



Full Length Research Paper

An Analysis and Marketing Vantage of Selected Packaged Mineral Water Brands in Magadh, Bihar, India

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Abstract

The need for packaged Mineral water is growing daily. As a outcome the opposition most of the industries generating the equal has extended. Many manufacturers have entered the marketplace. In order to draw the consumers, numerous manufacturers are using one-of-a-kind packing patterns. Scarcities for water and fitness consciousness have caused consumption of bottled water in India. The packaged drinking water enterprise is growing at nearly 15% every year as human beings spend a big a part of their time out of doors houses and like to purchase applications of water in bulk for his or her home use rather than putting in water purifiers.

Key words: *Marketing Opportunities, Demand, Packaged Mineral Water, Consumer,*

Introduction

Water, is a unique consumer product and it has some of capabilities that mark it out as extraordinary from different purchaser items or services. According to the Bureau of Indian Standards, there are 1,200 bottled water factories all over India. Shockingly, in maximum cases, the enterprise is earning money almost for free, as bottling companies pay a minute amount to the authorities for using groundwater.

The packaged drinking water can be portrayed as any item, including common spring or well water, taken from city or private utility frameworks or other water, refined water or any of the previous to which synthetic concoctions might be included and which are placed into fixed jugs, bundles or different holders, to be sold for local utilization or culinary use. The filtered water industry comprises of selling seasoned just as unflavoured water. With respects to Indian setting there is clearance of just unflavoured water. The filtered water segment is quickly developing. The market is basically constrained by the sorted out division with more than 500 brands existing in the market. A development in the segment has been seen essentially due to the wellbeing cognizant individuals, inappropriate water supply and the unusual city water supply. With a high development rate and low section hindrances has pulled in numerous players in this portion. The market works in lower edges, the cost increments when the expense of bundling and transportation builds the significant players in the market are attempting to set up themselves in mass water business through brand value, though the sloppy players are opposing them by utilizing separation procedure.

According to enterprise estimates, the primary purchasers of packaged water are now not restrained to the top magnificence however include middle magnificence and lower-middle magnificence households as nicely. Packaged water is an essential element for travellers too. South India, which is prone to water shortages, has always emerged as of the enterprise's largest markets. The growing number of sicknesses, scarcity of pure and secure water and urbanization has made packaged consuming water business as a quick transferring client items area.

Need for the Study

Providing safe ingesting water is the duty of the civic government. But, sadly, the authorities have failed miserably. This is clear from the fact that over 1,600 Indians reportedly die every day because of waterborne illnesses. Despite these astounding figures, the concerned authorities have literally shirked from their obligation of providing easy consuming water to its citizens. The gift have a look at is conducted at Magadh, Bihar, India.

Basin/Sub-Basin and Drainage

The District is going through extreme water hassle. The residents are looking for a savior to clear up their drinking and irrigation water troubles for the reason that floor water stages have dipped under 1500 feet and most of the lakes went dry a decade ago. This

scenario has supplied enough opportunities for production and advertising of clean and safe packaged drinking water for present and future call for to conquer the scarcity of smooth drinking water in Gaya District.

Scope of the study

The packaged drinking water become one of the most basic things in this world as there is a shortage of unadulterated water. Despite the fact that such a significant number of brands came are the contender for Locality, however many Brands are continuing its image of an incentive by fulfilling its buyers. Along these lines it is critical to break down what made the shoppers faithful and how they fulfilled their purchasers and yet taking them with them in their voyage.

Research Objectives

- To analyze the impact of promotion in overall packaged water industry in Gaya District
- To evaluate the awareness about the popular packaged water brand in Gaya District.
- To analyze the buying behavior of the consumers in Gaya District
- To assess the operations of Packaged drinking water plants.
- To study the effectiveness of marketing strategy adopted by packaged drinking water plants in the Gaya market.
- To analyze the growth of packaged drinkingwater in Gaya District.

Review of Literature

Miller M. (2006) in the study on, "Bottled Water: Why Is It so Big? Causes for the Rapid Growth of Bottled Water Industries", in 2005, Nestle Waters of North America reported that the average person in the United States consumes twenty times more bottled water than they did 20 years ago. The reasons for this vary from person to person, but the outcome is that, it is the popular beverage in the U.S. Nestle suggested that consumers feel bottled water is safer than tap water. As per the survey conducted in 2001, more than half of the population had concern about the quality of their drinking water.

