

Report On  
**Factors affecting online buying behavior of youngsters towards  
footwear industry of Bangladesh.**

By

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An internship report submitted to the Brac Business School (BBS) in partial fulfillment of  
the requirements for the degree of  
Bachelor of Business Administration (BBA)

Brac Business School

Brac University

September 2022

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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 which 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.

**Student's Full Name & Signature:**

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**Mustafa Hamid Sayefuddin Rakib**  
18304020

**Supervisor's Full Name & Signature:**

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**Ms. Rahma Akhter**  
Senior Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Ms. Rahma Akhter  
Senior Lecturer  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Factors affecting online buying behavior of youngsters towards footwear industry of Bangladesh”.

Dear Madam,

With due respect I would like to state that as a part of my academics for degree completion at BRAC University, I have completed my internship & submitting you this report.

I am very grateful for your kind advice & guidance during my internship period & while completing this report. It is a great honor & I consider myself fortunate that I got the opportunity to do my internship & report under your supervision. This report will provide insight of my role as an intern in the retail department at Bata Shoe Company (Bangladesh) Limited along with an overview of the organization & in-depth analysis on the topic “Factors affecting online buying behavior of youngsters towards footwear industry of Bangladesh”.

I highly appreciate your guidance & advice for the accomplishment of this report. I hope & pray that the report will be up to your expectations.

Sincerely yours,

---

Mustafa Hamid Sayefuddin Rakib

Student ID: 18304020

BRAC Business School

BRAC University

Date: 09/27/2022

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Bata Shoe Company (Bangladesh) Limited and the undersigned student at BRAC University, Mustafa Hamid Sayefuddin Rakib, ID: 18304020.

## **Acknowledgement**

I owe everything to Allah, the Almighty, who granted me the health and stability I needed to complete my internship without any major obstacles. This journey would not have been possible without the grace of almighty Allah.

I would like to express my gratitude to Bata shoe business (Bangladesh) Limited's management and retail team for welcoming me into the organization and giving me the chance to work there as an intern. Moreover, I would like to express my appreciation to my internship supervisor, Mr. Abul Barakat Mohammad Sad, District Manager and Central coordinator of Urban Franchise, Bata Shoe Company (Bangladesh) Limited., for providing me with such a rich learning experience. He was my mentor during my internship and a wealth of information about the organization was shared by him. In the three months we worked together, he treated me like a colleague and pushed me to develop in ways I never imagined possible.

Finally, I would like to express my deepest gratitude to Ms. Rahma Akhter, Senior Lecturer, BRAC Business School, for her guidance in every aspect of my report. She provided invaluable feedback and direction that allowed me to complete this report.

## Executive Summary

Bata Shoe Company (Bangladesh) Ltd. is one of the most popular shoe manufacturers in Bangladesh. The MNC began its operation in Bangladesh in 1962. Bata shoe company (Bangladesh) limited has 261 company-owned retail outlets with two factories that has a daily production capacity of 160,000 pairs.

This report is divided into 3 separate parts. The first part will have the basic internship information such as, key job responsibilities, internship outcomes and learnings, contribution to the company, problem faced during internship and so on. The second part will mostly provide insights about the whole organization, its vision, mission, financial performance, marketing practices and so on. Finally, the 3<sup>rd</sup> part will provide insights about the project based on “Factors affecting online buying behavior of youngsters towards footwear industry of Bangladesh”. The study briefed that there is an upward trend in term of purchasing shoes online since the youngsters of Bangladesh found online shopping to be more convenient. It is also to be noted that youths are price concerned and quality is an influential aspect to them. Moreover, celebrity endorsement plays a vital role for youths of Bangladesh to go for a particular brand. However, Website performance as well as after sales service should be improved for delivering a better online shoe purchasing experience for the youngsters. These findings will help footwear industry to appropriately segment their goods and target clients depending on the product choices that is available. Moreover, it will help top managements to take strategic decisions in term of enhancing customer satisfaction and increasing customer retention rate.

**Keywords:** *Footwear industry; Online buying behavior; Youngsters of Bangladesh; Purchasing trend; Youngsters Perceptions; Online purchasing decision.*

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## List of Acronyms

|     |                               |
|-----|-------------------------------|
| HRM | Human Resource Management     |
| LSD | Local Sourcing Department     |
| SIS | Store Improvement and Service |
| CDC | Central Distribution Center   |
| MIS | Management Information System |
| IPR | Individual Progress Review    |
| OM  | Operations Manager            |
| DM  | District Manager              |
| DSR | District Sales Representative |
| PD  | Product Development           |
| CM  | Company Manager               |
| CB  | Corrugated Box                |
| RWD | Registered Wholesale Dealers  |
| DSP | Dealer Support Program        |

***Bata***

## Chapter 1: Overview of Internship

### 1.1 Students Information:

| Details    | Information                         |
|------------|-------------------------------------|
| Name       | Mustafa Hamid Sayefuddin Rakib      |
| ID         | 18304020                            |
| Department | Brac Business School                |
| Program    | Bachelor of Business Administration |
| Major      | Marketing                           |

Table 1 Students Information

### 1.2 Internship Information:

#### 1.2.1 Period, Company Name, Department/Division, Address

| Details      | Information                            |
|--------------|--|
| Company Name | Bata Shoe Company (Bangladesh) Limited |
| Department   | Retail, Urban Franchise                |
| Address      | Tongi, Gazipur - 1710, Bangladesh      |
| Period       | June 21 to September 21, 2022          |

Table 2 Internship Information

#### 1.2.2 Supervisors Information:

| Supervisors Name                 | Designation  |
|----------------------------------|--|
| <i>Abul Barakat Mohammad Sad</i> | District Manager and Central coordinator of Urban Franchise, Bata Shoe Company (Bangladesh) Limited. |

Table 3 Supervisors Information

### 1.2.3 Job Scope:

#### Key Responsibilities (Retail):

- Finding Scope for Urban Franchise growth opportunities
- Receiving requirements from urban franchisees
- Tracking product status (CB/ Corrugated Box status)
- Creating Summary store report
- Analyzing sales and sales forecasts
- Extensive market research
- Regular follow-up with CDC (Central Distribution Center)
- Supporting Supervisor in franchise agreements
- Preparing field visit report

### 1.3 Internship Outcomes:

#### 1.3.1 Contribution to the company:

- **Proposed a plan to increase customer retention rate:**

The synopsis of the plan was to build a fanbase based on the core product lineup which is “Sneakers” and in order to create the fanbase I proposed a complementary attribute (in packaging) that can attract customers for a repeat purchase and eventually customers will be more engaged with Bata shoes. Thus, the objective of increasing customer retention rate can be achieved. The plan was appreciated by my supervisor Mr. Abul Barakat Mohammad Sad, District Manager as well as Mr. Asif Rahman Mallick, Franchise manager.

- Prepared store visit report:

**URBAN FRANCHISE STORE VISIT REPORT**

|            |                           |
|------------|---------------------------|
| DATE       | 8-Jun-22                  |
| STORE NAME | Nabinagar Urban Franchise |
| STORE CODE | 83350                     |

|            |
|------------|
| WEEK: 23   |
| Dist : 905 |

| Sl No. | AREA          | CHECK POINTS  | Y | N | Action/ Remarks   |
|--------|---------------|---|---|---|---|
| 1      |               | RANDOM INVENTORY (MINIMUM 20 ARTICLES)              | Y |   | Checked   |
| 2      | MERCHANDISING | NOOS AND BEST SELLER STOCK CHECKING                 | Y |   | Stock is available but need to get proper size assortment |
| 3      |               | SEASONAL CATEGORY STOCK AVAILABILITY                | Y |   | Category 42 and 40 price point between 129-299 is needed  |
| 4      |               | DAILY REMITTANCE CHECKING                           | Y |   | Checked   |
| 5      | DOCUMENTATION | VISITING CARD SIGNED                                | Y |   | Done  |
| 6      |               | DAILY MIRROR FILLED UP                              | Y |   | Remittance is Okay  |
| 7      |               | CURRENT PROMOTION IMPLEMENTATION CHECKED            | Y |   | No promotion at retail store now                          |
| 8      | VM            | BRANDING & NAVIGATION ARE IN ORDER                  | Y |   | Proper brand signage implemented except B. First          |
| 9      |               | SHOE DISPLAYED WITH RELEVANT POP IN GONDOLA & PANEL | Y |   | Yes   |
|        |               | CONVERSION TRACKING                                 | Y |   | Footfall machine is not available                         |
| 12     | SIS           | SIGNBOARD, CORSSBOARD, AC, LIGHT                    | Y |   | Light fused- 17 pc  |
| 13     |               | MAJOR SIS ISSUE FOUND                               | Y |   | Store will be extended within 6 months.                   |

05/06/22  
District Manager

Agent/ Store Manager

Ms. Rafa Enterprise  
Proprietor

Figure 1 Store Visit Report

After every store visit my department has to make a store visit report and submit it to higher authority so that they may know the problems of each store and take necessary action based on that. Moreover, it helps to identify whether everything is in line with the company standards or not. During my internship period I prepared few store reports with the help of my supervisor.

- Communicating with suppliers:

According to the policy of urban franchise, after every year Bata shoe company Bangladesh will pay 100% of the decoration costs (including wooden furniture, Metal furniture, Lights, Ac, IPS, Electric works and Display Materials) to the urban franchise owner. However, Bata will pay 20% of the total decoration costs after every year for 5 consecutive years considering the fact that franchise owners



have paid all of the authorized suppliers bills. My primary tasks as an intern were to communicate with the suppliers to know whether they have received their store decoration bills or not. If it is found that the franchise owner has not paid or partially paid the bills then Bata will not pay anything unless and until the payment is cleared and confirmed by the suppliers.

- **Communicating with Urban owners:**

I had to communicate with the urban franchise owners if any decoration costs (including wooden furniture, Metal furniture, Lights, Ac, IPS, Electric works and Display Materials) file is missing, inappropriate or fake. Since I had to submit the decoration costs files to finance department, it was my responsibility to provide the complete documents with justification. Moreover, I needed to make sure that every file's information is accurate and has the stakeholder's signatures as well as authorized company seals. However, if anything is missing, inappropriate or fake the urban owners needed to send proper documents again.

- **Creating Cost summary sheets:**

Every time when a new urban franchise is opened my primary task was to create project cost summary sheets. During my internship period I have summarized approximately 17 project costs. Moreover, I needed to crosscheck facts with the SIS (Store Improvement and Services) project coordinator Mr. B.H. Khan.

### 1.3.2 Benefits to the student

- **Learning retail business:** I was really honored to have the chance to know about the retail business from the very reputed multinational footwear brand, Bata shoe company Bangladesh limited.
- **Wonderful workplace:** The Bata shoe business Bangladesh limited provides its employees with a beautiful location to work that boasts a large space and houses all of the firm's manufacturing and processing operations. The location has a pleasant and verdant atmosphere, a significant amount of open space, and specific compartments nicely arranged.
- **Real life work experience:** I was able to get actual job experience. In spite of the fact that I had spent many years studying in this field or industry, my actual experience was quite different. The information that I have received and the ways in which it may be used in the actual world has made a significant impact.
- **Learning to be punctual:** Being more punctual was one of the most essential things that I picked up from Bata. Everything gets done on schedule at Bata, much to the delight of both the company's clients and its workforce. This admirable quality served me well in both my professional and personal endeavors.
- **Friendly corporate culture:** I absolutely adored the atmosphere of the office. My supervisor as well as the other senior staff were very much helpful and friendly.
- **Learning through observation:** While doing my internship I learned many business aspects just by observing it. Keeping a keen eye out for details is essential in the business world. It presented a chance to gain new knowledge, get an understanding of the issue, and adjust one's actions appropriately.
- **Developing professional network:** Bata Bangladesh was crucial in both the formation and growth of the professional network that I now maintain.

### 1.3.3 Problems/ Difficulties faced during internship:

- **Location:** Bata shoe company Bangladesh has its head office in Tongi. I had to rely on public transportation since there was no Uber service available, and the roads weren't very properly built, so I had to deal with traffic congestion on a daily basis.
- **Distance between Departments:** Following up with different departments was a difficult task since the departments are quite far from one another. I had to cross the factory just to follow up with CDC (Central Distribution Center).
- **Cross checking facts:** It was a difficult task to cross check whether all the required files are there before submitting it to finance department. Moreover, it was also needed to calculate the amounts to make sure that there is no discrepancy in the files.
- **Memorizing:** I needed to communicate with different departments (Finance, Retail, SIS, Real Estate, Controlling, Merchandising, CDC, MIS, Human resources) for various official tasks. In the initial phase it was quite difficult for me to memorize the names of different employees working in different departments. Most interesting fact is that there are employees with similar names and this sometimes creates confusion.

### 1.3.4 Recommendations:

- Since Bata is a global brand, it may consider to introduce a flagship internship program so that it can attract young talents that may lead the company in future.
- Bata may consider providing company owned computers or laptops to interns in order to maintain confidentiality.
- When a new intern arrives, Bata may consider providing them with a welcoming gift. This can be as simple as a T shirt, A pen, A mug, key ring or anything like that which will motivate interns and they will eventually think that they are the part of the company too.
- Training facilities maybe provided to interns in order to groom intern's to be a future leader.

