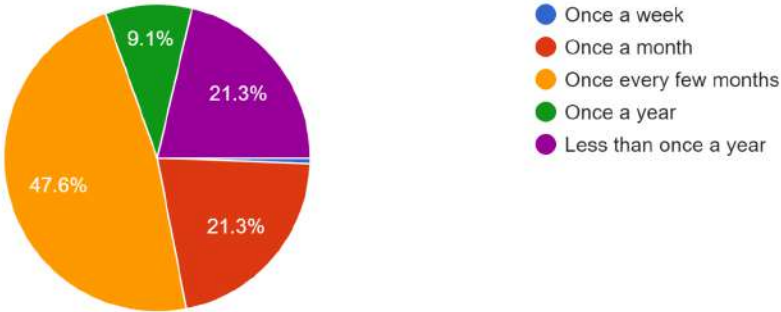
Data analysis: Data were investigated using descriptive statistics including frequency counts and ratios. The data was utilized in the study report named "the effect of influencer marketing and social media marketing on the footwear business".

Ethical considerations: Participants have been assured by the respondent that they will remain anonymous and that they don't need to provide any kind of information in the survey. So that wear not required to offer any personal information in the survey

3.3 Findings and analysis

In recent years, the impact of influencer marketing and social media marketing has grown in popularity, and companies in various industries use these tactics to increase their brand exposure and drive sales. In order to be heard to better understand the impact of influencer and social media marketing on the shoe industry, a survey was conducted with participants aged 18 to 35 with a total of 164 responses, as well as its effectiveness in controlling consumer behavior and influencing purchasing decisions.

How often do you purchase shoes?
164 responses

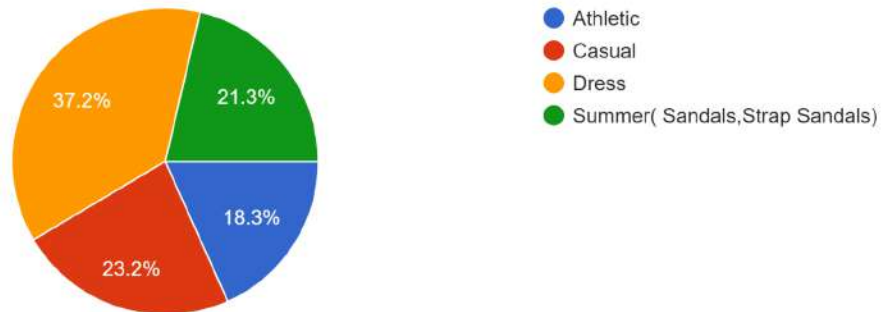


From the survey result, we can see there is a little to no respondent who buys shoe every week, secondly, 21.3% of respondent said they buy shoes every month and on the other hand almost half of the respondents 47.6% said they buy shoes every few months and 9.1% buy shoes once a year and last but not least 21.3% buys shoes once a year.

Overall, these results show that shoe buying may not be the top priority for many people, as most people only buy shoes occasionally rather than on a regular basis.

What type of shoes do you usually purchase?

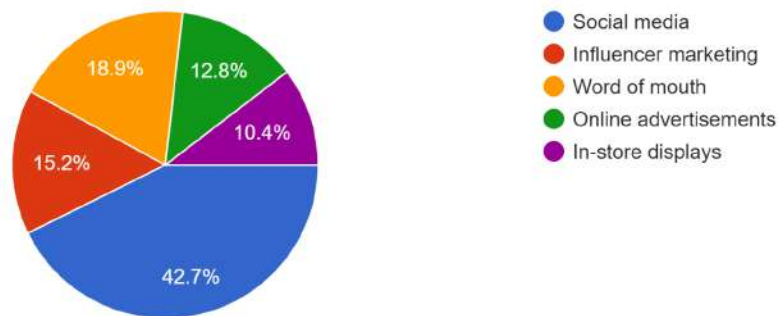
164 responses



Based on the results, respondents seem to purchase dress shoes more than other types of shoes. Specifically, 37.2% responded that they regularly purchase formal shoes. Casual Shoes are the second most popular item purchased by the customer, 23.2% of the customers choose multiple options that they bought shoes multiple times. On the other hand, the Athletic item is the third most popular item, with 18.3% of respondents expressing they would purchase such shoes. Finally, summer shoes were the least prevalent footwear, with 21.3% reported that such footwear is purchased regularly Overall these statistics reveal that formal shoes are the most preferred shoes among respondents, followed by casual shoes and sports shoes Interestingly, summer shoes were not purchased in Bangladesh as planned

How do you usually find out about new shoe products?

164 responses



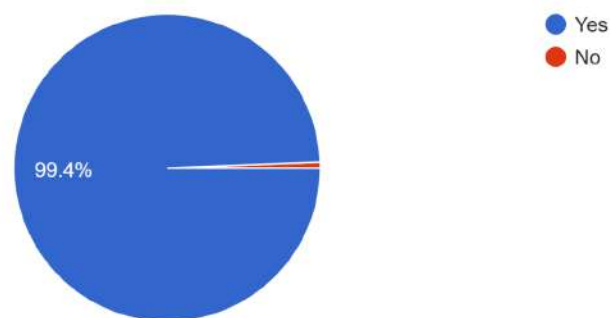
From the Responses to the question, It seems that the most frequent approach to

discovering new footwear goods is through social media. For instance, 42.7% responded that they typically discover new footwear goods through social media. The second most frequent way to discover new shoes is by word of mouth, with 18.9% of respondents reporting that they generally hear about new shoes from their friends or family members. Influencer marketing is the number one technique three most typical strategies to learn shoes new, including 15 of them .2 % of respondents claim that they have been affected by social media influencers. Internet advertising is the fourth most popular way to learn about new shoes, with 12.8% responding that they often hear about new items through internet advertising. Finally, in-store displays are an unorthodox approach to learning about new footwear with fresh displays emerging often in the stores.

