

TO STUDY ON CUSTOMER SATISFACTION TOWARDS BISLERIWATER WITH SPECIAL REFERENCE TO CHENNAI CITY

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

GEEKESH CHARAN

REGISTER NO: 42410226



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A+" by NAAC | 12B Status by UGC

Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Geekesh charan (42410244) who have done the project entitled **“TO STUDY ON CUSTOMER SATISFACTION TOWARDS BISLERIWATER WITH SPECIAL REFERENCE TO CHENNAI CITY”** under my supervision from SEPTEMBER 2023 to DECEMBER 2023

Dr. YASMEEN BANO

Internal guide

External guide

**Dr. BHUVANESWARI G MBA., Ph.D.
Dean-SCHOOL OF MANAGEMENT STUDIES**

Submitted for Viva Voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **GEEKESH CHARAN** (42410226) hereby declare that the Project Report entitled “**TO STUDY ON CUSTOMER SATISFACTION TOWARDS BISLERI WATER WITH SPECIAL REFERENCE TO CHENNAI CITY**” done by me under the guidance of **Dr. YASMEEN BANO**, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

GEEKESH CHARAN

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them

I convey my sincere thanks to **DR. G. Bhuvaneswari, Dean - School of Management Studies and DR. PALANI A, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. YASMEEN BANO**, for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

GEEKESH CHARAN

LIST OF CONTENT

CHAPTER NO.	PARTICULARS	PAGE NO.
1	INTRODUCTION	1 – 13
2	COMPANY PROFILE	14 – 27
3	A) REVIEW OF LITERATURE	28 - 35
	B) RESEARCH METHODOLOGY	36 – 37
4	ANALYSIS AND INTERPRETATION OF DATA	38 – 55
5	FINDINGS, SUGGESTIONS AND CONCLUSION	56 -59
ANNEXURE	BIBLIOGRAPHY	
	QUESTIONNAIRE	

LIST OF TABLES

S.NO	TITTLE	PAGE NO
4.1	GENDERWISE CLASSIFICATION OF THE RESPONDENTS	38
4.2	AGE OF THE RESPONDENTS	39
4.3	MARTIAL STATUS OF THE REESPONDENTS	40
4.4	INCOME OF THE RESPONDENTS	41
4.5	CONSUMERS OF MINERAL WATER	42
4.6	PREFER THE MINERAL WATER BY OTHERS	43
4.7	RESPONDENTS KNOW ABOUT THE BISLERI	44
4.8	RESPONDENTS INFLUENCES WITH PRICE OF BISLERI	45
4.9	RESPONDENTS SATISFIED WITH THE PRICE OF BISLERI	46
4.10	RESPONDENTS SATISFIED WITH THE QUALITY OF BISLERI	47
4.11	RESPONDENTS SATISFIED WITH AVAILABILITY OF BISLERI	48
4.12	SIZE OF BOTTLE PERFERED BY RESPONDENTS	49
4.13	RESPONDENTS THINK MINERAL WATER MUCH MORE HYGENIC THAN NORMAL WATER	50
4.14	RESPONDENTS SATISFIED WITH ADVERTISEMENT OF BISLERI	51
4.15	RESPONDENTS PERFER PARTICULAR BRAND FOR PURCHASE	52
4.16	RESPONDENTS RATE THE BISLERI WATER	53
4.17	RESPONDENTS TO BUY	54
4.18	RESPONDENTS SATISFIED WITH PROMOTIONAL ACTIVITIES OF BISLERI	55

LIST OF CHARTS

S.NO	TITLE	PAGE NO
4.1	GENDERWISE CLASSIFICATION OF THE RESPONDENTS	38
4.2	AGE OF THE RESPONDENTS	39
4.3	MARTIAL STATUS OF THE REESPONDENTS	40
4.4	INCOME OF THE RESPONDENTS	41
4.5	CONSUMERS OF MINERAL WATER	42
4.6	PREFER THE MINERAL WATER BY OTHERS	43
4.7	RESPONDENTS KNOW ABOUT THE BISLERI	44
4.8	RESPONDENTS INFLUENCES WITH PRICE OF BISLERI	45
4.9	RESPONDENTS SATISFIED WITH THE PRICE OF BISLERI	46
4.10	RESPONDENTS SATISFIED WITH THE QUALITY OF BISLERI	47
4.11	RESPONDENTS SATISFIED WITH AVAILABILITY OF BISLERI	48
4.12	SIZE OF BOTTLE PERFERED BY RESPONDENTS	49
4.13	RESPONDENTS THINK MINERAL WATER MUCH MORE HYGENIC THAN NORMAL WATER	50
4.14	RESPONDENTS SATISFIED WITH ADVERTISEMENT OF BISLERI	51
4.15	RESPONDENTS PERFER PARTICULAR BRAND FOR PURCHASE	52
4.16	RESPONDENTS RATE THE BISLERI WATER	53
4.17	RESPONDENTS TO BUY	54
4.18	RESPONDENTS SATISFIED WITH PROMOTIONAL ACTIVITIES OF BISLERI	55

INTRODUCTION

Marketing is societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. The American marketing association defines marketing as —Marketing is the process of planning and executing then conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Marketing management takes place when at least one party to a potential exchange thinks about the mean of achieving desired responses from other parties.

There are six concepts under which organization conduct marketing activities:

- Production Concept
- Product Concept
- Selling Concept
- Marketing Concept
- Customer Concept
- Societal Marketing Concept

The production concept is one of the oldest concepts in business. The production concept holds that customers will prefer a product that is widely available and inexpensive managers of production- oriented businesses concentrate on achieving high production efficiency, low cost and mass distribution. It isalso used when a company wants to expect the market.

PRODUCT CONCEPT

Product concept holds that consumers will favor those products that offerthe most quality, performance or innovative features managers in these organizations focus on marketing superior products and evaluated companies offer trust that their engineers can design exceptional products.

SELLING CONCEPT

The selling concept holds that consumers and businesses, it left alone will ordinarily not buy enough of the organization's products. The organization must, therefore, undertake an aggressive selling and promotion effort. This concept assumes that the company has a whole battery of effective selling

and promotion tools to stimulate more buying.

MARKETING CONCEPT

The marketing concept holds that the key to achieving its organizational goals consists of the company being more effective than competitors in creating, delivering and communicating superior customer value to its chosen target marketing. The marketing concept starts with a well-defined market, focuses on customer needs, and coordinates all the activities that will affect users and product profits by satisfying customers.

CUSTOMER CONCEPT

Where companies practicing the market concept work at the level of the customer segment, a growing number of today's companies are now shaping separate offers, service, and messages to individual end users.

SOCIAL MARKETING CONCEPT

The societal marketing concept holds that the organization goal is to determine the needs, wants and interest of target markets. To deliver the desired satisfaction more effectively than competitors in a way that preserves or enhances the consumers and the society's well-being.

MARKETING STARTS AND ENDS WITH CUSTOMER

Consumption is the end of all production. Consumers are the target of many activities performed by business people. The satisfaction of the consumer is the main, perhaps the most sensible objective of the firms. The production overlooked the importance of consumption and all other agencies and institutions involved in the marketing process. Producers in the last century cared very little about the consumers. But those days have gone. Production is now verified in every country on a fabulous scale. Each country produces more than what society immediately needs. Therefore, It is essential to lay importance for all the products to reach the customers and satisfy this need through marketing.

CUSTOMER SATISFACTION

Customer satisfaction and marketing strategies go hand in hand. If the marketing strategies adopted by the company are not in proper lines, it will pave way of customer dissatisfaction. So, management should focus their attention in adopting right marketing strategies which in turn will satisfy the customers. Only if the customers are satisfied with regard to quality, service and promotional activities, they will remain as customer forever. In this highly competitive world, the entire market has

drifted away from sellers' market to buyers' market. So, it should be the objective of any organization to adopt the best possible marketing strategies to remain the customers.

DEFINITION

It is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a balanced scorecard. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

MEASURING CUSTOMER SATISFACTION

Organizations are increasingly interested in retained in existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and or services to the place. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product\service to product service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization 's products. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. Work done by Berry, Brodner between 1990 and 1998 defined Ten Quality Values: which influence satisfaction behaviors, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, and Timeliness. Efficiency, Ease of Access, Environment, Interdepartmental Teamwork, Front Line Service Behaviors, and Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. Satisfaction is a function of perceived performance and expectation. If the expectation falls short of expectation, the customer is dissatisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along.

Those who are highly satisfied are much less ready to switch. High dissatisfaction or delight creates an emotional bond with the brand, not just a rational preference. The results are high customer loyalty. Some of today 's most successful companies are raising expectations and delivering performances to match. The companies are TCS-Total Customers Satisfaction. The key in generating high customer loyalty is to deliver high customer value. In addition to tracking customer value expectations and satisfaction, companies need to monitor their competitor 's position in these areas. For customer center companies, customer satisfaction is both a goal and a marketing tool. Although the customer-centred firm seeks to create high customer satisfaction, its main goal is not to maximize customer satisfaction. If the company increases customer satisfaction by lowering its price or increasing its services, the result may be lower profit. There are several ways to gather input from customers. The simplest way to find out how customers feel and it is what they want is to ask them. If you have only 20 customers, you can talk to each one personally. The disadvantage of that you will gather different information from each customer depending on how the conversation goes. Customer surveys with standardized survey questionensure that you will collect the same information from everyone. Remember that few of your customers will be interested in "filing out a questionnaire". It's work for them without much reward. By launching a customer survey as an attempt to find out "how we can serve you better" your customers will feel less put upon.

Here are few of the possible dimensions that one could measure:

- Quality of product
- Pricing
- Offers and discounts
- Staff's behaviour
- Complaints or problems

CUSTOMER SATISMETHODS OF MEASURING FACTION:

Managing customers 'satisfaction efficiently is one the biggest challenge an organization face. The tools or methods to measure customer satisfaction needs to be defined so phisticatedly to fulfill the desired norms.

There are following methods to measure customer satisfaction:

Direct Methods:

Directly contacting customers and getting their valuable feedback is very important. Following are some of the ways by which customers could be directly tabbed:

- A. Getting customer feedback through third party agencies.
- B. Direct marketing, in-house call centers, complaint handling department could be treated as first point of contact for getting customer feedback. These feedbacks are compiled to analyze customers 'perception.
- C. Getting customer feedback through face-to-face conversation or meeting.
- D. Feedback through complaint or appreciation letter.

Organizations mostly employ external agencies to listen to their customers and provide dedicated feedback to them. These feedbacks need to be sophisticated and in structured format so that conclusive results could be fetched out. Face to face meetings and complaint or appreciation letter engages immediate issues. The feedback received in this is not uniformed as different types of customers are addressed with different domains of questions.

This hider the analysis process to be performed accurately and consistently. Hence the best way is to implement a proper survey which consists of uniformed questionnaire to get customer feedback from well segmented customers. The design of the prepared questionnaire is an important aspect and should enclose all the essential factors of business.

The questions asked should be in a way that the customer is encouraged to respond in a obvious way. This feedback could receive by the organizations can be treated as one of the best ways to measure customer satisfaction.

- A. Customer Complaints:** Customer 's complaints are the issues and problems reported by the customer to supplier with regards to any specific product or related service. These complaints can be classified under different segments according to the severity and department. If the complaints under a particular segment go high in a specific period of time, then the performance of the organization is degrading in that specific area or segment. But if the complaints diminish in a specific period of time, then that means the organization is performing well and customer

satisfaction level is also higher.

B. Customer Loyalty: It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer loyalty. In these interactions and communications, it is required to learn and determine all individual customer needs and respond accordingly. A customer is said to be loyal if he revisits supplier on regular basis for purchases. These loyal customers are the satisfied ones and hence they are bounded with a relationship with the supplier. Hence by obtaining the customer loyalty index, suppliers can indirectly measure customer satisfaction

FACTORS AFFECTING CUSTOMER SATISFACTION

Customer satisfaction is the overall impression of customer about the supplier and the products and services delivered by the supplier. Following are the important factors that could affect customer satisfaction:

- Department wise capability of the supplier. Technology and engineering or re-engineering aspects of products and services.
- Type and quality of response provided by the supplier.
- Customer service provided by the supplier.
- Supplier's capability to commit on deadline and how efficiently they are met.
- Complaint management.
- Cost, quality, performance and efficiency of the product.
- Supplier's personal facts like etiquettes and friendliness.
- Supplier's ability to manage whole customer life cycle.
- Compatible and hassle-free function and operation.

The above factors could be widely classified under two categories i.e. suppliers behavior and performance of product and services. The supplier's behavior mostly depends on the behavior of its senior subordinates, managers and internal employees.

All the functional activities like customer response, direct product and maintenance services, complaint management etc. are the factors that rely on how skillful and trained the internal and human resources of the supplier are. The second category is regarding all the products and services.

This depends on the capability of supplier to how to nurture the products and service efficiently and how skilled the employees are. It's all about how the skills are implemented to demonstrate engineering, re-engineering and technological aspects of the products and services. The quality and efficaciousness of the products is also an important factor that enables compatible and hassle free functions and operations. This bears to lower maintenance and higher life of the product which is highly admired by the customers.

If the product is having some problem or compatibility issues and requires frequent maintenance and support than the customers could get irritated and possibilities of suddendivert is there which lead to supplier's financial loss. In the same way if the product is expecting huge amount of financial and manual resources then customers could get a feeling of dissatisfaction and worry.

