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PERCEPTION OF THE RETAILERS TOWARDS MARKETING MIX STRATEGIES: A STUDY ON THE MINERAL WATER MARKET IN HYDERABAD, TELANGANA STATE (INDIA)

MD. RAZI ANWAR
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT
MAULANA AZAD NATIONAL URDU UNIVERSITY
GACHIBOWLI

V. V. RAMANA MURTHY
ASST. PROFESSOR
PRAGATI MAHA VIDYALAYA P. G. COLLEGE
KOTI

ABSTRACT

Marketing mix is a powerful tool that enables the marketers to concentrate on specific marketing tasks of 4p's and allocates the resources like money time etc., to these tasks to be successful in marketing of products. On the other hand, retailing is the task of selling products to the final customers who are influenced by the marketers or by the retailers to make a purchase. The present case study focuses on retailers perception of the marketing mix strategies adopted by major players in the Indian mineral water market, that is Bisleri, Kinley, AquaFina etc., the study will be conducted in the Hyderabad with an objective of a comparative analysis on the perceptions of the retailers towards the marketing mix strategies adopted by these organization.

KEYWORDS

Mineral Water Market, Marketing Mix, Promotion Mix, Retailer Perception.

INTRODUCTION

Among all the strategies of marketing management, marketing mix strategies are considered to be important and superior to other strategies of marketing. The study of marketing mix strategies enables the marketers to be successful in marketing of products. Marketing mix is a powerful tool that enables the marketers to concentrate on specific marketing tasks as specialization wise 4p's and allocate resources like money, time and efforts to these tasks to be successful in the market. For this purpose marketers have to control their marketing activities by comparing the marketing results with the marketing objectives. On the other hand retailing is the task of selling product to the final customers who will be influenced by the marketer or by the retailer to make a purchase. If the marketers influence is working, the job of the retailer is made easy. If the marketers influence is not working, then the retailers job is difficult. Retailers have a direct contact with the customers, and get to know their response or satisfaction levels, using with they can evaluate the product as well as the marketing strategies of the firm. One of the ways of evaluating the efficiency of marketing activities is to analyze the perception of the retailers towards the mix strategies of the firm. The efficiency of the marketers can be gauged by measuring the perception of the retailers, whether it is good, or average, or poor. The study concentrates on analyzing the perceptions of the retailers and thereby, would be helpful for the organization and practitioners to design effective marketing strategies for better market performance.

REVIEW OF LITERATURE

According to Mohammed Rafiq and Pervaiz K. Ahmed (1995), the term marketing mix was first used by Borden and that it was suggested to him by Culliton's (1948) description of a business executive as 'mixer ingredients'. Borden did not define the marketing mix; it simply consisted of important elements of ingredients that make up a marketing programme (Borden, 1965, p. 389). McCarthy (1964, p. 35) refined this further and defined the marketing mix as a combination of all of the factors at a marketing managers command to satisfy the target market. Later McCarthy and Perreault (1987) together defined the marketing mix as the controllable variables that an organisation can co-ordinate to satisfy its target market, which is widely accepted as "the set of controllable marketing variables that the firm blends to produce the response it wants in the target market" (Kotler and Armstrong, 1989, p. 45). According to Jonathan Ivy (2008), marketing mix is a set of controllable marketing tools that an institution uses to produce the response it wants from its various target markets. Ronald E. Goldsmith (1999) stated that 4Ps was first formulated by McCarthy (1975) as a pedagogical tool to describe the chief tasks of marketing managers. Marketing managers must develop a systematic plan to sell to the customers after selecting a target market to create long-term relationships (Doyle, 1995). The marketing mix plan consists of 4Ps which consists of decisions about product, place, promotion and price (Goldsmith, 1999).

