Prospects and Aspects of Local Footwear Industry

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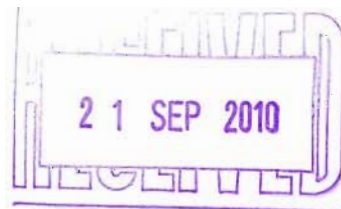
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Letter of Transmittal

20th August 2008

S I Nusrat A Chaudhury
Associate Professor
Department of Business Administration
East West University

Subject: Submission of the project report

Dear Sir

I am very pleased to submit the project report on "Prospects and aspects of local footwear industry" that you have assigned to identify the problems associated with this industry and prospects remains of this sector in Bangladesh. This is my project report where I have tried to find out the key factors that the customers are characterized as major problems associated in footwear industry. After finishing the report, I think that I have gathered a lot of knowledge about the consumers' insight and based on the findings how to implement them. Thus this report not only enhances my practical knowledge but also enhance my communication knowledge to my target audience as marketing major student. This report extends my knowledge and may help us in the future.

Thank you very much for giving me such kind of opportunity to enrich my knowledge. I would like to thank you for your valuable guidance in every problem I had and the precious time that you gave us. I will be available for any further clarifications required.

Thank you

Md. Sajjadur Rahman
ID# 2004-2-10-100

Md. Sajjadur Rahman

Project Report
East West University
43 Mohakahli C/A
Dhaka-1212

Dear Md. Sajjadur Rahman

Authorization of the Report.

Here is the report **'Prospects and Aspects of local footwear Industry"** that I am assigning you to do for the partial fulfillment of the project report writing (BUS- 498).

You should try your best to prepare this report to be as informative and relevant as possible.

I will be available to help you regarding this report.

Best wishes to you.

Regards

S I Nusrat A Chaudhury
Head, CCC & Associate Professor
Department of Business Administration

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Executive Summary

Footwear units vary in product line, production capacity and exposure to domestic and foreign markets. The relatively large ones manufacture multiple items such as leather shoes, sports and trainer shoes, canvas and leather sandals, jute shoes, chappals (slippers) and shoe uppers. These units constitute the largest share of the export market. Country's footwear industry is growing at 32 percent, leather industry 20 percent and leather goods industry 25 percent annually. We should keep our eye on this sector for our countries prosper.

I employ the cross tabulation, its related measures, Analysis of variance, Regression and factor Analysis to identify the effectiveness of the different factor in to these industry. The major finding from all these analysis is:

- ☐ Buyer buying behavior depends on the price and design of the product rather than the quality of the product.
- ☐ All in all industry profit mainly depends on the price of the product which one varies on the basis on the raw material used in the local footwear production.
- ☐ Some areas buyers rate is high but buying ability is low on the other hand some areas buyers are low but buying ability is high.
- ☐ User rate of the footwear depends on the physiological factor of the buyer rather than income.
- ☐ Profit level of the local footwear product depends on quality, design and raw material of the product

Bangladesh is one of the lowest shoe consuming countries where a person uses only 0.8 pair shoes annually. Only 10 percent of people of the country use leather shoes but the number are growing every year. The local market size of footwear is Tk 1600 crore. The country's footwear industry is growing at 32 percent each year, so that we should emphasize more on this industry and the government should lift import duty on rawhide.

In fine I can say that this report will be effective for the footwear industry to find out the real picture or the effectiveness of the industry. This will be a good guideline that what variables should receive more attention than others, which factors affect the choice of the consumers and what is the real effect of the profit level of these variables.

CHAPTER ONE

INTRODUCTION

- ☐ **Introduction**
- ☐ **Industry Profile**
- ☐ **Profile of the target market**
- ☐ **7P's**
- ☐ **Swot Analysis**
- ☐ **Motivational Things for the Industry**
- ☐ **Design of the Sales Force**
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- ☐ **Investment Climate in Bangladesh**
- ☐ **Budget Allocation**
- ☐ **Government rules and legislation**
- ☐ **Present Industry Leader**

Introduction
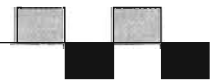
Bangladesh has so many potential in the Footwear industry sector. Form my outstanding resources we can easily earn so many foreign currencies which can increase our GDP significantly. Plus point for Bangladesh is everything is positive and we do not need to develop or build any extra work force. Having these advantages over work force we can build an enormous reputation as a industrialist country. But somehow and some where we are lacking behind than our next door neighbors. Beside one of the largest seaport on the earth and the largest man power we have so many things to promote this industry. One of the most promising industries is our Footwear industry. Because Bangladesh earned US$115 million from export of footwear, $8.0 million from leather goods and $220 million from of crust and finished leather during January-November period of this year. The recent decision by the European Union to impose antidumping duty of 16.5% and 10% on footwear from China and Vietnam, respectively, has come as a boon for the Indian footwear industry. All major importers are looking at Bangladesh to meet the global demand for footwear. They do not want to import from Sri Lanka following problems there and India for bureaucratic tangles. But in our country our industry failed to meet the demand of the country people so how they will meet this sort of huge demand made by different nation. The government should take care of this industry and impose some rules and regulations to earn this huge amount of foreign currency and Setting up of technical supports centre to provide entrepreneurs with advanced technology and backward linkages are necessary for survival of the local industry. Because at present at least 300 small shoe factories out of 3000 plus across the country have been closed down, while jobs of more than one lakh workers are at risk. Hundreds of tanners and thousands of businessmen and workers are also involved with backward linkage services of the footwear industry. So, we should take care of this industry for our nations prosper.

Industry Profile

Footwear Industry has grown in Bangladesh territory since the colonial era although its modernization took place only in the late 1980s. During the British period, there was no footwear manufacturing firm producing on a mass scale in East Bengal. However, traditional cottage type footwear industry with limited production facilities existed in a skeleton form in the district towns at this time. Various types of footwear were imported, mainly from CALCUTTA. After Partition of Bengal in 1947, footwear started being imported from West Pakistan. When Bata Shoe Company established its manufacturing plant at Tongi in 1962, it was the first manufacturing plant to produce shoes on a large scale in East Pakistan. Eastern Progressive Shoe Industries (EPSI) established its production plant in 1967 and started exporting footwear to USSR, Czechoslovakia and England. Bata and EPSI held a major share in the local footwear market also. The industry suffered a major setback during the WAR OF LIBERATION but was rehabilitated after independence. Many new footwear manufacturing units have been established recently. Notable among them are Apex Footwear, Excelsior Shoes, and Paragon Leather and Footwear Industries.

The number of production units in the industry now exceeds 2,000. Most units are, however, small and medium in size and only 23 are relatively large and have mechanized and semi-mechanized production technology. The annual production capacity of the industry is about 32 million pairs of leather and non-leather footwear. Of this 25.17 million is produced by mechanized and semi-mechanized units. Production capacity of individual manufacturing concerns varies from 750 to 3,000 pairs a day. The shoes produced find their way mainly to the local market; only a few firms produce shoes for export. The industry provides direct employment to about 25,000 people. Nearly 50% of them are engaged in mechanized and semi-mechanized units and are classified, on the

basis of employees, as large, medium, and small. Women workers are predominant (55%-60%) in the mechanized sector. About 80% of all footwear units are located in DHAKA and CHITTAGONG. Production in small units is processed manually. The total volume produced by these indigenous units account for about 7 million pairs per year.

Footwear units vary in product line, production capacity and exposure to domestic and foreign markets. The relatively large ones manufacture multiple items such as leather shoes, sports and trainer shoes, canvas and leather sandals, jute shoes, chappals (slippers) and shoe uppers. These units constitute the largest share of the export market.

Marketing of footwear manufacturing units at home is done through a network of wholesale and retail shops which employ an estimated 50,000 persons. Marketing of imported footwear is done through importers/local agents. Local manufacturers use a network of Dhaka based, district level and thana level wholesalers to sell to retailers and finally to consumers. Exports are organized through sales to foreign regional wholesalers and through them, to foreign retail traders and consumers.

Bangladesh has gradually been converted from a footwear importing country to footwear exporting one. The annual export of footwear items has increased from a meager Tk 0.14 million in 1972 to Tk 1.9 billion in 1997. The real development, however, has taken place since 1990, when exports exceeded the Tk 1 billion mark. Exports of leather footwear grew by 527% between 1990-91 and 1996-97. The list of export markets of footwear from Bangladesh includes Japan, the volume leader with a market share of 34%, followed by UK (11%), Spain (9%), Germany (8%), Russia (7%), Italy (5%), and USA (2%).

The main authority that controls the footwear business in Bangladesh is the ministry of commerce and industry. FBCCI (Federation of Bangladesh Chamber of

Commerce and Industry) and EPB (Export Promotion Bureau) play significant roles in promoting export-oriented and local footwear businesses. But key organizations that protect and serve the interest of the industry are footwear associations, prominent among whom are the Bangladesh *Paduka Prostutkarak Samity* (BPPS) and the Bangladesh *Paduka Byabashayee Samiti* (BPBS). BPPS is an association of footwear manufacturing concerns, while BPBS represents footwear traders. BPPS, established in 1984, and registered in 1988, had 149 members in 1999. However, large export oriented firms such as Bata, Apex and Excelsior shoes are not affiliated with this organization. BPBS was established in 1983 and now has about 400 members.

Profile of the target market
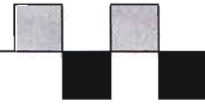
From my interview of the employees of local footwear industry i got some information about their target market. From my interview the information I got, on the basis of that i try to draw a profile of the target market

Demographic Factors

Age and Sex:

Footwear industry basically serve different group of people. Like fore male the industry manufacture different sort of product which one is more durable and match with the present fashion trend on the other hand female consumer's footwear pattern is quite different because they like latest fashion than the durability and their fashion trend changes within a shortest period of time.

Social Factors

Social Statues:

The purpose of our interview was also to know about the ultimate customers social statues. According to industry employees most of their customers are rural people about 62%, 17% are urban and the rest are from other ares. From this information i can interpret that rural peoples are basically interested in these types of products.
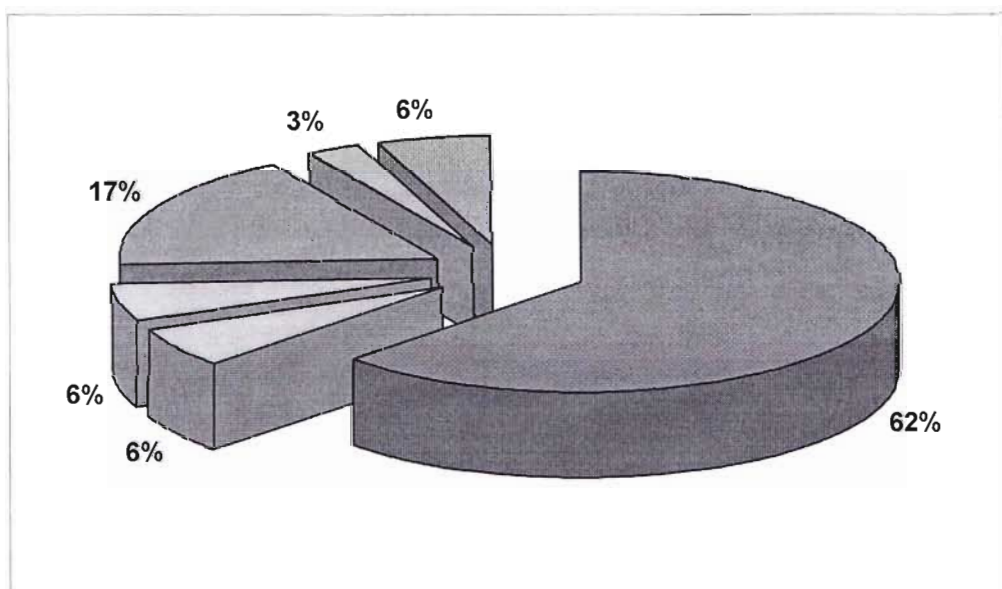
Social class:

Family income determines the social class of the target market. According to figure: 1 about 34% of the consumer has family income from TK40, 000 to 50,000. This group is defined as the "upper middle class" that are the majority. Middle class (having family income of TK. 20,000 to 30,000) covers 23% while elite class (having family income 40,000 and above) covers 26% of the total customer. The lower class and lower middle class covers 14% and 3% respectively. From the interview of industry people we come to know that local footwear industry's target markets income is between 50000 to 100000 TK annually so from the chart it can easily understand that main target markets are basically upper middle class and middle class people. The elite class and the lower class people also take the product but that is limited.

Figure 4: Family Income of the Prospects
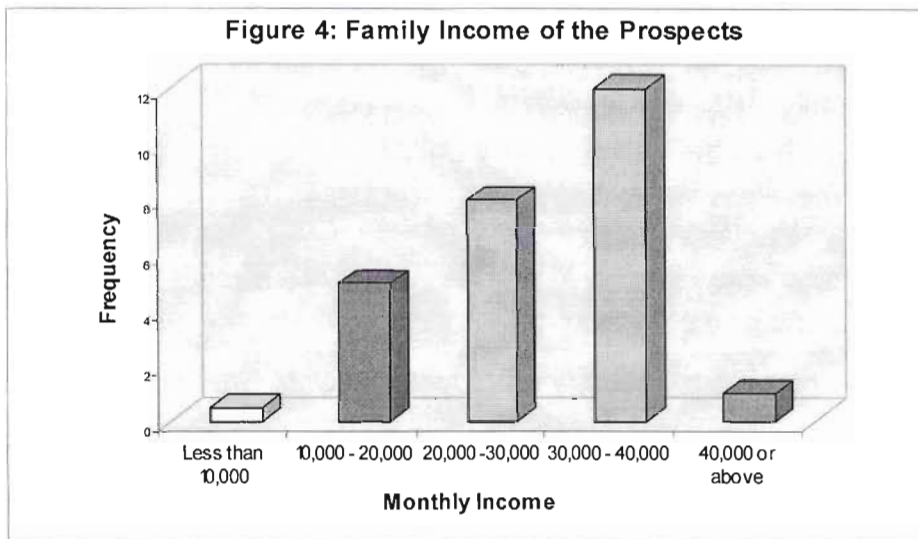
Cultural Factor:

Culture shapes the behavior of the people. Cultural factors also influence the buying habit of people. In this Asian subcontinent people are much aware about their culture, the people of our country arrange different festivals in a year for this reason most of the people like to buy their footwear for attend the festival. Other cultural thing like Bengali heritage also shapes the pattern of our product from other nation.

