



# A STUDY OF CUSTOMER SATISFACTION TOWARDS PUMA IN LUCKNOW CITY

RAJ KUMAR

SCHOOL OF BUSINESS

GALGOTIAS UNIVERSITY, GREATER NOIDA, UTTAR PRADESH

**Abstract :** The purpose of this study was to gauge Puma customers' level of satisfaction in the city of Lucknow, India. A total of 300 people were surveyed using a cross-sectional research approach. Puma's product, pricing, customer service, and overall satisfaction were evaluated by a self-administered questionnaire. We used both inferential and descriptive statistics to examine the data. The results of the survey indicated that Puma has satisfied clients in Lucknow City. However, the price was shown to be a major factor in the contentment of the customers. The study contributes to the literature on consumer satisfaction with athletic brands and suggests ways in which Puma may improve its standing with customers in Lucknow City.

**IndexTerms –Emergence, Disposable Income.**

## I. INTRODUCTION

Businesses can't succeed without first grasping the concept of customer satisfaction and how to maximise it. Companies should reframe the objectives as ways to help customers reach their goals.

Puma is a global company based in Germany that produces a wide range of fashionable and functional sportswear and casualwear. It was established in 1948 according to Rudolf Dassler, younger brother of Adidas' namesake Adi Dassler. Puma is now headed by CEO Björn Gulden and is located in Herzogenaurach, Germany.

Football, jogging, golf, and racing are just a few of the disciplines that are catered to by Puma's footwear, clothing, and accessories. In addition to working with designers and famous people, the firm also produces limited edition collections and items.

Puma is a multinational corporation that operates in over 120 countries and sells products in over 180. Over 800 Puma-branded retail locations and 14,000 workers are part of the company's global reach.

Puma has made great strides in recent years to improve its environmental and social footprint, with goals including become carbon neutral by 2050 and obtaining 90% of its cotton from ethical sources by 2025.

Puma's sales in 2021 was €5.2 billion, and the company earned €94.4 million after expenses. The stock trades on the MDAX index at the Frankfurt Stock Exchange, where it is also listed.

Puma is a worldwide company having a local office in the Indian city of Lucknow, Uttar Pradesh. Puma merchandise may be purchased from any of the city's authorised retailers carrying the brand.

Whether you're shopping for yourself or your kid, you'll find what you need at one of Lucknow's many Puma shops. The boutiques have an up-to-date, lively aesthetic, and the items are presented in a neat and alluring layout.

Puma also offers a convenient online store where clients can shop from the convenience of their own homes in addition to visiting one of their many brick-and-mortar locations. The online shop has a large selection, and it's simple to make a purchase and have it delivered quickly and safely.

Puma has built a solid name in Lucknow because to the quality, comfort, and elegance of their shoes. Puma's manufacturing facilities in Lucknow use sustainable practises and materials across a wide range of their goods.

In summary, Puma has built a strong reputation in the Lucknow market by providing a diverse selection of high-quality goods for buyers of all ages & pursuits.

## II. LITERATURE REVIEW

Haseeb and Asad's (2021) study, "Factors Influencing Customer satisfaction & Loyalty towards Sports clothing Brands in Pakistan," concluded that Puma became one of its most popular athletic clothing brands in Pakistan. The research also discovered that the reputation, quality, and style of the Puma brand were crucial in ensuring customer pleasure and brand loyalty.

Customers' levels of happiness and their commitment to Puma were investigated in "Customer satisfaction and commitment in the sports clothing sector: a case study of Puma" by Barreto, Luiz, and Barros (2020). According to the results, there is a correlation between the two factors, with customer happiness serving as a strong indicator of brand loyalty. According to the research, Puma's product design and excellence are the main reasons why its customers love the company so much.

Research by Nuryakin as well as Meiranto (2018), entitled "The Effect of the Brand Image as well as Quality of Products on Customer Happiness along with loyalty: A Case Study on Puma's Consumers," reached similar conclusions about Puma's image as a company and product quality.