However, if these aspects are handled efficiently by giving class services and dealing with complaints effectively then dissatisfied customers could be converted into long time satisfied customers and retaining them becomes easy. It is practically impossible for the supplier to provide all the above explained features.

There are always some positive as well as negative features in products and services which could lead to delight or irritate customers.

The final opinion is the sum of overall experiences which a customer percept. But it is also true that more the positive aspects, the more the customer is satisfied. Hence the aim of the supplier should be always to enhance these positive feelings among all the customers to increase customer satisfaction.

The supplier must identify how to enhance these positive aspects to maximum level by analyzing the customer's data and information using CRM system. The individual liking and disliking of customers differ from customer to customer. It is hence required to target a customer and identify individual requirement to make them satisfied.

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:"

"Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

"Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." A previous study about customer satisfaction stated that when a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."

In literature antecedents of satisfaction are studied from different aspects. The considerations extend from psychological to physical and from normative to positive aspects. However, in most of the cases the consideration is focused on two basic constructs as customers' expectations prior to purchase or use of a product and his relative perception of the performance of that product after using it.

A customer's expectations about a product tell us how he or she anticipates how that product will perform. As it is suggested in the literature, consumers may have various "types" of expectations when forming opinions about a product's anticipated performance. For example, four types of expectations are identified by Miller: ideal, expected, minimum tolerable, and desirable. While, Day indicated among expectations, the ones that are about the costs, the product nature, the efforts in obtaining benefits and lastly expectations of social values. Perceived product performance is considered as an important construct due to its ability to allow making comparisons with the expectations.

It is considered that customers judge products on a limited set of norms and attributes. Olshavsky and Miller (1972) and Olson and Dover (1976) designed their researches as to manipulate actual product performance, and their aim was to find out how perceived performance ratings were influenced by expectations. These studies took out the discussions about explaining the differences

between expectations and perceived performance."

In some research studies, scholars have been able to establish that customer satisfaction has a strong emotional, i.e., affective, component.

Still others show that the cognitive and affective components of customer satisfaction reciprocally influence each other over time to determine overall satisfaction.

Especially for durable goods that are consumed over time, there is value to taking a dynamic perspective on customer satisfaction. Within a dynamic perspective, customer satisfaction can evolve over time as customers repeatedly use a product or interact with a service. The satisfaction experienced with each interaction (transactional satisfaction) can influence the overall, cumulative satisfaction. Scholars showed that it is not just overall customer satisfaction, but also customer loyalty that evolves



over time.

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goal.

Customers play an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common

Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Importance of customer satisfaction

Customer satisfaction is essential to keeping your current customers and retaining new ones. Dissatisfied customers are a retention risk, and losing them will hurt your brand. Let us look at why customer satisfaction (CSAT) is so important for brands to succeed.

Five reasons why customer satisfaction is important

It is imperative to understand the importance of customer satisfaction. Let us look at five key factors that make customer satisfaction important.

Repeat customers

Satisfied customers are likely to purchase from you again. One easy way of knowing this is through customer satisfaction surveys. Ask them to rate their satisfaction levels on a scale of 1 to 10 and see who will be happy to purchase from you in the future. Customers that rated you 7 or more are satisfied and are likely to engage with your business again. A score of 6 or below is cause for concern; these customers are unhappy with you and are a huge attrition risk.

Customers that rated 9 or 10 are your biggest advocates and most loyal customers. You may use them to promote your brand and improve your CSAT scores.

Competition differentiator

Customer satisfaction is the key to making or breaking brands. In this competitive world of a huge number of brands, customer satisfaction has to be focal to your customer strategy. No amount of marketing campaigns and promotions will help you if your customers are not satisfied. Brands that have low levels of customer satisfaction are likely to perish in the future. Brands that have advocates are far likely to do better than brands that do not. You will have brand advocates when you have satisfied customers. So, as you see, it all begins and ends with customer satisfaction.

Reduce customer churn

Contrary to popular belief, pricing is not the main reason for customer churn. Yup, you guessed it right; it's customer service. We know of several brands that have a huge customer base despite high prices. You can use customer satisfaction scores and inputs from your CSAT surveys to improve upon your customer service processes. Poor customer service quality will hurt you and cost you customers in the long term. Seek continuous customer feedback to track your progress and routinely share it with your customer service reps.

Decrease negative word of mouth

According to McKinsey's research, an unhappy customer will tell about their experience to anywhere between 9-15 people. Considering the number of dissatisfied customers you may have, that's a lot of negative press. This will directly impact your business revenue and brand reputation. Repeat business rides on customer satisfaction, and unhappy customers are detrimental to your business. There will always be customer churn, but you do not want to lose customers based on bad word of mouth. Conducting regular CSAT surveys will help you measure customer satisfaction and identify factors that may be hampering your CSAT scores.

Retaining customers is cost-effective

The cost to acquire new customers is 6-7 times more than retaining your current customers. This puts into perspective how vital customer satisfaction is. Rather than spending huge amounts of money on acquiring new customers, spend a fraction of it on improving your existing processes and systems to retain customers. This will go a long way in saving costs and growing your business revenue.

Benefits of customer satisfaction

Brands need to understand customer satisfaction benefits before they invest effort and resources in processes and systems to improve their CSAT score. Here are some key benefits of customer satisfaction that all brands need to take into account.

Customer loyalty

When your customers are satisfied, they believe in the brand and become loyal. These loyal customers give brands repeat business and form a major part of the revenue. Losing customers takes a huge toll on your business revenue and customer churn numbers. Adobe's report said loyal customers spent 67% more than new ones via repeat orders, upsells, etc. Add to this the positive word of mouth to friends and

family from your loyal customers, and it really starts to add up. Satisfied existing customers feel they can promote the brand to their loved ones for the great experiences they've had.

Support pillars

Satisfied customers are more likely to stand by in times of crisis; they care for the brand and want to see it thrive. This has been observed in many cases for big brands such as McDonald's, when there were rumors of caterpillars in their foods. They trust the brand and are understanding of any shortcomings or crisis that may befall them.

Sales revenue

Brands focussing on customer satisfaction actively have healthy sales revenue. They do not lose old customers and have a steady revenue stream from repeat business. Customer satisfaction and increased revenue are directly correlated. Satisfied customers stay loyal to your brand, interact with it, buy often, and make recommendations to their colleagues, friends, and family. Run online customer surveys to note which areas are impacting customer satisfaction negatively and need improvement. This will help improve customer satisfaction and reduce customer churn.

Boost brand reputation and popularity

Customer satisfaction impacts brand reputation and popularity. See customer feedback and figure out which areas could be improved and improve satisfaction. Is it accounts or customer service? Don't be afraid to ask your customers; honest feedback will help manage expectations and act accordingly. Famous brands have dedicated teams and initiatives for improving customer satisfaction, which helps them achieve high sales figures.

Reduce marketing expenses

Satisfied customers are your biggest advocates. Their positive word-of-mouth lends your brand credibility, popularity, and helps acquire new customers. This saves brands a lot of money that they would spend on marketing and promotional campaigns to acquire new.

Vision

A goal description of association might want accomplishment or finish in the mid-term long haul future. It is strategic to fill in as a unique guide for picking present and upcoming strategies. The water green insurgency started eager dream: an Indian in which each individual has continuous access experimentally cleaned and braced intake water, independent of land hindrances financial impediments.

Mission

A composed report of a memory's Centre reason and Centre that classically stays intact after some time. Appropriately created reports of determination are, Fill in as channels to separate what is critical from what is definitely not. Unmistakably State Which Marketplaces served and how. Also, impart a sensation of planned bearing to the full association.

The water green upheaval urges us to develop persistently, to give each Indian access to logically decontaminated and strengthened drinking water that is promptly accessible and effectively reasonable; and to bolster activity that revive the world's normal wellsprings of unblemished consumption water.

Quality policy

Offering some incentive and fulfilment to our client on item and administrations. Keeping up convenient conveyance and aggressive. Accomplishing it through methodical preparing and advancement and inspiration of all representatives. Making great condition and solidarity in the association.

COMPANY PROFILE

Company Full Name : Bisleri Limited

Type : Private

Industry : Beverages

Founded Year : 1969

Founder : Jayantilal Chauhan And Felice Bisleri

Headquarters : Mumbai

Key People : Ramesh Chauhan (Chairman), Zainab Chauhan (Director), Angelo George (CEO)

Parent Company : NA

Subsidiaries : NA



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 N 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%.

PRODUCTS AND SERVICES PROFILE OF BISLERI:

PRODUCT:

We at Bisleri esteem our client and in this way have created 8 one of a kind box proportions ensemble in essential of the each person. The available in 250ML mugs, 250ML containers, 500ML, IL, L, 2L and 5L, and 20L are the returnable boxes.

Bisleri International pvt.ltd. Proposals Bisleri mineral water, each bead of Bisleri water is sanitized according to universal guidelines to guarantee the experience dependably stays immaculate and fulfilling for more. It experiences many water treatment procedures, for example, chlorination that slaughters microorganisms and to expel natural matter. Arkal channel to expel suspended matter and turbidity, carbon channel that evacuate leftover chlorine and smells, turn around osmosis that expels natural material and control add up to broke up solids' in the water. Expansion of mineral and smaller scale filtration is accomplished with the end goal of keeping up an adjusted mineral substance and certification's virtue. Ozonation guarantees water microscopic organisms free for longer life.

AREAS OF OPERATIONS

Since 1995 Mr. Ramesh Chauhan has extending Bisleri processes suggestively income will repeated greater than 20 periods above a time of 10 years and normal development rate has around 40% above retro. By and by Bisleri is having 13 plants situated at Jagathpur (Cuttack), Ranchi (Jharkhand), Chandigarh, channihimmath (Jammu), pantnagar (uttarpradesh), Hubsiguda (Hyderabad), and vernasalcate (Goa). Andheri (Mumbai), Devanahalli (Bangalore), poonamalle (Chennai), Ghaziabad (UP), Jaipur, Shivajimarg (Delhi) & 11 establishments all over India. Bisleri is hoping to set up four more plants in 2009-2010. Bisleri summon 60% piece of the overall industry of the sorted out market. Overpowering prevalence "Bisleri" and way the Bisleri Founded filtered water in India, had manufacturing Bisleri identical to mineral water and an easily recognized name. When you consider sieved water, you think Bisleri. The organization working every one of its exercises in residential organization just and now it's wanting to go into worldwide operation.

THEORETICAL BACKGROUND

BRAND

Today the required capital many businesses is their brands. For considerable length period the estimation of the firm was examined as its land, the substantial sources, and plant and machinery.

In any such case it has to be late been perceived that firms real esteem lie out of business in the potential shoppers. "A brand is immaterial and typical error free and imperceptible under applied condition that are financially noticeable for the firm" (Kapferer / 1983). The USA Marketing Association symbolizes; the expression of "Brand" as "A name, image or the mix of them, which expected to connect the merchandise of one vender / merchants and to separate them from other contenders." More importantly, a brand promises applicable advantages. Brand is developed from diligent long run. It can't be lessened to image on any other item or the small realistic and restorative exercise. The brand is mark on always rest abolished creative process earnings altered objects. Pieces remain showcased, they living end, anyways characters proceed.

A continuity of action is the mechanism which offers a product their significance, its material: manufacture a brand needs period and nature

- The association with the consumer
- The capacity to consumer
- The uniqueness of products & services
- The concept which is done inside mind of vision
- The entire of every purchaser's knowledge with corporate

PROMOTION

Bisleri is promoted through TV and print media aggressively. Every opportunity to interact with the customer is used to promote the product. For example, all the vehicles used for supply are painted in green, bearing the BISLERI logo and slogans like “Drink and Drive”. In 2008, competing with the other brands in the mountain water category, the brand adopted a tv commercial that reflected spirituality, carrying the tagline “The sweet taste of purity”. The company has also started a new campaign called “Stay Protected” which is an extension of their own earlier “Play Safe” and the television commercial concentrated a bit more on the protection aspect.

DISTRIBUTION

Bisleri currently has 25 bottling units and about 5000 vehicles for distribution. Throughout the country, Bisleri has about 3,50,000 retail outlets. Manufacturing operations are done in 18 places in India. For the 20-litre jar, the company has introduced a home delivery system which is done by a specialized distribution system. Bisleridistributes in 3 phases:

- Direct distribution through roadways
- Through Local distributors to retail outlets.
- Home delivery with the help of small depots inside cities.

HISTORY

Bisleri was originally an Italian company created Felice Bisleri, who first broughtthe idea of selling bottled water in India. Bisleri then was introduced in Mumbai in glass bottles in two varieties bubbly & still in 1965. ParleB bought over Bisleri (India) Ltd. in 1969 and started bottling water in glassbottles under the brand name ‘Bisleri’. Later Parle switched over to PVC non-returnable bottles & finally advanced to PET containers. In 1995 Ramesh J. Chauhan started expanding Bisleri operations. In2003 Bisleri announced its venture to Europe. All shares are held by Mr Ramesh J Chauhanand his family.

The brand name Bisleri is so popular in India that it is used as a generic name for bottled water. According to the company's website, Bisleri invests 10 million litres of rain water every year. More than just an initiative it's a clear reflection of Bisleri's outlook to life, whether it's products, people or profitability. As one of the world's most trusted brands, Bisleri is leading the way in bringing about positive change in our daily lives. Some initiatives involve small communities, others involve the entire population, but they are both a part of the meaningful revolution called the Aqua green revolution.

