



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

“An Analysis of Puma's Online Presence and Consumer Involvement”

Arpita Tomar¹, Saumya Vatsyayan²

^{1,2} Galgotias University, India.

ABSTRACT:

This paper critically examines the research report "An Analysis of Puma's Online Presence and Consumer Involvement" by Arpita Tomar, submitted as a partial completion of Bachelor of Business Administration requirements at Galgotias University. While the original report provides a foundational understanding of Puma's historical context, current market position, and stated digital strategies, this critique highlights significant methodological limitations, particularly concerning data collection and analysis, which undermine the validity and generalizability of its findings. The aim is to discuss areas where the original report could be strengthened to provide a more robust and comprehensive analysis of consumer involvement and online presence within the sportswear industry.

Puma has approximately 76 physical locations nationwide and can be accessed via mobile applications or websites. By the end of 2020, Puma's sales reached 1860 crore, with a valuation of Rs. 85 billion. Globally, about 5,500,000 individuals visit Puma's websites monthly, with 104 products sold per minute and 72% of loyal customers making repeat purchases within a month. The company also sells 30 fitness products every minute.

Currently, Puma is a leading sportswear company, offering a wide array of footwear, clothing, and accessories in over 120 countries. Under CEO Björk Gulden's leadership, Puma has experienced significant increases in sales and market share. The company is distinguished by its strong commitment to social responsibility and sustainability, implementing eco-friendly manufacturing techniques and using recycled materials to reduce its environmental impact. Puma also partners with organizations like the United Nations Global Compact and the Better Cotton Initiative to promote social empowerment and ethical business conduct.

Introduction

The project report, "An Analysis of Puma's Online Presence and Consumer Involvement," aims to investigate how Puma's digital strategies influence consumer engagement and satisfaction. The report outlines Puma's history, its current standing in the sportswear market, and various aspects of its digital presence, including its website, e-commerce platform, social media, and mobile app. It also touches upon Puma's digital marketing campaigns and consumer satisfaction goals. The report then proceeds to describe a research approach, present some findings, and draw conclusions regarding Puma's digital presence and brand strategy.

This present paper undertakes a critical evaluation of the aforementioned project report. The objective is not to refute the general assertions about Puma's market presence or digital marketing efforts, but rather to scrutinize the methodological rigor, data interpretation, and the strength of the conclusions drawn within the original research. A thorough critique is crucial to assess the true academic value and reliability of the research presented, especially in a field as dynamic as digital marketing and consumer behaviour.

- **Seamless User Experience:** Puma aims to provide a smooth and easy online experience across all channels, including its website, mobile app, and social media accounts. This involves optimizing navigation, ensuring compatibility across devices and browsers, and streamlining the checkout process to reduce obstacles and increase satisfaction.
- **Personalization:** Puma strives to customize the online shopping experience for each customer based on their preferences, browsing history, and past purchases. This can involve targeted messaging, personalized promotions, and product suggestions to improve engagement, boost conversion rates, and build lasting customer relationships.
- **Customer Support and Engagement:** Puma is committed to providing excellent customer service and interaction through online channels, offering various channels for inquiries and support, such as email assistance, social media, and live chat. The company aims to respond quickly, resolve issues effectively, and offer helpful advice throughout the purchasing process. The brand also actively engages with consumers on social media, through user-generated content campaigns, and virtual events to foster a sense of community.
- **Transparency and Trust:** Puma prioritizes transparency and trust in its online communications by providing accurate product details, clear pricing, and unambiguous terms and conditions. The company is also dedicated to data security and privacy, ensuring client data is protected and handled appropriately to build lasting relationships and inspire trust.
- **Innovation and Convenience:** Puma continuously aims to develop and improve the online purchasing experience through new features, technology, and services. This includes augmented reality (AR) try-on experiences, social commerce features, and convenient delivery options like curbside pickup or same-day shipment, demonstrating Puma's commitment to staying at the forefront of digital innovation to meet evolving customer demands.