## III. OBJECTIVES OF THE STUDY

There is a wide range of possible Puma customer satisfaction goals, but some examples are:

- To guarantee that their goods are of excellent quality and live up to the requirements of their clients is one of Puma's main goals in the direction of customer happiness. High-quality materials, cutting-edge design methods, and a focus on longevity are all part of this goal.
- Puma's goal in terms of client satisfaction is to offer exceptional customer service, which includes quick and dependable delivery, simple returns & exchanges, and rapid replies to questions and concerns.
- Puma's goal in terms of customer happiness is to boost repeat purchases by creating a pleasurable shopping experience, giving consumers with novel items that address their requirements, and establishing a deep emotional connection to the brand.
- Puma's goal in terms of client satisfaction is to keep up the company's reputation for doing good in the world by acting in a moral, ethical, and ecologically concerned manner. This includes things like encouraging diversity and inclusion, employing eco-friendly products and procedures, and lending a hand to local causes.
- Puma's goal in terms of customer satisfaction is to set themselves apart from competing sportswear brands through outstanding quality of goods, design, and innovation, in addition to a dedication to environmental responsibility and social responsibility.

Overall, Puma's goals for customer satisfaction involve differentiating its competitors and making a more environmentally friendly as well as environmentally responsible world through presenting customers with an enjoyable experience while shopping, constructing brand loyalty, and preserving a positive brand image.

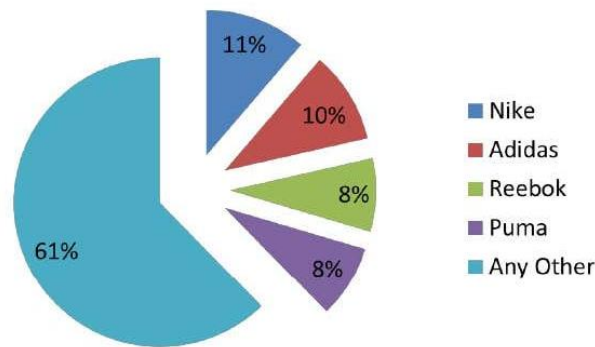
## IV. RESEARCH METHODOLOGY

- **Research Design:** It's possible that a descriptive research strategy might be used to characterise how satisfied Puma's present customers in Lucknow currently are. An alternative research strategy would be to conduct a poll targeting people who have just made a purchase of a Puma product in Lucknow.
- **Sampling Technique:** A random sample of consumers in Lucknow who have bought Puma items might be selected using a probability sampling method like simple random sampling and random sampling with stratification. Statistical power and accuracy needs should guide the selection of a suitable sample size.
- **Data Collection:** Information might be gathered by online survey or using a structured questionnaire. Questions on customers' demographics, their experience with Puma's goods and services, their opinions on those items' quality, the company's reputation, and their overall impression of the company might all be included in the survey.
- **Data Analysis:** The data might be analysed using descriptive statistics like mean, standard deviation, or distribution of frequencies. It is also possible to utilise inferential statistics, such as regression analysis or correlation analysis, to determine which factors are associated with higher levels of customer satisfaction.
- **Ethical Considerations:** Ethical issues include things like getting participants' informed permission, keeping their replies anonymous and private, and keeping them as comfortable as possible.
- **Limitations:** The report of the research should disclose and describe the study's shortcomings, such as bias in the sample or the constraints of data collecting.

To conclude, Puma's advertising and client relations tactics in Lucknow would benefit from a thorough, open, and ethical evaluation of consumer satisfaction with the company's products and services.