INDUSTRY PROFILE

The mineral water industry is in a churn. The market is proving to be yet another battlefield for an ongoing battle between the delis and the Incs. So far, Incs have been winning. Only time will tell what the final outcome will be but I strongly feel that here too, like in all other markets, Incs are going to win. Though the fate Indian companies will suffer at the hands of these Incs makes me sad, the choices the consumers will have makes me happy.

A few years back, the mineral water market had been crawling at the rate of 3-4%, or even a lower figure. Indians carried drinking water in earthen pitchers, plastic or PUF bottles. But increasing cases of typhoid and other waterborne diseases began to be reported. In addition to this, liberalization happened and the mineral water industry began to be stirred and shaken. The market started growing an astounding rate of over 100% per annum.

The fact that there were very few players in the market meant that their business grew by leaps and bounds. Bisleri became a household name and is now generic for bottled water. The market today has grown to \$1 Bn. The organized sector branded mineral water has only \$5bn of market share.

The rest is accounted for by the unorganized sector which is dominated by small regional players. The market is still growing - at a rate greater than 80% per annum. In the branded segment, Bisleri is the market leader as it continues to lead in the \$700-1,000 crore organized, packaged water market with an estimated 40 per cent market share, followed by Fynley at 28 per cent and Aquanaut with an 11 per cent share. In terms of volumes, the North and West remain Bisleri's biggest performing markets, despite the brand's sustained national level presence. The boom in the market has also encouraged unscrupulous players to gain an entry. In the name of mineral water, a number of regional players have even started selling plain tap water. Many people have fallen sick after drinking this

spurious mineral water. The common man's faith in the product was shaken. However, not everyone was put off. Sensing the opportunity that this segment holds, Inc's have begun to draw up plans to enter the market, but not without testing the waters first. They carried out the appropriate feasibility studies.

However, among the first to challenge Bristle's near monopoly was Pepsi's Aquinas followed by stiff competition from Earle's Risible and Coca-Cola India's Finley. The first entrant in the bulk water category was Risible, while Coke, through Finley, entered the legmen 4 years ago.

Over the past five years or so, Risible has become a major player in the bulk water segment in the water-starved southern states. The 20-litre bulk water packs are targeted at the institutional and the home segment. Pepsi is aiming to make its brand available throughout the country soon. The company has also ruled out entering the bulk water segment in India. Meanwhile, the action is all in Coca-Colas bulk water business. The 20-litre bulk water packs are targeted at the institutional and the home segment.

Risible goes green naturally

20 October 2006

The brand that was till now marketed as packaged drinking water (cleaned through reverse osmosis) will now be available in a natural avatar. Risible International will invest Rs 400 crore for the project which constitutes a Rs 40-crore investment in two plants in Charlatan and Machinate Preshrank in line expansion, Risible International chairman Ramesh Changchun said. The plants will come up next year. Changchun said the rest of the investment of about Rs 60 crore would go into infrastructure development. The investment would be funded through internal accruals. Launching 'Risible Natural Mountain Water' he said the company was looking for four more locations from where we look to source natural water. The likely locations would be in South and West India he said. Risible has 23 plants across the country producing bottled water.

Risible Natural Mountain water will be available in aqua green packaging against the blue packaging of old and will be available in six sizes. The company is also planning an aggressive marketing and advertising campaign with a two-year budget of Rs 60 crore. Changchun said the new packaging has been adopted in order to stand apart from the others and in Chadian's words, "As leader, we want to differentiate ourselves and hence have adopted this, aqua green colour," he said. Priced at a significant premium to packaged water Natural Mountain Water will be available for Rs 20 per litre. The natural water segment, which accounts for about 5 per cent of the total bottled water segment, is

expected to grow by leaps and bounds as health awareness and disposable incomes rise. According to the company the foray into spring water will be followed by an entry into the packaged ice segment (Risibale Ice) as well into flavored, vitamin and sparkling water categories. The company is said to be setting up R&D facilities for ice and studying various packaging options. Ramesh Changchun, chairman, Risibale International expects to sell 10 million cases of.

Risibale Mountain Water over the next two years- a turnover of Rs200 crore. The bottled water industry is worth Rs 1,000 crore in India and is growing at 40 per cent per annum. It is projected to reach Rs5,000 crore by 2010. The main players in the spring water segment are Himalaya, Catch and Eh Berry. At present Himalaya leads the segment with a 50- per cent market share. Risibale claims to have a 40-per cent market share of the organized packaged water market. The natural spring water market is very small and accounts for 5 per cent of the entire segment. Risibale is projecting a turnover of Rs300 crore this financial year, as against Rs220 crore last year.

10 Stages of Purification

Collection: Water from different sources is collected after quality tests, and then considered for further purification

Ozonisation: Bisleri has established a unique, highly reliable, 'Double Ozonation Process' that kills harmful bacteria

Sand Filter: The sand filter removes unwanted solid particles

Carbon Filter: In this step, any colour, odour, and harmful particles are removed

Reverse Osmosis: The water then goes through RO purification, which removes soluble solid and salt. However, it also eliminates minerals which are good for health. This is taken care of in the next step

Mineralisation: This stage is very important which gives an extraordinary stand out to Bisleri Mineral Water. Vital minerals, such as Potassium and Magnesium, are added to make the water healthier and sweet in taste

Micron Filter: This step removes the unwanted smallest micron particles

Re-Ozonisation: This step maintains the purity and quality of water in sealed condition

Careful Bottling: Grade 1 PET Bottles are blown and stretched on the site, at 100°C, which kills the harmful bacteria. The water is then filled and packed with modernised equipment

Final Quality Control: Every bottle has a code printed on it, stating the batch number, date, time, and

manufacturing location

The hygiene standards are maintained in a perfect manner and the process proves that Bisleri is synonymous to pure water. Bisleri provides safe and pure water, which is much healthier, as compared to boiled water.

Bisleri has a strong legacy of 50 years, with a commitment towards quality and excellence, while local brands do not provide such assurances. The brand has 135 plants in India. An independent survey (Brand Equity) in 2019, reflected consumer trust in the brand and positioned Bisleri as India's number one brand of drinking. Bisleri is very conscious of the environment, In the effort to give back to nature, Bisleri actively promotes plastic recycling and rain water harvesting via corporate social responsibility. They have also developed 19 check dams in Gujarat, and also has facilities for rain water harvesting.

It is well said that we believe something when we see and hear it ourselves. I have seen and heard about the working system of Bisleri. Hence it is registered in my subconscious that Bisleri makes a promise of purity and goodness. Bisleri is my childhood friend, and I proudly say that I have passed on this friendship to my young one. After the verification of what Bisleri claims, I can say #HarPaaniKiBottleBisleriNahi

During the visit to the plant, I got a chance to interact with employees at Bisleri who solved several doubts that I had related to mineral water. Some of them are mentioned below:

How Bisleri is different from others?

Bisleri is definitely different from other brand as it has an important stage of mineralization in which they add the required amount of wanted minerals due to this it gives a sweet taste to the water. This taste is always the same in each and every bottle. This also makes it healthy water

Whether boiled water is safe or not?

As mentioned above that Bisleri is much more safe than boiled water as boiling is safe only if it is heated for 20 minutes at 100°C and also air itself has contamination hence sterilizing each and every vessel is not possible

Benefits of minerals in Bisleri?

Mineral are required for good health and so Bisleri adds the same making water healthy and this also gives standard sweet taste

Local brand Vs. Bisleri packaged drinking water?

Local Brand doesn't have the perfect system of purification and hygiene standard such as Bisleri

Bisleri Vs. tap water?

I guess his question should not arise as filtered and boiled water is also not safe. It's a given that Bisleri water is any time safer than the usual tap water.

BENEFITS OF BISLERI

Mineral water, as the name suggests contains several minerals. We all know the importance of staying hydrated and how it helps boost our immunity (especially during the ongoing pandemic). But did you know that the right mineral composition in your drinking water contributes largely to the potential health benefits – Yes, mineral water is different from regular water sources like tap water, RO filtered and regular bottled water. As the coronavirus spreads rapidly, intake of a balanced diet may not be possible due to limited availability of fresh fruits, vegetables and dairy products.

During these instances it is extremely crucial to consume mineral-rich water that supplement the dietary intake required for the efficient functioning of the immune system. Most sources of water are not necessarily safe to drink without treatment and added minerals.

Just like Vitamins, minerals are vital for the functioning of our body - they help us strengthen our bones, repairs our system, boost our immunity and regulate our heartbeat. Minerals are not produced by our body and must be derived from food, water and supplements. Some familiar minerals that are often present in natural mineral water or processed water with added minerals include both essential and trace elements like Calcium, Magnesium, Potassium, Sodium, Bicarbonate, and Iron. Most health problems stem from mineral deficiency in the body. Here's a look at five benefits of drinking mineral-rich water that can play a critical role in keeping illnesses at bay while boosting your immunity.

Strengthens the bone - Adequate calcium found in mineral water helps to strengthen the bones and teeth. In addition to its major function of bone health it is also important for the regulation of multiple enzymes and hormonal responses, blood clotting, nerve transmission and heart health.

Promotes Digestive health - Magnesium is one of the six essential macro minerals found in mineral water and aids acid production that reduces bad bacteria in the gut. Magnesium helps to break food down into smaller parts, helping the entire digestive process and reducing the chances of constipation and other digestive issues.

Regulates Blood Pressure – Potassium and magnesium have a central role in regulating blood pressure. While magnesium helps reduce the risk of heart diseases and enables functioning of the nerves, Potassium helps the body to get rid of excessive sodium as well protects against muscle cramping.

Replenish Electrolytes - Minerals like Calcium, Sodium, Bicarbonate, Magnesium, Potassium when they interact with the fluids in our body form Electrolytes. Electrolytes helps keep your nervous system and muscles functioning as well maintain the PH balance. When we sweat, we lose these electrolytes. Drinking water with minerals helps to replenish what is lost and can balance the electrolytes in the body.

Flushes off Toxins – Minerals play a key role in getting rid of toxic foreign material from the body through the kidneys. It prevents toxin build up which in turn boosts immune function.

Minerals are important for your body to stay healthy, however, intake in large doses can be equally harmful. When you choose your drinking water it is important to know where your water comes from and the processes followed for purification. Tap water may not be fit for direct consumption while RO filtered water may be devoid of all the needed minerals. Bisleri Mineral water, the most trusted brand in India, goes through scientifically advanced 10-step quality process that removes unwanted particles, excess minerals and salts. The right amount of vital minerals is added to the water making it safe, pure & healthy for consumption. With the ongoing health crisis, it has become even more imperative to choose wisely to ensure adequate mineral- rich water is consumed to support essential physical functions as well as provide vital nutrients to the body.

Bisleri 1-Litre Mineral Water Bottle: Pure Water Anytime, Anywhere

In these fast-paced times, we do not pay much attention to our water intake, and this leads to many health issues in the long run. Access to safe drinking water is another challenge that we face in everyday life, but Bisleri is here to change that. A household name, Bisleri has been providing safe, non-contaminated, microbe-free, ozonated and mineral-enriched water for more than five decades. Our recyclable bottles maintain a maximum TDS level of 120 PPM to ensure your health. For a quick sip throughout the day, Bisleri's 1-Litre Bottle of mineral water is just perfect. Whether you are out for an interview or travelling to work, or whether it's just a day out with friends or a road trip with the family, this 1-Litre Bottle is handy and easy to carry. Bisleri also changes the notion that water cannot have a taste. Boiled water tastes different, so does RO water. Also, neither guarantee purity of water and freedom from all kinds of harmful chemicals. But Bisleri does. All Bisleri bottles are sealed and

sterilized, making them ideal for safe consumption. You can buy a case or an individual Bisleri 1-Litre Bottle online or offline. You can also subscribe and save 5%. Do not forget to check out the special offers while buying! If it is water, it has to be Bisleri.

Bisleri 20-Litre Mineral Water Can: Pure Water, Perfect Health

A safe & clean water is a much more valuable than gold if you look at it with the right perspective. A symbol of goodness, trust, and purity, Bisleri has been a household name for decades. Each drop of Bisleri mineral water goes through a ten-step purification process. It contains ozonated water and vital minerals, which makes it better than RO water.

Sealed and sterilized for hygiene, thoroughly checked for contamination, microbes, and other harmful chemicals, Bisleri's 20-litre can comes with a push tap and stand mechanism. This Push Tap & Stand helps to maintain hygiene & easy to pour water.

Perfect to be used at home, at work or on-the-go, the Bisleri 20ltr can offers value for money. With Bisleri, you can be assured that the water that you and your loved ones are drinking is safe, highin quality and healthy. This friend-of-the-environment, recyclable 20-litre Can has a maximum TDS level of 120 PPM, which gives it an excellent palatability quotient, making it ideal for drinking water. It can be bought online and be delivered right at your doorstep. The option to subscribe is also available on Bisleri's website that allows you to save 5%. Alternatively, you can also purchase it from your local retail store.

In a time when an average human is expected to consume 2-3 litres of water a day, It is also important to drink clean & safe water. Bisleri ensures that you drink only the best kind of water!

Bisleri 5-Litre Can: Drink Safe Water On-the-Go

India has trusted Bisleri since 1969. The country has had its bouts of acute water scarcity. Even Cherrapunji, the wettest place in India has faced a water crisis. What is more difficult is finding safe, pure and healthy water that does not lead to any diseases. How do you find that? You turn to Bisleri.