## Chapter 2: Organization Part

### 2.1 Introduction:

Footwear industry, which had been growing at a rate of 12.5–15% per year, is now experiencing a loss. Covid-19 caused a loss during the first nine months of 2020 at Bata Shoe Company (Bangladesh) Limited, a publicly traded multinational. Bata's financial statements for the first nine months of 2020 reveal a decline in sales of 18%, a loss of Tk122 crore, and a loss per share of Tk89. Bata reported a net profit of Tk2.83 crore in the first three months of 2020, with profits per share (EPS) of Tk2.07. However, the firm lost Tk73.51 crore during the second quarter (April-June) while the closure was in force. At Tk53.74, the profit margin was rather healthy. During the same quarter last year, it earned Tk21.68 crore in profit and had an EPS of Tk15.85 (Islam, 2022)

In 2019, Bangladesh manufactures 378 million pairs of shoes, according to a study by EBL Securities Limited on the tannery and footwear sector in Bangladesh. In Bangladesh, the footwear industry is worth around Tk17,000 crore. Between 20 and 25 crore pairs per year are needed to meet domestic demand in the footwear sector. In general, the market for shoes is expanding at a pace of 12-15% annually (Islam, 2022). The footwear industry is cyclical due to the high percentage of annual sales that occur during Eid Al-Fitr

## 2.2 Overview of Bata

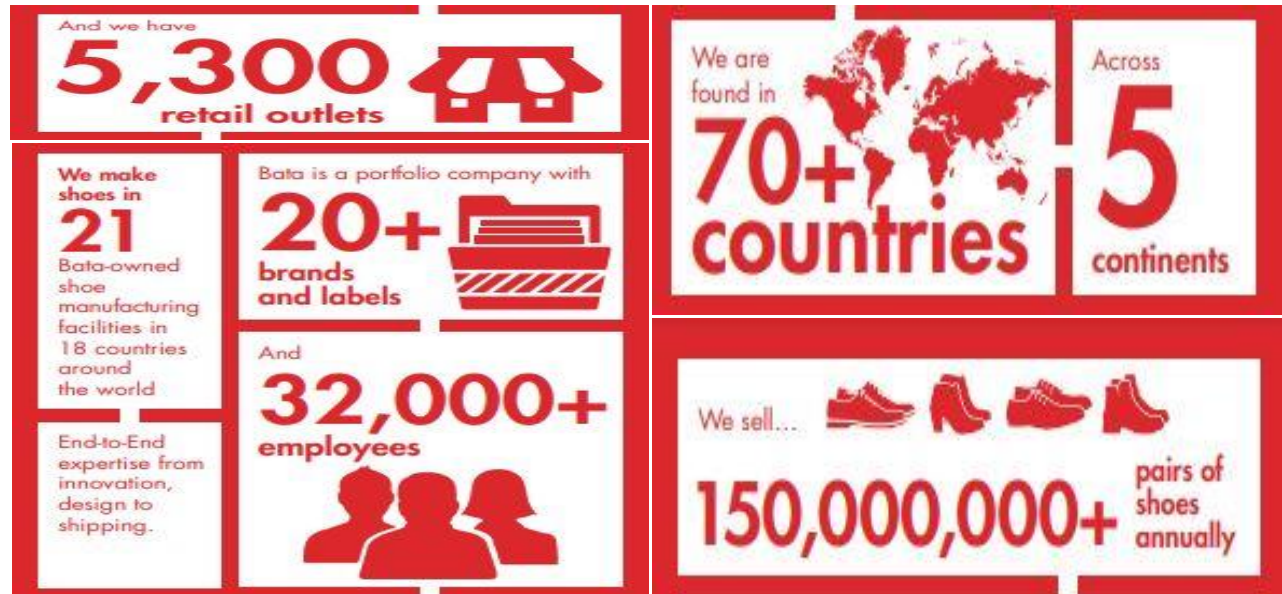


Figure 2 Overview of Bata

In over 70 countries, there are about 5,300 Bata shoe retail outlets. As of right now, Bata has 21 manufacturing facilities in 18 nations. On any given day, it draws more than a million visitors. There are a total of 18 in-house brands. Bata employs more than 50,000 individuals across the globe. Bata owns the only shoe museum in the world, which is located in Canada. Bata has a wide variety of shoes to choose from. Bata's innovative invention and use of current technology makes it all possible, from high-tech heels to eco-friendly footwear. It's estimated that Bata sells around 150 million pairs of shoes each year.

### 2.2.3 VISION, MISSION & VALUES

**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:**

The values of Bata permeate all aspect of the community. The company's success has been founded on the foundation of its core beliefs. Core principles were the driving force behind every effort, every accomplishment, and every step forward for Bata.



*Figure 3 Values of Bata*

2.2.5 Organizational Structure of Bata

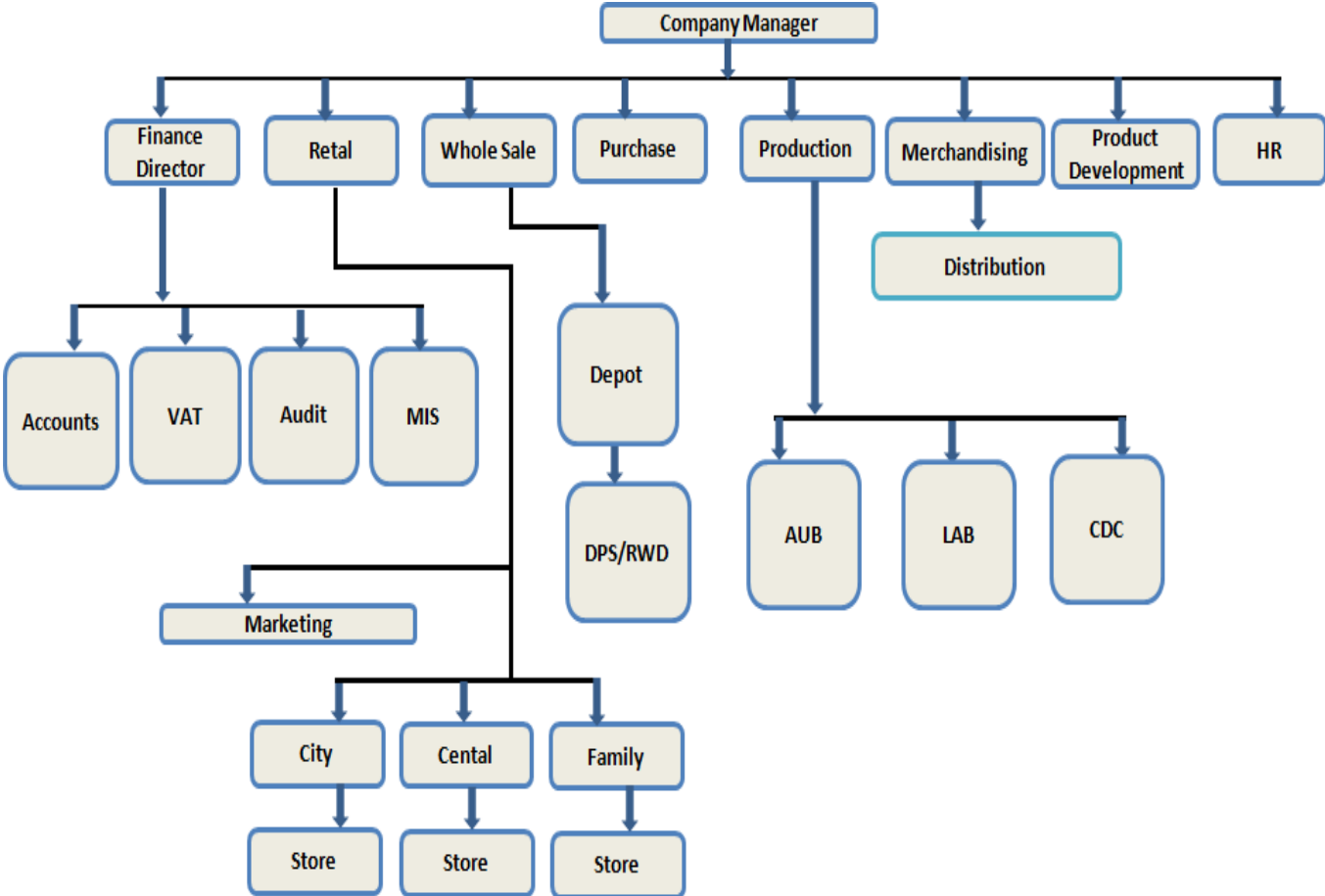


Figure 4 Organogram

### 2.2.7 Bata Business:

Bata's business approach is remarkable in its own way. The Bata business strategy guarantees that Bata shoes are available to a wide range of prospective consumers, regardless of their financial situation. We have the potential to offer customers with the greatest service, whether they buy from us in person, online, or via an institution.

#### **Retail:**

261 Bata outlets are now operational around the country. In Bangladesh, only Bata is the only shoe brand with such a huge network of retail locations. In comparison to other shoe companies, Bata has been able to effectively build its retail locations because of its unique ability to understand client taste and preference.

Each shop has its own distinct characteristics. When it comes to shopping, for example, there are three broad categories: the City Store, Family Stores, and the Clearance Outlets.

- **City Store:** Aside from serving normal consumers, City Stores' primary focus is on catering to the city's elite. The most up-to-date stuff may be found in the city's shops, including shoes, belts, and shoe care products.
- **Family Stores:** Bata Family shops are dedicated for the general public. There are a wide variety of footwear and non-footwear available at Bata family shops for people of all financial levels. One interesting truth about these types of stores is that you may find items at City Stores that aren't available in family stores in general. This is due to the demographics of the intended buyers, including their tastes and financial resources.
- **Clearance Outlets:** Bata clearance shops serve a variety of functions. Defects are common, despite the fact that each shoe is thoroughly tested before it leaves the factory. Bata Clearance stores sell these shoes at a discount since they are so popular. Shoes and other accessories that are maintained in a warehouse for more than a year are no longer eligible for distribution to retail outlets. All of this is then offered at a discount at Clearance stores. Customers with tight budgets may purchase shoes at discount stores, which is one of their primary goals.



**Manufacturing:**

Industrializing the production of shoes was a major tenet of Tomas Bata's groundbreaking business model. With the support of this kind of forward-thinking, Bata Shoe Company rose to prominence as a major player in the global shoe industry.

Bata has an edge in the market due to its innovative approach to making shoes. Bata is recognized as a one-of-a-kind footwear label because to the company's groundbreaking innovations in the DVP (Direct Vulcanization process), the use of PVC (Poly vinyl Chloride) in production, and the release of innovative new styles including athletic and slush-molded footwear. The Bata Shoe Company (Bangladesh) Limited has two factories. The Dhamrai Plant produces leather goods, while the Tongi Plant produces rubber goods.

**Wholesale:**

The Bata Shoe Company (Bangladesh) Limited has 13 distribution centers around the country. Seven of them are located in the East Zone, while the other six are in the West Zone. The East Zone includes the depots at Dhaka 1 and 2, Mymensingh, Rajshahi, Dinajpur, Bogra, and Ishurdi. All of the western provinces of Bangladesh—Chittagong, Sylhet, Comilla, Khulna, Barisal, and Faridpur—are part of the West Zone.

Dealers are responsible for the wholesale trade. DSP (Dealer Support Program) Dealers and RWD (Registered Wholesale Dealers) Dealers are the two types of dealers. In areas where there isn't a physical Bata shop, a DSP dealer will often offer the brand's footwear and accessories. The majority of their trade takes place in suburban or rural areas.

Though Bata Shoes aren't the only shoes RWD sells, they are a popular option. DSP and REWD both use commission to purchase Bata Shoes. They have been assigned a goal, and it is up to them to fulfill it. Bonuses are based on how close they came to the goal.

## 2.3 Management Practices of Bata

### 2.3.1 Bata's Leadership style:

Bata follows participative leadership style and this helps the organization to achieve its goals as well as its objectives. When managers use the management style known as "participative leadership," they include their whole team in making decisions. Every member of the team is briefed on important corporate matters and given the opportunity to provide opinion before any decisions are taken. Although the time commitment of a leader using a participatory style may be higher than that of a leader using a more autocratic style, the benefits to employees in terms of job satisfaction, employee retention, and collaboration may be worth the extra effort.

#### How Participative leaders operate:



*Figure 5 How participative leaders operate*

In participative leadership, the leader guides the discussion, provides the group with the background knowledge they need to make decisions, promotes the exchange of ideas, and draws conclusions from the group's input. Moreover, the leader thinks about the most effective course of action and relays this information to the team.

### 2.3.2 Human Resource (Bata Bangladesh):

Bata Shoe Co. Bangladesh's Human Resource Department handles all things linked to its employees, including recruitment, orientation, development, management, pay, benefits, incentives, workplace safety, and administration. The department is broken up into a few different sections so that the aforementioned tasks may be carried out efficiently. It's the HR department manager's job to make sure such departments are running smoothly. An individual manager is in charge of each department.

### 2.3.5 Recruitment and Selection Process of Bata Bangladesh:

Bata Bangladesh has a set procedure for hiring new staff members. Employing a diverse workforce is important to Bata Shoe Company (Bangladesh) Ltd. The HR philosophy of the organization is to hire only the most qualified candidates, so that the company may continue to thrive in the future. In an effort to aggressively expand, it is necessary to find and hire genuine talent to take on the problems of the future.