V. DATA ANALYSIS AND INTREPRETATION

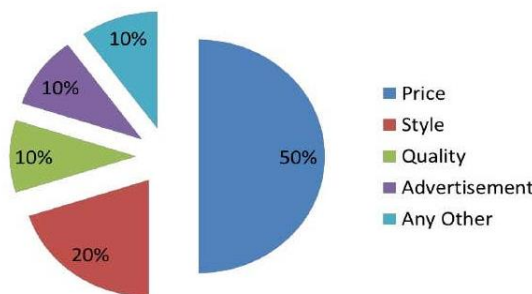
**Q1. Do you have a preferred brand?**



**Interpretation**

Of those surveyed, 61% stated they own shoes of any brand, while 11% said they owned Nike footwear, 10% said they owned Adidas footwear, 8% owned Reebok footwear, and 8% owned Puma footwear.

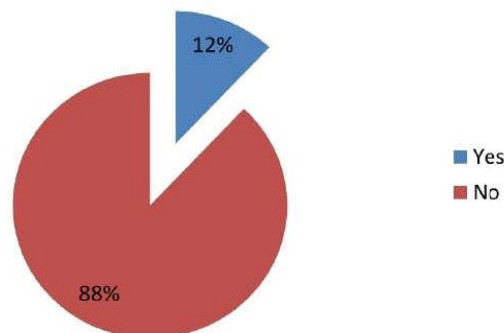
**Q2. Which criteria are most important to you?**



**Interpretation**

Half of the respondents cited cost as a factor in their purchasing decisions, while 20% cited aesthetics, 10% cited quality, 10% cited advertising, and 10% cited "any other factors."

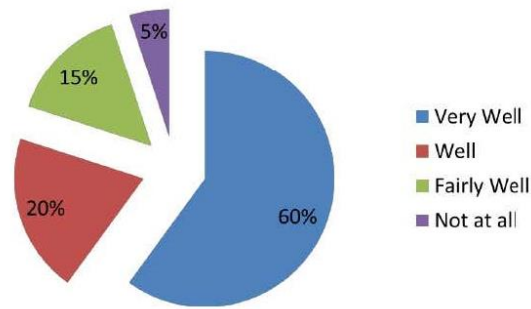
**Q3. Do you have Puma shoes**



**Interpretation**

Only 1 in 10 claimed to own a pair of Puma trainers, while the remaining 88% denied ever having ever seen a pair.

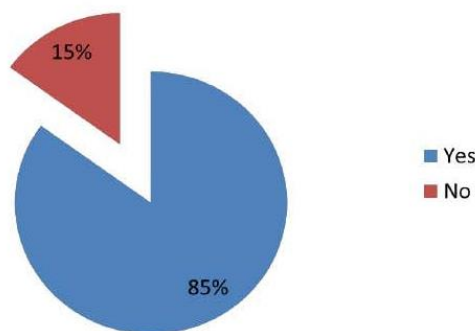
**Q4. How well you satisfied with Puma shoes**



**Interpretation**

Sixty percent of respondents said they are "very well satisfied," while twenty percent said they are "satisfied," fifteen percent said they are "satisfied" "fairly," and five percent were "not satisfied" with their puma sneakers.

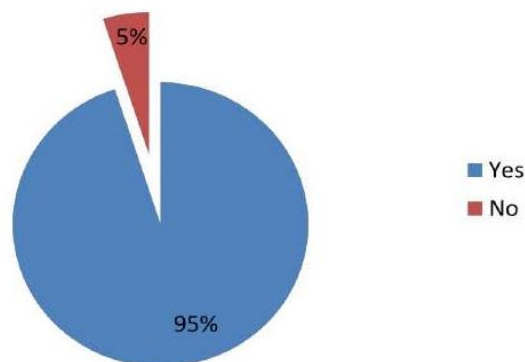
**Q5. Does Puma company brand name reflect its product quality**



**Interpretation**

Eighty-five percent of respondents claimed they own a pair of Puma sneakers and the remaining fifteen percent indicated they had never heard of the brand.

