

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

Consumer Behaviour

Maulik Senjaliya

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DIPLOMA THESIS ASSIGNMENT

Maulik Batukbhai Senjaliya

Economics Policy and Administration
Business Administration

Thesis title

Consumer Behavior

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Consumer Behavior. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60 – 80 pages

Keywords

Retail, Buying Behavior, Consumer, Promotional Tools, Interactive Communication, Fast Fashion

Recommended information sources

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The Diploma Thesis Supervisor

Ing. Michal Chocholoušek, Ph.D.

Supervising department

Department of Management

Electronic approval: 18. 2. 2021

prof. Ing. Ivana Tichá, Ph.D.

Head of department

Electronic approval: 19. 2. 2021

Ing. Martin Pelikán, Ph.D.

Dean

Prague on 25. 03. 2021

Declaration

I declare that I have worked on my diploma thesis titled "Study of consumer attitude towards the clothing: The case of Puma" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on date of submission

MAULIK SENJALIYA

Acknowledgement

Any particular activity cannot be accomplished without the assistance of various sources who contribute directly or indirectly to the project's success. I'd like to express my gratitude to my supervisor Michal Chocholouek for his guidance and leadership in this report. Throughout the project, as a consultant, he provided me with unwavering guidance and advice. The campus and library infrastructure and programs assisted in my comprehension of organizational culture and business success outcomes. Using the case studies, research papers, and records that were available, I was able to build on my research.

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Thank you for your diligence, appreciation, and assistance in the conclusion of this study.

Consumer Behaviour

Abstract

The unprecedented challenges in this era have impacted the economy of world to huge level. Every industry has experienced certain decline in their growth and operations which encourages companies to improve their business functioning for desired results. The study focuses on understanding the consumer attitude towards the clothing where the case of Puma is considered. The shopping pattern of consumers is majorly based on offline medium but the technology has paved a path for online shopping which is trending among the consumers. The study would be assessing the benefit of online shopping and factors which play vital role in the development of consumer attitude and behaviour. The findings would be fruitful in understanding the consumer buying pattern for Puma in addressing the needs of consumers at online shopping. The online shopping has influenced the lifestyle of consumers to huge level as huge options for consumers are available. The companies need to match the level of consumers to ensure brand loyalty and brand awareness in the market. Puma is expanding through online business and the understanding of consumer behaviour is important for their growth.

Keywords: Puma, Consumer Behaviour, Online Shopping, Brand Loyalty, Marketing, Quality, Discounts, Promotional Tools, Interactive Communication, Fast Fashion

Chování spotřebitele

Abstrakt

Bezprecedentní výzvy v této době ovlivnily celosvětovou ekonomiku na obrovské úrovni. Každé odvětví zaznamenalo určitý pokles svého růstu a provozu, což povzbuzuje společnosti, aby zlepšily své obchodní fungování a dosáhly požadovaných výsledků. Studie se zaměřuje na pochopení postoje spotřebitele k oblečení, kde se uvažuje o případu Puma. Nákupní model spotřebitelů je převážně založen na offline médiu, ale tato technologie připravila cestu pro online nakupování, která je mezi spotřebiteli populární. Studie by hodnotila přínos online nakupování a faktory, které hrají zásadní roli v rozvoji spotřebitelského přístupu a chování. Zjištění by byla přínosná pro pochopení vzorce nákupu pro společnost Puma při řešení potřeb spotřebitelů při online nakupování. Online nakupování má obrovský vliv na životní styl spotřebitelů, protože pro spotřebitele jsou k dispozici obrovské možnosti. Společnosti musí odpovídat úrovni spotřebitelů, aby zajistily věrnost značce a povědomí o značce na trhu. Puma se rozšiřuje prostřednictvím online obchodu a pro jejich růst je důležité pochopení chování spotřebitele.

Klíčová slova: Puma, chování spotřebitele, online nakupování, věrnost značce, marketing, kvalita, slevy, propagační nástroje, interaktivní komunikace, rychlá móda

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1 Chapter: Introduction

The changes are inevitable in every industry and it is vital for every business to adapt the change and work appropriately. Moreover, the business dynamics have been upgrading with time and the new challenges like Covid-19 has been influencing the operations to a significant level. Every business in the any industry has been aiming to achieve pinnacle in the industry. It is important to understand the market dynamics and situation for implementing strategic decisions so that desired growth could be accomplished. The sports industry is one of the industries that is impacted by the unprecedented challenges and it becomes vital for them to enhance their strategy for overcoming the impact. There are various companies working in sports industry to excel their business adequately and Puma is one among them. The business distribution of Puma is categorised in terms of sports-wear, footwear, etc. such that they have maintained a significant position in the market. The in-store positioning of Puma has been carried significantly in all over the world and they have been expanding to new markets.

The unprecedented challenges in the market have encouraged Puma to enhance their existing operations for expanding their market reach and increasing their consumer base. The advent of information and communication technology (ICT) would be fruitful for Puma in accomplishing their objective of business expansion and growth. There are various ways through which ICT could be applied by Puma in their operations. It could enhance their operations through ICT, market expansion through online platform, online marketing, etc. The business expansion of Puma on online channels would act as a great push to their business operations and enhancing their market reach. The trend of online shopping is huge in the current pandemic where the consumers find it difficult to go for in-store shopping. It is essential that online shopping aspect is effectively assessed by Puma so that they could understand the difficulties in the course and overcome adequately for successful strategic benefits.

It would be vital for Puma that they focus on understanding the consumer behaviour toward online shopping. The insights of consumer behaviour on online shopping would be helpful in building a potential marketing strategy for targeting the consumers and enhancing the business operations. Generally, the shopping aspect is carried through

offline medium like in-store shopping but with the help of technology it could be

experienced through their mobile or laptop. The companies are understanding the needs of consumers and designing their websites and mobile applications in such a manner that attract the consumers and pursue them to continue their shopping through these portals. Online shopping has gaining a huge attraction among the consumers but the companies need to be quite attentive and effective in fulfilling the needs of consumers to maintain an edge over their competitors. Puma needs to understand the trend of online shopping on consumer buying behaviour more effectively for gaining desired benefits.

The research aim of the study assists in building the objectives and questions adequately as their accomplishment would be helpful in achieving the research outcome. The questions of the research are; at what level the online shopping fulfilling the expectations of the consumers? Do the variety offers on the online platform match the in-store shopping experience? And determine the effect of social influence on the buying behaviour of consumers in online shopping in comparison to in-store shopping?

The focus of the research is majorly on understanding consumer buying behaviour toward online shopping such that it would not cover much information of the competitor operational strategies. Also, the market dynamics in term of sports industry cannot be discussed in details. The key aspect of the research would be focused effectively but the areas like future options, role of new technologies, etc. cannot be discussed adequately in the research. However, the important areas and aspects related to consumer buying behaviour and online shopping would be discussed appropriately along with the current market situations. Still, the certain areas which are not discussed in the research would influence the research outcome to some extent.

The chapter effectively discusses the outline for the entire research study. It focuses on understanding the key areas of the research study. The aim and objectives developed for the research study have been outlined and they would be discussed in details as follows. Online shopping has been influencing the consumer buying behaviour to certain extent and its study would be helpful for Puma in developing a potent marketing and business strategy. The findings and insights attained through the study would be fruitful in larger prospects.

2 Goals and Methodology

2.1 Goals

The aim of the research study is to assess the impact of online shopping on the buying behaviour of the consumers – a case study of Puma. The research goals are aligned with the aim which would be helpful in fulfilling the research outcome. The diploma thesis aims to analyse relevant secondary data on Consumer Behaviour. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company. The objectives are:

- Assess the influence of online shopping on consumer behaviour
- Assess the role of online shopping on business of Puma
- Assess the consumer behaviour toward online shopping for Puma

2.2 Methodology

The research methodology proposed for the study is quantitative research method. It would be helping in gaining the primary data such that gaining the required knowledge and information which would be utilized in meeting the research objectives. Also, the secondary data would be gathered through literature review where different articles and documents from reputed sources would be critically analysed to build knowledge and information regarding research area.

The research area of articles and documents is related to the existing research such that vital insights could be developed and utilized for conducting the study. The primary data in the research would be collected through questionnaire. The consumers would be provided with a questionnaire comprise of questions related to the research. It would help in understanding the consumer behaviour toward online shopping. The questionnaire would be provided under a survey where 100 participants through random sampling would be participating. The data collected by the primary and secondary sources would be assessed effectively for inferring outcomes of the research.

In primary data collection, the information provided by the participants would be safeguarded under the confidential agreement. Also, their information would only be utilized after their consent. It would protect their information from getting accessed

without their consent. In secondary data collection, the sources are authenticated which would be provided reliable information and knowledge. Overall, the sources applied in the research would be helpful in accomplishing the respective objectives suitably. “Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis. “Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

3 Chapter: Literature Review

3.1 Current Scenario

The business environment has been evolving with the advent of technology and advanced resources. Every consumer has been influenced by technology to a certain extent such that influencing their buying decisions. There are different segments in the market which have been influenced by the technology and the shopping segment is one among them. Nowadays, every organization has been expanding their market reach through the application of technology like e-market platforms, social media sites, etc. The competition in every industry has been increasing such that encouraging organizations to enhance their operational procedures to gain substantial benefits. The existing study focuses on understanding the impact of online shopping on the consumer buying behaviour. Here, the a case study is considered so that significant findings could be availed and utilized for enhancing the business functioning of the organization. The preliminary research on the area of study has been initiated so that certain level of knowledge could be acquired. There are some former studies on similar research area are assessed so that required information could be gathered.

Izogo and Jayawardhena (2018) discusses the online shopping experience in the emerging e-retailing market. The technology played a huge role in the growth of shopping segment as it has paved a vital path for the shopping industry to reach their consumers. The retail market has also expanded their market reach through the utilization of technology. It has encouraged the retail market to attract the consumers through easy to use interface and quick delivery of services. The e-retailing market has been emerging significantly due to various factors such as time saving, offers and discounts, varieties at one place, etc. The consumers are more opting for online shopping than in-store shopping such that enhancing the market dynamics to a huge extent. The online shopping experience of the consumers is quiet satisfying due to which the number of consumers opting for online shopping has been increasing rapidly. The findings of the study assist in understanding that the online shopping experience of the consumers is dependent on various aspects such as behaviour, services, word of mouth, and repurchase intentions. The companies have been working constantly on these aspects to offer quality experience to the consumers. Online shopping

is a huge market field for the companies and regular improvement is required for achieving success in the business.

The study of Kumar and Kashyap (2018) provide insights about the utilitarian perspective which could be utilized in the online shopping for encouraging the consumers for online shopping. The motivation for shopping is usually high for the offline shopping in comparison with the online shopping due to the traditional marketing. In recent time, the online shopping become a potent factor in the success of e-retailing. The utilitarian aspect of online shopping has been benefiting the e-retail to a huge extent and majority of the companies are keen to utilize this aspect for their growth and development. The findings of the study provide vital insight regarding the utilitarian shopping motivation for online shopping. The consumers generally prefer for online shopping due to the information availability, search ability, convenience, accessibility, and product availability. The information available for consumers regarding online shopping assist them in continuing their shopping and availing maximum benefits.

The marketing campaigns of companies' have been advanced such that they are attracting the consumers more effectively. Also, the campaigns have been attracting the consumer for online shopping. The platforms for online shopping is websites and mobile applications which are designed in such a way that consumer could easily access all the required areas. The consumers could easily search their required products and services among the huge list. The convince aspect for consumers is also improvised which encourage them to opt for online shopping more. Moreover, the utilitarian aspect of online shopping has benefited the consumers at huge level. The companies are keen to utilize the aspect for long run in their business.

Nguyen *et al.* (2018) conducted a systematic review regarding consumer behaviour and order fulfilment in online shopping. There are various studies which have been conducted to assess the role of marketing campaigns in influencing the buying behaviour of the consumers. The findings of the study help in determining that success of online shopping is dependent on various aspects such as services, logistics handling, easy to use interface, etc. Online shopping has influenced the consumer behaviour to a huge level which could be determined through various aspects. Customer service is one of the vital aspect of online shopping which is managed by the companies effectively. The customer service is further divided into certain key determinants like repurchase, product return, and

purchase. Majorly, the companies have been focused on conducting attractive marketing campaigns in influencing the buying behaviour of consumers. The understanding of consumer behaviour could be determined more effectively through the understanding of their buying decisions. Online shopping has provided wide range of offers and discounts to the consumers along with large variety of products and services. The benefits available on online shopping attract consumers more than the offline shopping. It is essential for every company that they understand the online shopping dynamics more effectively to achieve desired success and growth in the market.

The literature review stage of the research would assist in gaining the substantial amount of knowledge regarding the research area. Here, the former studies on similar research area would be investigated so that significant insights could be gathered which would be processed and further utilized to meet the required research outcomes. The literature review stage is a secondary data collection process where the documents, journals, articles, and papers from reputed sources would be scrutinize for building the research. The chapter has been classified in different stages so that the knowledge of online shopping, consumer buying behaviour and their influence on each other could be determined adequately. It would assist in building substantial knowledge for achieving the required objectives for the research.

3.2 Online Shopping

The tradition of in-store shopping has been in practice for ages but the emergence of technology has changed the rules to a new level. Now, every organization has been trying to expand their business through technology for reaching larger consumer base. The study of Etminani-Ghasrodashti and Hamidi (2020) help in building a perspective of in-store shopping and online shopping through different examples. Here, the case study of Iran is discussed for exemplifying the idea of online shopping effectively. The in-store shopping is usually preferred by the consumers but the growth in information and technology segment has encouraged the option for online shopping. The trading and culture of Iranian population is different from other western countries such that in-store shopping and online shopping experience such changes.

Moreover, the technology has influenced the lifestyle of Iranian population to a certain extent. It is observed from the study that the shopping and travelling behaviour of the Iranians are influenced by online shopping to a certain extent. The utilization of technology in conservative environment of Iran has influence the shopping behaviour of the consumers. It has been comprehended from the study that the technology offers better shopping experience to the consumers. The frequency of purchasing through online platforms have been increasing significantly and becoming primary mode for the consumers. Also, the travel options are also enhanced by ICT as the consumers who travel for shopping only can purchase products and services through online platforms. Overall, it could be stated that the cultural and economic situation of nation is influenced by technology to a huge extent.

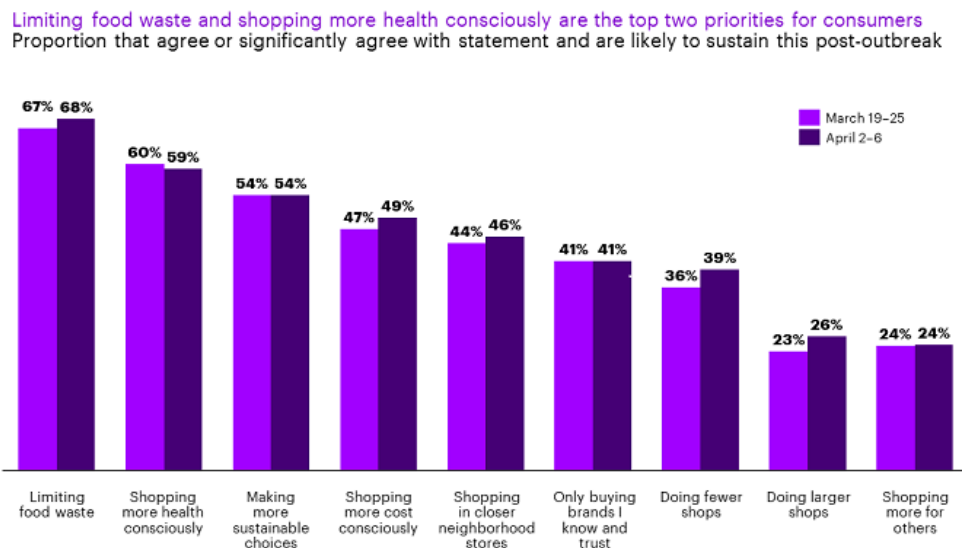


Figure 1: Impact on Consumer Behaviour Trend

Source: Accenture, 2020

Digital marketing has gained huge aura in the recent time and it is a bedrock for the success of any company in the global market. Koehn *et al.*, 2020) initiated a study which predict the online shopping behaviour by clickstream data by utilizing deep learning. Clickstream data of a user provide information about the surfing of user in a session. It has become a vital source for the companies to improvise the user experience and fulfil their business objectives more effectively. The study assesses the clickstream data for

understanding the online shopping behaviour of customers more effectively. Also, it analyse the targeting marketing to evaluate their influence on consumers more effectively. There are various tools which could be applied for understanding the clickstream data such that AI has enhanced the functioning to a huge level.

Generally, the user behaviour prediction is carried through supervised machine learning but it become less viable due to its inefficiency in structuring the clickstream data. The recurrent neural networks are much better than supervised machine learning in assessing the clickstream data. The findings of the study provide insights that the targeting marketing carried on digital platforms have influenced decision-making of consumers to huge extent. The shopping behaviour of the consumers influenced by the targeted marketing of the companies as the company utilized the clickstream data to offer required marketing to the consumers. Companies are utilizing technology effectively in conducting their digital marketing activities which possess direct influence on consumer shopping behaviour. Moreover, the technology has influencing consumer shopping behaviour to a huge level.

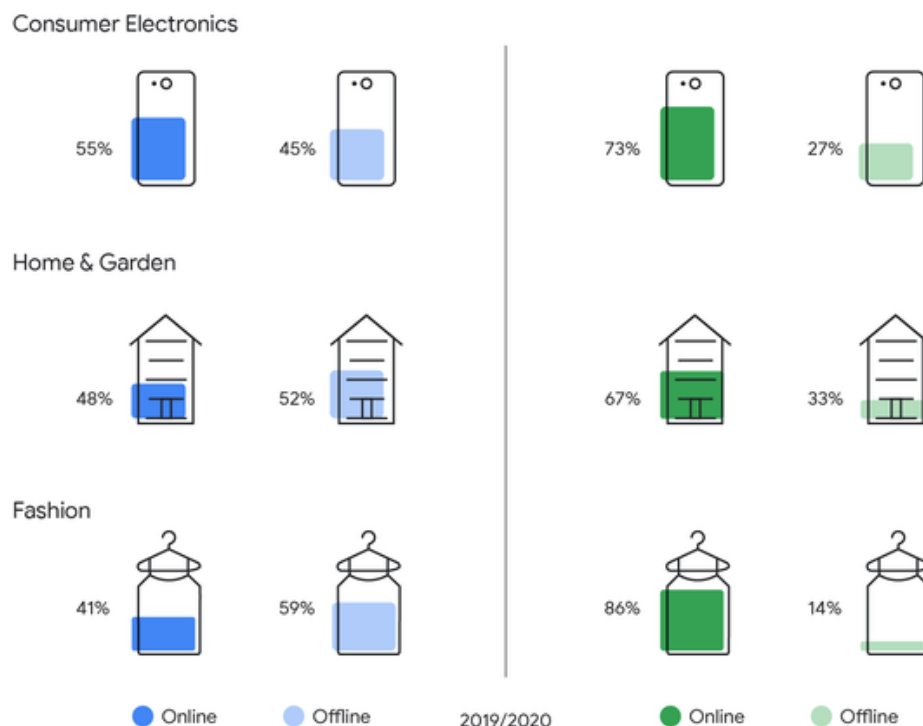


Figure 2: Shopping behaviour of consumers

Source: Allen and Smidt, 2020

Privacy in online shopping is a key aspect which should be considered significantly by the companies for ensuring safety to their consumer base. Bandara *et al.*, 2020) discusses of privacy paradox in their study to assess the online shopping consumers buying behaviour and attitude. The technology advancement has paved new opportunities for consumers and companies but it also increased security concerns. The vital information of consumers on digital platforms are prone to attack from hackers.

