

**SIKKIM MANIPAL UNIVERSITY**

PROJECT REPORT

ON

**STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS**

(A CASE STUDY OF PUMA)

**SUBMITTED BY**

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**ROLL NO.: …………….**

 **UNDER THE SUPERVISION**

**…………………**

*Submitted in partial fulfillment of the requirements for qualifying*

*Post –Graduate Diploma in International Business Operation (PGDIBO)*****

**May, 2016**

###### BONAFIDE CERTIFICATE

This is to certify that the project titled **STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS:-** A CASE STUDY OF PUMAis an original work of the Student and is being submitted in partial fulfillment for the award of the **“Post –Graduate Diploma in International Business Operation (PGDIBO)**of **SIKKIM MANIPAL UNIVERSITY.**  This report has not been submitted earlier either to this University or to any other University/Institution for the fulfillment of the requirement of a course of study.

**SIGNATURE OF SUPERVISIOR SIGNATURE OF STUDENT**

Place: New Delhi Place: New Delhi

Date : **: / /2016**  Date : **: / /2016**

######  ACKNOWLEDGEMENT

With Candor and Pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide **…………….**. It is because of his able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

It is my pleasant duty to thank all the staff member of the computer center who never hesitated me from time during the project.

Finally, I gratefully acknowledge the support, encouragement & patience of my family, and as always, nothing in my life would be possible without God, Thank You!

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**DECLARATION**

I hereby declare that this project work titled **STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS:-** A CASE STUDY OF PUMA is my original work and no part of it has been submitted for any other degree purpose or published in any other from till date.

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**ABSTRACT**

STUDY TOPIC: “ANALYTICAL STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS: A CASE STUDY OF PUMA”

Scope: There are different national & international products present in India. So to identify the customer & brands in the emerging Indian markets have been the focus of a number of international and national product. Study the customer perception & awareness towards the International Footwear brands of puma and know the main factor which motivates customer to buy international Footwear brands.

Scheme of Presentation: The project report is prepared in three parts.

* First part of the report gives an overview international footwear brands in the emerging Indian markets and its advantages.
* Second part of the report presents a company profile of PUMA.
* Third part of the report gives an overview on industrial Analysis.
* Fourth part of the report shows research methodology and data collection tool or technique.
* In Fifth part of study gives data analysis and interpretation. This shows calculation and respondent response for given questionnaires.
* Last and final part of report shows recommendation, finding and conclusion of the study. Then after bibliography and annexure represent.

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**STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS**

(A CASE STUDY OF PUMA)

**CHAPTER – 1**

**INTRODUCTION TO THE STUDY**

 Indian market is one of the fast booming markets in the world. It attract most of the Indian and international company towards them. Due to the globalization most of international branded company inter in the Indian market and increase the competition between them. There are different international competitors who are present in the Indian market like Lee, Levi’s, PUMA, Nike, Mc Donald, Dominos, Elle etc. These companies try to attract most of Indian customer. Most of the Indian people prefer imported stuff because they think imported company provided better look and they charge lower prices but in the case of Shoes and Garments it’s not like that. The study of consumer behavior is the most important factor for marketing of any goods and services.

 The consumer behavior suggest how individual, groups and organization select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants. It also clues for improving or introducing products or services, setting price, devising channel set. Since liberalization 100% FDI is allowed in India. This has attracted foreign companies to penetrate the Indian market. The marketers always look for emergent trends that suggest new marketing opportunities and here in India a lot of opportunities are available. While India was a promising market to many international brands, it was not completely immune to the global economic flu. Many international brands such as rebook, Puma, and Prada entered India in 2008, targeting the luxury or premium segment

The study of showing International footwear brands value in the Indian Market. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants.

It describes the How marketers can adapt and improve their marketing international brand campaigns and marketing strategies to more effectively reach the consumers for International Brands.

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**BRAND**

A **brand** is a collection of symbols, experiences and associations connected with a [product](http://en.wikipedia.org/wiki/Product), a service, a person or any other artifact or entity. Brands have become increasingly important components of culture and the economy, now being described as "cultural accessories and personal philosophies"

## Concepts

Some people distinguish the psychological aspect of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service.

People engaged in branding seek to develop or align the expectations behind the brand experience (see also brand promise), creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. The art of creating and maintaining a brand is called brand management.

Careful brand management, supported by a cleverly crafted advertising campaign, can be highly successful in convincing consumers to pay remarkably high prices for products which are inherently extremely cheap to make. This concept, known as creating value, essentially consists of manipulating the projected image of the product so that that the consumer sees the product as being worth the amount that the advertiser wants him/her to see, rather than a more logical valuation that comprises an aggregate of the cost of raw materials, plus the cost of manufacture, plus the cost of distribution. Modern value-creation branding-and-advertising campaigns are highly successful at inducing consumers to pay, for example, 50 dollars for a T-shirt that cost a mere 50 cents to make, or 5 dollars for a box of breakfast cereal that contains a few cents' worth of wheat.

A brand which is widely known in the marketplace acquires **brand recognition**. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved **brand franchise**. One goal in brand recognition is the identification of a brand without the name of the company present. For example, Disney has been successful at branding with their particular script font (originally created for Walt Disney's "signature" logo), which it used in the logo for go.com.

Consumers may look on branding as an important value added aspect of products or services, as it often serves to denote a certain attractive quality or characteristic (see also brand promise). From the perspective of brand owners, branded products or services also command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as a [generic](http://en.wikipedia.org/wiki/Generic_brand), store-branded product), people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

# Bata may expand international footwear brands basket for India

[Bata India](http://economictimes.indiatimes.com/bata-india-ltd/stocks/companyid-13974.cms) may consider expanding its international footwear brands portfolio in India if the economy sees more [liberalization](http://economictimes.indiatimes.com/topics.cms?search=liberalisation) in multi-brand retailing. "If [multi-brand retailing](http://economictimes.indiatimes.com/topics.cms?search=multi-brand%20retailing) opens up in India we may look into the opportunity," Bata India Managing Director Rajeev Gopalakrishnan told PTI when asked if the company was would introduce more global brands like Hush Puppies of the US in India.

"Bata, in many countries, retails multi-brand products through its stores like in Singapore where numbers of brands could be 5 to 10," he said. Bata India, which has licence to produce and market Hush Puppies in India, is trying to create a chain of exclusive store for the brand across the country targeting premium segment of the market. "We have 20 exclusive concept stores and 22 shop-in-shop and we will open another 10-15 Hush Puppies stores every year," Gopalakrishnan said. Bata also introduced exclusive 'Footin' stores licensed from its parent Bata Global. The brand would be used for casual footwear for men and women. The company is targetting 200 Footin stores till 2014 across the country. Although fashion footwear has had a slow entry, the branded sports footwear market is perhaps the only retail sector in the country wherein all three top global brands have a presence. Reebok opened its first exclusive store in India in 1995, followed by Nike and Adidas. While the first exclusive brand outlets of foreign footwear brands took time to arrive, the grey market filled the fashion footwear void with low-priced offerings from the South Asian markets of Malaysia, Vietnam, Thailand and China.

One of the early entrants with their exclusive outlet was Nine West in 2002. Says Sandy Walker, vice president, marketing, Nine West International, “Since the launch, Nine West today operates four stores in India – at Linking Road (Khar), Atria Mall (Worli) and High Street Phoenix Mills in Mumbai, and at South Extension, New Delhi. Nine West customers are well travelled, fashion-aware and loyal to the brand. We now wish to tap additional consumers in India. Our initial strategy while setting up our first store was to tap the existing customer base of Nine West, before broadening the base with new customers. The aim at present is to create product awareness and build synergy with a global customer body.”

Sharing his views on whether the Indian market is currently ready for foreign brands, Walker says, “Yes, we are of the view that the market is open to the entry of international brands; and this has been proven by our continued presence for the last five years in the country. The organized retail sector in India is very small and, therefore, there is enough room for the growth of international as well as domestic players.”

Fashion footwear brand Bally entered India in 2004 and their retail presence so far has been restricted to Mumbai. The brand will now be available in New Delhi and a couple of more cities in a few years' time. Marco Franchini, CEO, Bally Group, relates the brand's experience in India : “ India is an incredibly important expanding market, so it is necessary for Bally to have its presence here. The Indian consumer is not completely unaware of Bally; international travellers – especially those visiting Britain – are already loyal customers. For the brand, this is an opportunity to provide the Indian consumer with products that have a classic elegance – tasteful luxury, enduring quality and beautiful craftsmanship have always been the hallmarks of Bally. The response here has been very positive.”

