



PROMOTIONAL STRATEGIES FOR BISLERI MINERAL WATER WITH REFERENCE - TO HYDEREBAD ZONE

Dr.M.Madhu Mohan

Assistant Professor & HOD, Master of Business Administration, Jaya Prakash Narayan College of Engineering, Dharmapur, Mahabubnagar, Telangana.

Abstract

The innovation of business term is used to design the techno devices and also the enterprises will impact the potential customers. The promotion is the characteristics of the channel and also see that the products and services of the blend, the key factors which impacts the purchaser basics with the leadership process methods and also see that the end of the day, the general factors of the investigation and also buyer buys the viability of the clients and also see that the identification the advancement offers the expansion in the current business, the main factor of this formulation is to see that the research also impacts on the development of the leadership process. At the finish of the day, the general focus on the investigation and also focused on the potential customers. The presentation of the innovation is also offers the expansion of the buying behaviors and also it gives the benefits for the concern. And once the lines deal with advancement it also comes to the focus on the buying patterns of the purchasers. Sales is the important essence for spreading the fundamental scope of the business advancement and also to inspire the immediate effect of the conduct of the company and also firms to examine the connection of the disposition and also conduct of their shoppers, In the process of investigation the discussion will take place on buying practice. This report focuses on the issues of promotional aspects of product sales in the target market.

This research paper is basically focused on promotional strategies of Bisleri mineral water in Hyderabad city of Telangana. There are two types of data specifically focusing on the objectives and researcher will cater the following primary data and secondary data and also makes the accurate and current information. The database of the technological is focused on primary and secondary data of two types and also categorized under sources of primary data, survey methods, and observation in lot of users.

Key Words: *Innovation, Perception, Blend, Characteristics, Essence, Inspire, Disposition, Investigation, Promotional, Technological, Categorized.*

Introduction

Routine aspects of the developed products and services are also consisted many groups of consumer set and it also focuses on the advantages of the products and also consumers promotional aspects and improve promotions from the customer point of view and customer satisfaction.

About Water

Why is water important?

The most essential element on this land is water and it is one of the basic need of every consumer and the function are circulation and digestion and excretion, temperature regulation and also the functioning of the entire system of body system and also drinking water is also proportions of the toxic material which were infected the water can lead to dehydration problems and also water can function the other ways in our routine life.



How much is enough?

Generally as a human being we need to consume daily water of capacity 3.5 Liters to keep healthy life.

Why bottled water?

From this method the quality of water that we drink also during drinking outside is indeed needed to be purified and also see that the sources of the purity will also focus on the bottled water and therefore it needed to be ensured the safety and it is also the best method to be safer for all.

What harm can impure water do?

The impurities are in the water levels and also it also impacts on physical parts of the body with various disorders.

Literature Review

To propose and shield the examination work, various research papers are investigated. Following are the portions from the diverse research work performed by number of academicians and scientists. The author(s) Bayat, A. introduced the work In Advances in Human Factors, Business Management, Training and Education in year 2017 clarified City Branding examined on different parameters whether the Milad tower in Tehran metropolis is a brand in eyewitness brain or not.

The author(s) Ho, C. introduced the work City marking and place-(un) putting forth: the defense investigation of the taichung jazz celebration in year 2017 presents the effect of Local Traditions and Legends, Performance of Tourists related with Taichung Jazz Festival. (1)

The author(s) Popescu, G. V. displayed the work from nearby to worldwide with city marking in year 2017 presents the City Brand Strategies on Romania, Case investigations of city marking adventures. (2)

The author(s) Sariyer, N. introduced the work Integration and Importance of urbanites for city marking, Case investigation of Turkey in year 2017 presents the Integration and Importance of urbanites for city marking, Case examination of Turkey. (3)

Research Gap

Investigate design is the arrangement of methods and measures for acquire the in sequence needed. It is the by and large operational blueprint or framework of the venture that stipulates what in sequence is to be collected beginning which sources by means of what procedures.

It may be distinguished that there are quite a lot of ways of studying furthermore tackling a problem. There is now on its own perfect design, research design has emerged on description of the different perspective from which a research revision can be view.

Research design used for this work is random variety method i.e., respondents are preferred randomly from city of **HYDERABAD**.

Research Problem

One of the central goals for conducting promotion research is the ease of use of necessary and useful data. Data collected works is in many ways supplementary of one art than a science. Sometimes the data is available readily within one form or the supplementary tranquil afresh.



The task of data anthology begins after the surveyor observation has survive chalked out while decide about the method of statistics collection to be worn for the study. The investigator should keep in mind two type of information viz. primary and less important being a means towards examine data collection.

