



“BISLERI-Litmus testing the consumer Loyalty”: A Comparative Analysis of Selected Packaged Drinking Water Brands in Bihar

Dr. Quazi Md. Kamran

Faculty, Univ. Deptt. of Commerce & Busi. Adm., TM Bhagalpur University, Bhagalpur, Bihar, India

Abstract:-

The packaged drinking water industry in India is driven by the occasions of unpredicted water lack and wellbeing awareness that has begun to create in the individuals. The market of filtered water is ruled by specific players from recent years since it is focused. The fundamental showcasing rivalry among the players is that of bundling and alluring marking which assembles them immense buyer base. The primary target of the investigation is to discover the purchaser unwaveringness towards Bisleri packaged drinking water and buyer loyalty and satisfaction towards Bisleri. Engaging exploration is followed in this examination. The universe of the populace incorporates the respondents who are the purchasers of Bisleri and its aggressive brands in Bihar. The examples were chosen among the shoppers of Bisleri in Bihar. This exploration talks about the shopper purchasing conduct and the acceptability of the equivalent among the individuals of the examination zone.

Keywords: - Packaged drinking water, Awareness, Rivalry, Buyer loyalty, Satisfaction

1.0 INTRODUCTION

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.

As indicated by the Bureau of Indian Standards (BIS), there are roughly 1,200 packaging plants and 200 brands of bundled drinking water the nation over. Out of these 200 brands, 80% of them are nearby. Various well-known brands in India are Bisleri, Kingfisher, McDowell's No. 1, Aquafina, Bailley and Kinley. Among these brands, Bisleri has caught most of the piece of the pie, and it remains at 36%. Coca Cola's Kinley is next in accordance with a 35% piece of the overall industry. This is trailed by Aquafina, at 15%. Other littler brands that don't have a significant piece of the pie in the mineral water area are Parle Agro's Bailley, Kingfisher and McDowell's No. 1.

1.1 BRIEF OVERVIEW OF BISLERI COMPANY

Parle obtained Bisleri from an Italian business visionary Mr. Felice Bisleri in 1967. The company established its first plant in Mumbai around the same time. The organization was the first to present filtered water industry in quite a while thus it has increased first mover advantage. The organization has undergone changes throughout the years. Every year the organization acquainted new methodologies with retain its maintainability in the market. We have chosen Parle Bisleri for the investigation reason essentially in light of the fact that, it is imperative to contemplate how an organization with a solitary item brand has kept up its market position.

Bisleri propelled names in territorial dialects crosswise over India in 2017, the first in this classification to do as such. India being a multilingual nation, individuals lean toward correspondence in their neighbourhood language as well. Subsequently, the move planned to interface with the nearby individuals in various markets and help them to recognize and identify with the brand in dialects they get it. As per the Euromonitor report of 2018 Bisleri drives the nation in piece of the overall industry with 24.6%.

1.2 OBJECTIVE

- To analyze the impact of promotion in overall packaged water industry in Bihar
- To evaluate the awareness about the popular packaged water brand in Bihar
- To analyze the buying behavior of the consumers in Bihar
- To compare the market share of leading brands (Bisleri, Kinley, Oxyrich, and Aquafina) in Bihar

1.3 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 Bisleri, however Bisleri is continuing its image an incentive by fulfilling its buyers. Along these lines it is critical to break down what made the shoppers faithful towards Bisleri and how they fulfilled their purchasers and as yet taking them with them in their voyage.

1.4 LIMITATIONS OF THE STUDY

The project titled **“BISLERI-Litmus testing the consumer Loyalty”: A Comparative Analysis of Selected Packaged Drinking Water Brands in Bihar** has the following limitations:

- The comparative study has taken into consideration only four packaged water brands which are Oxyrich, Bisleri, Kinley, and Aquafina
- Due to limitation of time the study has been restricted to Bihar only

- Moreover due to limitation of time we have taken into consideration only individual consumers i.e. organizational consumers have not been included in this research
- Due to limitation of time only a small section of people have been studied.
- Due to monetary constraint the sample size have been restricted to only 100 sample units
- The sampling unit chosen is the consumers of Bisleri and its competitive Brand in Bhagalpur and Patna District
- The survey result may vary in other locations based on the local competitors in that area.
- The information we gathered may have bias, which may not give the true picture about the chosen research topic.