Free of contamination, chemicals, and microbes, the Bisleri 5-Litre bottle is also engineered to perfection to prevent spills at the time of pouring.

It is perfect for carrying on your travels and will ensure that you have safe, ozonated and mineral-enriched water to drink always, no matter where you are. With a maximum TDS level of 120 PPM, the Bisleri mineral water cans are recyclable, sterilized and sealed. The water has a slightly sweet taste

which makes drinking water a treat, unlike boiled water or RO water.

Pure water is important for the essential functioning of all our body's organs, while contaminated water, on the other hand, can slow you down, cause diseases and can greatly affect your health, which is why you should always choose Bisleri, a household name trusted by crores of Indians.

Types of Bottled Water

There are several different varieties of bottled water. The product may be labeled as bottled water, drinking water or any of the following terms.

Artesian Well Water: Bottled water from a well that taps a confined aquifer (a water bearing underground layer of rock or sand) in which the water level stands at some height above the top of the aquifer.

Drinking Water: Drinking water is another name for bottled water. Accordingly drinking water is water that is sold for human consumption in sanitary containers and contains no added sweeteners or chemical additives (other than flavors, extracts or essences). It must be calorie-free and sugar-free. Flavors, extracts or essences may be added to drinking water, but they must comprise less than one-percent by – weight of the final product or the product will be considered a soft drink.

Mineral Water: Bottled water containing not less than 250 parts per million total dissolved solids may be labeled as mineral water. Mineral water is distinguished from other types of bottled water by its constant level and relative proportions of mineral and trace elements at the point of emergence from the source. No mineral can be added to this product.

Purified Water: Water that has been produced by distillation, deionization, reverse osmosis or other suitable process can be labeled as purified bottled water. Other suitable product names for bottled water treated by one of the above processes may include “distilled water” if it is produced by distillation, “de-ionized water” if the water is produced by deionization, or “reverse osmosis water” if the process used is reverse osmosis. 8Marketing of mineral water-Bisleri

Sparkling Water: Water that after treatment and possible replacement with carbon dioxide contains the same amount of carbon dioxide that it had at emergence from the source.

Spring Water: Bottled water derived from an underground formation from which water flows naturally to the surface of the earth. Spring water must be collected only at the spring or through a borehole tapping the underground formation finding the spring.

Well Water: Bottled water from a hole bored drilled or otherwise constructed in the ground, which taps the water of an aquifer.

Manufacturing Process BISLERI

Manufacturers its own products and has its own manufacturing unit which includes various machines, the whole manufacturing process is carried on by BISLERI at its plant. The whole manufacturing process is divided into different parts and it consists of different activities like water purification treatment, blowing of the bottles, filling of the bottles, packing of the bottles etc. The manufacturing process of bisleri is carried on in different parts

Storing Of Water, the water is taken from the boring well and then is stored in huge tanks, BISLERI has 6 tanks of 50,000 litres each, and water is first taken from the boring well and stored in these tanks.

6 STAGES OF WATER TREATMENT PLANT:

- OZONATION
- FILTRATION
- CARBON FILTRATION
- RESERVE OSMOSIS SYSTEM
- MICRO FILTRATION

Quality

In endeavor to maintain strict quality controls each unit purchases pre-forms & caps only from approved vendors. BISLERI produces its own bottles in-house; they have recently procured the latest world class state of the art machineries that put them at par with international standards. This has not only helped BISLERI improve its packaging quality but has also reduced raw material wastage & doubled production capacity. You can be rest assured that you are drinking safe & pure water when you consume BISLERI. BISLERI is free of impurities & 100% safe. Enjoy the Sweet taste of Purity!

Rigorous Research and Development and stringent quality controls have made BISLERI market leaders in the bottled water segment. BISLERI has always been committed to offering every Indian pure and clean drinking water. Hence BISLERI water is put through multiple stages of purification, Ozonisation and is hygienically packed for final consumption. The machines which are used for the

blowing and filling of the bottles are also cleaned twice a month. All the tanks are also cleaned by the use of chemicals.

There is an online monitoring system where the batches of bottles are shown and once the batch crosses a certain limit, an alarm is heard. Everyday almost one lakh bottles are passed through the monitoring system. Moreover, in case there is a problem regarding the batch for example, the cap seal of a particular bottle is not there or labeling is not done properly, the system records that and immediately the production is halted. This is followed as per the Bureau Standards and if any mistake occurs then the whole batch is discarded.

This shows that the whole batch is replaced and stopped which indicates high quality control. Even practically every 2 days testing and sampling of the water and its bottles are done in the market and in their Quality Department to check in case anything is wrong or not. In fact there is a quality checker under the quality department for the final checking done of the water before it is entered the market.

There is also a warehouse where the 20 litre bottles are kept for 48 hours to allow the ozone to settle in it. This helps in prevention of any germs or harmful chemicals and also purifies the water. The cost of quality undoubtedly is very efficiently taken care of in BISLERI, there are times when the cost of quality increases i.e. in the rainy seasons the cost increases because the water is purified twice than the normal seasons as sometimes the water might be dirty due to the rains, bisleri doesn't take any risks and does not compromise with their quality.

REVIEW OF LITERATURE

Garish Chandra(2013), in his article attempted to find out the consumer satisfaction towards Risible water. To be successful, organizations must look into the needs and wantsof their consumers. That is the reason why many researchers and academicians have continuously emphasized on the importance of consumer satisfaction, loyalty and retention. Consumer satisfaction is important because many researchers have shown that consumer satisfaction has a positive effect on an organization's profitability. Due to this, the consequences of consumer satisfaction and dissatisfaction must be considered. There is also a positive connection between 14 consumer satisfaction, loyalty and retention. Therefore, consumer satisfaction, loyalty and retention are all very important for an organization to be successful.

Lucubrate RaIndianian Chattel (2012), y and in this case study of consumer preferences about Finley, a perceptual analysis has been done for projecting the reasons behind the preferences of Finley, a choice of branded water among the consumers of Silurian residing in Silurian region. This case study deals with the consumers'' perception about the attribute analysis regarding their choice of selecting a packaged water brand which purchasing.

Silurian is being taken as a place of research because of the cosmopolitan nature of the population as well economic condition is concerned. From the case study various observations emerged which will be helpful for the marketer of Finley especially those who are operating from North Bengal as such. Characteristically (2002) in his article titled, "Risible market share evaporating" said that, the Original bottled water, is finding its market share watered down over time.

After regaining the market for decades, Risible is finding it tough to sell extra volumes. The market size for bottled water in the first two months of the calendar year was 12.5 million cases, up by more than 30 per cent, from 9.5 million cases in the corresponding period last year.

Bharatanatyam (2009) in his article titled, "Bottled water- Finley closes in on Risible''s retail share" Summer wars are no longer just about fizz and hot air; they have filtered down to packaged water as well. The Ra mesh Changchun-owned Risible and Coca-Cola's Finley are neck-and-neck in the Rs 1,200-1,500-crore retail packaged water segment, according to market researcher AC Nielsen. Risible, however, claims it leads in the bulk segment, which contributes to over 50% of its sales.

James Mathews & Characteristically (2002) in their article titled, “Risible swims in murky waters” said that Risible seems to be in murky waters. Bureau of Indian Standards has recommended suspension of operations of Ra mesh Chadian's bottling plant in Delhi on issues of safety and health. According to BIS sources, the plant was not meeting the stipulated quality standards. A final decision on BS's recommendation, however, will be taken by the appellate authority of consumer affairs ministry.

Anonymous (2008), in his article titled “Risible, Mount Everest fight over „Himalayas“ intensifies” said that the fight between bottled water major Risible and Mt Everest over the usage of Himalayan brand reached a new pitch on Tuesday with Ra mesh Changchun-promoted firm accusing the Data group company of fabricating and pasting label on its bottles.

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 popular 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.

Ward et al (2009) mentions in his research the health benefits related to bottled mineral water. The author has stated that mineral water has some health benefits and they are supported by scientific proofs to the levels of varying degrees. Bottled mineral water is the fastest growing section of the overall non-alcoholic beverage market all over the world. The main reasons due to which consumers prefer mineral drinking water over tap water are health, odour, taste and sight. Health beliefs are the driving force for choosing mineral drinking water over tap water. These health beliefs have contribution in making bottled drinking water popular, thus, leading to profound increase in the growth of the market concerned. Other than health beliefs, other factors that play a critical role in framing positive opinions about bottled drinking water among consumers are taste, convenience and cost. Therefore, if cost is adequate, taste is good and the product is conveniently available, people prefer to buy mineral drinking water. That most of the consumers who prefer bottled drinking water due to health benefits do not know whether such water is helping them and caring for their health. Such water is preferred over normal tap water due to its convenience, cost and taste. It is considered as a commodity and not an absolute alternative of tap water. There are no calories in bottled drinking water and certain nutrients can be specifically added in the form of flavours for attracting consumer.

Copes et al (2009) states that in comparison to tap water, mineral water does not contain chlorine residual, therefore, it is necessary to transport it properly, use and store appropriately in order to maintain the microbiological integrity of the water. Although, bottled water is at higher risk of contamination, but consumers prefer it due to cost, taste and convenience along-with their health benefits. Bottled water has seen an unprecedented growth in last decade and people prefer drinking bottled water as they do not consider tap water to be quite safe to drink.

There are certain health beliefs that people have regarding bottled drinking water, although, most of the popularity of the bottled drinking water is due to the cost, convenience and taste of these products. As mentioned by Dege (2011), there is significant increase in number of bottled water drinkers specifically

in Europe and North America. Due to increased awareness of people all over the world regarding the healthy diet and considering the importance of water content in the human body, people are giving preferences to bottled drinking water and its certain variants, such as mineral water, vitamin containing water, food additives in the form of caffeine and fruit containing bottled water products, etc.

Major revenues for the bottled water industry come from unflavored products and variants, but flavored [products and its varieties are also carving out niche in the market. Flavored segment has still to attain growth, which is a positive sign for development of new products in this segment. Potential to attain market share makes flavored drinking water a current trend in eyes of players of the whole industry. The boom in the industry during the past decade creates ample opportunities for big companies as well as small players to find their market share in developing markets as well as developed markets by bringing in innovation and creativity in context of development of new products and diverse varieties. Appropriate packaging and advertising has helped the industry to gain huge popularity for its products all over the world.

It can be inferred from the section of literature review that the product under research study that contain caffeine is appropriate to launch in the market. Advertising and packaging are an important concern. They should be appropriate while the cost should be low as cost is one of the major criteria for consumers to prefer to bottled water products.

Salazer (2012) states that the current trends in the market of packaged mineral drinking water involve development of new product, huge marketing and efforts on packaging. All these trends are positive for bottled water industry and new industries are emerging in order to tap the bottled water market. There is development of an array of products for bottled water, such as, purified water, bottled mineral water, hyper-caffeinated water, vitamin infused water, flavoured water, such as mint and fruits, fluoridated water, etc.

Although, innovation is tapping the bottled water industry, but still the major portion of revenues of the industry come from unflavoured sector. Other innovative products in the category are at initial stage and there is potential for huge growth of flavoured sector.

Sizer and Whitney (2012) mention the growing popularity of innovative bottled water products, such as, water containing herbal extracts, caffeine, flavours, colours, sweeteners, minerals, vitamins, etc. Caffeine water is the bottled water that has added caffeine. Given the importance of water in the body, there is increasing trend acceptance of bottled water with its varieties due to the health concerns of people regarding the consumption of tap water.

Caffeine, Institute of Medicine Committee on military nutrition research (2001) sheds light on use of caffeine in the world. According to the Institute, the use of caffeine is in the form of food additive and is also used as a drug as well as a component of various pharmaceutical products. It acts as a central nervous system stimulant. Bottled water with a hint of caffeine is a food additive and is at growing stage in the bottled water industry.

Important minerals that are added in bottled water are fluoride and calcium. They are essential for body growth and development. Small amounts of fluoride when added in bottled water can lead to oral health care. Although there are benefits of bottled drinking water, there are some disadvantages concerned with this kind of water.

These disadvantages include pollution and risk of contamination during transport and storage. Plain bottled water contains no calories and is a perfect diet drink for those who want to lose weight, while flavoured drinking water contains flavours, such as caffeine, herbal extracts, minerals, vitamins, and other nutrients. There is presence of market for these bottled products as well but nutrients in these products are not in enough quantity so as to make any big difference in the nutrition diet of those who consume these flavoured bottled water products (Institute of Medicine Committee on military nutrition research 2001).

Kapferer 1986 Recommend that brand awareness could be comprehended from the point of view of profundity and width. Width means conclusion at the season of procurement of item by shopper and profundity expectation to pine for how to force clients to recall or perceive a brand without challenges.

Larry Percy and John R. Rossite, Article first published in: 6 SEP 2000: A model is depicted that aids promoting procedure, based upon watchful regard for brand awareness and brand disposition. In this module, a vital refinement is drawn between acknowledgment brand awareness and review brand awareness. Brand state of mind technique is viewed as mirroring a communication between a potential buyer's inclusion with the buy choice and the basic inspiration to buy.

Hoeffler & Keller (2002) Recommend that brand awareness could be comprehended from the point of view of profundity and width. Width means conclusion at the season of procurement of item by shopper and profundity expectation to pine for how to force clients to recall or perceive a brand without challenge.