Overall, these data imply that social media is a significant marketing tool for the footwear business, as it is a typical method to learn about new footwear items through word-of-mouth, influencer marketing, internet advertising, and customer awareness of new items. There are so important areas for development, yet in-store displays look to be underperforming.

Do you follow any shoe brands or influences on social media?

163 responses

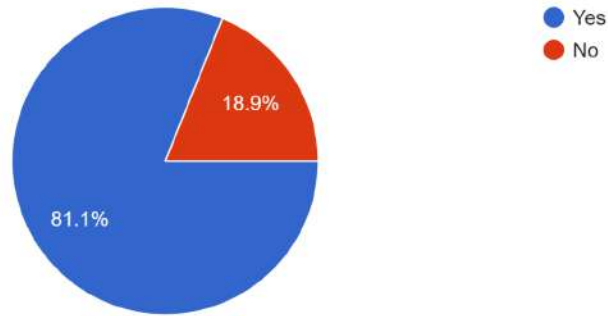


Most respondents follow shoe brands or influencers on social media. Specifically, 99.4% of respondents stated that they did follow shoe brands or influencers on social media, while just 0.6% indicated that they did not.

Overall, our findings imply that social media is an important medium for encouraging footwear brands to communicate with target customers. By providing compelling content and having a strong social media presence, shoe brands, and influencers may reach a bigger audience of footwear and footwear aficionados. Additionally, this research reveals that social media marketing is an efficient approach to establishing brand loyalty and keeping consumers interested in new goods and trends.

Do you think that influencer marketing is effective in promoting shoe products?

164 responses

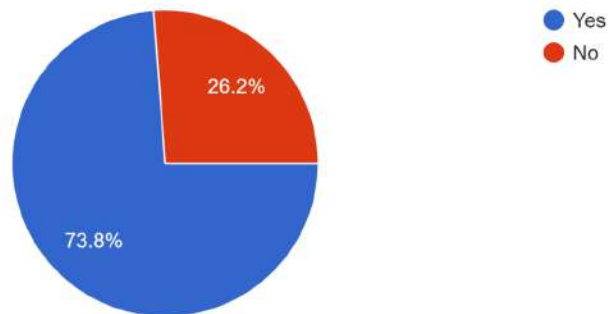


Most of the respondents appear to feel that influencer marketing is successful in promoting footwear items. Specifically, 81.1% answered that they felt influencer marketing was beneficial, while 18.9% said they didn't think it was effective.

Overall, our data imply that many consumers realize the benefits of influencer marketing and feel it may be a successful promotional technique for footwear items. This is because influencers often have large followings and engagement on social media, which can help amplify a brand's message and reach a more potential buying audience. Besides, influencer marketing may be a significant channel via which brand recognition is grown and confidence is created among customers. However, it's also important to remember that not all customers find influencer marketing successful or attractive, and there may be other reasons that impact their decision to buy shoes and other items.

Have you ever purchased a shoe product that was promoted by an influencer on social media?

164 responses

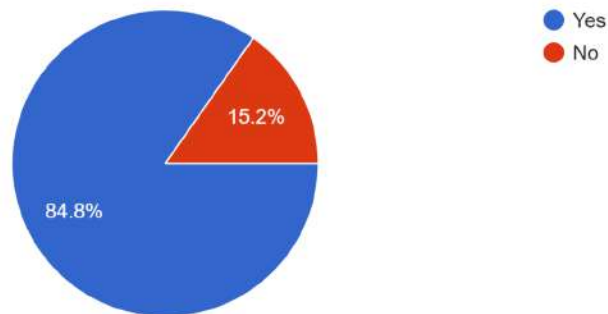


By the responses , it seems that a big majority of the respondents purchased a shoe product advertised by a prominent person on social media. Specifically, 73.8% answered that they purchased a shoe product suggested by the influencer, while 26.2% claimed they did not.

Overall, our data imply that influencer marketing might be an effective method to promote sales and persuade customers to acquire footwear items. By collaborating with influencers that have a big following and are engaged on social media, footwear brands may reach a wider audience of prospective customers and boost uptake of new goods or collections Furthermore, these data imply that consumers are eager to purchase items based on influencer recommendations and influencer marketing may be an effective approach to establish brand loyalty and keep consumers engaged with brands over time duration

In your opinion, does social media marketing have a significant impact on the shoe industry?