According to Bennet (1997), "the concept of marketing outlines a course for the organisation using controllable variables in an environment where many factors are uncontrollable, defined as the external market". Kotler (1967) (cited by Bennet, 1997) broadened this classification into four namely, customer, environmental, competitive and marketing decision variables. Focusing on manufacturing industries, Borden (1964) identifies the four external forces on the organisation as consumer buying behaviour, trade behaviour, competitor's position and behaviour and government regulations. Robins (1991) formulated "four Cs" which is an alternate mnemonic to the marketing mix formulated by McCarthy (1964). Four Cs are defined as Customers who buys goods and services in the market place, Competitors who provide the choice of alternative sources of supply, Capabilities and Company both of them refers to the organisation which has ability to satisfy customer needs. Gronroos (1984) proposes a concept of interactive marketing which was backed by Kotler (1991). This concept emphasizes the relationship between the employee and the customer and identifies it as the key factor in successful market making. Kotler (1991) argues that the employee-customer relationship is an important factor in the success of the market-making process. Booms and Bitner (1981) added three additional factors to the marketing mix elements proposed by McCarthy (1964) namely people, processes and physical evidence. This concept highlights that the model proposed by McCarthy (1964) might lead to too narrow focus on the internal variables, and does not include some of the process variables which is a part of marketing planning system (Bennet, 1997, p. 151). Lings (1999) argues for services industry 4Ps are inadequate and 7Ps marketing mix illustrates the importance of internal factors, as retail sector is not a service based industry traditional 4Ps marketing mix is used to represent the external factors (cited by Khanh & Kandampully, 2004). 4Ps makes the marketing easier handle for the managers in non service based industry; the components of traditional marketing mix can change a firm's competitive position (Gronroos, 1994). Even with the deficiencies, the 4Ps remain a staple of the marketing mix (Kent and Brown, 2006).

MINERAL WATER

Typically from a spring, this contains dissolved solids like calcium, magnesium, sodium, potassium, silica and bicarbonates. Naturally available water, after having come in contact with various salts found in soil strata's and atmosphere contains a large number of chemicals. Some of them are calcium, magnesium, potassium, sodium, iron, sulphates, nitrates, nitrites, phosphates and oxygen.

Small quantities of these substances are responsible for the taste and color of natural water and are useful for essential functioning of the human body. Very small quantities of copper, chromium, chlorine, fluorine, arsenic, lead, cadmium, mercury and selenium are also found, depending upon the chemistry of the soil.

Bottled water, some say, is not always safer than tap water. Tap water, from city water systems, is monitored by the Environmental Protection Agency, while the FDA monitors water bottling activity. In fact, bottled water is one of the products most closely monitored by the FDA. The standards for these two agencies are a little different; for example, the EPA monitors for asbestos while the FDA does not. Water bottlers are also not very strictly required to monitor or disinfect for parasites. This is mainly because the FDA says that at the source the water is bottled from, it is unlikely to harbor parasites or contain these dangerous elements. However, water bottlers are given more strict standards for lead and chlorine.

But, there is more than just the FDA. Bottled water is actually monitored at three levels to ensure high quality and safety standards, the first being federal through the FDA. It is also regulated by the state and also by trade associations such as the International Water Bottlers Association (IBWA). While every water bottler has different techniques, here are some general guidelines of the steps to bottling water:

Bottling water starts at the source. As mentioned above, there are several sources to find water: protected underground springs, wells and municipal supplies. The next step is to filter the water through multi-barrier sources which could include source protections, source monitoring, reverse osmosis, ultraviolet light, distillation, micron filtration and ozonation. Water bottlers may use one or more of those processes.

PROSPECTS OF THE MINERAL WATER INDUSTRY

The categories of bottled water in India are Packaged Natural Mineral Water and Packaged Drinking Water. Bottled water industry, colloquially called, the mineral water industry, is a symbol of new life style emerging in India. The packaged drinking water in India, which is estimated at Rs.850 crores with over 200 brands floating in the market, most of which have restricted territorial distribution. This is a growing market in India as quality consciousness among the consumers is on the rise. The bottled water market is growing at a rapid rate of around 20%. At this growth rate, the Rs 7000million per year market is estimated to overtake the soft drinks market soon. Multinationals, Coca-Cola, Pepsi, Nestle and others are trying to grab a significant share of the market. There are more than 180 brands in the unorganized sector. The small players account for nearly 19% of the total market. The per capita consumption of bottled water in India is less than half a liter per year, compared to 111 liters in France and 45 liters in the US. These points are to the future potential beyond the high growth.