2.0 REVIEW OF LITERATURE

Harish Chandra, SB (2013), in his article endeavored to discover the customer fulfillment towards Bisleri water. To be fruitful, associations must investigate the necessities and needs of their buyers. That is the motivation behind why numerous scientists and academicians have ceaselessly underscored on the significance of buyer fulfillment, dependability and maintenance. Buyer fulfillment is significant on the grounds that numerous specialists have demonstrated that purchaser fulfillment positively affects an association's benefit. Because of this, the outcomes of shopper fulfillment and disappointment must be considered. There is likewise a positive association between shopper fulfillment, reliability and maintenance. In this way, purchaser fulfillment, dedication and maintenance are for the most part significant for an association to be effective.

Ramesh Kumar.S and N.Vanitha (2013), The investigation analyze the brand inclinations of the purchasers in purchasing bundled drinking water. Meetings of 607 haphazardly chose customers speaking to four regions in the southern region of Tamilnadu. The respondents give first inclination for the greater amount and administration quality. The difference in administration quality is a key factor to hold or switch over to on the brand.. It is recommended that legislature should find a way to make mindfulness in checking of value stamps in the bundled drinking water among the individuals.

Subrata Ray and Indranil Chatterjee (2012), for this situation investigation of purchaser inclinations about Kinley, a perceptual examination has been accomplished for anticipating the explanations for the inclinations of Kinley, a decision of marked water among the shoppers of Siliguri dwelling in Siliguri locale. This contextual investigation manages the consumers' discernment about the characteristic examination in regards to their decision of choosing a bundled water brand which buying. Siliguri is being assumed as a position of research in light of the cosmopolitan idea of the populace also financial condition is concerned. From the contextual investigation different perceptions developed which will be useful for the advertiser of Kinley particularly the individuals who are working from North Bengal all things considered.

Ratna Bhushan (2009), in his article titled, "Filtered water Kinley surrounds Bisleri's retail share" Summer wars are never again pretty much bubble and tourist; they have sifted down to bundled water too. The Ramesh Chauhan-possessed Bisleri and Coca-Cola's Kinley are neck-and-neck in the Rs 1,200-1,500-crore retail bundled water section, as indicated by economic specialist AC Nielsen. Bisleri, be that as it may, claims it leads in the mass portion, which adds to over half of its deals.

Sierra Club (2008), made an investigation entitled, "Filtered water: Learning the Facts and Taking Action", in their educational bundle about filtered water, the Sierra Club notices water deficiencies that have been accounted for close packaging plants in Texas and the Great Lakes locale: the withdrawal of enormous amounts of water from springs and springs for packaging has exhausted family unit wells in provincial zones, harmed wetlands, and corrupted lakes.

Unknown (2008), in his article titled "Bisleri, Mount Everest battle about „Himalayas“ escalates" said that the battle between filtered water major Bisleri and Mt Everest over the utilization of Himalayan brand arrived at another pitch on Tuesday with Ramesh Chauhan-advanced firm blaming the Tata gathering organization for manufacturing and gluing mark on its containers.

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.

3.0 RESEARCH METHODOLOGY

The data for the research paper has been collected through primary and secondary sources. Primary data has been collected through survey which is restricted to two districts of Bihar only. Sample size of the survey is 100 sample units. The study has taken into consideration consumers of only four packaged water brands.

The samples were chosen from the population, by using Convenience sampling technique (i.e. Non-probability sampling technique), because the exact population size is unknown and the accessibility of the consumer is difficult. Survey method is used as data collection in this research. The primary data were collected using structured questionnaire. Questionnaire cum interview method has been used. Both dichotomous questions and multiple choice questions has been included in the questionnaire.