Targeting mid- to high-end customers, Aldo inaugurated its first store in India at Mumbai, in 2005. A year later the brand opened its second store. Says Angie Deliva, marketing manager, ALDO Group International, “Through our market-gap analysis, we found out that no global footwear retailer offered international fashion at affordable prices for all categories and genders, with an add-on accessories collection.” “Looking at major international retailers striving to get a foothold in the country (with Tesco, Wal-Mart, Debenhams, etc.), we strongly believe that the Indian market is ready to accept international brands. India is already a major market for international brands in sports retailing and is now fast moving forward with fashion footwear, too.” “Eventually, the large unorganised market will be consolidated and acquired by major national or international retailers. Retail space shortage along with cutthroat competition will become the key factors leading to the consolidation of local players.”

**INDUSTRIAL ANALYSIS:**

Footwear industry in India constitutes a significant segment of the Indian leather industry. It is the second largest footwear producer in the world with a turnover of Rs 8,500-9500 crore and is increasingly dominated by men’s footwear. The industry is expected to grow at a Compound Annual Growth Rate (CAGR) of 20 per cent in the coming years.

The footwear industry has transformed from being a highly unorganised market to an emerging organized retail industry. Earlier people used to get their footwear made from local footwear manufacturers by placing orders or they used to buy them from local shopkeepers. However the trend has completely changed today with the increase in urban population, changing lifestyle and rising brand consciousness, and transformation in the buying potential of the Indians. The increased brand consciousness has given way to large number of international footwear brands entering into the Indian market. Majority of the brands are entering into India via franchise route thus providing a plenty of franchise opportunities for aspiring entrepreneurs. Moreover Indian footwear brands are also opting for the franchise route to expand their businesses.

Standing on the threshold of a retail revolution and witnessing a fast changing retail landscape, the Indian footwear market is set to experience the phenomenal growth in coming years. In past few years too, the market has seen robust growth. Besides, the ongoing financial crisis is unlikely to have any significant impact on the Indian footwear market as the demand for Indian footwear will continue to grow.

**Key Findings**

The Indian footwear retail market is expected to grow at a CAGR of over 20% for the period spanning from 2008 to 2011.Footwear is expected to comprise about 60% of the total leather exports by 2011 from over 38% in 2006-07.Presently, the Indian footwear market is dominated by Men’s footwear market that accounts for nearly 58% of the total Indian footwear retail market. By products, the Indian footwear market is dominated by casual footwear market that make up for nearly two-third of the total footwear retail market. As footwear retailing in India remain focused on men’s shoes, there exists a plethora of opportunities in the exclusive ladies’ and kids’ footwear segment with no organized retailing chain having a national presence in either of these categories. The Indian footwear market scores over other footwear markets as it gives benefits like low cost of production, abundant raw material, and has huge consumption market. The footwear component industry also has enormous opportunity for growth to cater to increasing production of footwear of various types, both for export and domestic market. The most liked feature of PUMA is the Brand Name. The PUMA brand name is in itself everything for the customers. From here we can infer that most important aspect for the consumers in case of Puma is the Brand name and style they get from the shoes.

**Emerging footwear franchising**

Earlier Indian footwear industry was dominated by Bata and Liberty, however today global brands like Nike, Reebok, Lee Cooper and adidas have marked their presence felt in the Indian footwear industry. The international brands including adidas, Reebok, Woodland, Lee Cooper, Puma, Staccato (brought by Pavers England via franchise route) have also entered India through the franchise tie-ups.

As per Rafique Malik, Chairman and Managing Director, Metro Shoes, “Due to early entry of Bata in India, footwear is one of the most organized retail sectors and there is a lot awareness of branded footwear.  There are a lot of foreign brands who are beginning to look at India as an important market and are entering the country with stand alone stores. Organised manufacturers of footwear are also looking at the domestic footwear industry besides exports as a growing opportunity. In view of all these factors, I see a bright future for the growth of footwear franchises in India.” Highlighting adidas’s mission, Andreas Gellner, Managing Director, adidas India says, “adidas has a mission to be the leading sports brand in the world. To accomplish this mission, adidas meets the needs of distinct groups of sport-oriented consumers. Our product and marketing initiatives primarily focus on key sports categories and on the sports lifestyle market. Our prospective partners can look forward to working with a globally renowned sports brand that has a strong long term commitment to the Indian consumers and market. adidas offers a predetermined margin to the partners, who retail from adidas’ exclusive stores. These stores are designed as per adidas’ global retail guidelines and provide high visibility. The brand offers advice and assistance to its franchisees on every facet of retail operations. All new franchisees are provided with a detailed return on investment.”

**Eligibility to own the franchise**

The prospective franchisee is expected to qualify following eligibility criteria:

* Willingness to invest time and money
* The franchisee should possess a long-term vision and business plan, as well as a structure and team for execution of agreed plans
* The partner should possesses the passion for performance and the determination to lead
* High degree of flexibility and proactiveness
* Good location, knowledge of the footwear industry

**Challenges of footwear franchising**

It has been seen that retail formats give preference to their company managed EBO's rather than franchisees. Hence, the key challenge for franchisees is to get their share in terms of merchandise, marketing etc. Also footwear business involves storing a large inventory of products keeping in mind varying consumer preferences, variety due to fast evolving fashion trends and the sizes. Therefore, there is a requirement of large working capital and extra effort to manage the logistics.

**Location matters**

Footwear franchises can be placed in both large cities and small towns. Malls and strip shopping centers are ideal to take full advantage of high traffic areas. And street front locations offer a convenient destination for pedestrians, tourists or vacationers.

**FACTOR WHICH MOTIVATES PEOPLE TO BUY INTERNATIONAL FOOTWEAR BRANDS:**

There is more to making a purchase than just making the purchase itself. Humans require motivation to act. If you want people to do something, you have to create an environment that compels them to do it. There has to be a motivation to purchase a product. Motivating factors expedite and helps the decision process to buy a particular product. What are they?

First of course is the simple or true need. I am hungry therefore I am motivated to buy bread to satiate my hunger. I am cold; I need to buy cloth to keep me warm. I am still cold, I must have shelter. These are true needs or the basic needs that would motivate people to buy food, cloth and shelter.

Then there are perceived needs which makes one believe that he or she cannot get by without X product in their homes or offices. These are the products which appeal to people by targeting their perceived needs. In other words, these are the products which motivate people to buy particular products. Consumers are highly motivated by products that appeal to their personal desires. Product A may offer value and quality whereas product B may address a deep desire. Chances are that product B will sell better. Fashion products which are in vogue will motivate buyers because it fuels their personal desires to look or feel good than the products which are no longer fashionable.

Then there is the question of features of a particular product which does motivate. Product A may have some unique feature which is absent in product B. This will motivate and attract people to buy product A regardless of its price. The perceived value of product A would be the motivating factor to buy it. Sometime a less-is-more approach works better. Too many features in a product is often confusing and may be perceived as too complicated. The price is of course a factor which will motivate or will not motivate people to buy a product, so is th buying capacity. But more often it is the value for money which acts as a motivator. A cheap product may not do well in the market place for the simple reason that it might be treated with suspicion about its quality.

Brand loyalty is again important as a motivator. Someone who is used to a brand is more comfortable with it due to repeated use over the years. In such cases, it is that much harder to wean him away from it. So are the customs, beliefs and traditions ingrained in the minds of the buyer. It is hard to motivate people in the older age group to buy a particular product if it goes against his time tested beliefs. Once again, the persuasive message for the product has to be subtle but at the same time strong enough to motivate him to at least try it out.

To conclude there is no simple answer to the factors that would motivate people to buy particular products. Therefore, it is important first to chalk out a plan as to whom the product is targeted in terms of socio economic classification, age, income and the media vehicle to reach the target audience. The message to motivate the target audience must arouse their interest and create preference for the product, resulting in the desired response which will determine whether the buyer is motivated enough to buy it.

**FACTORS INFLUENCING CONSUMER BEHAVIOR:**

Markets have to be understood before marketing strategies can be developed. People using consumer markets buy goods and services for personal consumption. Consumers vary tremendously in age, income, education, tastes, and other factors. Consumer behavior is influenced by the buyer's characteristics and by the buyer's decision process. Buyer characteristics include four major factors: cultural, social, personal, and psychological. We can say that following factors can influence the Buying decision of the buyer:

**a. Cultural**

**b. Social**

**c. Personal**

**d. Psychological**

**a. Cultural Factors**

Cultural factors exert the broadest and deepest influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, and social class.

**I. Culture**

Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from the family and other important institutions. A person normally learns or is exposed to the following values: achievement and success, activity and involvement, efficiency and practicality, progress, material comfort, individualism, freedom, humanitarianism, youthfulness, and fitness and health.