Major Players with their brands include Parle Export which introduced Bisleri in India 25 years ago, Parle Agro with Bailley, Godrej Foods with its Golden Valley, Coca-Cola with Kinley, PepsiCo with Aquafina, Nestle India with Perrier, Mohan Meakins and SKN Breweries entered the market with Golden Eagle and Penguin mineral water, respectively. Nonetheless, Bisleri and Bailley, both of Parle Origin, enjoy about 50% market share and has become almost generic with the product. The premium bottled water market in India has brands like Evian, San Pelligrino, Perrier.

"We see an annual growth of 25%, with a huge demand from metros, where drinking packaged mineral water has become a way of life," said Ramesh Chauhan, CMD of Bisleri International, which sells 1.2 million bottles a day.

"People ask that when you are cooking, and the food is being heated, what is the use of purified water is. But they don't realise that we are offering water with minerals, acidfree, which is good for health," he said.

Chauhan pointed out that water users such as 'paani-puri' sellers and hair stylists were using bottled water to leverage their brand. The increasing usage of chlorine in India to purify water has led health experts to moot usage of ozone-treated water. "Chlorine is bad for hair and is "In the past 90 days, prices have increase 15% to 20% with all major players due to an increase in PET bottle prices. We definitely see prices going up in the long run, but as of now, they are stable after the recent hike," said the Kingfisher official.

Though completion between Bisleri, Aquafina, Kinley, and Tata Water plus continues, not just in carbonates but in other categories, such as bottled Mineral Water, Soft drinks as well as fruit juice and vegetable juice especially in summer sessions. Modern retail outlets are increasing their footprints in urban and rural areas in India. But independent small grocers continue to account for the largest share of sales. This is because of the strong reach of independent small grocers in rural India, which is potential growth revenue for mineral water.

OBJECTIVES OF STUDY

1. To review the prospects of the Indian mineral water market.
2. To study the marketing strategies adopted by the players of mineral water market.
3. To analyze the socioeconomic characteristics of the retailers selling Mineral Water products.
4. To study the perception of the retailers towards execution of the marketing mix strategies.

METHODOLOGY

The study was conducted in Hyderabad with an objective of carrying out a comparative analysis on how the retailers perceive the marketing mix strategies adopted by Bisleri, Aquafina, Kinley, and Tata Water plus. The primary data was collected from 100 retailers in Hyderabad city during the Feb – April 2014 those were selling Bisleri, Aquafina, Kinley, and Tata Water plus products in their retail outlets. The perceptions of the retailers were recorded on a 5 point liker scale with Highly Satisfied (5), Satisfied (4), Neutral (3), Dissatisfied (2), Highly Dissatisfied (1). The retailers were randomly chosen after judging whether they were selling the products before offering Questionnaire. The Questionnaire consisted of dichotomous questions, closed ended questions, open ended questions, and rating scales for the given attributes. The Questionnaire was designed in such a way that the retailers could provide their perception on the attributes of all 4 P's strategies of the Mineral Water market. To analyze the data XL Work sheet and SPSS 22.1 soft ware packages are used. The statistical tools are used to analyze the data like Percentages, X² test.

HYPOTHESIS

H1: There is significant difference between perceptions of the retailers towards marketing mix strategies.

H2: There is significant difference between role players towards marketing mix strategies.

H3: There is a significant difference between socioeconomic characteristics of the retailers selling Mineral Water products.

TABLE 1: SOCIOECONOMIC CHARACTERISTICS OF RETAILERS

		Frequency	Percent	Valid	Percent	Cumulative Percent
Gender Valid	Male	66	66.0	66.0		66.0
	Female	34	34.0	34.0		100.0
	Total	100	100.0	100.0		
Age Valid	<15Yr	5	5.0	5.0		5.0
	15-25Yr	26	26.0	26.0		31.0
	26-35Yr	36	36.0	36.0		67.0
	36-45Yr	18	18.0	18.0		85.0
	46-55Yr	10	10.0	10.0		95.0
	Above 56	5	5.0	5.0		100.0
Total	100	100.0	100.0			
Education Valid	SSC	21	21.0	21.0		21.0
	INTER	22	22.0	22.0		43.0
	DEGREE	31	31.0	31.0		74.0
	PG	12	12.0	12.0		86.0
	ABOVE PG	14	14.0	14.0		100.0
	Total	100	100.0	100.0		
Income Valid	<10000	8	8.0	8.0		8.0
	10000-15000	16	16.0	16.0		24.0
	15001-20000	41	41.0	41.0		65.0
	20001-25000	35	35.0	35.0		100.0
	Total	100	100.0	100.0		