7P's

Product

Our local footwear industry generally provide three types of product, they are-
Different types of Product:

1) Footwear for male
2) Footwear for Female
3) Footwear for Child

Price

Price of the different types of footwear product depends no different factor of the product. First one is the raw materials used in the production; second the quality of the product and last one is the design of the product. Depends on all these the price range of female footwear starts form 500 and ends at 2000 on the other hand male's price range are 500-2500. All of these are average of the price range it may differ by company wise.

Place

In our country all of the local industries try to open their outlet at five division of the country. So that it is easy to find any local footwear outlet every district or thana of our country. But it found that different company's products are famous in to different area nobody can set their outlet every part of the country.

Promotion

Local footwear industry people always conduct Above the Line (ATL) or Below the Line (BTL) activities to promote their products. They sometimes use the personal selling process to approach their prospects by their own agents or staffs. This thing only done for B2B approach.

People

People as the most significant element in the marketing rnix applies on not only to product selling but also recognize the role of other people -the customers. This element of the marketing mix is important for the local footwear industry.

This industry people maintain an internal marketing with the employees and external marketing with the customers. There is an interactive marketing between customers and the employees.

People play a very important role in a particular Industry.

External People:
Among External people they have customers and suppliers
- **Suppliers:** Industries main suppliers are Chinese and Thailand. They are the raw material supplier for our footwear industry. But they also have a large number of local suppliers for produce the main product footwear.
- **Customers:** Our local footwear industry has both international buyers and local buyers. All their product design is done with the help of local manufacturer. The local buyers include small outlet situated into different area into our country.

Internal people:
Our footwear industry has a very efficient group of worker. It can be seen with their efficiency rate compared to other countries competitors. They follow a very effective way to train, recruit and their people.
- **Recruiting:** This industry recruits employees at a regular basis, two times a year. When recruiting they prefer experienced people for technical post. Because, this kind of post requires skills to avoid unwanted incidents. Such as – Accidents, defect in the process etc. But when recruiting in non-technical side they prefer freshmen.
- **Motivating:** Though there is no formal strategy to motivate the employees, each owner takes the responsibility to motivate the people working under them. They give salary increment, moral backup, rewards for excellence to motivate people.

Process

Process refers to the way The Industry delivers their products to their customers. It is the service that differentiates their product with its greatest rival, the China and India. They offer –
- **Faster delivery.**
- **Factory door delivery.**
- **Instant replacement of damaged goods.**

Physical evidence

As our local footwear industries are in the B2B and B2C Business they need to invest a lot in physical evidence. Because their B2B customers are more practical than emotional on the other hand B2C customers are more emotional in the matter of physical evidence.

Swot Analysis

Strength

> - More efficient than many of the other countries industries.
> - The company offers factory door delivery.
> - Offers quick service.
> - Offers instant defective consignment replacement.
> - Better Quality Good In Contrast to the Chinese and India.
> - Price is charged low.
> - Industry has goodwill in the International market.
> - Products don't linger in the inventory.
> - Stable position in the local market.
> - Larger work force
> - More efficient and experienced work force than other countries.
> - Many qualified lather industries.
> - Quality without considering the price is higher.

Weakness

> - Price is higher than the Chinese.
> - High Financial cost and insufficient increase in the certain type of buyers is a barrier for increasing the production.
> - Market indication is that if production is increased there may be a pressure of price reduction due to surplus production.
> - Market share very low for footwear industry.
> - Growth rate is high but needs home work.
> - Footwear products are basically imported from China and Thailand. So it does not provide the GSP (Generalized System of Preference) {tax rebate}.
> - Constraints such as high cost of capital.
> - High financial cost.

Opportunity

> - Chances of future Market growth are high. So if there are significant increments in the number of buyers the industry may plan to expand.

Threat

> - If Chinese producers apply a price cut strategy, it can make them fall in an awkward position.
> - Still not a stable position in the international market
> - Government rules and regulation.

Motivational Things for the Industry

Exporters are eyeing a 30 percent rise in leather footwear exports to the EU countries this fiscal on the backdrop of European Union's anti-dumping measures for a period of two years against leather footwear from Vietnam and China, according to industry insiders. Describing China and Vietnam as main competitors of Bangladesh in the EU market, they observed that the restrictions imposed against these two countries would ultimately open a new avenue for augmenting the country's footwear exports. The 25-member EU slapped 10 per cent and 16.5 per cent anti-dumping duty on Vietnam and Chinese shoes respectively from October 4, 2006. The latest measure followed the EU's imposition of temporary duties in April on shoe shipments from the two countries, which, the exporters said, would place Dhaka in a competitive position. This is the great opportunity for Bangladeshi leather footwear exporters to get orders from the EU countries because China and Vietnam might not be able to export the same amount they did earlier. Expecting huge export orders from the EU market this fiscal. If we get even some portion of the export orders China and Vietnam dominated earlier, it is possible to increase export earnings from the sector by at least 30 percent. According to the BFLLGFEA Bangladesh exports 60 percent of its total leather footwear to the EU region, 30 per cent to Japan and 10 per cent to other parts of the world. Terming the leather footwear sector 'most potential'. Bangladeshi shoes are becoming competitive in terms of quality and prices and have gained significant access to the world market. Leather-based factories and tanneries have been facing a huge crisis of raw hides, wet blue hides, crust and finished leather for the last few months, Bangladesh earned $257.53 million from export of leather and leather goods in the immediate past fiscal year (2005-06). Out of it, the earning from leather products was nearly $68 million; the share of footwear is almost $61 million, according to the Export Promotion Bureau.

Design of the Sales Force

Objectives of Footwear Industry

Industry must ensure the development of its business, in a profitable and sustainable manner, through constantly:

- Exceeding the quantitative & qualitative targets set, aiming for the continuous growth of market share.
- Increasing the number of productive agents & managers & their respective levels of productivity.
- Developing increased sales aggression & results oriented attitude, throughout the organization.
- Providing quality service to meet the product & related needs of our customer.

Objectives of the Sales management of Footwear Industry

According to the sales management of this industry the objective is Continuous growth or aggressive growth. Along with contribution to profits main objectives of the sales management of the industry is continuing growth. Depending on the capabilities of the sales force and the middlemen top management estimates market and sales potential on the basis of the goal. For continuous growth the sales management of the footwear industry seeks to secure marketing program that is both appropriate for market conditions and reflects the probable contribution of the sales force.

Objectives of an Agent (the sales force)

To actively sell on a daily basis the Company's product in a controlled and disciplined manner by professionally

- Presenting recommended solutions (Communicating)
- Helping the clients to buy (Selling) &
- Providing on going, long term service to the Company's clients (Servicing)

With the aim of progressing career and building income through attaining production results in accordance with the Company's required standards of performance.

Bangladesh Opportunity

The world's renowned shoe retailers are increasingly in favour of importing footwear from Bangladesh as they want to reduce their dependency on Chinese suppliers mainly due to the environmental issues.China is the world's largest shoe exporting country accounting for around 62 per cent of the global demand. Vietnam 8.0 per cent, Italy 12 per cent and the rest of the world provide the remaining 18 per cent. The elite shoes retailers are desperately want Bangladesh as their next destination following moderate facilities exists here with strong backward linkages. Quoting officials of the branded companies, one senior executive told -They do not want to import from Sri Lanka following problems there and India for bureaucratic tangles. Experts from Gucci of Italy, Nike of United Kingdom, Reebok of Germany, Timberland of the USA and the ABC-Mart Incorporate of Japan recently visited a number of local shoe factories and enquired about the existing infrastructures, shoe manufacturers said. The world's leading branded retailers mainly want to import sports shoes, ladies shoes and dress shoes from local manufacturers. A number of world's renowned shoe makers also want to produce shoes in joint venture in the country. The world's leading branded shoe companies have been visiting our shoe factories over the past few months. He also said: "Some of the branded companies are now involved in sampling with the local companies". Local companies started exporting shoes since 1980's. shoe is the most branded product. It takes time to mature. I think local companies will get good orders from the world's leading shoes retailers. Currently, the world market for shoe and other leather products is more than US$ 100 billion a year and the sports shoe accounts for nearly $40 billion. The officials of the branded companies visited all leading factories in Dhaka and outside the capital and held elaborate business discussion with the local shoe manufacturing management.

Investment Climate in Bangladesh

The factories those were visited by the foreign shoe makers include Apex Shoes, Jennys Footwear Limited, HNH footwear, and Bay Footwear. Jennys Footwear Limited, a leading local shoe manufacturing company and having capacity around 4000 pairs each day, said America's leading shoe retailer Timberland had visited their factories and they expressed their satisfaction over the production process. They are now exporting to Japan's leading footwear retailer - ABC- Mart Incorporate which has some 1200 retail outlets in Japan. They are expecting to supply nearly 150,000 pairs of shoes to the ABC-Mart Incorporate within March this year.However, local manufactures said they require government's policy support to make the sector more vibrant and diversify the country's exportable products.the sector needs to import a variety of accessories and chemicals to manufacture shoes. They want easy access to the accessories and chemicals through government's policy support.also policy support is also needed to import raw hide and skin. Bangladesh currently produces around 200.20 million square feet leather while it exports finished leather, leathers goods including footwear worth $ 160 million.

Budget Allocation
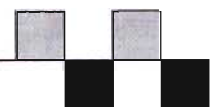
Our foot wear industries are production concentrated. They allocate most of their profit in production. Their next year's budget is planned on the basis of the sales of the current year. When there is a possibility of more sales in the next year, they allocate more budgets for production.

Government rules and legislation
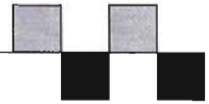
In our country government didn't give any extra facilities for our local footwear production. This industry falls under the small cottage industries rules and regulation so that for production and sales the industry didn't need to pay any extra tax accept income tax of the owner.

But for the export oriented footwear industry government gives little bit facilities like:

☐ Entire export earning from handicrafts and cottage industries is exempted from income tax. In case of all other industries, proportional income tax rebate on export earnings is given between 30 and 100 percent. Industries which export 100 percent of their products are given tax exemption up to 100 percent.

☐ Leather industries exporting least 80% manufactured products will be treated as 100% export oriented industries.

☐ Another is incentives like other exported item it is 15% of the cash incentive for lather item.

Government will give different promotional incentives for expending the industries they are given below:

Export Promotion Fund (EPF)

(i) Offer venture capital with less interest rate and easy term for production.

(ii) Assist in getting foreign technical assistance, service and technology in product development and diversification.

(iii) Assist in sending marketing missions abroad and taking part in international fairs for market promotion in foreign countries.

(iv) Assist in setting up sales and display centre abroad and warehousing facilities.

(v) Assist in participating product development and marketing training programmers for export promotion through attaining technical and marketing efficiency

(vi) Facilitate in other activities for product and market development.

Providing fund for export

(i)   Interest free loans will be provided under duty-draw-back credit scheme

(ii)   Import process of raw materials and related products will be made easier under the export promotion fund (EPF).

(iii)   Facilities will be provided to open back to back LC for all exportable

(iv)   The proposals for importing capital machineries with soft term loan with lesser interest rate can be considered for export promotion.

Present Industry Leader
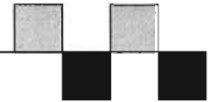
Bata and Apex Adelchi, two of the country's leading shoe manufacturers and retailers, are set to intensify their battle for customers with both groups to sharply increase their number of stores. Bangladesh's footwear market is estimated to be expanding at 20 per cent a year, with a steady movement to better quality and more fashionable designs, especially in urban areas. Bata, which presently has 237 retail stores will set up 40 different stores this year10 city stores, 11 super stores, 14 family stores and 5 franchise stores-- focusing mainly on the demands of the middle and high income groups. Apex Adelchi Footwear plans to set up some 20 new retail outlets, aiming to cater to the footwear needs of the middle class in the urban and semi-urban areas across the country. Their strategy is rapid expansion because the middle class is growing here. This has shifted its focus from family stores to city stores to display fashionable products. Both the footwear makers initiated the move to raise their shares in Bangladesh's about Tk 1300- 1600 crore retail shoe market. The increasing size of the market is a result of the steady growth of the overall economy since the 1990s.Of the total market, cheap shoes account for about 60 percent, a segment still dominated mainly by small-scale retailers, according to industry insiders. Their biggest focus now is on the city and super stores. The city stores will be established to cater to the fashion demands of the upper class.

They came up with the idea of city stores in 2002 because they believe there lies a business potential in the upper segment. One big store can serve the purpose of 10 family stores. People in the lower class are huge, but they have no disposable income. They try to expand in those areas where they have disposable income. Apex Adelchi Footwear, which has 70 retail stores. Bangladesh's market is growing by about 20 percent a year, as people's purchasing capacity is also increasing. Their main objective is to provide customers enough choices. The company changed its name from Apex Footwear to Apex Adlechi Footwear last year. the company will continue expanding its branches to enjoy an increased share of the country's retail shoe market. they have a plan to set up 20 this year. They will focus on providing products within a price range that is affordable for different types of customers. They want to set up some complete family stores enabling the customers to have a pleasant shopping experience.

