

A STUDY ON MEASUREMENT OF PUMA SPORTS EQUIPMENT-BRAND AWARENESS AND BRAND PERCEPTION IN INDIA

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

G. SAMYATHA SREE

(38280035)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **G. SAMYATHA SREE (38280035)** who carried out the project entitled "**A STUDY ON MEASUREMENT OF PUMA SPORTS EQUIPMENT-BRAND AWARENESS AND BRAND PERCEPTION IN INDIA**" under our supervision from **January 2021 to March 2021**.

Internal Guide

P. KUMARASAMY

Dr. BHUVANESWARI G.

Dean – School of Business Administration

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

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I wish to express my thanks to all Teaching Non-teaching staff members of the Department of **Business Administration** who were helpful in many ways for the completion of the project.

GAJJARAPU SAMYATHA SREE

DECLARATION

I **G. SAMYATHA SREE** hereby declare that the Project Report entitled “**A STUDY ON MEASUREMENT OF PUMA SPORTS EQUIPMENT-BRAND AWARENESS AND BRAND PERCEPTION IN INDIA**” Sholinganallur Chennai. done by me under the guidance of **DR.P. KUMARSAMY** Internal is submitted in partial fulfillment of the award of Bachelor of Business Administration degree.

DATE: 17-03-2021

PLACE: CHENNAI

G. SAMYATHA SREE

ABSTRACT

The project highlights on the topic of “The measurement of brand awareness and brand perception”.

The main purpose of the study is to determine the Brand image, perception, attitudes and behaviour of the target audience with regard to the Puma brand as well as the products and personality of the Puma. This is also denotes the purchasing pattern of customers towards the brand.

The research methodology adopted for this study is descriptive. A study is undertaken in order to ascertain and be able to describe the characteristics of the variable of interest in a situation. As far as data is concerned structured undisguised questionnaire was used to collect the primary data. The sampling technique involved in this research is stratified sample, and the questionnaires are distributed to a sample size of 150.

Analysis techniques are used to obtain finding and arrange information in a logical sequence from the raw data collected. The tools that are used for analysis are charts, percentage, analysis .

From this study we can come to conclusion that high level of brand awareness is an important driver with regard to influencing purchasing behaviour. Majority of that the customers believe that the branded products will have a good quality, the opinion of the branded products will always be positive among the customers. This research clearly reveals the branded products are always status related and enhances the sales of the products.

This actions should lead to long-term strategic and market-related benefits for Puma within the target audience of this study.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

The average person is exposed to 2500 advertising messages per day through various media channels such as billboards, magazines and newspapers, televisions, radio, online etc. As human beings, we have a limited amount of 'storage space' in which we retain these brands and it is therefore very important for the future success of brands that the people in charge of managing them are aware of who the target audience is, what it is in their lives that they want brands to fulfil, and how the current image, perception or attitude of your brand compares to that of your competitors' brands.

Nowadays, a successful brand can be a determining factor in whether or not a business is successful. The process of branding involves creating and managing an identity for your brand through which a clear message is expressed.

It is vital that the manufacturers/marketers of the brand understand what the consumers want and needs are and they are able to anticipate what they will be in the future.

It is important that the values and images associated with the brand are clearly identified by the organisation, regularly 'checked' to determine whether they are (still) relevant and consistently portrayed at every touch point with the consumer.

'smart' organisations understand how important it is to create an emotional link between brands and consumers, and even from relationships with them, in order to create a situation of loyal consumers rather than just satisfied consumers.

The purpose of this research report is to perform a brand audit in order to measure the brand image of the "PUMA".

This will/should prove to be valuable information for Puma as it will inform them as to whether or not their current brand positioning is aligned with what the consumer desires, and through uncovering the current brand image profile, Puma will be aware of whether or not action is needed in order to improve the image.

1.2 INDUSTRY PROFILE

Footwear refers to garments worn on the feet, which originally serves to purpose of protection against adversities of the environment, usually regarding ground textures and temperatures. Footwear in the manner of shoes therefore primarily serves the purpose to ease the locomotion and prevent injuries.

Secondly footwear can also be used for fashion and adornment as well as to indicate the status or rank of the person within a social structure. socks and other hosiery are typically worn additionally between the feet and other footwear for further comfort and relief.

Cultures have different customs regarding footwear. These include not using any in some situations, usually bearing a symbolic meaning. This can however also be imposed on specific individuals to place them at a practical disadvantage against shod people, if they are excluded from having footwear available or are prohibited from using any.

1.3 COMPANY PROFILE

PUMA has been a public company since 1986, listed on the Frankfurt stock Exchange. French luxury group Kering (formerly known as Pinault-Printemps-Redoute or PPR) holds 16%, Kering's largest shareholder Artemis SA owns 29% of the share capital.

As of 2017, Puma SE employs more than 13,000 people worldwide and distributes its products in more than 120 countries.

Puma is the third largest sportswear manufacturer in the world. The company was founded in 1948 by Rudolf Dassler and his brother Adi Dassler, who had jointly formed the company Dassler Brothers Shoe Factory. The relationship between the two brothers deteriorated until the two agreed to split in 1948, forming two separate entities, Adidas and Puma. Both companies are currently based in Herzogenaurach, GERMANY.

PUMA LOCATIONS:

The company has a few dozen small corporate offices around the world, and four "international hubs".

