

# A Study on Impact of Sustainability and Growth in Relevance to Advertising Strategies at Puma India Limited

Simone Rachel Soares<sup>1</sup>, Sahana Prasad<sup>2</sup>

<sup>1</sup>Student, Department of Commerce, Mount Carmel College, Bengaluru, India

<sup>2</sup>Assistant Professor, Department of Commerce, Mount Carmel College, Bengaluru, India

**Abstract:** Legitimately composed advancement of items is extremely compelling and permits one not exclusively to take care of issues with promoting, yet additionally continually increment deals volumes, i.e maintainability. Promoting can significantly affect the accomplishment of little and huge organizations, understood organizations with extensive Advertising spending plans and market-wide name acknowledgment can have a noteworthy upper hand over juvenile contenders. Estimating the effect of Advertising is imperative, given the measure of speculations required for promoting. While it is absurd to expect to acquire a worldwide proportion of the promoting sway on development of a business, we should look to create and apply techniques and measures for a halfway confirmation of results. This examination is gone for featuring the systems for expanding benefits of the business through Advertising. Accordingly, this exploration paper looks at the effect of various promoting methodologies utilized by the organization and relate them to check whether there is any significance in development of an organization

**Keywords:** Organizations, marketing and hypothesis.

## 1. Introduction

Advertising is the arm of marketing worried about sending messages to clients through a generally single direction correspondence media. Promotions can be made to interest a mass group of onlookers or a select target specialty. Advertising can significantly affect the achievement of little and vast organizations alike, and a sizable industry exists explicitly to conceptualize, make and disseminate promotions. Advertising can largely affect new organizations by making huge boundaries to passage in built up business sectors. Surely understood organizations with huge Advertising spending plans and market-wide name acknowledgment can have a critical upper hand over juvenile contenders. Estimating the effect of Advertising is imperative, given the measure of speculations required for promoting. While it is beyond the realm of imagination to expect to get a worldwide proportion of the promoting sway on development of a business, we should look to create and apply strategies and measures for a halfway check of results. Puma utilizes a blend of statistic, geographic and psychographic division procedures to comprehend the changing

needs of the clients in the focused market. Focusing on methodology is the foundation of the item advancement process. Puma utilizes separated focusing on system for various items classes. Puma utilizes esteem based situating technique for the equivalent. The reason for this investigation is to comprehend Puma's promoting systems and check its effect on the organization's manageability and development, Puma being a major brand for what it's worth, It has dependably situated itself as a brand which moves the one to push forward throughout everyday life and accomplish the best, particularly with how imaginative their notices are. Besides Social, monetary and ecological manageability are among the fundamental beliefs at PUMA. They trust that the equalization of these three viewpoints is vital to the maintainable improvement of their business and quicker is the manner by which they are working with their accomplices towards an all the more just and practical future, quickening positive change in the business and the world.

## 2. Review of literature

- A great deal of exact examinations has been completed on advertising, one of such was done by Karounwi (1998), he said the maker's definitive objective is supportability and development and one of the manners in which he could accomplish this is through promoting.
- Also, Galbraith (1963) states that promoting affects the rising offers of brand item classes and in this manner expands the manageability of the item.
- According to Young (1965), advertising does not illuminate the open that an item exists but rather advances its advantages, it additionally convinces, incites individuals to like, lean toward and purchase an item to other people.
- Raymond (1970) contends that the adequacy of promoting passes on various implications to various implications to various gatherings. To a chief, it would clearly mean the effect the advertising technique has on the company's development. Numerous

researchers, proficient bodies and affiliations and different creators have given assorted meanings of promoting. Nonetheless, it is imperative that every definition is interesting individually, along these lines, we can say promoting is a perplexing field.

- Longman (2000) says "promoting is a demonstration of enlightening individuals openly regarding an item or administration so as to induce them to get it.
- Alonge (2001) feels that advertising can be characterized as any paid type of non-individual correspondence which is coordinated to the shoppers or target groups of onlookers through different media so as to anticipate and advance item, administrations and thought. This implies advertising is part of business which used to make mindfulness for specific item and it must be paid for.

### 3. Statement of the problem

The problem relates to studying, analyzing, and evaluating the impact each strategies has on a company's sustainability. Most organizations in their own perspective, adopts Advertising techniques, these techniques employed by one firm are easily becoming outdated with new strategies.

- The goal of this study is hence to study the significance of advertisement in improving sustainability of business organization in a highly competitive market and a company's various ways to increase sustainability through effective advertising.
- To establish relationship between advertising cost and organization's growth and sustainability.
- This study will therefore attempt to understand whether advertisements have any influence on the sustainable growth of a company, and in this research, Puma in specific will be the area of focus.