Every group or society has a culture, and cultural influences on buying behavior may vary greatly from country to country. Failure to adjust to these differences can result in ineffective marketing or embarrassing mistakes. For example, business representatives of a U.S. community trying to market itself in Taiwan found this out the hard way. Seeking more foreign trade, they arrived in Taiwan bearing gifts of green baseball caps. It turned out that the trip was scheduled a month before Taiwan elections, and that green was the color of the political opposition party. Worse yet, the visitors learned after the fact that according to Taiwan culture, a man wears green to signify that his wife has been unfaithful. The head of the community delegation later noted, "I don't know whatever happened to those green hats, but the trip gave us an understanding of the extreme  differences in our cultures." International marketers must understand the culture in each international market and adapt their marketing strategies accordingly.

**II. Subculture**

Each culture contains smaller subcultures or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments, and marketers often design products and marketing programs tailored to their needs. Here are examples of four such important subculture groups.

**III. Social Class**

Almost every society has some form of social class structure. Social Classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. Social class is not determined by a single factor, such as income, but is measured as a combination of occupation, income, education, wealth, and other variables. In some social systems, members of different classes are reared for certain roles and cannot change their social positions. Marketers are interested in social class because people within a given social class tend to exhibit similar buying behavior. Social classes show distinct product and brand preferences in areas such as clothing, home furnishings, leisure activity, and automobiles.

**b. Social Factors**

A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family, and social roles and status.

**I. Groups**

Many small groups influence a person’s behavior. Groups that have a direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct (faceto- face) or indirect points of comparison or reference in forming a person's attitudes or behavior. Reference groups to which they do not belong often influence people. Marketers try to identify the reference groups of their target markets. Reference groups expose a person to new behaviors and lifestyles, influence the person's attitudes and self-concept, and create pressures to conform that may affect the person's product and brand choices.

The importance of group influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects. Manufacturers of products and brands subjected to strong group influence must figure out how to reach opinion leaders—people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.

Many marketers try to identify opinion leaders for their products and direct marketing efforts toward them. In other cases, advertisements can simulate opinion leadership, thereby reducing the need for consumers to seek advice from others.

The importance of group influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects. Purchases of products that are bought and used privately are not much affected by group influences because neither the product nor the brand will be noticed by others.

**II. Family**

Family members can strongly influence buyer behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

Husband-wife involvement varies widely by product category and by stage in the buying process. Buying roles change with evolving consumer lifestyles.

Such changes suggest that marketers who've typically sold their products to only women or only men are now courting the opposite sex. For example, with research revealing that women now account for nearly half of all hardware store purchases, home improvement retailers such as Home

Depot and Builders Square have turned what once were intimidating warehouses into female friendly retail outlets. The new Builders Square II outlets feature decorator design centers at the front of the store. To attract more women, Builders Square runs ads targeting women in Home, House Beautiful, Woman's Day, and Better Homes and Gardens. Home Depot even offers bridal registries.

Similarly, after research indicated that women now make up 34 percent of the luxury car market, Cadillac has started paying more attention to this important segment. Male car designers at Cadillac are going about their work with paper clips on their fingers to simulate what it feels like to operate buttons, knobs, and other interior features with longer fingernails. The Cadillac Catera features an air-conditioned glove box to preserve such items as lipstick and film. Under the hood, yellow markings highlight where fluid fills go.

Children may also have a strong influence on family buying decisions. For example, it ran ads to woo these "back-seat consumers" in Sports Illustrated for Kids, which attracts mostly 8- to 14- year-old boys. "We're kidding ourselves when we think kids aren't aware of brands," says Venture's brand manager, adding that even she was surprised at how often parents told her that kids played a tie-breaking role in deciding which car to buy. In the case of expensive products and services, husbands and wives often make joint decisions.

**III. Roles and Status**

A person belongs to many groups—family, clubs, organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them. In last Lesson we discussed the Consumer Buying behavior its model and characteristics that can influence the decision for buying process. Today we will be continuing the same topic and will discuss the remaining factors that influence the buying process and decision of consumers. So our today’s topic is:

**CONSUMER BUYING BEHAVIOR (CONTINUED):**

**Personal Factors**

A buyer's decisions also are influenced by personal characteristics such as the buyer's age and lifecycle stage, occupation, economic situation, lifestyle, and personality and self-concept.

**I. Age and Life-Cycle Stage**

People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of the family life cycle—the stages through which families might pass as they mature over time. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage. Traditional family life-cycle stages include young singles and married couples with children.

**II. Occupation**

A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more rugged work clothes, whereas white-collar workers buy more business suits. Marketers try to identify the occupational groups that have an above-average interest in their products and services.

A company can even specialize in making products needed by a given occupational group. Thus, computer software companies will design different products for brand managers, accountants, engineers, lawyers, and doctors.

**III. Economic Situation**

A person's economic situation will affect product choice. Marketers of income-sensitive goods watch trends in personal income, savings, and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and reprise their products closely.

**IV. Lifestyle**

People coming from the same subculture, social class, and occupation may have quite different lifestyles. Life style is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions—activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products). Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world.

Several research firms have developed lifestyle classifications. It divides consumers into eight groups based on two major dimensions: self-orientation and resources. Self-orientation groups include principle-oriented consumers who buy based on their views of the world; status-oriented buyers who base their purchases on the actions and opinions of others; and action-oriented buyers who are driven by their desire for activity, variety, and risk taking. Consumers within each orientation are further classified into those with abundant resources and those with minimal resources, depending on whether they have high or low levels of income, education, health, self-confidence, energy, and other factors. Consumers with either very high or very low levels of resources are classified without regard to their self-orientations (actualizes, strugglers). Actualizes are people with so  many resources that they can indulge in any or all self-orientations. In contrast, strugglers are people with too few resources to be included in any consumer orientation.

**V. Personality and Self-Concept**

Each person's distinct personality influences his or her buying behavior. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analyzing consumer behavior for certain product or brand choices. For example, coffee marketers have discovered that heavy coffee drinkers tend to be high on sociability. Thus, to attract customers, Starbucks and other coffeehouses create environments in which people can relax and socialize over a cup of steaming coffee.

Many marketers use a concept related to personality—a person's self-concept (also called self-image). The basic self-concept premise is that people's possessions contribute to and reflect their identities; that is, "we are what we have." Thus, in order to understand consumer behavior, the marketer must first understand the relationship between consumer self-concept and possessions. For example, the founder and chief executive of Barnes & Noble, the nation's leading bookseller, notes that people buy books to support their self-images:

**d. Psychological Factors**

A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes.

**I. Motivation**

A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst, or discomfort. Others are psychological, arising from the need for recognition, esteem, or belonging. Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction. Psychologists have developed theories of human motivation. Two of the most popular—the theories of Sigmund Freud and Abraham Maslow—have quite different meanings for consumer analysis and marketing.

**II. Maslow's Theory of Motivation**

Abraham Maslow sought to explain why people are driven by particular needs at particular times. Why does one person spend much time and energy on personal safety and another on gaining the esteem of others? Maslow's answer is that human needs are arranged in a hierarchy, from the most pressing to the least pressing. Maslow's hierarchy of needs is shown in Figure. In order of importance, they are physiological needs, safety needs, socialneeds, esteem needs,and self actualization needs. A person tries to satisfy the most important need first. When that need is satisfied, it will stop being a motivator and the person will then try to satisfy the next most important need. For example, starving people (physiological need) will not take an interest in the latest happenings in the art world (self-actualization needs), nor in how they are seen or esteemed by others (social or esteem needs), nor even in whether they are breathing clean air (safety needs). But as each important need is satisfied, the next most important need will come into play.

**III. Perception**

A motivated person is ready to act. How the person acts is influenced by his or her own perception of the situation. All of us learn by the flow of information through our five senses: sight, hearing, smell, touch, and taste. However, each of us receives, organizes, and interprets this sensory information in an individual way. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion, and selective retention. People are exposed to a great amount of stimuli every day. For example, the average person may be exposed to more than 1,500 ads in a single day. It is impossible for a person to pay attention to all these stimuli. Selective attention—the tendency for people to screen out most of the information to which they are exposed—means that marketers have to work especially hard to attract the consumer's attention.

Even noted stimuli do not always come across in the intended way. Each person fits incoming information into an existing mind-set. Selective distortion describes the tendency of people to interpret information in a way that will support what they already believe. Selective distortion means that marketers must try to understand the mind-sets of consumers and how these will affect interpretations of advertising and sales information.

**IV. Learning**

When people act, they learn. Learning describes changes in an individual's behavior arising from experience. Learning theorists say that most human behavior is learned. Learning occurs through the interplay of drives, stimuli, cues, responses, and reinforcement.

**V. Beliefs and Attitudes**

Through doing and learning, people acquire beliefs and attitudes. These, in turn, influence their buying behavior. A belief is a descriptive thought that a person has about something. Buying behavior differs greatly for a tube of toothpaste, a tennis racket, an expensive camera, and a new car. More complex decisions usually involve more buying participants and more buyer deliberation. Figure shows types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands.

