



A STUDY ON CUSTOMER SATISFACTION TOWARDS PUMA SHOES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The present study aims to evaluate customer satisfaction towards Puma shoes with special reference to Coimbatore city. With the growing popularity of branded footwear and the increasing competition in the retail industry, understanding customer preferences and satisfaction levels has become crucial for brand sustainability. This study explores key factors influencing customer satisfaction, including product quality, design, comfort, pricing, brand image, and after-sales service. A structured questionnaire was used to collect data from a sample of Puma shoe customers in Coimbatore, and statistical tools were employed for analysis. The findings reveal that product quality and comfort are the most significant determinants of customer satisfaction, while pricing and brand loyalty also play an essential role. The study concludes with suggestions for improving customer engagement and enhancing overall satisfaction to strengthen Puma's market position in Coimbatore.



1.INTRODUCTION

Customer satisfaction is a key determinant of a brand's success in the competitive footwear industry. With an increasing number of brands entering the market, companies must focus on delivering high-quality products and services to retain customers and maintain brand loyalty. Puma, a globally recognized sportswear brand, has established itself as a leading player in the athletic footwear segment. The brand is known for its innovative designs, durability, and high-performance shoes catering to various customer segments, including athletes, fitness enthusiasts, and casual wearers. Customer satisfaction is influenced by multiple factors such as product quality, pricing, comfort, style, and after-sales services. Understanding these factors is essential for Puma to strengthen its market position and improve customer retention, especially in competitive urban markets like Coimbatore. Coimbatore, often referred to as the "Manchester of South India," is a rapidly growing industrial and commercial hub. The city has a diverse consumer base with a strong preference for quality footwear that meets their lifestyle and fashion needs. With increasing awareness of branded footwear and changing consumer preferences, Puma has witnessed significant demand in this region. However, to sustain and expand its market presence, it is crucial to assess how satisfied customers are with Puma shoes and what factors influence their purchasing decisions.

By analysing customer satisfaction levels in Coimbatore, this study aims to provide valuable insights into consumer behavior, brand perception, and areas for improvement in product offerings and services. The study focuses on understanding customer expectations and experiences regarding Puma shoes in Coimbatore. It examines various attributes, including comfort, durability, affordability, brand value, and post-purchase services, to determine their impact on customer satisfaction. Additionally, the research explores the role of advertising, promotions, and brand loyalty in influencing repeat purchases. By identifying key satisfaction drivers and pain points, the study seeks to offer recommendations for Puma to enhance its product strategies and customer engagement initiatives. The findings of this research will be beneficial for Puma and other footwear brands to formulate



customer-centric strategies that align with market demands. The study also aims to contribute to the existing literature on consumer satisfaction in the footwear industry, particularly in the context of emerging urban markets like Coimbatore.

2. LITERATURE OF MAIN CONTENTS

2.1 OBJECTIVES OF STUDY

- To analyze the level of customer satisfaction towards Puma shoes in Coimbatore.
- To identify the key factors influencing customer preferences, such as product quality, comfort, price, durability, and brand image.
- To examine the impact of after-sales service and brand loyalty on customer retention.

2.2 SCOPE OF STUDY

This study focuses on analysing customer satisfaction towards Puma shoes in Coimbatore city. It examines key factors such as product quality, comfort, price, durability, design, and after-sales service that influence consumer preferences and purchasing decisions. The research is limited to Puma shoe users in Coimbatore, providing insights into their experiences, expectations, and overall satisfaction levels.

2.3 STATEMENT OF PROBLEM

In today's highly competitive footwear market, customer satisfaction plays a vital role in determining brand success and customer loyalty. While Puma has established itself as a leading global sportswear brand, the extent to which its shoes meet customer expectations in Coimbatore remains an area of concern. Consumers in this region consider various factors such as product quality, comfort, pricing, durability, and brand perception before making a purchase decision.



2.4 RESEARCH AND METHODOLOGY

This study follows a quantitative research approach to analyse customer satisfaction towards Puma shoes in Coimbatore. Primary data is collected using a structured questionnaire from Puma shoe users, ensuring a systematic and measurable assessment of consumer preferences.

COLLECTION OF DATA

The data was collected through questionnaire.

- The sample size was 120.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.