1.4 PRODUCT PROFILE

- Products offered by PUMA brand:
 1. Footwear
 2. apparel
 3. accessories
 4. sportswear
 5. sports equipment
- Puma SE is engaged in footwear, apparel, and accessories business under the puma and Cobra golf brand names. Footwear is the companies leading categories, Puma also lies in its brand name for fragrances, eyewear and watches. Nearly, a quarter of the company sales are directed to consumers through puma's retails stores, factory outlets, and online channel. Remaining sales are wholesale to puma's retail partners. Most of the companies revenue is generated in the America's and Europe, Middle east, and Africa geographic segment.

1.5 NEED OF THE STUDY

A brand awareness and brand perception survey is needed because of the following reasons:

- To know the consumer perception towards Puma.
- To know how does consumer feel about the products of the Puma.
- To know the awareness of puma brand amongst the respondents.
- To know how the sales can be boosted.
- To know how to create brand equity of Puma.
- To know the effectiveness of advertisement on creating brand image.
- To know if the brand is adding value to products or not.
- To know if people are aware of brand ambassadors of puma or not.
- To know the satisfaction level of consumers for puma.
- To compare the brand with other brands.
- To know which product is most popular amongst users.

1.6 Objectives of the study

Primary objectives:

- To measure the brand awareness and brand perception.

Secondary objectives:

The following are considered to be the secondary objectives of this research study:

- To measure or determine the brand image, perceptions, attitudes and behaviour of the target audience with regard to the puma brand as well as the products and personality of the puma brand.
- To measure or determine the value drivers for the target audience when purchasing puma products.
- To interpret the results of the measurements based on statistical analysis

1.7 Scope of the study:

This study helps to find the impact of the brand name among customers with reference to:

- Find how far people are aware and attracted towards the brand name of Puma.
- Find the relationship between the quality and of the product and brand name of Puma.
- Find the satisfaction level of the customers in different ways towards Puma.
- To identify the brand awareness of the products which are produced by the firm.
- This study is helpful to the organization for conducting further research.
- Find the drawbacks and to overcome in specific areas.
- This study helps to know the various quality measures that are followed in branding the products.

CHAPTER-2

REVIEW OF LITERATURE

2.1 Introduction

Review of literature shows the previous studies carried out by the researcher in this field. Previous studies are previewed in order to gain insight in to extent of researcher. The research problem can be more understood and made specific referring to theories, reports, records and other information made in similar studies. This will provide the researcher with the knowledge on what lines the study should proceed and serves to narrow the problem.

2.2 list of reviews

AAKER (1991):

According to Aaker (1991) brand awareness can be also referred to as the degree of consumers familiarity with a brand. Therefore it is important that a link between product class and brand is implicated because the scope of brand awareness is very wide, ranging from an unsure sensation that the brand name is recognized, to a conviction that is the only one in the product class. Brand awareness refers to the strength of brands presents in the consumers measurements

LASSAR (1995):

Limit the reference of the image dimension to the social dimension, calling it social image as social image contributes more to brand equity. Social image is defined as the consumer's social group holds the brand. It includes the attributions a consumer makes and a consumer thinks that others make to the typical user of the brand.

HAEMOON OH (2000):

The author introduces a comprehensive customer value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny's guidelines for mediation analysis, this study found the traditional customer value process to be useful for lodging research and marketing.

KELLER (2003):

According to the keller (2003) stated that brand awareness can be referred to as the ability of a consumer to distinguish a brand under various conditions. Keller also noted that brand awareness is built and increased by familiarity with the brand as a result of repeated vulnerability which eventually leads to customers experience with the brand.

STEPHENN WEBB:

Brand awareness and perception is important when trying to market a product or service into a new or already established market. This study focal point rests on the ultimate questions, "How does brand awareness and perception affects consumer purchasing?". The process involves a comprehensive understanding of the most current literature on marketing and marketing theories, as well as through review of three company rebranding case studies and a comparison between them all, and an indepth look at the design elements and features of branding and the branding process.

SUPRIYO PATRA, SAROJ KUMAR DATTA (2012):

The phenomenon of celebrity endorsement has attracted a lot of attention from researchers across the globe. It has been studied from different perspective in different cultural context. In the indian context, the phenomenon started gaining prominence with the opening of our economy in the early 1990's. The Hindi film stars from Bollywood and

the Indian cricketers are the most prominent celebrities and are in great demand among advertiser and their advertising agencies as brand endorses.

RONG HUANG, EMINE SARIGOLLU (2014):

Combining survey data with real-market data, this research investigates brand awareness, which relates to consumer behaviors and welfare, from three perspectives. First, it examines the relation between brand awareness and market outcome. Second, it explores the relation between brand awareness and brand equity. Finally it investigates the effects of marketing mix elements on brand awareness. Findings reveal consumer's brand usage experience contributes to brand awareness, implying that experience precedes awareness in some contexts. The results also confirm positive association between brand awareness and brand equity.

MUHAMMAD QASIM SHABBIR, ANSAR ALI KHAN, SABA RASHEED KHAN (2017):

Brand has become a necessary part in our daily life. The product, when becomes a brand, promises quality, trust and distinct place in a range of choices. Brand equity can corrode substitute brands. Brand equity makes a faithful with the product irrespective of its price. A sample on 200 customers, using structural equation modeling approach, brand loyalty and brand image are found to have positive effects on awareness

JAMES F PETRICK (2018):

This study accessed whether a celebrity writer endorsement affects festival destination. Subjects were non-residents who attended a local literary festival. Among celebrity attributes, expertise was revealed to be most related to brand equity and destination attachment. Additionally, loyalty to the festival was found to affect attachments to the festival destination, while festival brand awareness had a positive impact of festival brand loyalty.

