

Research Project Report

**“CUSTOMER BUYING BEHAVIOUR FOR RED
CHIEF”**

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE AWARD OF

BACHELOR OF COMMERCE

UNDER THE GUIDANCE OF

Prof. VAISHALI JOSHI

Submitted By

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ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings I have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what I am today by their hard labor, devotion, support & prayer.

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I am grateful to my guide **PROFESSOR VAISHALI JOSHI** for her efforts during my project work. My sincere thanks to all others who were associated with the project directly or indirectly for providing me with excellent guidance during the project.

DECLARATION

I, AKSHAT JAIN Roll No.17GSFC101087 student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on “CUSTOMER BUYING BEHAVIOUR FOR REDCHIEF” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student :

AKSHAT JAIN

CERTIFICATE

This is to certify that the project report "CUSTOMER BUYING BEHAVIOUR FOR RED CHIEF" has been prepared by AKSHAT JAIN under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time BACHELOR OF COMMERCE.

Name & Signature of Faculty :

PROF.VAISHALI JOSHI

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INTRODUCTION

Red chief is the brand of Ghari Businesses Pvt. Ltd. (Footwear and Leather division) - one of the main makers of footwear in India. The Organization is a piece of Ghari Businesses Pvt Ltd gathering, having yearly gathering turnover of around US \$ 200 million. This organization is likewise producing cleansers under the brand name "Ghari" which is an entrenched brand and innovator in its particular industry.

Footwear scope of Ghari businesses Pvt Ltd was propelled under the brand name Red chief in 1997 to satisfy the developing need for marked excellent cowhide footwear at a moderate cost. Beginning with a bunch of representatives in 1997, Red chief currently has a workforce of in excess of 350 committed employees. The organization has recorded a great development through its eager and exceptionally energetic promoting group and a proficient dispersion arrange covering about the entire of north and west India. For future development the organization is presently totally set to investigate abroad markets.

The footwear scope of Leayan Global Pvt. Ltd was propelled under the brand name RED chief in 1997 to fulfill developing need for marked top branded leather footwear. The organization is a finished leather and footwear maker with its own tannery and five assembling plants. This acknowledgment is motivating the group to expand its creation limit and satisfy the developing needs of customers.

The organization has likewise surprised the style business with their endeavor in the attire and extra part. We are currently offering solutions for all men's style and way of life prerequisites. In addition to the fact that we are broadened, we are offering plans which are one of a kind and stand apart from those of our rivals; however we likewise stand joined in our guarantee of conveying only the best.

All the open air scenes for commercials and deliberately picked to boost the impact of the promotion on the potential clients. Other than this at Red chief we likewise give a great deal of significance to in-store publicizing, the retailers are furnished with a ton of limited time ad stuff, similar to hangings, banners,

show racks, electric loading up and furthermore fixed with Red chief imprinted on it. Visit TV notices additionally bolster the fundamental media

The main thrust behind the organization during that time has been its journey for quality and greatness. To satisfy these goals, Red chief has gone for complete in reverse incorporation. It has its own Tannery to flexibly a total scope of completed calfskin just as assembling offices for making Sole and Shoe Upper ,in this way guaranteeing unrivaled quality in each segment of its items and turning into a total Shoe Assembling Organization

RED CHIEF IS ALL ABOUT PEOPLE

Our enthusiasm is for individuals and maximizing them by making dazzling corporate occasions. Regardless of whether it is a key group fabricate, a customized post-meeting gameshow or mind boggling occasion the board, in the event that you need it to work, you have to get individuals energetic about what you do.

Much the same as your business, ours is about staff by the day's end. So the Red chief occasions group are a cosmopolitan pack of experts, all with a strong occasions and diversions foundation. From the underlying enquiry through to conveyance of your most roused occasion ever, our group will do whatever it makes to help you each stride of the way.

Red chief has an essential conviction that we can have any kind of effect. Filling in as a group we endeavor to convey earth chivalrous and moral occasions by recycling, lessening occasion waste and deciding to choose reusable environmentally well disposed occasion materials.