Source of Data: Primary Data

Socioeconomic Characteristics of the Retailers: The Above table-1 shows with analyzing the socioeconomic characteristics of the retailers as presented in the table. Out of 100 sample retailers, 66% retailers were male and the remaining were female. In the study are 5% are less than 15 Yrs, 26% were in age group 15-25Yrs, 36% were in the age group 26-35%, 18% were in age group 36-45 Yrs, 5% are in the age group 46-55Yrs. The educational qualification levels of the retailers are 21% are SSC level, 22% are Inter Level, 31% are Degree Level, 12% are PG Level, and 14 % are Above PG level. The income levels of retailers are 8% are Less than ₹ 10,000 , 16% are an income group of ₹10,000-₹15,000, 41% are in income group of ₹ 15,001-₹ 20,000 and 35% are an income group of ₹20001-₹25000

TABLE - 2: TYPE OF RETAIL OUTLETS & EXPERIENCE OF THE RETAILERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Experience Valid	Less than5Yr	32	32.0	32.0	32.0
	5-10Yr	24	24.0	24.0	56.0
	10-15Yr	27	27.0	27.0	83.0
	15-20Yr	17	17.0	17.0	100.0
	Total	100	100.0	100.0	
Type of Outlet Valid	RETAILSHOP	21	21.0	21.0	21.0
	BACKERY	20	20.0	20.0	41.0
	CINEMA THEATER	20	20.0	20.0	61.0
	SWEET SHOP	20	20.0	20.0	81.0
	RESTARENT	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Source of Data: Primary Data

From the above table -2 the type of retail outlets and Experience of retailer: From the above table experience in the retails business observed to 32% are Less than 5 Yrs, 24% are 5 to 10Yrs , 27% are 10-15Yr, and 17% are 15-20Yrs.

TABLE 3: PRODUCT STRATEGIES

Perception		Products			
		BISLERI	TATA WATER	KENLY	AQU AFINA
Quality of the Product	DIS SATISFIED				
	% within Products	0.0%	16.2%	20.0%	0.0%
	NEUTRAL				
	% within Products	26.7%	10.8%	20.0%	0.0%
	SATISFIED				
	% within Products	6.7%	48.6%	30.0%	50.0%
Branding Strategies	HIGHLY SATISFIED				
	% within Products	66.7%	24.3%	30.0%	50.0%
	DIS SATISFIED				
	% within Products	6.7%	8.1%	13.3%	16.7%
	NEUTRAL				
	% within Products	0.0%	13.5%	13.3%	11.1%
Labeling strategies	SATISFIED				
	% within Products	33.3%	40.5%	30.0%	27.8%
	HIGHLY SATISFIED				
	% within Products	60.0%	37.8%	43.3%	44.4%
	DIS SATISFIED				
	% within Products	6.7%	8.1%	3.3%	16.7%
Packaging strategies	NEUTRAL				
	% within Products	26.7%	18.9%	30.0%	27.8%
	SATISFIED				
	% within Products	13.3%	13.5%	16.7%	11.1%
	HIGHLY SATISFIED				
	% within Products	53.3%	59.5%	50.0%	44.4%
Providing Visi Coolers	DIS SATISFIED				
	% within Products	20.0%	8.1%	6.7%	11.1%
	NEUTRAL				
	% within Products	6.7%	10.8%	13.3%	5.6%
	SATISFIED				
	% within Products	26.7%	29.7%	33.3%	27.8%
Product Replacement	HIGHLY SATISFIED				
	% within Products	46.7%	51.4%	46.7%	55.6%
	DIS SATISFIED				
	% within Products	13.3%	10.8%	10.0%	16.7%
	NEUTRAL				
	% within Products	0.0%	10.8%	13.3%	5.6%
Service to Retailers	SATISFIED				
	% within Products	33.3%	35.1%	33.3%	27.8%
	HIGHLY SATISFIED				
	% within Products	53.3%	43.2%	43.3%	50.0%
	DIS SATISFIED				
	% within Products	13.3%	8.1%	3.3%	5.6%
Product Replacement	NEUTRAL				
	% within Products	6.7%	10.8%	16.7%	22.2%
	SATISFIED				
	% within Products	33.3%	35.1%	36.7%	38.9%
	HIGHLY SATISFIED				
	% within Products	46.7%	45.9%	43.3%	33.3%
Service to Retailers	DIS SATISFIED				
	% within Products	0.0%	16.2%	0.0%	0.0%
	NEUTRAL				
	% within Products	26.7%	2.7%	50.0%	0.0%
	SATISFIED				
	% within Products	46.7%	48.6%	10.0%	16.7%
Service to Retailers	HIGHLY SATISFIED				
	% within Products	26.7%	32.4%	40.0%	83.3%