#### **Recruitment and selection steps:**

- Job postings in print media (such as the Daily newspaper or a job website).
- Receiving applications
- Screening applications.
- Call for initial interview.
- Board interview with potential candidates
- Final interview with managing director
- Final selection

#### **After selection:**

- Issuing Appointment letter
- Introductory Orientation

Bata's full-time workers are hired by the company's internal human resources team. However, the sales team is staffed by ARMAC SERVICES LTD (Afser Resource Management and Consultancy Services), a recruitment firm that specializes in outsourcing labor. Every week, or even more often, if necessary, the Sales HR Team will host a recruitment session for sales professionals in conjunction with ARMAC to address the growing need for new hires.

Bata HR has completely rethought its recruiting strategy to make it more efficient and equitable via the use of digital tools and automation. As soon as a candidate is chosen, their details and any relevant paperwork are entered into the Bata HRMIS system. Every worker has their own profile, which is used to keep track of and access their own information.

### **2.3.7 Performance Appraisal:**

Bata Bangladesh uses Individual Progress Review (IPR) to assess the overall performance of its employees. Each manager evaluates and ranks each employee in his or her department before submitting the results to the Human Resources department. The head of HR then reads through all of the IPRs, summarizes the ratings by department, and provides feedback. The IPR is then sent to the managing director for review and feedback.

Both managerial staff and sales staff undergo performance appraisal. The KRA score compares the actual sales amount with the predicted amount in order to provide a measure of sales performance. In the past, keeping track of these performance reviews required manual filing, making comparisons laborious. However, Bata now keeps track of employee performance reviews in-house so that it may utilize them as the foundation for monitoring advancement.

### **2.3.8 Compensation system**

Bata Bangladesh maintains the position that workers should be rewarded for their time and effort. Pay isn't limited to what an employee gets in the way of a salary or compensation. Rewards should be a part of it. The benefits and pay at Bata are among the best in the industry.

Bata provides Benefits and Compensation to its employees in the form of 4 distinct programs. Each program has different requirements and criteria. The programs are given below:

- Insurance, Health & Wellness
- Financial & Retirement
- Family & Parenting
- Perks & Benefits

## 2.4 Marketing Practices

The success and enduring legacy of Bata can be traced back to the company's adoption and implementation of a sophisticated marketing strategy that has spawned several imitations. Bata's marketing mix is given below:

### **Product:**

Bata is one of the best-known names in the shoe business due to the extensive range of designs available for customers of all ages. Casual shoes, formal shoes, sandals, sports shoes, etc. make up the bulk of its marketing mix. Time and market trends drive constant improvements to the available product range. Bata is a well-respected, reputable company that is famous for producing high-quality goods. Prices have always been a concern for Bangladeshi consumers; thus, the company 'Bata' has tailored its business model to provide the lowest possible prices. Bata Shoe Company (Bangladesh) Ltd currently has 14 brands in its portfolio. The Bangladeshi market recognizes Bata products as being of high quality for the price.

Over the years, Bata has consistently delivered high-quality goods that are both affordable and long-lasting. In a country like Bangladesh, where the rural population much outnumbers the urban, this marketing tactic of delivering high quality shoes with affordable price was successful. Bata always shown growth and development, particularly in the medium size market, because of its steady penetrative pricing and the preservation of excellent quality at that price. Bata has also recently partnered with Hush Puppies to sell their high-end shoe collection, which has breathed new life into the company's reputation for quality footwear. In reality, the product itself is the second most important part of Bata's marketing mix, just after the price point.

**Brands under Bata (Bangladesh):**

*Figure 6 Brands under Bata*

- North Star
- Hush Puppies
- Bata | Red Label
- NATURALIZER
- Bata
- Marie Claire
- Weinbrenner
- Power
- Adidas
- Bata Eid
- Bata Comfit
- Bata Flexible
- Bubble Gummers
- Justice League

**Price:**

When considering the four Ps of marketing, price is the most important factor for Bata. The company has seen tremendous success in the marketplace because to the extreme popularity of its low prices, which appeal to the masses. Bata shoes are simple to get for everybody. Psychological pricing is used in Bata as its pricing strategy. Bata often rounds product pricing down to the lowest "9" digits. If a product would normally cost 1000 BDT, for instance, it would be sold for 999 BDT in an effort to

bring in more customers. Bata has been using this price approach for its goods for quite some time, and it is still in use at Bata Stores.

Despite this trend, one of the main reasons for Bata's success is that the company consistently maintains shoe costs low. Naturally, this raises the price point for Bata's premium customers, who see the company's products as unworthy of their social standing and so not worth purchasing. Bata makes this choice on purpose since it sells high-margin items like Hush Puppies alongside cheaper items whose sole purpose is to increase sales volume.

**Place/Distribution:**

Bata's widespread success in the marketplace may be directly attributed to the meticulous planning and execution of their product launches in response to continuous feedback gleaned from rigorous market analysis. Keeping prices low is only achievable for Bata if the brand is widely available and can take advantage of economies of scale. In other words, if Bata couldn't depend on its distribution expertise, it would have a hard time to break even. Bata's product distribution has always been based on careful analysis and anticipation of future market trends.

Before entering any overseas market, thorough research into that country's demographics, cultural norms, economic outlook, and responsiveness was conducted. Bata's 27 production facilities are spread out around the country so that they can quickly and easily provide customer service in different areas, making the company's rapid growth both cost-effective and desirable.

There are about 261 company-owned retail outlets that serve the people of Bangladesh. Additionally, there are depots and dealers all around the country to support this enormous retail network. Bangladesh is covered by Bata's 13 wholesale depots. Bata's success in Bangladesh stems from the fact that it is widely available in the country's rural areas. There are Bata showrooms and dealerships all around Bangladesh, even in remote areas.

**Promotion:**

Bata has never been a fan of widespread public advertising and as a result, its commercials and newspaper ads are quite rare. This company has been there for over a century, and because to that fact, it has the undying devotion of the people it has worked so hard to earn over the years: its

customers. Bata's price would go up if more advertisements were seen. Since Bata aims to appeal to a wide audience, the fact that this addition to the price may hurt sales is a problem.

Bata has a rather generic advertising campaign. Seasonal sales and discount days are the only times when significant discounts are offered, and word of mouth spreads this information across the market without any further effort on the part of the company.

Bata sometimes airs TV advertising to showcase new products, but mostly it just uses its pull approach and brand power to get people into its stores. Because of this outstanding brand equity, Bata continues to be a market leader in the shoe industry to this day. Bata is also investing heavily in social media advertising lately. At the heart of BATA's campaign is a comprehensive digital marketing strategy. BATA has a well-defined strategy that involves a broad range of goods aimed at various demographics, including those throughout the age spectrum and various socioeconomic classes.



## 2.5 Financial Performance and Accounting Practices

### 2.5.1 Financial Performance

#### Du-Point analysis

$$\text{Return on Equity} = \frac{\text{Net Profit}}{\text{Sales}} \times \frac{\text{Sales}}{\text{Total Assets}} \times \frac{\text{Total Asset}}{\text{Total Common Equity}}$$

| Year | Net Profit Margin | Total Asset turnover | Financial Leverage | ROE     |
|------|-------------------|----------------------|--------------------|---------|
| 2021 | -1.37%            | 1.20                 | 1.87               | -3.08%  |
| 2020 | -26.02%           | 0.77                 | 1.80               | -36.09% |
| 2019 | 6.47%             | 0.94                 | 1.82               | 11.12%  |
| 2018 | 10.46%            | 1.08                 | 1.85               | 20.97%  |
| 2017 | 12.46%            | 1.17                 | 1.83               | 26.66%  |

Table 4 Du point analysis

#### Analysis and findings of Du point analysis:

Du point analysis shows us the profitability, efficiency as well as how much a firm is utilizing its total debt in a single frame.

Bata, a Bangladeshi company with a 58-year history, suffered losses in 2020 due to the company's failure to capitalize on the country's most lucrative sales period, Eid, due to the first outbreak of the pandemic. Although the corporation made a profit in the second quarter of 2021 (April-June), the second wave of the epidemic sank it again into red ink. This is why the ROE witnessed a negative figure. One situation in which a negative ROE is acceptable is when the expenses are the result of efforts to improve the firm. Bata is trying its best to cope up with the situation and Profitability is restored at the firm in 2022 as the pandemic situation improved, leading to increased sales of shoes.

## **2.5.2 Accounting Practices:**

### **Basis of accounting**

In compliance with the Companies Act of 1994, the Securities and Exchange Rules of 1987, relevant instructions issued by the Bangladesh Securities and Exchange Commission, the Financial Reporting Act of 2015, and other applicable legislation in Bangladesh, the financial statements of Bata shoe (Bangladesh) Limited have been produced on a continuing concern basis. These financial statements adhere to IFRSs, which mandate titles and layout that vary from those mandated by the Companies Act of 1994 and the Securities and Exchange Rules of 1987. However, management believes that the titles and structure used by IFRSs provide a more compelling presentation to shareholders, thus they have adopted those standards. The Board of Directors approved issuing these financial results at its 255th meeting on April 25, 2022.

### **Accounting policies and estimation for preparation of financial statements:**

The statement of financial position has been produced on a historical cost basis, with the exception of land at Tongi, which was revalued in 1979. Cash flows from operational activities have been reported using the direct method, as required by the Securities and Exchange Rules, 1987. Data from the prior period is compared to the current period in the financial statements..

### **Depreciation**

Profit or loss is adjusted on a straight-line basis across the anticipated useful lifetimes of each component of property, plant, and equipment (other than land). Once an item of property, plant, or equipment acquired throughout the year becomes accessible for use, depreciation begins to accrue, while no depreciation is incurred in the month of disposal. Each reporting date allows for a reassessment of depreciation techniques, usable lifetimes, and residual values.

## 2.6 Operations Management and Information System Practices

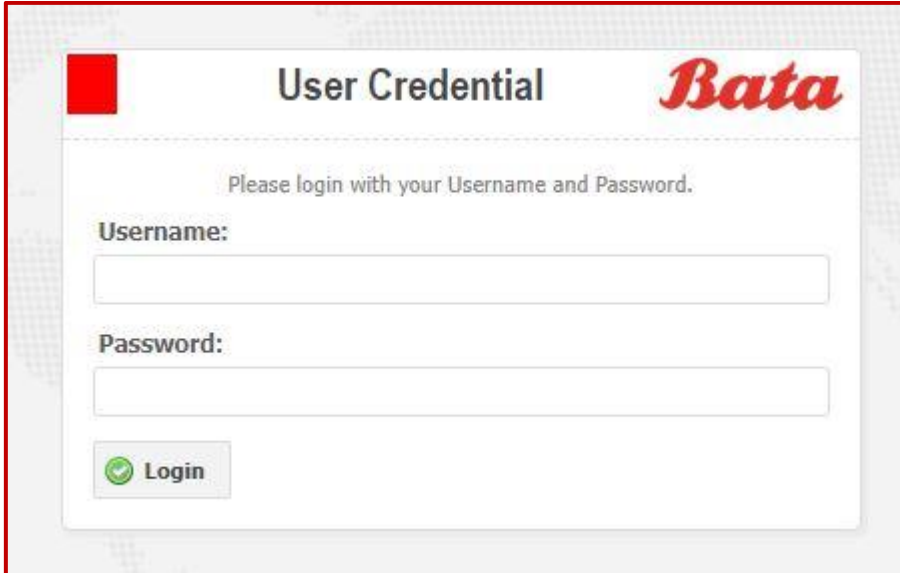
### 2.6.1 Bata HRMIS

Human resources department is responsible for maintaining a database of current personnel information, which often includes biographical details, professional qualifications, work experience, and financial details. Bata started implementing specialized human resource management systems to electronically automate many of these operations in order to lessen the administrative burden associated with them. Since 2012, all of Bata's administrative and sales personnel data have been stored in a specialized human resource management system which is known as Bata HRMIS (Human Resource Management Information System)

#### **Modules of Bata HRMIS:**

- Attendance Module
- HR management Module
- Payroll Module
- Benefits administration Module
- Employee Self Service Module
- Analytics Module

## 2.6.2 Bata IT:

The image shows a screenshot of a web-based login form titled "User Credential" with the Bata logo in the top right corner. The form includes a red square icon on the left, a header with the text "User Credential" and the Bata logo, and a sub-header that reads "Please login with your Username and Password." Below this, there are two input fields: "Username:" and "Password:". At the bottom of the form is a "Login" button with a green checkmark icon.

*Figure 7 Bata IT*

Employees utilize Bata IT, an internal server, to track on the productivity of individual salespeople and collect data on overall sales activity. The Sales HR team may use this portal to get daily attendance information, item sales totals, sales goal vs actuals comparisons, UPT (Unit Per Transaction) data, and more. Management can see which shops are most lucrative and which need more work to enhance sales thanks to the information provided by this server.