The companies have been offering stringent security measures but still there is a certain scope of security issues. The consumers who generally using digital platforms for online shopping has been increasing with a huge pace and but they also experienced the privacy paradox. The findings help in understanding the privacy paradox in threefold manner such as psychological distance of privacy, privacy social contracts, and privacy empowerment.

The inadequate knowledge of security concerns and measures among the consumers make them highly prone to the challenges in online shopping. It is essential that the consumers become self-aware to take necessary actions for safeguarding their details and utilizing digital platforms appropriately. The privacy paradox is a challenging situation in the current growing world where population is depending on technology more often. The security measures should be stringent and updated with time so that quality experience could be offered to the consumers. Online shopping would be enhanced positively with the advanced security measures which would be benefitting the online retailers, consumers, and policymakers.

Liu *et al.*, 2020) in their study focused on understanding the role of utilitarian and hedonic aspect related to consumption behaviour among the consumers. The study assists in understanding the consumption behaviour of consumers in online shopping by understanding the utilitarian and hedonic aspects. The researchers understand that the consumption activities comprised of hedonic and utilitarian aspects. The utilitarian aspect of consumption develops the cognitive consumer behaviour related to achievement while the hedonic aspect influences the consumer behaviour regarding their shopping experience. It is observed from the findings of the study that the utilitarian and hedonic aspect

influences the customer buying behaviour complementarily. When the consumer is purchasing a product then the utilitarian aspect influences the rational thinking and the hedonic aspect influences the emotional buy-in of the consumers.

These aspects influence the online shopping experience of the consumers. The online shopping platform is majorly based on technology and the IT-enabled interface is the focal point between the vendor and customer such that it is essential for companies that they design the interface in such manner that it fulfil the hedonic and utilitarian aspect adequately. It would offer quality to the consumers and also attract them to purchase more from their company. The online shopping experience of the consumers with the company would be enhanced with the consideration of these aspects. The expectations of consumers would be fulfilled by the companies as they enhance their functional and esthetical performance. The customer expectations on the basis of utilitarian and hedonic aspect possess certain effect on buying behaviour but when external factors like marketing and word to mouth influence consumers then the buying behaviour is influenced to certain extent.

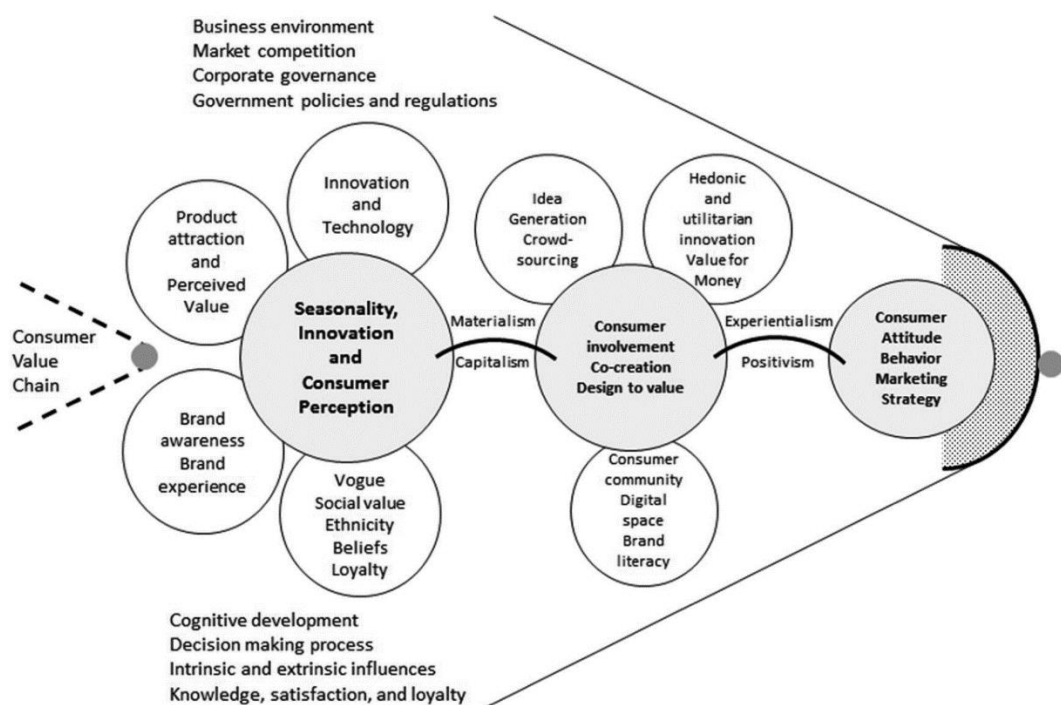


Figure 3: Consumer Behaviour - External Factors

Source: Rajagopal, 2019

The attitude of consumer toward online shopping is dependent on various aspects. The companies work on understanding the consumer attitude to attract them for online shopping. The study of Chetioui *et al.*, 2020) provide valuable insight regarding the consumer attitude on online shopping during the time of global pandemic where Covid19 has impacted the lives of billions of people. The influence of Covid19 has been observed in both emerging and developed countries. The business functioning has been enhanced to a huge level. The offline shopping was a key choice for the consumers in the past time but with technology and pandemic a huge rise is observed in online shopping.

The consumer attitude toward online shopping has been building due to electronic word of mouth and trust on platforms. The pandemic has impacted the health and lives of many such that security is prime concern for the consumers and doing online shopping provide them a benefit of avoiding any contact with anyone. The companies are following WHO guidelines in their operations such that the logistics management and product delivery is conducted in a proper manner.

Furthermore, the consumers also accessed the advice and review of friends, relatives, and consumers on electronic medium which help in building attitude to purchase products and services through online platform. Also, the trust factor is crucial in online shopping and companies understand the role of this factor. The companies are conducting digital marketing to assure the consumers and build trust among them about their safety and quality features. It helps in building customer attitude toward online shopping and further encourage them to purchase products and services online.

Online shopping is becoming successful in recent time due to application of various elements. The companies who are operating through the online platforms for delivering products and services to consumers understand the role of these elements. Bhatti and Rehman (2020) researched about the effect of perceived risks and benefits on online shopping behaviour with mediating role of consumer purchase intention. Online shopping has offered huge benefits to the consumers as they could purchase the products and services from the seller through internet without any third party. Internet has been a great medium for the consumers and companies in diverse manner. The importance of online shopping is growing significantly with time and its reach has been expanded to different corners of the world. Online shopping offers both benefits and risks to the consumers which could influence the consumer purchasing intention to some extent.

The risks which could be experienced in online shopping are linked with privacy and product. The quality and durability of product should be high else it would negatively influence the customer purchasing intention with the vendor. Also, the customer details stored by the companies on their platform should be safeguarded adequately. The privacy breach could impact the customers in a negative manner. Still, there are certain benefits available for the consumers through online shopping such as product comparison and convenience.

The consumers have the option for compare products from different platforms and then purchase the products and services considering offers, price, discounts, quality, etc. Moreover, the convenience for consumers through online shopping has increases to huge level. It could be determined through the increase in online shopping statistics. The findings help in illustrating that the consumer purchasing intention is developed through the benefits and risks of online shopping. Also, the word to mouth and branding assist the consumers in building their attitude toward online shopping.

Alam *et al.*, 2020) discusses about the significance of customer satisfaction in online shopping in growing markets. The online shopping has become a significant trend in the recent time and every leading company has opting technology for their growth in the business. The consumers are getting attracted to online shopping due to various factors such as marketing, peer discussion, offers, etc. The companies are understanding the needs and requirements of the customers to fulfil their expectations effectively. There are certain key areas where the companies need to take significant measure for delivering quality to the consumers. The fulfilment of these aspects ensure higher customer satisfaction which increases the probability of customer purchasing products and services from the same vendor.

The findings of the study provide insight regarding the areas where companies focus should be on top priority such as information quality, transaction capacity, merchandise attribute, customer service, response time, delivery, privacy, payment system, and prices. The customers considered these areas critical in online shopping such that the companies focus on enhancing their existing framework and building advanced platform for gaining customer trust.

Customer satisfaction play vital role in the shopping business and companies are working constantly to deliver maximum benefits to the consumers. It increases the competition in the industry and utilization of technology more heavily. The user interface developed by companies for offering the products and services becoming more attractive and easy to use which attract the customers to surf their platform longer than usual. Further, the privacy aspect is also important in online shopping as there are certain crucial details of consumers which need to be safeguarded by companies. The companies follow stringent protocols in their operations for fulfilling their responsibility effectively and higher customer satisfaction.

3.3 Consumer Buying Behaviour

The study of Rungtornkiet *et al.* (2019) focuses on understanding the factors which possess significant influence on the buying behaviour of the consumers in online shopping. The significance of internet has increased heavily in the recent time such that the emerging and developing countries are trying continuously to match effectiveness similar to the developed countries. It is essential for the countries that they understand the significance of crucial factors so that they could avail desired advantage in the business.

The markets and businesses have been experiencing a huge turmoil in the operations due to the change in market dynamics such that everyone need to enhance their processes for overall benefits. It is determined from the findings of the study that the online buying behaviour of consumer is positively influenced by certain benefits like offers, discounts, security, attractive interface, quick query resolution, etc. It enhances the consumer experiences and encourage them for repurchase from the company. Moreover, there are certain challenges also which could hamper the consumer experience at online shopping.

The challenges linked with the security risks, breach of confidential data, poor communication, etc. It influences the consumer decision making and encourage them to avoid certain online shopping platforms. Therefore, it could be state from the findings that the online shopping behaviour of consumers is dependent on various aspects which need to be taken care at priority by the companies. It would be helpful in offering quality products

and services which would encourage the consumers to shop again with the company. The challenges are inevitable so suitable changes should be regularly initiated for betterment.

There have been mixed stats released around online shopping behaviour predictions



Figure 4 - Trends in Consumer Behaviour

Source – EC, 2020

The understanding of consumer buying behaviour is crucial in the business. The companies tend to understand the consumer buying behaviour for building their business strategies. Katrodia et al (2018) assessed the significance of consumer buying behaviour in their study and formed interrelationship with gender. The shopping aspect is generally carried through offline medium but the trend of online shopping is increasing significantly. The study focused on understanding the buying behaviour of consumers in shopping malls where the gender aspect is considered. The customer satisfaction in offline shopping is considered high in contrast to online shopping due to different aspects.

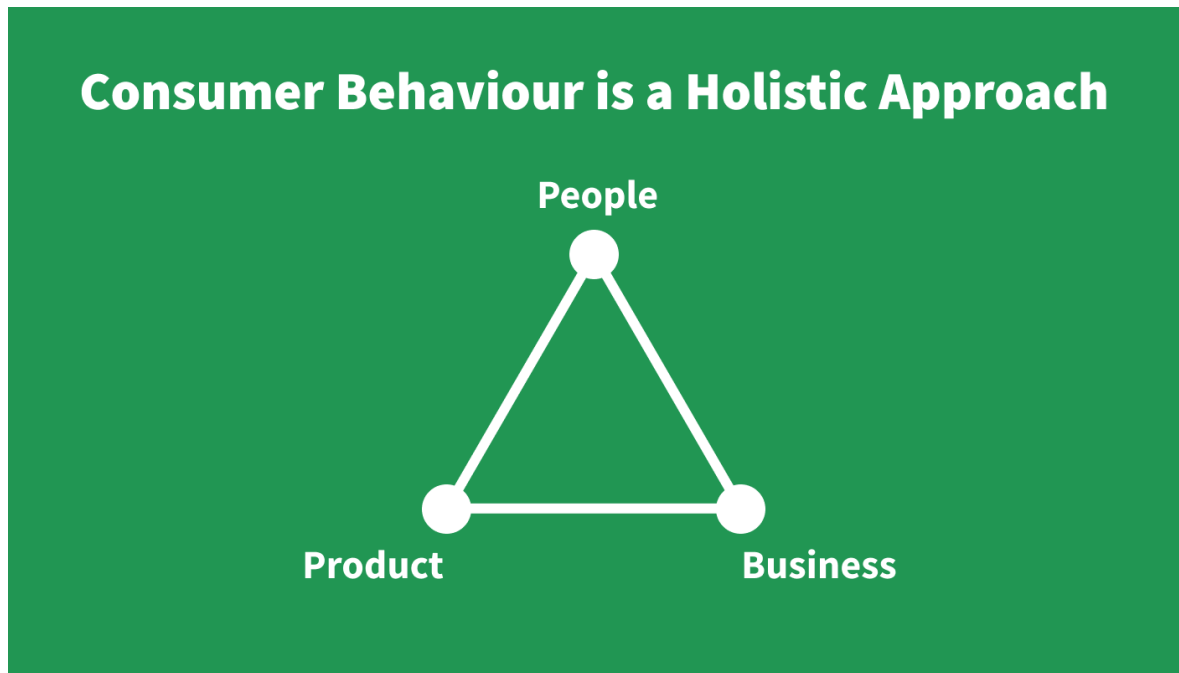


Figure 5: The Consumer Behaviour Perspective

Source: Yeung, 2020

Moreover, the companies expanding their presence through offline shopping by introducing stores in shopping malls. The businesses have been expressing their significance in the market by business expansion in different corners of the world. Shopping malls is one of the key areas of development of the companies in world as they act as a significant point of interface with the consumers in offering quality products and services to different parts of world. It is observed from the findings that the consumer base of shopping mall is majorly possessed by the females in comparison to males. The reason has assisted the companies to understand the consumer buying behaviour in shopping malls. The companies are conducting attractive marketing and offering in-store offers to the consumers for enhancing their sales and operations. The gender disparity might experience in shopping mall but the benefits are available for both. Moreover, it is essential for the companies that they position their products and services more effectively at shopping malls and online platforms for attracting both the genders.

The online shopping behaviour of consumer is developed on the basis of various factors. It is essential for the companies that they work on these areas for understanding the

customer requirement more effectively. Yang et al (2019) discussed the negative psychological factors and their influence on the behaviour of consumers during online shopping. The e-commerce platform is growing rapidly and it becomes a favourite option for the teenagers to purchase products and services. Moreover, the companies, sellers, and vendors are utilizing the platform for their gain in the business. Still, there are certain aspects which are essential to understand the online shopping behaviour.

The competitiveness of business environment has strengthened the growth of e-commerce platform drastically. The online shopping trend is increasing significantly and companies are utilizing the aspect for their business. Consumers in online shopping considered different areas which are necessary for companies to understand for better positioning in market. The consumer considers areas like, age, demography, income, family, social aspect, etc. influences their online shopping behaviour.

These areas could negatively influence the operational functioning of companies as they might not fulfil the expectations of consumers and impact the online shopping behaviour. The companies need to focus on the key areas for ensuring success in online shopping. The understanding of consumer needs and requirement would be helpful in better positioning of products and services of the company. Moreover, the companies could utilize technology for communicating with consumers and understanding their needs more adequately. It would be helpful in building a potential business strategy for development.

A consumer purchases a product by considering various aspects and their mode of shopping is also dependent on different aspects. Katrodia *et al.*, (2018) focuses on understanding the determinants of shopping and buying behaviour in their study. Generally, the consumer opted for offline medium of shopping due to various benefits like physical check, fit on, etc. The companies understand the need of consumers and expanding their business through stores. Shopping malls is one of the attractive platforms where different companies offer products and services to the consumers. The features of shopping mall are diverse in nature as it offers entertainment, shopping, etc.

Generally, the consumers prefer shopping mall for fulfilling their need of shopping aspect due to which it is observed that majority of the companies has expanded their business through shopping malls. The apparel, footwear, accessories, etc. are easily available for consumers in shopping mall which provides an edge over the online

shopping. The findings assist in understanding that the consumers prefer shopping mall due to the physical check in and accessibility factor which provides huge assurance to them regarding the products and services. Also, the chances of returning a product or service to the company is not likely to occur as observed in online shopping. The shopping mall understand the consumer behaviour to a certain extent such that they focused on fulfilling the needs of consumers at first point only which give them an edge in market. The aspects understand through the study could be applied in online shopping for offering the required needs of consumers.

Díaz *et al.*, 2017) conducted study to build understanding regarding the consumer behaviour in online and offline shopping. Consumers opt for shopping due to various reasons and the selection of online or offline shopping medium is also dependent on certain reasons. The world of technology has offered huge options to the consumers. The choices of consumers are dependent on their lifestyle, income, behaviour, etc. The study considered the cinemas in shopping centre for building insight regarding consumer behaviour. It is comprehended from the findings that the lifestyle and behaviour of consumer influence their shopping pattern. Also, the technology has played vital role in the shopping of consumers as it provides wide level of information regarding the required areas adequately. Technology has evolved significantly with time and it has positively influence the industry.

The business operations of companies are transformed with technology and also provide huge options to the consumers. Shopping aspect is improved due to technology as online shopping provides more variants to consumers than offline shopping. The buying behaviour of consumers toward online shopping is more inclined in comparison to offline shopping due to benefits like huge varieties, quick query solution, better customer service, easy to purchase and return, etc. These aspects develop the behaviour and attitude of the consumers. Companies understand the importance of these aspects and utilize them in their operations for delivering the required needs of consumers. It enhances their effectiveness among the consumers and also attracts them for repurchase. The word of mouth marketing positively assists the company in gaining significant market reach and building their consumer base.

3.3.1 Factors Affecting Consumer Buying Behaviour

According to Ramya and Ali's study (2016), consumer purchasing behaviour refers to the ultimate consumer's purchasing behaviour many factors, specificities, and characteristics are influenced by in making the decision, the individual and the consumer, the shopkeeper's buying habit, the brands he purchases or the retailers he visits. Each of these elements contributes to a purchase decision. Individuals and consumers are influenced by culture, subculture, society, family, personality, psychological factors, and so on. Brands can develop strategy, marketing messages and promotions more efficiently and consistently in line with their target consumers' needs and ways of thinking, which is a real asset for better satisfying their customers' needs and increasing sales by identifying, understanding, and influencing their clients.