Research Objectives

1. To study the consequence of promotional apparatus on the sales.
2. To understand the magnitude of the promotional paraphernalia.

Primary Data

There are two types of data specifically focusing on the objectives and every researcher will cater the following primary data and secondary data and also makes the accurate and current information. The database of the technological is focused on primary and secondary data of two types and also categorized under.

Sources of Primary data

Survey

The anthology of data is from beginning to end the process of not public interview or telephonic conversation. The format of data collected works has been well- thought-out and unstructured along with also direct and indirect out the way of getting in sequence.

Observation

The inspection proceeds of note and recording in rank has been from first to last their occupation and asking them their view and judging their activities lacking asking any unambiguous question.

Secondary Data

To meet the manager's in sequence needs, the examiner can congregate secondary data, primary data or both. Secondary data consist of in rank that already exists someplace having been collected for another purpose. In addition, syndicated research constitutes a form of secondary data, which is made available on the way to an exclusive set of user organization on contribution basis.

The examiner usually starts by get-together secondary data together with internal and external sources. Secondary data generally can be obtained more hurriedly and at a subordinate cost, then primary data. Inferior data can also in attendance problems. The looked-for in sequence may not exist: examiner can rarely get hold of all the data they need beginning secondary sources.

Sources of Secondary Data.

Internal sources External sources.

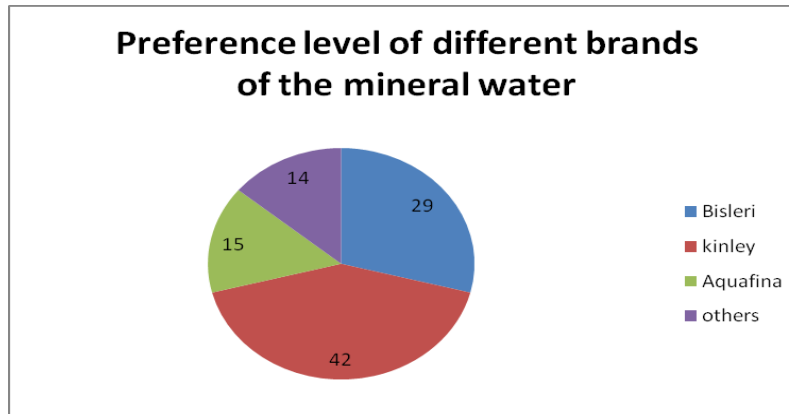
The investigator must evaluate secondary in turn suspiciously to make confident, accurate and impartial report. Secondary data afford a good starting point for examine and habitually help to define problems and make exploration objectives. In the process of the strategic methods the business needs to be ethical perspective and also see that individual visit is an unquestionable requirement. And therefore the lternative overcome is to made close and also personal contact. Likewise, different business are focused to be finished by the individuals in the light of the individualism and also the key factors of the people and also see that the market fare and also do the social eccentrics in the market objectives market.



DATA ANALYSIS & INTERPRETATION

1. Which brand of Mineral Water do you prefer?

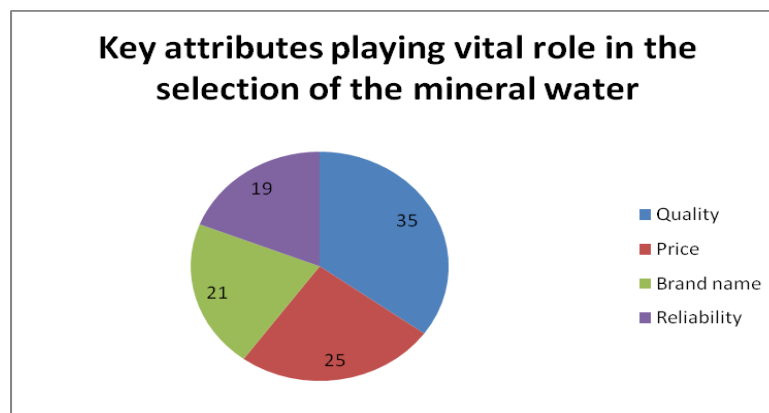
Brands	Number of respondents	Percentage
BISLERI	29	29%
KINELY	42	42%
AQUAFINA	15	15%
OTHERS	14	14%
TOTAL	100	100%



INFERENCE: The above analysis reveals that 29% of the respondents prefer Bisleri mineral water, 42% of the respondents prefer kinley mineral water.