Standing on the threshold of a retail revolution and witnessing a fast changing retail landscape, the Indian footwear market is set to experience the phenomenal growth in coming years. In past few years too, the market has seen robust growth, says “Indian Footwear Industry Analysis” report. This report provides extensive research and in-depth analysis on the Indian footwear market. The detailed data and analysis given in the report will help the client to evaluate the leading-edge opportunities critical to the success of the footwear market in India.

The forecasts and estimations given in this report are not based on a complex economic model, but are intended as a rough guide to the direction in which the market is likely to move. This forecast is based on a correlation between past market growth and growth of base drivers.

**Key Findings**

- The Indian footwear retail market is expected to grow at a CAGR of over 20% for the period spanning from 2008 to 2011.

- Footwear is expected to comprise about 60% of the total leather exports by 2011 from over 38% in 2006-07.

- Presently, the Indian footwear market is dominated by Men’s footwear market that accounts for nearly 58% of the total Indian footwear retail market.

- By products, the Indian footwear market is dominated by casual footwear market that makes up for nearly two-third of the total footwear retail market.

- As footwear retailing in India remain focused on men’s shoes, there exists a plethora of opportunities in the exclusive ladies’ and kids’ footwear segment with no organized retailing chain having a national presence in either of these categories.

- The Indian footwear market scores over other footwear markets as it gives benefits like low cost of production, abundant raw material, and has huge consumption market.
- The footwear component industry also has enormous opportunity for growth to cater to increasing production of footwear of various types, both for export and domestic market.

**Key Issues & Facts Analyzed**

- Where India stands in the global footwear market?
- What are the advantages that Indian footwear market gives?
- What is the past and future performance of Indian footwear market?
- Which are the fastest growing products of Indian footwear market?
- What are the growth prospects of the Indian footwear market?
- What are the key challenges for the footwear market?
- What is the present status of ethnic footwear market in India?
- Who are the key players in the Indian footwear market?

**Key Players**This section provides business overview and financial status of key players in the Indian footwear market. The key players discussed in the report are Bata India Ltd., Liberty Shoe Ltd., Khadim India Ltd., Adidas AG, NIKE Inc. and Rebook.

**COMPANY DETAILS**



We are committed to working in ways that contribute to the world by supporting creativity, sustainability and peace and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken.

The foundation for our activities is **PUMAVision** – a concept that we intend to guide our work with its three core programs PUMA.Creative, PUMA.Safe and PUMA.Peace.

**PUMA.Safe** comprises our initiatives and commitment for environmental protection and improved working conditions that have been in place for many years now. They will be complemented by new programs, which focus on implementing cleaner, safer and more sustainable systems and processes within the supply chain. **PUMA.Peace** supports the global Day of Ceasefire on September 21 every year through its initiative “One Day One Goal”, which aims at getting people to play football with the idea that the power of sports will unite people in peace. The initiatives of **PUMA. Creative** – creativity as the core competence of the brand - aim at bringing together artists and different organizations for a mutual creative exchange and offering them an international platform.

**PUMA AT A GLANCE:**

PUMA is one of the world’s leading sport lifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken.

PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi.

The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong.

**Registered Office:** Herzogenaurach, Germany

**Official Company Language:**

English

**Stock:**
The PUMA share is listed for official trading on the Frankfurt and Munich stock exchanges. It is trading in the Prime Standard Segment and the Mid-Cap Index MDAX of the German Stock Exchange (Deutsche Börse).

**Shareholders (as of 08/03/2011):**

79.9 % PPR Group (Main Shareholder)

20.1 % of the PUMA shares in free float.

**Administrative Board:**

The Administrative Board consists of nine members, six of whom represent the interests of the shareholders while the remaining three represent the employees from Europe.

**Jochen Zeitz (Chairman)**

Chief Executive Officer of the Sport & Lifestyle Group of PPR S.A., Paris, France

**François-Henri Pinault (Deputy Chairman)**

Chairman of the Board and CEO (Président Directeur Général) of PPR S.A., Paris, France.

**Thore Ohlsson**

President of Elimexo AB, Falsterbo, Sweden

**Jean-François Palus**

Deputy Chief Executive Officer and Chief Financial Officer (Directeur Général Délégué/Directeur Financier) of PPR S.A., Paris, France

**Grégoire Amigues**

Director Planning and Strategy (Directeur du Plan et de la Stratégie) of PPR S.A., Paris, France

**Michel Friocourt**

Director Legal (Directeur Juridique) of PPR S.A., Paris, France

**Bernd Illig (Employee Representative)**

Specialist IT User & System Support of PUMA SE, Herzogenaurach, Germany

**Martin Köppel (Employee Representative)**

Administrator IT Microsoft Systems of PUMA SE, Herzogenaurach, Germany

**Victor Fernandes (Employee Representative)**

Software Developer of PUMA France SAS, Strasbourg, France

**MANAGING DIRECTORS:**

 ****

Franz Koch Klaus Bauer

Chief Executive Officer Chief Operating Officer

 

Stefano Caroti Antonio Bertone

Chief Commercial Officer Chief Marketing Officer



Reiner Seiz

Chief Supply Chain Officer

**BRANDS:**

The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn.

PUMA



PUMA starts in Sport and ends in the Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf, and Sailing. The Black label features collaborations with renowned designer labels such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi.

TRETORN



Tretorn is casually refined and stylishly understated. Established by Henry Dunker in Helsingborg, Sweden at the end of the 19th century, Tretorn takes inspiration from its Scandinavian roots and  carries this vitality of spirit throughout its collection of leisure shoes, rubber boots and tennis balls. Tretorn’s  expertise in rubber-made products demonstrates a consistent commitment to quality and brand over hype,  offering a collection most appreciated by those with a practical sensibility and a lifestyle largely enjoyed outside.

Puma, an avowed goal: to become the most popular sporting goods brand in the world. The leitmotif of the German brand Puma. Go forever forward, innovate, modernize the sports’ industry and always combine looks with performance. The result is clear - a total success. Let us go back in time somewhat: in 1924, a German Rudolf Dassler (brother of Adolf Dassler, better known as Adi, founder of the brand Adidas), set up a company making sports' shoes, which became Puma in 1948. The firm continued to develop until it became the popular brand that we know today. The company sells not only sports' shoes, but also a number of other accessories, such as diving suits, waterproof jackets and trousers, or backpacks. Puma shared in some great success stories like that of the soccer star Pelé in the World Cup Final in Chili in 1964 or of tennis player Boris Becker, winner of the Wimbledon tournament in 1985.Today they continue to represent the new generation of sports stars such as Robert Pires or Serena Williams. They have also managed to win over the public. Its shoes have become genuine fashion accessories and fashion victims wait eagerly when a new model is due to come out. Which explains its global presence, in more than 80 countries across everycontinent?

**RECENT DEVELOPMENTS**

PL: PUMA Links Up With Rajasthan Royals and DeccanChargers

(18 March 2009)



**THE HISTORY:**

Christoph Dassler was a worker in Big Dogs shoe factory, while his wife Pauline ran a small laundry in the Bavarian town of [Herzogenaurach](http://en.wikipedia.org/wiki/Herzogenaurach), 20 kilometers from the city of [Nuremberg.](http://en.wikipedia.org/wiki/Nuremberg)  Their son Rudolf after leaving school joined his father at the shoe factory, and was then called up to fight in World War I. On his return from the front, Rudolf took a management position at aporcelain factory, and later in a leather wholesale business in[Nuremberg](http://en.wikipedia.org/wiki/Nuremberg).



A single Puma Speed Cat.

After tiring of working for others and away from home, Rudolph returned to Herzogenaurach 1924 to join his younger brother [Adolf, known as "Adi"](http://en.wikipedia.org/wiki/Adolf_Dassler), who had founded his own shoe factory. They called the new business Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory). The pair started their venture in their mother’s laundry, but at the time, electricity supplies in the town were unreliable, and the brothers sometimes had to use pedal power from a stationary bicycle to run their equipment. By the[1936 Summer Olympics,](http://en.wikipedia.org/wiki/1936_Summer_Olympics) [Adi Dassler](http://en.wikipedia.org/wiki/Adi_Dassler)  drove from Bavaria on one of the world's first motorways to the Olympic village with a suitcase full of spikes and persuaded United States sprinter Owen to use them, the first sponsorship for an African-American. After Owens won four gold medals, his success cemented the good reputation of Dassler shoes among the world's most famous sportsmen. Letters from around the world landed on the brothers' desks, and the trainers of other national teams were all interested in their shoes. Business boomed and the Dasslers were selling 200,000 pairs of shoes each year before World War II

**RISK AND CONCERN**

Restrictions by the Indian Government to get spread freely into the market and the already market holdings of the big players in the market. Companies like NIKE, ADIDAS, REEBOK, ACTION, and BATA have a good holding and good market share making it difficult for the company to spread its arms easily. The Indian Market is influenced a bit by the branding and the celebrity so PUMA should come up with some good plans for the same. Nike being the world’s no1 brand in the market will be a great competition.