The final questionnaire is basically comprised of four parts

- Profile of the consumers
- Parameters used are aimed at identifying buying pattern of consumers
- Measuring the brand visibility of four packaged brands at Bihar

- The last part is aimed at measuring the satisfaction level of the consumer with respect to the brand which they have recently used

Secondary data has been collected through various websites. The primary data has been analyzed with the help of statistical tools. The paper is based on certain hypothesis and through actual data collection the real picture will be brought forward.

3.1 HYPOTHESIS OF THE STUDY

The research article has the following null hypothesis:

- There is no significant difference between the four brands in terms of their Brand Equity

$H_0: \mu \text{ Brand Equity, Aquafina} = \text{Brand Equity, Bisleri} = \text{Brand Equity, Oxyrich} = \text{Brand Equity, Kinley}$

- There is no significant difference between the four brands in terms of Satisfaction Level

$H_0: \mu \text{ Aquafina} = \text{Bisleri} = \text{Oxyrich} = \text{Kinley}$

$H_1: \mu$

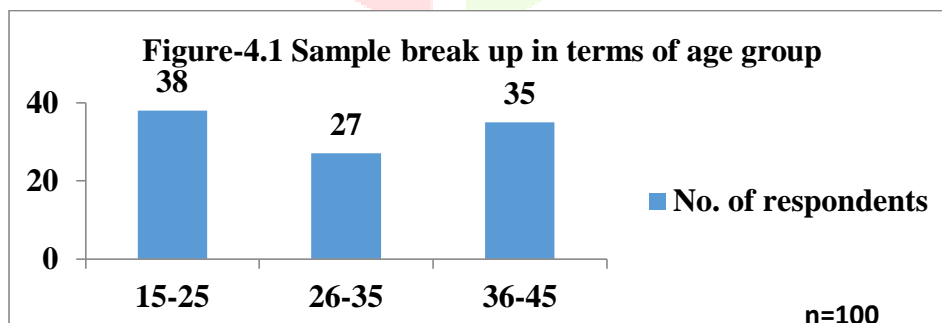
3.2 TOOLS USED FOR DATA ANALYSIS

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

The method followed

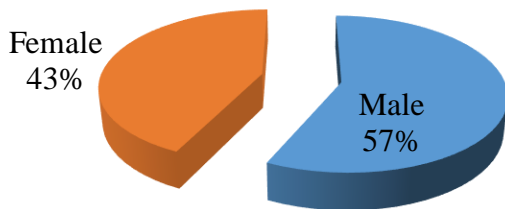
- ANOVA test has been used to analyze the data collected from the survey
- Bar graph and pie charts will be used to analyze the data
- Likert's Scale has been used to measure respondent attitude and perception
- ✓ Five Point Scale, where 1= Strongly Agree, 2= Agree, 3= undecided, 4= Disagree, 5= Strongly Disagree
- ✓ Five Point Scale, where 1= Most preferred, 2= Preferred, 3= Average, 4= Less preferred, 5= Least preferred

4.0 ANALYSIS OF DATA AND INTERPRETATIONS



Interpretation:

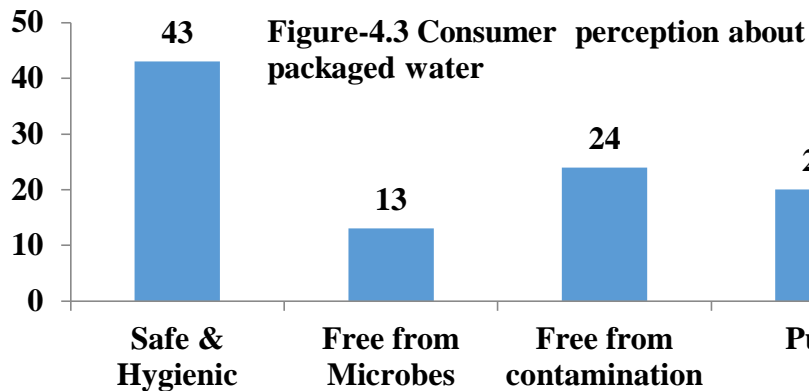
From the above figure we can conclude that 38% of the respondents are between the age group of 15-25 .35% of the respondents are between the age group of 36-45 and 27 of the respondent are between the age group of 26-35