## 2.7 Industry and Competitive Analysis:

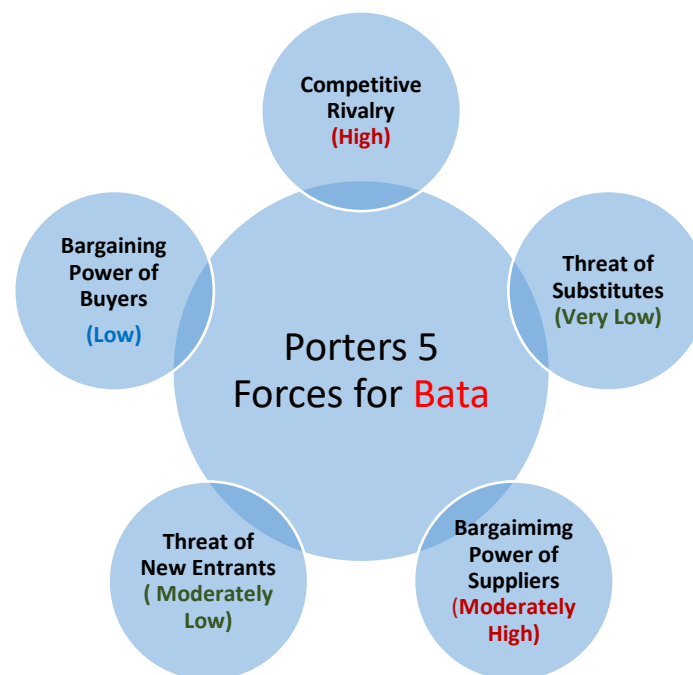
There are several opportunities for Bangladesh to expand its leather industry. The government of Bangladesh sees great opportunity for growth and investment in the leather sector, which ranks sixth in terms of export revenues. Bangladeshi leather is of the highest quality, and factories there are gradually improving to match the demanding standards of international clients. The domestic leather industry has the potential to expand every stage of the leather value chain, from the harvesting of hides through the final assembly of shoes and other leather items. The leather business in Bangladesh seems promise in light of the country's present socioeconomic status.

With a projected value of US\$430 billion by the end of 2021 and a growth rate of over 4% from 2021 to 2031, the worldwide footwear industry is forecast to grow from an estimated US\$365.5 billion in

2020. In terms of global manufacturing volume, Bangladesh is now positioned eighth. EPB states that in FY20-21, Bangladesh earned \$669.91 million from exporting shoes. It's estimated that the size of the domestic footwear market is over \$170 million. Twenty-five to thirty percent of Bangladesh's shoe output goes to meeting local demand, with the remainder going to international markets (Mollik, 2022).

### 2.7.1 Porter's five forces for BATA

The Porter's Five Forces Model is utilized for decision-making and helps businesses with their planning and goal-setting procedures. Porter's five forces are briefly discussed in the part that follows for the Bata Shoe Company.



*Figure 8 Porters Five forces for Bata*

### Industry rivalry

Industry competition or rivalry refers to the number of participants and their relative power in a certain market. Along with the players' offers and business strategies, it also notices and recognizes the numerous competitive advantages and benefits they possess. As a result, an industry's competition and rivalry allow for the identification of the primary drivers and reveal what spurs industry growth.

When there are many participants in a fragmented market, and these firms provide comparable goods and services, the industry competition is regarded as being high. Players primarily compete through pricing strategies as a result. The costs associated with switching players are minimal for consumers.

For Bata Shoe Organization, the industry rivalry is observed as:

### **1. Degree of rivalry:**

Bata Shoe Company operates in a market with low-to-high levels of competition. A vast number of companies compete, and the market as a whole is highly fragmented.

### **2. Formulating a Marketable Competitive Edge**

Bata also implemented a variety of novel approaches to improve the efficacy and efficiency of its operations. Bata Shoe Company has invested much in R&D in an effort to establish a distinguishable competitive edge, and as a result, it strives to generate distinctive and smart marketing communications. Increased competition has prompted businesses to increase their rate of innovation.

### **3. The repercussions of competitiveness in the market**

As a result of the increased competition, the industry as a whole has grown, and internal growth has also been fueled. Growth and competitive advantage are prioritized by Bata, which places a premium on technical innovation, brand management, and brand development.

## **Buyers bargaining power**

Buyer power is the influence that consumers have on a product's price and quality. The bargaining power of the buyers is crucial in defining the competitiveness of the industry, as this pressure relates not only to giving competitive price to the customers but also to assuring high quality of company products, enhanced customer service, and ethical production means. For Bata, the bargaining power of buyer has different aspects:

### **1. Market splintering**

Bata Shoe company's products come from all over the world, since the company manufactures and distributes its wares on both sides of the ocean. With more customers who have less negotiating power, Bata is in a stronger position to create and retain sales and earnings.

### **2. Buyer bargaining power as a measure of industry competition**

Manufacturing is the primary focus of the sector's operations, making them vital to the sector's customers. For each company in the footwear industry, this has a profound impact on consumer bargaining.

### **3. Channels of communication and consumer leverage**

Products manufactured and promoted in this sector are more easily accessible to buyers thanks to increased distribution channels. It broadens the market for all participants but also causes more niches to form within the industry as a whole.

### **4. Costs of switching**

There are so many companies on the market selling essentially the same items or services. However, switching prices may also change based on consumers' individual preferences for product kinds and flavors.

## **Suppliers bargaining power**

A supplier's negotiating power exists when it may cause a firm or business to face shortages in the inputs and raw materials necessary to run the business as a result of price variations, quality discrepancies, or other means of pressure. Suppliers' negotiating leverage affects both the profitability of individual companies in an industry and the sector's overall development potential.

The bargaining power of suppliers for Bata Shoe Company is given below:

### **1. Consistency in Quality from Suppliers**

Bata Shoe relies on few domestic and foreign vendors. Since the company would incur large expenses if it decides to transfer suppliers, the fewer suppliers it has, the more leverage those suppliers have.

## **2. Power of industry competitors and negotiating position of suppliers**

When suppliers have more leverage in negotiations, it boosts competition in the market. Price tactics are used as a weapon in competition between companies like Bata. Players also exert influence on a variety of back-end procedures and company operations to keep costs in check and off of customers' bills.

## **3. Substitutes**

Bata Shoe Company's ultimate goal is to deliver consistent quality which they can only assure if they work with few suppliers who have expertise in this field. They cannot simply go for cheaper options if they want a good quality. Companies that want to produce and sell goods of a certain quality must work with specific suppliers.

### **Threat of new entrants**

Existing companies in an industry are said to be at risk of having their market share reduced if new competitors and new players enter the market. This risk is referred to as the danger posed by new entrants. The possibility for new companies to enter a sector helps to define its competitive character, contributes to the development of effective business strategies, and provides insight into the allure and expansion prospects of that industry. For the purpose of establishing and forecasting the profitability of the industry as a whole, as well as that of its individual members and participants, the potential for new entrants to the market is an essential component to consider.

#### **1. Obstacles to entry:**

Due to the sector's moderate to high entry barriers, the danger posed by new businesses and companies is reduced. This is because new businesses and companies will not be able to readily enter the market and compete amongst and with current players for the same share of customers.

#### **2. Cushioning in terms of one's financial situation**



Bata Shoe Company operates in a very high-stakes market. It is difficult for new entrants to enter the market because of the high startup costs.

### **3. Financed Research and Development in Technology**

In order to remain competitive, Bata must keep up with the latest developments in technology. Every aspect of running a business and dealing with customers may benefit from the constant introduction and adaptation of new technologies.

### **4. Spending on Research and Development**

Existing competitors have planned their strategies and aims in light of the extensive study of customer behavior and market trends. It may be difficult for new entrants to gain access to this data and analysis.

### **5. Quantity of operations**

Existing competitors are more extensive in scope. There are durable economies of scale built into the business models of these key businesses, particularly in manufacturing

## **Threat of substitutes**

Products from other markets that are functionally equivalent to those sold by a company's industry pose a threat of alternatives. Similar advantages to the original product are provided by these alternatives. The competitiveness of the market and the profitability prospects of the various participants are both impacted by the presence of alternatives in the market.

For Bata Shoe Company, the threat of substitutes is observed to below.

#### **1. Costs of switching**

Substitute items come with hefty switching fees. Products of similar quality may be imported from outside; however, doing so would incur higher prices due to customs fees and taxes.

#### **2. Accessibility**

Alternative products are not readily available. They are made overseas, delivered domestically, and handled by the business. Therefore, no mass marketing techniques can be used.

### 2.7.2 SWOT ANALYSIS OF BATA

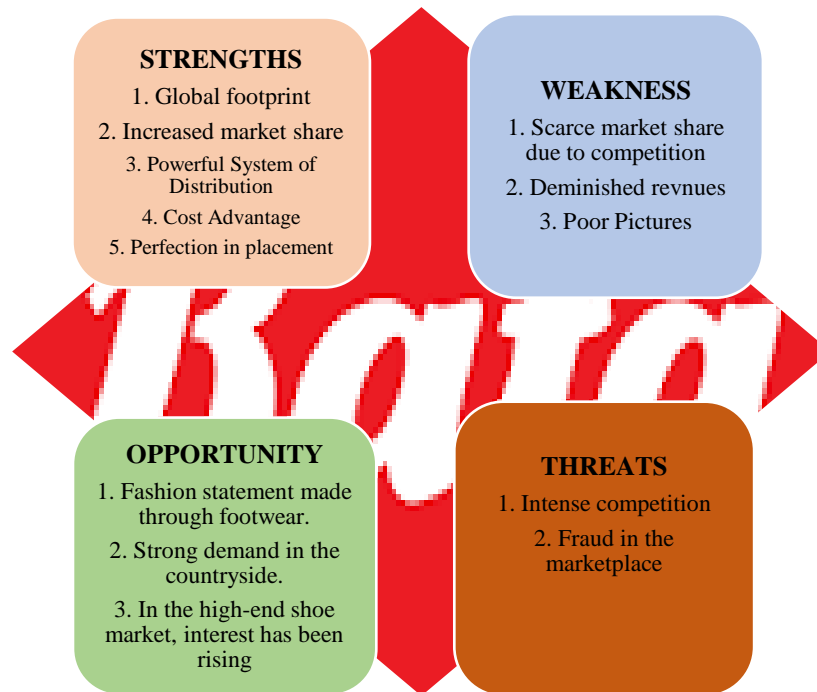


Figure 9 SWOT analysis of Bata

#### **STRENGTH:**

##### **Global Footprint:**

Bata has a global footprint, having established a presence in more than 70 countries and having production facilities in 27. That's why Bata can compete well in any market around the world.

##### **Increased market share:**

Bata has done a fantastic job of penetrating this market. From major metropolitan areas to suburban neighborhoods, you may find Bata. This aids the company in holding onto its existing customers while also capitalizing on the newly created demand in the market.

**Powerful System of Distribution:**

Bata has a substantial global distribution network, with over 1200 of its retail locations based in Bangladesh and the rest spread across the globe.

**Perfection in placement:**

Bata has positioned itself really well as a fashionable yet affordable footwear band.

**Cost Advantage:**

Bata clearly has the price edge and can produce a wide variety of shoes at low prices.

**WEAKNESS:****Scarce market shares due to competition:**

Bata has stiff competition, which limits its ability to get a sizable portion of the market.

Bata's once dominant position in the market has shrunk to 6% (Rahman et al., 2017)

**Diminished Revenues:**

There has been a downward trend in sales for Bata Bangladesh from the previous year. Despite the fact that the company's profits have been on the rise.

**Poor picture:**

The low cost of Bata shoes has led many to assume that they are also of bad quality. Such a strategy is typical of those that focus on both price and quality.

**OPPORTUNITY:****Fashion statements made through footwear:**

The rising popularity of footwear as a fashion accessory is expected to boost the industry. Bata can increase its profits as a result of this development.

**Strong demand in countryside:**

Bata is widely available in developing countries. The rural sector in emerging economies is expanding rapidly. Bata must take use of the opportunities presented by the rural market.

**In the high-end shoe market, interest has been rising:**

The demand for high-end shoes is on the rise, especially in developing countries where the middle class is expanding.

**THREAT:**

**Intense competition:**

It is getting more challenging for Bata to grow its customer base and market share because it is up against fierce competition from other top footwear brands across all categories.

**Fraud in the marketplace:**

Duplicity in the market affects the footwear business as well, which not only lowers sales but also damages brands.

## **2.8 Conclusion:**

Bata Shoe Company (Bangladesh) Limited has been producing high-quality footwear since before its emergence in Bangladesh. It is a globally recognized brand that caters to each country's unique cultural norms, climatic circumstances, and client preferences. Bata's mission includes making shoes for every lifestyle or profession. Bata's vast array of designs and low prices make it an excellent shopping destination. By consistently releasing new styles, Bata has earned a reputation as a fashion-forward footwear brand.

## **2.9 Recommendations:**

- Bata may implement a program for providing support after a sale has been made so that buyers and users can share their thoughts on such transactions. Bata can solve this problem by instituting a complaints-recording system and having store managers check up on customer service often.
- Though Bata's name is well recognized, the company's lack of advertising efforts means that many of its new products go unrecognized. Bata may get over this problem by distributing leaflets and advertising in newspapers about their new products and sale prices.
- Customers believe that rivals constantly have new styles of shoes to offer them. Bata's sales revenue would surely quadruple if the company is able to introduce modern items to the market. Modern footwear trends are also suggested as a means to expand Bata's customer base and boost sales.

