





## ICSRR – M099

# STUDY ON CUSTOMER PERCEPTION TOWARDS USE OF BATA SHOES AMONG COLLEGE STUDENTS IN CHENNAI CITY

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### Abstract:

This study examines the customer perception towards the use of Bata shoes among college students in Chennai city. The primary objective is to analyse the level of brand awareness and identify the factors influencing purchase decisions and brand loyalty. A descriptive research design was adopted, and data was collected from 200 respondents using a structured questionnaire through convenience sampling. Both primary and secondary data sources were used to support the analysis. The findings reveal that Bata enjoys a high level of awareness and familiarity among students, with the majority associating the brand with quality, style, and strong brand value. Factors such as product quality, brand image, and design significantly influence purchasing decisions, while pricing plays a comparatively lesser role. Digital marketing, celebrity endorsements, and peer influence also strongly shape consumer perception. Although most respondents expressed satisfaction and strong purchase intention, some concerns were noted regarding durability, comfort, and pricing. Overall, the study highlights Bata's strong emotional and aspirational appeal among college students, making it a dominant brand in the sportswear market.

*Keywords: Digital marketing, Bata, Satisfaction, Descriptive and Brand.*