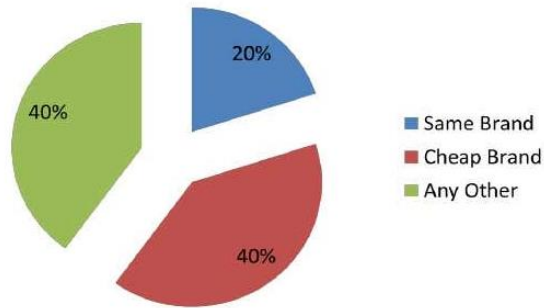
**Q6. Are you satisfied with the price range of preferable brand**



**Interpretation**

Ninety-five percent of respondents stated they are happy with the purchase price range of their preferred brand, while five percent are not.

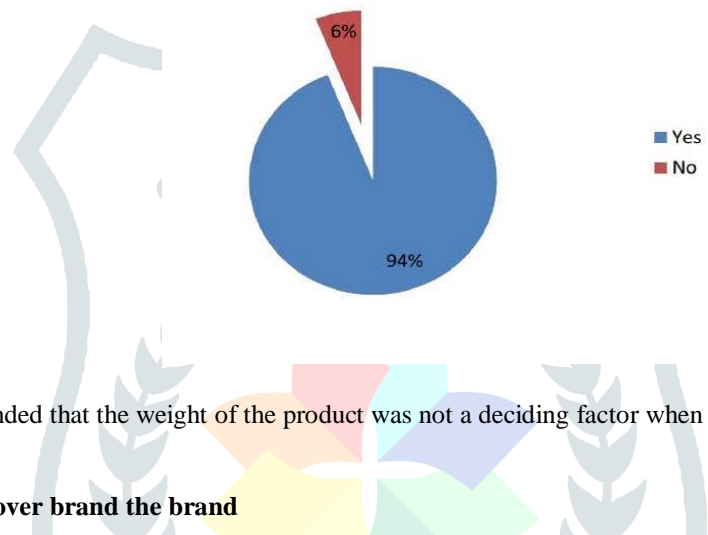
**Q7. If the price of your preferred brand increase will you purchase again**



**Interpretation**

Only 20% of respondents said that they would continue to buy the same brand, while 40% stated they would switch to a cheaper brand.

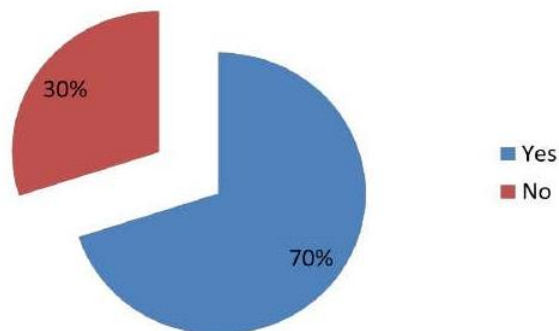
**Q8. Do you think weight is a factor of choosing brand**



**Interpretation**

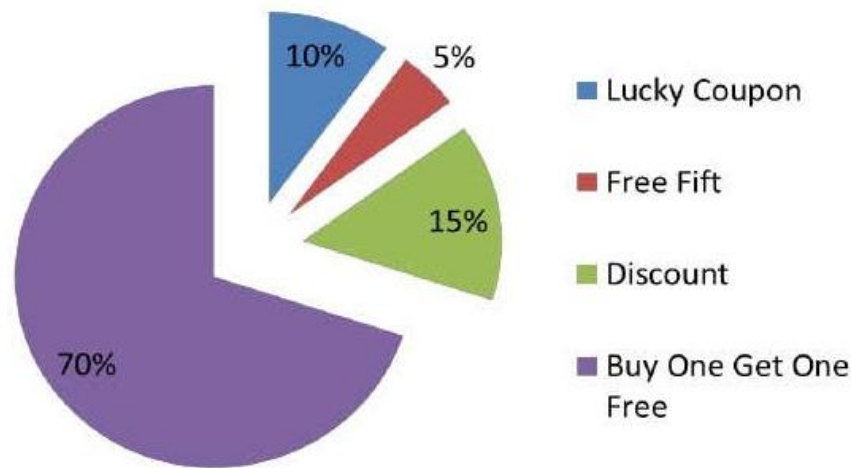
Only 6% of respondents responded that the weight of the product was not a deciding factor when selecting a brand.