Source of Data: Primary Data

“P” - Product Strategies: from the above table-3 it is known that the satisfaction of the retailers were recorded for certain product attributes like quality, product replacement, services to retailers and storage facilities. The quality of products Bisleri, Tata Water, Kenly, Aquafina was Highly satisfied 67%,24%,30%,50% and Satisfied 6.7%,48.6%,30%,50%, Neutral 26%,10.8%,20%,0%, the Dissatisfaction to Tata Water 16.2%, 20%. Compared to the products of different brands. The branding strategies of Bisleri, Tata Water, Kenly, Aquafina was Highly satisfied 67%,24%,30%,50% and Satisfied 6.7%,48.6%,30%,50%, Neutral 26%,10.8%,20%,0%, the Dissatisfaction to Tata Water 16.2%, 20% compared with the products of different types of brands.

TABLE 4: PRICE STRATEGIES

Perception		Products			
		BISLERI	TATA WATER	KENLY	AQU AFINA
Profit Margin200ml	1.00				
	% within Products	20.0%	24.3%	26.7%	33.3%
	1.25				
	% within Products	26.7%	32.4%	20.0%	22.2%
	1.50				
	% within Products	0.0%	16.2%	10.0%	5.6%
Profit Margin500ml	1.75				
	% within Products	0.0%	0.0%	6.7%	5.6%
	2.00				
	% within Products	53.3%	27.0%	36.7%	33.3%
	2.50				
	% within Products	20.0%	24.3%	23.3%	33.3%
Profit Margin1Lt	2.75				
	% within Products	26.7%	24.3%	33.3%	22.2%
	3.00				
	% within Products	0.0%	8.1%	16.7%	11.1%
	3.25				
	% within Products	0.0%	5.4%	0.0%	5.6%
Profit Margin1.5lt	3.50				
	% within Products	53.3%	37.8%	26.7%	27.8%
	4.00				
	% within Products	20.0%	24.3%	26.7%	33.3%
	4.25				
	% within Products	26.7%	32.4%	20.0%	22.2%
Profit Margin1.5lt	4.50				
	% within Products	0.0%	16.2%	10.0%	5.6%
	4.75				
	% within Products	0.0%	0.0%	6.7%	5.6%
	5.00				
	% within Products	53.3%	27.0%	36.7%	33.3%
Profit Margin1.5lt	5.00				
	% within Products	26.7%	24.3%	23.3%	27.8%
	5.25				
	% within Products	20.0%	21.6%	30.0%	33.3%
	5.50				
	% within Products	13.3%	8.1%	10.0%	11.1%
Profit Margin1.5lt	5.75				
	% within Products	6.7%	2.7%	6.7%	0.0%
	6.00				
	% within Products	33.3%	43.2%	30.0%	27.8%

“P” - Price Strategies: From the above table-4 it shows that the price strategies are Profit margin 200ml the high profit `2 Bislary, Tata Water, Kenly, Aquafina are 53.3%,27.0%36.7%,33.3%, Profit Margin 500ml the high profit `3, Bislary, Tata Water, Kenly, Aquafina are 53.3%,37.8%,26.7%,27.8%, Profit Margin 1Lt the high profit `5, Bislary, Tata Water, Kenly, Aquafina are 53.3%,27%36.7%33.3%, Profit Margin .51Lt the high profit `5, Bislary, Tata Water, Kenly, Aquafina are 33.3%,43.2%30.0%27.8%. Bislari is the high profit margin among the all brands.