164 responses

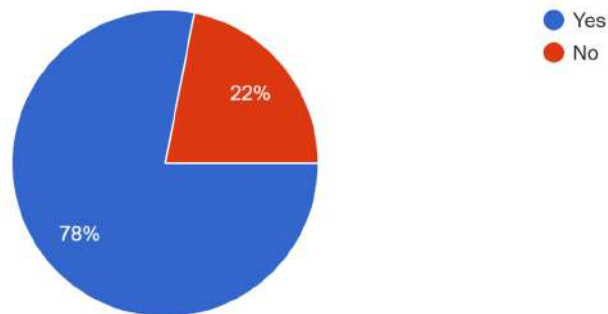


Judging from the comments, most respondents appear to feel that social media marketing has a substantial influence on the footwear business. In instance, 84.8% answered that they felt social media marketing had a large influence, whereas 15.2% said they believed it had a big impact

Overall, these data imply that social media marketing is a vital element of the footwear business and that many customers regard it as a successful tool for footwear brands to engage with their target audience and they promote their products This is because social media ruins shoe brands in a broad audience prospective buyers -Does not market in effective and focused methods. Additionally, social media marketing may be an efficient approach to boost brand exposure, engage with consumers, and drive sales, especially if brands are able to generate innovative and engaging material with their target population focused meets a. However, it is also important to remember that not all consumers may be able to influence social media marketing, and there may be other variables that impact purchase decisions in the footwear business

Do you think that traditional forms of advertising (e.g., television commercials, billboards) are still effective in promoting shoe products?

164 responses

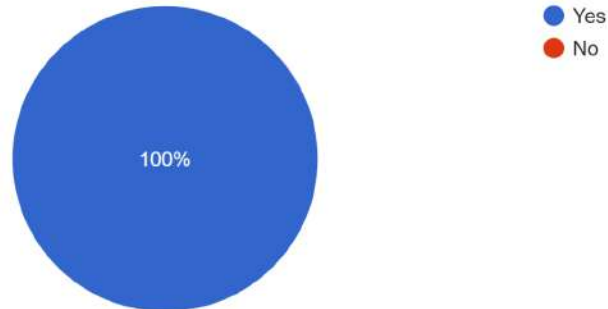


Judging from the responses, most of the respondents seem to believe that traditional forms of advertising are still effective in promoting footwear products. Specifically, 78% indicated that they believed traditional ads were still effective, while 22% said they didn't think so.

Overall, these findings suggest that traditional advertisements still play an important role in footwear product promotion, especially if brands are able to create appealing and memorable advertisements that affect them of the target audience. Because they spend time online and socially interact with brands social media sites, footwear brands may need to weigh traditional and digital marketing strategies mixing them up to better reach their target audience and drive sales.

Do you think that the use of social media marketing and influencer marketing in the shoe industry will increase in the future?

164 responses

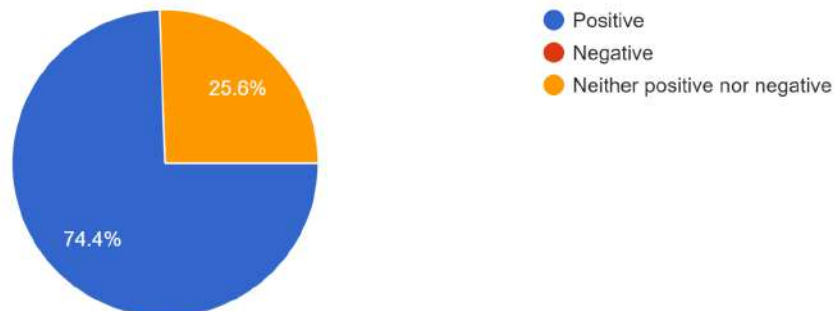


By the survey, we can claim that all the respondent feels that the usage of social media marketing and influencer marketing will expand in the future, by the survey we can see 100% of the respondent provided YES as an answer.

Overall, we can claim that influencers and social media will play an important part in the future of the footwear company and customers will get more interactive with influencers through social media. As a result, footwear companies may need to engage more in digital marketing strategies to effectively reach their target demographic and compete in the marketplace, which affects ho is to collaborate with influencers to promote new products or collections, create visually appealing content, and match their target audience And earnings can be made

Overall, do you think that the use of social media marketing and influencer marketing is positive or negative for the shoe industry?

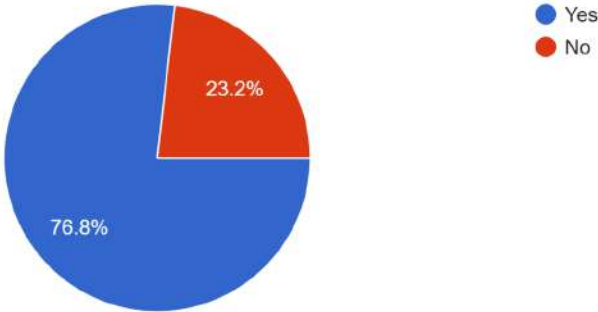
164 responses



Most of those polled think the use of social media marketing and influencer marketing is good for the Shoe business. In particular, 74.4% suggested that they thought it was positive, whereas none showed it was positive. Additionally, 25.6% stated a negative or negative opinion.

Overall, these findings suggest that social media marketing and influencer marketing are often seen as positive developments for the footwear industry, as they can help brands connect with target audiences, and increase brand awareness skills in order to sell but note that some consumers may be more suspicious of influencer marketing That we are not affected by social media marketing at all, and there may be some other factors that affect buying choices in the footwear business brands may need to focus on honesty, openness, etc. when using influencer marketing to maintain customer trust and avoid bad views

Have you ever purchased a product or service based on a recommendation from an influencer?
164 responses

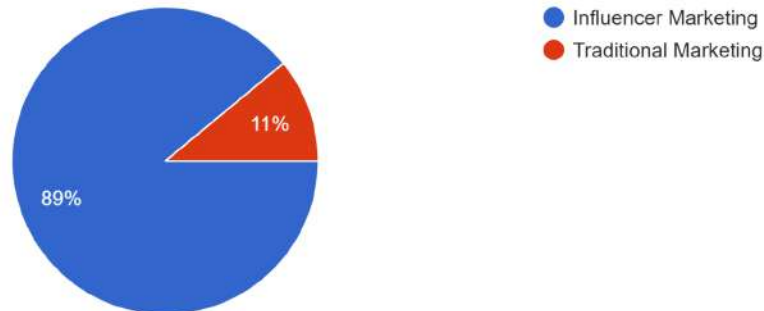


From the survey, 76.8% of the total respondent took the recommendation from influencers and purchased their product, and on the other hand, 23,2% of the respondent said they didn't take any recommendation from the influencers

This shows that Influencer marketing is an effective way for brands to attract customers and increase their sales.