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CHAPTER TWO

PRACTICAL ASPECTS

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- **PROBLEM DEFINITION**

- **Origin**

- **Interview with the expert**

- **Focus Group Discussion (FGD)**

- **External Environment Analysis**

- **Statement of the Problem**

- **Specific Components of MKT Research Problem**

- **Theoretical Framework**

- **Research Questions**

- **Research Design**

- **Information Need**

- **Scaling Technique**

- **Questionnaire Development & Pre-testing**

- **Field Work**

- **Data Analysis**
  - **Buyer Point of View**
  - **Seller point of view**

- **Graphical Findings**

PROBLEM DEFINITION
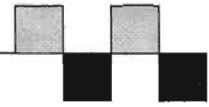
BACKGROUND OF THE PROBLEM

In recent years, – Bangladesh has failed to take advantage, due to infrastructure constraints, of the situation arising out of the European Union imposition of anti-dumping duties on certain leather shoes from China and Vietnam. We won't be able to cash in on the embargo opportunity on Chinese and Vietnamese shoes that jointly earn US$ 28 billion in exports because of our poor infrastructure as well as limited access to bank finance. The Indian shoe industry was growing at a rate of 45 percent to 60 percent, while the Bangladesh growth rate last fiscal was only 24 percent, much lower than expectations. The exporters said the year 2007 could usher in a boom for the country's leather and footwear industry mainly due to the EU anti-dumping duties on certain leather shoes from China and Vietnam. We have to set up 50-100 more shoe factories to avail the embargo opportunity on Chinese and Vietnamese items. The footwear industry, despite its tremendous growth over the last few years, has failed to boost the business here due to lack of marketing facilities. Marketing of footwear manufacturing units at home is done through a network of wholesale and retail shops which employ an estimated 50,000 persons. Marketing of imported footwear is done through importers/local agents. Local manufacturers use a network of Dhaka based, district level and thana level wholesalers to sell to retailers and finally to consumers. Exports are organized through sales to foreign regional wholesalers and through them, to foreign retail traders and consumers. But the demand of the local footwear going down day by day into our country. there are several factor found behind this situation like the quality, price, profit range, raw material, competitor, government, economical condition of the country etc. this paper go through to finding out which one will be the main factor to shape the consumer buying decision and the seller profit level.

Origin
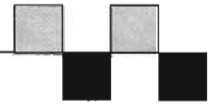
I assigned this report by my respected Project Report (BUS-462) course teacher Mr. S. I. Nusrat A Chaudhury. He gave me adequate instructions for this report and was asked to prepare and submit the report by the 20th August, 2008.

Objective:

Broad Objective: To determine the price elasticity of demand and the impact on sales and profit of various levels of price changes in the foot wear industry.

Specific Objectives:

1. To identify the spectrum of buyer expectation from the local footwear product.
2. To identify factors that affect firms profit level.
3. To identify the cost effectiveness of the production level.
4. To identify different geographic, demographic and psychological characteristics of buyer and non buyers.
5. To identify the product price sensitivity to the buyer and seller.

Scope:

To conduct this research we have taken many interviews of the decision maker, experts in this respective field and the actual user of the local footwear product. The focus of this report is to find out prospect and aspect of local footwear product. I have also collected information from published papers, articles and

journals which are very much available in internet. I have also taken expert

interview and also arranged a FGD (Focus Group Discussion).

Methodology:

All data used in this report were collected from primary as well as secondary

sources. In the following table the detail scenario is constructed.

INFORMATION	SOURCE	SOURCE TYPE	DATA	INSTRUMENTS
Prospect of Local Footwear	Expert	Primary	Primary	Interview
Aspect and Drawbacks	visitors	Primary	Primary	In FGD
Other information	Internet	Secondary	Secondary	Net surfing and documents

Interview with the expert
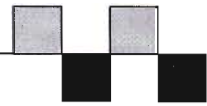
Industry Expert: Md. Saidur Rahman, Chairman of Naz Shoes

Mr.Taslim, Owner of Avizatri

For my report purpose I have taken two expert interviews who are directly involve in the local footwear production and sales. One of them is Md. Saidur Rahman the chairman of a local footwear industry and other person is a sole proprietor of Avizatri. Both of them talked about the prospect and aspect of local foot wear sector. I have gather information from both of them. Bulleting points form my expert interviews are given below:

First concern is quality. The quality of our product is better than any other product. Although all of them are made without using any advanced machineries, it means our local foot wear product falls into handicraft category.

Second, creating new experiences that will attract buyer. They always try to make some different product than other; actually the product design depends on the creativity of the worker and the present trend.In this industry worker is the main issue because all of the production process depends on them. They are the innovator of the new design and the main labor force. In our country we have a lot of innovator like this that's why people get different product category in a shortest time period, which one can defit any other product comes from out side of the country.

Third, main draw back of this industry, both of them agreed one thing that is the raw material of this production process, which one directly affecting their profit margin. In our country they didn't face any problem to buy lather but other things like glue, robber, color, sticker; artificial lather comes from outside of the country. Price of all these things always fluctuate it means

the price trend to goes up. On the other hand the manufacturer can't increase the price of their final product cause of huge competition into the market. Not only between the local product but also the imported ˙product comes from several country like India, Pakistan and China.

Focus Group Discussion (FGD)

Our findings from the FGD are:

1. Compare with the imported product like china, our local products design is not good. Our product design always tries to follow the market trend which one made by other country like India or china.
2. The price our product is too high compare with the imported product. They are able to produce same design but at a lower cost than our one. In our country some industry already offering same design and same price but the quality is lower than the standard one.
3. The quality of the imported product is too bad than our one. Our products supports more than imported one.
4. In our country there are fewer well known footwear brand.

External Environment Analysis

Footwear industry has a tremendous social and economic contribution in developing countries. It helps to grow necessary supportive industries i.e. lather, glue, and plastic. The contribution of footwear industry in GDP in developed countries is significant enough that often they compete each other to attract more industries in their respective countries.

Past information and forecasts: Unfortunately one of the problems that we faced is the scarcity of data. There is no available data about the industry.

Therefore, it is difficult to identify the trends and forecast the future prospects footwear industry in Bangladesh. But we can anticipate the scenario based on FGD and Expert Interview.

Resources and Constraints: it is required to have a sound infrastructure to establish an industry like this. Resources include skilled manpower, infrastructure development etc. But government need to formulate proper policy in favor of promoting footwear industry and private sector investment must be encouraged to achieve the goal.

Buyer Behavior: Most of our target customers are average to young people. They are adventurous in nature who likes excitement. They are the trend setter and bring change in the society. It gives us a precise idea of the future growth prospect footwear industry. But the most important consideration is cost of the product. Users are very much cost sensitive. If the services are expensive related to their expectations they may not buy it.

Legal Environment: There is no separate policy or rules and regulations regarding footwear industry. But there are some inadequate policies. Therefore, it is required to establish a sound policy or rules and regulations so that it can not be exerted for illegal exploitation. Government and private sector together must work with experts to consolidate the legal environment.

Economic Environment: Economic factors also influence the buying behavior of our target customers. As we have stated earlier that most of our target customer are average to young therefore, they are very must cost sensitive.. However, other considerations are country's economic development especially stability, infrastructure development, adequate investment on this industry etc. Manufacturer must gain necessary experience so that they can better utilize the sector and achieve customer satisfaction.

Statement of the Problem

Management Decision Problem

Which factors affecting the buying decision?

Marketing Decision Problem

To identify the triggering factors which will work as the pivotal element for the Footwear Industry?

Broad Objective

To determine the price elasticity of demand and the impact on sales and profit of various levels of price changes in the foot wear industry

Specific Components of MKT Research Problem

Triggering Factors

What are the variables, overtly and covertly influence consumers in terms of purchase footwear or the factors that stood as a barrier for wide spreading footwear industry.

Specific Objective

My research is about to identify the problems associated with footwear industry and its prospects in Bangladesh.

Specific objectives are as follows:

1. To identify the spectrum of buyer expectation from the local footwear product.
2. To identify factors that affect firms profit level.
3. To identify the cost effectiveness of the production level.
4. To identify different geographic, demographic and psychological characteristics of buyer and non buyers.
5. To identify the product price sensitivity to the buyer and seller.

Theoretical Framework
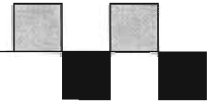
Theoretical framework of the research "*Prospects and Aspects of Local Footwear Industry*" is:

To identify the factors that may influence in terms of decision making in favor of Local footwear. I have initially identified some variables/factors, which are significantly correlated with the consumers' decision making process regarding local footwear. These factors are: Geographic, demographic and psychological. These variables are trying to be described under the exploratory research design (qualitative research), then for data collection we have selected both non probability and probability sampling, for analyzing data I have to determine both parametric and non parametric data analysis technique and finally findings will be interpreted with the existing body of knowledge.

Analytical Model

Analytical model is a set of variables and their interrelationships designed to represent, in whole or in part, some real system or process. Model can have many different forms. The most common are

- Verbal model
- Graphical model
- Mathematical model

Verbal Mode

Our local footwear product is quite good than imported product but the price of the product depends on several things like quality of the product, work force, raw material, price, profit margin etc. Into our country local footwear faces lot of competition about the price some of them are reliable as the matter of quality

but here several things works for taking buying decision they are promotional activity or recommendation from other, if all of these matches with their demand than they choose their product.

Graphical Model

```
┌─────────────────────────────────────────────┐
│   ↳  Latest Design                           │
│   ↳  Low price                               │
│   ↳  Reliable                                │
│   ↳  Better Quality                          │
│   ↳  Promotion                               │
│   ↳  Good prices for quality received        │
│   ↳  Recommendations                         │
│   ↳  Accessibility                           │
└─────────────────────────────────────────────┘
```

```
┌─────────────────────────────┐
│  Satisfaction/Dissatisfaction │
└─────────────────────────────┘
```

```
┌─────────────────────────────────────────────┐
│            Choice of local footwear           │
└─────────────────────────────────────────────┘
```
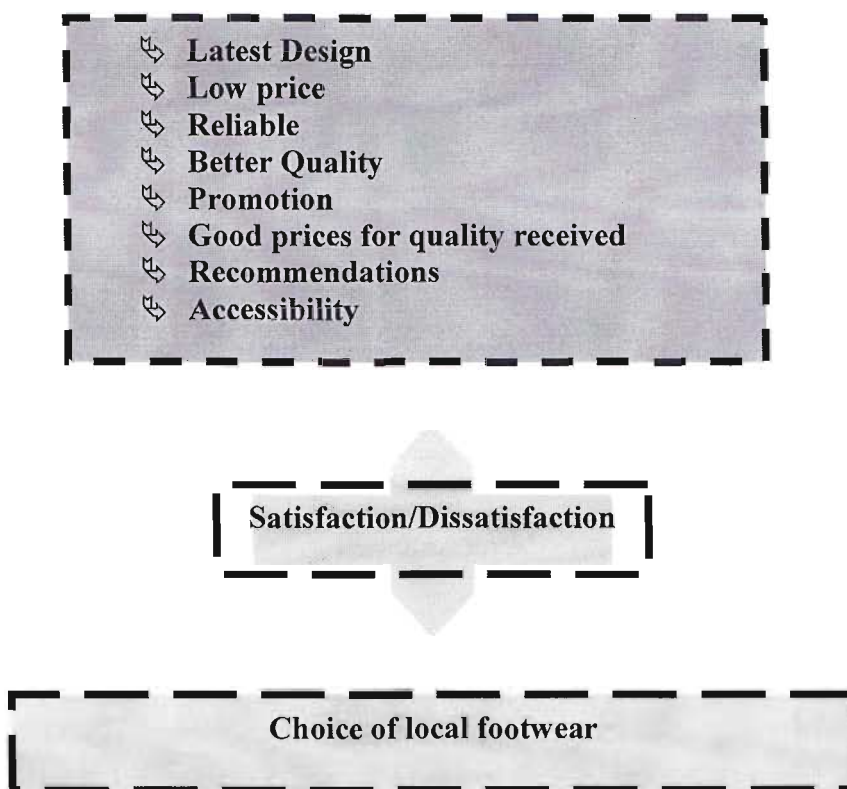
Mathematical Model:

The mathematical model of graphical model and verbal model is:

$Y = a_0 + f(x)$

Where, Y= dependent variable (Decision)

F(x) = Independent variables (factors which influence the decision making)

X_1= Latest Design

X_2= Low price

X_3= Reliable

X_4= Better Quality

X_5= Promotion

X_6= Good prices for quality received

X_7= Accessibility

Research Questions

RQ1: Does price is important to the customers?

RQ2: What will be the profit level of the seller?

RQ3: Is there any systematic difference between different groups of buyer?

RQ4: Does the customer of the local footwear product are loyal?

RQ5: Does good prices for quality received is important to the customers?

RQ6: Does excellent quality is important to the customers?

RQ7: Does accessibility is significant to the customers?

Research Design

Types of Research Design

My research is limited to narrower areas. The study is conducted in Dhaka. So I mainly focus on narrower area rather than wider area. The time duration of the whole research is from June 2008 to August 2008.

The research will be inductive-deductive in nature. It will be quantitative as well. Both exploratory and conclusive research will be performed. Under conclusive research I will follow the descriptive research design because it will provide the clear understanding of the market characteristics.

For exploratory research part depth interview and focus group discussion will be conducted to explore new ideas and to formulate hypotheses. These hypotheses will be tested in conclusive research part.

