

A Study on Consumer Behaviour and Its Impact on Global Brand Perception at Puma India Ltd.

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Abstract: Brand perception is the key factor in shopper buy of an item. Since marked items give them fulfillment to their psyche, status, indicated quality and dependable. The present think about examination the Effect of Brand Image on Consumer Preference with Reference to Youth in Bengaluru City. Straightforward arbitrary inspecting technique was utilized to gather information from an example size of 100 customers having a place with various classes. Measurable Package for the Social Science (SPSS) was utilized for leading different parametric tests, for example, Recurrence examination, Cross Table investigation and Chi square test for information investigation and understanding. Optional information was gathered from books, diaries, and site.

This paper is intrigued to discover the impact of brand image on buyer inclinations in Bengaluru. The investigation has been led in the southern pieces of India. Also, the investigation was about the impact of brand picture on customer inclination. This examination will realize the new innovation has brought about a more prominent interest for marked things. The purpose behind the inclinations are, Brands makes contrasts, Brand give genuine feelings of serenity, Brands include esteem, Brands express our identity, brands give better quality and status. As a result of these reasons shoppers want to have marked items and to be faithful to the marked items.

Keywords: Enter key words or phrases in alphabetical order, separated by commas.

1. Introduction

This investigation is to see how clients, pick, purchase, and use products and ventures to fulfill their necessities and needs. Now and then the clients emphatically respond to organization's contributions and in some cases they straightforwardly dismiss it. This conduct of client makes the investigation of customer conduct essential. Globalization has a ton to do with buyers. This examination in this way centers around the reasons concerning why buyers incline toward worldwide brands over nearby brands and it additionally demonstrates that utilization is done for reasons, for example, high status and picture. The reason for this examination is to know the shopper conduct towards worldwide brands including jaguar as customer conduct empowers us to dissect one's purchasing choices and will assist the brand with portraying an image of inclinations. This study is also aimed at highlighting the thinking process of a consumer. Therefore, this research paper examines the impact of behaviorism and relate it to see if there is any relevance in

global brand perception of a consumer towards a company.

2. Review of literature

- *Pitta and Franzak 2008, Siu and Chan 1997, Wang and Chen 2004, Zhou and Hui 2003* - Going global seems to be the dominant theme of modern marketing as researchers have found that many consumers prefer global brands over local competitors because global brands are associated with superior quality, worldly knowledge on consumption trends, and higher social prestige.
- *Kotler & Lane 2006* - Brand perception is consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance.
- *Schiffinan and Kanuk 2004* - Consumer Behaviour as the behaviour that customers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.
- *Huctings 1995* - Consumer buying behaviour incorporates the acts of individuals directly involved in obtaining, using and disposing of economic goods and services including the decision process that precede and determine these acts.

3. Statement of the problem

The problem relates to studying, analyzing, and evaluating the consumer behavior and its impact on global brand perception. Most customers have their own perspective, adopts different buying techniques.

- The goal of this study is hence to study the significance of buying patterns in various individuals
- The study will attempt to understand and compare how consumers are influenced by the impact of brand perception which involves the consumer buying behavior in sports industry.
- Finally, the relationship between consumer behavior and brand perception will be investigated while identifying the major aspects of brand that influences the consumers purchasing decision.

A. Scope of study

This examination likewise encourages per users to draw a comprehension towards Purchase Intentions of Consumers with respect to Selected games Products. It will enable us to dissect the learning of games brands for customers and the distinctive recognitions that buyers have on the games brands and discover the purposes for such a discernment. In conclusion the examination will enable perusers to discover which sports marks the customers know about and how they thin their choice to purchase a specific brand by considering factors like value, quality, strength, accessibility, plan, development and solace.

B. Objectives of the study

- To understand the importance of consumer preference for branded products based on income.
- To analyze how brand perception influences consumer decision making.
- To compare and interpret how consumers are influenced by the impact of brand perception which involves the consumer buying behaviour.
- Identify the possible factors which can shape and determine the choices involved in decision making process.
- To interpret the attitudes of various consumers about different brands.

C. Hypothesis

A hypothesis is a supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation.

- H0 – Consumer behaviour of Puma has a significant impact on how a global brand is perceived.
- H1 – Consumer behaviour of Puma does not have a significant impact on how a global brand is perceived.

4. Research methodology

A research design is considered as the framework or plan for the study that guides as well as helps the data collection and analysis of data. 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.

A. 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
- Interactions with managers
- Interviews with employees

Secondary data was gathered through annual reports, online sources etc.

B. Sample design

1) Sample size

The sample size selected for the research project is 150 samples to make correct decision for the project.

C. Sampling technique

The sampling technique used in this study is the Simple Random Sampling, where the sample is collected from the larger population and the individuals are selected as a subset from the larger set. Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process.

D. Sample description

The sample consists of employees and customers. Simple random sampling method is used for sampling design in which respondents are randomly selected.

E. Data collection procedure

- Methods of collection of data are interviews, observations, questionnaire and surveys, online sources etc. Data collection tool adopted is questionnaire tools using google forms.

F. Data analysis procedure

To analyze and interpret the collection of data various techniques will be used tentatively such as Chi-square. Other software used for analyzing the data are SPSS software for showing the pie charts and graphs for the purpose of analyzing the data.