3.ANALYSIS AND DISCUSSION

TABLE:3.1

Purpose of Purchase	No. of Respondents	Percentage (%)
Casual wear	40	33.3%
Sports activities	28	23.3%
Gym/Fitness	22	18.3%
Fashion & Style	20	16.7%
Others	10	8.4%
Total	120	100%

Interpretation:

The table presents the main purpose for purchasing Puma shoes among 120 respondents. The majority (33.3%) buy Puma shoes for casual wear, followed by sports activities (23.3%) and gym/fitness (18.3%). A notable percentage (16.7%) purchase them for fashion and style, while 8.4% cited other reasons.

Inference: The majority of the respondents are casual wears (33.30%).



CHAET 3.1

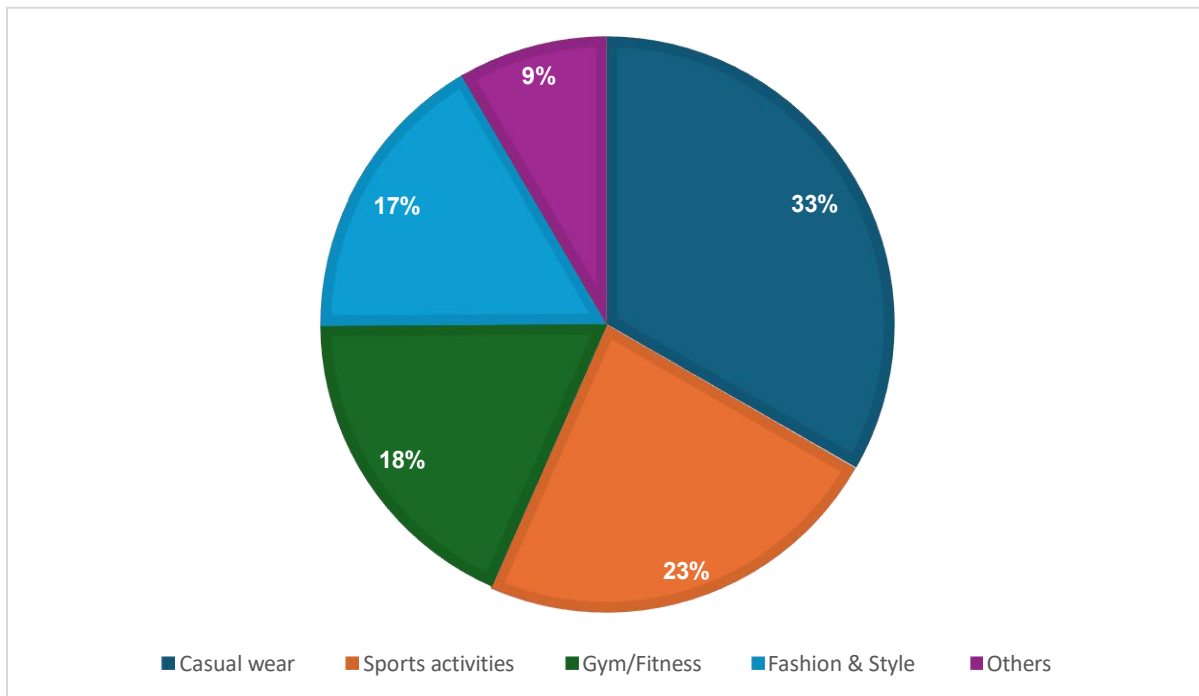




Table 3.2 Customer Recommendations for Puma Shoes

Recommendation Frequency	No. of Respondents	Percentage (%)
Yes, frequently	35	29.2%
Yes, sometimes	45	37.5%
No, but I might recommend in the future	25	20.8%
No, I wouldn't recommend	15	12.5%
Total	120	100%

Interpretation:

The table shows that 66.7% of respondents have recommended Puma shoes at least sometimes, indicating strong customer advocacy. 20.8% are open to recommending Puma in the future, reflecting potential for growth in customer loyalty. 12.5% would not recommend Puma, focused areas for improvement.

Inference: The majority of the respondents are some times (37.50%).