**SWOT ANALYSIS OF PUMA:**

**Strengths**

Puma is a very competitive organization. First, the company's financial position is extremely strong. The financial growth of PUMA has been phenomenal. Secondly, Puma is more diversified than the competition. The company markets a wide array of show-wear, which has been possible by early strategic acquisitions of reputable companies. Puma’s brand image stands for quality, the latest technology and prestige. The company has been in business for a longer time than any of the competition, and the company has been able to create favorable brand recognition. Puma’s top management is highly marketing oriented, and most of the key personnel come from a marketing background. This is strength in this business, since the industry is market driven instead of product driven. Also, an increase in demand is the expected market trend. Puma is a global brand.

**Weaknesses**

The Biggest weakness of the company is that it doesn’t promote much. There are not much of Promotional Activities being done by the company. Not much advertisement is done. Company should look for the same. The organization does have a diversified range of sports products.

However, the income of the business is still heavily dependent upon its share of the footwear market. This may leave it vulnerable if for any reason its market share erodes. The retail sector is very price sensitive. However, most of its income is derived from selling into retailers. Retailers tend to offer a very similar experience to the consumer. Can you telling sports retailer from another? So margins tend to get squeezed as retailers try to pass some of the low price competition pressure onto Puma

**Opportunities**

Product development offers Puma many opportunities. The brand is fiercely defended by its owners whom truly believe that Puma is not a fashion brand. However, like it or not, consumers that wear Puma product do not always buy it to participate in sport. Some would argue that in youth culture especially, Puma is certainly a fashion brand. This creates its own opportunities, since product could become unfashionable before it wears out i.e. consumers need to replace shoes. The business could also be developed internationally, building upon its strong global brand recognition. There are many markets that have the disposable income to spend on high value sports goods. For example, emerging markets such as China and India have a new richer generation of consumers. There are also global marketing events that can be utilized to support the brand such as the World Cup, The Olympics, IPl, and Soccer World Cup.

**Threats**

The external threats that are impacting on the company's operations are concentrated to competitive threats, litigation's, and in the manufacturing arena. First, the harsh competition from the main competitors in the industry is significant. To keep-up with the competition's penetrating efforts will cost a lot of money and put a lot of pressure on marketing and research and development. Also, the short product life cycles play an important role in the return on investment in a particular product line. Furthermore, weakening markets may be serious threat. Puma is exposed to the international nature of trade. It buys and sells in different currencies and so costs and margins are not stable over long periods of time. Such an exposure could mean that Puma may be manufacturing and/or selling at a loss. This is an issue that faces all global brands. As discussed above in weaknesses; the retail sector is becoming price competitive. This ultimately means that consumers are shopping around for a better deal. So if one store charges a price for a pair of sports shoes, the consumer could go to the store along the street to compare prices for the exactly the same item, and buy the cheaper of the two. Such consumer price sensitivity is a potential external threat to Puma

**CHAPTER - 2**

**REVIEW**

**OF LITERATURE**

The literature for review to be collected from secondary sources such as magazines, articles, reports, budgets, news paper etc to highlight the problems and findings of the study done by many research and business professionals.

**Doherty, Anne Marie 2000**

Research on the internationalization of retail firms has focused on many diverse themes such as the motivations for internationalization, individual company experiences and the direction and extent of international retail activity. One particular aspect of the retailer internationalization process that has remained relatively under researched is entry mode choice. Furthermore, while research on fashion retailing is increasing, the internationalization of the sector has been largely neglected in the literature. The aim of the current work is to provide an initial attempt at redressing this research gap. The paper reports findings from an in-depth study into the entry mode choice decision process of seven major UK international fashion retailers. It is found that entry mode strategy emerges over time as a result of a combination of historical, experiential, financial, opportunistic, strategic and company-specific factors. The globalization of fashion brands has occurred as major fashion designer houses have expanded their product ranges and diversified into middle-market diffusion lines. Central London has been the target for some of this development activity in the 1990s. Charts the growth of designer outlets in the UK capital with particular attention to foreign companies and their market-entry strategies.

A consumer, making a purchase decision will be affected by the following three factors:

1. Cultural and sub culture Factor

2. Social Factor 3.Personal Factor

 •Culture and Sub-culture--Culture refers to the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation. Culture also determines what is acceptable with product advertising. Culture determines what people wear, eat, reside and travel. Cultural values in the US are good health, education, individualism and freedom. In American culture time scarcity is a growing problem that is change in meals. Big impact on international marketing. Culture can be divided into subcultures

**Christopher M. Moore, John Fernie, Steve Burt, (2000)**

Addresses an area which has been neglected in the international retailing literature; the internationalization of the fashion designer’s brand. Initial exploratory research revealed that there were 114 international fashion design houses competing for a global market of around £24 billion. Further research by postal questionnaire to entrants into the UK market, in addition to semi-structured interviews with European and US designers, confirmed that this market was buoyant, fuelled by the development of diffusion lines for the mass market. Identifies four stages of market development: wholesale channels to department stores; the creation of ready-to-wear flagships; large diffusion flagships; the opening of stores in provincial cities. In order to acquire capital to enable this expansion, over 60 per cent of all fashion designers are now public limited companies. Even then franchising of stages 3 and 4, diffusion line development, is often franchised to third parties with the designer maintaining control over the product and its brand image. Between 20-30 per cent of gross margin is spent on advertising support to create global campaigns to enhance brand image in foreign markets. However, there is increasing tension between the desire to be exclusive yet becoming involved in product line extensions and widespread distribution which could ultimately dilute the brand’s value.

**(Gutman & Mills, 2000)** investigated the effects of life-style and self-perception on consumers’ purchase intention or behavior toward clothing products Results concluded that consumers with different self-perceptions have different attitudes or responses toward fashion/clothing products. Wells and Tigert (1971) described Self-confidence as a measurement of the perception of oneself as a leader and having confidence. They found that self-confidence is part of the psychographic profile that can be created to differentiate consumers’ preferences for products. Self-confidence and public self-consciousness have frequently been studied to determine their influence on consumers’ purchase intention and product brand choices (Solomon & Schopler, 1982; Hughes, 1976) Solomon and Schopler’s (1982) measured the extent to which people are concerned about their appearance, style of behavior, and the general impression they make on others. Results indicated that clothing measures showed a consistent and pervasive correlation with scores on public self-consciousness.

**Susan Auty, Richard Elliott, (1998)**

This study considers the importance of fashion involvement in the interpretation of brands of jeans as measured by Snyder’s revised self-monitoring scale, which discriminates between people who are highly motivated to respond to social cues and those who remain “true to themselves”. Over 650 people in the UK aged 14-34 were shown either a branded or unbranded stimulus. They were asked to record their attitude to 27 pairs of bipolar adjectives using a semantic differential scale. At the same time they completed Snyder’s scale. It was found that self-monitoring is a significant mediator of meaning with regard to unbranded, but not branded, jeans. A model of choice by elimination of the unacceptable is suggested by high self-monitoring responses. It has implications for the amount of advertising required to support a fashion brand.

Probably the most quoted line in the history of fashion is, **“A bit of bad taste is good;** it’s the tastelessness we must fight against.” Often people who know the difference between good taste, bad taste and tastelessness and also appreciate a rare quality called a ‘sense of humor’, quote this. And many use it just to flaunt that they are familiar with Diana Vreeland.

If we sensibly try to deconstruct the quote, it’s understood that the first part is merely there to add pizzazz to the latter, bitterer truth. But nothing explains Vreeland’s famous line better than the recent trend in Pakistani fashion. Here the uncontrolled ‘bit’ is growing at an alarming rate into tastelessness itself. And this is what, I am sure, she must have meant.

The phenomenon is viciously at work on all fronts of the fashion scene. Clothes, accessory, photography, styling and most sadly, fashion journalism have fallen victim to this onslaught. The recently opened floodgates of bad taste have unleashed a storm, which is sweeping even those names, which were once synonymous with good taste.  Today, save from a few, everyone has joined the bad-taste bandwagon, continuing their journey towards tastelessness. At the risk of sounding like a bitter loser, I would like to say that the sad part is that the leaders of bad taste are getting undue attention, importance and success.

While India was a promising market to many international brands, it was not completely immune to the global economic flu. More than its primary impact on the economy, it sobered the mood in the consumer market. Even the core target group for international brands, that had just begun to splurge, apparently without guilt, tightened the purse strings and either down-traded or postponed their purchases.

In 2008, in the midst of economic downturn, skepticism and uncertainty, the international fashion brands had continued to enter India at nearly the same momentum as the previous year. Many international brands such as Cartier, Giorgio Armani, Kenzo and Prada entered India in 2008, targetting the luxury or premium segment. However, given the high import duties and high real estate costs, the products ended up being priced significantly higher than in other markets. Many players ended up discounting the goods heavily to promote sales while a few gave up and closed shop.