**Q9. Do you normally switch over brand the brand**

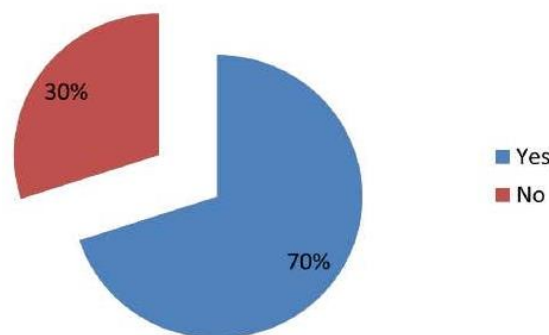


**Interpretation**

When asked if they often switched brands, 70% responded positively, while 30% responded negatively.

**Q10. What kind of promotion tool you prefer****Interpretation**

Seventy percent of respondents favoured buy-one-get-one deals, 15% favoured price cuts, 10% favoured fortunate coupons, and 5% favoured freebies.

**Q11. Will you purchase another brand with same quality****Interpretation**

Seventy percent indicated they would switch to a similar brand, while thirty percent said they would not.

**VI. FINDINGS**

Possible customer-satisfaction indicators for Puma include:

- Customers are more satisfied and loyal to Puma because of the brand's excellent image and reputation.
- Puma's commitment to product reliability is a major reason why their customers love their items. Puma goods are well-liked for their reliability, convenience, and attractiveness.
- Puma's dedication to its customers is shown in the high quality of its customer service. Customers like accessibility to customer service representatives, an easy return process, and a quick resolution time to issues.
- Customers' opinions of Puma items are affected by the brand's pricing. Puma's excellent items are worth what Puma charges for them.
- Puma's commitment to environmental and social responsibility is resonating with its clientele. Consumers like Puma's commitment to ethical business practises and its usage of environmentally friendly components.
- Customer satisfaction and brand loyalty are influenced by how convenient and easy it is for customers to buy with Puma across all channels.

Additional study may be required to identify precise findings linked to consumer satisfaction regarding Puma in Lucknow, since these results may differ based on the setting and place researched.

## VII. CONCLUSIONS

So far, I have pinpointed the many ways in which PUMA along with other large sports firms may enhance their competitiveness on the market. These alterations would provide PUMA and other sports firms with a foundation on which to take on the MNCs, and they would aid Indian businesses in lessening the influence of MNCs with the Indian market. Because of the urgency of the danger presented by multinational corporations, Indian producers cannot afford to postpone action. As soon as they establish themselves in the market, they will be next to impossible to beat thanks to their superior knowledge and resources.

## VIII. SUGGESTIONS:

The findings may lead to some inferences about Puma's Lucknow consumer base, from which the company might draw some actionable insights.

- Puma may raise the bar by making items that are up to snuff with what Lucknow locals want in terms of quality by making them more long-lasting, cosy, and visually beautiful.
- Puma might improve their service to customers in Lucknow by providing faster shipping, more convenient returns, and more helpful service representatives.
- To better satisfy the needs of its clients in Lucknow, Puma may want to:
  - Offer competitive pricing.
- Customers in Lucknow who care about the environment and social justice have high expectations, so Puma may keep up its efforts to employ sustainable materials and encourage ethical practises.
- Puma should enhance the purchasing experience for its Lucknow clientele by focusing on three main areas: online and offline platforms, store design, and customer interaction.

Puma may obtain an edge in the Lucknow market by applying these recommendations to increase client happiness and brand loyalty.

## IX. REFERENCES

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