Type of research: Quantitative research (to quantify the data and generalize the results from the sample to the population of interest)

Research Design: Descriptive research (type of conclusive research used to describe something)

```
                    ┌─────────────────────────┐
                    │ Marketing research data │
                    └─────────────────────────┘
                         │
              ┌──────────┴──────────┐
              ▼                     ▼
    ┌──────────────────┐   ┌──────────────────┐
    │  Secondary data  │   │   Primary Data   │
    └──────────────────┘   └──────────────────┘
                                │
                     ┌──────────┴──────────┐
                     ▼                     ▼
          ┌──────────────────┐   ┌──────────────────┐
          │ Qualitative Data │   │ Quantitative Data│
          └──────────────────┘   └──────────────────┘
                                        │
                              ┌─────────┴─────────┐
                              ▼                   ▼
                     ┌──────────────┐   ┌──────────────┐
                     │  Descriptive │   │    Causal    │
                     └──────────────┘   └──────────────┘
                         │                     │
                 ┌───────┴───────┐             ▼
                 ▼               ▼      ┌──────────────┐
          ┌──────────┐  ┌──────────────┐│ Experimental │
          │  Survey  │  │  Observationl ││    data      │
          └──────────┘  │  & other data │└──────────────┘
                        └──────────────┘
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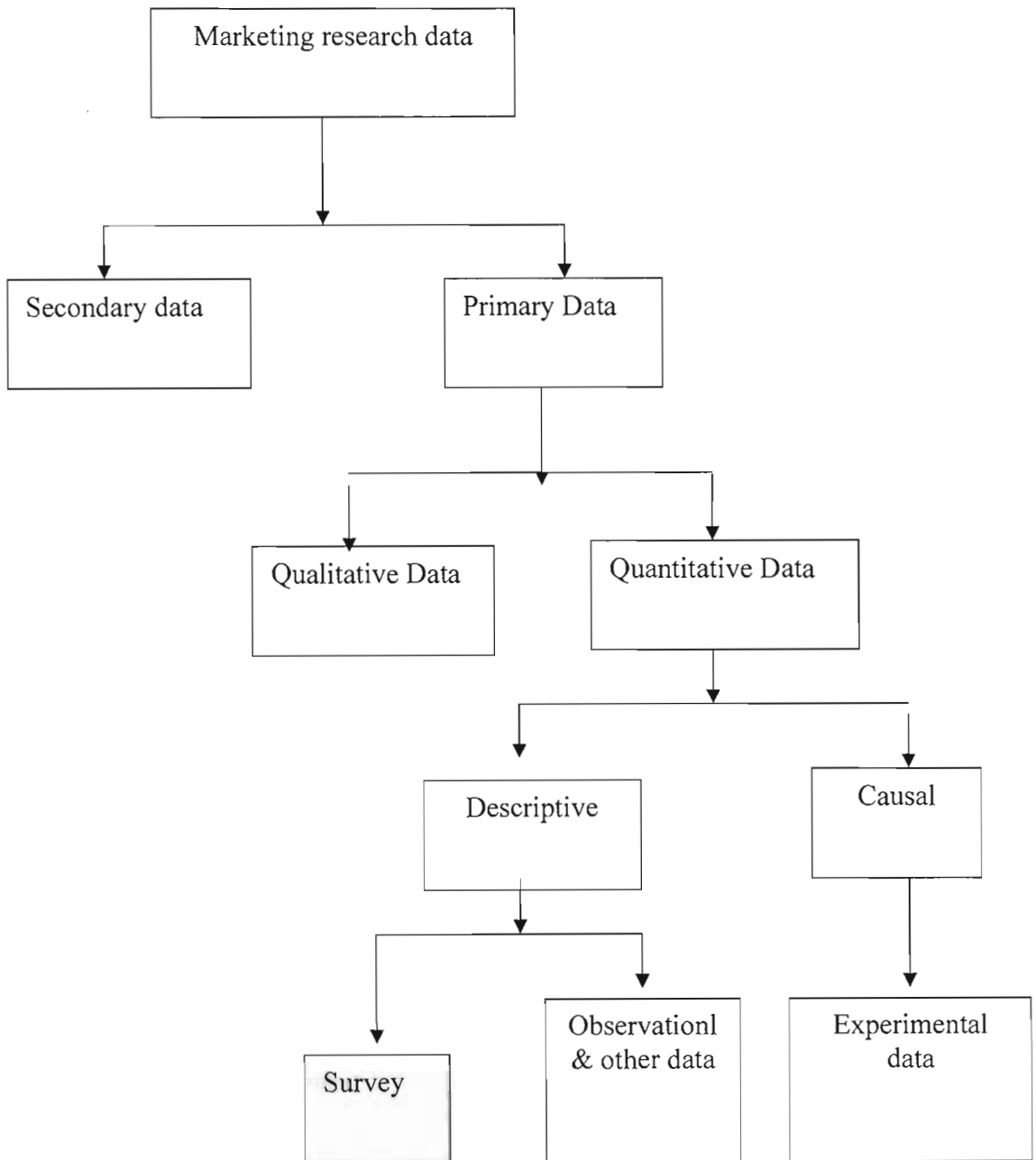
Data collection: Survey method (involve structure questionnaire given to respondents and elicit specific information)

Questionnaire: Structured questionnaire

Survey method: Personal interviewing has been followed

Scaling: Non comparative scaling technique: Itemized rating scale-Likert scale (5 points)

Data analysis: Parametric and non parametric

Information Need
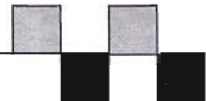
The type of information obtained in a questionnaire is classified as:

Basic information:

I tried to identify the relative factors which determine the needs of our target customers. Our endeavor was to get a better insight of our target customers' lifestyle so that it helps us to design our strategy as our main objective is to align our product to the lifestyle of our target customers.

Classification information

It consists of questions that classify the respondents and understand the result. In questionnaire, questions are divided into different categories to know respondents habit, attitude and opinion regarding the improvement of this product.

Identification information

It includes name, age, gender, income, education, occupation,etc. it is the respondents profile in the questionnaire.

Data collection from secondary sources:

Secondary are data that have already been collected for the purpose other than the problem at hand. I collect secondary data from various papers.

Data collection from primary sources:

A researcher originates primary data for the specific purpose of addressing the problem at hand. For collecting data from primary sources I have conducted depth interview and FGD of the relative field. At last I have conducted a survey of 120 respondents.

Scaling Technique

Various scales are used to measure the attitude of the respondents including comparative and noncomparative scales.

- To measure the favorability of attitude of the respondents are measured on seven point Likert scale.

> **What local footwear means to you?**
>
> 1 □ too much cheap
>
> 2 □ less cheap
>
> 3 □ Cheap
>
> 4 □ neutral
>
> 5 □ Costly
>
> 6 □ little bit costly
>
> 7 □ high cost

- Important characteristics are measured on five point scale.

Highly Important	Important	neutral	Less Important	Not Important
1	2	3	4	5
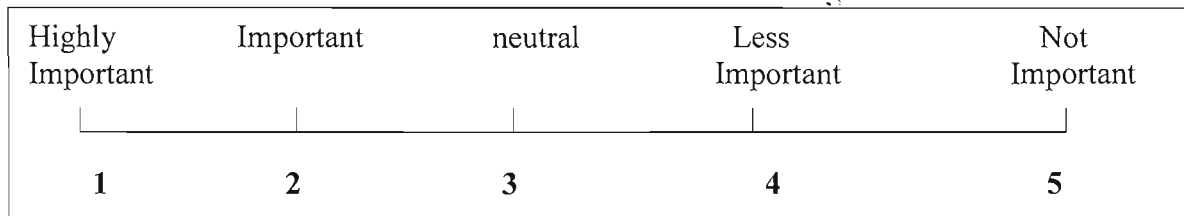
Questionnaire development and pretesting

Development of questionnaire

I follow the formal process of forming questions for a questionnaire. For direct survey of the respondents, the questions as well as the interviewer himself should be clear in their questions and the questions need not be to narrative. In total we develop 22 questions and some personal identification information.

Coding questions

Q: What local footwear means to you?

1 ⌐ (1) □ too much cheap
    (2)□ less cheap
    ⌐(3) □ cheap
2 (4) □ neutral
    (5) □ Costly
3 ⌐ (6) □ little bit costly
    (7) □ high cost

Q: Have you ever use local footwear?

    1 □ Yes   2 □ No

Q: Do you prefer to go to private chambers of the doctors for vaccine-

1 □ Yes   2 □ No

Q: If you could make your buying decision again, how likely would you be to Choose local footwear product?

| +4 | +3 | +2 | +1 | 0 | -1 | -2 | -3 | -4 |

+4= **Obviously not purchase**   -4= **Obviously not purchase**

+3= **will purchase**   -3= **will not purchase**

+2= **may purchase**   -2= **may not purchase**

+1= **Purchase**   -1= **not purchase**

 0= **Neutral**

Q: Please rate the importance Characteristics of using Local footwear product

Highly Important	Important	neutral	Less Important	Not Important
(1)	(2)	(3)	(4)	(5)
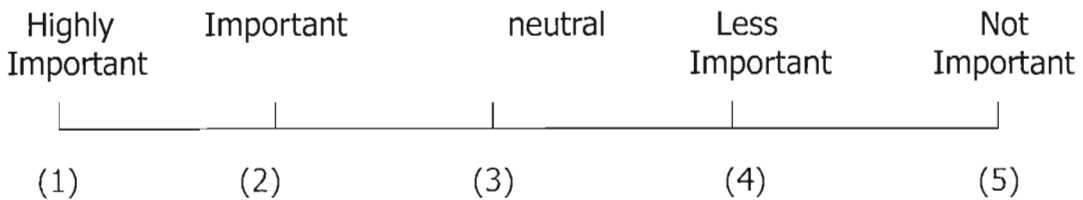
Questionnaire Development & Pre-testing
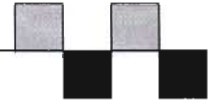
Structure questionnaire is developed for the research. The questionnaire starts with screening questions to screen the potential respondents. The questionnaire starts with respondent profile, which include name of the respondent, age, gender, income, occupation, education etc.

Pre-testing

To improve the questionnaire, I did pre-testing and sufficient steps are taken to improve questionnaire and eliminate errors.

Target population

The studies generally target all those people who have used and were using local footwear product.

Sampling unit

Target population of the study is based on age group

Sampling technique

Stratified sampling under probability sampling technique should be used. But for academic purpose, hence convenience sampling under non-probability sampling will be used.

Sampling element

Each individual who have already used and were using local footwear is the sample element of this research.

Sample size

Total sample size= 120

Field Work
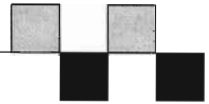
This research has been carried out by 1 member and the member work in the field for collecting data from respondents. While doing the survey in field, some steps have been followed:

Making the initial contact

The field work begin by making opining remarks that convinced potential respondents to participate: monitoring that this research is conducted by the student of East West University and this will be done only for academic purpose.

Asking questions

Questions have been asked to the respondents by following some guidelines:

- Questions are asked in the order in which they appear in the questionnaire
- Exact wording have been used which is given in the questionnaire
- Questions have been read slowly
- Questions that are not understood have been repeated.

Recording the answers

All the answer is recorded in the questionnaire so that it becomes easy to insert data into SPSS.

Terminating the interview

All the information has been obtained properly and necessary answers have been given to the respondent's questions about the survey on the footwear industry. The survey ends with thanking the respondents and expressing appreciation.

Data Analysis

Methodology

For data analysis I used both the parametric and non-parametric approach. As in my questionnaire the first part of the question is screening that is just use to know the respondent demographic information, so I use nominal scaling under non-parametric data analysis technique. I have used cross tab analysis to know about whether demographic variable is significant to the dependent variable or not. But for other questions, which are in likert form, I use scale under parametric data analysis technique. I used one sample t-test and multiple regression models to know about the impact of independent variable over dependent variable.

Plan for Data Analysis:

As most of our questions are in likert form so I have used scale under parametric data analysis technique. Here I used t-test as all of the statements deals with one variable. I also used multiple regression models to know the independent variables impact over dependent variable and which one is the most significant. I also used cross tab analysis to know the impact of demographic variable on the customers' satisfaction. I used significance level is equal to .05 and develop the hypotheses. The hypotheses are:

H1: Buyer doesn't consider local footwear as a costly product.

H2: Buyer doesn't consider local footwear is more fashionable.

H3: Different age level choose same price range.

H4: Different sex group choose same price range

H5: Different sex group choose same product catagory.

H6: Buyer doesn't consider always loyal.

H7: Different age level choose same price range.

H8: Seller doesn't consider sales depend on place.

H9: Sellers profitability doesn't depends on price

H10: Sellers price doesn't depend on design of the product