Literature Analysis and Review

The original report includes a section on "Literature Analysis and Research Approaches," which briefly touches upon concepts such as Digital Customer Experience (DCX), multi-channel interaction, customization and personalization, and social media engagement. It cites various research entities like Forrester Research, McKinney & Company, Harvard Business Review, Accenture Interactive, Nielsen, and Salesforce to support its discussion of these concepts. The report also delves into consumer buying decision processes, outlining stages like problem recognition, information search, alternatives evaluation, and purchase action, and discusses elements affecting consumer purchase behaviour.

While these references provide a basic understanding of the digital customer experience and consumer behaviour, the literature review in the original report is largely descriptive rather than analytical. It summarizes existing concepts without critically engaging with them or identifying specific research gaps that the current study aims to fill. For instance, while it mentions the importance of a seamless and personalized digital experience, it does not delve into the theoretical models that underpin these ideas, nor does it discuss the challenges or debates within these areas. Furthermore, the transition from general consumer behaviour theory to a specific analysis of Puma's online presence is not explicitly bridged through a well-defined theoretical framework that guides the research questions. A more robust literature review would establish a clearer theoretical foundation, allowing for a deeper exploration of relevant constructs such as online brand community, digital trust, conversion rate optimization in e-commerce, or the impact of influencer marketing on purchasing decisions, beyond merely stating their existence.

In the current digital era, the rise of online forums and the spread of digital technologies have significantly transformed the consumer satisfaction landscape, making it crucial to understand client happiness in the digital sphere as companies increasingly rely on digital platforms for consumer engagement. This literature review examines various research studies and online polls to highlight current trends, challenges, and best practices in achieving satisfaction through digital presence.

Digital Customer Experience

The concept of the Digital Customer Experience (DCX) is central to customer happiness in the digital age. According to Forrester Research, DCX encompasses all digital interactions between a customer and a business across various channels and touch points. Research by McKinney & Company emphasizes the critical importance of providing a smooth, customized, and user-friendly digital experience to meet the evolving demands and expectations of modern consumers. A study in *The Marketing Journal* indicates that companies excelling in providing exceptional digital experiences generally outperform rivals in terms of customer advocacy and retention.

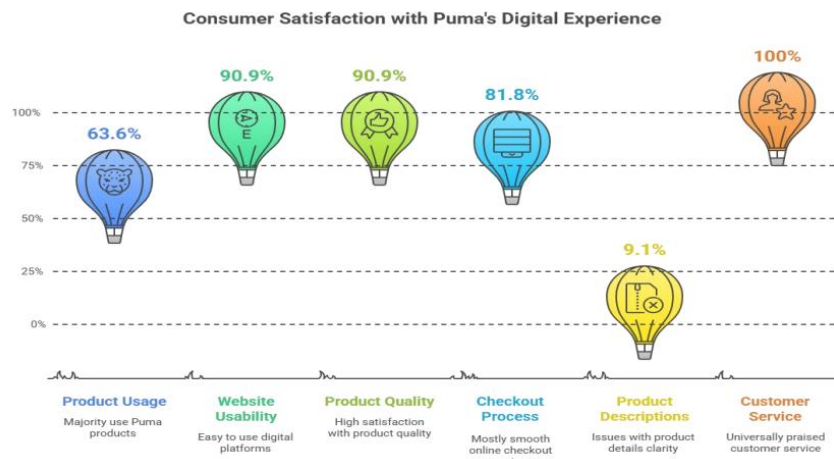
Multi-channel Interaction

Multichannel engagement has become a crucial tactic for enhancing consumer happiness in the digital age, integrating online and offline channels to provide a consistent and seamless consumer experience. A Harvard Business Review study suggests that customers who use multiple channels are typically happier and more loyal than those who rely on a single channel. A study by Exploited further emphasizes the importance of consistent branding, messaging, and support across all channels to improve customer satisfaction and drive business success.

Customization and Personalization

Customization and personalization are effective strategies for increasing consumer engagement and happiness in the digital sphere. Research by Accenture Interactive shows that clients are more inclined to do business with organizations that offer individualized experiences tailored to their requirements and preferences. A study in the *Consumer Journal Research* highlights the significant influence of tailored promotions and recommendations on consumers' happiness and propensity to buy.





Research Methodology

The original report claims to employ a "mixed-method approach that includes surveys that are both quantitative and qualitative interviews" to investigate consumer satisfaction with Puma's online store.