#### A. Objectives of the study

The main objective of the study is to find out the impact of advertising on sustainability and growth. Other objectives of the study are to;

- Understand the extent to which advertising costs impact profitability of business organization.
- To study how customers are influenced by such advertisements and their reaction to different types of advertisements.
- To interpret advertising means to promotion the producers not only increase sales, but also prolong the life cycle of the goods.

#### B. Significance of the study

Since the cost of advertising has been on a high end and still remains as a challenge in organizations, the problem of determining the effect of advertising, i.e. the calculation of the results of firm activities through advertising is one of the toughest in advertising practice, this study will serve as medium

to analyze one of the top brands in their advertising effectiveness and impact.

#### C. Scope of study

This examination comprehends Advertising as a medium to associate business with world and its positive results on execution and development. Be that as it may, this examination is to make and uncover the incredible impact of advertising on clients and its ensuing capacity in company's development. This study likewise causes us know the different techniques an organization consolidates into its advertising model so as to improve development in deals, additionally how an organization goes for productivity as well as remain in the line of manageability.

#### D. Hypothesis

A Hypothesis is a supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation. The hypotheses to be tested by the study stated in the null form, are as follows:

Hypothesis one

- Ho: Advertising does not have any significant impact on the sustainability and growth of a business.
- Hi: Advertising has a significant impact on the sustainability and growth of a business.

#### E. Research design

Research design represents a directional plan and guidelines with which a research is been coordinated. The study used in this research is Descriptive Research Design. This research design helps in the arrangement of conditions for the collections and analysis of data in a manner that aims to combine to the research purpose. This study will be based on both descriptive and empirical in nature mainly based on survey method by using target population, sampling techniques and sample size in order to derive a conclusion.

#### F. Sources of data collection

##### 1) Data collection

The present study incorporates the collection of both primary and secondary data for an in depth investigation.

Primary data has been gathered through

- Structured unbiased questionnaire.
- Feedback from the sampled employees
- Interviewing managers
- Secondary data was gathered through, the information received from the journals, company website and online sources.

### 4. Data analysis procedure

In the analysis of data and testing of hypothesis, the statistical tool to be used for this study is contained in SPSS (Statistical Package for Social Scientists) so as to adequately verify information collected for this study. In order to analyze the data, the Chi square will be used to test the hypothesis of the variables

involved in the study.

**A. Sample design**

**1) Sample size**

The sample design selected for the research project is 100 samples to make correct decisions for the project.

**2) Sampling technique**

Simple random sampling technique will be used to determine the accuracy of survey results.

**3) Sample Description**

The sample is based on simple random sampling, also people working at Puma in order to drive an understanding of strategies respondents are selected at random for this research, a questionnaire will be given to them to check if Puma's advertisements have an impact on them. Furthermore, through discussions with higher personnel's, an understanding of Puma's advertising strategies will be concluded.

**4) Analysis and interpretation**

Tools used for the study are

- 1) Percentage method
- 2) Anova method

**B. Percentage method**

Percentage analysis is a statistical tool which is used to identify the percentage from the respondent's response to single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$Percentage = \frac{\text{Number of responses}}{\text{Total number of respondents}} \times 100$$

**5. Percentage analysis**

Table 1  
Age wise representation

Option	15-25 years	25-35 years	35-45 years	45 and above
No of Respondents	39	26	28	7
Percentage (%)	39	26	28	7

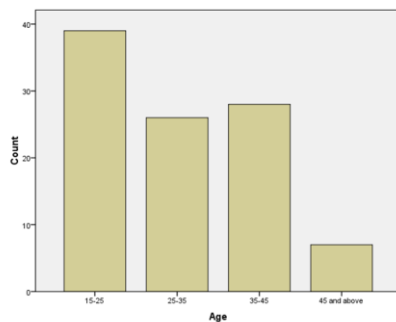


Fig. 1. Age vs. Count

**Interpretation:**

The above table shows that 39% of the respondents are under the age group of 15-25 years, 26% are under the 25-35 years group, 28% are under the 35-45 and 7% are under 45 and above category.

We concluded that majority (39%) are in the age group of 15-25 years category.

Table 2  
Gender wise representation

OPTION	MALE	FEMALE	Total
No of Respondents	49	51	100
Percentage (%)	49	51	100

**Interpretation:**

The above table shows that 51% of the respondents are female, 49% are male. We concluded that majority (51%) of the respondents are Female.