## Chapter 3: Project Part

### Factors affecting online buying behavior of youngsters towards footwear industry of Bangladesh.

#### 3.1 Introduction:

The footwear business in Bangladesh is thriving, and the country's burgeoning leather sector promises much more growth in the years to come. Despite the fact that individuals of all ages buy and wear shoes, it is the young adult population that mostly drives innovation and experimentation in the footwear industry. Bangladesh's footwear industry is built on some of the country's oldest traditions and has earned a strong international reputation over the years. As the internet has expanded fast over the last two decades, so too has the digital economy, which is propelled by IT. As the internet has evolved over the years, more and more people have access to it, internet speeds have grown, and new tools have been created specifically for web creation, allowing businesses to better advertise their wares online. Because of this, more and more individuals have shifted their purchasing habits from the conventional to the online kind. Conversely, many businesses have come to the conclusion that the shift in customer behavior is an inevitable trend, and as a result, they have adjusted their marketing approach. In light of these findings, it's no surprise that e-commerce overall and business-to-consumer online buying, in particular, have both seen significant increases in popularity in recent years. Shopaholics may be found everywhere, including in Bangladesh. Bangladeshis, whose average wealth is lower than the global average, yet manage to express their individuality and seek for novelty in their fashion and personal accessories. To spark new trends and styles, young people are essential. Before the year 2000, shoppers seemed to focus mostly on apparel, with just a small percentage taking an interest in footwear as a potential fashion accessory. As more and more shoe companies entered the Bangladeshi market, the competitive landscape shifted. Now, both up-and-coming brands and industry heavyweights prioritize providing customers with fashionable, high-quality products. One primary ingredient used throughout the footwear business is leather. Therefore, it is necessary to have a quick review of the leather and footwear sector in order to comprehend the buying habits of the young of Bangladesh with regards to footwear.

### 3.1.1 Literature Review:

In conventional purchasing, the surrounding atmosphere is the essential aspect which determines consumer's perception. Moreover, how satisfied customers are with their purchases depends on a number of environmental variables (Sherman et al., 1997). In contrast, online buying requires a very little level of specialized knowledge and technical proficiency. To successfully purchase online, one does not need to rely on all of your senses, both biological and physical. Customers' reluctance to purchase online may be traced to a lack of satisfying options for their online purchasing experiences (Dennis et al., 2017). According to Dellaert & Kahn (2019), buyers who encounter problems when making purchases online will wait no more than eight seconds before giving up and abandoning the transaction. Childers et al. (2011) and Demangeot & Broderick (2016) argue that incorporating more user-friendly interactions into e-commerce platforms improves the overall user experience for shoppers.

Customers' disposable incomes and preference for convenience have prompted many to abandon traditional stores in favor of online marketplaces (Hernandez et al., 2021). The convenience of online shopping may be affected by the shopper's level of internet use and activity. Higher levels of online purchasing intensity are seen among customers that are well-educated, technically savvy, frequent internet users, and have favorable attitudes regarding the online retail space (Sisk, 2000; Hoffman and Novak, 2016; Liao and Cheung, 2019).

Consumers' interests and requirements may be better met via online buying. Consumers can research goods and services before making a purchase decision because to the wealth of information available to them while buying online (Grewal et al., 2022). Products may be purchased from online stores at significantly reduced prices. According to Haubl & Trifts (2020), one of the advantages of doing one's shopping online is the ability to research and compare several options for the same price. Moreover, Reviews written by other customers are readily available to online shoppers, allowing them to make more informed judgments (Chen & Chang, 2017). Customers are motivated and attracted to make purchases online by a number of variables, but Convenience stands out as the most important (Ozen & Engizek, 2018).

Statistics show that in Malaysia, customers are more satisfied when they get high-quality information, make well-informed purchases, and receive high-quality after-sale service (Vegiayan, Ming, & Harun, 2018). However, other factors besides price and availability also have a major impact on

consumers' decisions to buy things online (Haque et al., 2017). Koufaris (2022) found that a consumer's desire to repurchase may be accurately predicted by their satisfaction with the buying experience and their opinion of the website's utility.

According to Parvez, et al., (2022), Dhaka, the capital city, has seen a 45.7% surge in online purchases since the start of the epidemic. Consumers in Dhaka city have made significant lifestyle adjustments in reaction to the COVID19 epidemic, which has significantly impacted in-store purchases and purchasing behaviors. Post-pandemic days are anticipated to see a continuation of the massive increase in internet purchasing, particularly in Dhaka metropolis (Showrav, et al., 2021).

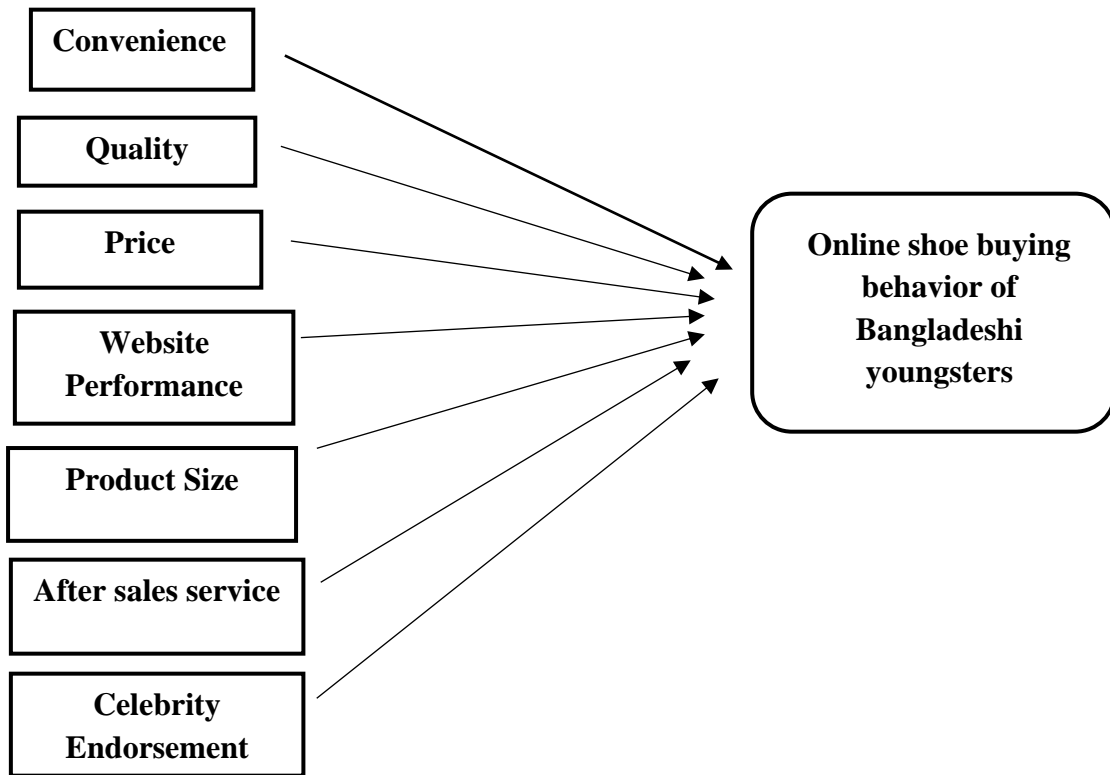
Research done by Zibran (2018) shows that online purchasing saves both time and money since people do not need to waste their valuable time on the traffic as well as spending money on vehicles while going to a physical store. Another research by Rahman et al., (2018) shows that Bangladesh's online buyers are quite young and online shopping appeals to them since it is more convenient than going to a store, they can have items delivered to their door, and there is a wider selection of shoes as well as bags. Moreover, when making purchases online, young people tend to base their opinions on pricing and personal experience rather than objective criteria.

Quality is one of the major determinants when it comes to purchase any items online (Parvez, et al., 2022). Consumers always compare between quality and prices. If they find inferior quality while purchasing goods online, they will be dissatisfied and stop buying from that particular brand/s (Rahman et al., 2018). Customers feel satisfied when after sales service provided by ecommerce service providers is good enough. It increases consumers trust for the brand and helps to generate repeat customers (Camilleri, 2021).

Celebrity endorsements helps to attract customers and gradually build a customer fanbase of a brand. E-commerce websites may benefit greatly from the endorsement of Internet celebrities as a means of generating referral traffic (Geng et al., 2019). Moreover, Content marketing has second-order implications on sales success through fan engagement (Geng et al., 2020)



**3.1.2 Theoretical Framework:**



*Figure 10 Theoretical Framework*

### 3.1.3 Research Objectives

#### **Broad objective:**

The broad objective of the research is to find out the factors that influences youngsters online buying behavior.

#### **Specific Objectives:**

1. To find out the reasons why youngsters choose to buy online
2. To examine youngsters' perceptions regarding footwear industry of Bangladesh
3. To find out the factors that are more important for youngsters in case of online purchase
4. To analyze the behavioral purchasing pattern of youngsters while buying shoes online

### 3.1.4 Significance of the study:

Authors, businesses, and other interested parties may all benefit from the vast range of topics covered in this research. This study has compiled a comprehensive list of factors that other writers examine and apply in their own research from a central repository, as determined by a thorough assessment of the relevant literature. The use of factor analysis is shown and clarified in detail to ensure that the paper's audience is able to draw accurate conclusions. The variables are translated into characteristics that companies in the footwear and leather industries may use to create new items, reach out to potential buyers, and enhance their current services. Knowing what customers want can help them create a business that can thrive for the long haul. Using this information, we can summarize the state of the market and the features on which consumers place the greatest importance while purchasing shoes online. This work provides a solid foundation for future scholars interested in the footwear industry.

## **3.2 Methodology:**

### **3.2.1 Research Approach:**

In this study, we'll be using a well-established scientific method to conduct a quantitative (conclusive) research. Since several experts have suggested include quantitative analysis in future study publications, we have opted to employ this approach. Therefore, this study is a descriptive investigation that relies heavily on primary data as well as secondary data collection to ascertain independent factors. Primary data came from questionnaires given to respondents, while secondary data came from a variety of books, journals, and websites.

### **3.2.2 Data Collection:**

We have collected data from 130 youths of Bangladesh (age between 15 to 24) by conducting an online survey.

### **3.2.3 Sampling Techniques:**

The research was done using Simple random sampling which is a probability sampling technique. According to United Nations (UN) youngsters age group falls between 15 to 24. Since this age group will have mostly college, University as well as school going students, we decided to send our questionnaire to top 3 institutions from Dhaka, Bangladesh. We have selected Dhaka city since it is the capital of Bangladesh and students from all around Bangladesh from different demographic profiles come here to study in the top educational institutions. We circulated our google form in the official Facebook groups of those educational institutions and got 130 responses.

### **3.2.4 Research Instruments/ Questionnaire:**

I have asked a total of 23 questions to find out the factors that affects Bangladeshi youngsters online shoe purchasing behavior. These 23 questions were divided into 2 separate parts. Part A included the demographic characteristics of the respondents whereas, Part B was consisted with specific questions to analyze online shoe purchasing trends among youngsters of Bangladesh, their preferences, purchasing patterns, perceptions as well as youngsters overall online shoe purchasing experience. 5 points Likert scale, Nominal scale and dichotomous scale was mostly used in the questionnaire.

### 3.3 Analysis and findings:

#### 3.3.1 Demographics

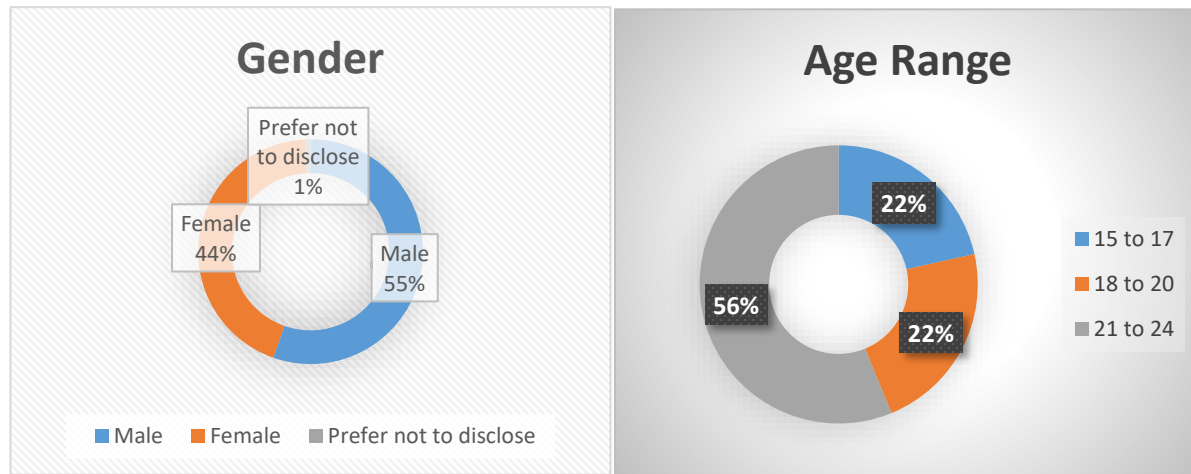


Figure 11 Demographics

This research consists of the data provided by 130 respondents who falls under the youngsters age group (age 15 to 24). About 55% respondents were Male and 44% were female. Moreover, most of our respondents were students (87%) and more than half of the population (56.20%) falls under the age group of 21 to 24. We have also come to know that about 77% respondents' salary range was below BDT 10,000. Furthermore, the level of education of the majority of our respondents was bachelors (46.9%).