G. Limitation of the study

- The survey was focused more on the respondents who had average to very good knowledge about sports brands.
- This project had to be taken in specific time duration which does not permit extensive research report
- Sample of only 150 respondents are selected from the population.

H. Analysis and interpretation

Tools used for the study are

- Percentage method
- Chi-square method

1) 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.

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

2) Chi-Square Test

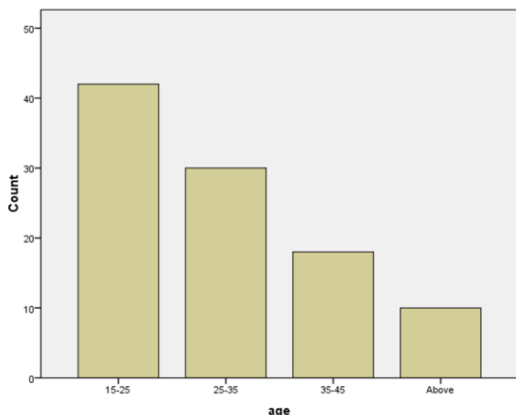
Chi-square test enables the researchers to find out whether

the divergence between the expected and actual frequencies is significant or not.

3) *Percentage analysis*

Table 1
Age wise representation

OPTION	15-25 years	25-35 years	35-45 years	45 and above
No of Respondents	42	30	18	10
Percentage (%)	42	30	18	10



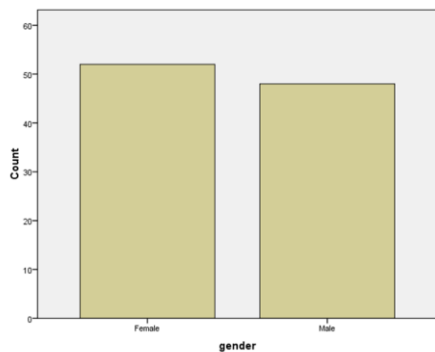
Interpretation:

The above table shows that 42% of the respondents are under the age group of 15-25 years, 30% are under the 25-35 years group, 18% are under the 35-45 and 10% are under 45 and above category.

We concluded that majority (42%) are in the age group of 15-25 years category.

Table 2
Gender wise representation

Option	Male	Female	Total
No of Respondents	48	52	100
Percentage (%)	48	52	100

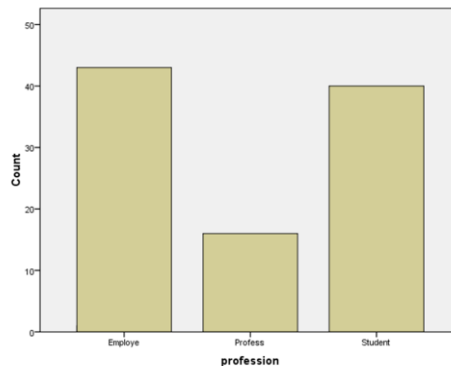


Interpretation:

The above table shows that 52% of the respondents are female, 48% are male. We concluded that majority (52%) of the respondents are Female.

Table 3
Occupation wise representation

Option	Employed	Student	Professional	Total
No of Respondents	43	40	17	100
Percentage (%)	43	40	17	100



Interpretation:

The above table shows that 43% of the respondents are under the employed category, 40% are under student group, 17% are under the professional category.

We concluded that majority (43%) of the respondents are employed.

4) *Chi-Square analysis*

Relationship between age of the respondent and the brand perception when it comes to buying a product

H0 – Consumer behaviour of Puma has a significant impact on how a global brand is perceived.

H1 – Consumer behaviour of Puma does not have a significant impact on how a global brand is perceived.

Table 4
Chi-Square Table

gender * how important do you think brand perception is when it comes to buying a product?
Crosstabulation

Count	how important do you think brand perception is when it comes to buying a product?				Total
	Importan	Not impo	Somewhat	Very Imp	
gender Female	21	0	6	25	52
gender Male	11	1	1	35	48
Total	32	1	7	60	100

Interpretation:

Consumer Behaviour of Puma has a significant impact on how a global brand is perceived.

5. Conclusion

- The middle class and the upper middle class customers have a preferential option for the branded products may be due to their higher purchasing power as compared to the lower class.
- The economic and social status of the high income group may also influence their purchasing decisions.
- Quality is an important factor that influences customers' preference for branded products and the frequency of buying.
- Consumers prefer to use branded and unbranded products in the equal proportion for factors such as price, quality and durability of the products.
- Customers prefer products with high quality and reasonable price range over and above product design and product range.

- Customers' choice of the branded products depends mainly on the quality of the product and the value added services.
- Satisfaction seems to be the ultimate thing leading towards repeated purchase.
- There is no significant difference between consumer preferences for branded products according to income.
- There is no significant influence of advertisements on purchasing decision.

A. *Suggestions*

- To focus more on the quality of the product and the brand image to enhances the sale of branded products.
- To ensure that the customers received true value for the amount they spent for their preferred item through various value added services and additional benefits.
- To maintain a reasonable price range for the branded products to promote and enhance the sale of the products among the various income and age group.
- To ensure the easy availability of the branded products for the promotion of the sales.

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