CHAPTER-3

RESEARCH METHODOLOGY

MEANING

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

3.1 RESEARCH DESIGN

Research design is the framework or plan for a study that guides the collection and analysis of the data. It is a map or blueprint according to which research is to be conducted the research design is given below-

➤ **NATURE OF RESEARCH:**

The research design followed for this study is descriptive research for analysing the collected data, an in-depth research analysis was framed and various statistical tools and techniques were also used for the purpose.

➤ **DESCRIPTIVE METHOD:**

Descriptive research includes surveys and fact findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The method of research utilized in descriptive research are survey methods of all kinds, including comparative and correlation methods.

3.2 SAMPLING METHOD

3.2.1 Convenience sampling method

- A convenience sampling method is one of the main types of non-probability sampling methods.
- A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.3.1 primary data – Questionnaire given to 150 respondents.

3.3.2 secondary data – Websites and online, published reports & Review of literature from published articles.

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire is divided into two sessions. First part was designed to know the general information about the respondents. Second part contained the respondent's opinions about the brand.

3.5 SAMPLE SIZE

The size of the sample is 150. Sample collected directly from the respondents with the help of a questionnaire. The collected sample is in the method of convenience.

3.5.1 SAMPLING AREA

Data collected area- India

3.5.2 PERIOD OF THE STUDY

The duration of the study is from January 2021 to march 2021 which is a three months of study.

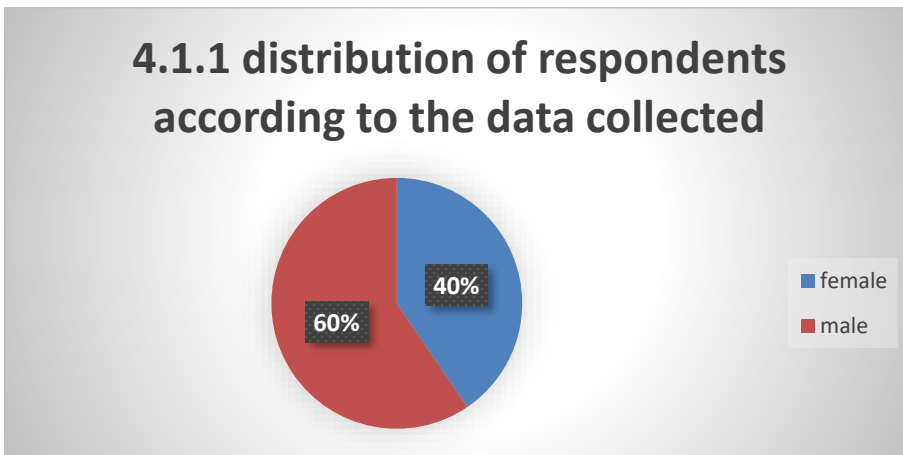
CHAPTER-4

ANALYSIS AND INTERPRETATION

4.1.1 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR GENDER

S No	Particulars	No of Respondents	Percentage
1	Male	90	60.00
2	Female	60	40.00
Total		150	100.00

According to the data collected, it is shown that 60% of respondents are male and 40% of respondents are females.



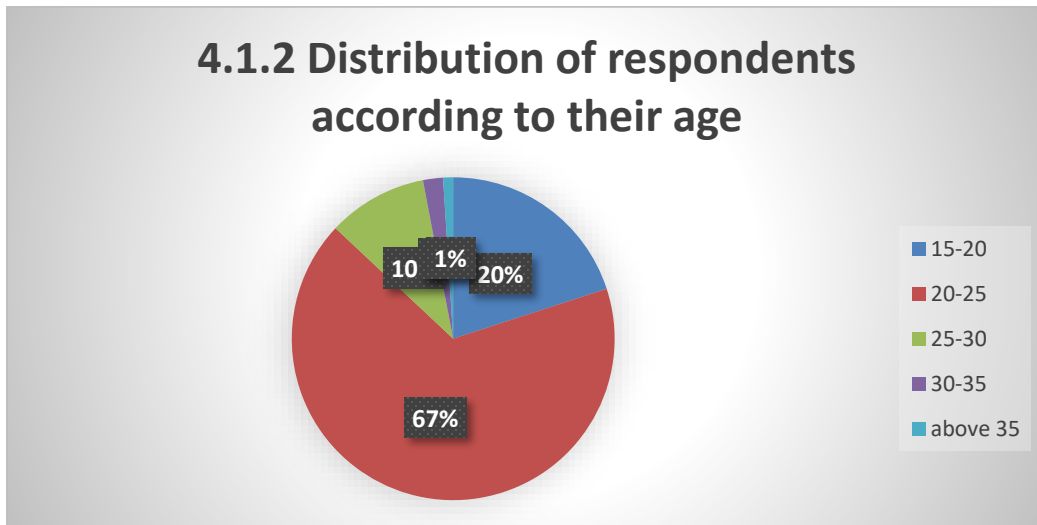
INFERENCE:

From the data collected, 60% of the respondents are Male.

4.1.2 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR AGE

S No	Particulars	No of Respondents	Percentage
1	15-20	30	20.00
2	20-25	101	67.00
3	25-30	15	10.00
4	30 -35	3	2.00
5	Above 35	1	1.00
Total		150	100.00

According to the data collected, it is shown that 20% of respondents are in between 15-20 and 67% of respondents are in between 20-25 and 10% of respondents are in between 25-30 and 2% respondents are in between 30 to 35 and 1% respondents are above 35.