2. What are the key attributes playing vital role in the Selection of the Mineral Water?

Attributes	Number of respondents	Percentage
QUALITY	35	35%
PRICE	25	25%
BRAND NAME	21	21%
RELIABILITY	19	19%
TOTAL	100	100%

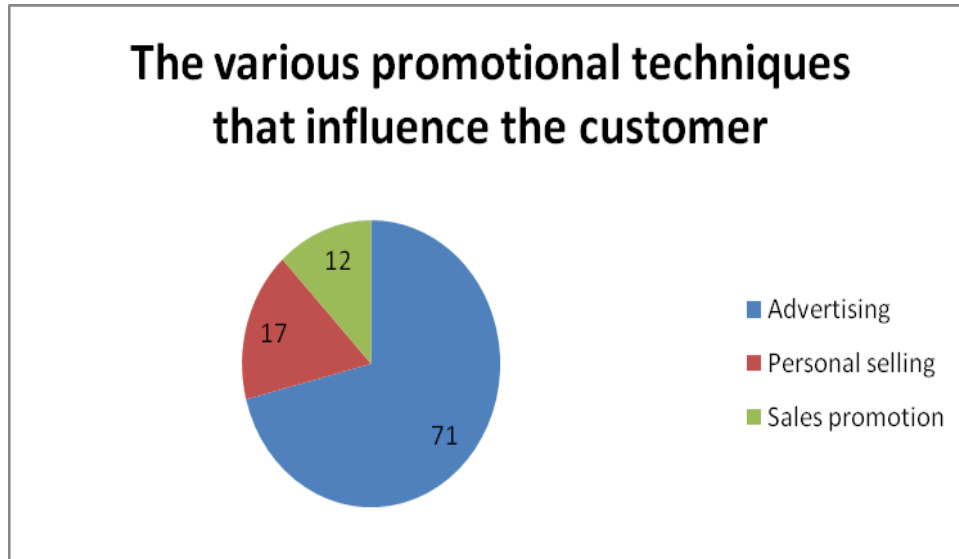


INFERENCE: The above analysis reveals that 35% of the respondents are selected Quality as key attribute. 25% of the respondents are selected price as key attribute.



3. What are the various promotional techniques that influence the customer to buy the mineral water?

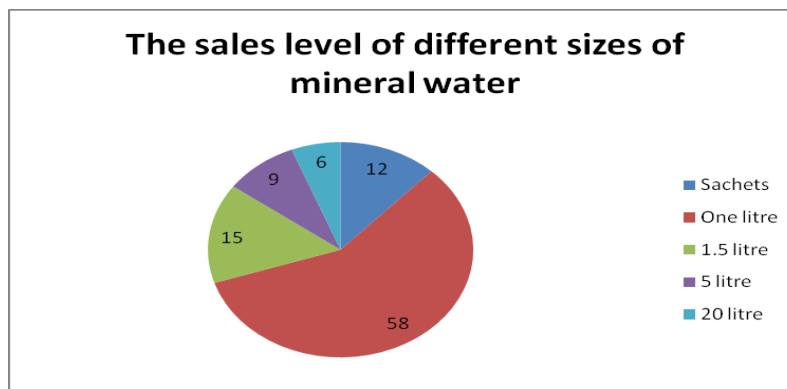
Promotional Techniques	Number of respondents	Percentage
ADVERTISING	71	71%
PERSONAL SELLING	17	17%
SALES PROMOTION	12	12%
TOTAL	100	100%



INFERENCE: The above analysis reveals that 71% of the respondents are selected advertisement as effective promotion tool and 17% of the respondents are selected sales promotion as effective promotion tool.

4. Which size of packages of Mineral water do you often buy?

Sizes	Number of respondents	Percentage
SACHETS	12	12%
ONE LITRE	58	58%
1.5 LITRE	15	15%
5 LITRE	9	9%
20 LITRE	6	6%
TOTAL	100	100%

