

A Study of Strategic Brand Positioning of Puma in Pune City

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Abstract: *This research paper explores Puma's strategic brand positioning in Pune, India, analyzing consumer perceptions and market dynamics. Through surveys and interviews with stakeholders, including consumers, retailers, and industry experts, the study investigates Puma's brand identity elements, product offerings, and marketing strategies. Key findings indicate a positive brand image but also areas for improvement, such as differentiation from competitors and addressing consumer dissatisfaction. The research offers insights for enhancing Puma's brand positioning in Pune, with implications for market strategy and competitive advantage.*

Keywords: Night travel safety, smart street lights, sensors, microcontrollers, LEDs, energy efficiency

I. INTRODUCTION

Puma's strategic brand positioning is not just about products; it's about embodying a lifestyle. By aligning itself with influential athletes like Usain Bolt and cultural icons like Rihanna, Puma transcends mere sportswear to become a symbol of aspiration and self-expression. Through savvy marketing campaigns and innovative product design, Puma consistently reinforces its image as a brand that empowers individuals to push boundaries and pursue their passions. Strategic brand positioning is crucial for success. Puma, founded in 1948 in Germany, has evolved into a leading sports brand known for innovation and quality. Through diverse product offerings and iconic collaborations, Puma has established itself as a trendsetter in sports and fashion. Brand positioning is essential for Puma to stand out in the crowded sportswear industry. By crafting a unique identity that resonates with its target audience, Puma aims to capture market share from competitors like Nike, Adidas, and Under Armour.

Objectives

- To study Puma's brand positioning strategy in Pune.
- To understand consumer perceptions of Puma brand in Pune.

Scope

- Analyze Puma's strategic brand positioning in Pune, India, focusing on consumer preferences and market dynamics.
- Target stakeholders such as consumers, retailers, marketing professionals, and industry experts.
- Understand perspectives on Puma's brand positioning in Pune through surveys, interviews, and focus groups.

II. REVIEW OF LITERATURE

1. Keller, K. L. (2003) in his research paper "**Strategic Brand Management: Building, Measuring, and Managing Brand Equity.**" This seminal work provides a comprehensive framework for understanding and managing brand equity, emphasizing the strategic importance of brand positioning in achieving long-term success. Keller's research highlights the role of brand resonance - the depth of the consumer's psychological bond with the brand - as a key outcome of effective brand positioning efforts, which directly impacts brand loyalty and purchase behavior.
2. Aaker, D. A. (1996) in his research paper "**Building Strong Brands.**" Aaker's research explores the various dimensions of brand identity and the importance of brand building in creating sustainable competitive advantage. Additionally, Aaker emphasizes the significance of brand personality and brand storytelling in shaping consumer perceptions and fostering brand loyalty, advocating for a holistic approach to brand management.

3. Kapferer, J. N. (2012) in his research paper "The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term." Kapferer's book delves into advanced strategies for brand management, including brand positioning, differentiation, and leveraging brand equity over time. Furthermore, Kapferer discusses the concept of brand architecture and the strategic implications of managing multiple brands within a brand portfolio, emphasizing the need for coherence and synergy across brand extensions.

III. RESEARCH METHODOLOGY

The research dives into analyzing Puma's strategic brand positioning in Pune City, targeting consumers involved in the sportswear market. A sample size of 30 Pune residents familiar with Puma products will provide diverse insights while ensuring feasibility. Employing both qualitative and quantitative methods, data will be collected through online surveys and secondary sources like industry reports and academic literature. Analysis techniques include descriptive statistics and content analysis, aiming to identify unique market dynamics and perceptions within Pune. The hypothesis examines potential differences in Puma's brand positioning between Pune and other cities.

IV. DATA ANALYSIS AND INTERPRETATION

Data from customers:

How would you describe your perception of Puma as a brand?