Chart 3.2

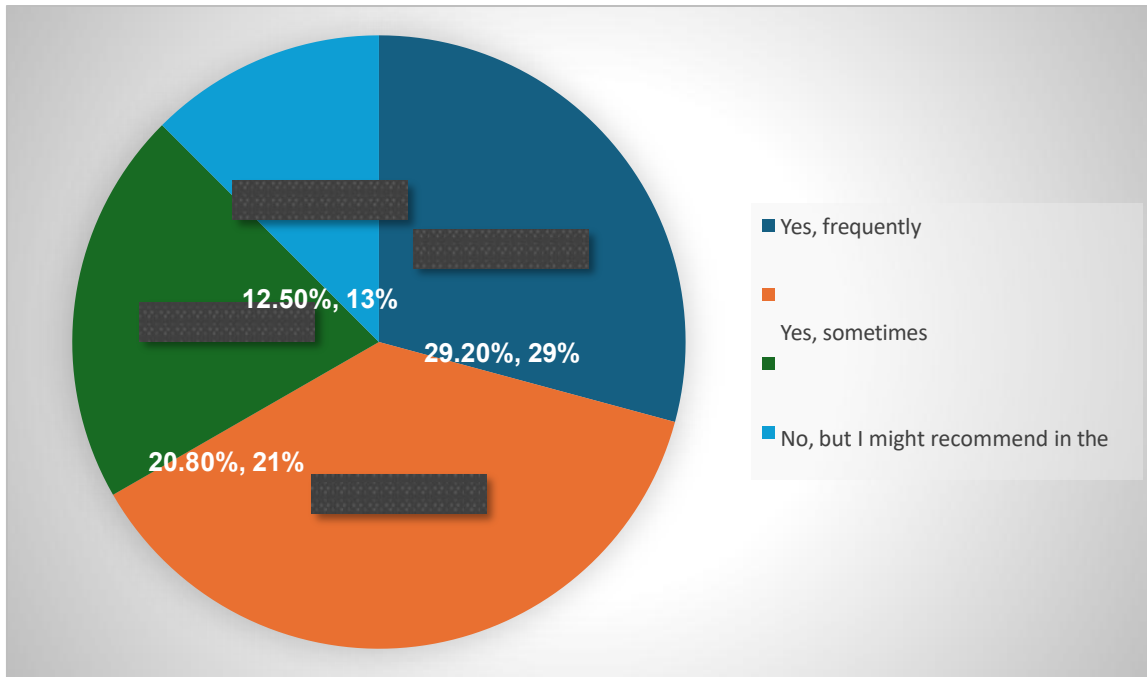


Table 3.3 Preference for Other Sports Shoe Brands

Sports Shoe Brand	No. of Respondents	Percentage (%)
Nike	45	37.5%
Adidas	30	25.0%
Reebok	20	16.7%
Skechers	25	20.8%
Total	120	100%

Interpretation:

The table shows that Nike (37.5%) is the most preferred sports shoe brand apart from Puma, followed by Adidas (25%). Skechers (20.8%) and Reebok (16.7%) also hold a significant portion of customer preference. This suggests that Puma faces strong competition from Nike and Adidas, which may offer better brand perception, comfort, or innovation.

Inference: A highest number of respondents from Nike (37.50%).