Selection, purchase and use of goods and products services to meet one's needs is referred to as consumer purchasing behaviour. Consumer behaviour is influenced by a variety of factors. In the making of decisions, the individual and the consumer affect many factors, special features and characteristics. The shopkeeper's purchasing habits, the brands they buy, and the retailers they visit.

Because of each of these factors, a purchase decision is taken. The consumer first looks for the goods he wants to consume and then selects only those that are more useful. After deciding on the commodities, the consumer calculates how much money he has available. Finally, the consumer assesses current commodity prices before deciding which commodities to purchase. Consumer purchases may have other influence, Social, cultural, economic, personal and mental factors, for example.

Consumer buying behaviour influencing factors there are many factors or forces affecting consumer behaviour or buyer behaviour. It is the following:

1. Internal or Psychological factors
2. Social factors
3. Cultural factors
4. Economic factors

5. Personal factors.

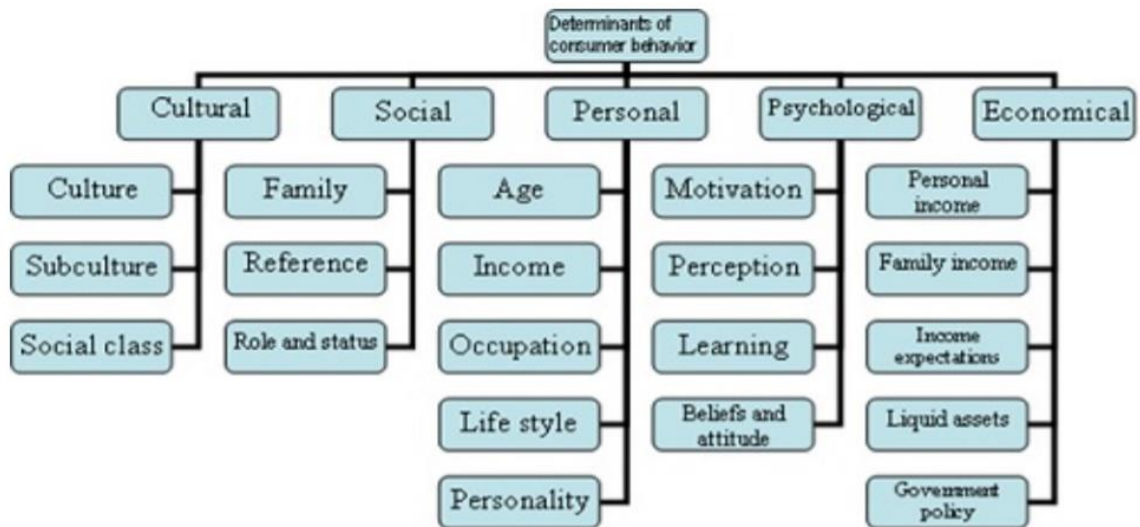


Figure 6: Determinants of consumer behaviour

Source: Ramya and Ali (2016)

1. Internal or psychological factors

Several factors affect the internal or psychological behaviour of the consumer. The most important is motivation and perception.

A) Motivation In the words of William J Stanton, “A motive is a strong desire or desire to satisfy another person. When a person is satisfied by purchasing something, that satisfaction becomes a purchasing motive.” One motive is the urge of a person to buy actions to fulfil two kinds of desires, namely, core and secondary wishes (or requirements). The driving force behind target-oriented behaviour is motivation. Motivation acts as an impulse and drives a person to act to meet his needs. This is an example of an internal factor that influences consumer behaviour. When a need is sufficiently awoken, it becomes a motive. A sufficiently urgent need serves as a motivator for the person to act. There are several types of needs that can be found:

1. Biogenic needs - It comes from physiological tension conditions such as hunger and thirst.

2. Psychogenic needs - They arise from psychological tensions like recognition and appreciation.

B) Perception

Much more than five senses have humans. Besides the five basic senses – touch, taste, smell, vision, and hearing – there are also senses of direction and balance. All senses constantly feed information to the brain and process all the information collected, the system will be severely overloaded. The brain chooses the individual from the environment and filters out the background noise. This does not give us a complete view of the world around us by entering the brain. If someone develops a global perspective, they collect the rest of the information to map what takes place outside the world. All the shortcomings are filled with imagination and experience (and, of course, there will be many).

Consequently, the cognitive map is no 'photograph;' it is an imagination building. The following factors affect this mapping:

Subjectivity

This is an individual's existing vision of the world and is unique to that.

Categorisation

It's the "pigeonholing" of information and prejudice against events and products. This can be accomplished through the use of a chunking process, which allows the individual to organize data into related pieces. For example, an image seen while listening to music may be stored as one memory entails the image view evoking music and the other way around.

Selectivity

The brain selects from the environment to this degree. It depends on how much the person does and how a person is targeted to the task at hand (focused). Selectiveness is also subjective: Some are extremely selective.

Expectation

This leads people to interpret information later in a particular manner. See this number and letter series, for example:

Past experience

As a result, we interpret subsequent events in because we know what we know already. It is called the primacy law by psychologists. An aerosol spray near the bread counter may have produced an artificial odour. Whereas a village bakery 20 years ago, may have reminded you of the smell of bread baking. In the context of product quality perception, the following is an example of cognitive mapping. The input selector is used by the consumer to select and assign values. When it comes to quality, the name of the brand and the name of the retailer are usually the same. The determining factors. Most consumers believe that there is a strong positive relationship between quality and price, as well as a strong relationship between brand and quality; while the retailer's name is less important, it is still significant.

2. Social factors Man is a social animal. As a consequence, our people are influenced, like and dislike our behaviour patterns. We are always looking for confirmation and rarely do socially unacceptable things in our surroundings. The social factors affect the behaviour of consumers:

a) Family members the buyer's life is divided into two types of families: nuclear families and joint families. The family is extensive in joint families and group decisions over individual decision-making, nuclear families are smaller and individuals have more freedom to make decisions. Family members, particularly among Indians, can have a significant influence on the buyer's behaviour. The behaviour of family purchases reflects the members' tastes, likes, dislikes, life styles, and so on. The family has an impact on a person's purchasing behaviour in two ways.

I) The influence of the family on the particular personality, properties, attitudes and assessment criteria

II) The decision-making process resulted in goods and services being purchased. In India it is possible for Family head to buy with his wife, or alone. Marketers should examine the role and relative impact of husbands, women and children in the purchase of goods and services.

A person usually lives in two families Orientation Family

This is the family a person was born into. Influence of parents and personal education have a major effect on buying habits. For example, a person from the Orthodox Tamil family or from Gujarati may, despite its nutritional value, not eat meat or eggs.

This is the family of a person with his wife and children. Under the spouse's influence after a marriage the buying habits and priorities for the individual usually change. When marriage is aged, people normally play some roles. For example, a dad normally decides on investments, while a mother decides on child health. From a marketing point of view, the level of demand for many products is more determined by the number of families than the number of families. Families therefore have much more relevance to marketing in terms of consumer behaviour than consumer demand.

B) Group of references A group is made up of two or more people who have interdependent relationships and share standards. A group of people with which a partner is a reference group. It is a group of people that directly or indirectly influence the attitudes of a person. Many possible groups are reference groups not necessarily complete (i.e. non-over-lapping).

C) Roles and status

Many groups such as family, clubs, and organisations, participate. The role and status of the person in each group can be defined. One role should be included in the activities an individual will perform. Each role has its own status. You select products which communicate your social role and status. Marketers should recognize the status symbol potential of products and brands.

3. Cultural elements Kotler observed that human conduct is mainly a result of the process of learning. As a result of socialisation, these people learn a range of values, perceptions, preferences and behavioural patterns within the whole family and in many other important institutions. We develop a set of values from this that largely determine and drive behavioural patterns.

Schifeman and Kanuk say success, efficiency, advances, material well-being, practicality, individualism, freedom, youth and practicality are all part of their

achievement. Subcultures, like citizens' groups, religious groups, racial and geographical communities which each have different ethnic tastes, culture, taboos, attitudes and lifestyles, all have an impact on this broad range of values. Cultural factors include:

a) Culture: Culture is the major determinant of the desire and conduct of a person. The growing child receives from her family and other important institutions a variety of values, perceptions and conducts. The effects of culture on consumption and policy patterns are significant. In order to develop marketing strategies for each category of culture, marketers need to investigate their cultural forces to increase the sales of their product or service. Culture, on the other hand, is not permanent, and changes are made and absorbed gradually in society. Culture is a set of values that the majority of individuals in a group share.

Culture groups are typically broad, but in theory, some people can share a culture. Culture is passed down from group member to group member, and it is usually passed down from generation to generation; it is learned, subjective, and arbitrary. For example, food is linked to culture inextricably. In Bangladesh and the Bengal's of several hundred varieties, fish is considered a delicious product, but it is largely unacceptable in Gujarat. These taste differences are not the result of random taste differences, but of a culture; people from a specific historical background are involved. The actions. Although such changes are usually slow, culture can change over time because culture is so deeply ingrained in people. As a result, from a marketing standpoint, working within a given culture is likely to be much easier than attempting to change it.

B) Sub-Culture: Each culture contains smaller subcultures that enable its members to identify and socialise more specifically. Subculture means a collection of religions shared by a large group of cultures, including nationalities, religions, racial groups and regions. Many subcultures are important market segments and marketers need to produce and develop marketing programs to meet their requirements. Although this subgroup has the majority of the principal culture, it shares a number of beliefs that may be incompatible with the major group. For instance, Indians are often viewed as orthodox and conservative, yet young high-end people do not hesitate to have their spirits and women at night festivals.

C) Social class: The social class to which they belong determines the consumer's behaviour. The term "socioeconomic classification" refers to the classification of people based on their social economic circumstances (SEC). In a society with its members share equal values, interests and behaviour, Social classes do not consist of just one factor, such as revenue, Combined factors such as income, jobs, education, authorities, power, ownership, lifestyles, use, patterns etc. In our society there are three classes. Three classes exist: upper, middle and lower. The purchasing habits of these three social classes differ. To maintain their social standing, upper-class consumers prefer high-quality goods. Purchase with caution and gather information from Consumers of mid-class and lower class purchases on impulses to compare different producers along the same lines. As a result, marketing managers must carefully study social class relations and consumption patterns, and take appropriate action to appeal in the social categories to those persons to whom the products are intended.

4. Economic Factors

The behaviour of consumers is largely influenced by economic factors. Economic factors affecting consumer behaviour:

a) Personal Income

The purchasing habits of an individual are determined by his or her personal income. A person's large personal income is discretionary and available. The real income (i.e. money balance) that remains available to a human being after tax deduction and mandatory gross income deductibility items is referred to as available personal income. An increase in disposable income leads to an increase in expenses for a variety of items. In contrast, decreases in disposable income lead to lower expenses for various items. The balance that remains after the basic needs of life are fulfilled is called discretionary personal income. These earnings can be used to buy shopping, durable, and luxurious items. Higher discretionary income leads to higher shopping, luxury, etc., and higher living standards for a person.

b) Family income

The family's income refers to all the family members' overall income. Family income influences the buying behaviour of the family. The family surplus is available for the purchase of shopping, long-term products and luxuries after family spending.

c) Income Expectations

Revenue expectations are one of Key factors determining the buying behaviour of a person. He is inclined to do more shopping, durable goods and luxury in anticipation of any increase in his revenues. On the other hand, he will cut down on the cost of convenience and luxury and limit his expenses to none of his future income.

d) Savings

Economies also affect an individual's purchasing behaviour. A change in savings amount leads to a change in an individual's expenses. If a person wants to save more from his income, he spends less on luxury and comfort.

e) Liquid assets

Liquid assets are those that can be easily converted into cash without incurring a loss. For liquid assets, cash on hand, bank balances, commercial securities, and so on are included. When a person has more liquid assets, he can afford to buy more comforts and luxuries. He cannot, however, spend more on comfortable and luxurious purchases if he has fewer liquid assets.

f) Consumer credit: Consumer loan refers to consumer credit for the long-term purchase of comfort and luxury. It is made directly or indirectly available by the sellers via banks and other financial institutions. The way credit is made available to consumers is in the form of recruitment, instalment purchases, direct bank credits etc. Consumer loans influence the behaviour of consumers. When more consumer loan, comfort and luxury spending are available in liberal terms is increased because this leads consumers to buy these goods and increase their standard of living.

g) Other economic factor

Other economic issues, such as business cycles, inflation and so forth also affect the behaviour of consumers.

5. Personal factor: The buyer's behaviour also depends on personal factors. The most important personal factors influencing the behaviour of the buyer:

a) Age

The age of an individual is an important factor in the personal behaviour of a buyer. At their various cycle stages, people buy various products. Changes in the life cycle also change their tastes, preferences, etc.

b) Occupation

A person's purchasing behaviour is influenced by his or her occupation. The life styles and pursuit considerations and decisions vary greatly depending on the nature of the job. A doctor's purchase, for example, can easily be distinguished from those of a lawyer, teacher, clerk, landlord, and so on. As a result, marketing managers must devise a variety of marketing strategies that are compatible with the buying motivations of various working groups.

c) Income

The level of people's incomes is also a factor that can influence consumer patterns. Revenue is a major buying power source. The purchase pattern of individuals thus differs with different income levels.

Summary As a psychologist to procure consumers for a successful market service provider oriented towards the consumer. Taking into consideration factors which affect things, it is acceptable to achieve the goal of consumer satisfaction. Consumer purchasing behaviour studies are a way to market success.

3.4 Consumer Behaviour toward Online Shopping

SivaKumar and Gunasekaran (2017) discusses the buying behaviour of the millennial consumers in online shopping. There are different factors which play vital role in the purchase, repurchase, and return of products and services from online platform. It is necessary to understand the role of each factor more effectively so that better understanding of consumer behaviour could be developed. The online market is growing

rapidly in the world and India is one among the fastest growing e-commerce country. The promotional activities are conducting at huge pace so that consumers could be influenced significantly.

Moreover, the role of marketing and attractive user interface in online shopping is critical. The companies are giving key focus on these areas for influencing consumer behaviour. The findings help in understanding the consumer behaviour toward online shopping more effectively. The technology has offered huge opportunity to the companies in expanding their business and market reach. The consumers are also attracted to the features of online shopping. The factors which would be benefitting the companies in online shopping deals with consumer innovativeness, perceived benefits and risks, and consumer intention and attitude. The knowledge of these aspects would help in attracting the consumers toward online shopping.

The needs of consumers should be catered effectively by the companies which would encourage the consumer to repurchase the products. Also, the services offered by company would fulfil the expectations of consumers along with suitable offers and features which would help the company in building a potent image among the consumers. The understanding of key areas by the company would guide them in attaining loyalty of consumers and reaching pinnacle in the market.

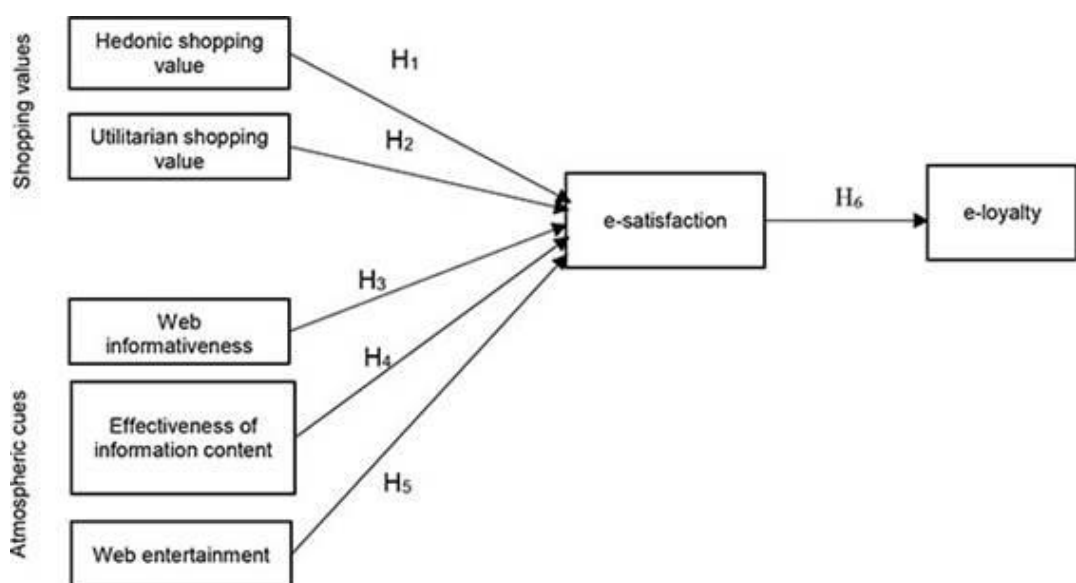


Figure 7 - The Influence of Online Shopping Values

Source – Vijay et al., 2019

The understanding of consumer behaviour toward online shopping is a potent way for companies to develop their market strategy. Arora and Aggarwal (2018) in their study assessed the perceived benefits availed by the women shoppers during their online shopping. The development of online shopping attitude among the women shopper is based on various aspects. The key aspects for building online shopping attitude are convenience, variety of products, and prices. The women shoppers focused on these aspects at huge level such that the companies need to enhance their existing functioning regarding these areas. The role of convenience and variety of product on building online shopping attitude among customers is significant. The shopping aspect for women is considered as vital and the option of online and offline shopping has result in huge options for them. Online shopping has an edge over offline shopping due to various aspects. The women shoppers prefer online shopping due to the perceived benefits like quality products in affordable prices, quick delivery, easy to return, huge variety, etc. The findings suggest that the women shoppers are positively influenced by the convenience and price aspect which strengthen their loyalty toward the company.

Also, the product variety available in online shopping also encourage them to avail the online shopping experience. The online shopping has become a favourable option among the consumers due to the perceived benefits and experience. Also, the number of co consumers opting for shopping prefer online shopping than offline shopping as it offers certain advantages which are absent in offline shopping. The transaction medium in online shopping is diverse, option of wish list and cart, etc. which provide options to consumer in their shopping. Overall, the technology enhances the consumer experience at online shopping.

Online shopping could be experienced in diverse manner such as apparel, food, grocery, entertainment, etc. The study of Yeo *et al.*, 2017) focuses on understanding the consumer behaviour, experience, and attitude toward the online food delivery services. The findings of the study would be helpful in understanding the consumer behaviour and accomplishing the respective research outcomes. The study assists in building the structural relationship between the hedonic and convenience motivation, price saving,

usefulness, time saving, attitude and behaviour of consumers. The online food delivery provides ample option of food to the consumers and there are different platforms who have been offered food to consumers in affordable manner. The consumers prefer certain online food delivery option due to the benefits which are perceived from their past experience.