Figure-4.2 Sample break up on the basis of gender

n=100

Interpretation:

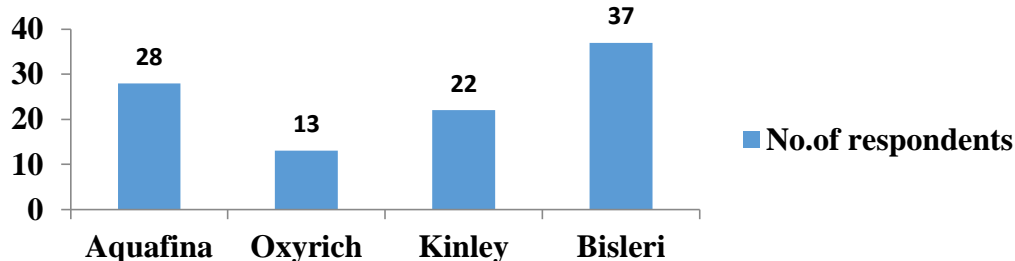
The above figure shows that the total sample units included 57 male respondents and 43 female respondents.

**Interpretation:**

The above chart throws light on the perception of the consumer about the packaged water. It can be interpreted that 43% of the respondents perceive packaged as safe and hygienic followed 24% who perceive it as free from contamination and 20% perceive it as pure.

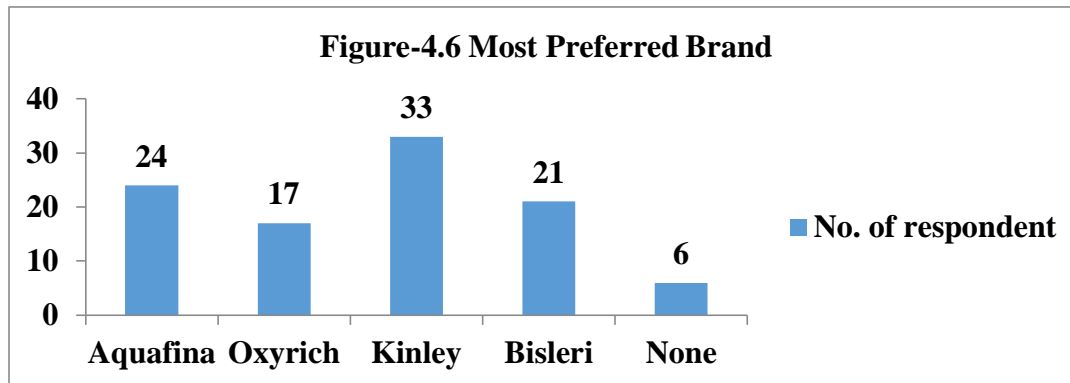
Figure-4.4 Brand loyalty**Interpretation:**

The brand loyalty is low in the packaged water segment and this fact is evident in the above chart also which shows that 59% of the respondent said that they do not purchase the same brand every time, their purchase decision is based on the availability of packaged water and only 41% of the respondent said that they prefer to purchase same brand every time.

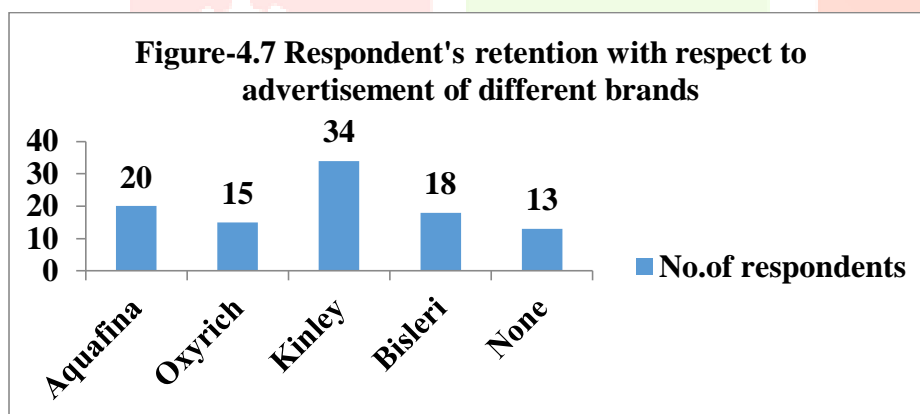
Figure-4.5 High brand visibility

Interpretation:

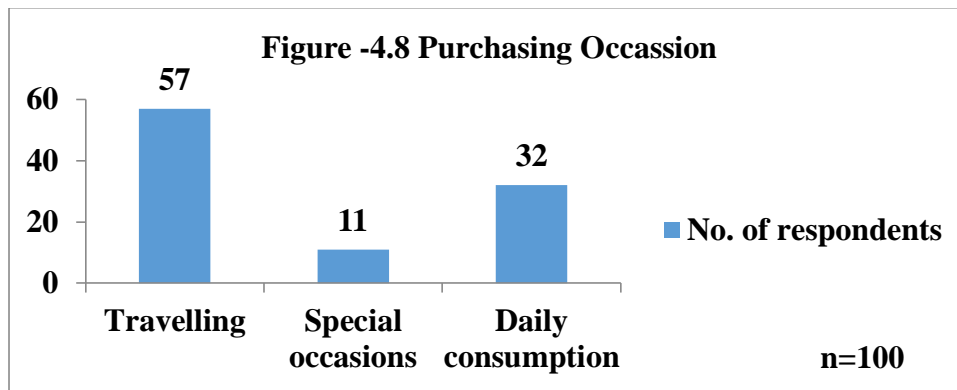
When the respondent were asked to recall the name that comes first to their mind in the context packaged water, then 37% of the respondent replied Bisleri, followed by 28% recalling Aquafina. Though Bisleri did not emerge as the most preferred brand but in spite of this it is present in the consumer's sub conscious mind as a name attached to packaged water.

**Interpretation:**

When the respondents were asked to choose the most preferred brand of their choice among the brands mentioned in the questionnaire, then the following results emerged .Kinley (33%) emerged as the most preferred brand of the consumers in Bihar followed by Aquafina (24%).

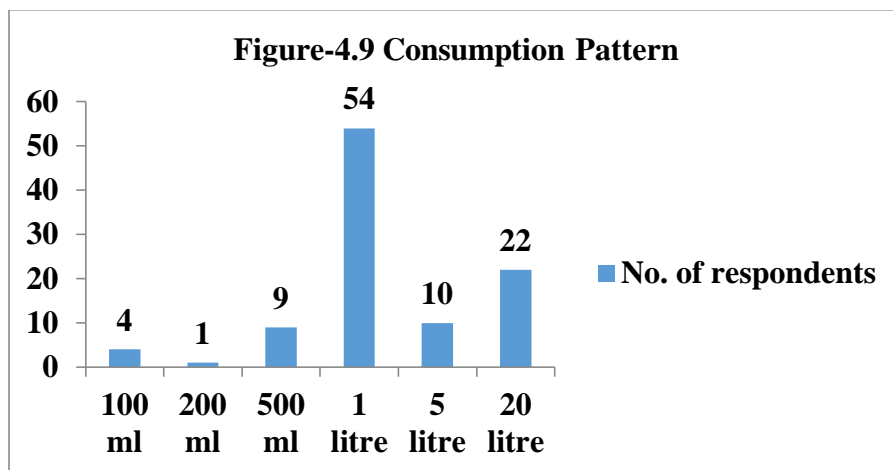
**Interpretation:**

The above chart throws light on the data collected about the brands whose advertisements respondents could remember. 34% of the respondents could remember the advertisement of Kinley followed by 20% respondents who could recall the advertisement of Aquafina. Moreover 13% were not able to recollect the advertisements of a single brand.