H11: Seller doesn't consider local footwear as a costly product

H12: Sellers profit doesn't depend on raw material

H13: Seller consider local footwear as a costly product and profit depends on price.

For **null hypotheses (Ho),** I develop the statement, which comprise of existing situation, and in **alternative hypotheses (H1)** I have develop statement, which I to prove. If the outcome comes greater than 0.05 than I will accept null hypotheses. But if the outcome comes less than 0.05 then we will accepted alternative hypotheses. Thus:

Probability > 0.05, Accept null hypotheses (Ho)

Probability < 0.05, Accept alternate hypotheses (H1)

At the end for each result I make statistical decision and marketing decision.

Buyer Point of View
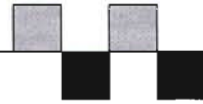
Hypotheses 1

H_0 : Buyer doesn't consider local footwear as a costly product.

H_1 : Buyer always consider local footwear as a costly product.

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ α (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
20.129	99	0.05	1.6604	Ho rejected

Table-1.1 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. The null hypothesis is rejected because at the 99 degrees of freedom calculated value is larger than the critical value, which one is 20.129 and the critical value is 1.6604.that shows the calculated value falls into the rejection region

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider it as a costly product. It means the final user always accept local footwear as a costly item for them.

Hypotheses 2

H_0 : Buyer doesn't consider local footwear is more fashionable.

H_1 : Buyer always consider local footwear is more fashionable.

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ α (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
22.361	99	0.05	1.6604	Ho rejected

Table-1.2 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. The null hypothesis is rejected because at the 99 degrees of freedom calculated value is larger than the critical value, which one is 22.361 and the critical value is 1.6604.that shows the calculated value falls into the rejection region

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider it more fashionable than any other product like imported product anything else. It shows the final user always accept local footwear as a fashionable item for them.

Hypotheses 3

H_0 : Buyer doesn't consider local footwear is unique.

H_1 : Buyer always consider local footwear is more unique.

$H_0 : \mu > 4.0$

$H_1 : \mu \le 4.0$ α (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
37.134	99	0.05	1.6604	Ho rejected

Table-1.3 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. At .05 significance level the null hypothesis is rejected because at the (100-1)=99 degrees of freedom calculated value is larger than the critical value, which one is 37.134 and the critical value is 1.6604.that shows the calculated value falls into the rejection region.

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider it more unique than any other product like imported product anything else. It shows the final user always accept local footwear as a unique and fashionable for them.

Hypotheses 4

H_0 : Different age level choose same price range.

H_1 : Different age level choose different price range.

$H_0 : \mu_1 = \mu_2$

$H_1 : \mu_1 \neq \mu_2$

Calculated Value	Degrees of Freedom	Level of Significance	Critical Value	Decision
2.008	2, 97	0.05	3.15	Ho rejected

Table-2.1 (One way ANOVA)

Statistical Findings

The One way ANOVA shown into the Appendix-C. At .05 significance level the null hypothesis is rejected because at the 2, 97 degrees of freedom calculated value is smaller than the critical value, which one is 2.008 and the critical value is 3.15 that show the calculated value falls into the rejection region.

Main findings

1. Rejection of the null hypotheses reveal that the independent variable (different age group) has a significant effect on the dependent variable (state that the respondents can fall into different price group). In other words, the mean value of the dependent variable is will be different for the different categories of the independent variable.

2. The strength of the effect of independent variable on the dependent variable is measured by η^2. Here the value is 0.035. This is the variation in dependent variable that is not explained by the independent variable.

Hypotheses 5

H_0 : Different sex group choose same price range.

H_1 : Different sex group choose different price range.

$H_0 : \mu_1 = \mu_2$

$H_1 : \mu_1 \neq \mu_2$

Calculated Value	Degrees of Freedom	Level of Significance	Critical Value	Decision
.605	2, 97	0.05	3.15	Ho rejected

Table-2.2 (One way ANOVA)

Statistical Findings

The One way ANOVA shown into the Appendix-C. At .05 significance level the null hypothesis is rejected because at the 2, 97 degrees of freedom calculated value is smaller than the critical value, which one is .605 and the critical value is 3.15 that show the calculated value falls into the rejection region.

Main findings

1. Rejection of the null hypotheses reveal that the independent variable (different Sex group) has a significant effect on the dependent variable (state that the respondents can fall into different price group). In other words, the mean value of the dependent variable is will be different for the different categories of the independent variable.

2. The strength of the effect of independent variable on the dependent variable is measured by η^2. Here the value is 0.049. This is the variation in dependent variable that is not explained by the independent variable.

Hypotheses 6

H_0 : Different sex group choose same product catagory.

H_1 : Different sex group choose different product catagory.

$H_0 : \mu_1 = \mu_2$

$H_1 : \mu_1 \neq \mu_2$

Calculated Value	Degrees of Freedom	Level of Significance	Critical Value	Decision
.923	3, 96	0.05	2.76	Ho rejected

Table-2.3 (One way ANOVA)

Statistical Findings

The One way ANOVA shown into the Appendix-C. At .05 significance level the null hypothesis is rejected because at the 3, 96 degrees of freedom calculated value is smaller than the critical value, which one is.923 and the critical value is 2.76 that show the calculated value falls into the rejection region.

Main findings

1. Rejection of the null hypotheses reveal that the independent variable (different Sex group) has a significant effect on the dependent variable (state that the respondents can fall into different product category). In other words, the mean value of the dependent variable is will be different for the different categories of the independent variable.

2. The strength of the effect of independent variable on the dependent variable is measured by η^2. Here the value is 0.512. This is the variation in dependent variable that is explained by the independent variable.

Hypotheses 7

H_0 : Buyer doesn't consider always loyal.

H_1 : Buyer always consider loyal toward local footwear . ·ׂ

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ α (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
8.020	99	0.05	1.6604	Ho rejected

Table-1.4 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. At .05 significance level the null hypothesis is rejected because at the (100-1)=99 degrees of freedom calculated value is larger than the critical value, which one is 8.020 and the critical value is 1.6604.that shows the calculated value falls into the rejection region.

Main findings

The rejections of the null hypotheses reveal that respondents of our local footwear consider always loyal. It shows the final user always choose local footwear when they take buying decision again.

Hypotheses 8

H_0 : Different age level choose same price range.
H_1 : Different income level choose different price range.

Ho : $\beta = 0$

Ho : $\beta \neq 0$

The null hypothesis implies that there is no linear relationship between dependent and independent variable. The alternative hypothesis implies that there is a relationship, positive or negative, between dependent and independent variable.

Strength of association	
R^2	0.063
Adjusted R^2	0.053
Standard error	0.5928

Variables in the equation						
Variable	b	SE_b	β	T (calculated)	Df (n-2)	Sig level
Monthly income	.012	1.815		12.665	98	0.05
(constant)	.000	.159	.251	2.564		

Table-3.1 (Correlation and Regression)

Main findings

1. Rejection of the null hypotheses reveals that there is no linear relation between the footwear price range expenditure and their earnings. Again the positive value of r shows that existing relation is not inverse between these two variables.

2. The strength of the effect of independent variable on the dependent variable is measured by η^2. Here the value is 0.063. This is the variation in dependent variable that is not explained by the independent variable.

Seller point of view

Hypotheses 9

H_0 : Seller doesn't consider sales depend on place.

H_1 : Seller consider sales depend on place.

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ $\quad \alpha$ (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
5.430	19	0.05	1.7291	Ho rejected