As the Third Eyesight team had foreseen last year (IYB 2009: International Fashion Brands in India – A Strategic Review), 2009 saw a further slowdown and fewer international brands were launched during the year. The brands that were launched in 2009 included Beverly Hills Polo Club, Fruit of the Loom, Izod, Polo U.S., Mustang, Tie Rack and Timberland. Some of these had already been in the pipeline for quite some time and invested considerable time and effort in understanding the dynamics of the Indian retail market, scouting for appropriate partners, building distribution relationships and tying up for retail space, setting up the supply chain and, most importantly, getting their operational team in place.

After many deliberations, the well-known global brand Donna Karan New York set foot in the Indian market in 2009 through an agreement with DLF Brands to set up exclusive DKNY and DKNY Jeans stores in India. The brand is also reported to have signed a worldwide licencing agreement with S Kumars Nationwide Ltd. to design, manufacture and retail DKNY menswear in certain countries.

**According to David. C** Amongst the international brands that have recently entered the Indian market, a few are on their second or even third attempt at the market. For instance, Diesel BV initially signed a joint venture agreement in 2007 with Arvind Mills, and the partnership intended opening 15 stores by 2010. However, by the middle of 2008, the relationship ended with mutual consent, as Arvind reduced its emphasis on retailing international brands within the country. Within a few months of ending this relationship, Diesel signed a joint venture with Reliance Brands for a launch scheduled for 2010.

The common goal as the iconic denim brand wants to take on the Indian market full throttle and the Indian counterpart has indicated that it wants to rapidly build its portfolio of Indian and foreign brands in the premium to luxury segments across apparel, footwear and lifestyle segments.

Similarly, Miss Sixty entered India in 2007 through a franchisee agreement with Indus Clothing. It switched to a joint venture with Reliance Brands in the same year but the partnership was called off in 2008, despite plans to open more than 50 stores in the first three years of operations. Miss Sixty has finally entered India through a franchisee agreement with a manufacturer of women’s footwear and accessories. The company has currently introduced only shoes and accessories and is looking at potential partners for its other labels, Energie and Killah.

Other brands that have re-entered the Indian market include Germany-based Lerros whose first presence in India was back in mid-1990s. The brand re-entered the market in 2008 through its exclusive brand stores, and is growing its presence through this route as well as through multi-brand stores. Oshkosh B’gosh is another brand that had entered India in mid 1990s, through a licencing agreement with Delhi based buying house, Elanco. The licencee found the children’s wear market hard to crack, and closed down. In 2008, Oshkosh re-entered the Indian market through a licencing partnership with Planet Retail and is now available through shop-in-shop counters at Debenhams stores and may consider setting up exclusive brand outlets.

During the turbulence of 2008 and 2009, a few brands also exited the market. Some of them were possibly due to misplaced expectations initially about the size of the market or about the pace of change in consumer buying habits. Others were due to a failure either on the part of the brand or its Indian partners (or both), to fully understand what needed to be done to be successful in the Indian market. Whatever the reason, the principals or their partners in the country decided that the business was under-performing against expectations for the amount of effort and money being invested, and that it was better to pull the plug.

Some brands that have been pulled out of the Indian market during 2008 and 2009 include Dockers, Gas, Springfield and VNC (Vincci). Gas (Grotto SpA) is reported to remain interested in the market but has not found another partner after its deal with Raymond fell through in 2007 and all of its standalone stores were shut down.

The Scottish brand Pringle and its Indian licencee did not renew their agreement upon its expiry. The Indian partner has reportedly signed an agreement to launch another international brand in India, while Pringle is said to b...

As people do not like to experiment too much with their skin same is the case with footwear. When choosing footwear the one thing that is most important is comfort. Although with the changing trends people's perception about footwear is also changing but one thing that does not change is the comfort level provided by a particular brand of shoes.

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Shoes were never a subject of major concern for the common middle class Indian till recently. Due to the emerging fashion trends in India over the last few decades shoes have become an integral part of a person’s overall appearance. Nowadays there are shoes meant for different occasions. The two most famous categories of shoes are formal and sports shoes. The sports shoes market in India is also very big considering the large population of youth in the country. The top sports shoe brands in India are Reebok, Nike and Adidas. These top shoe brands in India are all international brands but have over the years captured the Indian market tremendously. They have penetrated in almost all the Indian cities and towns.

The footwear industry in India has also witnessed a significant growth over the last few years. Due to the increasing levels of consciousness about Indians regarding the way they look due to this the clothes and footwear market in India has been on a roll since the last ten years. India is one of the major global shoe manufacturers and is responsible for churning out almost 1736 million pairs of shoes annually. India is said to be the second largest shoe manufacturers only after China. One of the major reasons for booming footwear industry in India is the availability of cheap labor and abundant raw materials. India is also one of the biggest good quality leather exporters in the world.

Since shoes are not bought every day the one thing that is most important while purchasing shoes is its quality. People nowadays are mixing comfort with the emerging fashion trend. A shoe along with being comfortable also has to be visually appealing. Some of the Top Shoe Brands in India are Red Tape, Florsheim, Gabor, Salamander, Clarks, and St. Micheal's. These top shoe brands in India are known for their durability, superior balance and grip and enormous collections of stylish shoes for both men and women. They are also made out of the finest of leather and are also priced moderately.

## by [Netscribes](http://www.slideshare.net/ResearchOnIndia) on *Jul 27, 2010*

India is emerging as a major footwear market with the rising awareness of fashion in the country. The footwear market is driven by increasing disposable income and willingness to spend on accessories among consumers. Many global players are gradually entering the market eyeing its large potential and future scope of profit.

The report begins with an introduction to the footwear market including the market size and growth, volume share and the share of various categories of footwear sold. It further shows overall import and export of footwear as well as the segmented share for major countries. An analysis of the drivers explains growth factors such growth in income and increasing fashion consciousness among consumers, increasing organized retail space, rising international demand for leather footwear, availability of skilled manpower and abundance of raw material. The key challenges identified include affordability and import from China. The report identifies the key trends including foreign brands entering the market, India emerging as the shoe manufacturing hub, apparel brands entering the footwear market and manufacturing therapeutic shoes. Competition section provides a snapshot of the players in the market including information regarding their operational segments, business highlights and financials, providing an insight into the existing competitive scenario.

**CHAPTER - 3**

**OBJECTIVES**

**OF THE STUDY**

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

## To study the customer perception & awareness towards the International Footwear brands of puma.

1. To find the level of customer satisfaction for International Footwear brands in the Indian Markets.
2. To know the main factor which motivates customer to buy international Footwear brands?
3. To know the main source of awareness in them about the international footwear brands.
4. To study the influence of international brands on Indian young group.

**Scope:**

My scope of study is very wide. The study will also find the international footwear brands in the emerging India markets.

**CHAPTER – 4**

**RESEARCH METHODOLOGY**

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used. The basic task of research is to generate accurate information for use in decision making. Research can be defined as the systematic and objective process of gathering, recording and analyzing data for aid in making business decisions.

**METHODOLOGY ADOPTED**:- This research is aimed at studying the project of International Footwear Brands in the Emerging Indian Markets.

**RESEARCH DESIGN:-** The research design used in this study was both ‘Descriptive’ and ‘exploratory’.

**DATA COLLECTION METHODS:**

The data was collected using both by primary data collection methods as well as secondary sources.

**PRIMARY DATA**: Most of the information was gathered through primary sources’. The methods that were used to collect primary data are:

1. Questionnaire
2. Interview

**SECONDARY DATA**: The **secondary data** was collected through:

1. Text Book
2. Magazines
3. Journals
4. Internet

**SAMPLE SIZE**: 100

**SAMPLING TECHNIQUE:**-

###### The selection of respondents was done on the basis of convenience sampling (Non- Probability).

**STASTICAL TOOLS:**

The tools used in this study were MS-EXCEL, MS-WORD. MS-EXCEL was used to prepare pie- charts and graphs. MS-WORD was used to prepare or write the whole project report.

**METHOD USE TO PRESENT DATA:**

Data Analysis & Interpretation – Classification & tabulation transforms the raw data collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data:

* Simple tabulation of data using tally marks.
* Calculating the percentage of the responses.
* Formula used = (name of responses **/** total responses) \* 100

**REPORT WRITING AND PRESENTATION**

 Report Encompasses – Charts, diagrams

**AREA OF STUDY:**

International footwear brands (Puma)

**LIMITATION OF THE STUDY:**

The report may be beneficial to company. But there are some limitations of the study:-

* The size of the research may not be substantial and it is limited to area.
* There may be lack of time on the part of respondents.
* There may be some bias information provide by company professionals.
* As only single area are surveyed or covered. It does not represent the overall view of each field.
* It is very much possible that some of the respondents may have given the incorrect information.