Chart 3.3

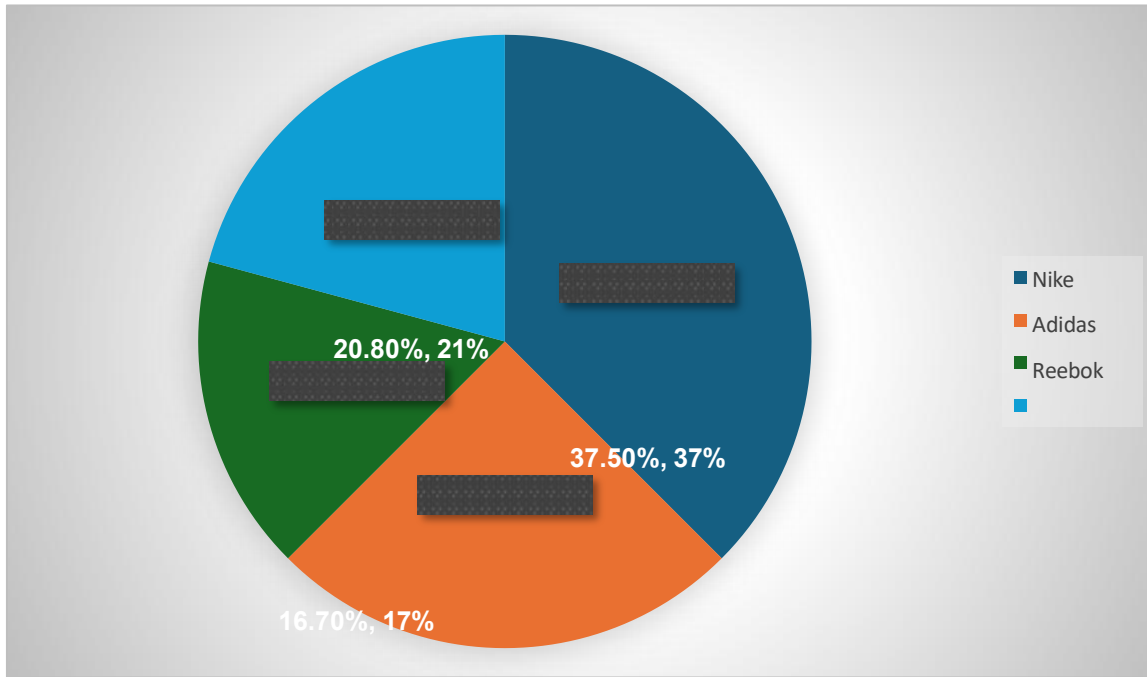


Table 3.4

Durability Level	No. of Respondents	Percentage (%)
Very Durable (Lasts more than 2 years)	38	31.7%
Durable (1-2 years)	46	38.3%
Average (6 months - 1 year)	24	20.0%
Not Durable (Less than 6 months)	12	10.0%
Total	120	100%

Interpretation:

The table shows customer opinions on the durability of Puma shoes. A majority (38.3%) find them durable, lasting between 1-2 years, while 31.7% rate them as very durable, lasting over 2 years. 20.0% feel the durability is average, and 10.0%



believe the shoes wear out within 6 months, indicating dissatisfaction.

Inference: Most of respondents belong to durable (38.30%).

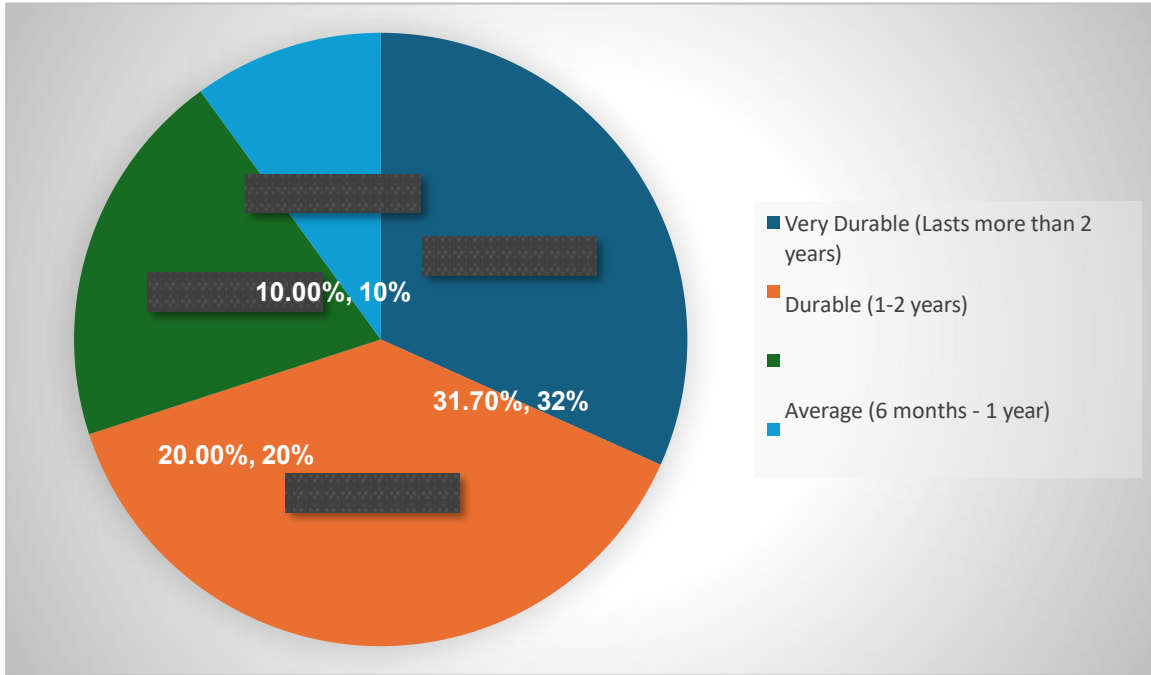


Chart 3.4

Table 3.5: Desired Improvements in Puma Shoes

Improvement Area	No. of Respondents	Percentage (%)
Better Comfort & Fit	40	33.3%
More Affordable Pricing	28	23.3%
Better Durability	22	18.3%
More Design & Colour Options	18	15.0%
Improved Customer Service	12	10.0%
Total	120	100%

