

An Empirical study on market segmentation of Puma with special emphasis on “Propah Lady campaign”

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ABSTRACT: Market segmentation is a process of dividing the market of potential customers into smaller and more defined segments on the basis of certain shared characteristics like demographics, interests, needs, or location. Market segmentation makes it easier for the marketer to develop a different marketing mix for each customer segment which is more likely to bring results. And increases the results of the marketing efforts as each of the groups witness personalized marketing messages according to what stimulates them to do the task. Puma, is a German multinational corporation that designs and manufactures athletic and casual footwear, apparel and accessories, which is headquartered in Herzogenaurach, Bavaria, Germany. Puma is the third largest sportswear manufacturer in the world. The company was founded in 1948 by Rudolf Dassler. Puma entered the Indian market in 2006. They were the last among competitors like Nike and Adidas to enter the market. But in 2015, Puma became the No.1 sportswear brand in India, surpassing all the other global brands. In 2019, PUMA wanted to re-ignite its global positioning “Do You” in India, to connect with its women consumers. To re-establish the brand’s strong standing in the women consumer segment, the brand needed to own a strong narrative and connect with their audience. Propah lady was launched and it means whole section of self-empowered women who did what they believed was right for them, shattered perceptions and proudly owned their choices. Bollywood actress Sara Ali Khan, Indian Olympic boxer Mary Kom, along with India’s first professional sprinter and national champion to come out as bisexual, Dutee Chand and India’s first transgender model, Anjali Lama were the brand ambassador of this campaign and it gained a huge costumers and revenue to the company.

In this paper the Propah lady campaign by Puma and how market segmentation helped the company to increase their revenue and brand value would be analyzed.

I. INTRODUCTION

Market segmentation is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action. Market segmentation enables companies to target different categories of consumers who perceive the full value of certain products and services differently from one another. Bases of Market Segmentation: Gender is one of the simplest yet important bases of market segmentation. The interests, needs and wants of males and females differ at many levels. Age Group- segmenting market according to the age group of the audience is a great strategy for personalized marketing. Most of the products in the market are not universal to be used by all the age groups. Hence, by segmenting the market according to the target age group, marketers create better marketing and communication strategies and get better conversion rates. Income decides the purchasing power of the target audience. It is also one of the key factors to decide whether to market the product as a need, want or a luxury. Place where the target audience lives affect the buying decision the most. A person living in the mountains will have less or no demand for ice cream than the person living in a desert. Occupation, just like income, influences the purchase decision of the audience. A need for an entrepreneur might be a luxury for a government sector employee. There are even many products which cater to an audience engaged in a specific occupation. Usage- Product usage also acts as a segmenting basis. A user can be labelled as heavy, medium or light user of a product. The audience can also be segmented on the basis of their awareness of the product. Lifestyle- other than physical factors, marketers also segment the market on the basis of lifestyle. Lifestyle includes subsets like marital status, interests, hobbies, religion, values, and other psychographic factors which affect the decision making of an individual.

Puma SE, branded as Puma, is a German multinational corporation that designs and

manufactures athletic and casual footwear, apparel and accessories, which is headquartered in Herzogenaurach, Bavaria, Germany. Puma is the third largest sportswear manufacturer in the world. The company was founded in 1948 by Rudolf Dassler. In 1924, Rudolf and his brother Adolf "Adi" Dassler had jointly formed the company Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory). The relationship between the two brothers deteriorated until the two agreed to split in 1948, forming two separate entities, Adidas and Puma. Both companies are currently based in Herzogenaurach, Germany. Puma has been a public company since 1986, listed on the Frankfurt Stock Exchange.

Puma's Propah Lady is a **fun campaign** that challenges the traditional "lady like" stereotype, redefining what is considered proper in a fun, fresh way. In 2019, PUMA wanted to re-ignite its global positioning "Do You" in India, to connect with its women consumers. They signed on some of the biggest and boldest female brand ambassadors to represent their sports and lifestyle portfolios however, like other sports brands in India, PUMA was also seen in a more masculine light. To re-establish the brand's strong standing in the women consumer segment, the brand needed to own a strong narrative and connect with their audience.