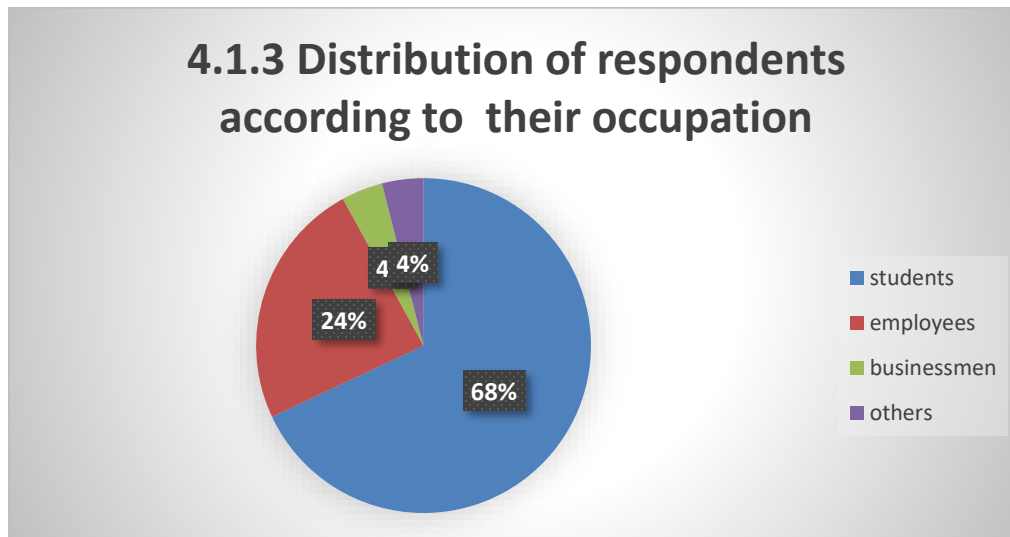
INFERENCE

From the data collected 67% of the respondents are in between 20-25

4.1.3 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OCCUPATION

S No	Particulars	No of Respondents	Percentage
1	Student	103	68.00
2	employees	37	24.00
3	businessmen	5	4.00
4	others	5	4.00
Total		150	100.00

According to the data collected , 68% of respondents are students , 24% of respondents are employees, 4% of respondents are businessmen and 4% of respondents are others.



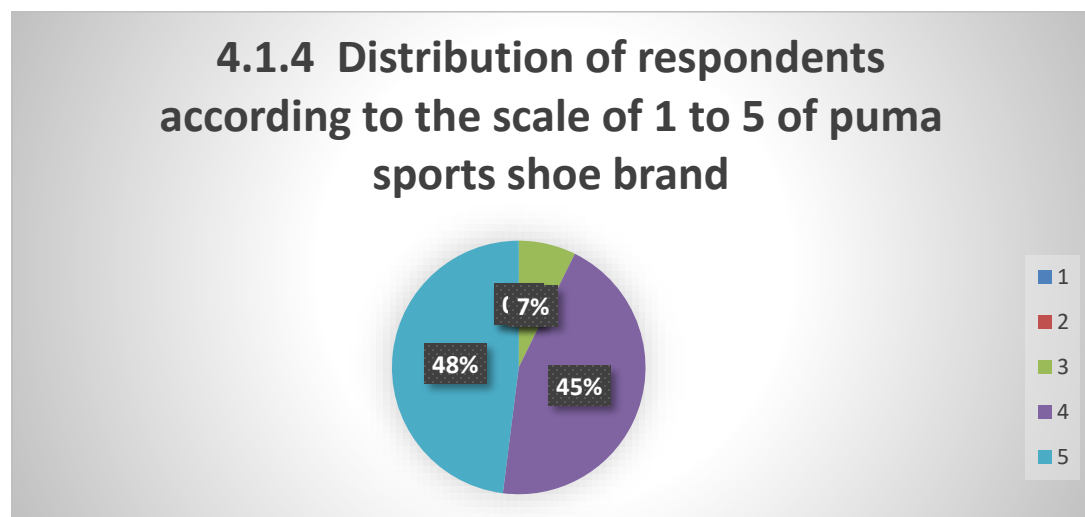
INFERENCE

From the data collected 68% respondents are students.

4.1.4 DISTRIBUTION OF RESPONDENTS ACCORDING TO THE SCALE OF 1 TO 5 ON PUMA SPORTS SHOES BRAND

S No	Particulars	No of Respondents	Percentage
1	1	0	0.0
2	2	0	0.0
3	3	11	7.30
4	4	67	44.70
5	5	72	48.00
Total		150	100.00

According to the data collected none of them are responded to 1 and 2 on scale of 1 to 5, 7.3% of respondents are responded to 3 on scale of 1 to 5, 44.7% of respondents are responded to 4 on scale of 1 to 5, and 48% of respondents are responded to 5 on scale of 1 to 5.



