

8 Appendix

8.1 Survey Questionnaire

1. Please select your respective age bracket?

- a) 18 to 30
- b) 31 to 40
- c) 41 to 50
- d) Above 50

2. Please select your gender

- a) Male
- b) Female

3. Please state what is your educational background?

- a) Graduation
- b) Diploma
- c) Post-Graduation
- d) PhD

4. Do you shop through online or offline platform?

- a) Online
- b) Offline
- c) Both

5. Which shopping platform is majorly preferred by you?

- a) Online
- b) Offline
- c) Both

6. Is online shopping is more easy and effective than the offline shopping?

- a) Yes
- b) No
- c) At some extent

7. Which factor encourage you to do shopping from online platforms?

- a) Offers and Discounts
- b) Huge varieties
- c) Easy interface
- d) All of the above

8. At what extent the marketing campaigns influence your shopping from online platforms?

- a) Very low
- b) Low
- c) Moderate
- d) High
- e) Very High

9. Do you prefer buying sports apparel and footwear from online platform than offline platform?

- a) Yes
- b) No
- c) Maybe

10. What is your opinion about business expansion of Puma on online platforms?

- a) Options for customers
- b) Quality and Variety delivered to customers easily
- c) Healthy competition between sports companies
- d) All of the above

11. Do business expansion of sporting goods on online platform would be helpful for consumers?

- a) Yes
- b) No
- c) Maybe

12. What would be the main criteria for you to purchase sporting good from online platform?

- a) Quality
- b) Price
- c) Comfort
- d) All of the above

13. Which factor should company focus on online shopping?

- a) Easy to use interface
- b) Marketing
- c) Offers and Discounts
- d) All of the above

14. Do social media marketing influence your buying behaviour on online platforms?

- a) Yes
- b) No
- c) Maybe

15. Do variety available on online shopping is more attractive than offline shopping?

- a) Yes
- b) No
- c) Maybe