### 3.3.2 Buying footwear items online (Factors, Behavioral pattern and Perceptions of Bangladeshi youngsters)

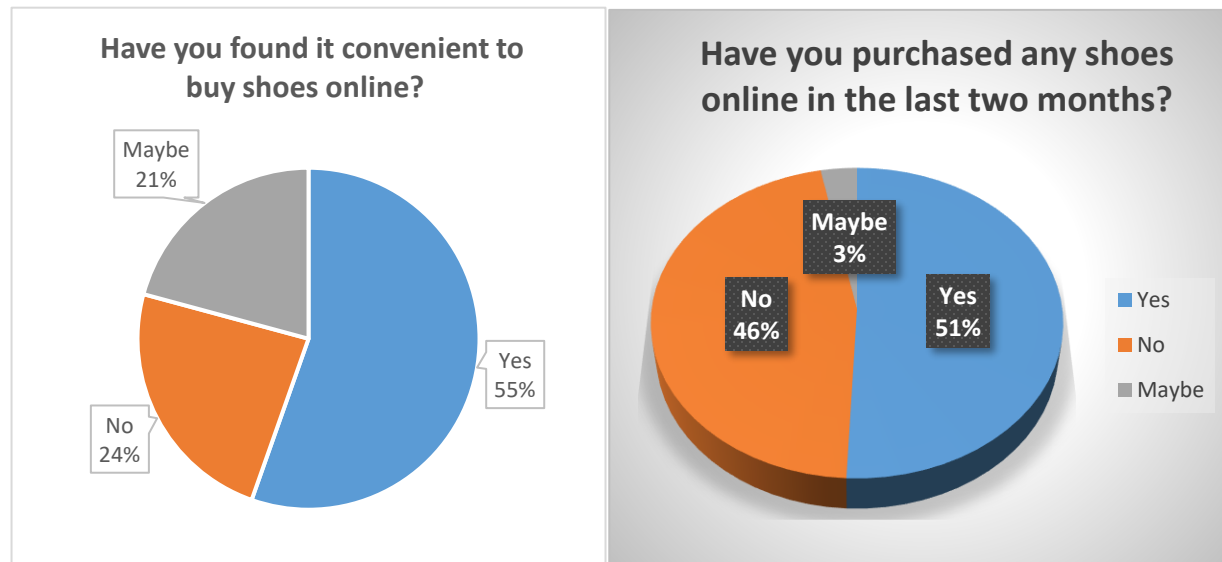
#### Upward trend of Buying shoes online:



Figure 12 Upward trend of Buying shoes online

There is an inclination in term of the rate of buying shoes online among Bangladeshi youngsters. Our survey shows that 67.70% youngsters have a tendency to buy shoes online. The possible reasons that the rate is quite high in recent time is that due to covid 19 it was almost impossible to buy shoes from a physical store because of the nationwide lockdown. However, as per government rules people could order from online. This drives the youngsters of Bangladesh to order shoes online. According to Parvez, et al., (2022), Dhaka, the capital city, has seen a 45.7% surge in online purchases since the start of the epidemic. Moreover, During the recent COVID-19 outbreak in Bangladesh, in-store purchasing restrictions impacted both necessary and non-essential goods businesses and customers. Consumers in Dhaka city have made significant lifestyle adjustments in reaction to the COVID19 epidemic, which has significantly impacted in-store purchases and purchasing behaviors. Post-pandemic days are anticipated to see a continuation of the massive increase in internet purchasing, particularly in Dhaka metropolis (Showrav, et al., 2021).

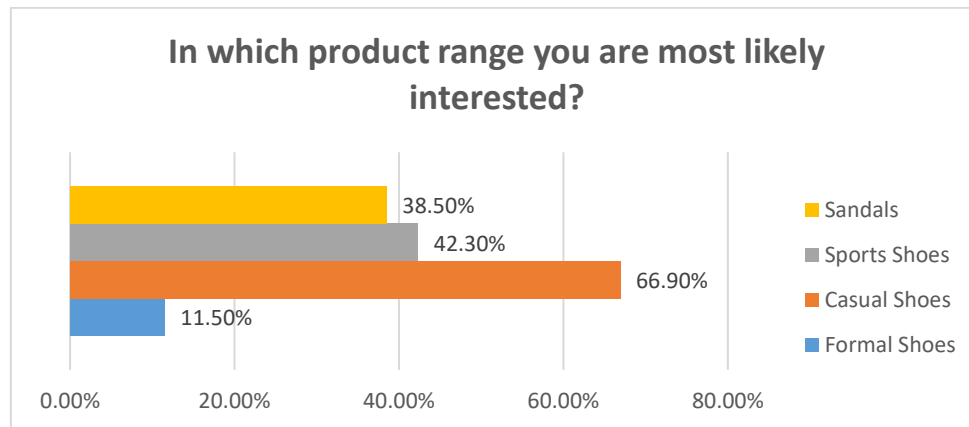
**Convenience of Buying shoes online:**



*Figure 13 Convenience of Buying shoes online*

Our research shows that more than half of the youngsters thinks it is convenient to buy shoes online and this may be the core reason why approximately half of the youngsters bought about 1 to 2 (76%) shoes online in the last two months. Moreover, 21% youngsters are not sure about the convenience in term of buying shoes online. However, approximately ¼ of the youngsters thinks that buying shoes from a physical shop is more convenient. Research done by Zibran (2018) shows that buying shoes online is much more convenient than buying from a physical store. Moreover, the author stated that online purchasing saves both time and money since people do not need to waste their valuable time on the traffic as well as spending money on vehicles while going to a physical store. Another research by Rahman et al., (2018) shows that Bangladesh's online buyers are quite young and online shopping appeals to them since it is more convenient than going to a store, they can have items delivered to their door, and there is a wider selection of shoes as well as bags.

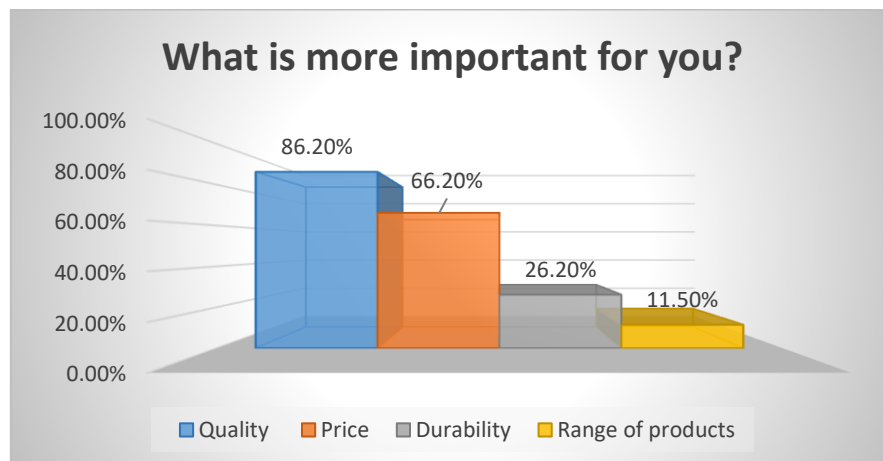
**Most preferred product range of Bangladeshi youths:**



*Figure 14 Most preferred product range of Bangladeshi youths*

We have found that youngsters of Bangladesh are more interested in casual shoes that means their core preference lies in the product range of casual shoes. Approximately 67% youngsters preferred casual shoes where 42% preferred sports shoes, 38% preferred sandals and the least preferred product range was formal shoes having 12% preference rate overall.

**Quality and price being the most influential factors for youths:**



*Figure 15 Quality and price being the most influential factors for youths*

Our research found that the most important factor while buying shoes as a youngster is Quality and the least important factor is range of products. Approximately 86% youngsters think Quality is important; whereas 66% thinks price is important, 26% believe durability is important and for the rest range of products is important. This indicates that Quality and price is the most influential factors for the youngsters of Bangladesh. That means both Quality and Price drives youngsters to go for a

particular brand. According to Rahman et al., (2018) when making purchases online, young people tend to base their opinions on pricing and personal experience rather than objective criteria. Moreover, Quality is one of the major determinants when it comes to purchase any items online (Parvez, et al., 2022)

### The specific thing/s youths search for in a website:

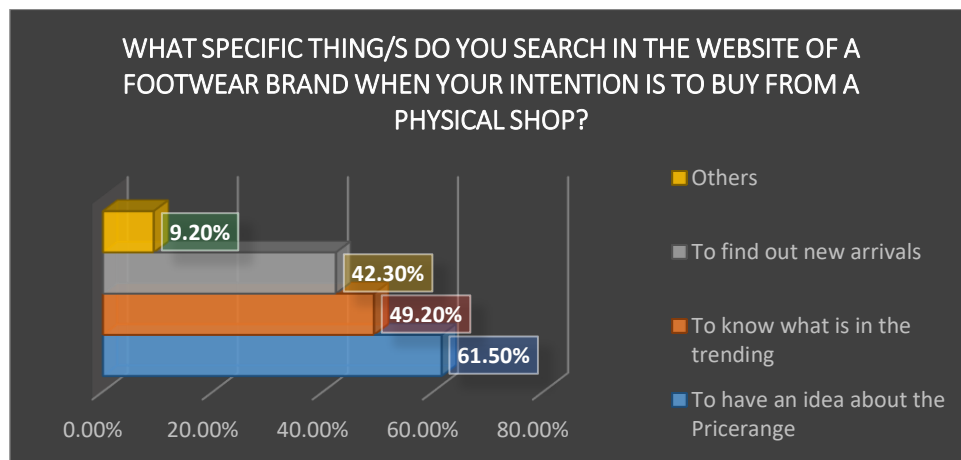
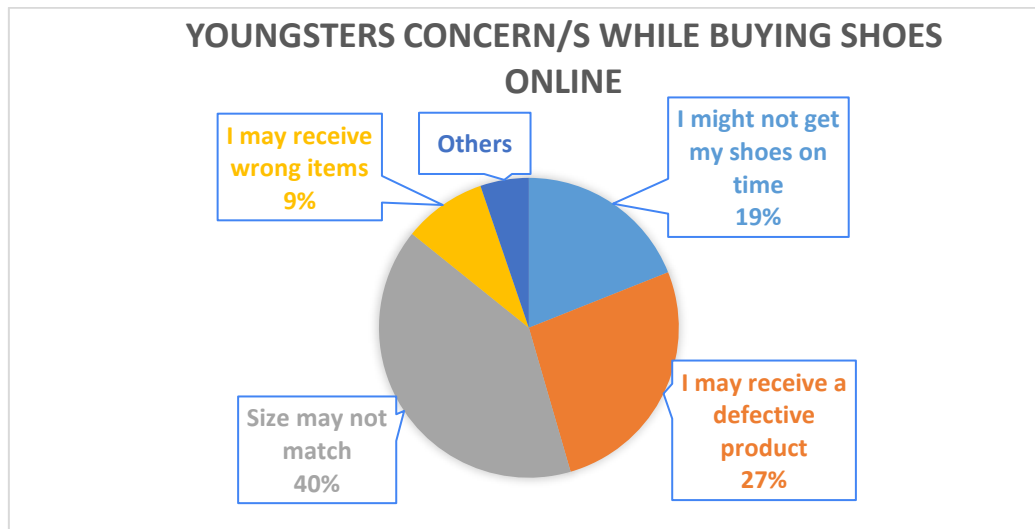


Figure 16 The specific thing/s youths search for in a website

When we asked the questions to our target age group about the specific thing/s they search in the website of a footwear brand when their intention is to buy from a physical shop, we found that 62% youngsters search in the website to have an idea about the price range. We may also predict that they might have a tendency to compare prices between different brands just by visiting their websites. Moreover, 49% youngsters surf a website just to know the trend before they went to a physical shop for purchasing their shoe. Furthermore, approximately 42% respondents search for new arrivals in the website before going to a physical shop.



**Mismatched Shoe Size being the top Concerns of Bangladeshi youngsters while buying online:**

*Figure 17 Youngsters concern/s while buying shoes online*

Youngsters of Bangladesh are mainly concerned about their size being mismatched while purchasing shoes online. About 40% youngsters faces doubts that their size may not match if they go for online purchasing. Moreover, 27% youngsters concern is that they may receive a defective product. Consumers do not want their products to be defective this is why producers should focus on quality control assurance; otherwise, they may lose their potential customers and will not be able to sustain in the long run having a bunch of dissatisfied customers (Yu & Kim, 2019). Furthermore, 19% youngsters main concern is that they might not get their shoes on time. That means they want a quick delivery system and do not want to wait long. Research done by Guo et al., (2012) shows that fast and error free delivery is important when it comes to purchasing products online since rapid delivery system helps to gain consumers trust and so is their increased satisfaction level.