Which type of marketing do you think is more likely to be credible?

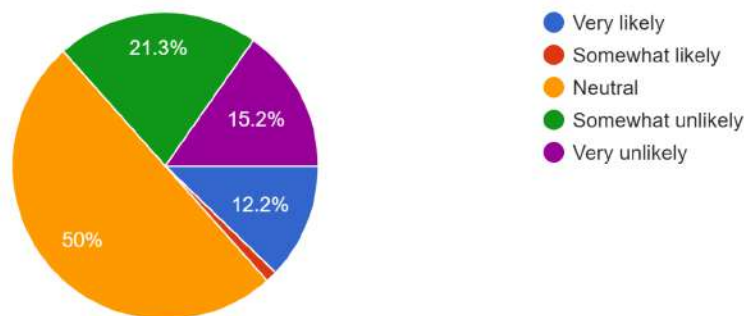
164 responses



Most respondents seemed to think that influencer marketing is more likely to be trusted than standard marketing. In particular, 89% of respondents indicated that they believed influencer marketing was more reliable, while only 11% indicated that they believed standard marketing was more independent has been greatly increased. These results suggest that consumers may be more open to marketing messages coming from known influencers than from standard advertising platforms. As mentioned earlier, while an influencer following and believing can help build trust and urge people to buy. Apart from that, influencer marketing can be a highly focused marketing strategy and suited to people, because influencers often have a particular group or crowd. When they do, they appeal but brands' honesty and sincerity is important when working with influencers to keep customer trust and avoid bad feedback.

How likely are you to follow an influencer's recommendation to purchase a product or service?

164 responses



Most respondents looked to be neutral or unlikely to follow an influencer's suggestion to buy a product or service. Specifically, 50% of the respondent are neutral, 21.3% of the respondent shows somewhat unlikely, 15.2% of the respondent shows they are very

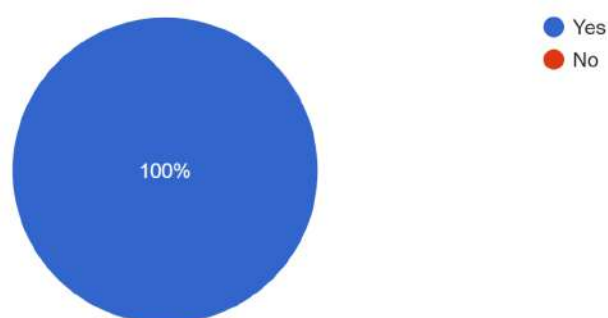
unlikely to follow the influencer's recommendation and on the other hand, and only 12.2% of the respondent shows that they are more likely to follow influencer's suggestion, while 1.2 % of people show they are somewhat likely to follow.

By these results, we can say influencer marketing is really important for reaching customers and drive sale

It's important for brands to think carefully about these factors when working with influencers, and to ensure transparency and authenticity in their relationships, in order to build and maintain customer trust

Have you ever been influenced to purchase a product or service based on a traditional marketing campaign (e.g. TV commercial, billboard, magazine ad)?

164 responses

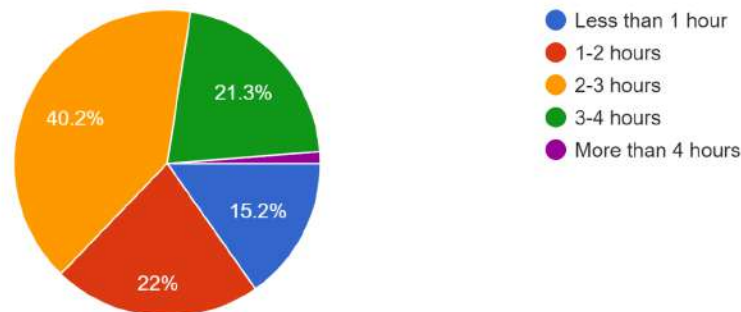


All respondents appeared to be influenced to purchase a product or service based on a traditional marketing campaign such as a TV commercial, billboard, or magazine ad. This means that while influencer marketing and social media may have built greater influence in today's digital environment, traditional marketing campaigns continue to have a greater impact on consumer behavior

It's important for brands to consider the different options available to them when developing their marketing campaigns, and to carefully evaluate the effectiveness of each method of reaching and engaging their target audience though influencer marketing and social media are powerful tools to generate awareness and engagement But accordingly, traditional marketing campaigns still play an important role in building brand recognition

How much time do you spend on social media per day?