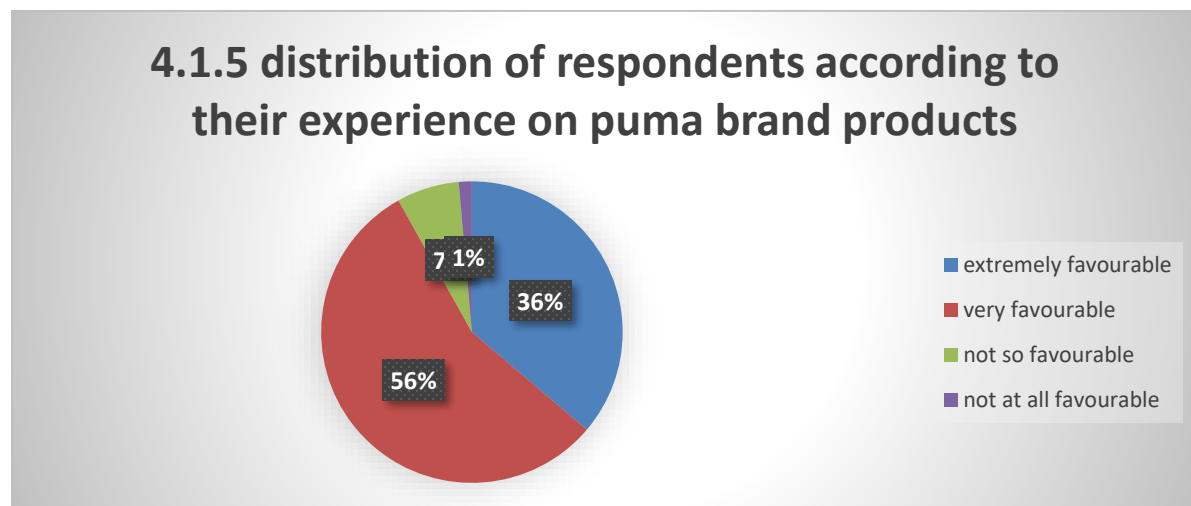
INFERENCE

From the data collected 48% of respondents are responded to 5 on scale of 1 to 5

4.1.5 DISTRIBUTION OF STAFF ACCORDING TO THEIR EXPERIENCE WITH PUMA BRAND PRODUTCS

S No	Particulars	No of Respondents	Percentage
1	Very favourable	83	56.00
2	Extremely favourable	54	36.00
3	Not so favourable	12	7.00
4	Not at all favourable	1	1.00
Total		150	100.00

According to the data collected, 56% of respondents are responded to very favourable with their experience on puma brand, 36% of respondents are responded to extremely favourable with experience on puma brand, 7% of respondents are responded to not so favourable with experience on puma brand and 1% of respondents are responded to 1.4% not at all favourable with experience on puma brand.



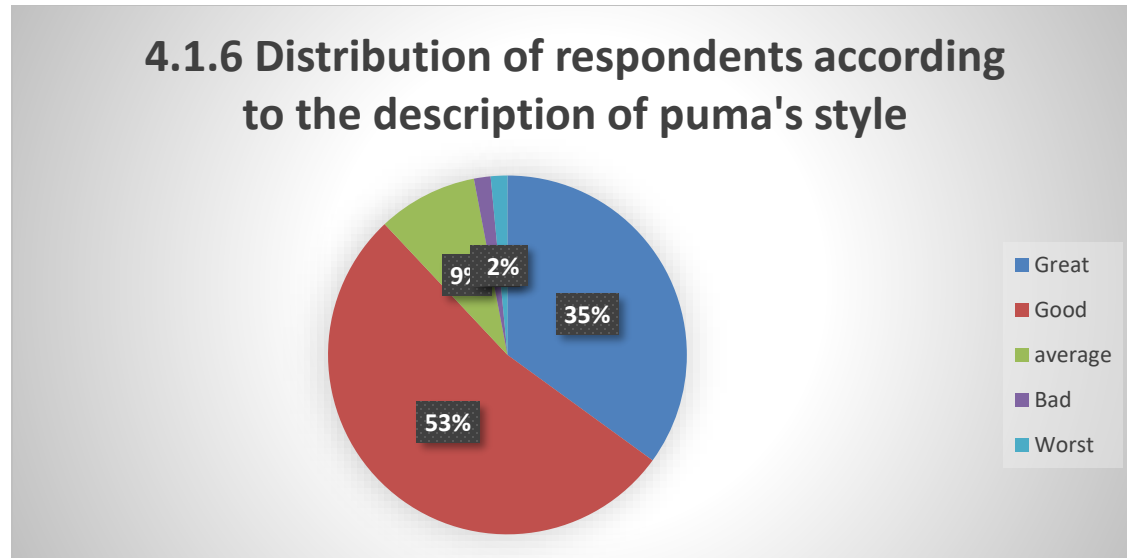
INFERENCE

From the data collected, 56% of respondents are responded to very favourable with experience on puma brand.

4.1.6 DITRIBUTION OF RESPONDENTS ACCORDING TO THE DESCRIPTION OF PUMA'S STYLE

S No	Particulars	No of Respondents	Percentage
1	good	80	53.00
2	great	53	35.00
3	average	14	9.00
4	bad	2	2.00
5	worst	1	1.00
Total		150	100.00

According to the data collected, 53% of respondents are responded to good, 35% of respondents are responded to great, 9% of respondents are responded to average, 2% of respondents are responded to bad and 1% of respondents are responded to worst with the description of puma's style.



INFERENCE

From the data collected, 53% of respondents are responded to Good with description of puma's style.

4.1.7 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PREFERENCE OF PUMA BRAND PRODUCTS

S No	Particulars	No of Respondents	Percentage
1	Shoes	101	67.00
2	Shirts	23	15.00
3	shorts	6	5.00
4	Track pants	7	5.00
5	Sports equipment	13	8.00
Total		150	100.00

According to the data collected, 67% of respondents are responded to shoes, 15% of respondents are responded to shirts, 8% of respondents are responded to sports equipment, 5% of respondents are responded to shorts and 5% of respondents are responded to track pants with preference of puma brand products.