Our promise to corporate social duty furnishes our group with the chance to advance socially capable perspectives towards corporate occasions on the entirety of our group building arrangements as we endeavor as one

SOCIAL COMMITMENT

The organisation displays significant level of social commitment by active participation in social welfare activities. All packing material utilized for packing footwear and finished leather is recyclable and environment friendly. The tannery at Ghari businesses Pvt Ltd has one of the modern water treatment plants to treat effluent water and has high safety standards

QUALITY POLICY

We trust in the belief system of "value for money" It has been our controlling guideline to deliver top quality shoes at reasonable costs, which is unmatched by any of our rivals.

Every one of our items joins the best expectations of value accomplished through rigid quality control by receiving most recent innovations, thorough testing of crude materials, persistent on-process observing, battery of post get together checks and responsibility of our workers to accomplish quality measures. Our items satisfy all important global standards and guidelines.

OBJECTIVE OF STUDY

The main objective of this study is to assess the consumer buying behaviour for red chief and other specific objective are as follows:-

1. How the sale of Red Chief shoes can be increased
2. Knowing the market share of Red Chief shoes
3. Strategies for dealing with competition
4. Level of consumer awareness towards Red Chief shoes
5. To know the interest of people in buying different quality of shoes.

DATA COLLECTION

Primary Data

Primary data is directly collected from the market through the medium of Questionnaire. Two different types of Questionnaires were prepared for Interviewing different classes of market:-

- Consumer
- Retailers

Both consumers and retailers had to be interviewed constantly, because they not only provide relevant information, but also, in today's market the consumer is the god and retailers are the persons who come in direct contact with the consumer, therefore they have better information about the tastes and preferences of the consumer and the present and future prospects of the market.

Secondary data

There was no need to collect the secondary data as the primary data was sufficient in itself to provide all necessary information.

Method of Data Collection:-

The Method of Data collection was through the survey of the individuals. The following things were kept in mind.

1. Target Audience- Target audience for the type of survey were:
 - i. Students
 - ii. Servicemen
 - iii. Businessmen
 - iv. Old age persons

v. Others

2. These people were based on

a. Age:-

i. 10-20

ii. 20-30

iii. 30-40

iv. 40-50

v. Above 50

b. Occupations:-

i. Students

ii. Servicemen

iii. Businessmen

iv. Others

Research Methodology

Research Design

The type of project that was being handled by me required extensive research and exploring, therefore the design of the project is “EXPLORATORY”

Sample Design

The nature of research conducted necessitated the sample to be collected from different markets, i.e. from various different parts of the city, so as to have the maximum variability and the population is represented properly.

Population

The population in this project comprises that part of the population of the GR.NOIDA who are interested in purchasing branded footwear, shoes, slippers or sandals.

Data analysis technique:-

For data analysis technique various Statistical Techniques were used. These are as follows:-

1. Percentage
2. Average
3. Sum

And for the analysis various graphs and tables have been prepared as per the response of the consumers.

QUESTIONNAIRE

1. NAME *

Your answer

2. AGE *

Your answer

3. OCCUPATION *

Your answer

4. E-mail Id

Your answer

5. Type of footwear preferred:- *

Shoes

Slippers

Sandals

All of the above

6. Interested in purchasing leather shoes *

Yes

No

Maybe

7. Type of leather footwear preferred:- *

Branded

Non branded

8. Brand liked most by the consumer:- *

Red chief

Bata

Woodland

Red tape

Other:

9. Basis of selection of footwear:- *

Style

Design

Comfort

Price

Other:

10. Which advertisement media appeals most:- *

Television

Newspaper /magazines

Fashion trends

Hoardings

11. Season which is preferred by consumer for purchase of footwear:- *

Festival

Occasion

When required

Other:

12. Style of footwear liked most by consumer :- *

Long shoes

Short shoes

With laces

Without laces

13. Reason for change in brand by consumers:- *

Increase in level of income

Impact of advertisement

Better quality

Other:

14. User of Red Chief *

Yes

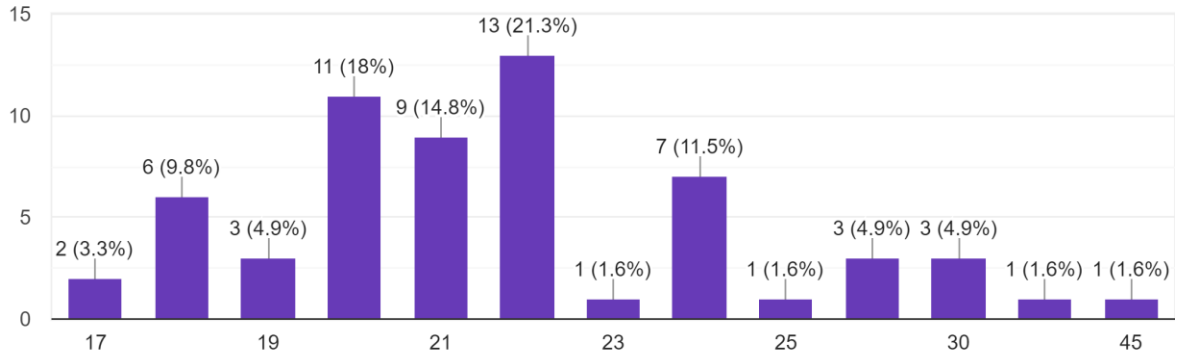
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RESULT ANALYSIS