Dodds, William B & Grewal D (1991) Broke down that brand awareness again ventures as a requesting specialist in client buy intention and some brand will cumulate in clients cognizance to control client buy thought process. An item going with a gigantic level of brand awareness will secure more prominent client needs since it has more noteworthy component examination and piece of the overall industry.

Aaker DA & Keller (1990) Referred to that brand with honourable picture and higher awareness can advocate brand dedication to client and more prominent the brand awareness, better buy aim and better brand trust.

Dallolo Riley FASC, Ehrenberg SB, Castleberry TP, Barwise and NR Barnard (1997) Concentrated that for top of mind review scope clients do not give distinctive answer more often than not. Once more, extraordinary levels of predictable conduct in response have been recorded for various signs to deliver brand name reactions.

Manternach L (2011) Supported that top of mind awareness incorporates a brand that starts things out at the top of the priority list at all circumstances when a shopper normally considers an item or an administration created by a brand.

Hatch and Schultz (2009) Studied the character of varieties as remained fluctuating over the history. They were a planned means to get and conserve customers.

Wayne D. Hoyer and Steven P. Brown (1990) Analysed the brand value reference and shoppers' chance discernment in store brands of nourishment items, store brands (SBs) have at present turned out to be united in the sustenance advertise, have accomplished a target quality like that of maker brands and an aggressive cost with brand awareness.

Hawes and Barnhouse (1987) Considered in a domain of this kind, it might be that brands work uniquely in contrast to they do in the B2C markets. Specifically, the part of brands in lessening the apparent danger of a buy is probably going to be more grounded in light of the fact that purchasers confront two sorts of hazard: hierarchical hazard and individual hazard.

Ann Brewer and Jingsong Zhao (2010) Concentrated the motivation behind this paper is to investigate the impact that an imminent pathway school subsidiary to vast far reaching college in Sydney may have on the college's notoriety. Specifically, the relationship of notoriety with inclination for a pathway school, brand awareness and the sentiment of school brand are analyzed.

Natalia Rubio, Javier oubina and Nieves Villasenor(2014) Brand awareness, brand value reference shoppers chance discernment in store brands of nourishment items, store brands(SBs) have at present turned out to be united in the sustenance advertise, have accomplished a target quality like that of maker brands and an aggressive cos.

Ching-chow Yang (2003) has stated that “consumer satisfaction measurement” highlights the strength and the area of improvement in the quality of product. Continuous improvement is considered one of the important quality activities for a firm to pursue the best quality for its products. Through the continuous improvement actions, the enterprise can increase consumer satisfaction and raise profits.

Dr. Jayant Deopujari in this study entitled "Clinical dietetics in charka samhita with special reference to skin, skin care and skin diseases" arrives at the conclusion that due to the pollution and faulty way of life, allergic manifestation of different food articles, hypersensitivity to certain drugs and its skin manifestation are causes of skin disease. But he remains salient about skin disease on account of the cosmetics.

Mr. Charles B. Islander Janet Worsleynorwood in his book "Skin: Head-to-Toe Tips for Health and Beauty", he argues that healthy skin is about more than just looking good. As human body's organ, skin is a vital part of overall good health. Yet threats to human skin's health-sunlight, chemicals, bacteria, and even foods and medication are seemingly everywhere. Too often, information on skin care comes from advertisements, magazine and cosmetics counter attendants, despite the fact that their conclusions may be contradictory or even wrong. It also throws lights on health and beauty from head to toe. But this book concentrates much on skin's health but nothing is discussed as regards Ayurveda cosmetics.

RESEARCH METHODOLOGY

Research is an academic and as such be used in technical sense. According to “Clifford woody” research comprise defining problems, formulating suggested solution; collecting organization and evaluating data, making deductions and reaching conclusion, at last carefully testing the conclusion to determine whether they fit the formulating hypothesis.

Research methodology is a way to systematically solve research problem. It may be understood as science of studying how research is done scientifically.

RESEARCH DESIGN

The research design is the basic framework or a plan for the study and it is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This is a fact-finding study. The research design taken to this study is “Empirical research”

SAMPLE DESIGN

All the details connected with the sampling process, from the determination of sample size down to the collection of data, would be spelt out. The sample design selected for this study is “Chunk or convenience sampling technique” which is a statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability or easy access.

SAMPLE SIZE

The sample size selected for the present study is limited to 128 employees of different fields.

PERIOD OF STUDY

The period of study is limited to two months only due to the time constraint of the researcher. The study was conducted in the months of October 2023 to December 2024.

DATA COLLECTION

The researcher has collected information through primary data and secondary source.

Primary data:

Primary data is known as the data collected for the first time through field survey. Such data are collected with specific set of objectives to assess the current status of any variable studied. Primary data always reveals the cross-section picture of anything studied. This is needed in research to study the effects or impact of any policy. The research has collected the data from the female employees with the help of framed questionnaire and by direct interview method.

Secondary data:

Secondary data refers to the information or facts already collected. Such data are collected with the objective of understanding the past status of any variable. Or the data collected and reported by some source is accessed and used for the objective of the study. Normally in research. The scholars collected published data, analyse them, to explain the relationship between the variable, which may not have been issued or the relationship might be explained in a new way. The secondary data were taken from books and websites, articles, journals and magazines have been consulted for the purpose of the study. Such a source is used save time and cost in compiling the data relating to the past.

ANALYTICAL TOOLS

The researcher has adopted the following statistical tools to analyse the data: Percentage analysis.

PERCENTAGE ANALYSIS MEANING

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Percentage = No. of Respondents / Total population.

SCOPE OF 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.

NEED OF THE STUDY

- To understand the behaviour of the customer about Bisleri product.
- To understand the market demand about the Bisleri product.
- To gain the practical knowledge about the consumer buying behaviour through this organisation.

OBJECTIVES OF THE STUDY

- To learn about the domestic packaged drinking water market, its market distribution and Brand Risible in detail.
- To find about consumers' and retailers' brand preference To identify the various threats of the mineral water market To find the retailers view on the mineral water market.
- To find the potential of Mineral water market in Pannier.

LIMITATION OF THE STUDY

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

ANALYSIS AND INTERPRITATION

TABLE 4.1
GENDERWISE CLASSIFICATION OF THE RESPONDENTS

Gender	No. Of respondents	Percentage
Male	74	58%
FEMALE	54	42%
Total	128	100%

Interpretation:

From the above chart it's clearly defined that 58% of the respondents are female and 42% of the respondents are male. Hence majority of the respondents are female

Chart 4.1
GENDERWISE CLASSIFICATION OF THE RESPONDENTS

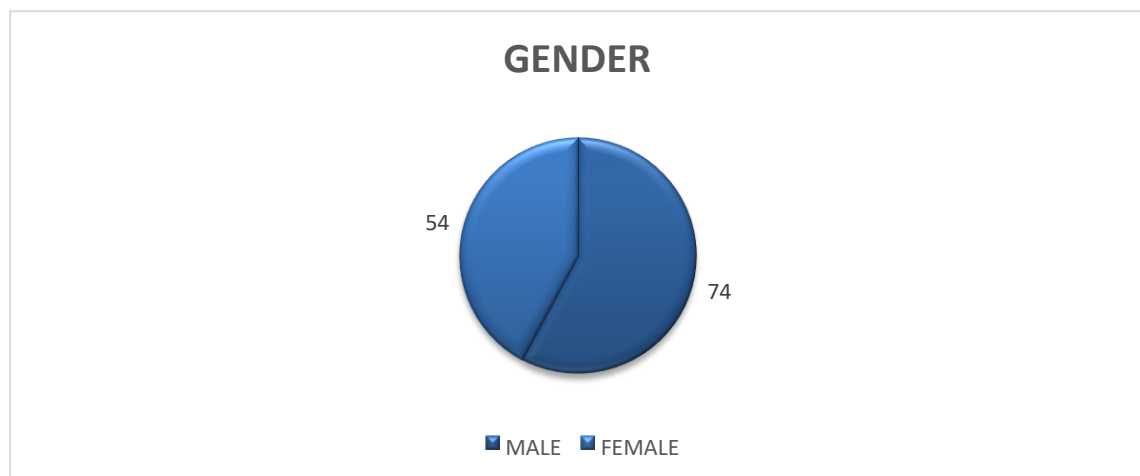


TABLE 4.2
AGE OF THE RESPONDENTS

Response	No. of respondents	Percentage
BELOW 20	12	9%
21 - 30	48	38%
31 – 40	37	29%
41 – 50	25	20%
ABOVE 50	6	5%
Total	128	100%

Interpretation:

From the above chart it's clearly defines that 9% of the respondents are in the age group of below 20, 38% of the respondents are in the age group of 21–30, 29% of respondents are in the age group of 31– 40, and 20% of respondents are in the age group of above 41-50 and 5% of the respondents are in the age group of above 50 age group.

Chart 4.2
AGE OF THE RESPONDENTS

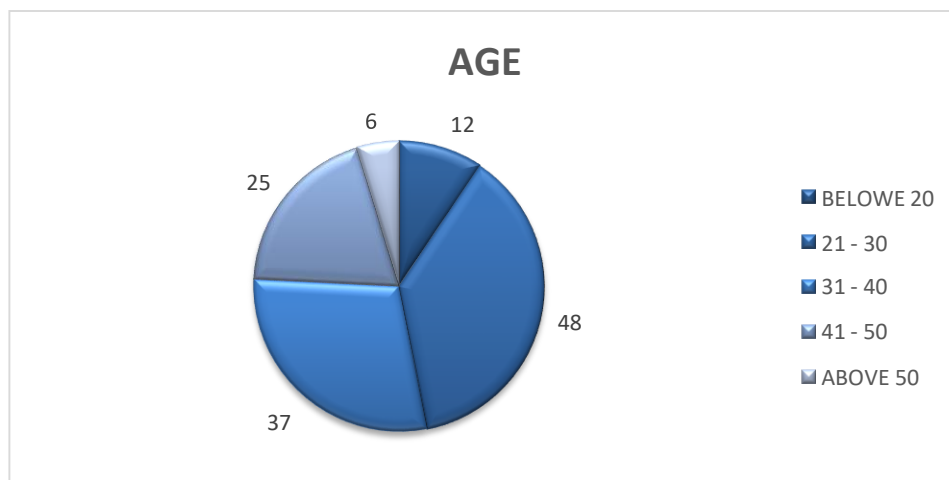


TABLE 4.3
MARITAL STATUS OF RESPONDENTS

Marital status	No. of respondents	Percentage
Married	119	93%
Unmarried	9	7%
Total	128	100%

Interpretation:

From the above chart clearly defined as 93% of the respondents unmarried and the 7% of the respondents married. Hence majority of the respondents unmarried.

Chart 4.3
MARITAL STATUS OF RESPONDENTS

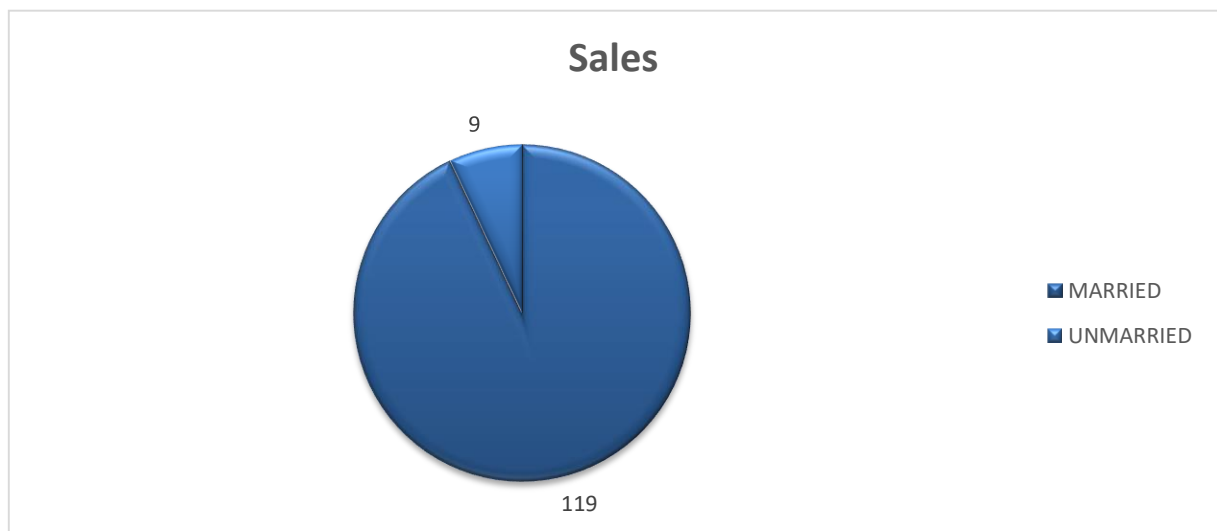


TABLE 4.4
INCOME OF THE RESPONDENT

Income	No. of respondents	Percentage
Below 10,000	40	31.%
10,000 – 20,000	43	34%
20,000 – 30,000	15	12%
30,000 above	10	8%
Nil	20	16%
Total	128	100%

Interpretation:

From the above table its clearly defined that 31% of the respondents have an income below 10,000, 33% of the respondents have an income between 10,000 to 20,000, 12% of the respondents have an income between 20,000 to 30,000, 8% of the respondents have an income above 30,000 and 16% of the respondents had no income at all. Hence majority of the respondent's income between 10,000 to 20,000.