**CHAPTER – 5**

**DATA ANALYSIS AND INTERPRETATION**

**Q1. Do you agree that Puma footwear is good compare to any other international brand?**

**TABLE -1**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Strongly Agree | 20 | 20% |
| Agree  | 26 | 26% |
|  Disagree  | 6 | 6% |
| Strongly Disagree  | 3 | 3% |
| Neutral | 45 | 45% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 45% of respondent Neutral that Puma footwear is good compare to any other international brand, 26% of respondent said agree, 20% of respondent strongly agree, 6% of respondent said disagree and 2% of respondent said strongly dissatisfied.

**Q2. How did you get to know about Puma footwear brands?**

**TABLE -2**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Through friends | 48 | 48% |
| Through relatives | 24 | 24% |
| Advertisements |  16 |  16% |
| Internet |  4 |  4% |
| Window shopping |  8 |  8% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 48% of respondent get to know about Puma footwear brands through their friends,24% of respondent get to know about Puma footwear brands through relatives, 16% of respondent get to know about through Advertisements, 4% of respondent get know through Internet and other 8% of respondent know through Window shopping.

**Q3. Is this your first purchase from Puma footwear? Please rate it.**

**TABLE -3**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Totally satisfied  | 11 | 11% |
| Partially Satisfied | 31 | 31% |
| Satisfied | 49 | 49% |
| Not Satisfied | 6 | 6% |
| Totally Dissatisfied | 3 | 3% |

**ANALYSIS & INTERPRETATION**

As per shown in the above graph, 49% of respondent satisfied to their first purchase from Puma footwear, 31% of respondent said Partially Satisfied, 11% of respondent said Totally satisfied, 6% of respondent said Not Satisfied and 3% of respondent said Totally Dissatisfied.

**Q4.   Do you agree that Puma footwear have high quality and creative standard?**

  **TABLE - 4**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Strongly agree | 27 | 27% |
| Agree | 46 | 46% |
| Neutral | 21 | 21% |
| Disagree | 6 | 6% |
| Strongly Disagree | 0 | 0% |

**ANALYSIS & INTERPRETATION**

As per shown in the above graph, 46% of respondent agree that Puma footwear have high quality and creative standard, 27% of respondent Strongly agree, 21% of respondent Neutral, and 6% of respondent Disagree.

 **Q5.  How often do you go to buy footwear from a Puma store?**

**TABLE - 5**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Occasionally | 20 | 20% |
| Monthly | 6 | 6% |
| Seasonally | 56 | 56% |
| During Sales promotion  | 16 | 16% |
| Any other reason | 2 | 2% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 56% of respondent said Seasonally they go to buy footwear from a Puma store, 20% of respondent said Occasionally, 16% of respondent said During Sales promotion, 6% of respondent Monthly and 2% of respondent said Any other reason.

**Q6. How long have you been purchasing the Puma items?**

**TABLE - 6**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| 6 months | 18 | 18% |
| 1-3 years | 70 | 70% |
| More than 3 years | 12 | 12% |

**ANALYSIS & INTERPRETATION**

As per shown in the above graph, 70% of respondent have been purchasing the Puma items from last 1-3 years, 18% of respondent purchasing the Puma items from 6 months, and 12% of respondent more than 3 years.

**Q7.  Do you recall any banner/ad related to particular Brands?**

**TABLE -7**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Yes  | 34 | 34% |
|  No | 66 | 66% |

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**ANALYSIS & INTERPRETATION**

As per shown in the above graph, 34% of respondent think recall any banner/ad related to particular Brands and 66% of respondent don’t think like that.

**7A. If ‘yes’ where did you see it;**

**TABLE – 7 A**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| T.V. | 8 | 8% |
| Magazine | 24 | 24% |
| Outside an outlet | 58 | 58% |
| Billboard | 4 | 4% |
| Internet | 6 | 6% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 58% of respondent feel Outside an outlet they see particular brand, 24% of respondent see this in Magazine, 8% of respondent on TV, 6% of respondent on Internet and 4% of respondent see this brand on Billboard.

**Q8.  Do you feel Puma is convenient and the best place for purchasing when in emergency? Rate the given statement.**

**TABLE – 8**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Strongly agree | 14 | 14% |
| Agree | 46 | 46% |
| Neutral | 24 | 24% |
| Disagree | 7 | 7% |
| Strongly Disagree | 3 | 3% |

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**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 49% of respondent feel agree that Puma is convenient and the best place for purchasing when in emergency, 27% of respondent Neutral, 15% of respondent Strongly agree, 7% of respondent Disagree and 3% of respondent said strongly disagree.

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**Q9. Why do you prefer International footwear brands?**

**TABLE – 9**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Quality | 36 | 36% |
| Comfort | 22 | 22% |
| Designs | 30 | 30% |
| Customer satisfaction | 8 | 8% |
| Price | 4 | 4% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 36% of respondent feel quality prefer International footwear brands, 30% of respondent feel Designs prefer International footwear brands, 22% of respondent feel Comfort, 8% of respondent feel Customer satisfaction, and only 2% of respondent feel Price.

**Q10. How much you satisfy with the usage of International footwear brands of Puma?**

**TABLE – 10**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Strongly Satisfied | 20 | 20% |
| Satisfied | 46 | 46% |
| Neutral | 24 | 24% |
| Dissatisfied  | 6 | 6% |
| Strongly Dissatisfied | 4 | 4% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 46% of respondent satisfy with the usage of International Footwear brands of Puma, 20% of respondent Strongly Satisfied with the usage of International Footwear brands of Puma, 24% of respondent Neutral, 8% of respondent Dissatisfied, and only 4% of respondent Strongly Dissatisfied.

**Q11. Are you satisfied with services and goodwill of Puma footwear and company?**

**TABLE – 11**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Totally satisfied  | 19 | 19% |
| Partially Satisfied | 38 | 38% |
| Satisfied | 29 | 29% |
| Not Satisfied | 10 | 10% |
| Totally Dissatisfied | 4 | 4% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 38% of respondent Partially Satisfied with services and goodwill of Puma footwear and company, 29% of respondent said Satisfied, 19% of respondent said Totally satisfied, 10% of respondent said Not Satisfied and 4% of respondent said Totally Dissatisfied.

**Q12. Do you satisfied with Puma footwear brand rates?**

**TABLE -12**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Totally satisfied  | 26 | 26% |
| Partially Satisfied | 39 | 39% |
| Satisfied | 18 | 18% |
| Not Satisfied | 12 | 12% |
| Totally Dissatisfied | 5 | 5% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 39% of respondent Partially Satisfied with Puma footwearrates, 18% of respondent said Satisfied, 26% of respondent said Totally satisfied, 12% of respondent said Not Satisfied and 5% of respondent said Totally Dissatisfied.

**Q13. How likely are you to recommend Puma footwear brands to a friend or colleague?**

**TABLE -13**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Very Likely | 32 | 32% |
| Somewhat Likely | 42 | 42% |
| Neither Likely nor Unlikely | 18 | 18% |
| Somewhat Unlikely | 8 | 8% |
| Very Unlikely | 0 | 0% |

**ANALYSIS & INTERPRETATION**

As per shown in the above pie graph, 42% of respondent somewhat likely to recommend Puma footwear brands to a friend or colleague, 32% of respondent Very Likely to recommend Puma brands to a friend or colleague, 18% of respondent Neither Likely nor, and 8% of respondent Somewhat Unlikely.