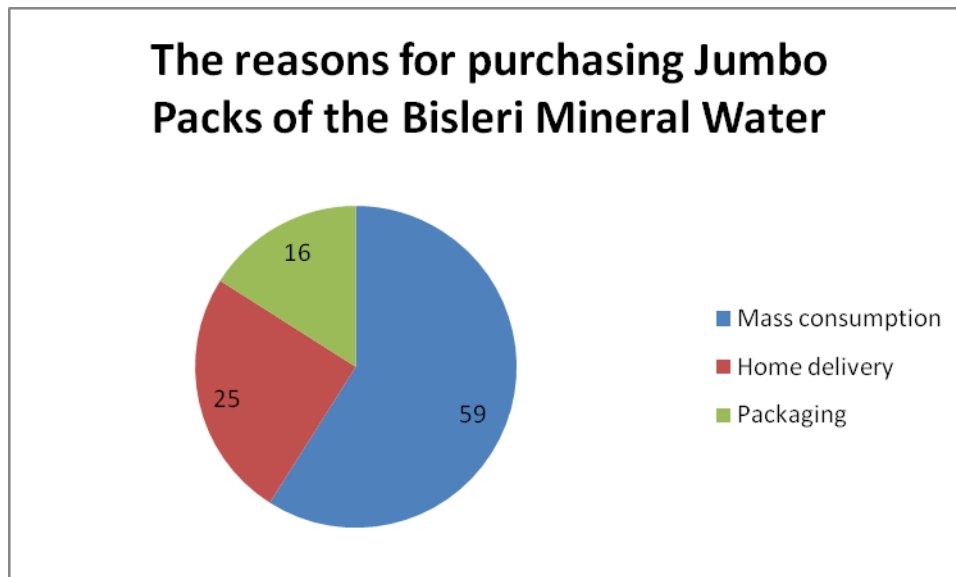




INFERENCE: The above analysis reveals that 12% of the respondents prefer Sachets, 58% of the respondents prefer one liter.

5. What influences you to buy JUMBO PACK?

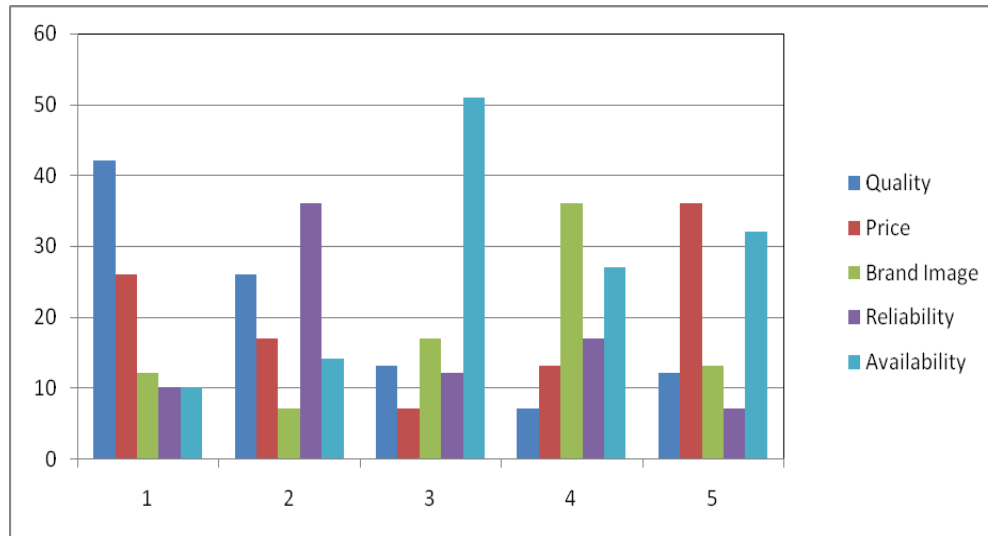
Reasons	Number of respondents	Percentage
MASS CONSUMPTION	59	59%
HOME DELIVERY	25	25%
PACKAGING	16	16%
TOTAL	100	100%



INFERENCE: The above analysis reveals that 59% of the respondents are preferring Jumbo Pack (20lit) due to mass consumption, 25% of the respondents are preferring Jumbo Pack (20lit) due to home delivery.

6. How do you rank various brands of water-based products on the following attributes?

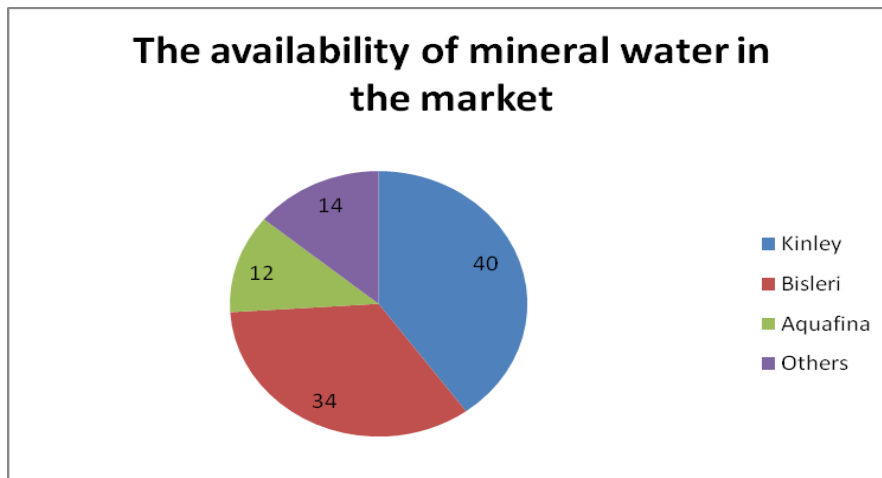
Attributes	Rank				
	1	2	3	4	5
QUALITY	42	26	13	7	12
PRICE	26	17	7	13	36
BRAND IMAGE	12	7	17	36	13
RELIABILITY	10	36	12	17	7
AVAILABILITY	10	14	51	27	32
TOTAL	100	100	100	100	100