Table-1.5 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. The null hypothesis is rejected because at the 19 degrees of freedom calculated value is larger than the critical value, which one is 5.403 and the critical value is 1.7291 that shows the calculated value falls into the rejection region

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider it as a costly product. It means the seller always accept local footwear as a costly item for the buyer.

Hypotheses 10

H_0 : Sellers profitability doesn't depends on price.

H_1 : Sellers profitability depends on price.

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ α (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
6.090	19	0.05	1.7291	Ho rejected

Table-1.6 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. The null hypothesis is rejected because at the 19 degrees of freedom calculated value is larger than the critical value, which one is 6.090 and the critical value is 1.7291 that shows the calculated value falls into the rejection region

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider their business profitability always depends on the price of the product.

Hypotheses 11

H_0 : Sellers price doesn't depend on design of the product.

H_1 : Sellers price depends on design of the product.

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ α (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
5.037	19	0.05	1.7291	Ho rejected

Table-1.7 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. The null hypothesis is rejected because at the 19 degrees of freedom calculated value is larger than the critical value, which one is 5.037and the critical value is 1.7291 that shows the calculated value falls into the rejection region

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider their business profitability always depends on the design of the product.

Hypotheses 12

H_0 : Seller doesn't consider local footwear as a costly product.

H_1 : Seller always consider local footwear as a costly product.

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ α (Significance level)= 0.05

T-10

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
10.129	19	0.05	1.7291	Ho rejected

Table-1.9 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. The null hypothesis is rejected because at the 19 degrees of freedom calculated value is larger than the critical value, which one is 10.129 and the critical value is 1.7291 that shows the calculated value falls into the rejection region

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider their product is a costly product for the final user.

Hypotheses 13

H_0 : Sellers profit doesn't depend on raw material.

H_1 : Sellers profit depends on raw material..

$H_0 : \mu > 4.0$

$H_1 : \mu \leq 4.0$ α (Significance level)= 0.05

Calculated Value	Degrees of Freedom	Significance Level	Critical Value	Decision
8.660	19	0.05	1.7291	Ho rejected

Table-1.8 (One Sample T-Test)

Statistical Findings

The one sample statistics shown into the Appendix-B. The null hypothesis is rejected because at the 19 degrees of freedom calculated value is larger than the critical value, which one is 8.660 and the critical value is 1.7291 that shows the calculated value falls into the rejection region

Main findings

The rejections of the null hypotheses reveal that respondents of our local foot wear consider their business profitability always depends on the price of the raw material they use for production purpose.

Hypotheses 14

H_0 : Seller consider local footwear as a costly product and profit depends on price.

H_1 : Seller consider local footwear as a costly product and profit doesn't depends on price.

$H_0 : \mu_1 = \mu_2$

$H_1 : \mu_1 \neq \mu_2$

Calculated Value	Degrees of Freedom	Level of Significance	Critical Value	Decision
1.009	1, 18	0.05	4.41	Ho rejected

Table-3.2 (Correlation and Regression)

Main findings

1. Rejection of the null hypotheses reveal that the independent variable (Price) has a significant effect on the dependent variable (profit). In other words, the mean value of the dependent variable is will be different for the different categories of the independent variable.

3. The strength of the effect of independent variable on the dependent variable is measured by η^2. Here the value is 0.053. This is the variation in dependent variable that is not explained by the independent variable.

Graphical Findings
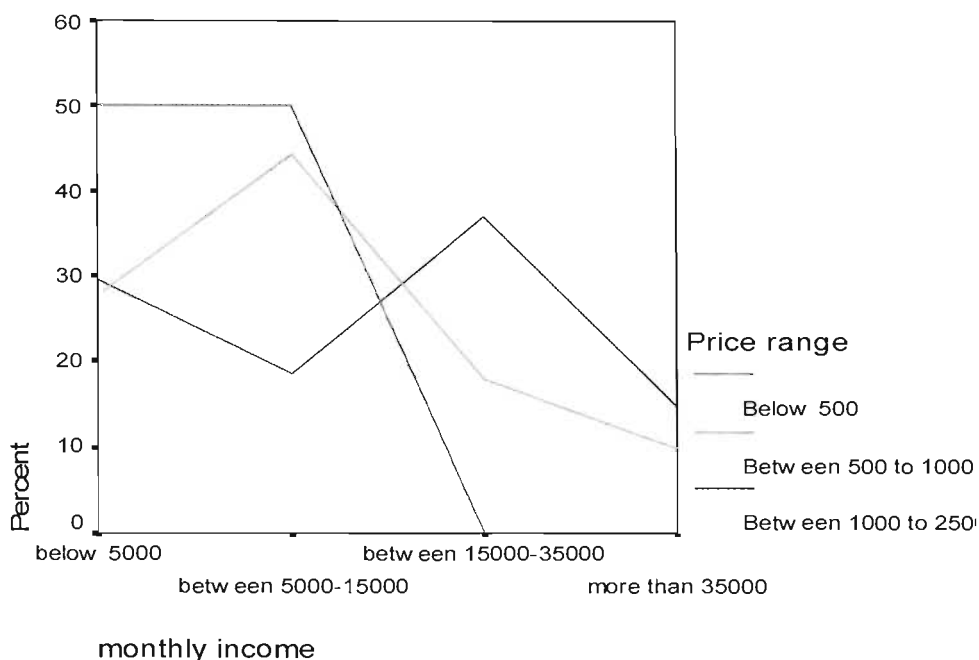
Graph-1.1(Relation between price range and earnings)

Main findings

☐ In the graph I found 50% people falls into the price range of below 500 their income level varies but their decision doesn't varies. Their income level starts from below 5000 and ends between 35000.

☐ 30% to 35% of the people like to buy their footwear between the price ranges of 1000 to 2500. the decision of this varies at the matter of their income level because here I find that below 5000 is 30% , between 5000-15000 is 20%, between 15000-35000 is 35% and more than 35000 is less than 20%.

☐ More than 40% would like to buy their product at the price range of 500-1000. here on thing is important that is higher income level doesn't varies the buying behavior of the customer because at the higher income level the price range is decline from 20% to 10% it may be differ at their psychological matter, that's why in the next graph I focus on this.
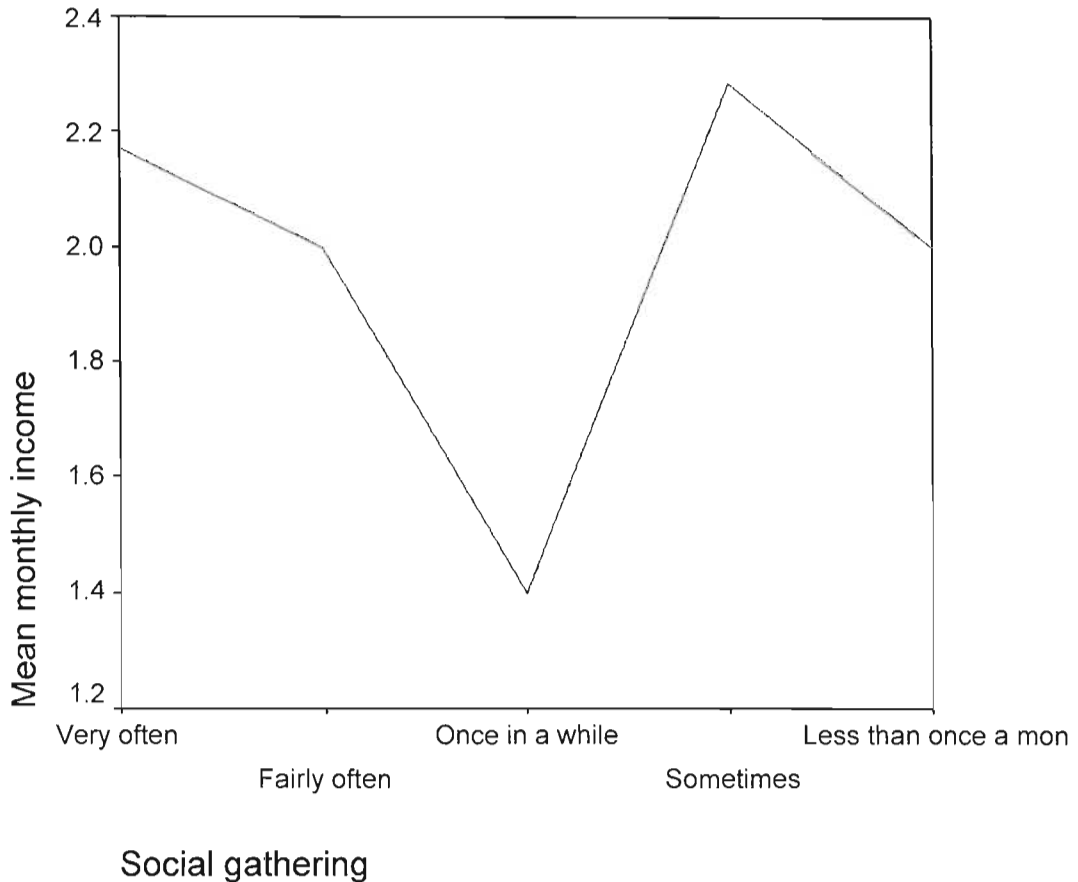
Social gathering

Graph-1.2(Social gathering and earnings)

Main findings

In my question   the monthly income leveled like,

1) Below 5000
2) Between 5000 to 15000
3) Between 15000 to 35000
4) More than 35000

- From the graph I found that between the income levels of 5000-35000 attend more social gathering.

- Earning range of 5000-15000 attend fairly often social gatherings.

- Highest income level of people attends less than once a month in any social gathering so, the buying decision of the product like footwear depends on psychological factor of the buyer. that's why in the next graph I focus more on this.
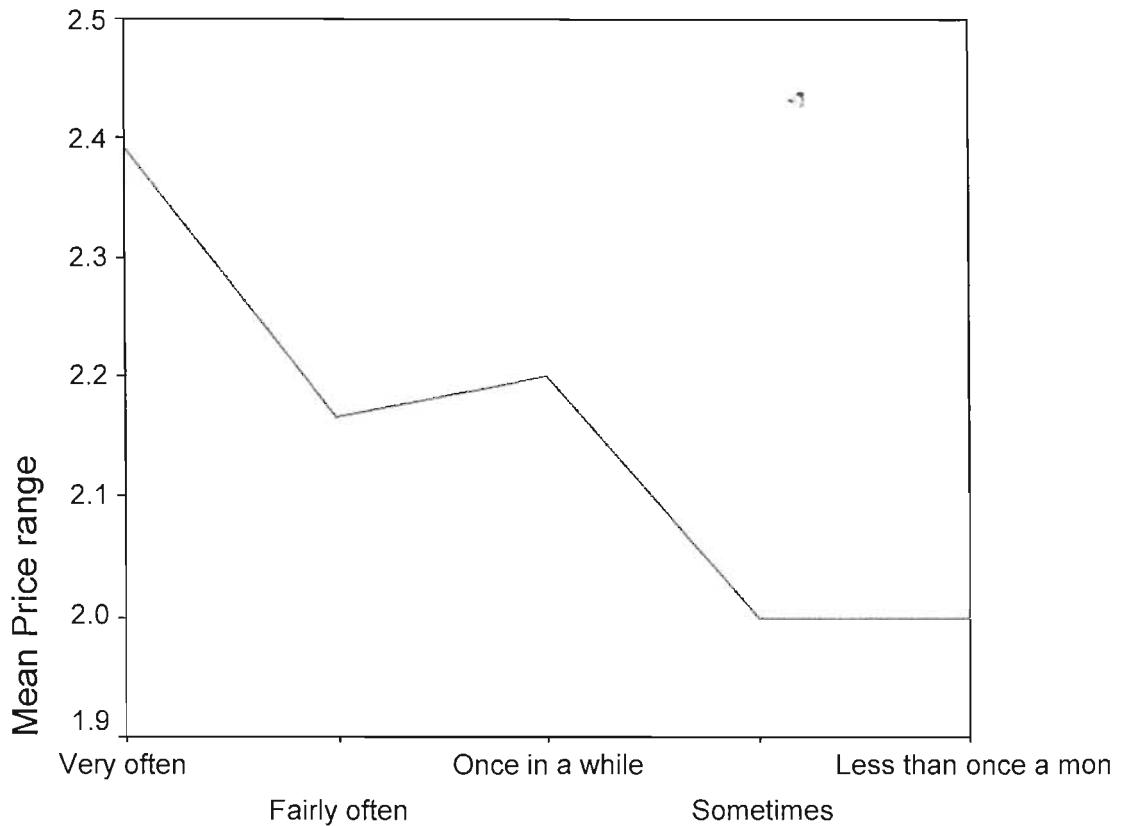
Social gathering

Graph-1.3(Social gathering and price range)

Main findings

In my question   the price range leveled like,

1) Below 500   3) Between 1000 to 2500
2) Between 500 to 1000   4) More than 2500

☐   Here I find that who attend very often in the social gathering they usually buy high cost item like 1000-2500.

☐   The income level of the people is high doesn't mean they will buy or spend high price to buy any product like footwear.

☐   So, at last it can say that the buying pattern of the customer is shaped on the mind of them and it totally depends on their psychological factor.
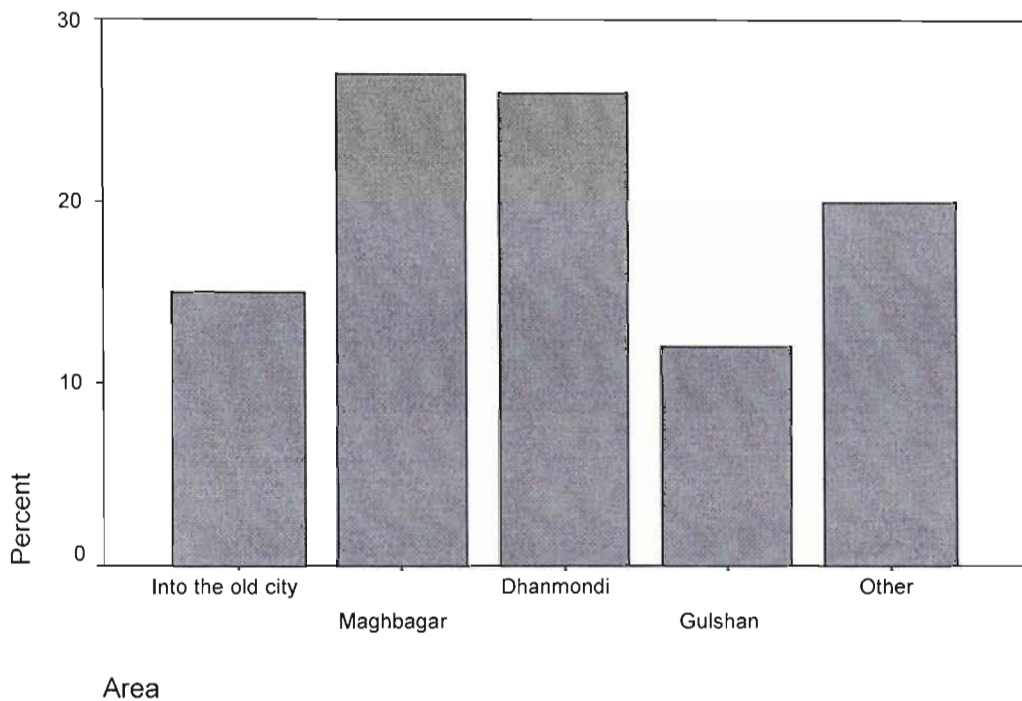
Graph-1.4(Percentage of using local footwear)

Main findings

- More than 25% user lived into the Maghbagar and Dhanmondi. Here lived the most of the user of the local footwear.

- Gulshan shows the lowest part of the user of the local footwear. The portion is less than 10%.

- Average user found into the old city old city of the Dhaka.

- Others like shantinagar, uttara also shows 3rd highest level of the user of the local footwear product.

- All of these shows area wise the user of the local footwear defer.
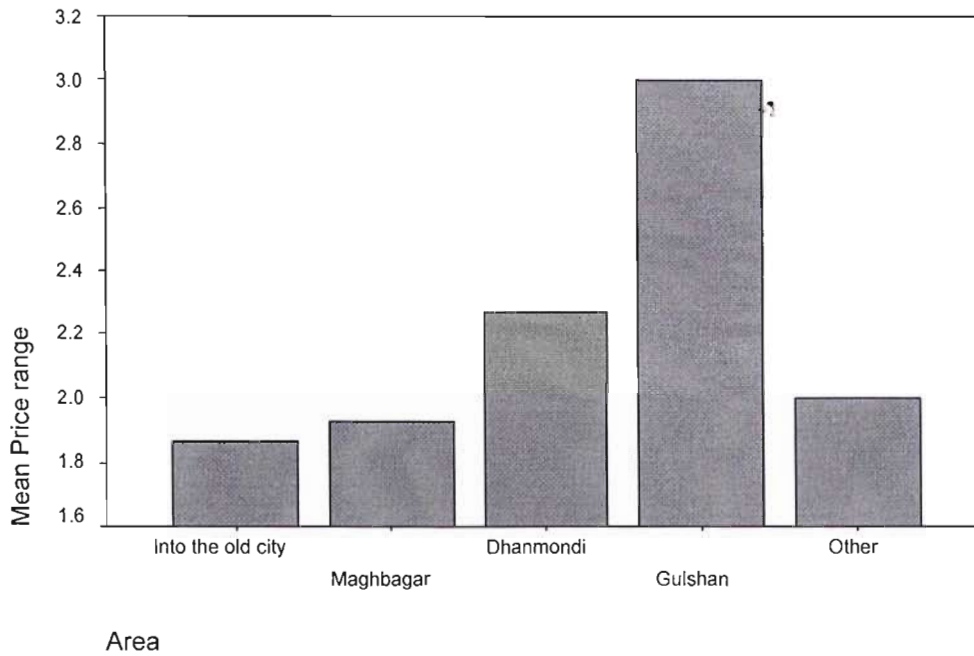
Graph-1.5(Relation between price range and Area)

Main findings

In my question the price range leveled like,

1) Below 500   3) Between 1000 to 2500
2) Between 500 to 1000   4) More than 2500

- In the previous graph the people of the old city are the user of more than 15% of the local footwear but hear I found that they are ready to pay less price of their product.

- Here Maghbagar people also shows different attitude like old city people they are the highest level of user of the local footwear product but they are ready to pay lower amount to buy their product like 500-1000tk.

- Dhanmondi people shows positive attitude into both of tha graph. They also ready to pay from 500- 2500 price range.

- In Gulshan the user of the local footwear is too low but they are ready to pay highest amount of money for their product.
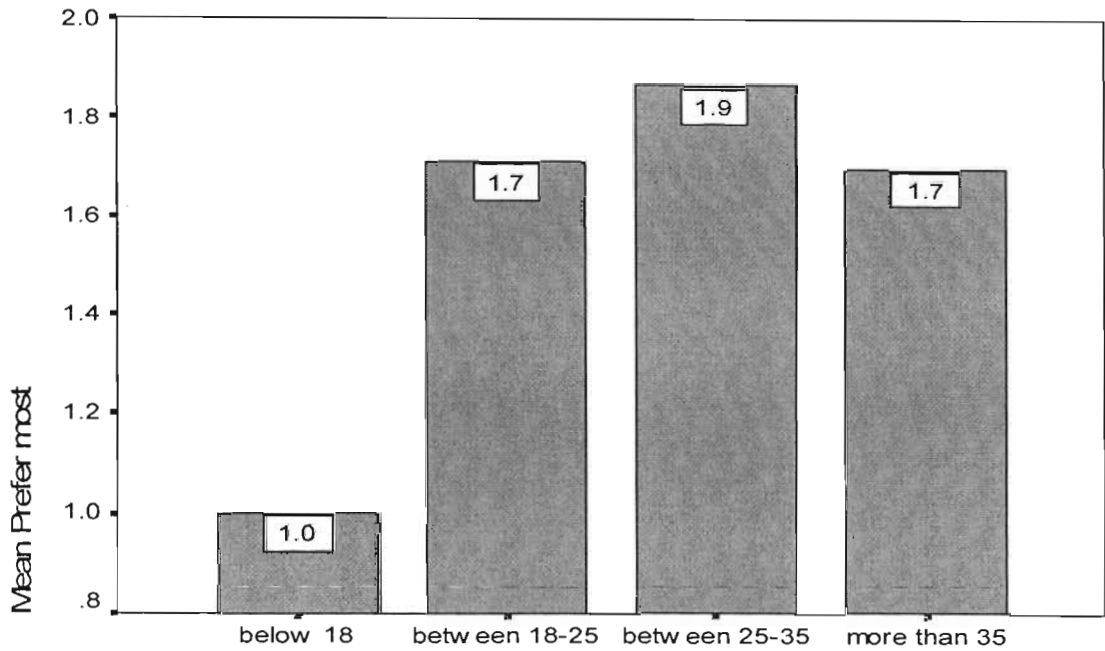
age level
 Graph-1.6 (Relation between Age and most preferred)

Main findings

In my question prefer most leveled like,

1) Our local product
2) Imported product

3) Local product made by imported material
4) Other

☐   Below 18 people likes our local product

☐   Between 18 to 25 people likes our local product, they also likes imported product.

☐   Between 25 to 35 people likes our local product, they also likes imported product. Choice of imported product is quite higher than previous one.

☐   More than 35 people likes our local product, they also likes imported product. The proportion is same as 18-25 group of people.
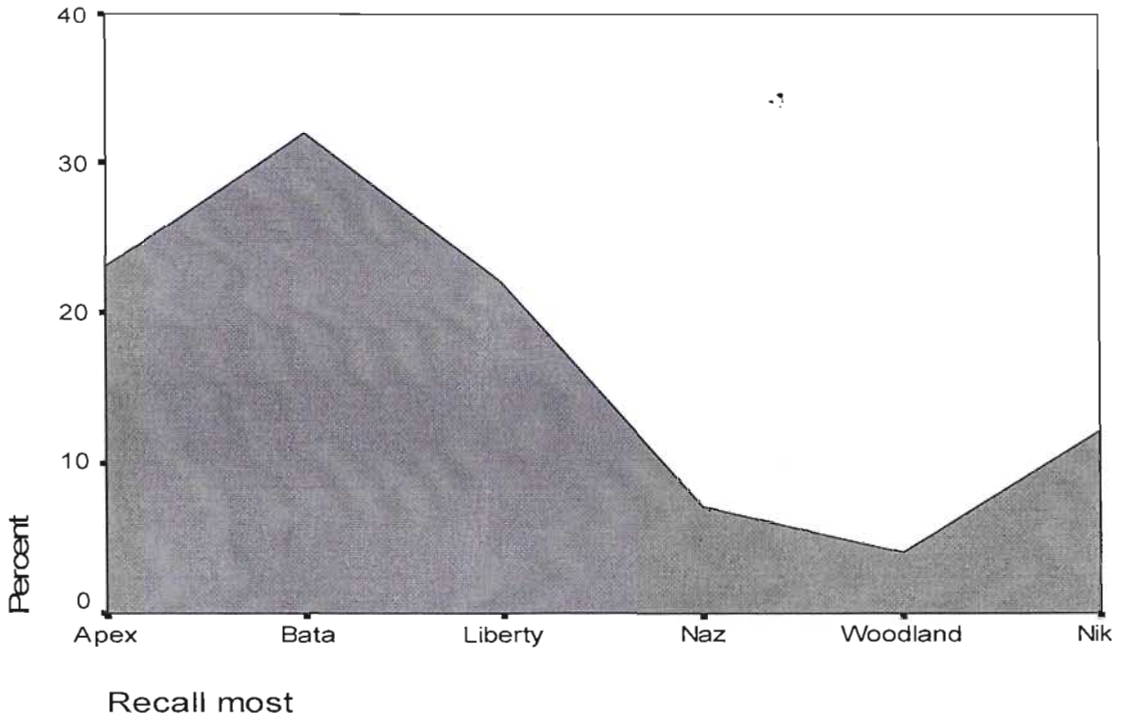
Graph-1.7 (Recall most)

Main findings

- As a local product most of the people recall the name of bate
- Apex also took their place but not as like as bata takes but they are taking the second highest position after bata.
- After bata and Apex all of local brand takes consumers mind.
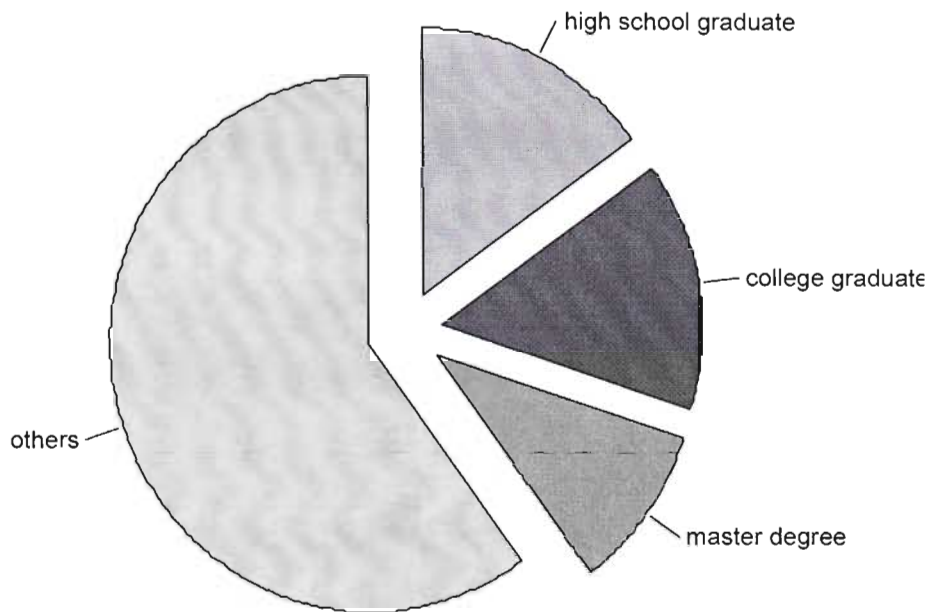
Graph-1.6(Education level of the seller)

Main findings