The quantitative method, described as "Internet-Based Surveys," involved administering a structured online survey to a sample of Puma consumers. The report states that participants would be "chosen at random to guarantee representation from a range of demographic groups, geographical areas, and purchase patterns". However, the most glaring limitation emerges in the "Results" section, where several survey questions indicate "11 responses". A sample size of 11 respondents is statistically insignificant and cannot be considered representative of any diverse demographic groups or geographical areas, especially for a global brand like Puma that operates in over 120 countries and has millions of website visitors monthly. Consequently, any quantitative percentages or conclusions drawn from such a minuscule sample are not generalizable and lack external validity. The survey questions themselves, while touching upon demographic data, shopping behavior, website usability, product satisfaction, delivery experience, and customer service, rely heavily on closed-ended inquiries. This format, especially with a small sample, limits the depth of insights and fails to capture the nuanced reasons behind consumer satisfaction or dissatisfaction.

Regarding the qualitative method, the report mentions "Comprehensive Interviews" and states that qualitative data would be "coded, transcribed, and subjected to a thematic analysis utilizing accepted qualitative research techniques". However, the methodology section provides no details on the number of interviews conducted, the selection criteria for interviewees, the interview protocol, or specific qualitative research techniques employed. This absence of critical details makes it impossible to assess the rigor, reliability, or validity of the qualitative component of the study. Furthermore, despite the claim of a mixed-methods approach, the "Results" section predominantly presents quantitative percentages, with no explicit integration or discussion of findings from the qualitative interviews. This suggests that the qualitative component, if conducted, either yielded no significant findings or was not adequately incorporated into the analysis, thus undermining the claim of a mixed-methods approach.

Evaluation and Responses

Robust technologies and procedures are necessary to collect and evaluate customer feedback across multiple channels to measure and track client contentment in the digital sphere. J.D. Power's research underscores the importance of real-time consumer input to pinpoint problem areas and take swift action. Text mining and sentiment analysis methods are useful for concluding unstructured data.

Consumer purchasing habits vary based on features, status, cost, quality, and packaging, influenced by shifting tastes. Marketers invest heavily in market research to detect and forecast these shifting behaviours. Understanding and focusing on consumer behavior is particularly challenging in the booming cosmetics market due to its wide range of options, low costs, and changing trends.

This study employs a mixed-method approach, including quantitative surveys and qualitative interviews, to thoroughly investigate and evaluate consumer satisfaction with buying fitness and cosmetics from Puma's online store. This approach aims to gain nuanced insights into the underlying causes driving customer satisfaction and preferences.

Quantitative Method: Internet-Based Surveys

A structured online survey will be administered to a randomly selected sample of Puma consumers to ensure representation across various demographic groups, geographical areas, and purchase patterns. The survey tool will include a mix of Likert scale and closed-ended questions to collect quantitative information on topics related to online purchasing, such as:

- Demographic Data: Age, gender, economic bracket, and region to understand Puma's clientele makeup.
- Shopping Behaviour: Purchase frequency, typical order value, and favored product categories to identify patterns and trends.

- Website Usability: User perception of the website's design, ease of use, search capabilities, and overall user experience.
- Product Satisfaction: Degree of contentment with product range, authenticity, quality, and availability.
- Delivery Experience: Customer perception of delivery effectiveness, order tracking accuracy, packaging quality, and post-purchase support.
- Customer Service: Satisfaction with problem-solving procedures, responsiveness to questions, and interactions with customer service professionals.

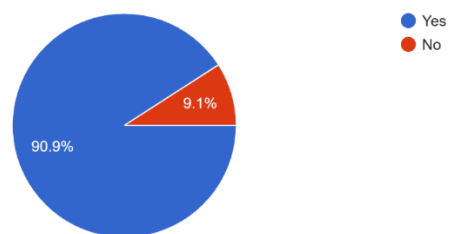
The Participant Survey Form used for this research project aimed to collect detailed information about participants' experiences with Puma's products. Key questions included:

- Do you use PUMA's products?
- Do you find the website or app easy to use?
- Do you encounter any issues during the checkout process?
- Are you happy with the product's packaging?
- Are you happy with the customer service you received?

