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A Study on Consumer Satisfaction Towards Puma Products with Reference To Coimbatore City

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ABSTRACT :

This study aims to analyze consumer satisfaction towards PUMA products, focusing on factors such as product quality, pricing, brand image, availability, and customer service. As a globally recognized sportswear brand, PUMA has built a strong market presence, especially among young and active consumers. The research explores how well PUMA meets consumer expectations and how these perceptions influence brand loyalty and repeat purchases. Primary data was collected through surveys and interviews with PUMA customers across different age groups and demographics. The findings suggest that product quality and brand image are the primary drivers of satisfaction, while pricing and after-sales service present areas for potential improvement. The study concludes with recommendations for enhancing customer experience and strengthening PUMA's competitive position in the athletic and casual wear market.

KEYWORDS: Consumer satisfaction, Brand Loyalty, Product Quality, Customer perception, Brand Image, Sportswear Industry, Product Availability, Brand Preference.

1.INTRODUCTION

Philip Kotler defines customer satisfaction as a person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Customer satisfaction (CSAT) is a measure of how well a company's products and services meet customer's expectations. It reflects your business' health by showing how well your products are resonating with buyers. A business should focus on the consumer satisfaction because when the customers are satisfied the customers can be retained and eventually they will become loyal customers to the business. As the customers are retained the sales will also increase hence the profit of the business will also increase. Hence the customer satisfaction becomes the foremost objective to achieve the profit maximization and the sales maximization.

Customer satisfaction is a critical factor in the success of any brand, including Puma. Puma, as a globally recognized sportswear and lifestyle brand, places significant emphasis on customer satisfaction to maintain its competitive edge in the market.

2.OBJECTIVES OF THE STUDY

- To understand the consumer preference towards Puma products.
- To analyze the consumer satisfaction level towards puma products.

3.SCOPE OF STUDY

- It is aimed to identify the satisfaction level of the customers and demand on various benefits provided and promotional activities adopted by the company.
- It helps to identify the areas where the company should focus in order to increase their customer base and generate more prescription.
- The study brings out with a new plan and promotional activity which will Create a new customer base for the company.

4.STATEMENT OF PROBLEM

On the previous study customers might have experienced problems with the quality of Puma products, such as shoes falling apart quickly, stitching coming undone, or materials not lasting as expected. This creates disappointment for customers who expect high quality from a premium brand. Inconsistent sizing can be a major issue, especially when buying shoes online. Negative experiences with customer service can significantly impact

satisfaction. This could include difficulties with returns or exchanges, slow responses to inquiries, or unhelpful staff. Some customers might find Puma products to be overpriced compared to competitors, especially if they perceive the quality or design as not justifying the higher cost. However, addressing these issues is crucial for Puma to maintain and improve customer satisfaction.

5.Review of literature

- ◆ **Bale et al (1981)** The study by Bale et al. examines the decline of the U.S. footwear sector and its shift toward becoming a major importer of non-rubber footwear. Over the years, rising wage rates in the U.S have contributed to a drop in productivity compared to foreign countries, particularly developing nations that benefit from an abundance of low-cost labour.
- ◆ **Iacobucci (1994)** He examined and clarified simple definitions for service standards, customer satisfaction, and happiness. He noted that service standards are not solely guided by customer satisfaction, while customer pleasure is profitable outcome of delivering superior value. There is a clear distinction between service standards and customer happiness, though many customers believe they are the same, In reality, service quality is one factor influencing customer satisfaction.
- ◆ **Sulek (1995)** He examined how customer satisfaction positively and profitably impacts services, indicating that demand for the service will grow over time, It was also noted that brand-loyal customers will continue to use a service if they are satisfied, even if the service charges are high. Customer satisfaction is highly beneficial for organizations, as it can boost sales, income, revenue, and expand the customer base. Sulek describes this as positive effect a on service sales.
- ◆ **Anderson (2004)** found a positive link between customer satisfaction at the store level and overall company success. Customer satisfaction is key to improving financial performance, profitability, and customer base, all of which contribute directly or indirectly to increased revenue. Anderson also suggests that company with a large number satisfied customers is likely market leader due to its high-quality services, consistent standards, and competitive pricing.

6.RESEARCH METHODOLOGY

Research methodology refers to the techniques used in the study of the customer satisfaction towards the Puma. The research methodology covers the area on which the study is made and the sources used to collect the data for the study and come to an conclusion.

STATISTICAL TOOL FOR ANALYSIS

The Following tools were used:

- 1.Rank Analysis
- 2.CHI-Square Analysis

7.LIMITATIONS OF STUDY

- ◆ The study was limited to 150 respondents.
- ◆ The study was considered only by the consumers opinion.
- ◆ This study was purely collected through questionnaire.

8. ANALYSIS AND INTERPRETATION OF DATA

RANK ANALYSIS

TABLE SHOWING THE SATISFACTION LEVEL OF PUMA SHOES

Particulars	SA	A	N	DS	SD	TOTAL	RANK
Price	70	29	43	4	4	607	4
Style	50	69	19	3	9	598	5
Comfort	74	46	28	1	1	641	1
Size	70	55	18	5	2	636	2

Quality	67	57	19	2	5	629	3
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INTERPRETATION

The above table depicts that the Comfort of the Shoes is satisfied and it is followed by Size,Quality,Price and Style.

CHI-SQUARE ANALYSIS**TABLE SHOWING THE RELATIONSHIP BETWEEN THE AGE AND THE PRODUCT PREFERRED**

AGE/FACTOR	SHOES	SHORTS	T SHIRT	TRACKPANTS	SPORTS EQUIPMENT	TOTAL
15-20	15	7	10	2	2	36
21-25	16	12	18	4	3	53
26-30	14	6	5	13	2	40
31-35	3	2	5	2	2	14
36 Above	4	0	1	2	0	7
TOTAL	52	27	39	23	9	150

$$\frac{(\text{OBSERVED VALUE}-\text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

CHI-SQUARE VALUE (Σ) =

=1

=1.04

DEGREE OF FREEDOM = (ROW-1)*(COLUMN-1)

=(5-1)*(5-1)

=16

CALCULATION VALUE $\chi^2 = 1.04$

TABLE VALUE=26.29

INTERPRETATION

In the above analysis the calculated value (1.04) is than the value (26.29) at the level of 5% significance. Hence hypothesis is accepted thus, there is significant relationship between Age and the product preferred should improve.

9. FINDINGS OF THE STUDY**RANK ANALYSIS**

- ♦ The most common features satisfied by the Puma Shoes is comfort of the shoes and it followed by Size,Quality,Price and Style.

CHI-SQUARE ANALYSIS

- ♦ The selected factors likely Age and the Product preferred should improve the relationship between them.

10.SUGGESTION

The price,style,comfort,size,quality of the Puma Shoes should be maintained perfectly.Product design as color,material,pattern should be improved.Female customer need more stock availability for women products from Puma.More Advertisement should be advertised to people for creating awareness about the product.

11.CONCLUSION

The consumer satisfaction towards Puma products is influenced by several key factors, including brand equity, product quality, pricing, and overall customer experience. Puma's strong brand image, established through consistent marketing and innovation, plays a significant role in shaping consumer perceptions and satisfaction levels. Consumers appreciate the combination of style, performance, and comfort offered by Puma, particularly in its sportswear and footwear range.Overall, Puma's ability to connect with its consumers, provide high-quality products, and maintain a strong brand image ensures that it remains a preferred choice for many. As consumer expectations evolve, Puma must stay agile and responsive to ensure continued satisfaction and loyalty in the long term.

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