Chart 4.4
INCOME OF THE RESPONDENT

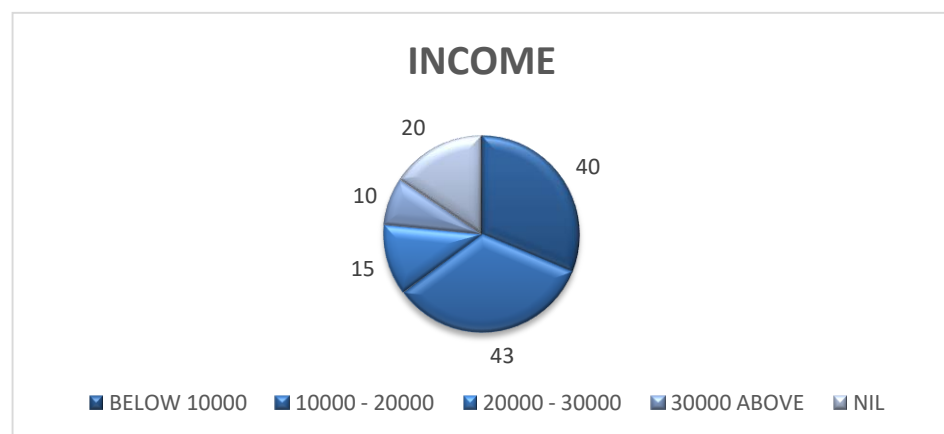


TABLE 4.5
CONSUMERS OF MINERAL WATER

Response	No. of responses	Percentage
Yes	112	87.5%
No	16	12.5%
Total	128	100%

Interpretation:

From the above table clearly defined that 87.5% of the respondents consume the mineral water and 12.5% of the respondents not consuming the mineral water. Hence majority of the respondents consume the mineral water

Chart 4.5
CONSUMERS OF MINERAL WATER

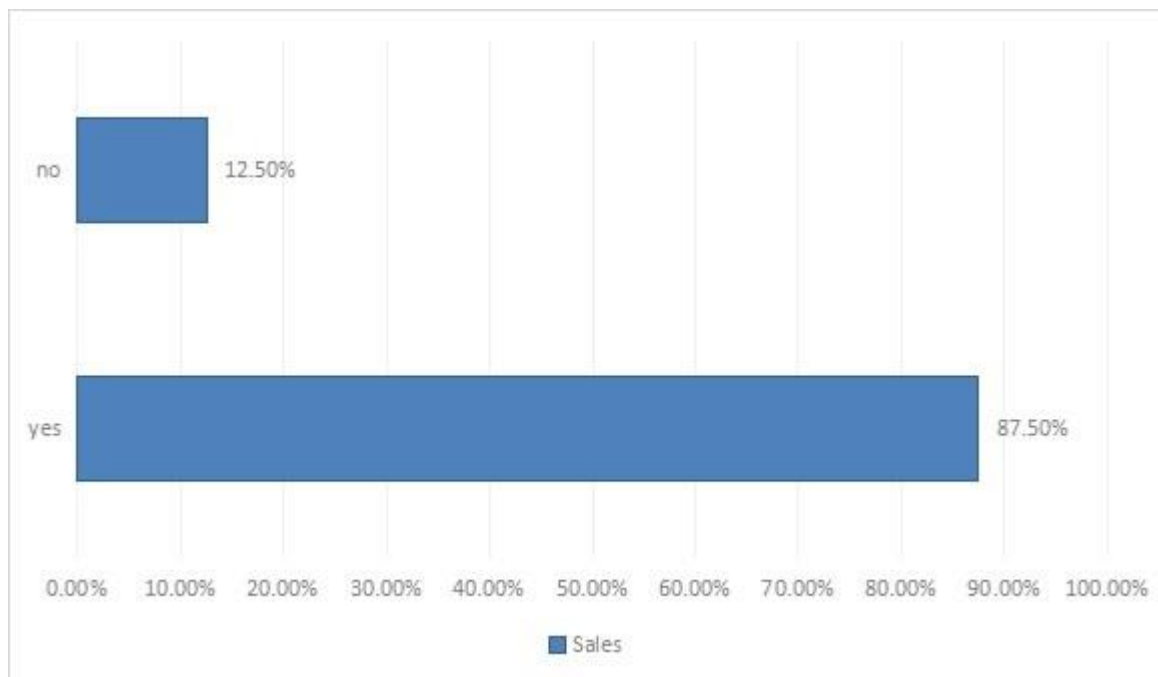


TABLE 4.6
PREFER THE MINERAL WATER BY THE RESPONDENTS

Response	No. of respondents	Percentage
Health	61	48%
During Journey	54	42
Occasion	8	4%
Non availability or municipal water	5	6%
Total	128	100%

Interpretation:

From the above chart its clearly defined that 48% of the respondents preferred the mineral water because of health concern, during journey 42% of the respondents preferred mineral water, 6% of the respondents preferred the mineral water because of non-availability and 4% of the respondents preferred the mineral water while occasion. Hence majority of the respondents preferred the mineral water because of health concern

Chart 4.6
PREFER THE MINERAL WATER BY THE RESPONDENTS

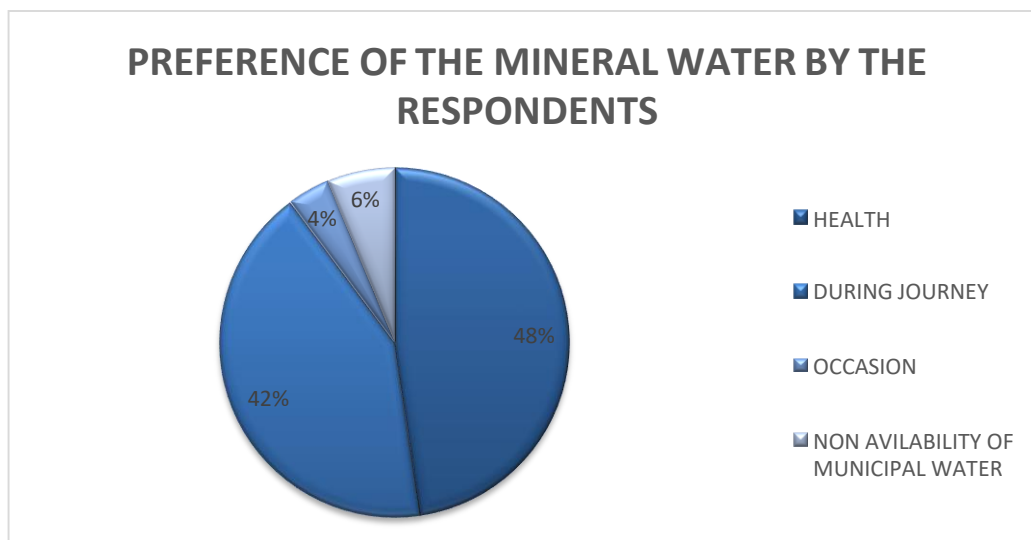


TABLE 4.7
RESPONDENTS KNOW ABOUT THE BISLERI

Response	No. of respondents	Percentage
Television	85	66.4%
Friends and Relative	20	15.6%
News paper	3	2.3%
Shop-keeper	20	15.6%
Total	128	100%

Interpretation:

From the above table its clearly defined that 66.4% of the respondents know about the bisleri water through the television, 15.6% of the respondents know about the bisleri water through friends and relatives ,2.3% of the respondents know about the bisleri water through newspaper and 15.6% of the respondents know about the bisleri water through shopkeeper. Hence majority of the respondents know about the bisleri water through television.

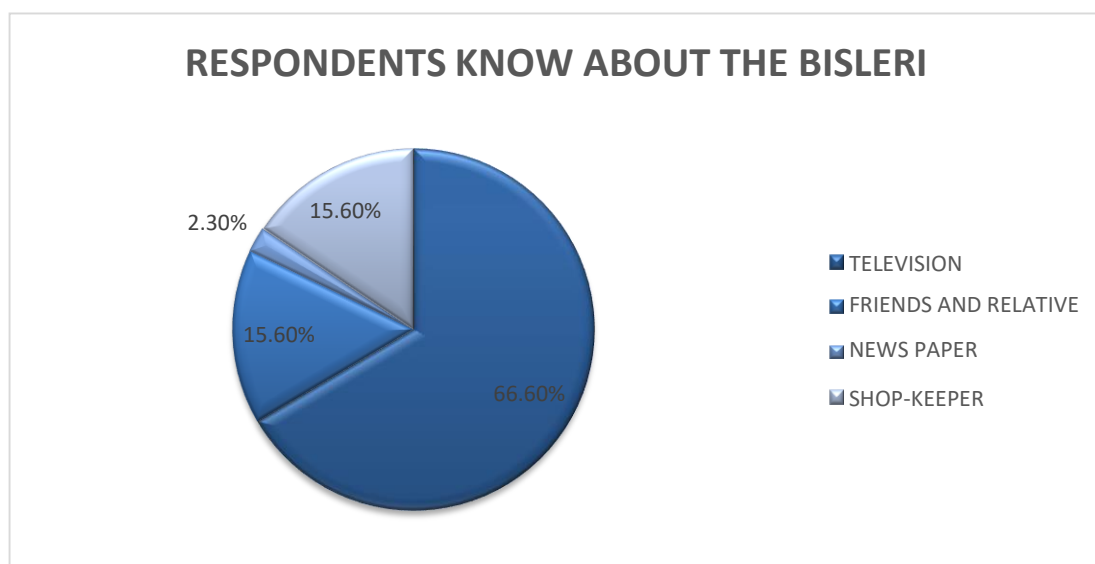


TABLE 4.8

RESPONDENTS INFLUENCES WITH PRICE OF BISLERI

Response	No. of respondents	Percentage
Purity	61	47.7%
Price	11	8.6%
Accessibility	13	10.2%
Brand	43	33.6%
Total	128	100%

Interpretation:

From the above chart its clearly defined that 47.7% of the respondents they influenced with the purity of bisleri, 8.6% of the respondents influenced with the price of besleri, 10.2% of the respondents influenced with the accessibility of bisleri, and 33.6%of the respondent influenced with the brand of besleri. Hence majority of the respondents influenced with the purity of bisleri.

Chart 4.8

RESPONDENTS INFLUENCES WITH PRICE OF BISLERI

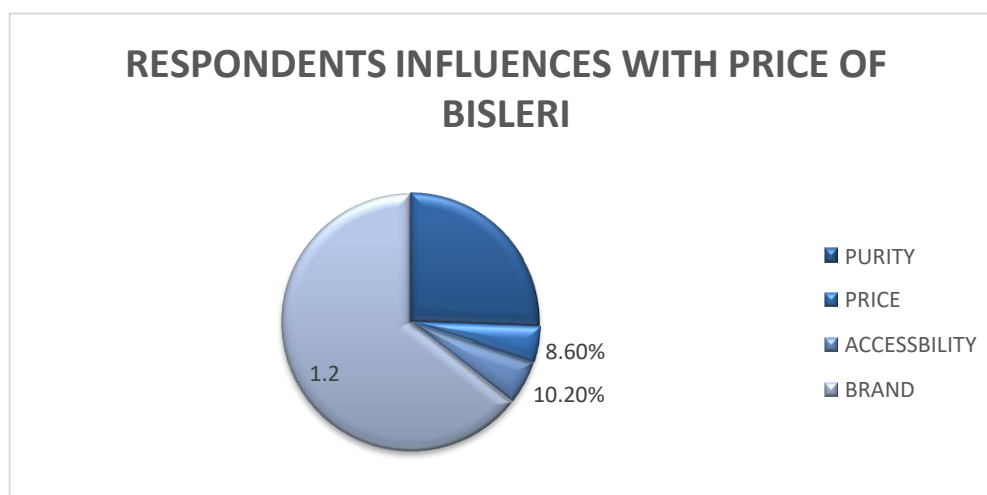


TABLE 4.9
RESPONDENTS SATISFIED WITH THE PRICE OF BISLERI

Response	No. of respondents	Percentage
Satisfied	72	56.3%
Highly satisfied	31	24.2%
Moderate	16	12.5%
Not satisfied	9	7%
Total	128	100%

Interpretation:

From the above table clearly defined 56% of the respondent satisfied with the price of bisleri, 24.2% of the respondent highly satisfied with the price of bisleri, 12.5% of the respondents moderate with the price of bisleri and 7% of the respondents not satisfied with the price of bisleri. Hence majority of the responded satisfied with the price of bisleri.