4.1.7 Distribution of respondents according to their preference on puma brand products



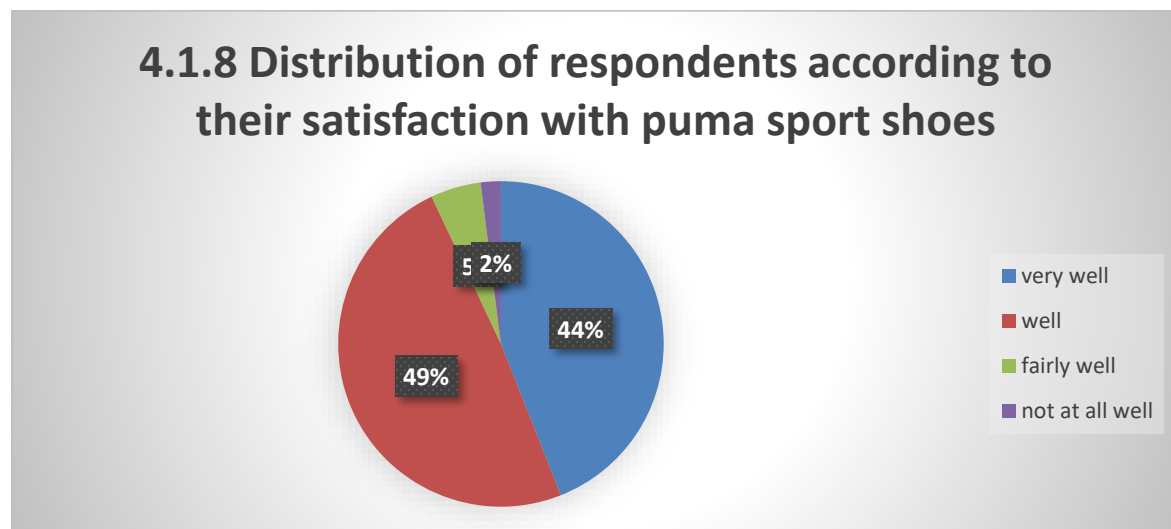
INFERENCE

From the data collected, 67% of respondents are responded to shoes with their preference on puma brand products.

4.1.8 DISTRIBUTION OF RESPONDENTS ACCORDING TO THE SATISFACTION WITH PUMA SPORT SHOES

S No	Particulars	No of Respondents	Percentage
1	well	74	49.00
2	Very well	66	44.00
3	Fairly well	8	5.00
4	Not at all	2	2.00
Total		150	100.00

According to the data collected, 49% of respondents are responded to well, 44% of respondents are responded to very well, 5% of respondents are responded to fairly well and 2% of respondents are responded to not at all well with satisfaction with puma sport shoes.



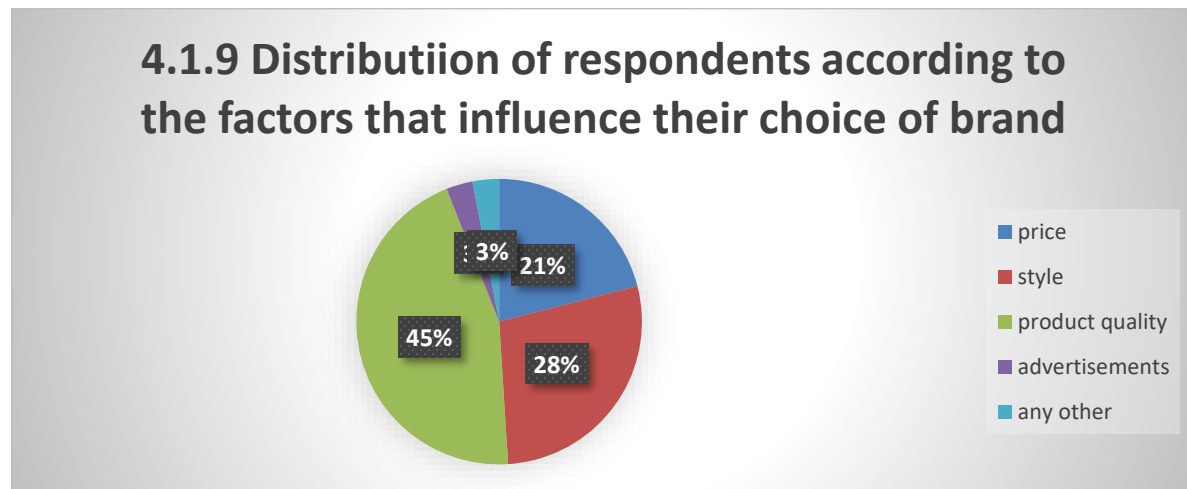
INFERENCE

From the data collected, 49% of respondents are responded to well with the satisfaction on puma sport shoes.

4.1.9 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR FACTORS THAT INFLUENCE THEIR CHOICE OF BRAND

S No	Particulars	No of Respondents	Percentage
1	Product quality	67	45.00
2	Style	42	28.00
3	Price	32	21.00
4	advertisement	5	3.00
5	Any other	4	3.00
Total		150	100.00

According to the data collected, 45% of respondents are responded to the product quality, 28% of respondents are responded to style, 21% of respondents are responded to price, 3% of respondents are responded to advertisements and 3% of respondents are responded to any other.