Mill operator, M. (2006), in the investigation on, "Filtered water: Why Is It so Big? Foundations for the Rapid Growth of Bottled Water Industries", in 2005, Nestle Waters of North America announced that the normal individual in the United States expends multiple times more filtered water than they completed 20 years prior. The purposes behind this change from individual to individual, however the result is the equivalent: filtered water has turned into the most famous refreshment in the U.S. Settle proposed that buyers feel a feeling of wellbeing in devouring filtered water as opposed to faucet water.

Hrudey, S. Hrudey, E. what's more, Pollard, S., (2006), in their investigation entitled, "Hazard Management for Assuring Safe Drinking Water", clarify that security doesn't mean the nonappearance of any hazard since to request a flat out standard would imply that no water could ever fulfill this guideline and in this way no water would ever be viewed as sheltered. While it is obvious from the writing that customers need water supplies that are 100% safe, what is less clear is the thing that extent of the populace expect some vulnerability and in this manner acknowledge under 100% security. It isn't clear what levels of hazard are adequate to various sorts of buyers. In formal hazard appraisals hazard is commonly characterized as the likelihood of the event of an unfortunate occasion together with the outcomes of that occasion. Nonetheless, master hazard evaluation doesn't appear to compare with lay appraisals of hazard.

Anette Veidung, (2007) Analysed the design, source and brand of bottled water and its influence on the quality and purchase intention and suggested that for the largest bottled water market, Europe, it is necessary to have proper bottle design, in order to stand out to the consumer. Furthermore, when confronted with a bottle design the consumer will have a perception about its quality and an intention of purchase. The results show that there is a positive relationship between the visual attractiveness of a bottle and that of the perceived quality as well as intended purchase. The results also illustrate that a global trend prevails in determining the attractiveness of the bottles. Hence, there is seemingly no need for local adaptation of the water bottle's design.

Footte, Marina Leigh (2011) in their study on, "Examining Reasons for Bottled Water Consumption: A Case Study in Pensacola, Florida", explain that over consumption in developed economies puts a large strain on the environment, and the damage is irreversible. The current consumption of freshwater resources also seems to be un The main reason for the industries to go for bottled water is the preferences of customers from tap water to bottled water.

Materials and methods

Study area

Gaya district spreading over an area of 4976 sq.km (Figure-1) lies between North latitudes 24°30' : 25° 06' 00'' and East longitudes 84° 24' 00'' : 85° 30' 00'' with its headquarter at Gaya. The district is divided into 4 sub-divisions - Tekari ,Gaya sadar, Neem Chak Bathani, Sherghati and 24 administrative blocks. The district is bounded in the north by Arwal, Jahanabad and Nalanda districts, in the east by Nawada and west by Aurangabad district. The southern part is bounded by Jharkhand state. The total population of Gaya district as per the 2011 census is 4379383 persons with urban population of 575495 persons and the rural population of 3803888 persons. The district falls under Punpun sub-basin of the Ganga basin. The drainage network in the district is represented by four

parallel streams, the Morhar, the Phalgu, the Paimar and the Dhadhar all emanating from the southern plateau and flowing north and northeasterly. The river Phalgu flows from south to north through the area. It is formed by the union of two streams namely Lilajan and Mohana. Lilajan and Mohana are two large hilly streams originating in Hazaribagh Plateau. The width of the Phalgu at the junction of these two streams is about 274 m. These two united streams named as river Phalgu flows northwardly and pass by the town of Gaya where it its width is nearly 825 m. The streams, Lilajan and Mohana bring in high floodwater during the peak rainy season. Otherwise they flow as tiny rivulets meandering through wide sandy beds. Ground water level during pre-monsoon period mainly varies between 5-10 m below ground level in the major part of the district. Deeper ground water levels (>10m) were observed in the eastern and western parts of the district. Ground water level during post-monsoon period mainly varies between 2-5 m below ground level in the major part of the district. Deeper ground water levels (5-10) were observed over a small patch in the central part of the district.

Sources of Data: Primary and secondary data are used for this research purpose. Primary data was collected from the respondents through questionnaire and secondary data was collected from articles, reports etc.

Sampling Method: The study was conducted using convenient sampling method.