164 responses

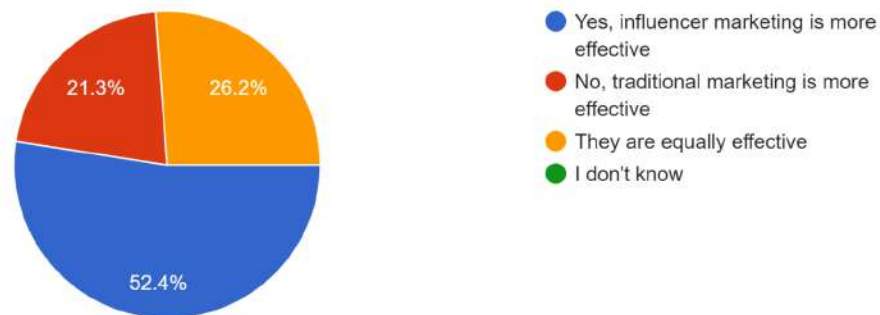


According to the responses, We can see most of the respondent spends 2-3 hours or 40.2%, and 1-2 hours, or 22% of the respondent on social media per day. Very few respondents show that they spent 1 hour or 15.2% and 3-4 hours or 21.3% on social media per day, on the other hand, 1.2% of respondents gave the responses saying they use more than 4 hours

These results indicate that social media is a popular platform for marketing and a frequently used platform among respondents because people use it more often, in the car while in traffic we scroll Social media we don't look for billboards or posters.

In your opinion, do you think influencer marketing is more effective than traditional marketing?

164 responses

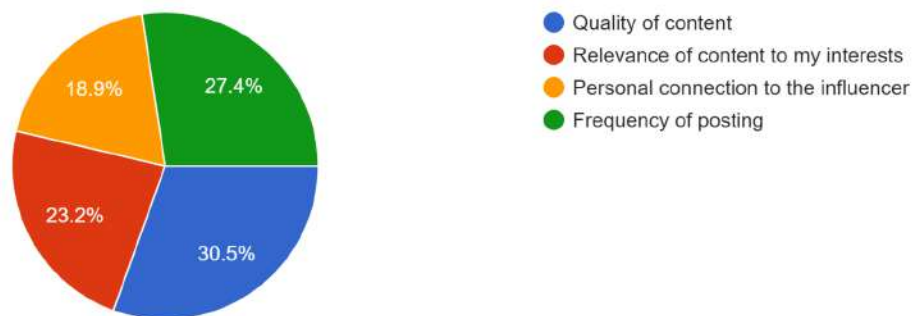


Slightly more than half (52.4%) appear to believe that influencer marketing is more effective than traditional marketing, while 21.3% believe that traditional marketing is more effective and less than a quarter (26.2%) of respondents (26.2%) both types of jobs are equal None of the respondents indicating usefulness selected "Don't know" as the answer.

These answers show the importance of influencer marketing as a way to reach audiences and engage customers but it is to be seen that traditional marketing channels are still effective. Lastly the effectiveness of a marketing plan depends on a lot of other things like campaign objectives, target audience, raw materials, and budget.

What factors influence your decision to follow an influencer or engage with their content?

164 responses

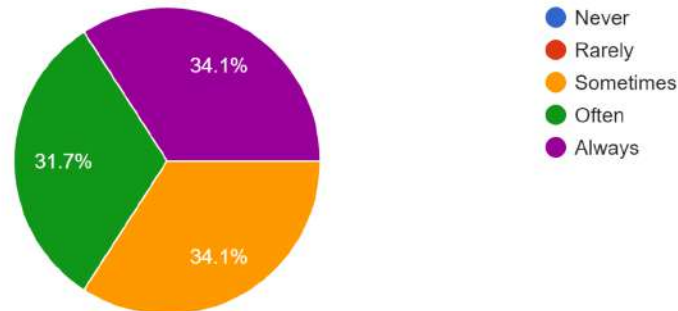


Looking at the responses, content quality and the relevance of the content to the participants' interests seemed to be the two most important factors that influenced their decision to follow or contact influencers on their issues of the s. In particular, 30.5% of respondents indicated that content quality was the main consideration, while 23.2% indicated that content was important to their interests in addition, quite a few of those surveyed also indicated that frequency of posting was a significant factor, with 27.4% showing that it influenced their decision to follow an influencer or engage with their content, and eventually 18.9% indicated that a close connection with an influential person was important.

These results suggest that building and following leaders requires valuing the quality and importance of their content, as well as being consistent in the frequency of writing in. In addition, having a human relationship with their audience can also be an effective way to build a loyal following. Brands looking to partner with influencers should consider these factors when picking which influencers to work with, to ensure that their message is matched with the influencer's audience and presented in an honest and capable manner depending on it

How often do you use the internet to research products or services before visiting a store?

164 responses

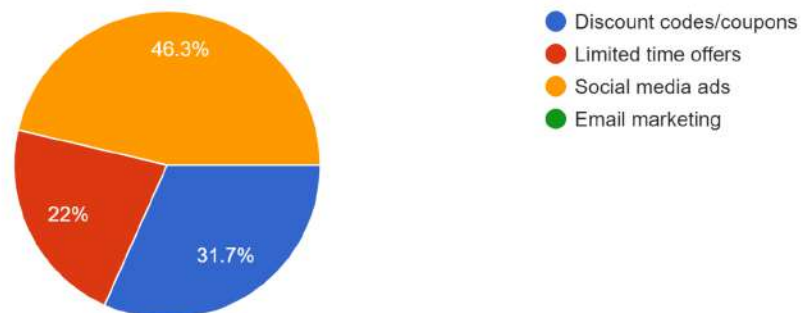


As it seems by the survey that before visiting a store 34.1% of the customer always look for the product and service through the internet and the same percentage of people sometimes look for it and on the other hand 31.7% of people often look for the product and service on internet, and Never and Rarely are not selected by any respondent so we can see almost all the customers do research before going to a store

Moreover, these findings also suggest that the traditional brick-and-mortar store experience may be on the rise, as consumers increasingly rely on online reviews to inform their purchasing decisions and brands' personal online and offline experiences, and for a seamless and unified experience for customers Integration can be considered.