The factors which influenced the consumer buying attitude and behaviour is dependent on services and offering of companies. The key factors in online food delivery are online purchase experience, transaction medium facility, food variety, quick delivery, etc. The effective consumer experience with the online food delivery encourages the consumer to repurchase or revisit the platform. It is also evident from the findings that the attitude of consumer is developed through the implications of their shopping experience. The companies need to understand the requirements of consumers more adequately to fulfil their needs more accurately. Moreover, the post shopping review should be carefully considered by the companies for enhancing their operations and building their consumer base. The market reach should be enhanced for gaining significant growth in the business.

Suki and Suki (2017) discussed the online group buying in their study where the determinants of consumer attitude are assessed in online shopping. The purchasing behaviour of male and female is quite different and in online group buying various factors act into play. The consumer attitude toward online shopping is developed by several determinants. One of the key determinant which is observed in consumer behaviour during online group buying is trustworthiness of the website. It encourages the consumer to purchase products from particular website in group and individual. Also, the quality and offer provided on the website play significant role in building the consumer attitude.

The company could gain trust of consumers by fulfilling their vital needs such as secure transaction network, security of personal details, etc. The consumers should be provided with various payment mode along with transaction medium so that they could purchase their products and services more easily. The security of data is also essential in online shopping as the breach could compromise personal details to strangers and psychologically impact the consumers. Also, the company should focus on building confidence among the consumers by conducting attractive marketing campaigns which would showcase their secured and easy to use interface.

The technology has enhanced the marketing techniques of companies where the large consumer base could be targeted more effectively. The social media marketing is helpful for companies in reaching large consumer base and providing the required information to them. It would be helpful for consumers who desire a platform where they have huge variant of products and services along with high security. Moreover, the word of mouth among consumers would be helpful for companies in building their brand image.

The consumer behaviour toward online shopping could be developed on the basis of different factors. One factor is focused by Yang *et al.*, 2017) in their study where they assess the role of online video advertisement in building consumer attitudes toward online shopping. The online video advertisement is a growing industry and companies are utilizing this platform significantly for their business operations. YouTube is one of the major platform which is utilized by the enterprises in conducting the online video advertisement. The number of consumers on YouTube is increasing rapidly such that the advertisement displayed during the video surfing of consumers influence the attitude of consumers at certain extent. The utilization of technology in business has result huge possibility for companies in their business expansion and growth.

The companies are utilizing the technology for branding, reaching consumers, and growth. One of the great benefits of technology is experienced in advertising and marketing campaign of companies as they utilize the social media platforms for targeting the consumers. YouTube is a prominent medium among the companies to conduct their advertising campaigns which have a huge possibility of attracting large number of consumers. It is observed that the video marketing campaigns possess major influence on attitude and behaviour of consumers than other type of marketing. It encourages the consumer to experience them in the offered products and services and also linked them with the advertisement. The intent of company is to attract consumer toward online shopping and marketing through YouTube is an attractive medium to interact with consumers.

3.5 Expansion of Businesses on Online Platforms

The competitiveness of global market is increasing rapidly such that every company is focusing on utilizing technology for their gain. The study of Md and Abdul

(2021) focus on understanding the factors which influence the decision-making of consumers while purchasing products online in comparison to offline medium. The global market is experiencing the Industrial Revolution 4.0 along with the global pandemic i.e. Covid19. The market operations are declined significantly and the same is observed in the e-commerce platform. It is essential that the significance of online platform is understood by the companies more adequately so that desired enhancement and advantage could be availed.

The consumer behaviour toward purchase of apparel from online platform is increasing due to their focus on apparel characteristics. The role of apparel characteristics has been positive on the consumer buying behaviour. The findings discuss the application of theory named theory of planned behaviour which assist in understanding the consumer attitude toward online shopping. It helps in determining the factors which form the attitude and behaviour of consumers. It is observed that the consumer prefers online shopping channels for shopping due to the apparel characteristics, quality, comfort, and services. The companies need to understand the market requirement and form their strategy for effectively reaching the consumers. Moreover, the companies need to enhance the characteristics of the apparel so that it could gain attention of consumers and further carry positive publicity of companies. The promotional price on online deals could also help in gaining the attention of consumers toward online shopping. The companies would be increasing their consumer base and gaining huge market share through online shopping.

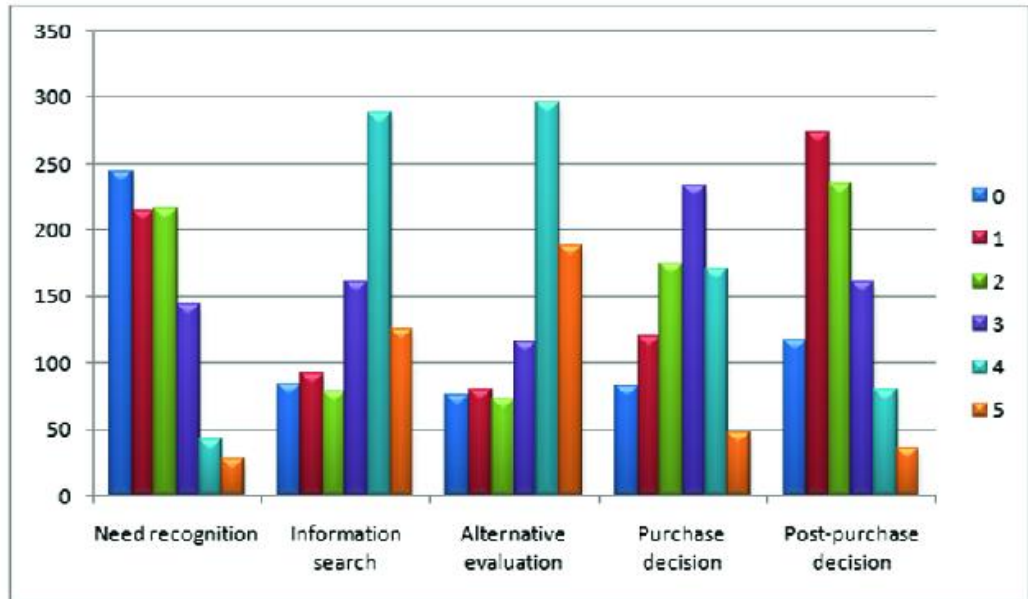


Figure 8: Impact of Social Media on consumer behaviour

Source: Oumayma, 2019

The perception of consumer toward the sporting brands is considered effectively by the companies for assessing their effectiveness. Singhvi and Srivastava (2019, December) in their study assessed the consumer perception toward the sporting brands through the assistance of online communities. In recent time, the prominence of sporting industry has been huge and sportswear are becoming widely popular among consumers as comfortable and stylish lifestyle. The major companies in the sporting goods industry like Puma, Reebok, Fila, and Nike have conducting their operations at global level and they have maintained their dominance in the market.

The consumer perception toward the sporting brand assist companies in improvising their market strategy more effectively. The study focuses on understanding the consumer perception through brand name, service quality, product quality, and online presence. It is comprehended from the study that the sportswear industry has expanded their business heavily and they are utilizing technology at huge scale. The big players in the sportswear industry have maintained their name in the market and the factor which contributed most in their success is quality. The comfort and durability of their products has strengthened their position in the market. Moreover, the marketing campaigns of the

companies has assisted them in ensuring branding of their products among the consumers and encouraging them to purchase products from them. The online presence of companies is observed through their website and application where it is determined that the easy-to-use interface attract the consumers at huge scale. Overall, the quality, price, and comfort along with ease in use attract the consumers toward a particular brand. It is vital for the company that they develop their business strategy by considering these aspects for better functioning in market.

van Gorp (2018) in their study focused on business diplomacy along with their role in the sustainable value chains. Business diplomacy is known as the interface management which is carried between the company and their multiple non-business counterparts. In the recent time, the businesses have become a key political actor in responding toward the global challenge. The business diplomacy assists companies in dealing with the local industry and complying with international standards more adequately. It also helps in ensuring sustainable development chains. The civil society movements possess significant potential and through the inclination of business diplomacy suitable outcome could be achieved.

Also, they understand the concept effectively and apply them in their operations for fulfilling business prospects. The role of value chain in success of any business is huge such that the company is constantly working on improving their value chain operations for gaining higher efficiency. The management has proposed for sustainable value chain so that higher efficiency with lower error could be attained. The application of business diplomacy in market would be helpful for ensuring sustainable value chain. It is determined that the concept would be helpful in ensuring better management of inventory, cross border trade, employee management, etc. Moreover, it would be enhancing the stages in value chain for better functioning such that directly improving the efficiency. The strategy would assist the brand in gaining higher sustainability in operations which would directly benefit them in their sales and market share.

The importance of internet marketing has become huge in the 21st century. The study of Niavand and Mahesh (2018) assessed the role of internet marketing in e-commerce. The findings would be fruitful in understanding the interrelationship between internet marketing, e-commerce, and consumer behaviour. Internet in the recent time is a key tool for the companies to reach their consumers. Moreover, the consumers are also

dependent on internet to connect with the companies. The e-commerce activities carried on internet has been attracting the consumers hugely. The companies conduct attractive marketing on internet which influence the behaviour and attitude of consumers significantly. Moreover, the internet has become a vital tool for the companies in promoting their products and services in the market more accurately and effectively. The global business scenario is changing and role of technology has been potent in it such that the growth scenario of businesses is high. It is necessary that suitable measures should be applied by companies for utilizing internet in their operations. The consumers need to be more vigilant toward the utilization of internet for their online shopping. The amalgamation of trust and confidence among the consumers and companies at internet

The carbon footprint of nations has been growing and the role of industries in impacting the environment is huge. Jørgensen and Pedersen (2019) in their study assessed the path for smart and sustainable business models in retail. The retail industry is huge and it has been experiencing various challenges due to the challenges like environmental, health, etc. The business models of retail sector are in challenging situation and it is vital for them to work on their operating procedures for availing benefits. Moreover, the sustainability issues are impacting the effectiveness of retail industry. Still, the technology segment is paving a success path for retail sector and it could influence the consumer preferences to a huge extent. The knowledge acquired through the following chapter would be fruitful in building the insight of research area. Moreover, it would guide in accomplishing the respective research outcomes and reaching desired goal of the study. It would be applied appropriately in the study and further assist in conducting the required research activities.

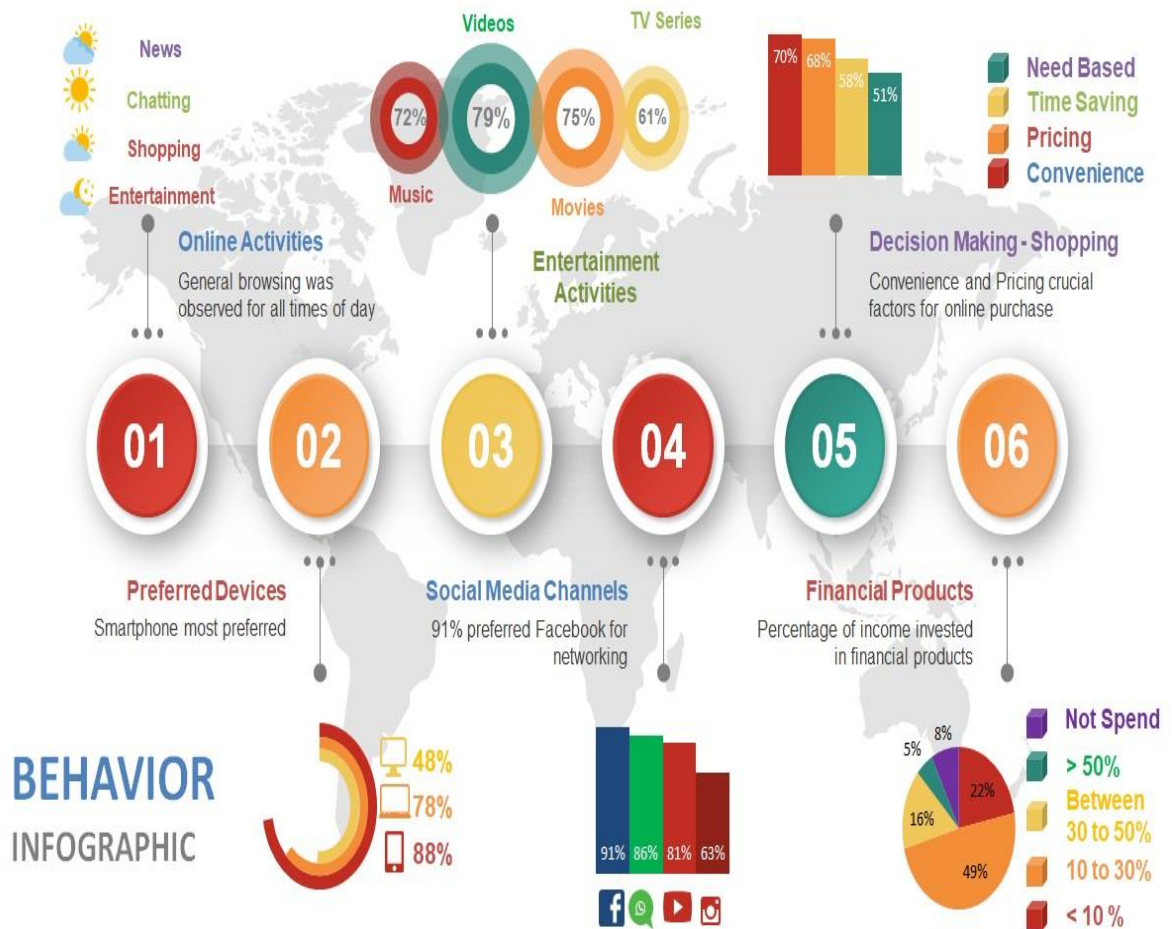


Figure 9: Mapping Digital Consumer Trends and Making Sense of Digital Consumer Behaviour

Source: Neha, 2019

In the study with Neha (2019), it is assessed that consumer behaviour can be analysed by understanding the activities and various information which are related to daily actions of consumers. The consumer behaviour on an average is calculated by using the six levels of mapping the digital consumer trends and making sense of Digital Consumer behaviour. The consumers are digitally active and this helps in introducing the major areas which matches consumer perspectives. The study with Neha (2019), provided that consumer's online actives are based on four different areas majorly. These areas include the top 4 list of news, chatting or messaging, shopping and entertainment. Further while assessing the level two of mapping, the preferred devices which consumers have includes personal

computer, laptops and Mobile smart phones. With 88% smartphones are the most preferred devices by the consumers, then 78% laptops and personal computer by 48%.

Consumer Decision-Making Process Overview

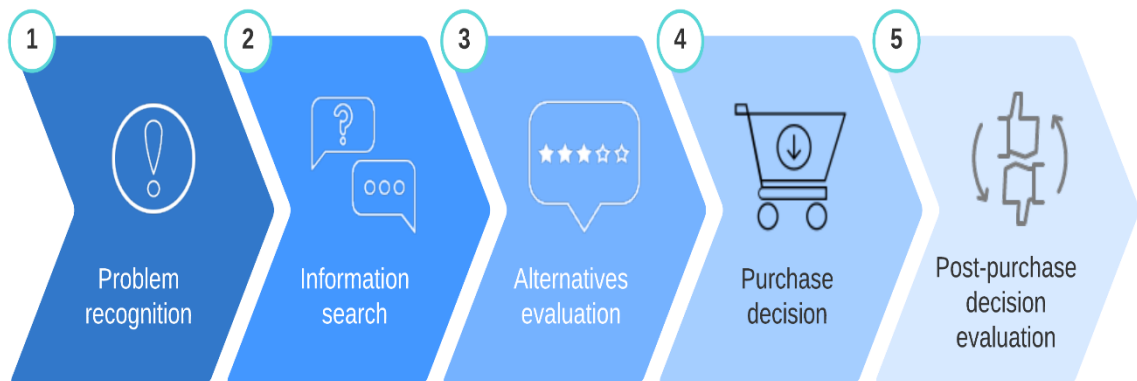


Figure 10: Steps in the consumer decision process

Source: Lucidchart, 2021

Further Neha (2019), in the study assessed that consumers focusing on entertainment activities includes highest of 79% of the entertainment activities in videos, whereas 75% in movies. There was 61% of TV series comes under entertainment activities and 72% in music. This data shows that marketing of these particular industries is based on such data which helps them to focus the consumer and influence their buying behaviour.

Further while assessing, it has been analysed that Facebook is the highest preferred networking site which social media channels include with 91% preference. WhatsApp is the second with 86% WhatsApp secured the position among most preferred network sites. On the other hand, YouTube covers 81% of preference and Instagram with 63%.

Moreover, Neha (2019), while decision making in shopping analysed, it has been assessed that consumers shop on the basis of Needs, time saving, pricing and convenience of digital shopping. Here convenience and pricing are the most crucial factors for online purchase. The next level of financial products are assessed in this study.