Chart 4.9
RESPONDENTS SATISFIED WITH THE PRICE OF BISLERI

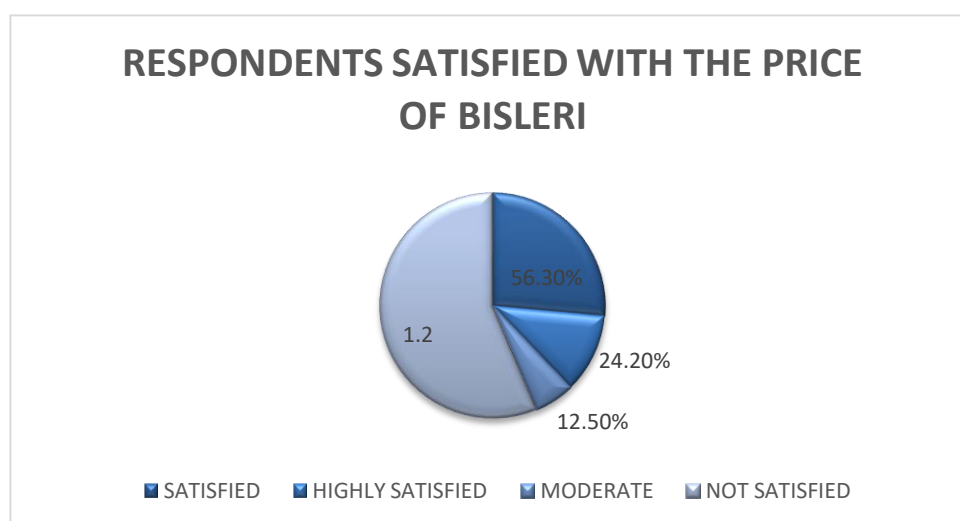


TABLE 4.10
RESPONDENTS SATISFIED WITH THE QUALITY OF BISLERI

Response	No. of respondents	Percentage
Satisfied	51	39.8%
Highly satisfied	45	35.2%
Moderate	26	20.3%
Not satisfied	6	4.7%
Total	128	100%

Interpretation:

From the above chart its clearly defined that 40% of the respondents satisfied with the quality of the bisleri , 35% of the respondents highly satisfied with the quality of the bisleri, 20% of the respondents moderate with the quality of besleri, and 5% of the respondents not satisfied with quality of bisleri. Hence majority of the respondent satisfied with the quality of bisleri.

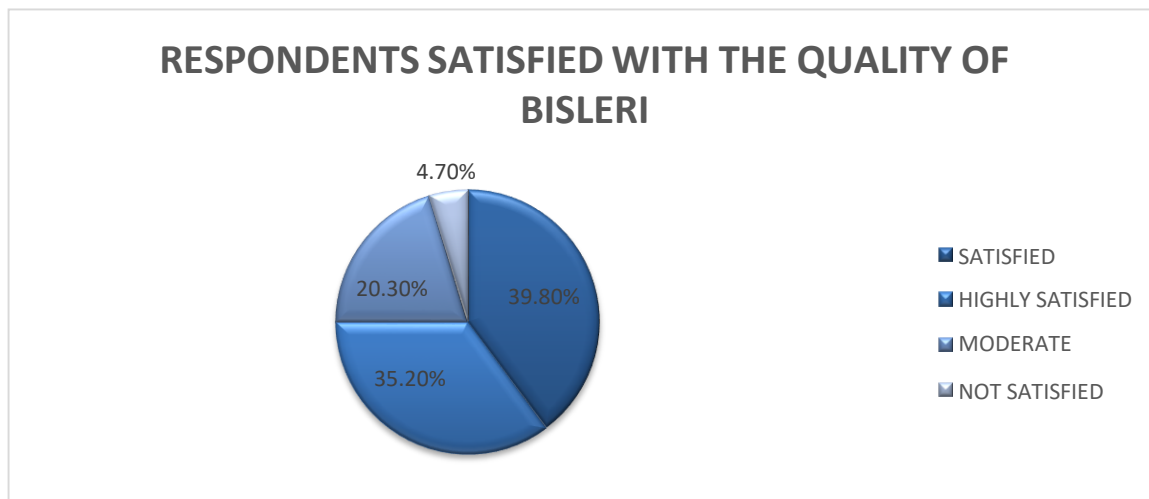


TABLE 4.11
RESPONDENTS SATISFIED WITH AVAILABILITY OF BISLERI

Response	No. of respondents	Percentage
Satisfied	58	45.3%
Highly satisfied	44	34.4%
Moderate	23	18%
Not satisfied	3	2.3%
Total	128	100%

Interpretation:

From the above table clearly defined 45%of the respondents satisfied with the availability of the bisleri, 34% of the respondents highly satisfied with availability of the bisleri, 18% of the respondents moderate with availability of the bisleri , and 2.3% of the respondents not satisfied with availability of the bisleri. Hence majority of the respondents satisfied with the availability of the bisleri.

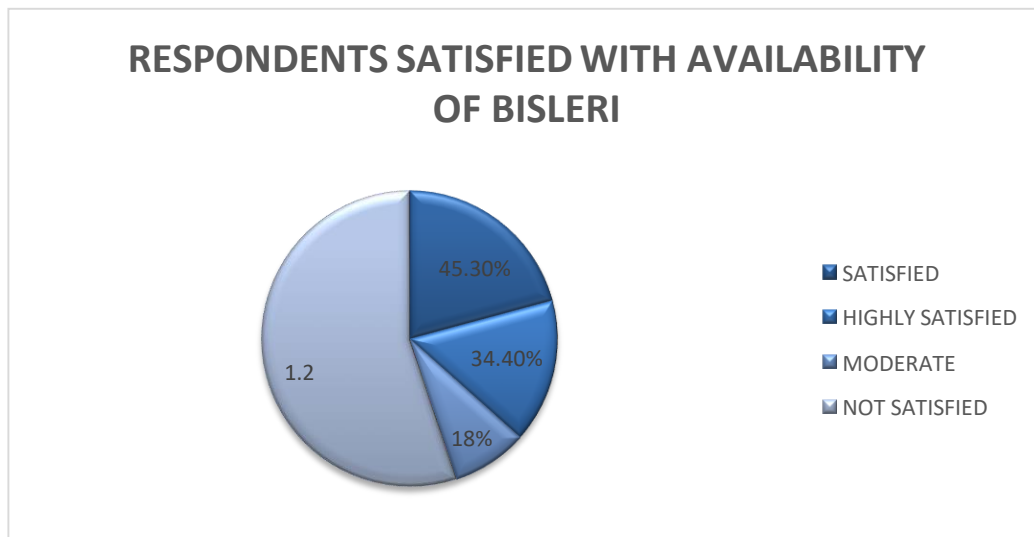


TABLE 4.12
SIZE OF BOTTLE PREFERRED BY RESPONDENTS

Response	No. of respondents	Percentage
500ml	53	41.4%
1 ltr.	62	48.4%
5 ltr.	9	7%
20 ltr.	4	3.1%
Total	128	100%

Interpretation:

From the above table clearly defined that 53% of the respondents prefer 500ml, 62% of the respondents prefer 1 ltr, 9% of the respondents prefer 5 ltr, and 4% of the respondents prefer 20 ltr.

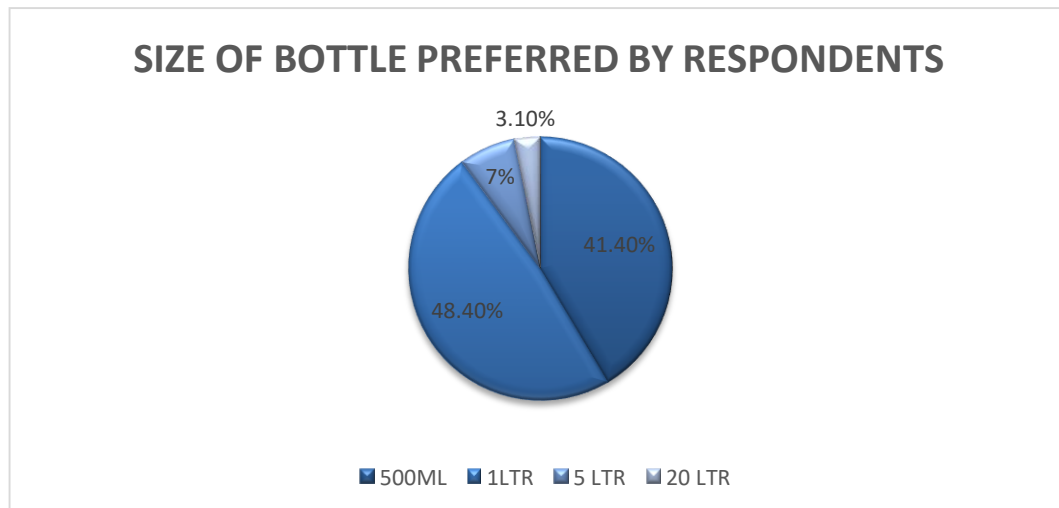


TABLE 4.13
RESPONDENT THINK MINERAL WATER IS MUCH MOREHYGENIC THAN NORMAL
WATER

Response	No. of respondents	Percentage
Yes	54	42.2%
No	20	15.6%
May be	54	42.2%
Total	128	100%

Interpretation:

From the above table clearly defined that 42% of the respondents think mineral water much more hygenic than normal water , 16% of the respondents think mineral water much less hygenic than normal water and 42% of the respondents think mineral water much more hygenic than normal water. Hence majority of the respondents think mineral water much more hygenic than normal water.

Chart 4.13
RESPONDENT THINK MINERAL WATER IS MUCH MOREHYGENIC THAN NORMAL
WATER

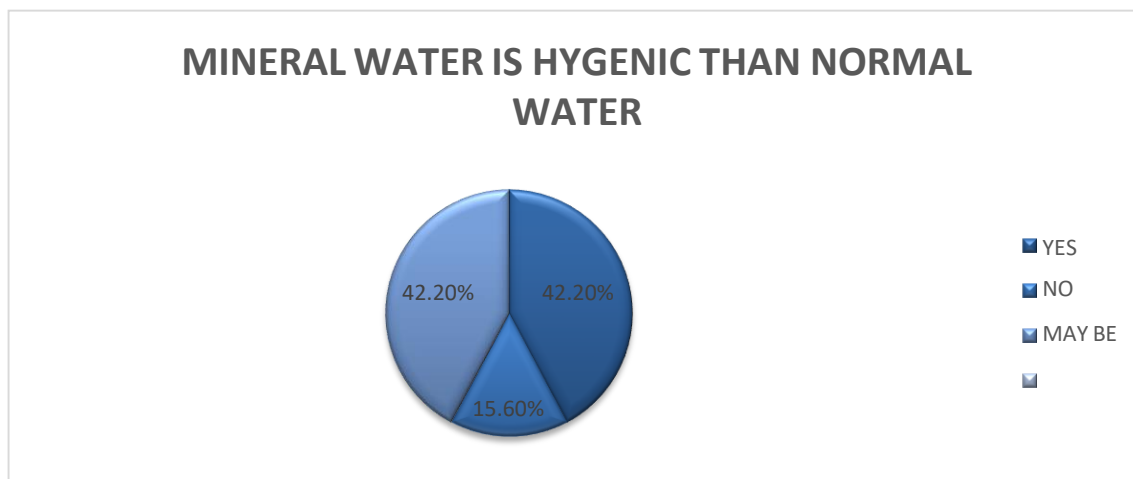


TABLE 4.14
RESPONDENTS SATISFIED WITH ADVERTISEMENT OF BISLERI

Response	No. of respondents	Percentage
Satisfied	60	46.9%
Highly satisfied	40	31.3%
Moderate	20	15.6%
Not satisfied	8	6.3%
Total	128	100%

Interpretation:

From the above chart clearly defined that 46.9 % of the respondents satisfied with advertisement of bisleri, 31.3% of the respondents highly satisfied with the advertisement of bisleri, 15.6% of the respondents moderate with advertisement of bisleri and 6.3% of the respondents not satisfied with the advertisement of bisleri. Hence majority of the respondents satisfied with the advertisement of bisleri.

Chart 4.14
RESPONDENTS SATISFIED WITH ADVERTISEMENT OF BISLERI

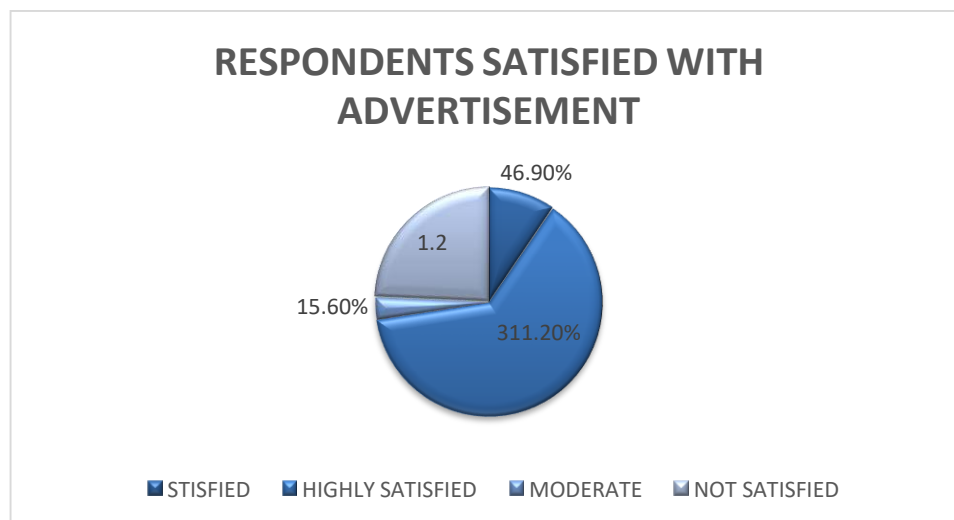


TABLE 4.15
RESPONDENT PERFER PARTICULAR BRAND FOR PURCHASE

Response	No. of respondents	Percentage
Yes	95	74.2%
No	33	25.8%
Total	128	100%

Interpretation:

From the above table clearly defined that 74.2% of the respondents prefer particular brand for purchase and 25.8% of the respondents not preferring particular brand for purchase. Hence majority of the respondents prefer particular brand for purchase.