RESPONSES - 61

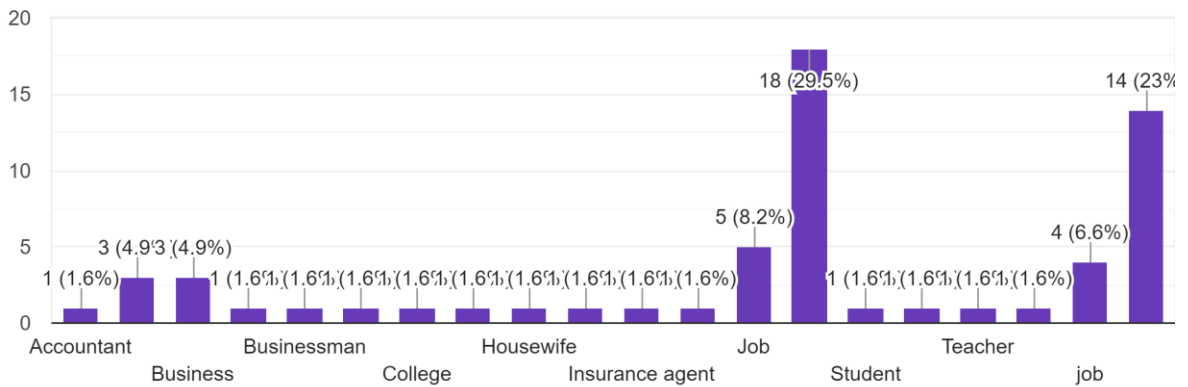
AGE

61 responses



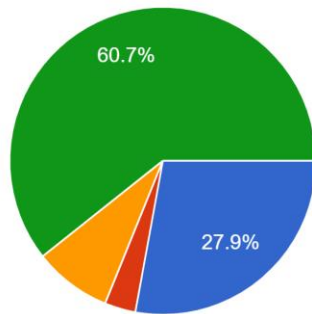
OCCUPATION

61 responses



Type of footwear preferred:-

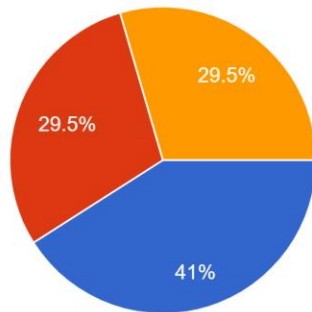
61 responses



- Shoes
- Slippers
- Sandals
- All of the above

Interested in purchasing leather shoes

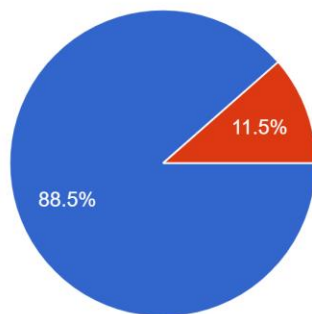
61 responses



- Yes
- No
- Maybe

Type of leather footwear preferred:-

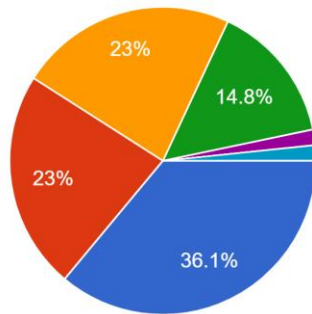
61 responses



- Branded
- Non branded

Brand liked most by the consumer:-

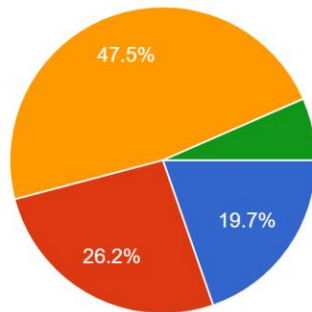
61 responses



- Red chief
- Bata
- Woodland
- Red tape
- Nike
- Nike fila

Basis of selection of footwear:-

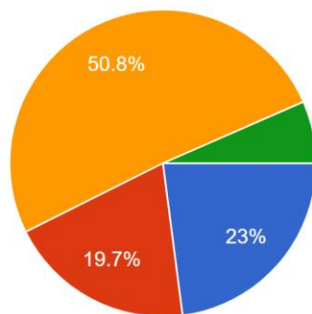
61 responses



- Style
- Design
- Comfort
- Price

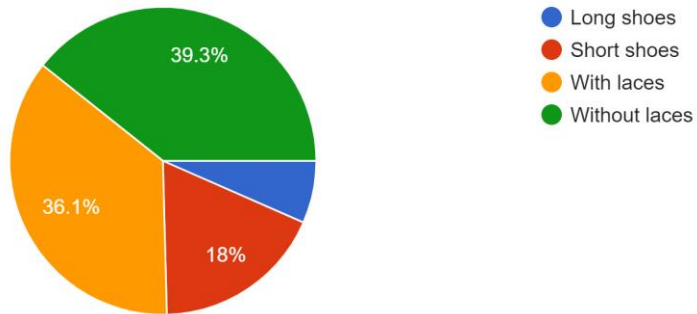
Which advertisement media appeals most :-

61 responses

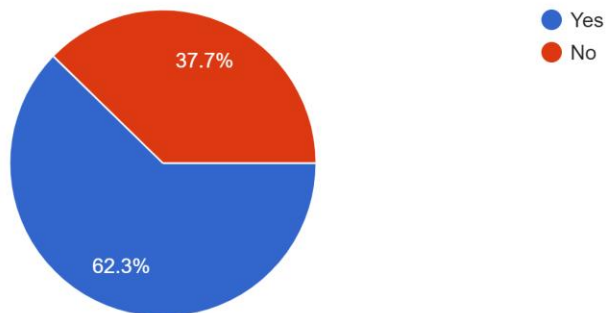


- Television
- Newspaper /magazines
- Fashion trends
- Hoardings

Style of footwear liked most by consumer :-
61 responses



User of Red Chief
61 responses



FINDINGS

- The customer of red chief has very less comparison of other brand shoes.
- Basically red chief provides the best leather but has no style design comparison with other brands.
- Most of the customers prefer P.U sole in comparison of other types of sole such as EVA TPR etc .
- Red chief sells its products from its BPO forms which it has no good market over the UP basically noida lucknow.
- The students are influenced with range design style.