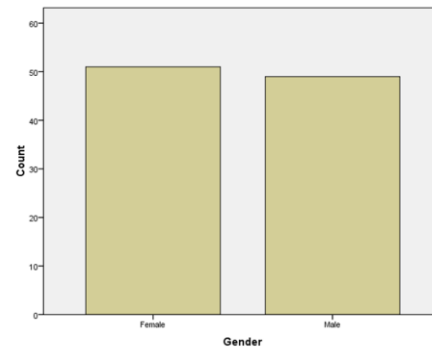


Fig. 2. Gender vs. Count

Table 3  
Occupation wise representation

Option	Employed	Student	Professional	Total
No of Respondents	59	28	13	100
Percentage (%)	59	28	13	100

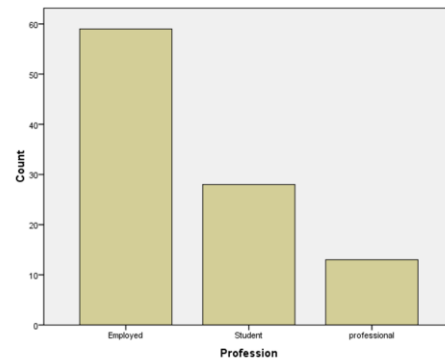


Fig. 3. Profession vs. Count

**Interpretation:**

The above table shows that 59% of the respondents are under the employed category, 28% are under student group, 13% are under the professional category. We concluded that majority (59%) of the respondents are employed.

**A. Anova analysis**

- Ho: Advertising does not have any significant impact on the sustainability and growth of a business.
- H<sub>1</sub>: Advertising has a significant impact on the sustainability and growth of a business.

Table 4  
Anova  
ANOVA

Profession	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.095	2	1.547	3.144	.048
Within Groups	47.745	97	.492		
Total	50.840	99			

*Interpretation:*

You can reason that there is a measurably critical contrast between the two conditions being thought about. You can presume that the contrasts between condition Means are not likely because of possibility and are presumably because of the IV control.

**6. Findings**

The job of advertising on the business volume of an item is critical in light of the fact that periodically shoppers' choices as respects what to purchase is inspired by what has been seen known about or essentially utilized. Promoting helps in that it conveys the message far and wide to a dispersed target group of onlookers that the publicist or maker couldn't have achieve it without a moment's delay so effectively. It was accumulated from the reactions of the respondents who filled the poll that the association is unwavering in its endeavors to guarantee viable promoting programs for their different administrations and items. In the psyche of the customers the organization was additionally utilizing advertising methodologies reasonable for the organization just as the market in which it exists. All the more along these lines, the discoveries uncover that the advertising position of an item or administration is solid in the psyche of the shopper so as to empower rehash buy of the item, with the goal that the contenders won't have an edge over them. This additionally makes brand faithfulness and item separation. As indicated by different sources, the past experience and perspective of the individual exposed to promoting may decide the effect that advertising has on him/her. With an end goal to improve informing and to pick up the group of onlookers' consideration, publicists make marking and minutes that will reverberate with target showcases and persuade the gathering of people to buy the promoted item or administration.

**7. Conclusion**

The best media are frequently over the top expensive; the modest media may not achieve your objective market, along these lines making it troublesome for most associations to run adverts. advertising increment obstructions to section and lessen rivalry as estimated by increment in imposing business

model benefit. Promoting not just keeps up prevalent remain in the business and benefit amplification, it gives data about an items or administrations and furthermore gives purchasers free TV and radio projects. advertising gives an unmistakable picture for any item or administration of an organization which is an incredible resource. A very much organized and persistent advertising may remain as one of those systems to continue an unmistakable market position. It could likewise distinguish solid market contenders. Regardless of how effective an item or administration is for an organization and paying little mind to the edge the organization has in the business, advertising is an absolute necessity and ought to be a persistent movement.

*A. Suggestion*

Because of the focused idea of the business the showcasing office must create and define promoting programs that will fulfill the necessities of the customers. Since other specialist co-ops have comparable promoting messages, it is prescribed that for a progressively recognized and compelling reaction from the client, different types of advert ought to be utilized. Customary and reliable modern preparing on item data ought to be given to the promoting office so they will have the present learning and aptitudes to deal with the adverts and furthermore to guarantee that item data is being underlined to illuminate the clients. As advert battles are transferred from various specialist organizations, the adverts ought to be utilized to help the clients to recognize the organization's items or administration when they are settling on a buy choice. The organization ought to likewise guarantee that promoting offices place their item adverts on stations and places where the customers will effectively relate to them make a buy. A decent advert ought to be powerful, influential and contain the important data on the items. It is accordingly prescribed that Puma ought to return to their escalated and forceful advertising practice to keep their pace of development. At long last, it is proposed that statistical surveying and different investigations be led to empower Puma recognize those regions where special exercises with compelling promoting is inadequate. They ought to likewise normally inspect the sections of the market that have been engaging in order to hold firmly on to them and to search for methods for drawing in more clients.

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