### Most preferred footwear brands of Bangladeshi youths:

9. Which Footwear brand/s do you prefer most?

130 responses

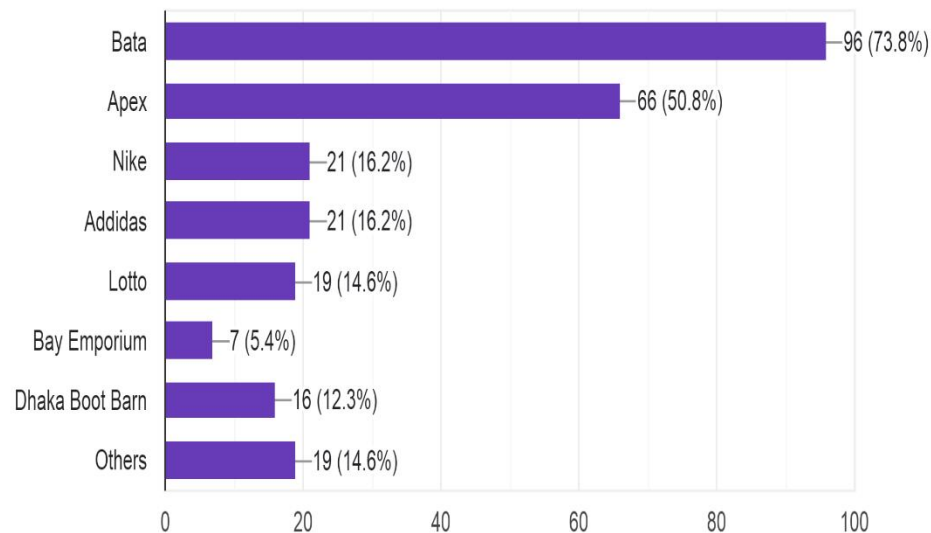
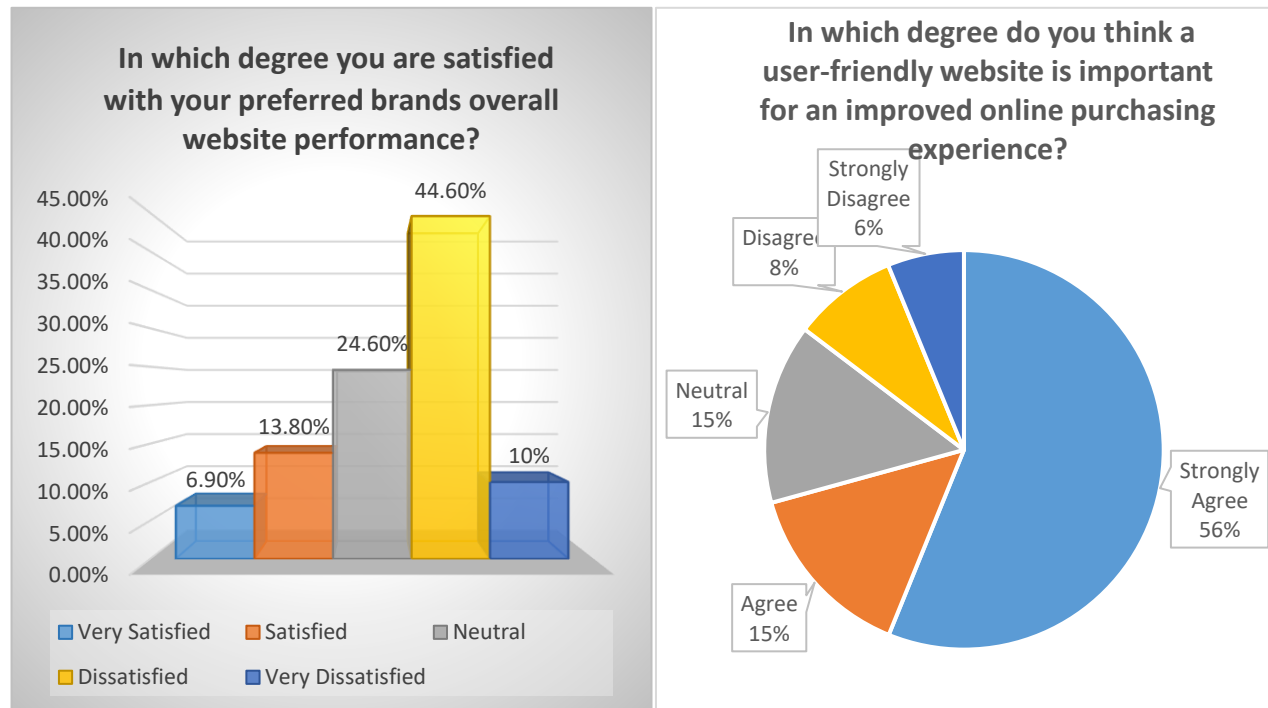


Figure 18 Most preferred footwear brands of Bangladeshi youths

According to our research the top most preferred footwear brands of Bangladeshi youngsters is Bata (73.8%) and Apex (50.8%). This indicates that the brands were able to meet customers' needs and demands more than other footwear brands available in Bangladeshi market. We may also predict that the overall customers experience was quite well and they were overall satisfied with the price range as well as the product quality of their preferred brands.

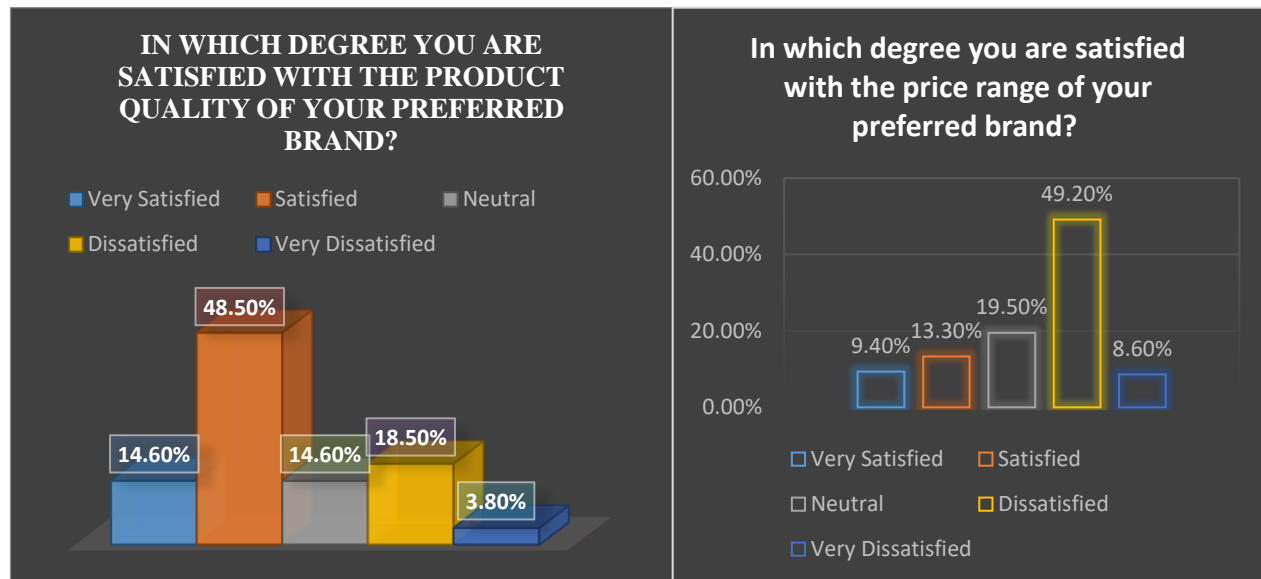
**Poor website performance creating obstacle for a good online buying experience:**



*Figure 19 Overall website performance of footwear brands.*

Website performance of footwear brands of Bangladesh is quite dissatisfactory. According to our research 44.60% youngsters of Bangladesh are Dissatisfied with their preferred brands website performance. However, approximately 71% of youngsters think a user-friendly website is important for an improved online purchasing experience. Hossain et al., (2021) used a framework based on webpage test, Page Speed Insights and Gtmetrix to find out the overall performance of top 10 ecommerce websites of Bangladesh. The results shows that the average loading time is moderately high as well as the structural design of ecommerce sites are not well optimized and this is why the bouncing rate is quite high for Bangladeshi ecommerce sites. Those who have issues completing an online purchase often give up within eight seconds, as stated by Dellaert & Kahn (2019). Demangeot & Broderick (2016) and Childers et al. (2011) both claim that enhancing the user experience for online customers requires making e-commerce systems more user-friendly.

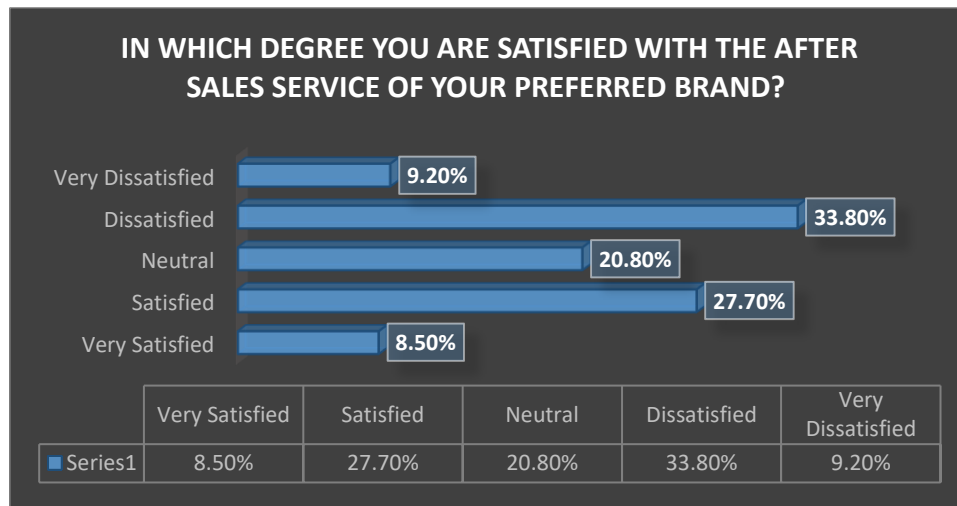
**Bangladeshi youths are paying more for the quality they receive:**



*Figure 20 Satisfaction rate of Quality and price*

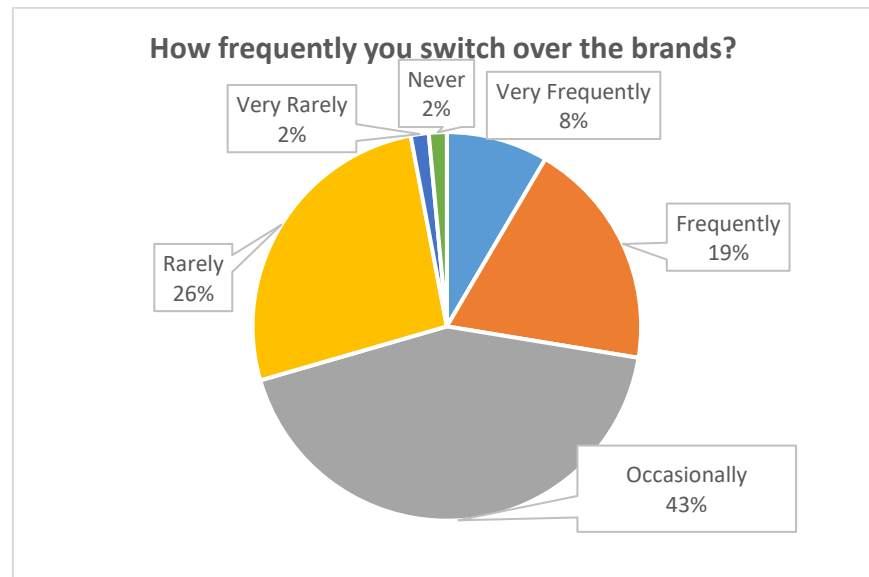
Youngsters are satisfied with the quality of their preferred brands. However, in term of price range they are quite dissatisfied. According to our research approximately half of the youngsters of Bangladesh are satisfied with the quality provided by their preferred brands. However, it is also to be noticed that approximately 49% youngsters are dissatisfied with the price range of their preferred brand. Therefore, we may predict that youngsters think they are having less quality product for the price they are paying for and this is why they are quite dissatisfied with the price range. Consumers always compare between quality and prices. If they find inferior quality while purchasing goods online, they will be dissatisfied and stop buying from that particular brand/s (Rahman et al., 2018). Moreover, there should be a balance between quality and price. Brands should provide more quality with comparatively lower price if they want to build a loyal fanbase and retain customer for a longer period of time (Showrav et al., 2021).

**Dissatisfactory after sales service being received by Bangladeshi youngsters:**



*Figure 21 Satisfaction rate of After sales service*

Support and services offered to customers after a product has been sold are collectively referred to as "after-sales services." Our research shows that in total 43% Bangladeshi youths are dissatisfied whereas, about 36.2% youths in total are satisfied with the after sales service provided by their preferred brand. This indicates that that footwear brands should focus on improving after sales service specially when customers are purchasing online. Customers feel satisfied when after sales service provided by ecommerce service providers is good enough. It increases consumers trust for the brand and helps to generate repeat customers (Camilleri, 2021). Moreover, Customers' propensity to repurchase is influenced favorably by the after-sale service's quality and efficiency of completion (Huang, 2019).