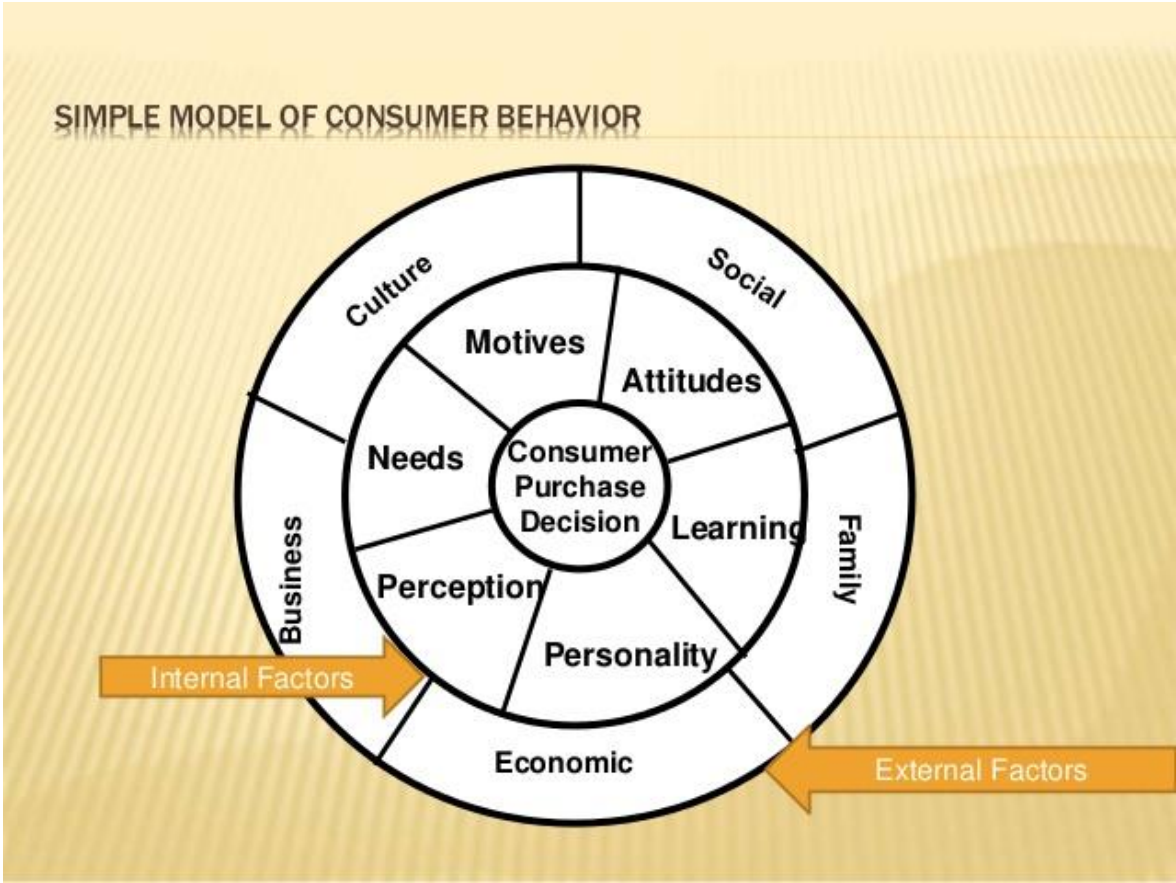


Figure 11: Model of Consumer Behaviour

Source: Hande, 2018

4 Chapter: Analysis

4.1 Company Overview

Sport has the ability to transform and empower us. It's only natural for us, as one of the world's leading sports brands, to want to compete with the world's fastest athletes. The PUMA brand is built on the values that define a good athlete. PUMA has consistently promoted by developing fast products for the fastest athletes in the world, sport and culture. For over seventy years, our sporting heritage has grown in strength and credibility.

History

A first step in a long, fast-paced history: Brothers Rudolf and Adolf Dassler establish The "Dassler Brüder Schoe Factory" in their native Herzogenaurach, Germany. You don't have a clue about the foundations of the world capital of sports shoes.

They are not the only shoe factory in the city. Furthermore, the town is spread across smaller factories, many of which did not survive the 1950s and 1960s. The brothers started working in their parents' home in 1919 and moved to their current location in 1924 (Puma, 2021).

In the first few years, both become well-known. At the 1928 Summer Olympics in Amsterdam, Dassler's spikes were mostly worn by German athletes. At the 1936 Olympics in Berlin, Jesse Owens won four medals of gold with spikes from Dassler. Seven gold medals and five bronze medals were quickly awarded, all too world-class athletes who wore Dassler shoes. There were three more after that. There are also first-time records, including two records and five records for the Olympic Games. This is their breakthrough internationally.

PUMA IN FIGURES

5.23

BILLION EURO SALES IN
2020

209

MILLION EUROS EBIT IN
2020

≈14,300

EMPLOYEES

1948

YEAR OF BIRTH

Figure 12: Puma in figures

Source: Puma, 2021

PUMA sponsored seven soccer federations at the 2010 FIFA World Cup in South Africa, along with Italy, Switzerland, and Uruguay, including the African Teams Ghana, Cameroon, the Ivory Coast, and Algeria. We are launching the Africa Unity Kit, The first-ever football continuum kit to be supported by all African teams that are sponsored by the PUMA.

At the London Olympics, PUMA-sponsored track and field athletes win nineteen medals, twelve of which are won by the Jamaican team alone.

With the conclusion of his second consecutive three-medal Olympic Games, Usain Bolt is proving to be the first person to defend his 100m and 200m Olympic titles, proving his undisputed status as a sports legend in true PUMA fashion.

Rihanna, as PUMA Women's Creative Leader, becomes In 2015 PUMA Women's Training Global Ambassador, with direct influences on product collections. Her contribution includes the design, personalization, and development of new product lines in traditional PUMA styles. PUMA Faster mentality and spirit adapt their style and work while adding their twist.

Marketing in puma

PUMA Marketing is a highly involved, driven, and enjoyable group! We communicate directly and collaboratively with our customers, and we create stories that have an impact on PUMA supporters all over the world. Things aren't getting any better! Clients of PUMA are game-changers. In PUMA Marketing, we focus on ensuring that you know the right product to help you achieve this. We communicate with our customers and communicate with them locally and globally, generating momentum and experiences that are focused on organic and involving them instead of telling them.

Consumer marketing, marketing, brand management, creative services, production, and marketing planning are all part of PUMA marketing. They are not the only functions available.

The marketing of PUMA is critical for digital technology and new technologies. We are always prepared to begin each day with our consumers' most recent technology, ensuring that we use the platforms appropriately. The first PUMA Future Rider was started in a

game stadium to connect with generation Z. Our marketing team invited fashion players and players to have a day out by e-sports, fine vibes, and colourful sneakers to engage our consumers in a playful conversation (Puma, 2021).

For the Puma story, they collaborate with Forever Faster ambassadors. They have the final say over who joins the PUMA marketing team. Furthermore, our current ambassadors are always in close contact.

Research Problem and Details

CEO of Puma Bjørn Gulden acknowledges that, despite his revised strategic brand lift in its last quarter, the revival of this brand remains a "working process," underlining how important it is to maintain momentum by focusing on women's clothing. In a battle for new fans in line with its growing stable of athletes and Arsenal FC, a sportswear maker has increased its investment in the digital space during the last year. In the course of the first season, Puma is now the Premier League kit provider and has attempted to win over the social support base of the club using new Twitter ad formats and by tapping its YouTube channel (Joseph, 2015).

The toll from COVID 19 on the clothing industry has risen. According to the Financial Times, both Adidas AG and Puma SE have announced significant store closures in China as a result of decreased customer activity. This follows similar remarks made in recent Under Armour Inc. research, with uncertain consequences until it is determined whether the disease spreads slowly. Panjiva recently conducted this study.

The virus is likely to have a double impact on the majority of clothing and footwear companies. In addition to sales declines in China, reduced factory operations are likely to have an impact on global supply chains.

According to the exposure of all three companies to China in terms of downstream supply chains, 9.6% of shipments linked to Adidas came from China in 2019, while 9.0% of shipments linked to Adidas came from Puma. Under Armour was slightly higher at 14.6%.

The biggest issue for all three companies would be a disruption in supplies from Vietnam, their primary source. It accounted for 41.4 per cent of Adidas' shipments and 28.8 per cent of Puma's (Puma, 2021). Of course, problems other than coronavirus could cause the

threat, particularly any decision by the US government to focus on countries with large and growing trade surpluses with the US.

According to Puma research, the newly appointed senior digital marketing officer, Remi Carlioz, has stated that at least half of online consumers are multichannel purchasers, which means that they shop online and in stores. Mobile becomes an ever more important factor in the procurement process.

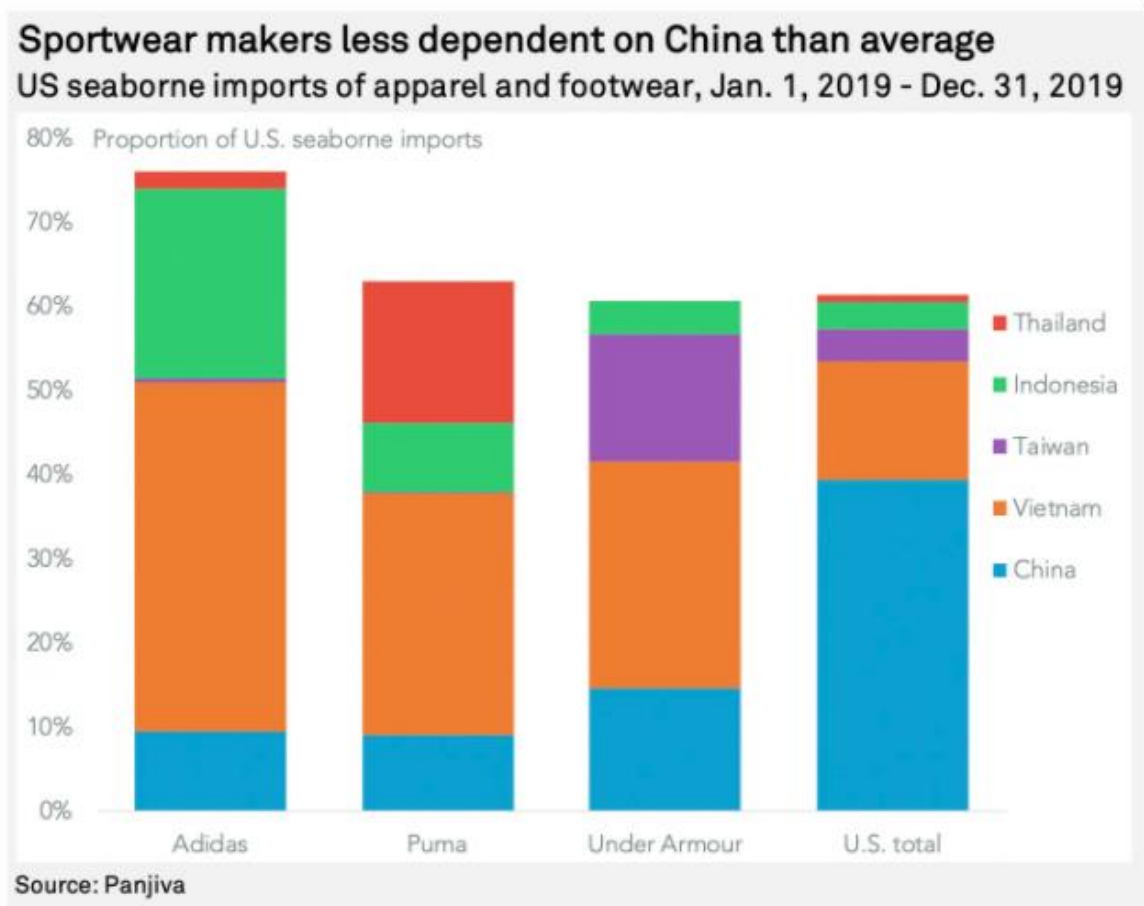


Figure 13: Sports shoes markers are less dependent on China now

Source: Rogers, 2020

PUMA did some amazing things to connect with customers and stay committed during the coronavirus pandemic. Even though many sports facilities have been and continue to be closed, loyal customers have continued to purchase athletic fun from the company.

Alex Timlin (SVP Verticals, Emarsys) spoke with Rick Almeida (VP of Ecommerce, PUMA) to share with you:

The channels PUMA leveraged to shift its engagement strategy.

The importance of remaining agile and nimble in uncertain times.

Why it's important to understand the continually changing consumer sentiment

How to market and continue to communicate even in times of uncertainty.

“We have been able to use our ambassadors and influence to create new and unique social experiences. We continue to evaluate our client experience to eliminate friction points. Finally, yes, to move your transformation needle, but also to increase our basket size, or to increase the value of our users discovering our product in a very good way. However, as they progress, we would like to ensure that we consider the consumer's feedback, their feelings, and avoid unnecessary steps, click on your journey to get the most out of their experience with us” (Stewart, 2021).

The brand represents four key values: bravery, dependability, determination, and happiness. Through these core values, the company has several product lines. Sports equipment, running and training, golf, sports motorsports, and accessories are all part of Puma's portfolio. Puma also stated that sustainable development is a key value. Furthermore, in light of its brisk female consumer base, the company believes that the future belongs to women. Puma established a strategic plan in 2014 to thrive in the industry for the foreseeable future.

Repositioning Puma as one of the world's fastest sports brands, creating heat for brands, improving product motors, optimizing distribution quality, increasing Puma's organizational speed, and finally renovating the IT infrastructure were among the strategies employed. Puma's advertisements primarily promote their equipment 13 through celebrities. Below figure depicts the advertising that corresponds to Puma's current efforts to promote women in the future.

From "Kylie Jenner Stars in First Puma Ad, Reveals New Sneaker Style", by Fashion Gone Rogue, 2016, Retrieved from <http://www.fashiongonerogue.com/kylie-jenner-puma-2016-ad-campaign/>



Figure 14: Advertisement by Puma

Source: <http://www.fashiongonerogue.com/kylie-jenner-puma-2016-ad-campaign/>

The majority of companies in the sportswear industry improve their existing customer trust in a variety of ways. Brand loyalty and brand name sportswear companies consider important factors in keeping customers longer. The conditions that lead customers to rebuy the product are marketing, brand loyalty, brand name, customer satisfaction, product quality and so on. Many customers don't just buy products online but also leave comments and reviews of the different product dimensions they have bought on various social media platforms and e-commerce websites (Rogers, 2020). Customers provide positive and

negative feedback, rate products, and thus express their opinions, assisting others in determining whether or not to purchase a specific product again.

If a product's quality and service are good, most customers will provide positive feedback; if the quality is poor, most customers will provide negative feedback. As a result, depending on the majority of customers' positive or negative assessments or comments, the online marketing of a product increases or decreases. This demonstrates that product, confidence, and service quality all influence product repurchase. There are many counterfeit products on the market today, but most customers prefer the original brand-name products. The images and quality of these brand names tend to attract a wide range of customers to purchase the product, reducing product change based on price (Singhvi and Srivastava, n.d.).

Research Background

The existing global situation is quite critical where the pandemic i.e. Covid19 has impacted the lives of every individual. Every industry has been hit by the pandemic and it influenced the operational functioning to a large extent. The market is slowly gaining the speed but the business ventures have been failing to cope with the unprecedented shock of pandemic. The offline stores are focusing on expanding their market reach by utilizing the internet. The companies have been utilizing the trend of online shopping to attract more consumers to their business and gaining growth in their operations. Online shopping has become an effective and easy option for the consumers to purchase anything like groceries, apparels, footwear, accessories, etc. The online mediums have been offering wide range of offers and discounts to the consumers such that more number of consumers get attracted to the platforms. The businesses who traditionally focus on offline business operations through stores are also keen to experience the updated version of market for availing the similar benefits.

Research Problem

The research problem which would be focused of the study is the impact of online shopping on the buying behaviour of the consumers – a case study of Puma.

4.2 Current Business Scenario

Gröschl *et al.*, 2019 assess the businesses functioning so that they could determine the effectiveness of their operations and leaders. The success of any organization is dependent on the cognitive and rational thinking of the leaders as they guide the company to a certain path through their leadership. In current global environment where the competition is growing rapidly such that companies need to improve their business tactics to maintain their position in the market. Also, the issues regarding climate change, global warming, tax practices, etc. have been influencing the businesses to a huge extent. It is essential for companies that they modify their existing business tactics in such a manner that they could gain the required benefits.

The concept of sustainability is becoming the need of the competitive environment as it would be offering significant opportunity to the companies in enhancing their business operations for better functioning and growth. Moreover, the vision of companies needs to be developed toward sustainability for availing the desired outcome. The findings discuss the case of a company whose CEO has worked with the vision of sustainability in the operations for gaining desired outcome. He focuses on bringing corporate sustainability in their operations for better efficiency. Also, the company effectively achieve the target of following corporate sustainability in their operations. The successful achievement of this aspect is majorly dependent on the cognitive and proactive skills of CEO. Moreover, the application of cognitive skills by would also be helpful for any company in operations for online shopping.

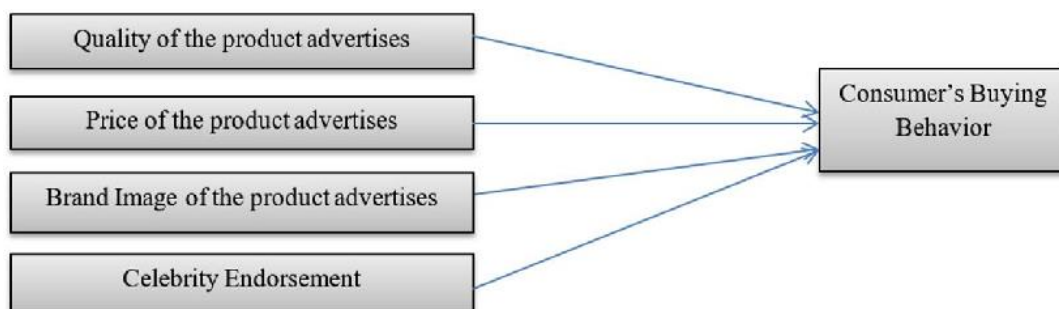


Figure 15 - Consumer Buying Behaviour

Source – Yuhalis, 2016

Huchzermeier (2019) discusses the significance of sustainability accounting in the business functioning of Puma in the study. Puma is a global sporting goods company that have been operating in different categories. The operations of a company require suitable enhancement regularly for ensuring success and growth in the business. Puma has been continuously working on improving their standards by focusing on regular enhancement. Moreover, the key focus of Puma is on sustainability and they are focused in achieving it through three dimension such as economic, social, and environmentally.

The focus on these three dimensions would be guiding the company in ensuring a healthy and effective functioning. The social sustainability in Puma is achieved through the security provided to employees for their health and safety, culture and diversity, and training and development programs. The social aspects assist the employees in working effectively and fulfilling the organizational goals. The environmental sustainability is ensured in Puma through management of resource and energy consumption, waste pollution management, control on emission, and climate protection. The economic sustainability is an essential aspect for the company and they manage the aspect by offering high customer satisfaction and loyalty. Also, the company focus on building shareholder value and fulfilling regulatory compliance. The findings help in understanding that the company need to focus on social aspect more than monetary aspect. It would be helpful in enhancing the business operations of company to a huge level. Still, there are certain challenges in the business which could hamper the implementation of the strategies like climate change, population rise, and global business scenario. It would be challenging for companies to enhance their business strategy according to the market.

Puma is a leading sporting goods company in the market and they have been working continuously to enhance their market positioning. Lupi (2020) in their study discusses the global brand repositioning strategies applied by Puma in the fashion industry. Puma is a dominant company in the field of sporting goods industry and their focus is offering quality products to wide range of population. The business operations of Puma are already functioning in US, UK, etc. and they are planning to move globally in different parts of world. The application of suitable global brand repositioning strategy would be helpful in their success. The business expansion of Puma in global market could be initiated effectively by considering the market needs and situation adequately. It would assist the

company in communicating with the consumers more effectively and reaching large consumer base.