TABLE 5: PLACE STRATEGIES

Perception		Products			
		BISLERI	TATA WATER	KENLY	AQU AFINA
Availability of Product	DIS SATISFIED				
	% within Products	13.3%	5.4%	10.0%	16.7%
	NEUTRAL				
	% within Products	6.7%	13.5%	10.0%	5.6%
Transportation Facility	SATISFIED				
	% within Products	33.3%	29.7%	30.0%	33.3%
	HIGHLY SATISFIED				
	% within Products	46.7%	51.4%	50.0%	44.4%
Transportation Facility	DIS SATISFIED				
	% within Products	20.0%	5.4%	10.0%	16.7%
	NEUTRAL				
	% within Products	6.7%	13.5%	10.0%	5.6%
Transportation Facility	SATISFIED				
	% within Products	26.7%	32.4%	30.0%	33.3%
	HIGHLY SATISFIED				
	% within Products	46.7%	48.6%	50.0%	44.4%
Order Delivery	DIS SATISFIED				
	% within Products	13.3%	27.0%	16.7%	22.2%
	NEUTRAL				
	% within Products	20.0%	8.1%	16.7%	16.7%
Order Delivery	SATISFIED				
	% within Products	13.3%	24.3%	30.0%	33.3%
	HIGHLY SATISFIED				
	% within Products	20.0%	27.0%	26.7%	11.1%

“P” Place Strategies: The above tables -5 shows that the availability of product highly satisfied Bislary, Tata Water, Kenly, Aquafina are 46.7%, 51.4%,50% 44.4% , transportation facility highly satisfied Bislary, Tata Water, Kenly, Aquafina are 46.7%, 51.4% 50%, 44.4%, order delivery highly satisfied Bislary, Tata Water, Kenly, Aquafina are 20%,27%,26.7%,11.1%. and satisfied Bislary, Tata Water, Kenly, Aquafina are 33.3%,29.9%,30%,33.3%, transportation facility highly satisfied Bislary, Tata Water, Kenly , Aquafina are26.7%,32.4%,30%33.3%, order delivery highly satisfied Bislary, Tata Water, Kenly, Aquafina are 13.3%,24.3%,30%33.3%.

TABLE 6: PROMOTION STRATEGIES

Perception			Products			
			BISLERI	TATA WATER	KENLY	AQU AFINA
TV Advertisement	DISSATISFIED	% within Products	0.0%	16.2%	20.0%	0.0%
	NEUTRAL	% within Products	26.7%	8.1%	20.0%	0.0%
	SATISFIED	% within Products	6.7%	48.6%	30.0%	50.0%
	HIGHLY SATISFIED	% within Products	66.7%	27.0%	30.0%	50.0%
Radio Advertisements	DISSATISFIED	% within Products	6.7%	8.1%	13.3%	16.7%
	NEUTRAL	% within Products	0.0%	13.5%	13.3%	11.1%
	SATISFIED	% within Products	33.3%	37.8%	30.0%	27.8%
	HIGHLY SATISFIED	% within Products	60.0%	40.5%	43.3%	44.4%
Internet Advertisements	DISSATISFIED	% within Products	20.0%	8.1%	6.7%	11.1%
	NEUTRAL	% within Products	6.7%	10.8%	13.3%	5.6%
	SATISFIED	% within Products	26.7%	29.7%	33.3%	27.8%
	HIGHLY SATISFIED	% within Products	46.7%	51.4%	46.7%	55.6%
Hoardings ads	DISSATISFIED	% within Products	20.0%	8.1%	6.7%	11.1%
	NEUTRAL	% within Products	6.7%	10.8%	13.3%	5.6%
	SATISFIED	% within Products	26.7%	29.7%	33.3%	27.8%
	HIGHLY SATISFIED	% within Products	46.7%	51.4%	46.7%	55.6%
Poster ads	DISSATISFIED	% within Products	13.3%	10.8%	10.0%	16.7%
	NEUTRAL	% within Products	0.0%	10.8%	13.3%	5.6%
	SATISFIED	% within Products	33.3%	35.1%	33.3%	27.8%
	HIGHLY SATISFIED	% within Products	53.3%	43.2%	43.3%	50.0%
Signage Boards	DISSATISFIED	% within Products	13.3%	8.1%	3.3%	5.6%
	NEUTRAL	% within Products	6.7%	10.8%	16.7%	22.2%
	SATISFIED	% within Products	33.3%	35.1%	36.7%	38.9%
	HIGHLY SATISFIED	% within Products	46.7%	45.9%	43.3%	33.3%
Paintings	DISSATISFIED	% within Products	0.0%	16.2%	0.0%	0.0%
	NEUTRAL	% within Products	26.7%	0.0%	50.0%	0.0%
	SATISFIED	% within Products	46.7%	51.4%	10.0%	16.7%
	HIGHLY SATISFIED	% within Products	26.7%	32.4%	40.0%	83.3%
Ads on Visi Coolers	DISSATISFIED	% within Products	20.0%	8.1%	10.0%	16.7%
	NEUTRAL	% within Products	20.0%	0.0%	10.0%	33.3%
	SATISFIED	% within Products	53.3%	40.5%	50.0%	0.0%
	HIGHLY SATISFIED	% within Products	6.7%	51.4%	30.0%	50.0%
T Shirts	DISSATISFIED	% within Products	13.3%	10.8%	3.3%	22.2%
	NEUTRAL	% within Products	0.0%	10.8%	10.0%	22.2%
	SATISFIED	% within Products	26.7%	28.7%	43.3%	27.8%
	HIGHLY SATISFIED	% within Products	60.0%	48.6%	43.3%	27.8%