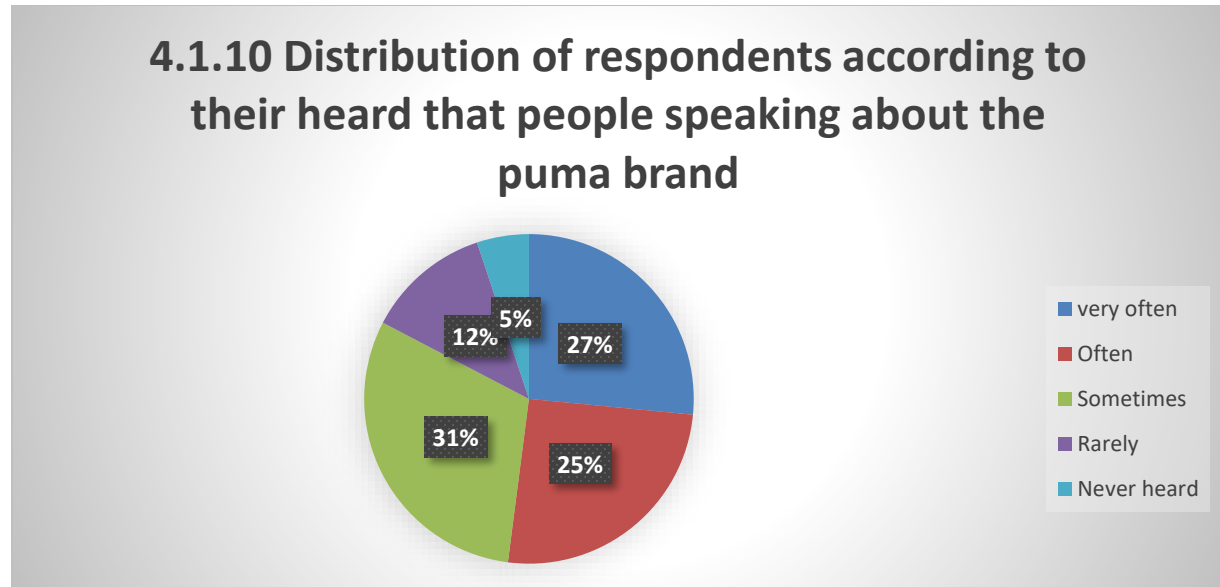
INFERENCE

From the data collected, 45% of respondents are responded to product quality that influence their choice of brand.

4.1.10 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEY HEARD PEOPLE SPEAKING ABOUT PUMA BRAND

S No	Particulars	No of Respondents	Percentage
1	sometimes	46	30.00
2	Often	41	27.00
3	Very often	39	26.00
4	Rarely	19	12.00
5	Never heard	5	5.00
Total		150	100.00

From the data collected 30% of respondents are responded to sometimes ,27% of respondents are responded to often, 26% of respondents are responded to very often ,12% of respondents are responded to rarely and 5% of respondents are responded to never heard.



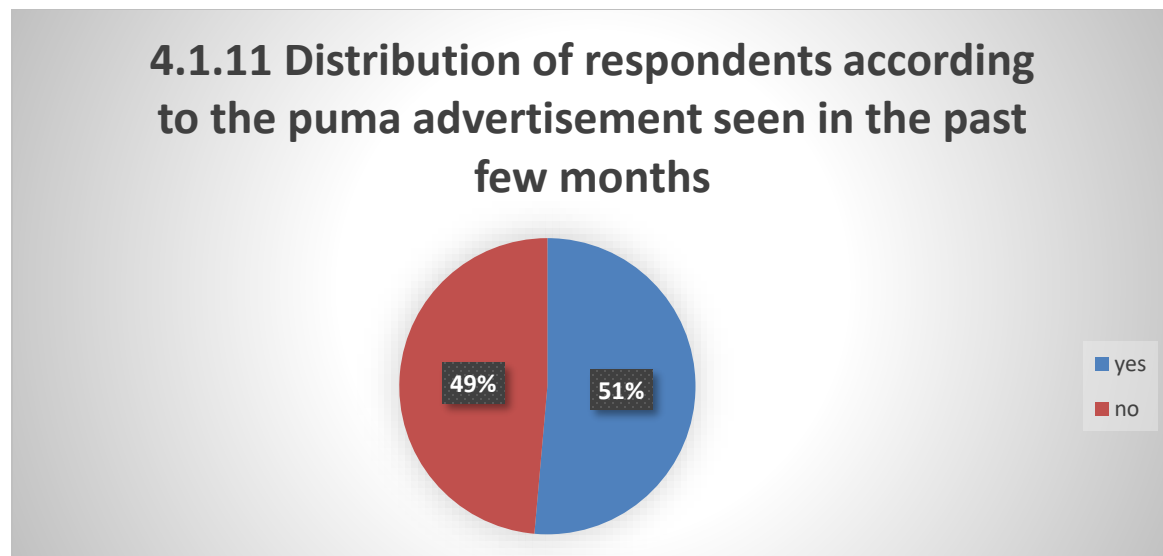
INFERENCE

From the data collected, 27% of respondents are responded to very often that they heard people speaking about the puma brand.

4.1.11 DISTRIBUTION OF RESPONDENTS ACCORDING TO THE PUMA ADVERTISEMENT SEEN IN THE PAST FEW MONTHS

S No	Particulars	No of Respondents	Percentage
1	Yes	77	51.00
2	No	73	49.00
Total		150	100.00

According to the data collected, 51% of respondents are responded to yes that they had seen puma advertisement in the past few months and 49% of respondents are responded to no that they had not seen puma advertisement in the past few months.