SUGGESTION

After the completion of the project I would like to suggest following findings which were drawn through consumer (s) and retailer (s) survey:-

1. Company should provide equal discount to all retailers
2. Print media impacts for a long time and gives detailed information but electronic media is the best option for advertisement but it impacts for a short time.
The impact is for a short time but repeated advertisement leads to learning behavior. Therefore, companies should resort to regular advertisements, so that the consumer should retain the image of the product in his/her mind.
3. Companies should be dynamic in nature with changes in fashion and style.
4. Companies should consider the emergence of new brands like Lee Cooper, Franco Leone, Picasso etc.
5. During the survey I have found that hoarding and banners play an important role in capturing the market. So hoardings and banners should be placed at the main market areas, crossroads, offices and banks etc.
6. Companies should have their own retail outlets at major market places to project a better brand image.
7. Proper training of the staff members at outlets is necessary for better satisfaction of customers and better interaction with customers.
8. Audio/visual advertisements have the greatest impact on the mind of consumer therefore, retailers as well as the should advertise the product on the local channels for better publicity, like:-
 - Ktv
 - Surya TV
 - CityCable etc
 - For better hold on markets
9. Print media should also be used, as it is much cheaper than the electronic audio/visual media.
10. Companies should have a stock of size 7 and size 8 during festive seasons.
11. One of the biggest hurdles in the sales of shoes in P. road market is that there is no proper parking structure in the whole market therefore the generally the elite class (consumers having four wheelers) refrain from shopping there.

12. There is a huge scope of expansion of tanneries and shoe manufacturing companies Exports have risen from Rs.183 Cr.(1972) to Rs.9212 Cr. (2001) Domestic consumption has risen from Rs.117 Cr.(1972) to Rs.5788 Cr.(2001) Sources: Council for leather exports,Union ministry of commerce and industry

The following data strongly supports the company to export, the present scenario of the countries where % share is:-

Europe (including Nordic Countries: Russia)	:	65
U.S. and Canada	:	17
Asia (middle east)	:	12
Africa	:	01
Australia/New Zealand	:	02
Others	:	03

Source: The Hindu Survey of Indian

CONCLUSION

From customer and retailer survey and the collected data, we can conclude:-

1. New brands are emerging in the market other than existing ones and they capture a fine market share. These brands include Franco Leone, Picasso, and Lee Cooper etc.
2. The branded shoes between the price ranges Rs.500- Rs.1100 have the maximum sales.
3. Students are influenced by range, design, style and the looks of the leather shoes. Whereas the service class and the business class emphasize on price, quality, durability, discount (if any), and above all on guarantee period.
4. The most important factor to increase the sales is 'QUALITY' where quality refers to durability along with comfort.
5. Advertisement plays the most important role to educate people about the company and its product (s).
6. Electronic media is the first choice of the consumer followed by the print media.
7. Most of the time consumers are brand loyal but at times consumers are influenced by the retailers' suggestion and the price difference.
8. Sale of leather shoes is directly linked with the requirements of the consumers, but there is definitely a boost in its sales during the "festive season"
9. Packaging plays an important role in attracting the consumer, which is a sure shot remedy of increasing the sales of products.
10. Reduction in selling price of branded shoes affects its sales to a great extent.
11. The minimum guarantee period that is demanded by the customer is that of 'ONE year'
12. Brand image is a factor which encourages the retailers to display the shoes of a company.
13. Retailers firstly emphasize on quality, which is succeeded by the margin they get over shoes.
14. Action is the 'HIGHEST INCENTIVE PAYER' among all the brands.
15. Media advertisements used by the retailers are basically banners, followed by print media and hoardings.
16. Retailers are fully satisfied with the incentives they get.
17. Retailer's affect the behavior of consumers to a great extent.
18. Consumers desire footwear of the latest trend and innovative designs.

19. Companies should accentuate more on quality products.
20. Consumer are interested in having the replacement facility where as retailers are interested in giving them the repair facility (even if the shoe is in guarantee period), in order to minimize the conflicts among the retails and consumer the company should provide shoes with minimum possibility do defects, and try to enhance after sales service for better consume response.

LIMITATIONS

Following were the limitations that I faced while conducting the survey:-

1. It was not possible to cover all of the areas of the city.
2. Retailers hesitate in giving answers to some questions like price related and competition policy etc.
3. Sometimes respondents do not give correct information
4. Money is a major constraint to limit scope of the study
5. Time again is no less constraint.

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