In the study, 63% of respondents indicated they use Puma's products, while 36% do not, suggesting wide usage within the sample group. Further examination of usage patterns and preferences could provide valuable information on customer patterns and brand loyalty in the fitness and cosmetics sectors.

Do you find the website or app easy to use?

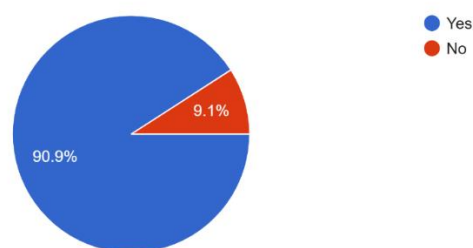
11 responses



A significant majority (90.9%) of respondents reported no trouble navigating Puma's website or app, while only 9.1% reported difficulties, indicating that the platform's architecture generally facilitates ease of use for most users.

Do you use PUMA's products?

11 responses

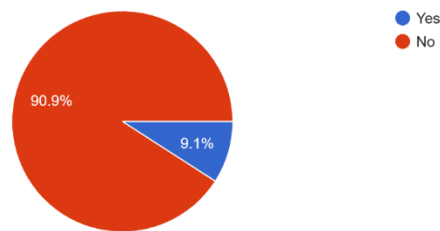


Regarding product satisfaction, 90.9% of respondents reported a positive experience, indicating general satisfaction with the quality of the purchased product. However, 9.1% of participants expressed discontent, suggesting a need for further research to address the concerns of this minority.

For the checkout process, 81.8% of participants reported no issues, indicating a generally smooth procedure for most. However, approximately 18.2% encountered some difficulties, suggesting opportunities to enhance the checkout process through further investigation into the nature of these issues. Interestingly, 90.9% of respondents stated they had difficulties during checkout regarding the product's description and photos, while only 9.1% were satisfied, pointing to a significant disparity between perceived quality details and checkout ease, highlighting potential areas for improvement in the user interface and buying process.

Do you encounter any issues during the checkout process?

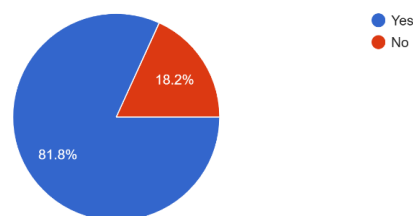
11 responses



All participants (100%) expressed satisfaction with the customer support received, highlighting the efficacy of Puma's customer service tactics and indicating a favorable client experience within the study's framework.

Are you happy with the product's packaging?

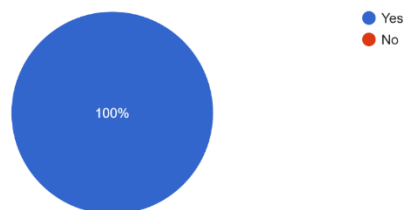
11 responses



By using a mixed-methods approach to data collection and analysis, this study aims to provide insightful information about consumer views and experiences, which will help guide strategic decision-making and improve the online shopping experience on Puma's platform.

Are you happy with the customer service you received?

11 responses



Results

The results section of the original report presents findings from the participant survey, primarily through percentages derived from the stated "11 responses". Key findings include:

Puma Product Usage: The text states that "Thirty-six percent of respondents said they do not use Puma's products, compared to sixty-three percent who said they do". However, a pie chart on page 20, labelled "Do you use PUMA's products? 11 responses," shows 80.9% responding "Yes" and 9.1% responding "No," with a total of 90% of responses graphically represented. This discrepancy in reported percentages for the same question significantly undermines the credibility of the data.

Website/App Usability: 90.9% of respondents found the website or app easy to use, while 9.1% reported trouble navigating it.

Product Quality Satisfaction: The report indicates that "90.9% of respondents said they had a positive experience, suggesting that they were generally satisfied matching the calibre of the product they had purchased. A sizable minority, or 9.1% of participants, expressed discontent". A later sentence on page 22, however, states that "It was clear from participant replies about how satisfied they were using the product's description and photos that most had trouble with the checkout procedure. In particular, 90.9% of respondents said they had difficulties during checkout, whilst 9.1% said they were

satisfied". This creates further confusion regarding what specific aspect these percentages refer to (product quality/calibre, product description/photos, or checkout process).