“P” - Promotion Strategies: From the above table -6 it shows that the promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied TV Advertisement are 66.7%,27%,30%,50%, promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied Radio Advertisement are 60%,40.5%,43.3%,44.4% , promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied Internet Advertisement are 46.7%,51.4%,46.7%,55.6%, promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied hording Advertisement are 46.7%, 51.4%, 46.7%, 55.6%, promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied poster Advertisement are 53.3%, 43.2%, 43.3%, 50.0%, promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied signage boards Advertisement are 48.7%, 45.9%, 43.3%, 33.3%, promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied paintings Advertisement are 26.7%, 32.4%, 40% , 83.3%,promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied ads on visi coolers Advertisement are 6.7%, 51.4%, 30%, 50%,promotion strategies of Bislary, Tata Water, Kenly, Aquafina highly satisfied T Shirts Advertisement are 60%, 48.6%, 43.3%,27.8%. The overall the highly satisfied by bislary with the advertisement of T shirts and signage board, Aquafina satisfied by paintings and visi cooler advertisements.

Ho4: There is no difference in the retailer’s perception and satisfaction level of the products

Ha4: There is a difference in the retailer’s perception and satisfaction level of the products

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.017 ^a	9	.910
Likelihood Ratio	4.027	9	.910
Linear-by-Linear Association	.175	1	.676
N of Valid Cases	100		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.05.

It is observed from the above table that the calculated χ^2 value is 0.910 is greater than the 0.5. Hence the null hypothesis is rejected. It is concluded that there is a significant relationship between perception and satisfaction level towards the products.

Ho5: There is no difference in the retailer,s perception and satisfaction level of the Gender

Ha5: There is a difference in the retailer’s perception and satisfaction level of the Gender

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.175 ^a	3	.365
Likelihood Ratio	3.543	3	.315
Linear-by-Linear Association	1.856	1	.173
N of Valid Cases	100		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.38.

Ho6: There is no difference in the retailer's perception and satisfaction It is observed from the above table that the calculated χ^2 value is 0.365 is less than the 0.5. Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between perception and satisfaction level towards the Gender (Male and Female).

level of the age

Ha6: There is a difference in the retailer's perception and satisfaction level of the age

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.259 ^a	54	.619
Likelihood Ratio	65.731	54	.132
Linear-by-Linear Association	.030	1	.862
N of Valid Cases	100		

a. 76 cells (100.0%) have expected count less than 5. The minimum expected count is .07.