This graph is not related with the project but it is an important finding for our society and the corporate world. In our business world spatially in to the footwear industry most of the business person are not educated even they did go school anytime in their life. That thing shows the part of other in the graph.

CHAPTER THREE

CONCLUDING ASPECTS

☐ **Findings**

☐ **Recommendation**

☐ **Limitation of Research**

☐ **Conclusion**

Findings

This research work helped us to find out some of the factors that are mostly important incase of footwear industry, the results are as follows:

- Customers are very much concerned about the footwear product.
- Customer always considers local footwear as a quality product than imported one.
- Buyer and seller always consider it price sensitive product
- Profit level of the local footwear product depends on quality, design and raw material of the product
- Sales volume of the seller depends on the place
- User rate of the footwear depends on the physiological factor of the buyer rather than income.
- Some areas buyers rate is high but buying ability is low on the other hand some areas buyers are low but buying ability is high.
- Male choose more price range than female.
- All in all industry profit mainly depends on the price of the product which one varies on the basis on the raw material used in the local footwear production.
- Buyer buying behavior depends on the price and design of the product rather than the quality of the product.

Recommendation

The government should lift import duty on rawhide and wet blue leather to help local footwear and leather goods manufacturers, who face supply dearth of quality finished leather. The government imposed a 10 percent import duty on rawhides and wet blue leather in 2007-08 budge. Previously, there had been no such duty and neighboring India maintains zero percent duty on import of rawhide and wet blue leather. If we import tax-free rawhide we could become more competitive in the local and international market. Bangladesh produces over 220 million square feet of leather every year, 80 percent of which comes from sacrificed animals during Eid festival. Bangladesh is one of the lowest shoe consuming countries where a person uses only 0.8 pair shoes annually. Only 10 percent of people of the country use leather shoes but the number are growing every year. The local market size of footwear is Tk 1600 crore. The country's footwear industry is growing at 32 percent each year, so that we should emphasize more on this industry and the government should lift import duty on rawhide.

Limitation of Research

As far the limitations of this report are concerned, the marketing plan, future plan of action and present activities of Footwear Industry were not discussed because of the secrecy and also about the findings that they have from their own conducted study. Other following limitations were found while conducting the survey and preparing the report:

Timing of survey:

Time was a major factor for the survey, because it was   very difficult to do the assignment only in three months. Because of time constraints it was not possible to cover the other cities. Moreover because of the shortage of time the number of the respondents are not adequate for the study.

Sampling Error:

The study was done through Non-Probability sampling procedures. The samples were selected through convenience, judgment, intercept and snowball. That is why there may be error in the findings.

Limited sample size and centralized area:

There are innumerable numbers of households in Dhaka city. To cover all the prospective respondents is not feasible for us so the sample size was limited to only 120. It was also quite difficult to cover the places outside Dhaka city. So the survey had to be concentrated only in Dhaka city. As a result the results and findings may be inaccurate.

❖ Difficulties in obtaining required information:

Some of the respondents were biased and sometimes they were reluctant to answer the entire questionnaire. As a result the filling up the questionnaire was inconsiderately. Their answer to the question was not spontaneous.

❖ Difficulties in research design:

The study is exploratory as well as conclusive in nature and the design of this exploratory research is survey-based. The questionnaire survey is solely targeted to the households. Other determinants were not considered in the study.

Conclusion

To the best of my knowledge, this Report is prepared on good faith, belief and realistically. I have tried my level best to perform the Report successfully. Result of this Report can provide the Industry with vital information regarding their Marketing and Customer Service satisfaction or their profit level.

This Report shows that product satisfaction of the customer and Marketing expansion are not positive enough. Only offering low rate doesn't satisfy the customer, some time customer ready to pay more for better product when the service from the product is very important.

In fine I can say that this report will be effective for the footwear industry to find out the real picture or the effectiveness of the industry. This will be a good guideline that what variables should receive more attention than others, which factors affect the choice of the consumers and what is the real effect of the profit level of these variables. When the Leather Service Centre in Dhaka will come into operation in the next year, local manufacturers will receive standards certification from the centre, which will help them export their products in the global market easily.

Appendix A

East West University

Department of Business Administration

Marketing Research

(The conformation provided to you information will be used for academic purpose. All findings in line with law and research ethics are confidential and anonymous)

(Please tick every question near to your preferences)

1. Profession

   ☐ Student   ☐ Teaching
   ☐ Businessman   ☐ Other_____
   ☐ Service holder

2. Age

   ☐ Below18   ☐ Between 25 to 35
   ☐ Between 18 to 25   ☐ More than 35

3. Gender

   ☐ Male   ☐ Female

4. What is the highest level of education you have completed?

   ☐ High school graduate   ☐ Master Degree
   ☐ Vocational School   ☐ Doctorate
   ☐ College graduate   ☐ _____

5. Monthly income

   ☐ Below 5000   ☐ Between 15000 to 35000
   ☐ Between 5000 to 15000   ☐ More than 35000

6. You are living into the Dhaka city?

   ☐ Yes   ☐ No

7. If yes, in which area you live?

   ☐ Into the old city
   ☐ Maghbagar
   ☐ Dhanmondi
   ☐ Gulshan
   ☐ Other _____

8. At the matter of your "footwear" which one you prefer most?

   ☐ Our local product
   ☐ Imported product
   ☐ Local product made by imported material
   ☐ Other _____

9. Which one you recall most?

   ☐ Apex   ☐ Naz
   ☐ Bata   ☐ Woodland
   ☐ Liberty   ☐ Aramit
   ☐ Duck   ☐ Nike
   ☐ Other_____

10. In a typical year how often you buy footwear?
- ☐ Less than once
- ☐ 1 or 2 times
- ☐ 3 or 4 times
- ☐ More than 4 times.

11. How many times do you attend a social gathering?

- ☐ Very often
- ☐ sometimes
- ☐ Fairly often
- ☐ less than once a month
- ☐ Once in a while

12. If you could make your buying decision again, how likely would you be to choose local footwear product?. (Please point your decision.)

| +4 | +3 | +2 | +1 | 0 | -1 | -2 | -3 | -4 |

13. What local footwear means to you?
(Please mark every scale near to your preferences)

1.	Cheap	___ ___ ___ ___ ___ ___ ___	Costly
2.	Fashionable	___ ___ ___ ___ ___ ___ ___	Backdated
3.	Unique	___ ___ ___ ___ ___ ___ ___	Common
4.	Durable	___ ___ ___ ___ ___ ___ ___	Short life
5.	Fast changing	___ ___ ___ ___ ___ ___ ___	Slowly Changing
6.	Youthful	___ ___ ___ ___ ___ ___ ___	Common

14. Please rate the importance Characteristics of using local footwear product.

	Important		Neutral		Not important
Price sensitive	☐	☐	☐	☐	☐
Reliability	☐	☐	☐	☐	☐
Quality of the product	☐	☐	☐	☐	☐

15. Given below are the different prices ranges of footwear. Please specify which group you belong?
- a. Below 500
- b. Between 500 to 1000
- c. Between 1000 to 2500
- d. More than 2500

16. With a fair –trade in value would you be interested to replace your existing footwear with a good quality one?

- ☐ Very often
- ☐ sometimes
- ☐ Fairly often
- ☐ less than once a month
- ☐ Once in a while

17. Are you ready to go any where to get your product like footwear?
- ☐ Yes
- ☐ No
- ☐ Don't know

18. Have you ever use local footwear?

☐ Yes   ☐ No
☐ Yes or no, Please specify brand name_____

Only for Industry People
(Please point your decision.)

19. Profitability depends on the price of your product.

| +4 | +3 | +2 | +1 | 0 | -1 | -2 | -3 | -4 |

20. At present product design is more important than quality.

| +4 | +3 | +2 | +1 | 0 | -1 | -2 | -3 | -4 |

21. Product pricing depends more on raw material than the competitor.

| +4 | +3 | +2 | +1 | 0 | -1 | -2 | -3 | -4 |

22. Product's like footwear sales depends on place.

| +4 | +3 | +2 | +1 | 0 | -1 | -2 | -3 | -4 |

Thank You for Cooperation

_____ _____

Appendix B

Data collected from the Buyer

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25
1	2	4	1	3	2	1	3	3	7	3	4	-3	2	7	7	6	7	7	3	1	5	2	4	1	1
2	2	4	1	6	4	1	3	1	2	3	4	1	3	6	7	4	6	5	1	3	1	3	4	1	1
3	4	4	1	4	3	1	1	1	3	2	4	1	5	1	7	3	6	5	2	5	3	2	1	1	2
4	2	4	1	6	3	1	3	2	1	3	1	3	6	5	6	6	6	4	1	4	2	3	4	2	2