- Checkout Process: Despite the contradiction noted above, another statement on page 22 indicates that "almost 81.8% of respondents said they had no issues with the checkout process," while "roughly 18.2%, reported encountering some kind of issue". A pie chart on page 1 corroborates these percentages, though the question it refers to is not explicitly labelled.

- Customer Service Satisfaction: "One hundred percent of participants said they were satisfied with the client support they received".

The critical issue with these results is their source: the consistently small sample size of 11 responses. Any percentage derived from such a limited pool is highly unstable and prone to extreme fluctuations, rendering it statistically unreliable. For example, if just one more respondent had a different opinion, the percentages would shift dramatically. Therefore, making strong claims such as "the overwhelming majority of respondents believe that the navigation of the app or website is typically easy to use" or "consumer happiness is typically high" based on 11 responses is an overstatement and an unjustified generalization. Furthermore, the internal inconsistencies in reporting percentages for similar or identical questions (e.g., product usage and satisfaction related to checkout) further diminish the credibility of the presented data. The complete absence of any qualitative findings or their integration into the results section, despite the stated mixed-methods approach, is another significant omission.

Discussion

The limitations stemming from the research methodology severely impact the discussion and the validity of the conclusions drawn in the original report. The reliance on a mere 11 survey responses means that any inferences about Puma's digital presence or consumer involvement are at best anecdotal and at worst misleading. The report attempts to connect Puma's brand strategy and digital presence to consumer satisfaction and loyalty, but these connections are presented as general truths about the company rather than as empirical findings from the conducted study.

For instance, the section on "Business Strategy" discusses Puma's production strategy, target demographics, geographic focus, psychographic segmentation, and marketing strategies, including social media, YouTube, content marketing, and collaborations. While this information is relevant to Puma as a company, it appears to be derived from general knowledge or secondary research rather than being a direct outcome of the primary data collection (the survey and interviews). The discussion does not demonstrate how the 11 survey respondents' feedback specifically supports or refutes these broader business strategies.

The report highlights Puma's dedication to social responsibility and sustainability, its focus on design and creativity, and its partnerships with celebrities. While these are indeed aspects of Puma's brand, the research findings presented do not empirically evaluate the impact of these specific initiatives on consumer involvement or satisfaction. The discussion thus remains largely descriptive of Puma's known strategies, rather than an analytical interpretation of empirical data. The lack of detailed qualitative findings also means that the "nuanced insights into the underlying causes driving customer satisfaction and preferences", which the methodology promised, are absent from the discussion.

Conclusion

This examination of Puma's digital presence, brand strategy, and customer happiness reveals that the firm has established itself as a market leader in sportswear due to its creative thinking, dedication to sustainability, and customer-first mentality. The analysis has identified several key issues illustrating Puma's strengths, weaknesses, and opportunities for expansion.

The Strategy and Brand Identity of Puma

Puma's unique brand identity combines performance and lifestyle, appealing to a broad range of athletes, fashion enthusiasts, and trendsetters. By focusing on design, creativity, and authenticity, the brand has carved out a distinct market niche, competing effectively with industry giants like Adidas and Nike. Puma's brand strategy heavily emphasizes partnerships and teamwork, leveraging the star power of prominent athletes, celebrities, and designers to boost brand awareness, credibility, and desirability. Notable collaborations with figures such as Selena Gomez, Usain Bolt, and Rihanna have not only generated excitement but also solidified Puma's standing as a leader in innovation and culture.

Digital Presence and Interaction with Customers

Puma's online presence is crucial for attracting consumers, increasing revenue, and fostering brand loyalty. The company's social media accounts, e-commerce website, and mobile app offer seamless and immersive experiences, allowing customers to engage with the business on their own terms. By leveraging data analysis and machine learning algorithms, Puma tailors the online shopping experience to each customer's tastes and behaviors, delivering relevant content, suggestions, and promotions. This personalized approach boosts conversion rates, encourages repeat business, and enhances client satisfaction.