Interpretation:

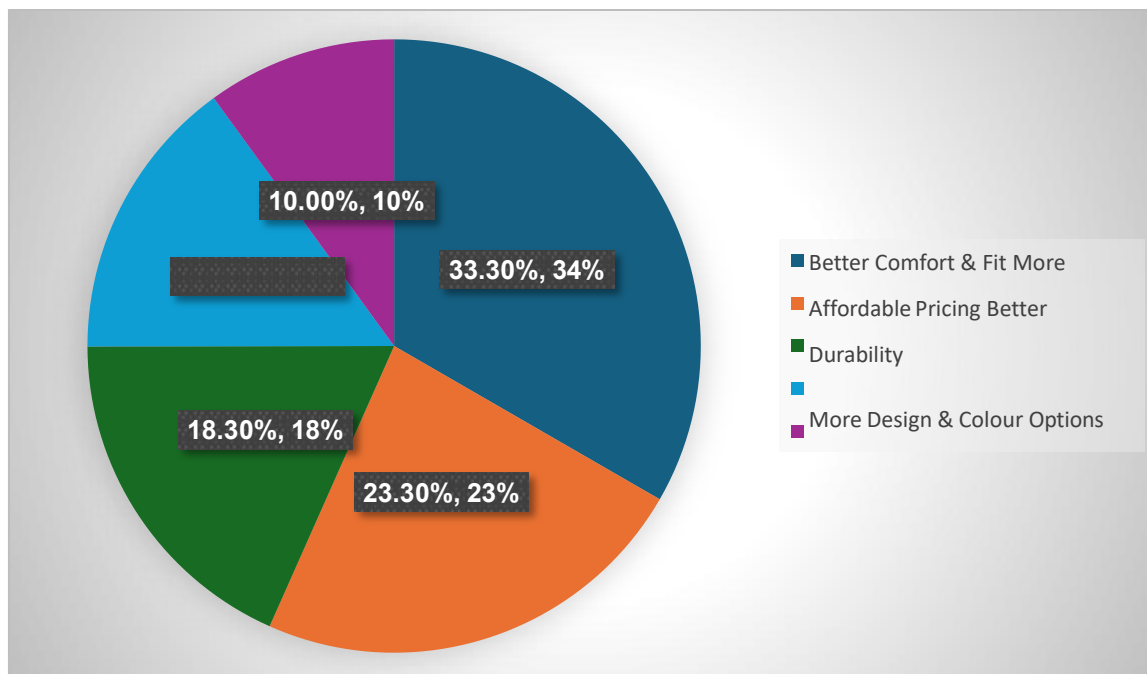
The table highlights that Better Comfort & Fit (33.3%) is the most requested



improvement, followed by More Affordable Pricing (23.3%). Durability (18.3%) and Design & Colour Options (15%) also play a crucial role in customer expectations. A smaller percentage (10%) expressed the need for Improved Customer Service.

Inference: The majority of the respondents are better (33.30%).

Chart 3.5: Desired Improvements in Puma Shoes





4.CONCLUSION

The study on customer satisfaction towards Puma shoes in Coimbatore provides valuable insights into consumer preferences, expectations, and areas of improvement for the brand. The findings indicate that factors such as comfort, durability, price, design, and brand image significantly influence customer satisfaction and purchase decisions. While a majority of customers expressed satisfaction with Puma's product quality and design, concerns regarding durability, pricing, and after-sales service were also highlighted. Word-of-mouth recommendations and advertisements play a crucial role in brand awareness, emphasizing the importance of effective marketing strategies. The study also reveals that customer retention is largely dependent on the overall experience,



including product performance, customer service, and value for money. Although many respondents expressed a willingness to repurchase Puma shoes, some suggested areas for improvement, such as better comfort, more affordable pricing, and increased product variety. Addressing these concerns through innovation, competitive pricing, and enhanced customer engagement will help Puma strengthen its market presence and customer loyalty. Puma has a strong brand image and a loyal customer base, but there are opportunities for growth and improvement. By focusing on durability, comfort, affordability, and customer service, Puma can enhance overall customer satisfaction and maintain a competitive edge in the sports footwear industry. Implementing the suggested improvements will not only attract new customers but also ensure long-term brand loyalty, leading to sustained business success.

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