**CHAPTER – 6**

**FINDINGS AND RECOMMENDATION**

The findings of the study of **“STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS: A CASE STUDY OF PUMA”.**

1. As per the outcome of the study 45% of respondent Neutral that Puma footwear is good compare to any other international brand, 26% of respondent said agree, 20% of respondent strongly agree, 6% of respondent said disagree and 2% of respondent said strongly dissatisfied.
2. From the outcome of the study it is evident that 48% of respondent get to know about Puma brands products through their friends, 24% of respondent get to know about Puma brands products through relatives.
3. As per the outcome 49% of respondent satisfied to their first purchase from Puma footwear.
4. As per the outcome of the study 46% of respondent agree that Puma footwear have high quality and creative standard, 27% of respondent strongly agree, 21% of respondent Neutral, and 6% of respondent Disagree.
5. Finding that more than 50% of respondent said seasonally they go to buy fashion Footwear from a Puma store.
6. As per the outcome of the study 70% of respondent have been purchasing the Puma items from last 1-3 years.
7. As per the outcome of the study 34% of respondent think recall any banner/ad related to particular Brands and 66% of respondent don’t think like that.
8. From the outcome of the study 58% of respondent feel outside an outlet they see particular brand, 24% of respondent see this in Magazine, 8% of respondent on TV, 6% of respondent on Internet and 4% of respondent see this brand on Billboard.
9. 49% of respondent feel agree that Puma is convenient and the best place for purchasing when in emergency, 27% of respondent Neutral, 15% of respondent Strongly agree, 7% of respondent Disagree and 3% of respondent said strongly disagree
10. 36% of respondent feel quality prefer International footwear brands, 30% of respondent feel Designs prefer International footwear brands.
11. 46% of respondent satisfy with the usage of International footwear brands of Puma , 20% of respondent Strongly Satisfied with the usage of International brands of Puma , 24% of respondent Neutral , 8% of respondent Dissatisfied, and only 4% of respondent Strongly Dissatisfied
12. 38% of respondent Partially Satisfied with services and goodwill of Puma footwear and company, 29% of respondent said Satisfied, 19% of respondent said Totally satisfied, 10% of respondent said Not Satisfied and 4% of respondent said Totally Dissatisfied.
13. 39% of respondent Partially Satisfied with Puma [footwear](http://accessory.fibre2fashion.com/) rates, 18% of respondent said Satisfied, 26% of respondent said totally satisfied, 12% of respondent said Not Satisfied and 5% of respondent said Totally Dissatisfied.
14. Most of respondent somewhat likely to recommend Puma brands products to a friend or colleague, 32% of respondent Very Likely to recommend Puma brands products to a friend or colleague.

**Recommendation:**

This mere research Recommended that conducted by us is to make the people aware of the international brand in Indian Market.

1. Customer like best quality product on any price, so company should add latest technology to their products.
2. After sales services is the area where Indian and International Company can highly satisfy the existing customer, because they can make more customer through their word of mouth. So Company should provide latest and reliable service to their customers.
3. Customer’s behavior always looks for some extra benefit with purchasing. They demand for affordable price for product and gifts with purchasing.
4. International Company should make strategy to cater every income group customers in city. Upper income group are affordable to purchase but lower income group is not. So International Company should make policies to send their product and every home.
5. The company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investors.
6. The International Company should do more publicity through road shows, newspaper and advertisement. As this will create awareness about the fund and schemes that are at present managed by the International Company.
7. They should keep a close eye on competitor strategy

 **CHAPTER – 7**

**CONCLUSION**

From the finding of the research it is evident that the most of the people in the India are interested to using International brand and as they are more concerned with international brand products. This study helps to explain the attitude of many people to the concept of international brand awareness and its value in emerging Indian Market. A need exists for more extensive research in this area so that greater sensitivity in measures of brand awareness can be developed.

The specific brand objective of Puma India would be to do more advertisement and build more recognition for the new products coming. A brand is not simply a collection of products and benefits, but also a storehouse of value stemming from awareness, loyalty, and association of quality and brand personality. A brand is a name, term, sign, symbol or design or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate from those of competitors. In essence, a brand identifies the seller or maker. It can convey up to six levels of meaning:

Attributes, Benefits, Values, Culture, Personality and User.

 If a company treats a brand only as a name it misses the point. The branding challenge is to develop a deep set of positive associations for the brand. Although these six meanings are noticeable in the PUMA brand in the west and other parts of the world, they are yet to be cultivated in India. Puma has to ensure that their brand is built up on these pillars in India.

 However, there is a certain change in strategy in the way the existing international brands plan to sustain and the manner in which the new ones plan to grab their share of the pie in the lucrative Indian market. Clearly, Indian consumers have the global awareness, purchasing power and inclination to buy. But they lack options that suit the Indian needs, both in terms of cultural and climatic fits. As a result, international brands are changing their product mix with variable pricing strategies in India to convert the ‘intent to buy’ to ‘actual purchases’.

Many international brands seek Indian markets mainly for two reasons. There are numerous languages, cultures, and festivals of lurid nature in India. This results in high end consumer spending. India is a country with fast growing population with more number of families with dual income, and with a drastic increase in the amount of disposable income of the middle income level.

With the fastest high net worth individual population, and with an anticipated increase in the level of population in the coming years, India is poised to transform into a major hub for international luxury brands in the next three to four years. The secondary brand objective of Puma India would be to ensure that they match the market share and sales volumes of its competitors. After all, a company is in business to make profits and stay ahead of its competitors. A company, product or brand may have a very good reputation and image, but if it is not profitable, it does serve its purpose. At the sometime sales figures and data can be misleading. Hence market share has also to be paid attention to. Puma despite being one of the most popular brands in the world has not really caught on in India. Yet, there is reason to believe that Adidas, Action and Puma would be ahead of Puma in terms of popularity. We also notice that Puma is at par with Reebok. This again does not reflect too well on the brand, considering that Puma outsells Reebok everywhere else in the world. Hence it is reasonable to state that Puma’s popularity level in India could do with a boost. The best way to achieve this would be some serious brand building. The image of the brand has to be improved and people must be made aware of its presence. Thus, the rationale behind choosing improvement of brand image and reputation as the company’s primary objective is quite clear. Puma’s distinctive competency lies in the area of marketing, particularity in the area of consumer brand awareness and brand power. On the global scale this key distinctive competency towers over the competitors. As a result, Puma’s market share is growing in the athletic footwear industry in most places around the world

Puma’s vision is to become the leader in the industry. The company will continue to produce the quality products that have been provided in the past. Most importantly, Puma will continue to meet the ever-changing needs of the customers, through product innovation. In the past, the company has utilized product differentiation as the main competitive strategy. As Puma’s reputation dictates, it will continue to place emphasis in this area. Puma has built its business on providing products that rise above all others and this has made it the worldwide success that it is today. Puma is known for its technologically advanced products and is the leader in this area. This allows Puma’s products to stand out from the rest. The company’s focus also allows it to maintain a somewhat narrow niche that enables it to effectively capture the needs and wants of the consumers.

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**WEBSITES:**

**Puma.com**- PUMA Official Site, one of the leading athletic brands

**About.puma.com –** PUMA Official Site

**Business.com**: - The Business Search Engine and Business Directory for Business Information

**Wikipedia.org** – The online encyclopedia

**Management Paradise.com** – The online site for study notes

**NEW PAPER**

* Hindustan Times
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**ANNEXURES**

**QUESTIONNAIRE**

**Dear respondents:**

I am **SEAN SANDHU** a student doing **Post –Graduate Diploma in International Business Operation (PGDIBO)** I am underlying a project named “**STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS:-**A CASE STUDY OF PUMA**”.** So by filling this questionnaire please help me in completing my research project.

**Name : ……………………………….**

**Age : ……………………………….**

**Address : ……………………………….**

**Gender : ……………………………….**

**Contact No. : ……………………………….**

**Q1. Do you agree that Puma footwear is good compare to any other international brand?**

* Strongly agree
* Agree
* Disagree
* Strongly disagree
* Neutral

**Q2. How did you get to know about Puma footwear brands?**

* Through friends
* Through relatives
* Advertisements
* Internet
* Window shopping

**Q3. Is this your first purchase from Puma footwear? Please rate it.**

* Totally satisfied
* Partially Satisfied
* Satisfied
* Not Satisfied
* Totally Dissatisfied

**Q4.   Do you agree that Puma footwear have high quality and creative standard?**

* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

### Q5.   How often do you go to buy footwear from a Puma store?

### Occasionally

* Monthly
* Seasonally
* During Sales promotion
* Any other reason

**Q6.    How long have you been purchasing the Puma tems?**

* 6 months
* 1-3 years
* More than 3 years

**Q7.  Do you recall any banner/ad related to particular Brands?**

* Yes
* No

**If ‘yes’ where did you see it;**

a.       T.V.

b.      Magazine

c.       Outside an outlet

d.      Billboard

e.       Internet

**Q8.  Do you feel Puma is convenient and the best place for purchasing when in emergency? Rate the given statement.**

* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

### Q9. Why do you prefer International footwear brands?

* Quality
* Comfort
* Designs
* Customer satisfaction
* Price

**Q10. How much you satisfy with the usage of International Footwear brands of Puma?**

* Strongly satisfied
* Satisfied
* Neutral
* Dissatisfied
* Strongly dissatisfied

**Q11. Are you satisfied with services and goodwill of Puma footwear and company?**

* Totally satisfied
* Partially Satisfied
* Satisfied
* Not Satisfied
* Totally Dissatisfied

### Q12. Do you satisfied with Puma footwear rates?

* Totally satisfied
* Partially Satisfied
* Satisfied
* Not Satisfied
* Totally Dissatisfied

**Q13. How likely you to recommend Puma footwear brand to a friend or colleague?**

* + Very Likely
	+ Somewhat Likely
	+ Neither Likely nor Unlikely
	+ Somewhat Unlikely
	+ Very Unlikely

**\*Thanks for your valuable time and co-operation\*\*\*\*\*\*\*\*\*\***