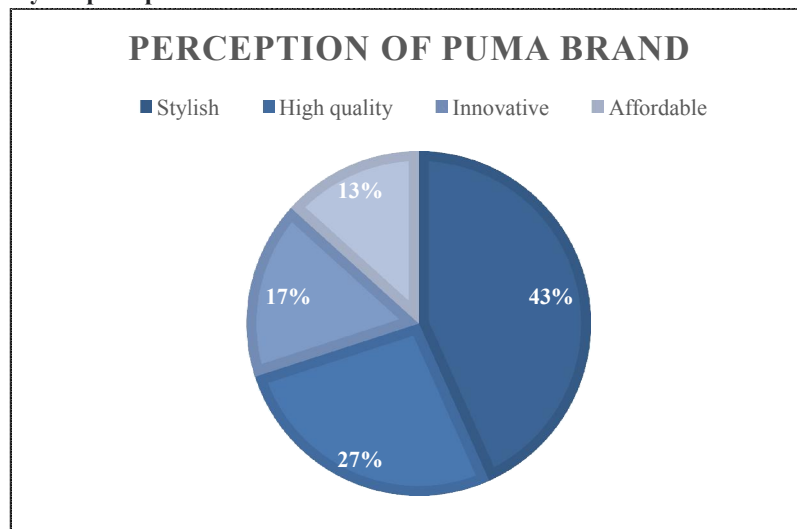


Fig no- 4.1

Fig name- Perception of Puma brand

Findings of the Study

In Pune, respondents perceive Puma as stylish (43.3%), affordable (26.7%), high quality (16.7%), and innovative (13.3%), reflecting the brand's emphasis on fashion-forward yet functional athletic wear. This suggests Puma's success in aligning with consumer preferences for stylish, reasonably priced, and quality products, with emerging recognition for innovation.

b. How do you perceive Puma's brand reputation in Pune compared to other sports brands?

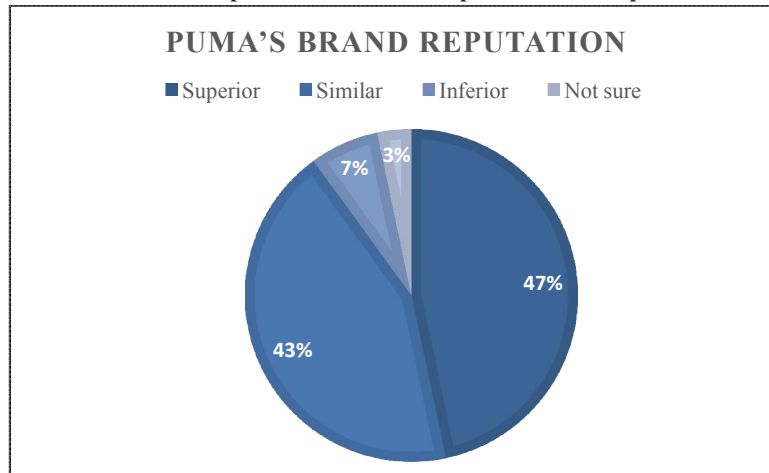


Fig no- 4.2

Fig name- Puma's Brand reputation

Findings of the Study

In Pune, Puma enjoys a positive brand image, with nearly half of consumers seeing it as superior to other sports brands, fostering loyalty. However, a sizable portion perceives Puma as similar to competitors, suggesting a need for differentiation. An uncertain segment highlights the importance of increased brand awareness and targeted marketing.

What factors influence your decision to purchase Puma products?