It is observed from the above table that the calculated χ^2 value is 0.619 of is greater than the 0.5. Hence the null hypothesis is rejected. It is concluded that there is a significant relationship between perception and satisfaction level towards the age.

Ho7: There is no difference in the retailer's perception and satisfaction level of the education

Ha7: There is a difference in the retailer's perception and satisfaction level of the education

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.940 ^a	12	.534
Likelihood Ratio	13.618	12	.326
Linear-by-Linear Association	.628	1	.428
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .84.

It is observed from the above table that the calculated χ^2 value is 0.534 of is greater than the 0.5. Hence the null hypothesis is rejected. It is concluded that there is a significant relationship between perception and satisfaction level towards the education.

Ho8: There is no difference in the retailer's perception and satisfaction level of the Income

Ha8: There is a difference in the retailer's perception and satisfaction level of the Income

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.813 ^a	27	.990
Likelihood Ratio	14.547	27	.975
Linear-by-Linear Association	.022	1	.883
N of Valid Cases	100		

a. 36 cells (90.0%) have expected count less than 5. The minimum expected count is .56.

Ho6: There is no difference in the retailer's perception and satisfaction level of the Experience

Ha6: There is a difference in the retailer's perception and satisfaction level of the Experience

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.429 ^a	45	.137
Likelihood Ratio	63.333	45	.037
Linear-by-Linear Association	.021	1	.885
N of Valid Cases	100		

a. 60 cells (93.8%) have expected count less than 5. The minimum expected count is .21.

It is observed from the above table that the calculated χ^2 value is 0.137 of is less than the 0.5. Hence the null hypothesis is accepted. It is concluded that there is no significant relationship between perception and satisfaction level towards the experience of customers .

MANAGERIAL IMPLICATIONS

1. Branding strategies of companies need to be improved. There is a huge product choice is being offered to the consumers, and the consumers are showing variety seeking buying behavior, less loyalty is shown by the consumers towards mineral water brands. Therefore, the branding strategies should aim at converting the variety seeking buying behavior into habitual buying behavior.
2. Packaging strategies of the products seems to be good because the consumers able to identify bottles with the label pasted on them. But packaging strategies should improve to clear identification.
3. Services to the retailers by the manufacturers should be evaluated from time to time and must be redesigned and offered according to the needs of the retailers. Services will play a major role in recommending the products if the stock is not available the customer will switch over to the other brand.
4. Order deliver and other terms and condition form manufacture to the consumer should be as promised.
5. The companies should be concentrating on radio advertising because consumers now days have cell phones that is equipped with radios. The perception of the retailers towards radio is not good. The companies should be target the radio audience.
6. Internet advertising like banners pop-ups, homepage ads are popular on websites, and email advertisement has to be placed strategically to improve the business.
7. The detriment like banners hoardings ads, poster ads, signage boards, visi-coolers were giving good results; the retailers have positive perception about the visi-coolers and signage boards etc.
8. The sales promotion schemes like coupons, holiday trips, offers and discounts had a positive perception in the retailers mind, but when claims the retailers were dissatisfied with the same. The claims will be settled on time.

LIMITATIONS OF THE STUDY AND SCOPE FOR FURTHER RESEARCH

This study is limited to the retail outlets of Hyderabad city only and the results cannot be generalized for other states and cities in India. The study is confined to the marketing mix strategies of mineral water retailers only. The retailers of other products were not considered for the present study. Furthermore, the retailers selling branded mineral water were only considered for this study, and the retailer selling unbranded Mineral water were not considered.

Researchers in the future can extend the present study to other cities of India. The marketing mix strategies discussed in the present paper were identified from observations in retail outlets of Hyderabad city only. However, there may be more marketing mix strategies used in other areas, which can be applied to future studies in this context. Furthermore, the same study can be replicated across the world because the mineral water market has its presence all over the world. The evaluation of the marketing mix strategies by the retailers can be applied to their manufacture products, consumer durables, consumer electronics, automobiles, fast moving consuming goods, and so for the for effective marketing and retailing strategies. Finally, to conclude, I would like to say that the marketing strategies are like pillars for the success or failure of any product. The retailer's perception of the marketing mix strategies adopted by an organization for its products acts as a benchmark for the effectiveness of the marketing practices.

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