What type of promotion do you find most effective in increasing footfall to a store?

164 responses



Social media advertising seems to be the most successful promotion for driving footfall into stores, with 46.3% of respondents stating this as their favorite way Discount codes/coupons and the number one way the two most popular, with 31.4% of

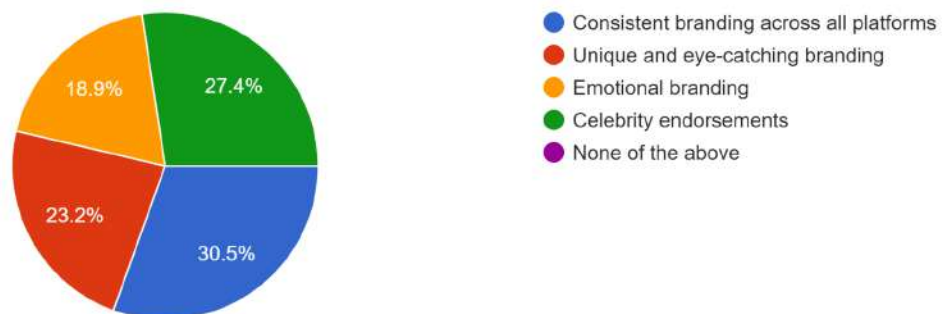
respondents saying that they find the most effective amounts of these. 22% of respondents chose for short-term deals.

Interestingly, none of the respondents stated that they believe email marketing is the most effective promotion for increasing traffic to the store. This means consumers aren't responding to conventional email marketing strategies, and brands may need to explore other channels such as social media to better engage with target audiences

Overall, these findings suggest that brands may want to focus on social media advertising and discount codes/coupons as their main promotional strategy to increase footfall in their stores but that such strategies are necessary this is effective for the specific target audience, the services in question and can vary depending on the reference. Brands need to continually play with and change their promotion strategies to best effect.

What type of branding strategy do you think is most effective in attracting customers to a store ?

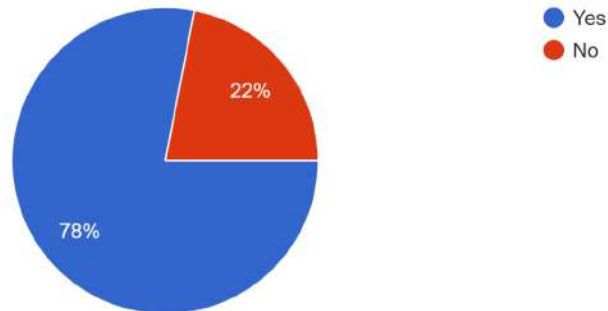
164 responses



The majority (30.5%) of the participants think that uniform branding across all platforms is the most effective approach to bring people to a store. This is followed by 27.4% of the participants who think that famous endorsements can be successful. 23.2% of the participants think that innovative and attractive branding is the most successful approach, whereas 18.9% believe in emotional branding. None of the subjects picked "None of the above" as their answer.

Have you ever been influenced by an online promotion or branding strategy to visit a store that you otherwise would not have visited?

164 responses



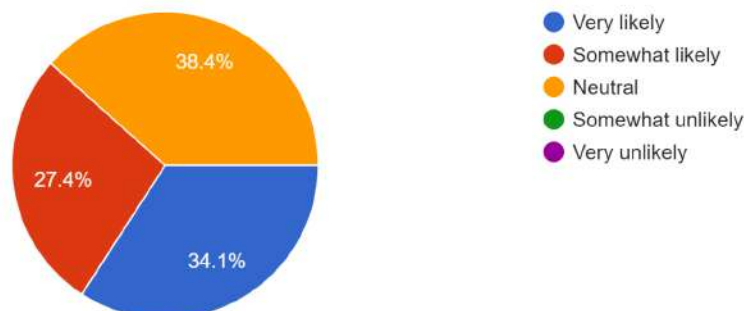
Most of the respondents (78%) seem to be affected by online promotions or promotional strategies to visit shops they would not otherwise visit. This means online promotions and branding strategies can be effective in driving foot traffic in real shops.

However, it's important to remember that not all customers may be affected evenly. The reasons are the usefulness of the promotional or branding strategy to the interests and want of the customer. On the other hand, 22% of the respondent said they are not influenced by any online promotion to visit a store.

So it is important for the brands to create branding and good promotion so that they get more footfall by the online promotions.

How likely are you to return to a store after a positive experience with their online promotion or branding strategy?

164 responses

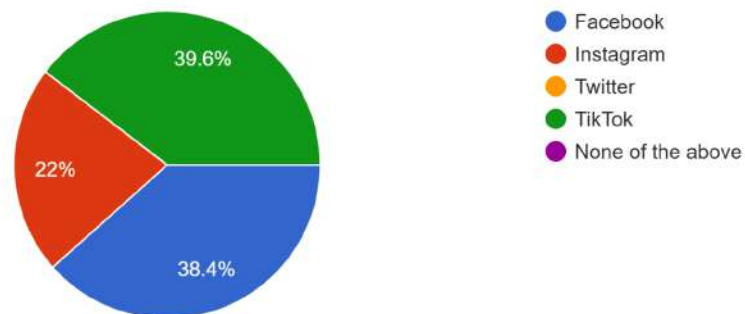


It seems likely that most respondents would return to the store after a positive experience with their online promotions or branding strategy. In particular, 34.1%

indicated a likelihood of return, while 27.4% indicated a slight likelihood. Another 28.4% were neutral, indicating whether or not they would return based on other factors. Interestingly, none of the respondents indicated that they were somehow or very unlikely to return to the store after a positive online experience. This means that quality online activity can have a significant impact on a brand's ability to attract and retain customers. Overall, these findings highlight the importance of effective promotional strategies to build brand loyalty and encourage repeat business. To create an online presence which is positive and appealing, can help brands build trust and confidence among customers, and in turn sales and long term customer loyalty can be strengthened.