One strategy for global expansion could be export where the company could be exporting their products from the manufacturing country to other countries where they proposed to carry the business expansion. The other positioning strategies are based on quality, product features, price, competition, and uses. It would assist Puma in ensuring effectiveness in the market by fulfilling the needs of market. The challenges through competition would be handled adequately through attractiveness in the market and better consumer reach. The marketing campaigns would require suitable improvement for ensuring better connection with the consumers so that they could encourage online shopping of their products and services. The adequate application of global positioning strategies would be helpful for Puma in accomplishing their goals.

de Silva *et al.*, 2020) discusses about the influence of brand loyalty on customer purchase intention in the study. The sporting footwear segment is widely popular in the sporting industry and consumer prefer the products which is highly durable and offer comfort to the consumers. The consumers consider different factors while choosing the products and services from a sporting company. The brand loyalty is a vital aspect which ensure the effective of a sporting company as the consumer repurchase products from them. The company develop brand loyalty among the consumers by providing higher customer satisfaction, strong brand image and excellent customer experience. There are various footwear companies in the market that have established their business to a huge level.

The competition in the footwear industry is high and the companies have maintained the brand loyalty among the consumers through various measures. The findings assist in evaluating that the consumer consider different areas for ensuring their purchase and repurchase from a company. The factors like quality, price, durability, and comfort influence the buying behaviour of consumers. It is also determined that these factors assist the consumers in developing their shopping pattern. The company which offer the required aspects in significant price receive the loyalty of consumers. Also, the services of companies play a vital role in the buying behaviour of consumers as it encourages the consumer to shop more with the company. Therefore, it would be essential for companies in footwear industry that they understand the needs of consumers adequately so that they could effectively fulfil them for better business.

The sporting goods industry is growing significantly and the competition among the companies is also growing effectively. The study of Niskanen (2019) provide significance of sustainability in the sporting goods industry. The sustainability in the business could be assessed through different dimensions. The dimensions could be related with social, economic, cultural, environmental, psychological, ethical, and equity aspects. In business, the sustainability is generally focused with environmental protection, economic practices, and social responsibility. Sustainability has become a vital element in the business and sporting goods industry is also focusing on this element in their operations.

There are various apparel and footwear sporting company that enhancing their sustainability criteria for offering quality products and values to consumers. The global business of sporting goods industry has been growing significantly and various factors are playing certain role in its growth like sports viewership, fundamentals, career, etc. The countries are giving significant interest towards sports which encourage the leading sporting goods industry to maximise their operations for better business. Still, there are some factors which could act as challenge in the growth like climate change, sustainability issue, etc. It is vital for companies that they follow green practices in business for safeguarding the world. The sustainability issues would be handled by effective consideration toward the vital aspect like social, environmental, and economic. It would guide the company in leading a strong structure toward a sustainable and healthy culture. The operational functioning of the companies would be improvised which would ensure better efficiency and operations. The sporting goods company need to be more cautious toward their operational functioning to achieve their goals.

4.2 Quantitative Analysis

1. Please select your respective age bracket?

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

Table 1: Age group of respondents

Age Group	18 to 30	31 to 40	41 to 50	Above 50
	21	39	22	18

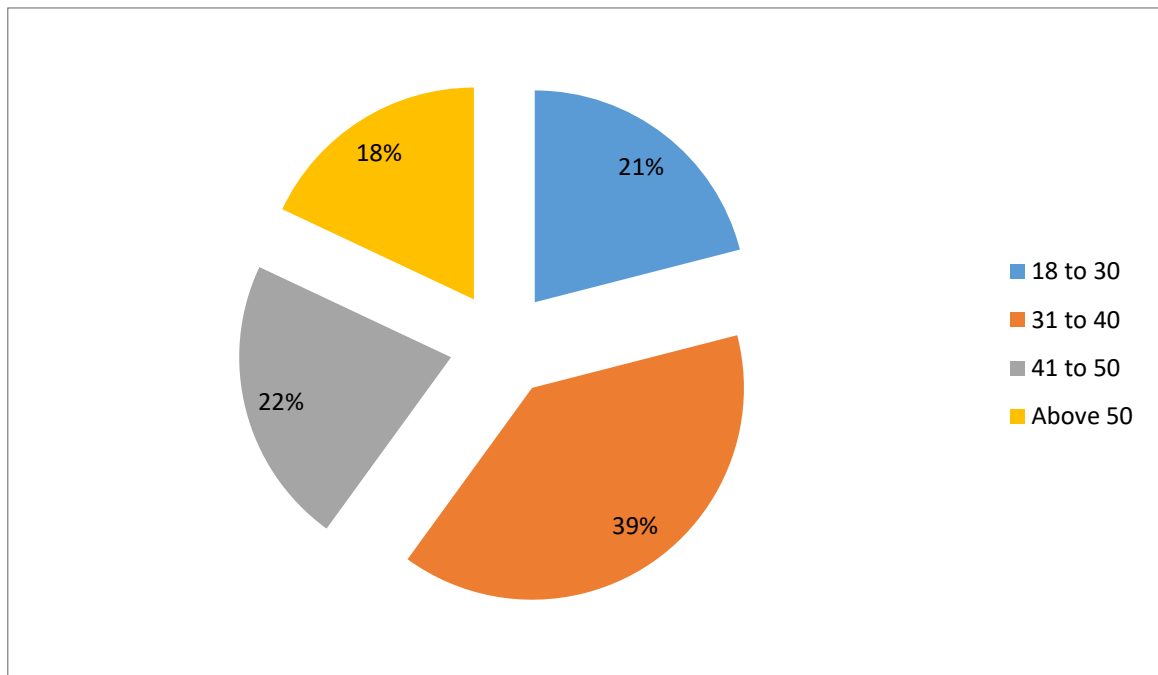


Figure 16: Age group of respondents

It is evident from the survey questionnaire conducted that 39% of the respondents belonged to the age group of 31 to 40 years, and then 22% respondents belonged to the category of 41 to 50 years. Furthermore, 21% belonged to the bracket of 18 to 30 years and the rest, 18% belonged to the age group of 50 years and above

2. Please select your gender

- a) Male
- b) Female

Table 2: Gender of respondents

Gender	Male	Female

	64	36
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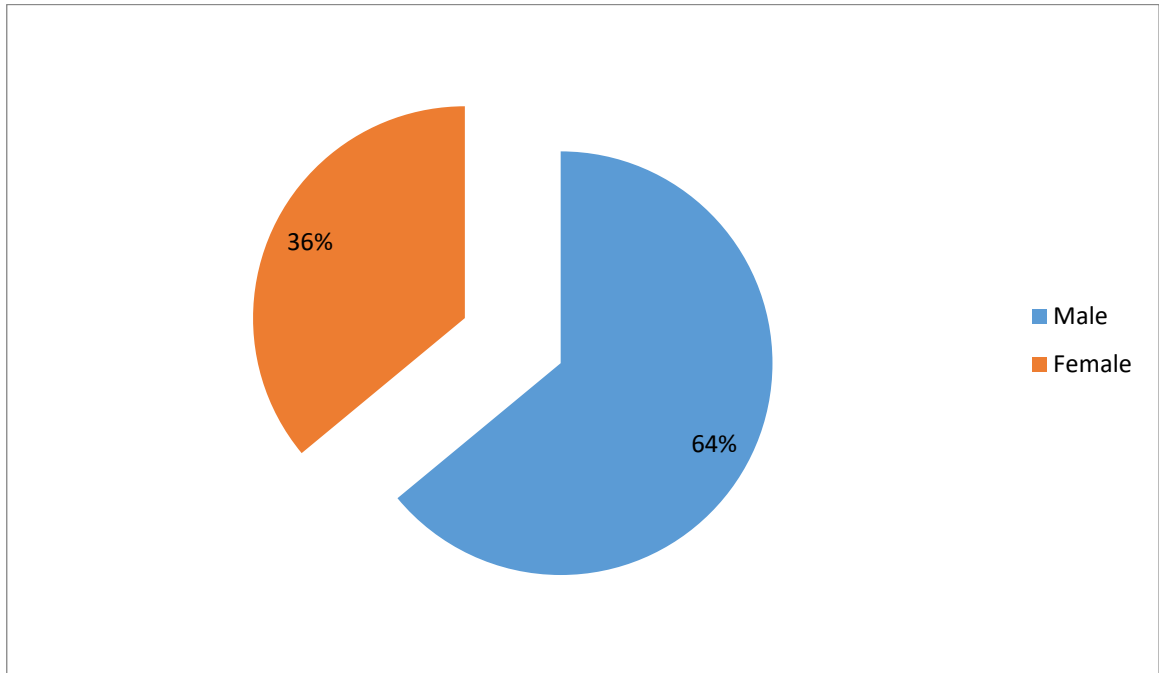


Figure 17: Gender of respondents

It is evident from the survey questionnaire conducted that 64% of the respondents were males and the rest 36% respondents were females

3. Please state what is your educational background?

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

Table 3: Educational background of respondents

Educational background	Graduation	Diploma	Post-Graduation	PhD
	43	23	22	12

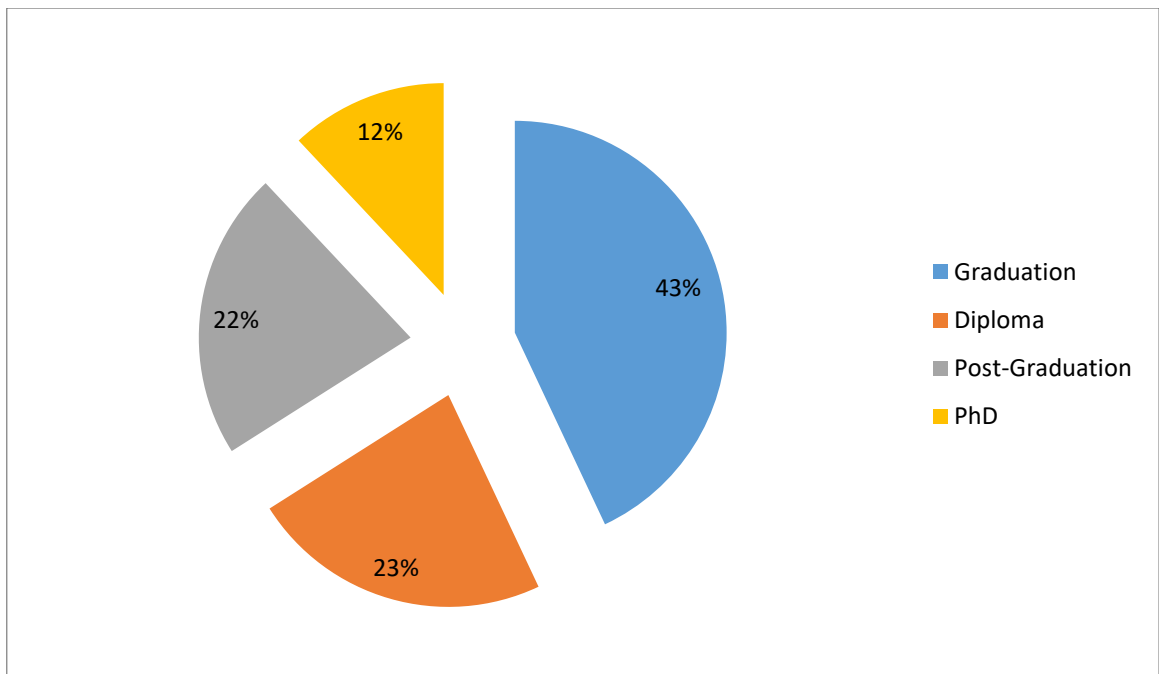


Figure 18: Educational background of respondents

When the respondents were asked about their educational background then 43% of the respondents were graduated, then 23% respondents had done diploma, 22% respondents were post-graduated and the rest 12% respondents had done PhD.

4. Do you shop through online or offline platform?

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

Table 4: Selection of shopping way by respondents

Shopping	Online	Offline	Both
	51	26	23

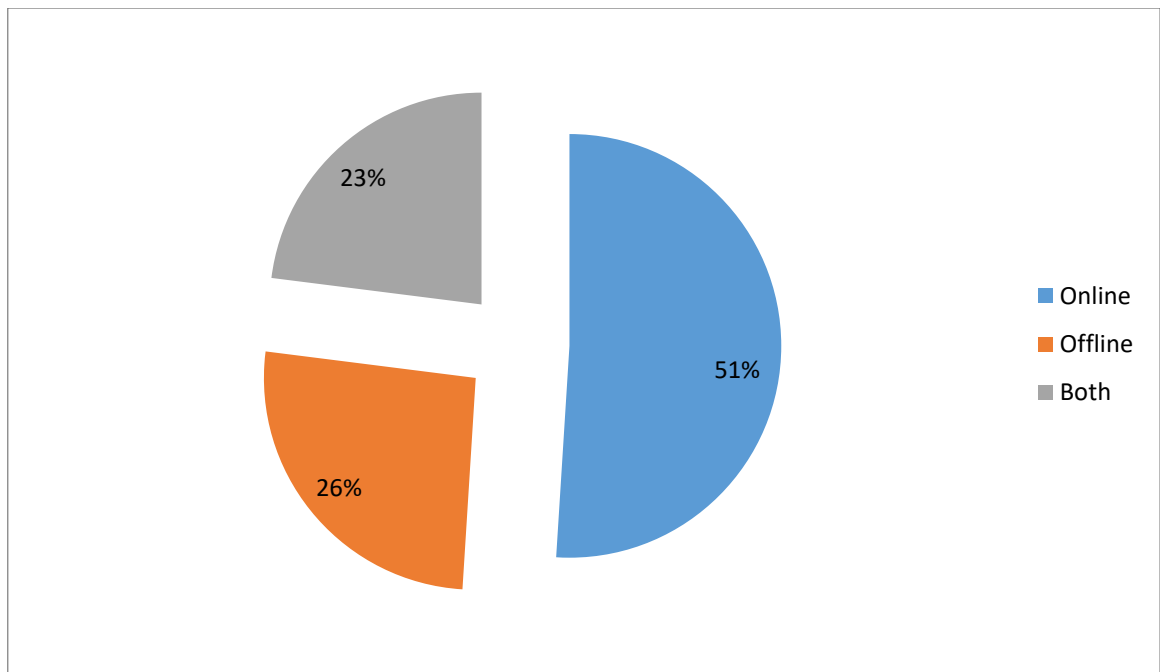


Figure 19: Selection of shopping way by respondents

Then the respondents were questioned about the platform they used to shop wherein, 51% respondents answered that they shopped online, and then 26% stated that they shop on offline platforms and the rest 23% respondents stated that they used to shop from both online and offline platforms

5. Which shopping platform is majorly preferred by you?

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

Table 5: Preference of shopping platform

Shopping platform	Online	Offline	Both
	42	41	17

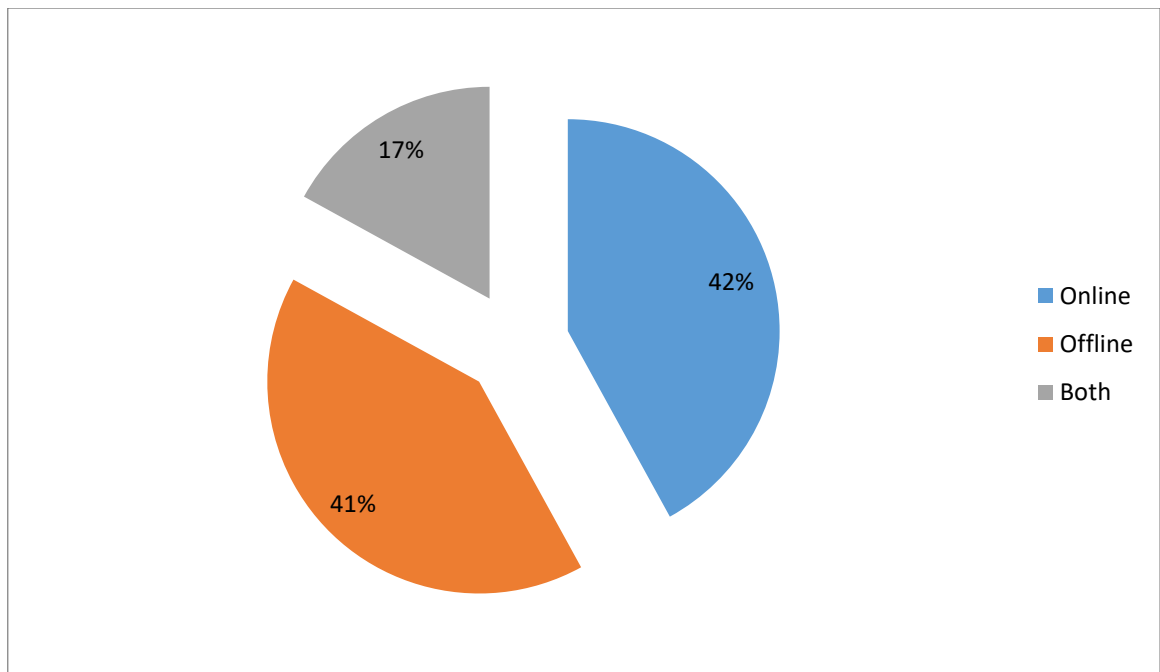


Figure 20: Preference of shopping platform

The question that was posed to the respondents was about the shopping platforms that they majorly preferred for shopping to which 42% respondents responded that they majorly preferred online platforms for shopping, then 41% majorly preferred offline platforms for shopping and then finally, 17% respondents preferred both the platforms for shopping

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

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

Table 6: Determination of ease and effectiveness of online shopping over offline shopping

Comparison	Yes	No	At some extent
	78	19	3

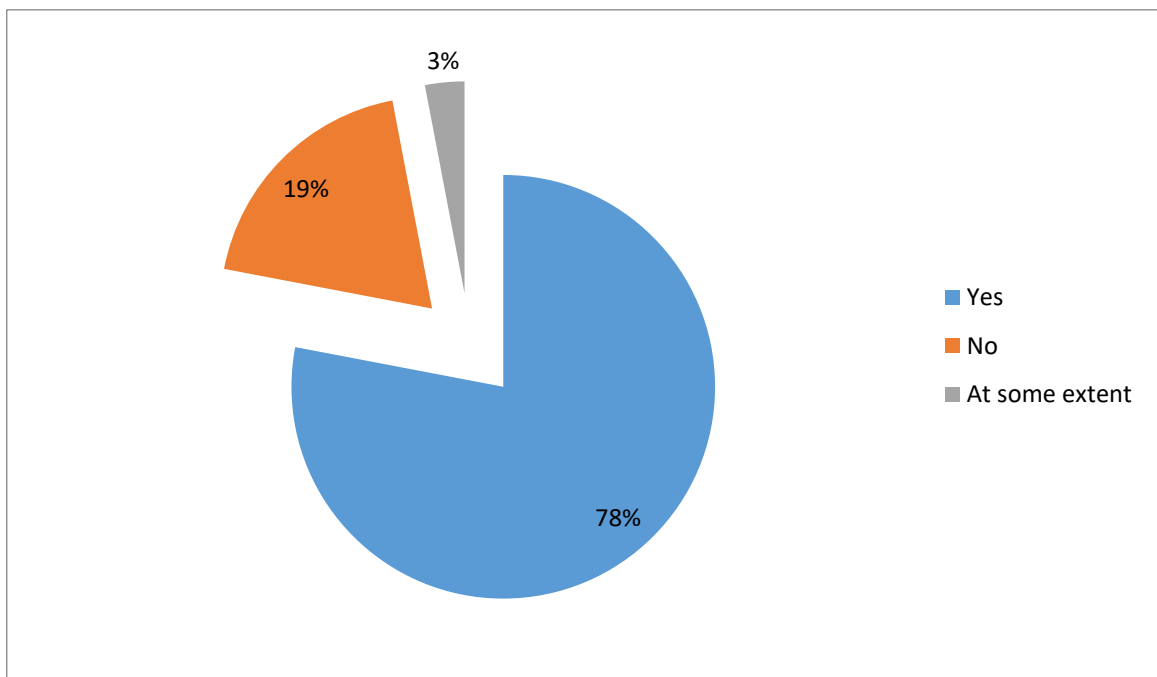


Figure 21: Determination of ease and effectiveness of online shopping over offline shopping