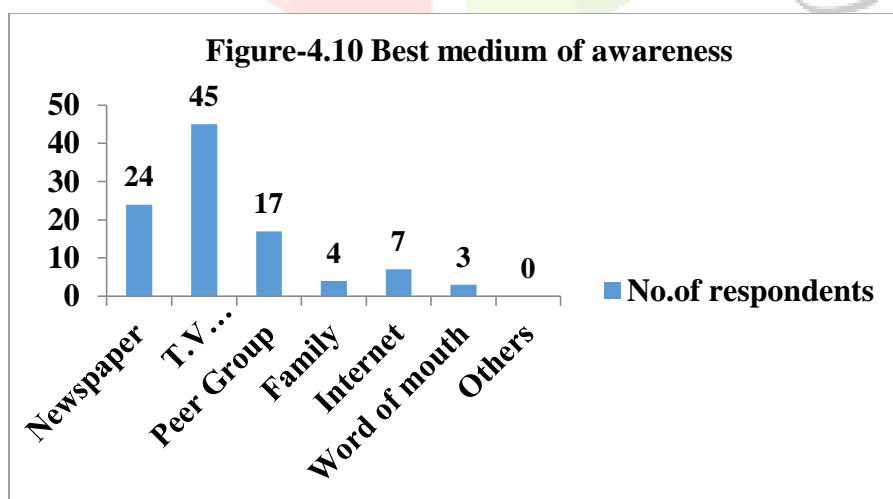
Interpretation:

57% of the respondent said that they generally purchase packaged water during travelling, followed by 32 % of the respondent who said that they purchase it on a daily basis.



Interpretation:

From the above figure we can conclude that bottles of 1 litre quantity has higher sale as compared to other size as 54% of the respondent said that they generally purchase 1 litre pack, followed by 20 litre pack as 22% of the respondents purchase it for house hold consumption.



Interpretation:

45% of the respondents admitted that they come to know about different brands through T.V advertisement followed by 24% of respondent who admitted newspaper as the best medium.

Table-4.1

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Kinley	33	61	1.848485	0.632576		
Oxyrich	23	49	2.130435	1.754941		
Bisleri	16	38	2.375	0.65		
Aquafina	27	92	3.407407	1.019943		
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	39.06218	3	13.02073	13.00435	3.46E-07	2.700409
Within Groups	95.11964	95	1.001259			
Total	134.1818	98				

Interpretation:

The null hypothesis is that, there is no significant difference between the above 4 brands in terms of their brand equity. After subjecting the data to the ANOVA test we found that the value of F calculated exceeded the value of F critical. From this it can be concluded that there lies a significant difference between the 4 brands in terms of brand equity and hence the null hypothesis is rejected and the alternate hypothesis is accepted. However the brands (**Kinley and Oxyrich**) with low average are the one which have high brand equity.

Table-4.2

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Kinley	33	68	2.060606	0.808712		
Oxyrich	17	41	2.411765	1.382353		
Bisleri	23	83	3.608696	0.794466		
Aquafina	27	89	3.296296	1.524217		
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	42.28567	3	14.09522	12.87427	3.87E-07	2.699393
Within Groups	105.1043	96	1.094837			
Total	147.39	99				

Interpretation:

The null hypothesis is that, there is no significant difference between the above mentioned 4 brands and all the 4 brands equally satisfy the consumers. After performing the ANOVA test on the data collected the value of F calculated exceeded the value of F critical. From this it can be concluded that there lies a significant difference between the 4 brands and hence the null hypothesis is rejected and the alternate hypothesis is accepted.

However the brands with low average are the ones with which the consumers are satisfied. **Kinley** followed by **Oxyrich** are the brands which have been able to satisfy the consumers in all terms.