Which social media platform do you find most effective in promoting a store?

164 responses



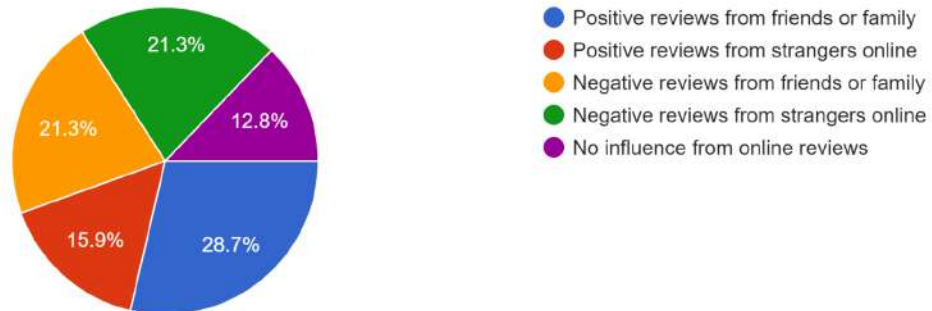
Looking at the responses, it seems that most of the respondents consider TikTok to be the most effective social media platform for promoting shoe stores, with 39.6% of the respondents choosing it this method. Facebook was the second most popular, with 38.4% choosing it. Instagram was the choice of 22%, while none chose Twitter.

These findings suggest that TikTok may become an increasingly important platform for brands wishing to promote their shoe stores, given its popularity among young users, and its emphasis on video content but never Facebook still a popular way, maybe a widespread one, through advertising and... the ability to target specific audiences.

When choosing social media platforms for promotion, it's important for brands to consider the preferences and behaviors of their target audience, and invest in content advertising strategies tailored to each platform's unique strengths and features

What type of online reviews do you find most influential in deciding whether to visit a store ?

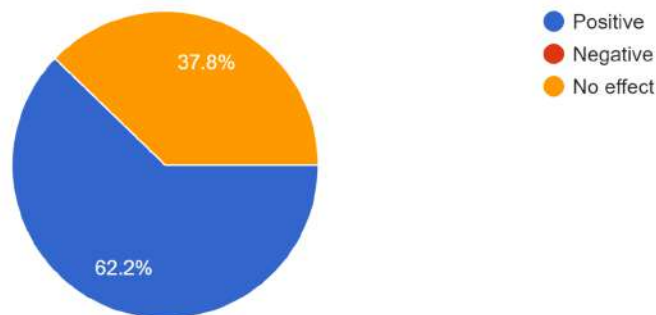
164 responses



Customers are more affected by reviews from friends and family than strangers when choosing if they want to visit a store. In the survey we can see, 28.7% of respondents found positive feedback from friends or family, while 21.3% found negative feedback from friends or family, on the other hand, on the other hand, a little 15.9% found positive reviews from their strangers online the most influential s, and the same percentage 21.3% found negative reviews about unfamiliar strangers online there was the most influential Finally, 12.8% said that online reviews had no impact on their decision to visit a store.

How do you perceive brands that associate themselves with influencers?

164 responses



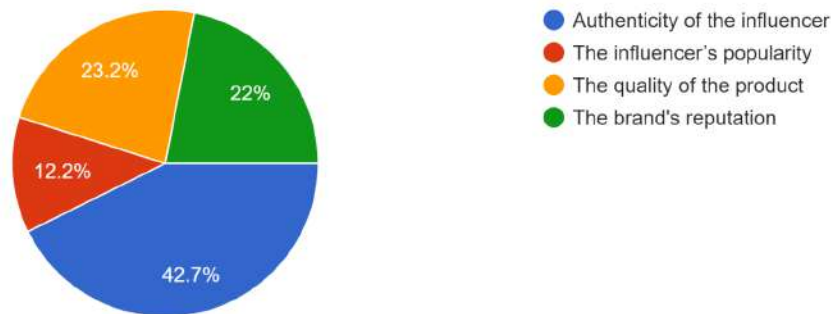
Most of the respondents (62.2%) regard brands with favorable ties with influencers. None of the respondents perceived the cooperation negatively. A large minority 37.8% responded they have no effect on perceive brands, and on the other hand their is no negative responces

Overall, positive attitudes toward brands associated with influencers highlight the potential benefits of influencer marketing, while a large proportion of respondents

reported no influence perceptions of the brand suggest that the effectiveness of influencer marketing may vary depending on individual consumer and engagement-specific circumstances.

Which of the following factors influence your decision to purchase a product recommended by an influencer?

164 responses



The trustworthiness of the influencer is the most important factor for the customer for making their choice. In the survey, we can see 42.7% of the respondents choose the "authenticity of the influencer" for their choice for buying a product suggested by the influencer. This shows that customers are more into stars who are genuine and don't overhype every brand that they are collabing with.