The respondents were asked about the fact that is online shopping more easy and effective than offline shopping then for this 78% respondents said yes to this questions, 19% respondents said no to this and the rest 3% respondents believed that at some extent online shopping more easy and effective than offline shopping

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

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

Table 7: Factors encouraging to shop from online platforms

Factor	Offers and Discounts	Huge varieties	Easy interface	All of the above
	34	24	19	23

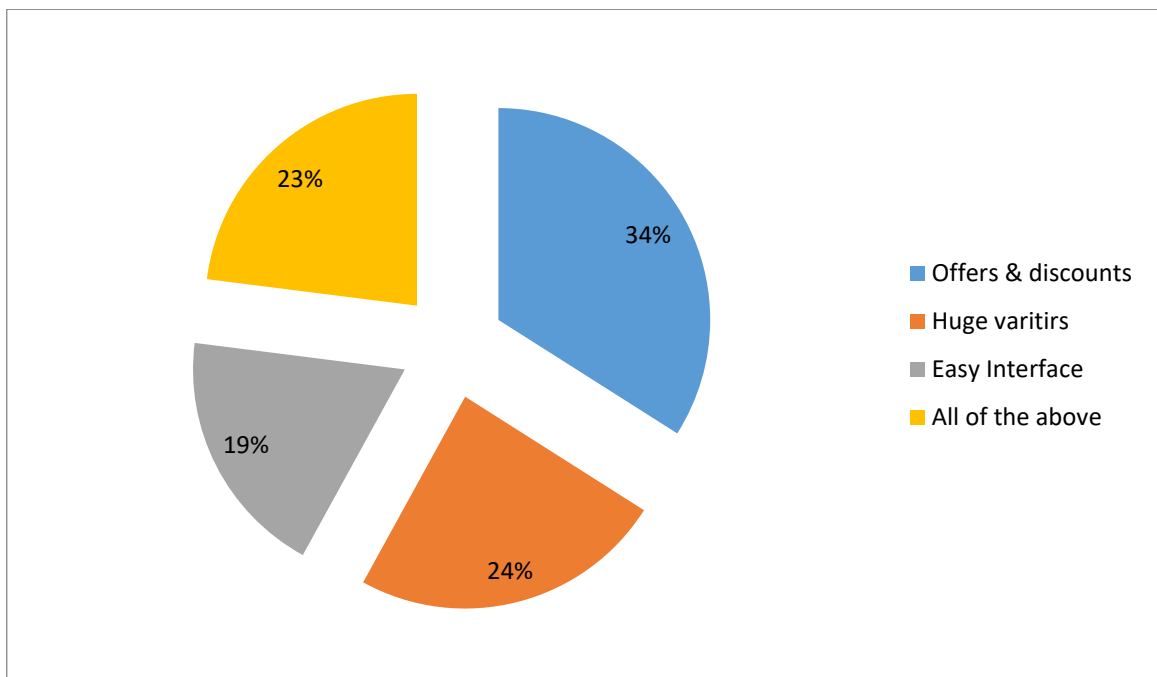


Figure 22: Factors encouraging to shop from online platforms

The question that was asked the respondents about the factor that encouraged them from shopping on online platforms to which, 34% respondents said that they were encouraged by the factor of offers and discount, and then 24% respondents were encouraged by the factor of huge varieties that is offered. Furthermore, 19% respondents were encouraged with the easy interface of online platform and the rest 23% believed that all these factors accounted for their encouragement for shopping through online platforms

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

Table 8: Influence of marketing campaigns on online shopping experience

Impact	Very low	Low	Moderate	High	Very High
	0	15	32	23	30

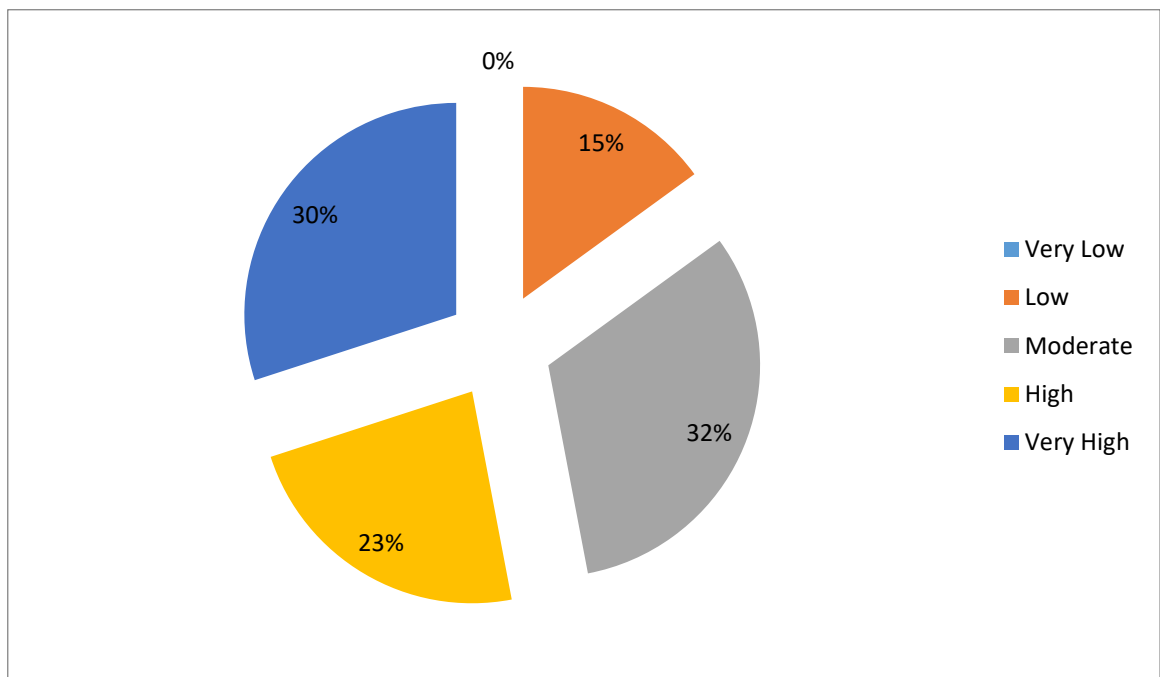


Figure 23: Influence of marketing campaigns on online shopping experience

It was evident from the above question that at what extent the marketing campaigns influence your shopping from online platforms so 32% respondents considered it to be moderate, then 30% respondents believed it to be very high, then 23% respondents considered it to be high and then the rest 15% considered it to low

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

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

Table 9: Preference of buying apparel or footwear from online over offline platforms

Option	Yes	No	At some extent
	73	8	19

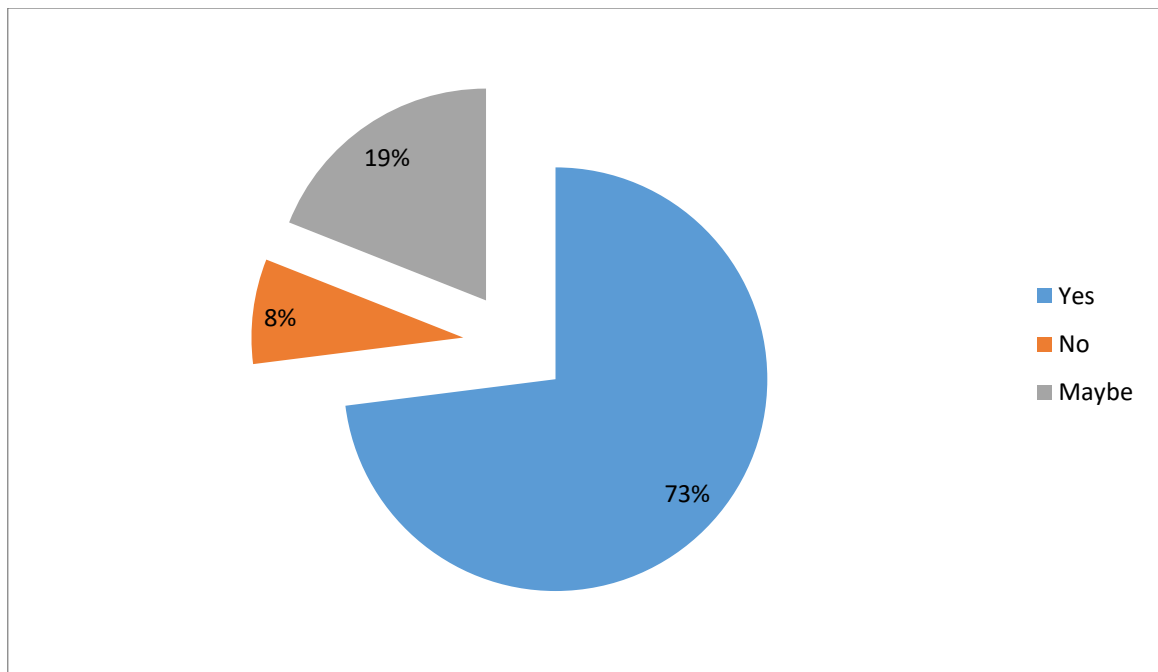


Figure 24: Preference of buying apparel or footwear from online over offline platforms

The respondents were asked about the fact that do they prefer buying sports apparel and footwear from online platform than offline platform then for this 73% respondent said yes to this questions, 19% respondents said may be to this and the rest 8% respondents believed that preferred buying sports apparel and footwear from online platforms than offline platform

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

Table 10: Opinion about business expansion of Puma on online platforms

Opinion	Options for customers	Quality and Variety delivered to customers easily	Healthy competition between sports companies	All of the above
	30	23	32	15

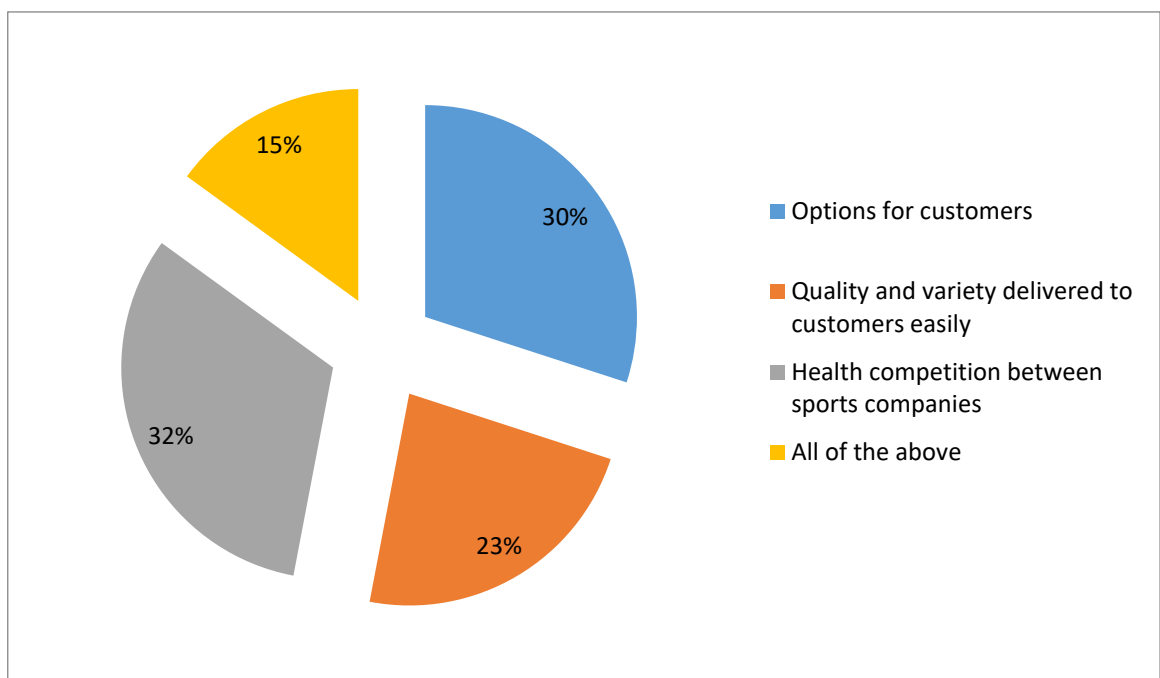


Figure 25: Opinion about business expansion of Puma on online platforms

When respondents were asked about their opinion on the business expansion of Puma on online platforms, then 32% respondents said that there is a healthy competition between different sports companies, then further, 30% respondents said that there were options for

the customers. Moreover, 23% respondents said that the quality and variety delivered to its customers easily and the rest 15% considered all of these above statements

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

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

Table 11: Opinion that, do business expansion of sporting goods on online platform would be helpful for consumers?

Helpful	Yes	No	May be
	69	12	19

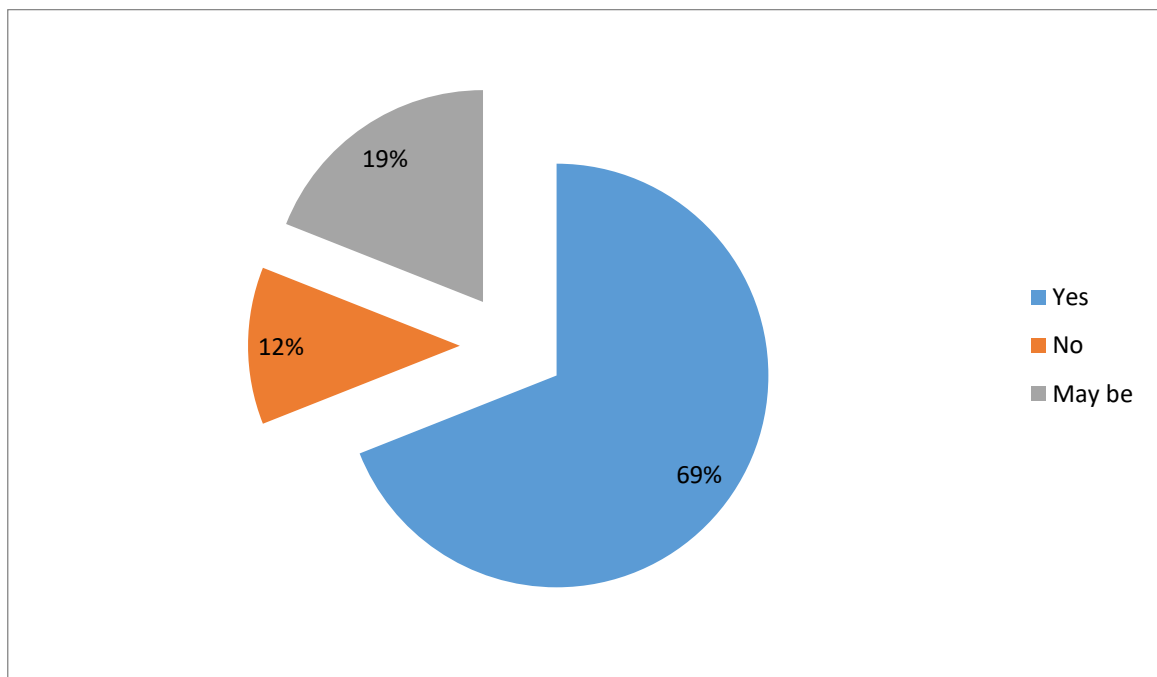


Figure 26: Opinion that, do business expansion of sporting goods on online platform would be helpful for consumers

It was evident from the question asked about that do they believe that business expansion of sporting goods on online platforms would be helpful for the consumers so for this, 69% respondents said yes to this question, then 19% said may be to this statements and then finally, 12% respondents said no to this question.

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

Table 12: Main criteria for you to purchase sporting good from online platform?