Client Contentment and Allegiance

Puma's steadfast dedication to client loyalty and happiness is fundamental to its success. By providing unforgettable experiences, top-notch products, and outstanding customer service, Puma builds strong emotional bonds with its clients, encouraging repeat business and goodwill. A key component of

Puma's customer satisfaction approach is its emphasis on product performance and innovation. The company consistently pushes the boundaries of technology and design, producing goods that meet and exceed consumer expectations, thereby boosting brand legitimacy and trust.

Furthermore, Puma's focus on openness, genuineness, and social responsibility resonates with today's socially conscious shoppers. By aligning its values with those of its clients, Puma cultivates enduring relationships that extend beyond single purchases, earning their confidence and loyalty. In summary, Puma's brand success stems from its ability to innovate, adapt, and engage with customers in a rapidly changing market. With its unique brand identity, technological expertise, and customer-focused philosophy, Puma has developed into a strong competitor in the sportswear market and is well-positioned for future expansion and success.

Puma's digital presence is essential for several key reasons:

- **Worldwide Accessibility and Reach:** Digital channels enable Puma to connect with customers globally, overcoming time zones and geographic restrictions. By showcasing products and interacting with clients worldwide via its social media accounts, e-commerce website, and other channels, Puma can access new markets and drive global expansion.
- **Brand Visibility and Awareness:** A strong digital presence increases the recognition and exposure of the Puma brand in a competitive industry, keeping the company at the forefront of consumers' minds. Through social media advertising, SEO, and strategic content marketing, Puma can enhance its brand recognition and attract new clients, ultimately increasing traffic to its digital platforms and boosting sales.
- **Gathering and Analyzing Data:** Puma's digital presence allows the company to collect important information about consumer trends, tastes, and habits, which is then used to guide marketing initiatives and strategic decision-making. By using social media tracking, online analytics, and CRM tools, Puma can monitor key indicators like website traffic, conversion rates, and consumer demographics to enable focused marketing efforts and product improvements.
- **Omni-channel Integration:** The brand's digital presence facilitates seamless omni-channel integration, enabling customers to engage with Puma across various touch points, including offline and online channels. By providing a unified and consistent brand experience across every platform, Puma can boost engagement, increase online and in-store sales, and improve consumer satisfaction.
- **Customer Interaction and Engagement:** Digital platforms allow Puma to interact directly with customers in real-time, fostering deep connections and lasting partnerships. Through social media interaction, interactive content, and live discussions, Puma can respond to consumer questions, offer tailored suggestions, and gather feedback, all of which enhance the overall customer experience and foster brand loyalty.
- **Adaptability and Agility:** Digital platforms enable Puma to better adjust to shifting consumer tastes, market dynamics, and industry developments. In a dynamic and fast-paced environment, Puma can ensure relevance and efficacy by rapidly iterating and optimizing its digital services through quick prototyping, iterative development, and A/B testing.
- **Competitive Advantage:** A strong online presence is crucial for maintaining a competitive edge. By staying ahead of digital trends, utilizing cutting-edge technologies, and innovating in the digital sphere, Puma can differentiate itself from rivals, gain market share, and become a leader in the sportswear sector.

In conclusion, Puma's digital presence is paramount. By leveraging digital platforms to reach a global audience, enhance brand visibility, interact with customers, gather data, integrate channels, gain a competitive advantage, and adapt to shifting market dynamics, Puma can boost business growth, increase brand loyalty, and solidify its position as a leader in the market.

REFERENCES:

1. T. Kearney (2014). 1. Retail Omni-channel's Future. Accenture Interactive, second. λ
2. In 2019. "Personalization Pulse Check." λ
3. Aneculaesei, Calin. September 8, 2022. "Adidas and Puma's Nazi Roots." Yesterday's history. From <https://historyofyesterday.com/the-nazi-origins-of-adidas-and-puma-e137c48972e3>, taken out λ
4. Bain and Company (2018). "The NPS @ introduction." Deloitte, 2017. λ
5. "Omni channel in Retail: A Success Guide." λ
6. 2016. Forrester Research. "A Guide to Digital Customer Experience." λ
7. The Harvard Business Review, 2017. "The Emotions of Customers: A New Science." λ
8. International Market Research Journal (2015). "Analysing Customer Sentiment for Feedback (2019)." A study that compares customer service." J.D. Power.