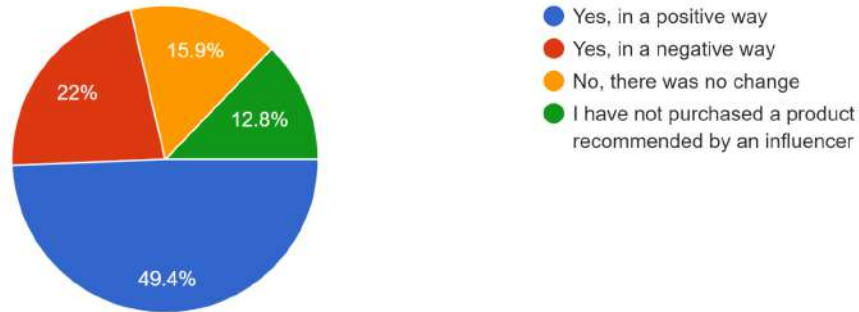
We can see that respondents 23.2% stated that product quality is an important factor in their decision, and 22% of the respondent indicate that brand image plays an important role for their decision

Interestingly, only 12.2% stated that an influencer's fame was an important part in their decision-making process. This means that while fame and amount of fans may be important measures for influencers and brands, they may not be the most powerful factors for customers when considering product recommendations

Overall, these results suggest that influencers and brands should value authenticity and openness in their sharing and suggestions, ensuring that product quality and brand image are reinforced for customers gain trust and sales

Did your perception of the brand change after purchasing a product recommended by an influencer?

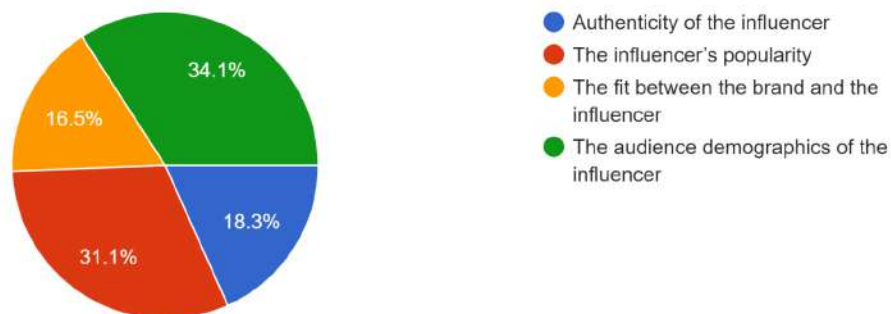
164 responses



After buying a product mentioned by an influencer, 49.4% of participants stated their impression of their brand improved favorably. 22% of the respondent said Yes but in a negative way and 15.9% of the respondent said there were no changes and 12.8% of the people said they have not purchased any product recommended by any influencer.

Which of the following factors do you think brands should consider before associating themselves with influencers?

164 responses



The data imply that there are elements that brands should consider before engaging with influencers. According to the statistics, the most significant criteria was the influencer's audience demography, with 34.1% picking it. This implies that for best effect, brands need to pay particular attention to whether the influencer's audience fits the brand's target market.

The second most important aspect is the influencer's popularity, picked by 31.1%. This implies that brands need to examine the reach and influence of the influencer, since this may have a big effect on the success of the campaign.

Brand and influencer complementarity is also an important criterion, picked by 16.5%. This implies that in order to develop a natural fit, brands need to pay attention to whether the influencer's views and personality match the brand's image and message. Lastly, influencer loyalty is also a consideration for brands to consider, according to 18.3% of respondents. This implies brands need to rigorously assess influencers to ensure their content and suggestions are real and don't seem propagandistic or inauthentic

3.4 Conclusion:

The research results reveal that the usage of influencer marketing and social media marketing has a substantial effect on the footwear business. Most of the participants were brand enthusiasts and social media influencers, and many bought shoes based on influencer recommendations. Furthermore, the respondents predict that social media marketing and celebrity marketing will expand in the next years.

Additionally, the survey suggests that social media marketing is more trustworthy than conventional advertising, and respondents are more ready to embrace an influencer's advise when buying a product or service. However, dependability is vary, and many respondents are impartial on the matter.

When it comes to issues that brands should examine before working with influencers, the survey suggests that the influencer's audience demographics and the influencer's reputation are still important variables.

3.5 Recommendations:

Based on the findings, the following recommendations are proposed:

1. To increase brand recognition and sales in the shoe business, brands should focus on building a strong social media and influencer marketing strategy.
2. Influencer marketing should be valued over standard marketing by brands because it is more credible and effective in pushing shoe goods.
3. To increase traffic and target the right audience, brands should tailor their marketing and branding efforts to different online platforms.
4. To avoid any bad effect on their brand image, brands should carefully consider the legitimacy, fame, fit, and target demographics of the influencer before connecting with them.
5. More research can be performed to explore the right amount of social media and influencer marketing to maximize its effect on the shoe business.
6. Use a variety of social media platforms to reach more people and connect with customers.
7. Invest in making high-quality material to increase connection and drive sales.
8. Use social media analytics tools to track the outcome of marketing efforts and adjust accordingly.
9. To increase footfall, consider giving special offers and discounts only to social media followers.
10. Use social media to perform market studies and learn about the needs of consumers.
11. Work with micro-influencers to reach out to specific audiences and improve brand image.
12. Make use of celebrity marketing to support new product launches and boost sales.
13. Create a social media marketing plan with the brand's general marketing goals.

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