Criteria	Quality	Price	Comfort	All of the above
	28	18	24	30

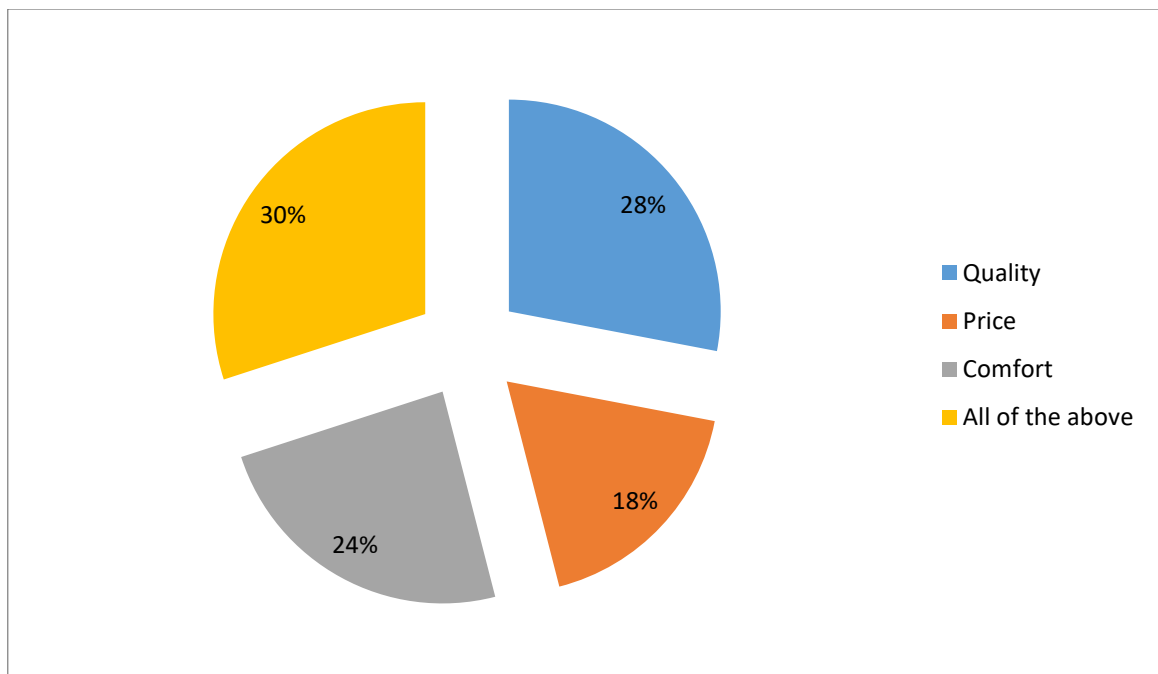


Figure 27: Main criteria for you to purchase sporting good from online platform

When the question was asked the respondents about the main criteria for them to purchase sporting goods from online platform so for this, the 28% respondents considered quality as the main criteria then 24% respondents considered comfort as their main criteria, then 18% respondents considered price as the main criteria then finally, 30% considered all of these above criteria's

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

Table 13: Response on factor should company focus on online shopping

Encouraging Factor	Easy to use interface	Marketing	Offers and Discounts	All of the above
	21	13	38	28

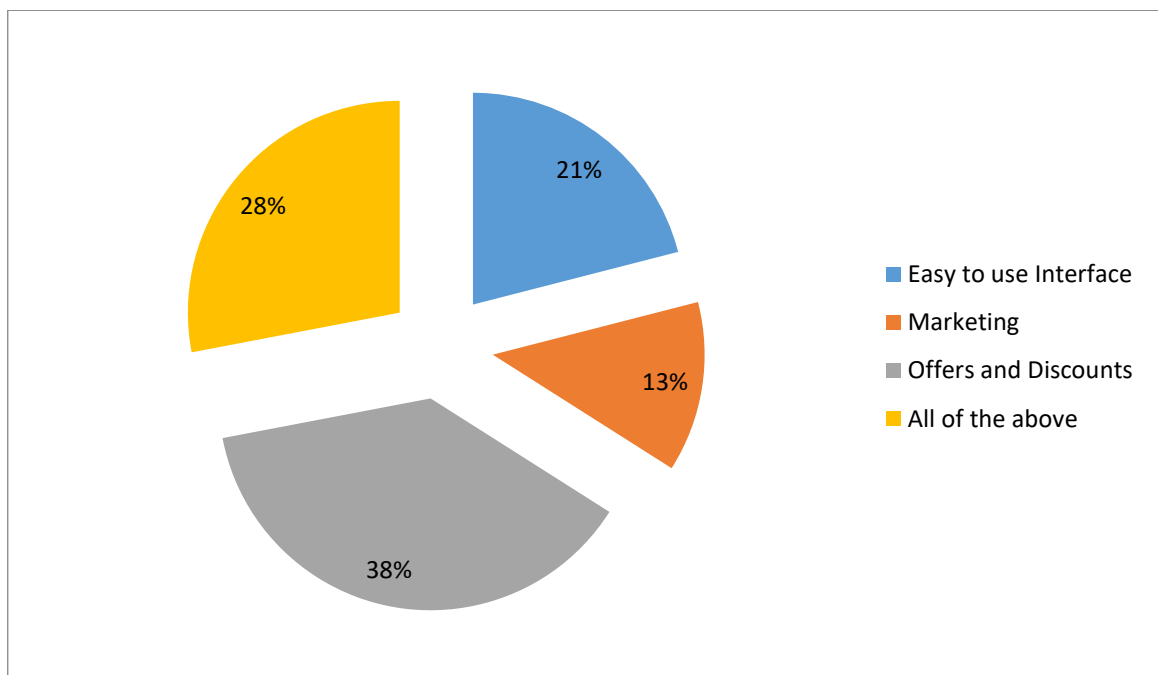


Figure 28: Response on factor should company focus on online shopping

When the respondents were asked about the factor that should the company focus upon online shopping then, 38% respondents said that they focused on the factor of offers and discount, and then 13% respondents focused on the factor of marketing. Furthermore, 21% respondents focused on the factor of easy interface and the rest 28% believed that all these factors accounted for the factor that the company should focus on online shopping

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

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

Table 14: Social media marketing influence on buying behaviour from online platforms

Influence	Yes	No	May be
	64	12	24

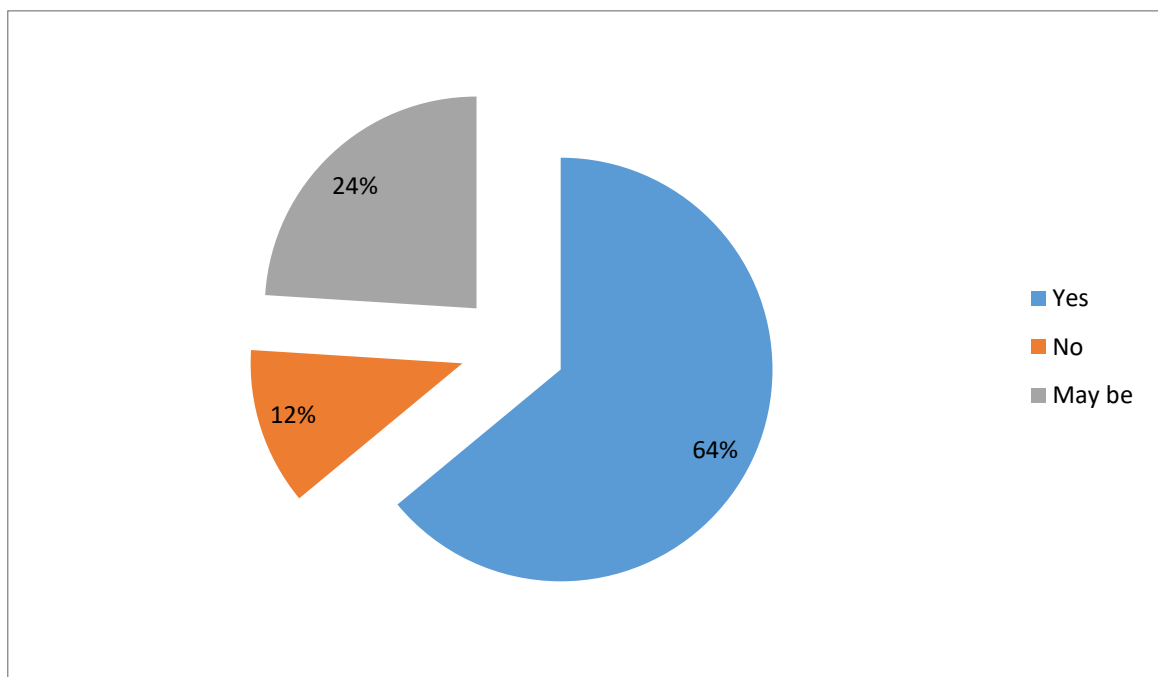


Figure 29: Social media marketing influence on buying behaviour from online platforms

When the respondents were asked about the fact that do they believe that social media marketing influence your buying behaviour on online platforms wherein, 64% respondents stated a yes for this question posed, then 24% were not sure therefore, stated a may be for the question and then finally, 12% respondents stated a no for this particular question

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

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

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

Attractive	Yes	No	May be
	80	10	10

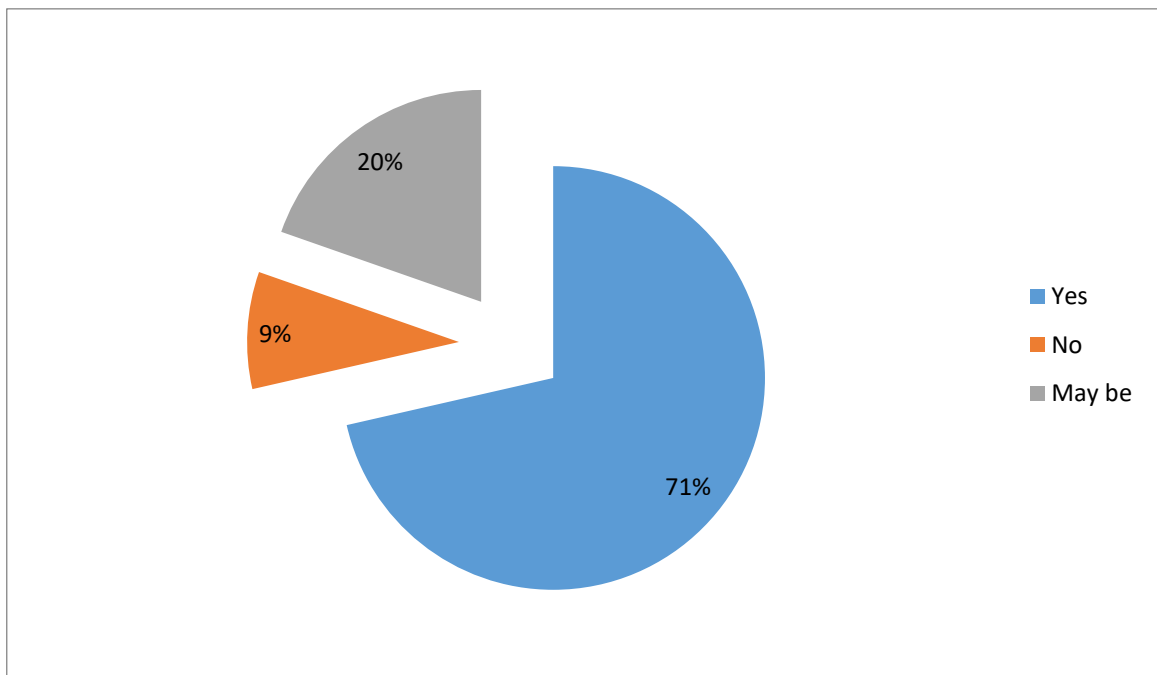


Figure 30: Answer to do variety available on online shopping is more attractive than offline shopping

It was evident from the question asked about that do they believe that variety available on online shopping is more attractive than offline shopping so for this, 80% respondents said yes to this question, then 10% said may be to this question and then finally, 10% respondents said no to this question.

5 Chapter: Results and Discussion

The thesis conducted above primarily discusses about the assessment of the impact of consumer impact of online shopping on the buying behavior of the consumers in the case of Puma, wherein, all the important aspects related to this particular topic have been elucidated in an appropriate manner. The results and discussion of the above thesis and its related components can be mainly segregated under three heads, which are categorized as follows:

5.1 Literature Review Analysis

Puma is one of the leading sport companies in the market and they have been operating in the market for a long time. The offline business of Puma is expanded at large scale and they are planning to expand their market reach by following online mediums. The consumer base of Puma is huge which have been acquired through the offline shopping culture. There is huge dilemma among Puma in going for online shopping experience to consumers due to certain business challenges. The limited knowledge of online shopping and consumer behaviour toward online shopping hamper the implementation of their strategic decision. It is important to gain essential information of consumer behaviour toward online shopping so that suitable strategy could be developed by the company. The understanding of market dynamics of online shopping along with the consumer buying behaviour would be fruitful in wide range of aspects.

The literature review that has been conducted above mainly discusses about the emergence of technology and online platform in the segment of shopping which is now utilized by a number of organizations to sell and market their products as a part of the e-market. Digital marketing has gained huge aura in the recent time and it is base for the success of any company in the global market. It can be deducted from the above that online platforms have brought in a major change in the working of the retail industry such as the e-retail industry. Online platforms have made it convenient for the firms in reaching to a large number of potential audiences without any bound which has helped overall in the productivity of the retail industry. Almost all the companies that have an offline store prefer to sell their products on an online platform because this tends to act as an added advantage for them as it helps in increasing the overall customer base as well as the profit levels.

This section also discusses about the behaviour of the consumers towards the online platforms which is considered to be based on various factors wherein, one of the factors assesses the role of online video advertisement in building consumer attitudes toward online shopping. Online video advertising is used by organizations for significantly carrying out their operations, wherein, YouTube is considered to be a primary platform because consumers on these platforms are maximizing swiftly which influences the attitude of consumers to a certain extent. Moreover, it was analysed that the initial business scenario of Puma aimed at sustainability and focused on achieving it through three dimensions which are economic, social, and environmentally which makes ensures its healthy and effective functioning of the operations that they conduct. The social sustainability in Puma is attained through the security provided to employees for their health and safety, culture and diversity, and training and development programs. The social aspects aid the workforce in working effectively and fulfilling the managerial objectives.

Puma expanded its business activities by incorporating digital platforms as a part of its selling and marketing of its products. This section also discusses about the consumer behaviour towards procurement of apparels from online platform and it increase due to the focus on its characteristics. The task of apparel characteristics has been optimistic in terms of consumer buying behaviour. The theory of planned behaviour has also been undertaken to help in comprehending the consumer attitude toward online shopping.

It assists in determining the factors that shape the behaviour and attitude of customers. It was further observed that the consumer generally opts for online shopping ways for shopping because of the apparel attributes such as services, quality, and comfort. Therefore, Puma as a popular sports brand carried out its operations on the online platforms along with their offline stores so that they are able to increase their customer base along with increasing their overall productivity and profit levels.

5.2 Quantitative Data Analysis

This section primarily focuses upon conducting analysis through the survey questionnaire wherein, various questions were devised as a part of a questionnaire that was distributed among 100 respondents for knowing their opinion regarding the questions that were asked. It could be analysed from this section that the major respondents were graduated males

who belonged to the age group of 41-50 years. Furthermore, it was analysed that majorly the respondents shopped from and preferred online platforms because it is a convenient way to shop suggesting that the brand Puma is actively available on online platforms for their customers. Then it was deduced that the factors that majorly encouraged the respondents for shopping through online platforms were the offers and discounts that were provided to them suggesting Puma gave good discounts to their customers frequently. Thus, these factors helped the respondents in getting attracted towards the same

The analysis was further made on the basis of the fact that the majority of the respondents were highly influenced by the marketing campaigns to shop from online platforms. This actually reveals that the company has a well-planned marketing campaign for their target customers to make them aware of the actions performed and attractive towards the company.

Moreover, it was analysed that major respondents preferred buying sports apparel along with footwear from the online platform than the offline platforms. It was then deduced that majority of the respondents believed that businesses of sports products like Puma should expand themselves on online platforms so that it becomes helpful for its consumers.

It was then quantified that a major chunk of the respondents opinionated that Puma should focus upon its offers and discounts on products because this majorly attracts consumers. Moreover, it was analysed that social media marketing has brought in an influence in terms of online buying behaviour, and then finally, the majority of respondents believed that the assortment that is available on online platforms is more attractive than offline platforms. This questionnaire survey helped in making an analysis about the opinions of different individuals that they believe on the impact of online platform on the consumer buying behaviour in terms of Puma in specific.

5.3 Summary

It can be summarized from the above analysis made that technology has brought in a major change in all the necessary aspects of human life. Technology has enabled marketing on various online platforms which have helped the companies like Puma in expanding their reach of the business in terms of consumers along with increasing their

overall productivity and growth. After making an analysis through the questionnaire it was deducted a majority of people believed in online platform assortment in terms of sportswear which has helped the organizations in broadening their overall perspective of conducting a business. Thus, it can be summarized that an online platform is considered an important aspect for organizations and consumers because this provides a new platform for buying and selling products

6 Chapter: Conclusion

6.1 Degree of Expectations Being Fulfilled With the Help of Online Shopping

In context to the above thesis, customer expectations have been seeing a steady rise over the past few years with the steady growth of online retailing. Customers now expect every organization that is providing their services online to accommodate them with quick assistance when provide and organizations that fulfil this aspect, get a higher customer base and longer survival. Along with the expectations customers seek for convenience, the busy lifestyle along with internet connectivity with the mobile has drastically enhanced the growth of mobile e-commerce. The convenience level has reached such an extent that now in-store pick-ups, shopping activated with voice, etc. are just a single click away. Customers' expectations have been raised towards immediate delivery which enhances their curiosity towards buying more things within less time. Puma now offers its products online looking towards the increment in customer base on online platforms. It can further be concluded that there are certain major elements that have to be embedded in an online retailer to satisfy the expectations of the consumer which are

- Enhance the convenience level of the consumer
- Privacy and protection towards the consumer must be ensured
- Rapid delivery
- Provide a wide range of options with information regarding the product and customer reviews.

6.2 Comparison between the In-Store Shopping and Online Shopping Experience

It can be analysed from the above thesis that the tradition of in-store shopping has been in practice for ages but the emergence of technology has changed the rules to a new level. Now, every organization has been trying to expand its business through technology for reaching a larger consumer base. Most of the customers know what to purchase when they enter a store, window shopping has emerged with the emergence of online shopping. Retailers shouldn't be giving up, In-store shopping is still considered better when In-store engagement and customer relations are managed properly. Personalization is picking up the trend which is difficult for online retailers to cope up with. Customers' demand which can be tailored according to their needs is a difficult task for online retailers but is an advantage for In-store shopping. "Retailtainment" is the trend which the customers are

following these days, providing In-store entertainment, not exactly to enhance the sales but also to enhance the footfall of customers. On the other hand, online shopping provides the customer with the power to explore prices and a huge variety of products on fingertips. When researched on Puma it was seen that Puma provides the customer with online as well as In-store facility to customers as the brand wishes to provide the customer with both the experiences to enhance sales.

6.3 Social Influence on Buying Behaviour of Consumers

It can be concluded that digital marketing has gained a huge aura in recent times and it is a bedrock for the success of any company in the global market. It has become a vital source for companies to improvise the user experience and fulfil their business objectives more effectively. People who are known as influencers also tend to make an impact on consumer behaviour as they have a large cover of the audience, marketers choose to use an influencer who can cover a huge number of customers instead of searching for the target market. People with high influence such as actors, actresses, and others have the power to impact the success of a product. While under the In-store pattern, the social influence that can be created on a customer is the suggestion of the employees or the owner of the store or the good reviews of friends and family towards a product. While Puma invests a huge amount of money in social influencing as people spend more time on social platforms and can be influenced to buy the product more easily with the help of it, Puma provides actors, actresses, and sportsperson the opportunity to endorse its products to make it more popular and to enhance its reach.

The research study would be fruitful in wide manner as it would help Puma in understanding the buying behaviour of consumers on offline and online medium. It is helpful in understanding the challenges which the company might face during their online business expansion such that overcoming the challenges suitably. Also, it would be offering different options and solutions for Puma in a long run. The sports industry is growing at a huge pace and in order to maintain a pinnacle it is vital to be advanced and upgraded with every aspect of market. The consumer buying behaviour toward online and offline shopping would be helpful for Puma to design their marketing and operational strategies. Overall, benefiting their business and achieving desired enhancement in the operations.

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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