**Frequency of switching over brands by Bangladeshi youngsters:**

*Figure 22 Frequency of switching over brands by Bangladeshi youngsters*

According to our research about 43% Bangladeshi youths occasionally switch over footwear brands. Whereas, 26% youths switch between brands rarely, 19% frequently, 8% very frequently, both very rarely and never accounts for 2% in term of switching between brands. Therefore, we may predict that approximately 30% (Rarely=26%, Very rarely= 2 & never= 2%) youths of Bangladesh are loyal towards their brands since the frequency of switching between brands is very low. Moreover, we may also predict that approximately 27% Bangladeshi youngsters are not loyal towards any particular brand since they have a tendency to frequently switch between brands. According to Singh (2016) frequently brand shifters are referred to as brand hoppers. These types of consumers frequently switch between brands because they think they may get better products with less price or they just love to explore and try different brands out.

### Celebrity endorsements being an influential factor for youths:

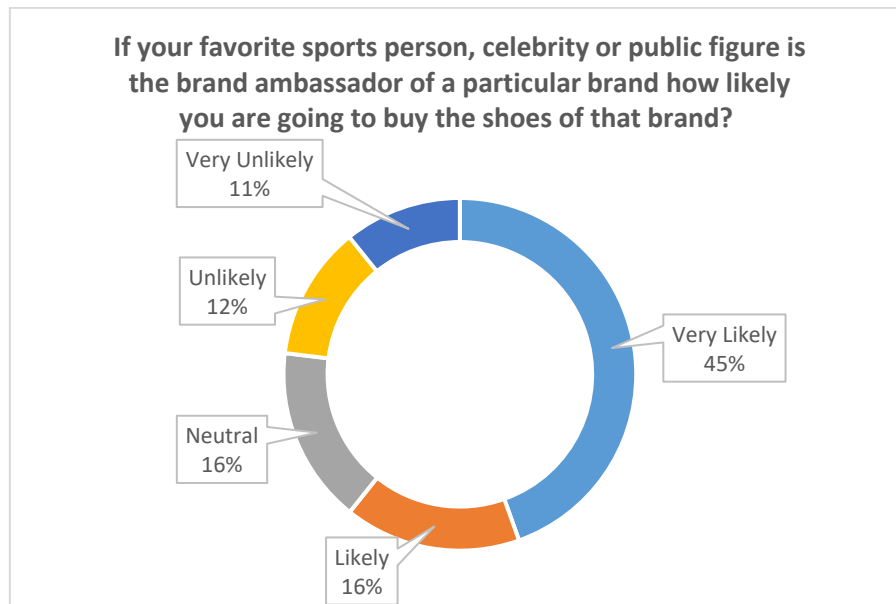


Figure 23 Celebrity endorsements being an influential factor for youths

Company images and messaging are often developed and disseminated with the help of celebrities who are embedded in the culture that the brand is trying to appeal to. In our study we wanted to know the effect of celebrity endorsements on the shoe buying behavior of Bangladeshi youths and found that about 45% youths of Bangladesh are very likely that they will buy the shoes of a brand in which their favorite sports person, celebrity or public figure is the brand ambassador. However, about 11% youths are very unlikely and 16% remained neutral in this regard. Celebrity endorsements helps to attract customers and gradually build a customer fanbase of a brand. E-commerce websites may benefit greatly from the endorsement of Internet celebrities as a means of generating referral traffic (Geng et al., 2019). Moreover, celebrity endorsements help a brand to have repeat customers. Content marketing has second-order implications on sales success through fan engagement (Geng et al., 2020)

**Purchasing another brand of same quality in less price:**



Figure 24 Purchasing another brand of same quality in less price

According to our study 55% youths of Bangladesh have a tendency to switch over brands if they find the same quality with reduced price. Therefore, we may predict that youths of Bangladesh are very much price concerned. Rahman et al. (2018) found in their study that Price is a major factor contributing consumers to shift towards other brands considering the fact that there is no change in the quality of the product. Moreover, according to Singh (2016) price competition between brands delivering the same quality is very crucial; it can influence customers to frequently switch between brands.

**“Discount” is the most preferred promotional tool for Bangladeshi youngsters:**

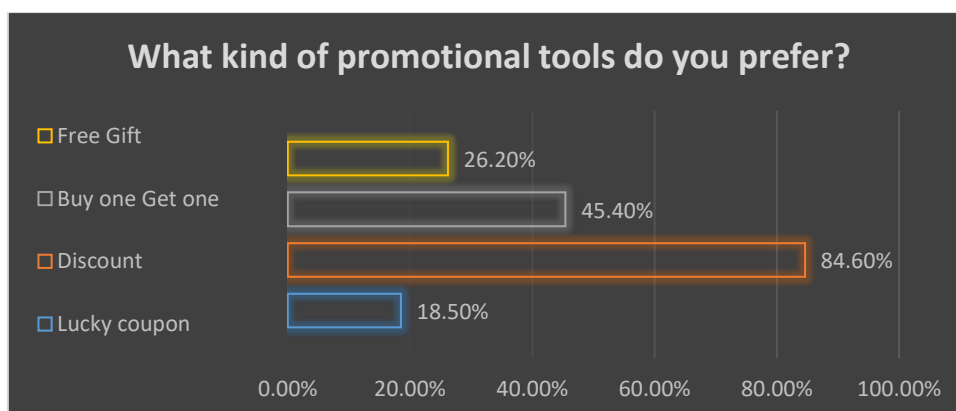


Figure 25 “Discount” is the most preferred promotional tool for Bangladeshi youngsters



Youths of Bangladesh prefer Discounts as a promotional tool. Our research shows that approximately 84.60% youths prefer Discounts as a promotional tool; Whereas, 45.40% prefer Buy one Get one, 26.20% prefer Free gift and the least preferred promotional tool by youths is Lucky coupon (18.50%). Promotional tools help to attract potential customers and boost sales. Promotions that provide substantial price reductions are more likely to attract customers, as stated by Percy (2021). According to Ndubisi and Chiew (2016), lowering the price of a product might boost its product trail.

### **3.4 Conclusion:**

#### **3.4.1 Limitations of the study**

- Due to the lack of human capital, the survey could not be done in a large scale.
- The study's primary participants were youths in Bangladesh.
- The age group was restricted to 15 to 24 years and this is why the online buying behavior of other age groups are undiscovered in this study.

#### **3.4.2 Future Scope of the study:**

- Since this study focused only on the youngsters of Bangladesh, their behavioral patterns as well as their perceptions, future study may be done about the factors that affects every possible online shoe buyer as a whole, so that we can understand the major variables of online shoe buyers in a single study.
- Future study may also be done focusing on the factors that affects online buying behavior of adults while purchasing shoes online.
- Other variables may also be explored to find out youngsters buying behavior, purchasing patterns as well as their perceptions while buying shoes online.

#### **3.4.3 Conclusion:**

The contemporary market for footwear in Bangladesh is a competitive one that is dominated by well-known, established brands such as Apex and Bata. At this point in the market, consumers have access to a broad variety of options from which to choose their product, while at the same time, producers are contending with intense head-to-head rivalry from every direction. The footwear market in Bangladesh has long since moved beyond the age in which a single size could serve all customers' needs. The younger generation is getting more savvy, and the convergence of media in every conceivable area is making them more aware of the various brands and the benefits they provide in comparison to one another. Therefore, it is worthwhile to concentrate on influencing aspects that result in product purchase decisions in term of footwear items. This enables companies to appropriately segment their goods and target clients depending on the product choices that is available. The study briefed that there is an upward trend in term of purchasing shoes online since

the youngsters of Bangladesh found online shopping to be more convenient. It is also to be noted that youths are price concerned and quality is an influential aspect to them. Moreover, celebrity endorsement plays a vital role for youths of Bangladesh to go for a particular brand. However, Website performance as well as after sales service should be improved for delivering a better online shoe purchasing experience for the youngsters.

### **3.5 Recommendations**

1. Footwear companies need to work on improving the functionality of their website.
2. Delivery system should be improved.
3. It is important to strike a balance between price and quality. Therefore, footwear companies should provide the quality for which their customers are paying for.
4. After-sale service is something that needs to be looked after. The procedure for returning products must also be easy to understand.
5. The system of payment needs to be convenient. Another reason why Bangladeshis do not shop online is because there are not enough secure payment options/gateway. They are limited to paying with cash or credit cards while using delivery services.
6. Footwear companies should consider the feedback made by their clients.
7. A retailer's stock must consist of high-quality goods. Even if the services that a marketer provides are of high quality, they are almost guaranteed to lose potential clients if the products that they sell are not up to standard.
8. It is imperative for marketers to establish credibility at all costs. They should deliver premium client service in order to retain their customers.

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## Appendix A.

### Survey on Buying shoes online

#### Survey on Buying Shoes Online | Footwear Industry

The main purpose of this study is to analyze the factors that affect youngsters online buying behavior towards footwear industry of Bangladesh. Moreover, the study will help to find out youngsters' perceptions regarding footwear industry, factors that are more important for youngsters in case of online purchase as well as purchasing pattern of youngsters while buying shoes online.

\* Required

##### Demographic Information

This section will help us to analyze the basic demographic profile of our target population.

1. **Gender \***

Mark only one oval.

- Male  
 Female  
 Prefer not to disclose

2. **Age range: \***

Mark only one oval.

- 15 to 17  
 18 to 20  
 21 to 24

3. **Employment status:**

Mark only one oval.

- Student  
 Employed  
 Unemployed

[https://docs.google.com/forms/d/1PNzELpilyYFuHy1e-s9WD4JXNV98Rbp\\_RgUzFmiCWBk/edit](https://docs.google.com/forms/d/1PNzELpilyYFuHy1e-s9WD4JXNV98Rbp_RgUzFmiCWBk/edit)

1/7

4. **Salary range:**

*Mark only one oval.*

- Less than 10,000 BDT
- 10,000 to 15,000 BDT
- 16,000 to 20,000 BDT
- 21,000 to 25,000 BDT
- 26,000 to 30,000 BDT
- More than 30,000 BDT

5. **What is your level of education?**

*Mark only one oval.*

- High school
- College
- Bachelors
- Post-graduation

**Buying  
Footwear  
Items  
online**

This Section will help us to analyze online shoe purchasing trends among youngsters of Bangladesh, Their preferences, Purchasing patterns, perceptions as well as youngsters overall online shoe purchasing experience.

6. **1. Do you buy shoes online? \***

*Mark only one oval.*

- Yes
- No

7. **2. Have you found it convenient to buy shoes online? \***

*Mark only one oval.*

- Yes
- No
- Maybe

8. **3. Have you purchased any shoes online in the last two months? \***

*Mark only one oval.*

- Yes
- No
- Maybe

9. **4. If the above answer is "Yes" then mention how many times you have purchased shoes online in the last two months.**

*Mark only one oval.*

- 1 to 2
- 3 to 4
- 5 to 6
- 7 to 8
- More than 9 times



10. **5. In which product range you are most likely interested? \***



Casual Shoes  
170 items



Formal Shoes  
98 items



Mens Sandal  
424 items



Sports  
58 items

*Check all that apply.*

- Formal Shoes
- Casual Shoes
- Sports Shoes
- Sandals

11. **6. What is more important for you? \***

*Check all that apply.*

- Quality
- Price
- Durability
- Range of Products

12. **7. What specific thing/s do you search in the website of a footwear brand \* when your intention is to buy from a physical shop?**

*Check all that apply.*

- To have an idea about the Price range
- To know what is in the trending
- To find out new arrivals
- Others

13. **8. What is or might be your concern/s while buying shoes online? \***

*Check all that apply.*

- I might not get my shoes on time.
- I may receive a defective product.
- Size may not match.
- I may receive wrong items
- Others

14. **9. Which Footwear brand/s do you prefer most? \***

*Check all that apply.*

- Bata
- Apex
- Nike
- Addidas
- Lotto
- Bay Emporium
- Dhaka Boot Barn
- Others

15. **10. In which degree you are satisfied with your preferred brands overall website performance? \***

*Mark only one oval.*

1      2      3      4      5

---

Very Satisfied                  Very Dissatisfied

16. **11. In which degree do you think a user-friendly website is important for an improved online purchasing experience? \***

*Mark only one oval.*

1      2      3      4      5

---

Strongly Agree                  Strongly Disagree

17. **12. In which degree you are satisfied with the product quality of your preferred brand? \***

Mark only one oval.

1    2    3    4    5

---

Very Satisfied      Very Dissatisfied

18. **13. In which degree you are satisfied with the after sales service of your preferred brand? \***

Mark only one oval.

1    2    3    4    5

---

Very Satisfied      Very Dissatisfied

19. **14. In which degree you are satisfied with the price range of your preferred brand? \***

Mark only one oval.

1    2    3    4    5

---

Very Satisfied      Very Dissatisfied

20. **15. How frequently you switch over the brands? \***

Mark only one oval.

- Very Frequently
- Frequently
- Occasionally
- Rarely
- Very Rarely
- Never

21. **16. If your favorite sports person, celebrity or public figure is the brand ambassador of a particular brand how likely you are going to buy the shoes of that brand? \***

Mark only one oval.

1      2      3      4      5

---

Very Likely                  Very Unlikely

22. **17. Will you purchase another brand of same quality in less price? \***

Mark only one oval.

Yes  
 No  
 Maybe

23. **18. What kind of promotional tools do you prefer? \***

Check all that apply.

Lucky coupon  
 Discount  
 Buy one Get one  
 Free Gift

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