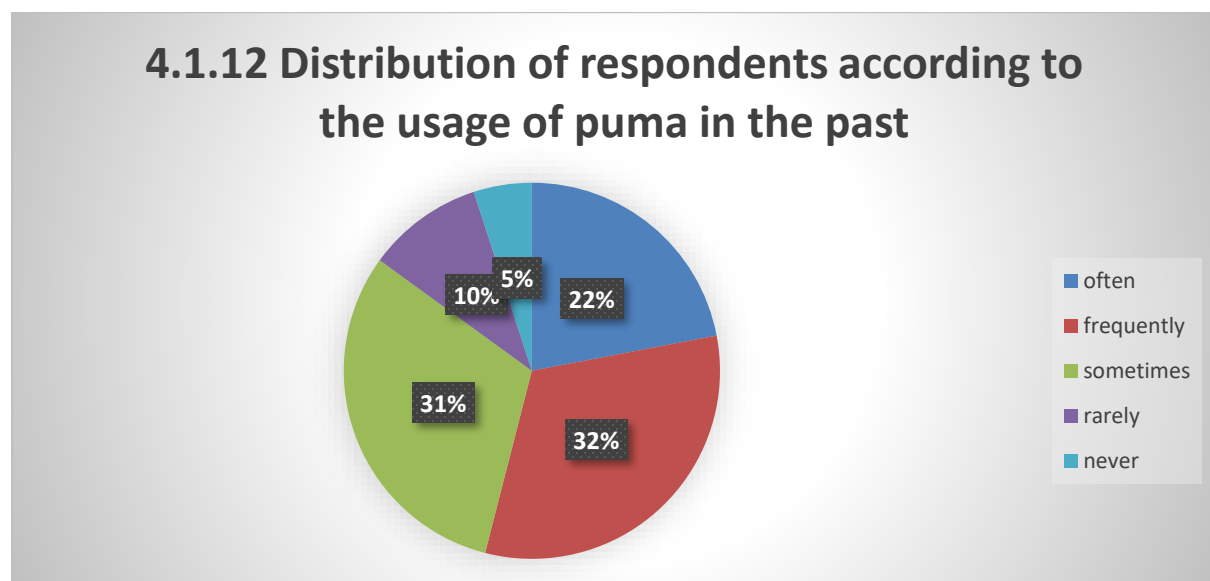
INFERENCE

From the data collected, 51% of respondents are responded to the puma advertisement seen in the past few months.

4.1.12 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR USAGE OF PUMA IN THE PAST

S No	Particulars	No of Respondents	Percentage
1	frequently	49	32.00
2	sometimes	47	31.00
3	often	33	22.00
4	rarely	16	10.00
5	never	5	5.00
Total		150	100.00

According to the data collected, 32% of respondents are responded to frequently, 31% of respondents are responded to sometimes, 22% of respondents are responded to often, 10% of respondents are responded to rarely and 5% of respondents are responded to never usage of puma in the past.



INFERENCE

From the data collected, 32% of respondents are responded to frequently usage of puma in the past.

CHAPTER-5

5.1 FINDINGS

- From the data collected, 60% of respondents are Male.
- From the data collected, 67% of respondents are in between 20 to 25 age.
- From the data collected, 68% of respondents are students.
- From the data collected, 48% of respondents are responded to 5 on scale of 1 to 5.
- From the data collected, 55% of respondents are responded to extremely favourable to puma products.
- From the data collected, 53% of respondents described puma as good.
- From the data collected, 67% of respondents prefer shoes from puma brand.
- From the data collected, 49% of respondents are well satisfied with puma shoes.
- From the data collected, 45% of respondents influenced by product quality in choice of brand.
- From the data collected, 30% of respondents sometimes heard people speaking about puma brand.
- From the data collected, 51% of respondents seen puma advertisements in the past.
- From the data collected, 32% of respondents had frequently used puma in the past.

5.2 SUGGESTIONS

- Maximize organic social media organic presence.
- Give away offers.
- Use native advertising.
- Partner with influences to review the brand.
- Start the podcast.
- Develop a voice of brand

5.3 CONCLUSION

The various tests conducted on the data obtained from the implementation of the questionnaire allowed me to understand the various drivers for purchasing puma products. I could identify that a high level of brand awareness is an important driver with regard to influencing purchasing behaviour. A few analysis with regard to the desirability for the brand indicated that there was a difference in the levels of desire according to ethnicity. It was shown that the ethnic group which had the most desire for the brand also displayed the most positive behaviour with regard to purchase (behaviour).

Further tests were performed which gave a clear indication that it is possible to see the effect that a favourable perception/ attitude of the Puma brand has no influencing behavioural intention.

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APPENDIX(Questionnaire)

1. Name
2. Gender
 - a) Male
 - b) Female
3. Age
 - a) 15-20
 - b) 20-25
 - c) 25-30
 - d) 30-35
 - e) 35 above
4. Occupation
 - a) Student
 - b) Employee
 - c) Businessmen
 - d) Others
5. On a scale of 1 to 5 how will you grade puma sports shoes brand?
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
6. How was your experience with puma brand products?
 - a) Extremely favourable
 - b) Very favourable
 - c) Not so favourable
 - d) Not at all favourable

7.How would you describe puma's style?

- a) Good
- b) Great
- c) Average
- d) Bad
- e) worst

8.What kind of products you prefer the most from puma brand?

- a) shoes
- b) shorts
- c) shirts
- d) track pants
- e) sports equipments

9.How well are you satisfied with puma sports shoes?

- a) Very well
- b) Well
- c) Fairly well
- d) Not at all

10.what factors influence your choice of brand?

- a) Price
- b) Style
- c) Product quality
- d) Advertisement
- e) Any other

11.In the last few days, how often have you heard people speaking about puma brand?

- a) Often
- b) Sometimes
- c) Rarely
- d) Never heard

12. Have you seen puma advertised in the past few months?

- a) Yes
- b) No

13. How often have you used puma in the past?

- a) Often
- b) Frequently
- c) Sometimes
- d) Rarely
- e) Never