Inference: The above analysis reveals that the highest percentage of the respondents prefers Quality and Price rather than any other attributes of the product.

7. What brand of Mineral Water you often come across?

Brands	Number of respondents	Percentage
KINLEY	40	40
BISLERI	34	34
AQUAFINA	12	12
OTHERS	14	14
TOTAL	100	100

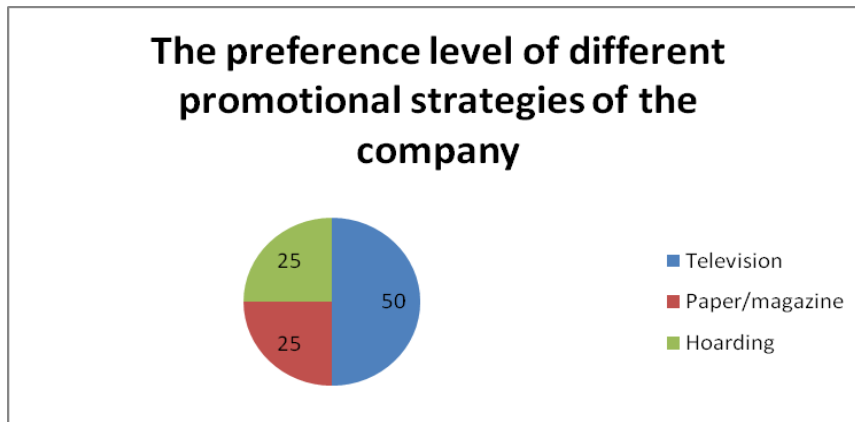


Inference: The above analysis reveals that 40% of the Stocks available are of Kinley brand, 34% of the stocks available are of Bisleri brand.



8. How do you feel about ad campaigns /promotional strategies of the company?

Promotional tools	Number of respondents	Type of percentage	Percentage
TELEVISION	50	GOOD	50%
PAPER/MAGAZINE	25	AVERAGE	25%
HOARDING	25	AVERAGE	25%
TOTAL	100		100



Inference: The above analysis reveals that 50% of the respondents prefer television as good promotional tool, 25% of the respondents are preferring paper/magazine and hoarding as average promotional tools.

Conclusion

According to my investigation it very well may be reasoned that Bisleri is having great request in the market, yet there are numerous rivals in the market. The real contenders are Kinley and Aquafina the brands of Pepsi and coke. To beat their items keep up a quality and give better support of the clients. The other significant contender is the neighborhood mark Bibo in view of its low cost.

In my examination it very well may be realized that the offers of Bisleri mineral water has been high for the promoting that we created, so attempt to keep up in a similar level. Elevate the appropriation channels to advance the deals by offering a few offers and rebates.

References

1. A.S. et al., 2015. 005 City Brand Image in City Branding Process.& Promotional strategies 4(7), pp.179–190.
2. Agnoletti, M., Baptista, R., Henriques, R., Nogueira, P., Pinto, L. M. C., Ramísio, P. J., & Vaz, E. (2017). A Green City: Impossible Dream or Necessity. In Environmental History in the Making (pp. 355-376). Springer International Publishing.
3. Ahuja, S. (2014). Destination branding: a holistic approach for brand architecture in tourism industry.
4. Akoijam, S.L.S. & Meitei, C.I., 2016. Branding of Tourist Destination: A Case Study of Manipur in India. SSRN Electronic Journal, pp.493–513.
5. Andéhn, M., & Zenker, S. (2015). Place branding in systems of place–On the interrelation of nations and supranational places.In Inter-Regional Place Branding (pp.25-37). Springer International Publishing.
6. Anon, 2006. The concept of branding has existed through time immemorial. Etymologically, the term.