Factors influencing Purchase decision

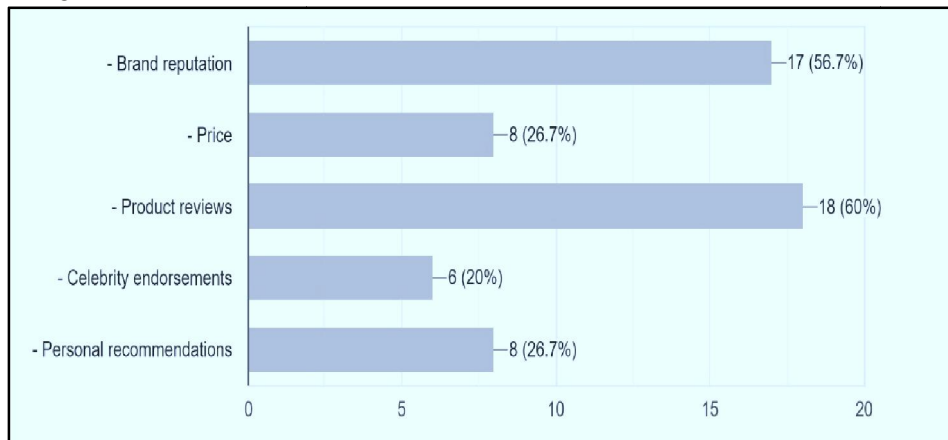


Fig no- 4.3

Fig name- Factors influencing Purchase decision

Findings of the Study

Puma's brand reputation significantly influences purchase decisions, underscoring the importance of maintaining trust. Product reviews and personal recommendations hold sway, emphasizing the need for quality and customer engagement. While price matters, it's not paramount, offering flexibility in pricing strategies. Celebrity endorsements have limited impact, highlighting the need for locally tailored marketing efforts.

d. Overall, how satisfied are you with Puma's brand positioning efforts in Pune?

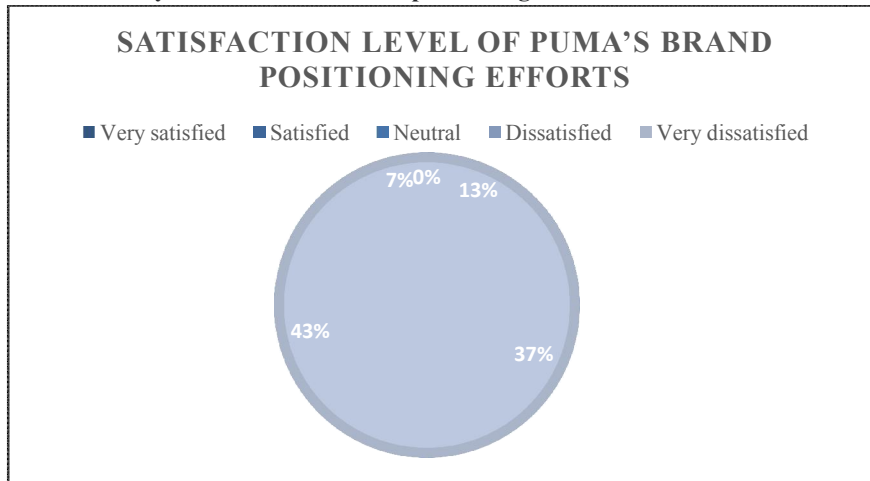


Fig no- 4.10

Fig name-Satisfaction level of Puma's brand positioning level

Findings of the Study

In Pune, 79.5% of consumers are satisfied with Puma's brand positioning, reflecting a strong market perception. Yet, a dissatisfied segment of 20% underscores areas for improvement. Identifying and addressing these concerns can enhance brand positioning effectively.

V. FINDINGS

Puma has successfully positioned itself as a stylish and affordable brand in Pune, with a majority of respondents describing it as such. This aligns with Puma's global brand image and indicates effective brand positioning efforts in the local market.

The perception of Puma as high quality and innovative suggests that the brand has been successful in differentiating itself from competitors and creating a unique positioning in the minds of consumers in Pune.

VI. CONCLUSION

The study on Puma's brand positioning in Pune reveals significant findings supporting the Alternative Hypothesis (H1), indicating a distinct brand positioning compared to other cities. Puma is perceived as stylish, affordable, high-quality, and innovative, resonating with Pune consumers' preferences. The brand effectively utilizes word-of-mouth, social media, and television commercials for awareness. Its omnichannel presence enhances accessibility for Pune shoppers. However, opportunities for improvement include enhancing in-store marketing and addressing product availability concerns. Optimizing customer satisfaction can further bolster Puma's brand positioning and foster long-term consumer loyalty.

VII. SUGGESTIONS

Puma should improve in-store product availability by ensuring a wider range of sizes and offering promotions on popular products to address customer concerns.

They can target specific segments by identifying and catering to the unique preferences of different consumer groups within Pune to increase relevance and resonance.

Puma should boost brand awareness through organizing events and campaigns tailored to Pune's local culture and creating collections that resonate with the target audience.

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