5	2	3	1	4	4	1	2	2	3	2	2	3	6	4	5	3	6	3	1	2	2	2	4	2	2
6	3	3	2	4	3	1	2	1	3	2	4	3	2	4	6	4	5	4	1	3	1	2	4	1	1
7	5	3	2	3	1	1	3	1	3	2	2	2	5	4	5	5	3	4	1	3	4	2	5	1	2
8	5	3	2	4	2	1	5	3	2	3	4	1	7	6	6	7	6	5	1	3	1	2	4	1	1
9	1	2	2	4	1	1	5	1	2	3	4	3	1	3	5	3	5	3	1	3	1	2	1	1	1
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13	5	2	2	1	2	1	3	1	2	2	4	1	5	3	3	3	3	3	1	2	1	1	4	2	1
14	3	3	2	4	2	1	3	1	6	3	1	-2	3	2	6	4	5	5	1	1	1	3	4	1	2
15	3	4	1	4	2	1	2	3	2	2	4	0	6	4	3	3	5	4	1	3	1	2	4	1	1
16	5	2	3	6	2	1	3	2	9	2	1	2	1	7	7	6	7	7	1	5	5	2	2	2	2
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18	5	3	2	2	1	1	5	1	1	2	2	3	7	1	7	2	6	3	1	5	3	1	4	2	1
19	1	2	1	1	1	1	3	2	3	3	2	3	3	5	6	6	6	7	1	5	3	3	4	1	2
20	3	4	1	4	2	1	5	1	3	1	4	-2	1	6	4	6	3	6	3	2	4	2	4	2	2
21	2	2	1	4	2	1	5	1	2	1	2	2	6	1	2	6	2	2	5	5	3	2	4	1	2
22	2	4	1	4	4	1	4	2	1	2	4	0	5	4	6	5	5	5	2	2	1	3	4	2	2
23	1	2	2	1	1	1	2	2	3	4	2	4	2	1	4	3	3	5	3	1	3	2	2	2	1
24	5	3	2	1	2	1	3	3	6	3	5	4	6	6	5	4	6	6	2	4	2	2	2	1	2
25	2	3	1	6	2	1	5	4	1	3	1	2	6	2	6	2	5	5	1	4	3	3	4	2	1
26	1	3	2	4	1	1	2	3	6	4	2	2	1	3	5	3	5	4	3	1	3	2	3	2	1
27	4	2	1	6	2	1	5	2	1	2	3	3	1	2	3	4	6	2	5	3	4	2	3	2	1
28	3	3	1	4	3	1	4	2	9	3	2	3	2	6	6	5	6	6	4	2	3	3	4	2	2
29	1	2	1	3	1	1	2	1	1	2	1	3	3	2	3	4	2	5	1	4	1	2	2	2	1
30	4	4	2	6	2	1	2	3	3	3	1	3	2	5	7	5	3	5	1	3	1	3	3	1	2
31	1	1	2	1	1	1	1	1	1	4	3	2	2	3	4	5	4	4	2	3	2	1	4	1	1
32	3	3	2	4	4	1	3	3	2	4	1	3	3	5	5	5	6	5	1	3	1	2	1	1	1

33	1	2	1	1	1	1	2	2	2	2	3	-2	6	5	6	4	6	5	1	3	2	3	1	1	2
34	5	3	2	4	2	1	3	2	1	3	4	-1	1	6	6	2	6	6	1	3	4	2	2	2	2
35	3	3	1	1	2	1	2	1	2	2	2	7	5	6	5	6	6	3	5	2	1	2	1	1	1
36	4	3	2	4	2	1	5	1	2	3	4	1	6	3	6	2	6	3	1	3	1	2	4	1	1
37	3	2	2	1	2	1	2	1	2	2	4	1	7	2	3	2	4	4	1	2	1	1	4	1	1
38	3	3	1	4	3	1	4	2	3	2	2	-1	2	6	7	5	6	7	3	1	1	3	4	2	2
39	5	3	1	1	2	1	2	2	2	2	2	-1	5	6	3	6	7	7	3	2	2	2	2	1	2
40	3	4	1	5	4	1	3	2	9	2	4	1	3	4	5	3	5	3	1	4	1	2	4	1	1
41	3	4	1	4	2	1	1	1	2	2	1	3	6	2	3	2	5	3	1	2	2	2	2	2	1
42	1	2	1	4	1	1	1	3	1	2	4	2	3	3	5	4	3	6	1	2	1	2	3	3	1
43	2	3	1	1	3	1	3	2	9	3	2	-1	6	7	6	7	7	5	4	3	5	3	2	1	2
44	3	3	1	4	2	1	1	1	2	2	4	4	2	1	4	2	4	3	1	1	1	2	4	1	1
45	5	4	1	2	1	1	2	1	3	2	4	2	6	2	5	2	3	3	2	5	4	1	2	2	1
46	2	3	1	4	2	1	2	2	1	2	3	1	6	5	4	5	3	5	2	2	1	2	5	2	2
47	2	4	1	3	3	1	1	1	1	3	1	2	5	3	4	3	4	6	1	3	3	2	3	2	1
48	1	2	1	1	1	1	5	1	9	2	1	2	4	5	4	4	5	4	1	3	2	2	5	2	2
49	5	3	1	2	3	1	5	1	2	4	4	4	2	4	4	5	4	3	3	5	4	2	4	1	1
50	5	2	2	3	1	1	1	1	6	2	4	2	5	3	6	1	6	7	1	1	1	2	4	3	1
51	4	4	1	4	3	1	1	1	3	2	4	1	5	1	7	3	6	5	2	5	3	2	1	1	2
52	3	3	1	1	2	1	2	1	2	2	2	2	7	5	6	5	6	6	3	5	2	1	2	1	1
53	5	3	2	4	2	1	3	2	1	3	4	-1	1	6	6	2	6	6	1	3	4	2	2	2	2
54	3	4	1	4	2	1	5	1	3	1	4	-2	1	6	4	6	3	6	3	2	4	2	4	2	2
55	4	2	1	6	3	1	2	3	2	3	1	-2	7	6	7	6	7	7	3	1	3	2	2	3	1
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98	3	3	1	4	2	1	1	1	2	2	4	4	2	1	4	2	4	3	1	1	1	2	4	1	1
99	2	3	1	1	3	1	3	2	9	3	2	-1	6	7	6	7	7	5	4	3	5	3	2	1	2
100	5	3	2	2	1	1	5	1	1	2	2	3	7	1	7	2	6	3	1	5	3	1	4	2	1

Data collected from the Seller

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29
101	2	4	1	6	4	1	2	1	6	2	2	3	6	2	4	2	2	3	1	1	1	2	2	2	1	1	3	2	0
102	2	3	1	6	4	1	1	1	6	2	1	4	6	1	1	3	1	5	1	2	1	3	1	2	1	4	2	4	2
103	2	4	1	6	4	1	1	1	5	2	2	3	1	1	5	2	5	2	2	1	1	2	2	2	2	-2	2	3	0
104	2	4	1	3	4	1	3	1	7	2	4	3	1	1	1	2	4	2	1	2	1	2	3	2	1	-1	2	2	-1
105	2	3	1	6	3	1	5	1	2	2	4	1	2	1	3	1	3	4	2	3	1	2	1	2	1	4	-2	3	0
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107	2	3	1	6	2	1	1	1	3	2	2	3	6	1	1	2	3	1	1	2	1	2	4	2	1	3	2	1	3
108	2	3	1	3	3	1	1	1	3	2	4	1	6	1	2	2	3	2	1	2	1	3	2	2	1	4	1	4	1
109	2	4	1	6	3	1	2	1	2	2	1	3	2	1	1	2	1	2	2	1	1	2	2	2	1	3	2	1	3
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111	2	3	1	6	3	1	1	1	7	1	3	3	7	1	1	1	3	1	4	4	1	2	5	2	1	1	-2	0	1
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118	2	3	1	4	4	1	1	1	6	2	4	4	2	1	2	1	5	2	1	1	2	2	2	2	1	3	4	2	1
119	2	3	1	6	2	1	1	1	3	2	2	3	6	1	1	2	3	1	1	2	1	2	4	2	1	3	2	1	3
120	2	4	1	6	3	1	5	1	6	2	1	3	5	2	6	2	3	6	1	2	1	2	5	2	1	4	3	4	2

Appendix C

One Sample T-test

Table-1.1

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Foot wear means	100	3.9900	1.9822	.1982

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Foot wear means	20.129	99	.000	3.9900	3.5967	4.3833

Table-1.2

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Foot wear means	100	4.0500	1.8112	.1811

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Foot wear means	22.361	99	.000	4.0500	3.6906	4.4094

Table-1.3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Foot wear means	100	5.1900	1.3977	.1398

One-Sample Test

	Test Value = 0					
				Mean Difference	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)		Lower	Upper
Foot wear means	37.134	99	.000	5.1900	4.9127	5.4673

Table-1.4

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Decision again	100	1.4200	1.7706	.1771

One-Sample Test

	Test Value = 0					
				Mean Difference	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)		Lower	Upper
Decision again	8.020	99	.000	1.4200	1.0687	1.7713

Table-1.5

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Place	20	1.5000	1.2354	.2763

One-Sample Test

	Test Value = 0					
				Mean	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Difference	Lower	Upper
Place	5.430	19	.000	1.5000	.9218	2.0782

Table-1.6

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Profitability	20	2.3000	1.6890	.3777

One-Sample Test

	Test Value = 0					
				Mean	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Difference	Lower	Upper
Profitability	6.090	19	.000	2.3000	1.5095	3.0905

Table-1.7

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Design/quality	20	2.0500	1.8202	.4070

One-Sample Test

	Test Value = 0					
				Mean Difference	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)		Lower	Upper
Design/quality	5.037	19	.000	2.0500	1.1981	2.9019

Table-1.8

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Material	20	2.5500	1.3169	.2945

One-Sample Test

	Test Value = 0					
				Mean Difference	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)		Lower	Upper
Material	8.660	19	.000	2.5500	1.9337	3.1663

Table-1.9

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Foot wear means	20	4.5000	1.9868	.4443

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Foot wear means	10.129	19	.000	4.5000	3.5701	5.4299

One-Way ANOVA

Table-2.1

Descriptives

age level

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 500	12	2.5000	1.0000	.2887	1.8646	3.1354	1.00	4.00
Between 500 to 1	61	2.8852	.7549	9.66E-02	2.6919	3.0786	2.00	4.00
Between 1000 to	27	3.0370	.7061	.1359	2.7577	3.3164	2.00	4.00
Total	100	2.8800	.7821	7.821E-02	2.7248	3.0352	1.00	4.00

ANOVA

age level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.400	2	1.200	2.002	.141
Within Groups	58.160	97	.600		
Total	60.560	99			

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.187a	.035	.025	.6016	.035	3.533	1	98	.063

a. Predictors: (Constant), age level

Table-2.2

Descriptives

Prefer most

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	61	1.8197	.8064	.1032	1.6131	2.0262	1.00	4.00
Female	37	1.6486	.8238	.1354	1.3740	1.9233	1.00	3.00
3	2	2.0000	.0000	.0000	2.0000	2.0000	2.00	2.00
Total	100	1.7600	.8055	8.055E-02	1.6002	1.9198	1.00	4.00

ANOVA

Prefer most

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.791	2	.396	.605	.548
Within Groups	63.449	97	.654		
Total	64.240	99			

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.222a	.049	.040	.5971	.049	5.087	1	98	.026

a. Predictors: (Constant), Gender

Table-2.3

Descriptives

Prefer most

	N	Mean	Std. Deviation	Std. Error	5% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
below 18	2	1.0000	.0000	.0000	1.0000	1.0000	1.00	1.00
between 18-2	31	1.7097	.7391	.1327	1.4386	1.9808	1.00	3.00
between 25-3	44	1.8636	.8516	.1284	1.6047	2.1225	1.00	4.00
more than 35	23	1.6957	.8221	.1714	1.3401	2.0512	1.00	3.00
Total	100	1.7600	.8055	.055E-02	1.6002	1.9198	1.00	4.00

ANOVA

Prefer most

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.802	3	.601	.923	.433
Within Groups	62.438	96	.650		
Total	64.240	99			

Table-2.4

Descriptives

Price range

	N	Mean	Std. Deviation	Std. Error	5% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
below 5000	31	2.0645	.6800	.1221	1.8151	2.3139	1.00	3.00
between 5000-150	38	1.9737	.5446	835E-02	1.7947	2.1527	1.00	3.00
between 15000-35	21	2.4762	.5118	.1117	2.2432	2.7091	2.00	3.00
more than 35000	10	2.4000	.5164	.1633	2.0306	2.7694	2.00	3.00
Total	100	2.1500	.6093	093E-02	2.0291	2.2709	1.00	3.00

Regression Analysis

Table-3.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.251[a]	.063	.053	.5928

a. Predictors: (Constant), monthly income

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.310	1	2.310	6.575	.012[a]
	Residual	34.440	98	.351		
	Total	36.750	99			

a. Predictors: (Constant), monthly income

b. Dependent Variable: Price range

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.815	.143		12.665	.000
	monthly income	.159	.062	.251	2.564	.012

a. Dependent Variable: Price range

Table-3.2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.230[a]	.053	.000	1.6886

a. Predictors: (Constant), Chara_Price

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.877	1	2.877	1.009	.328[a]
	Residual	51.323	18	2.851		
	Total	54.200	19			

a. Predictors: (Constant), Chara_Price

b. Dependent Variable: Profitability

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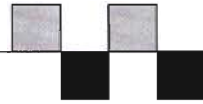
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