About the Propah lady campaign

Women, not just in India, but across the globe have been dealing with gender biases on how to sit, how to talk, what to eat, how to eat and whatnot, since times unknown and their fight for liberation has often been undermined by the ones calling the shots, but the debate for change is gaining steam. For generations now, Indian women have lived by a set of rules that were put down by society on what is the 'proper' thing for her to do. However, today, there are a whole section of self-empowered women who did what they believed was right for them, shattered perceptions and proudly owned their choices. they called her the 'Propah Lady'. A high decibel campaign that shattered, or well, rewrote the very rule-book that the society had put together on how to be a proper lady was brought alive by a mix of real women and celebrities who followed their own path and are icons for that very reason. The women's category has been very critical for Puma, especially in the past three years. In the year 2019, they wanted to do something new and create a message that is empowering and real for women. They wanted to reflect something that women are already feeling, and not push something that the brand wants to say.

They have also recognised that there is a shift today, where they see a lot of women who are redefining the rules and taking charge of their own lives. While they are still at a point where women have a long way to go in terms of achieving absolute freedom in doing whatever they want, they envisioned that this campaign would be a celebration of the women that have already made achievements by carving their own path and breaking the definition of what it means to be a 'proper lady'. That's really the key objective behind the campaign.

Campaigning of Propah lady

They had a master film followed by snackables featuring brand ambassadors: Bollywood actress Sara Ali Khan, Indian Olympic boxer Mary Kom, along with India's first professional sprinter and national champion to come out as bisexual, Dutee Chand and India's first transgender model, Anjali Lama. They used Instagram as the platform where women could 'come out' and tell their Propah Lady stories. They also created Instagram and printable stickers for all these ladies to use and forged strategic tie-ups with content creators and leading e-comm platforms to disseminate the message. For those seeking answers to things like 'Do women fart', a 'propah' surprise in the form of a text ad waited on Google.

Value which was created through the campaign

- Propah ladies became the torch bearers as they stood up for campaign and took this conversation further and within the first week of launch, the campaign video garnered 20.5Mn+ views across platforms.
- The relatability and adoptability of the campaign saw 9000+ organic stories, 4500+ post mentions on Instagram within a month.
- Drove increase in awareness and sales for the women's sneakers line on the back of the launch of 'Shatter', effectively leveraging PUMA's women ambassadors with an increase in awareness for PUMA.
- A lift in ad recall by 8.4 Pts* and top of mind awareness among women by 6.2 Pts* on Facebook,
- Total visits to the PUMA India website shot up by 44.66% in just the first three months of the campaign.
- The cherry on the cake came when Forbes reported PUMA topping revenue charts the same year, sprinting past Adidas and acknowledged the brand defying norms with its campaign "Propah Lady"

About the video:

1. The video begins with a realistic representation of how a woman's life would be like if she were a computer. Software like 'How To Be A Proper Lady' with programs like 'Laugh Properly', 'Sit Properly', and 'Be Elegant' will be the first to get installed!
2. You just can't miss the scene where two women are rocking sports shoes with traditional saris because...COMFORT!
3. Another scene totally reminds us of the episode from Friends where Phoebe runs funnily without having a care in the world.
4. Next the woman inspiring her toddler daughter to do push-ups is the kind of badass mom I want to become!
5. We like how Dutee Chand wears pink – a colour generally regarded as delicate, soft, and gentle, during her hardcore workout.
6. For a 'Propah Lady', age is just a number. ?
7. At the end, the Puma logo sporting a pink skirt speaks louder than words. Nice touch!
8. Now that they have imbibed all the 'propah' qualities, a new software gets uploaded...with an adorable cat wearing PUMA shoes, of course! (hi-five to subtle branding)

II. CONCLUSION

Campaigns like Propah Lady, reflects a strong identity of the brand with strong association with personalities. It was able to convey impactful message to the society & at the same point of time, made the product visible & relatable among customer base.



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