5.0 CONCLUSION

After analysing the data, which was collected through a market survey we have come to the conclusion that people are so deeply attached with Bisleri that they use Bisleri as a generic name for packaged water. But the company has totally failed to convert this attachment of the consumer with the product and convert the popularity into sales. Moreover we also concluded that the overall brand loyalty is missing in the packaged water segment which is acting as a major barrier in the way of Bisleri to capture a dominant position in the market place. As per the findings of the market survey, most of the respondent was found to be brand switcher. Moreover another aspect which came into light is that availability plays a dominant role both, in the consumer buying decision process as well as in deciding loyalty towards a particular brand. Moreover Bisleri is losing, ground in the market due to the taste. As per the results Kinley is considered to have better taste than that of the Bisleri. On the basis of the response collected from the 100 respondent we also concluded that Kinley is the most preferred brand among the consumer and they expressed their satisfaction on the basis of the 9 parameters that we took into consideration for the consumer research. Moreover we also we concluded from the research that the most of the consumer use it through travelling and the monthly consumption of the consumer is very low. This situation prevails not only in Bihar but more or less the same scenario prevails throughout the country.

Finally in the end we would like to add that though Bisleri started very well in the packaged water segment but in the long run it could not maintain its position because of several new entrants (MNC and the local players) in the domestic market started losing its share to these players.

6.0 RECOMMENDATIONS

On the basis findings and conclusion drawn from the consumer research we feel that the company should take some concrete steps in order to overcome the problem of declining market share. So, we have come up with the following recommendations which we feel that, would help the company in overcoming its weaknesses and compete with the competitors in a better way.

- As the consumer is very well aware and deeply attached to Bisleri so the company's advertisement should be focused on displaying benefits that its product offers as compared to its competitors.
- Also, availability plays an important role in making the brand more popular. Thus, this aspect should be given importance and the company should penetrate deeper into the Indian market through intensive distribution.
- As per the sales of 1 litre pack is the highest as compared to other sizes available in the market, so we would recommend the firm to push this pack in the market as much as possible, as well as encourage the consumers to buy the packaged available in other sizes too, such as 100ml and 250ml to the price sensitive consumers.
- Another area where it can focus and thereby increase the sales is household consumers. It should somehow convince the consumers that packaged are more safe and hygienic as compared to the water purified through Aqua guard. It should make use of the emotional as well as rational appeal in its promotional campaign.

- During the research we found that the consumer avoid purchasing packaged water because of the fear that it may be a duplicate one, so the company should come forward and ensure, through their packaging or through their promotional campaigns that their products are free from such duplicity.

References:-

1. Emanuel Rosen 2012, The Anatomy of Buss: How to create word of mouth marketing, 1998, 273, 24-36 4. Guy Kawasaki, Rulesfor Revolutionaries: The capitalist manifesto for creating and marketing new products and services.
2. Elaine Buxton 2000, A comparison of mystery shopping studies and consumer satisfaction studies 2000.
3. Ghuri Pervez and Gronhung Kjell 2002, Research Methods In Business Studies: A Practical Guide, 2nd ed, Prentice Hall Financial Times.
4. Hartley Bob and Starkey Michael W, (ed), The Management of sales and customer relationship. International, Thomson Business Press.(nd).

JOURNALS

1. Harishchandra S.B. 2013, “Consumer Satisfaction Towards Bisleri Bottled Water”, Golden Research Thoughts, Vol. 2 Issue 8, pp. 1 – 5.
2. Subrata Ray And Indranil Chatterjee (2012), “Consumer Preferences Of “Kinley” Brand Packaged Drinking Water In Siliguri: A Case Study”, Sit Journal Of Management, Vol. 1. No. 1. June 2012. pp.195 – 206.
3. Gupta, H.P. and Singh, R. 1989. Consumer’s brand choice behavior for televisions. Indian.J.Market. Vol.19 : p.17-22. Gupta, S.S. and Verma, D.P.S. (2000). We not me who
4. Gaur, S.S and Vaheed,K.A. 2002. Study of buying behaviour for branded fine rice.Indian J. market. Vol.32(7): p.33-36.
5. Singh, R. 1980. Consumer store loyalty and preference. Indian Journal of Marketing, Vol.13 (6-9), p.14-27.
6. Sengupta, P. 2013. Potential Health Impacts of Hard Water. Int. J of Prev. Med., 4(8): 866-875. 45.
7. Kozisek, F. 2003. Health significance of drinking water calcium and magnesium. National Institute of Public Health. A review, p.58.