Results

Packaged ingesting water is offered in exceptional sort of programs, within the shape of Pouches, 500ml-2 litre bottles, five litre field and 20–50 liter bulk water packing containers. The packaged consuming water enterprise in Gaya can be categorized in terms of Cost, premium Mineral water, natural mineral water and level of water treatment for packaged consuming water. The pinnacle water manufacturers to be had in Gaya District consist of Bisleri, Aquafina, Bailey and Kinley. In case of small/local marketplace players there are 10 packaged consuming water flowers running in and around Gaya district . Table 1 denotes the most important gamers and local brands of water producers in Gaya District.

Table 1: Bottle manufacturer data inGaya District

Particulars	MajorPlayers	Local Brands
No. of Manufacturers	05	05

With ever growing call for packaged ingesting water, extra than 75% of the marketplace is dominated by packaged ingesting water and subsequently there is a large opposition among numerous brands along with Bisleri, Aquafina, bailey and Kinley and so on. Also are dealing with tough competition from neighborhood brands inside the marketplace. Table 2 denotes the price of uncooked materials, printing and water remedy used in the procedure.

Table 2: Cost of production (per unit)

Item	Raw material	Printing	Water treatment
Pouch	50 paise	30 paise	40 paise
Bottle	Rs.4	Rs.3	Rs.4
Jar/Cane	Rs.20-40	Rs.5	Rs.10

With the necessity of clean and safe ingesting water, the above production value results in high earnings margin within the enterprise. Thus, by means of meeting the demands of the clients, the earnings margin earned is extra than two hundred%, which is developing each day. Table 3 denotes the promoting rate of the product in the market.

Table 3: Selling Price in the market

Item	Quantity	Price
Bottle	500ml, 1 ltr, 2 ltr	Rs. 7-10
Jar/Cane	5ltr, 10 ltr, 20 ltr	Rs. 25-50

Ranges of applications are being adopted by the competing producers, as a result of fast growth of the marketplace and to satisfy growing call for of clients. The charges of packaged water are to be had in unique amount within the market. Bottles and jar/canes have fundamental share within the market. Table four shows the average income of different categories of packaging consistent with day.

Table 4: Average Sales Per day

Item	Sales level
Pouch	5000-10000
Bottle	20000-40000
Jar/Cane	30000-60000

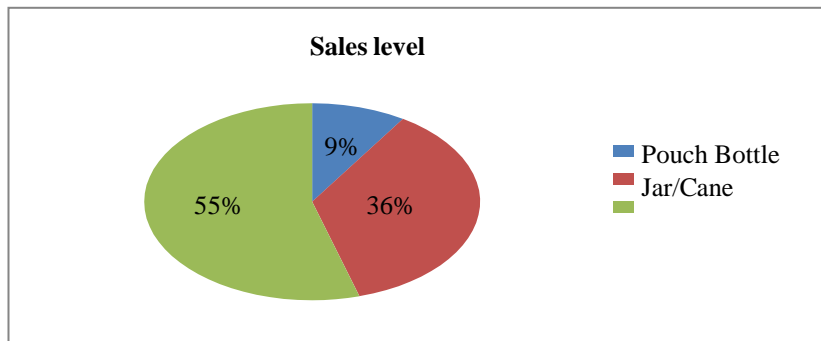


Fig.1 Average sales per day

It has been determined that applications in cane and bottle have highest intake price in retail, government and residential sectors. The sales figures show a great boom in common income inside the market.

Conclusion

The marketers who're planning to go into packaged ingesting water enterprise with the perception that the industry is at top and profitable ought to trade their notion. Water is the primary crucial want for human to quench the thirst. In today's situation, client expects the ingesting water to be pure and secure to devour for preserving healthful existence. The packaged consuming water industry is growing at a charge of 35% and the manufactures are earning an excessive fee of profit inside the market with increasing call for every year. In the light of the above state of affairs, there may be a pressing need for the future players in the area to adopt a high difficulty for nice .A nicely defined first-class policy no longer only permits the marketers to cope with the moral and legal problems but also, sustainability in the market.

Recommendations

The majority of nearby packaged ingesting water manufacturers are doing enterprise with none authorities manipulate. The authorities ought to take vital movements for inspection for fine of water remedy according to certified norms at normal intervals. Service excellent should be advanced to beautify the brand photograph inside the market. Suitable norms may be brought by using the regulatory government for solving the charge.

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