Chart 4.15
RESPONDENT PERFER PARTICULAR BRAND FOR PURCHASE

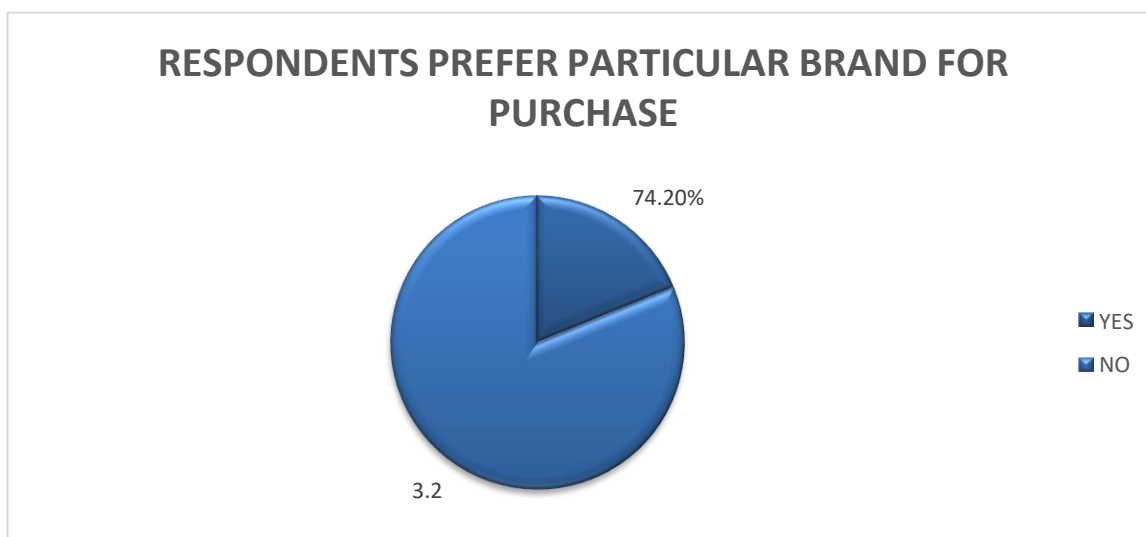


TABLE 4.16
RESPONDENTS RATE THE BISLERI WATER

Response	No. of respondents	Percentage
Good	118	92.1%
Poor	10	7.8%
Total	128	100%

Interpretation:

From the above chart clearly defined 92% of the respondents rating the bisleri water is good and 8% of the respondents rating the bisleri water is poor. Hence majority of the respondents rating the bisleri water is good.

Chart 4.16
RESPONDENTS RATE THE BISLERI WATER

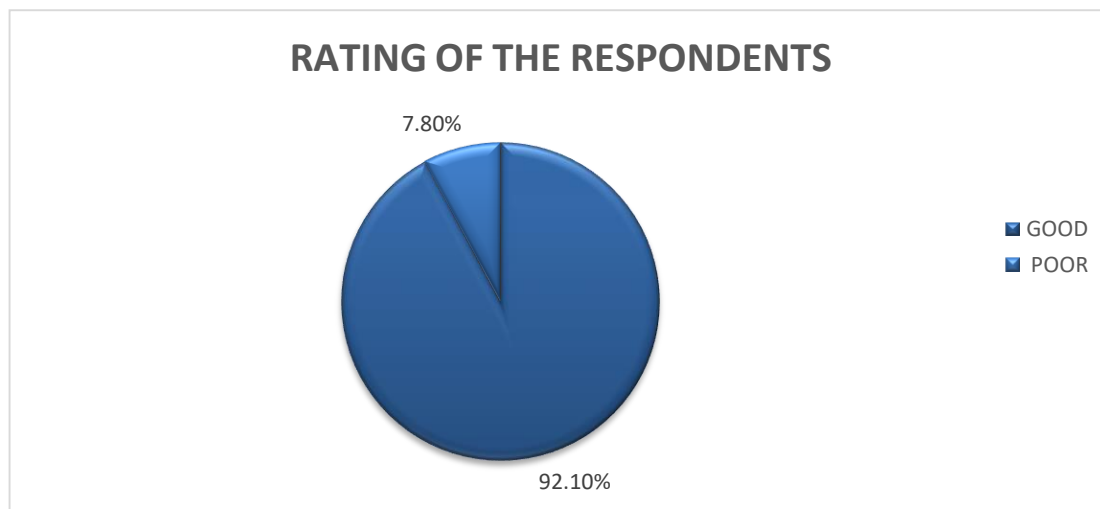


TABLE 4.17
RESPONDENT PREFER TO BUY

Response	No. of respondents	Percentage
Bisleri	98	76.5%
Aquafina	12	9.3%
Kinley	5	3.9%
Other	13	10.1%
Total	128	100%

Interpretation:

From the above table clearly defined that 76.5% of the respondents prefer to buy bisleri , 9.3% of the respondents prefer to buy aquafina , 3.9% of the respondents prefer to buy kinley and 10.1% of the respondents prefer to buy other brand. Hence majority of the respondents prefer to buy bisleri.

Chart 4.17
RESPONDENT PREFER TO BUY

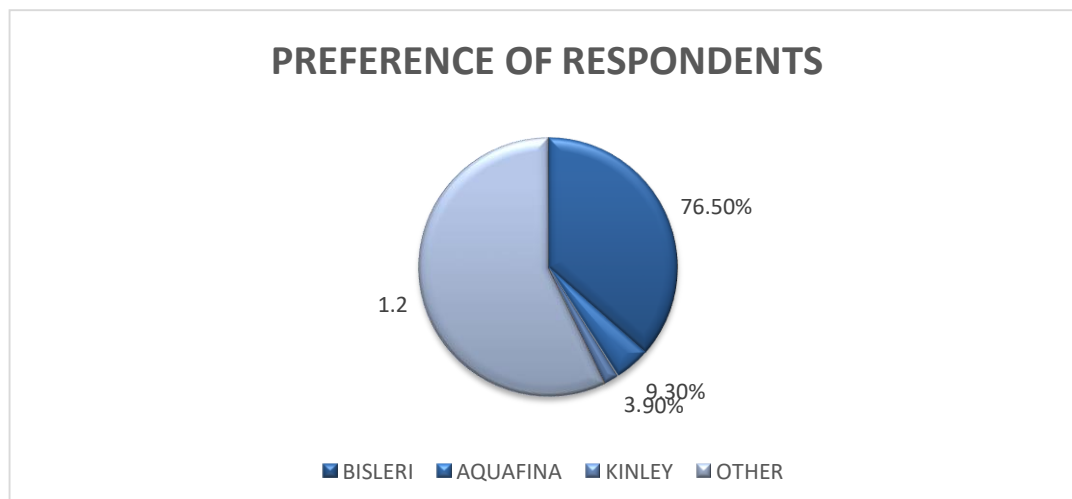
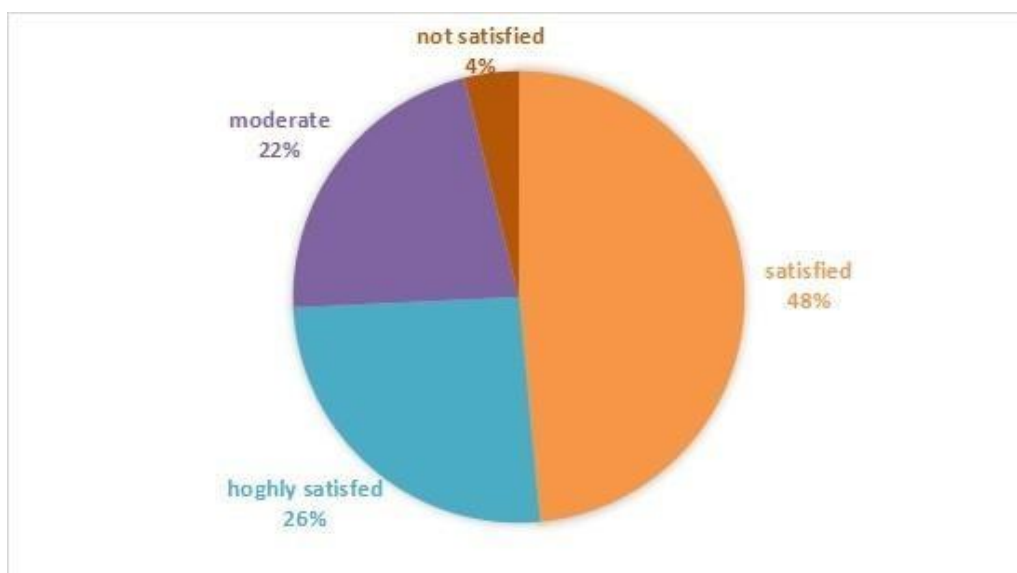


TABLE 4.18
RESPONDENTS SATISFIED WITH PROMOTIONAL ACTIVITIES OF BISLERI

Response	No. of respondents	Percentage
Satisfied	62	48.4%
Highly satisfied	33	25.7%
Moderate	28	21.8%
Not satisfied	5	3.9%
Total	128	100%

Chart 4.18
RESPONDENTS SATISFIED WITH PROMOTIONAL ACTIVITIES OF BISLERI



Interpretation:

From the above chart clearly defined that 48% of the respondents satisfied with the promotional activities of bisleri, 26% of the respondents highly satisfied with the promotional activities of bisleri, 22% of the respondents moderate with the promotional activities of the bisleri and 4% of the respondents not satisfied with the promotional activities of the bisleri. Hence majority of the respondents satisfied with the promotional activities of the bisleri.

FINDINGS

- According to the survey majority of the respondents are male.
- According to the survey majority of the respondents are aged between 15 to 20.
- According to the survey majority of the respondents are unmarried.
- According to the survey majority of the respondents are Income between 10,000 to 20,000.
- According to the survey majority of the respondents are Consume mineral water.
- According to the survey majority of the respondents are preferred the mineral water because of health concern.
- According to the survey majority of the respondents are know about the bisleri water through television.
- According to the survey majority of the respondents are influenced with the purity of bisleri.
- According to the survey majority of the respondents are satisfied with price of bisleri.
- According to the survey majority of the respondents are satisfied with the quality of bisleri.
- According to the survey majority of the respondents are satisfied with the availability of bisleri.¹²²
- According to the survey majority of the respondents are preferred to buy 1 Ltr. Size of bottle.
- According to the survey majority of the respondents are think mineral water much more hygienic than normal water.
- According to the survey majority of the respondents are satisfied with the advertisement of bisleri.
- According to the survey majority of the respondents are prefer particular brand for purchase.
- According to the survey majority of the respondents are rating the bisleri water is good.
- According to the survey majority of the respondents are prefer to buy specific brand of bisleri.
- According to the survey majority of the respondents are promotional activities of the bisleri.

SUGGESTIONS

Campaign, stalls to beat local brands & create awareness. Retailers need to concentrate on 5 and 20 ltr bottle which can be possible only if properly advertised & home delivery of jars are done to the end customers. The market is too congested and confused in the Delhi & its NCR region, so the company should properly promote & strengthen the distribution channel to survive the competition. Can enter into premium segment market. They can tie up with large commercial complex, hotels & airlines industries as they are the emerging sector.

They can target the youth segment. Launching trendy packs to attract more and more customers. Improve the promotional activities. Maintain the reasonable prices. More advertising of the product is needed. Improve awareness among people about the importance of MINERAL WATER. Save the product from duplication. Maintain the same taste and quality. Spread the distribution network to some more areas. To make a good health.

Safety the packing. To maintain good quality. More taste of water. People can change their decision mineral water drinking. Any where availability of Bisleri. Almost all using the mineral water. They do use people the mineral water is anything. To decrease the ordinary branded mineral water. Bisleri company should convince its customer that it believes in “customer is the boss” concept. It helps in retaining its customers and their loyalty.

New technological advancements in respect of coverage, services quality and price should be adopted. Bisleri mineral water should get the feedback by its customers regarding its services. Bisleri mineral water should increase its market share by extending its operations by adopting penetrating price policy.

The manufacturers of the packaged drinking water should concentrate on the perfect ingredients denote by the BIS as per the water board of India in their process of purification of the water. Time should be allotted to receive and rectify the complaints. Proper care should be taken that supply is made regularly to the shops.

The package of water bottles are more convenient to handle. Of all the advertisement, TV advertisement is highly popular than other medias. Hence producers should focus their attention on TV advertisement rather than other media.

The company should also come out with other innovative products in the market. Availability of the product is one of the most important factors so, company should concentrate and build it, supply chain management. Heavy schemes and margins to the dealers will also improve the sales. Majority of the young population are buying the bisleri today. Low income people are also buy the product

CONCLUSION

The important increase in India can be easily explained through the growth of the population and problems of water quality and water supplies. Until 1992, the demand for bottled water in India was mostly limited to foreign tourists, corporate meetings, conferences, etc. The introduction of bulk packaging extended the market to new and numerous consumers.

Bottled water is a particularly competitive market, hence companies need to develop diverse marketing strategies, such as accessing new markets by owning or developing partnership with regional brands, developing new products (such as flavored water) or by-products (such as cosmetics) and developing services (home and office delivery of water). Today more and more companies are coming up in the packaged drinking water market as there is a lot of scope in bottle water market as seeing the increase in Indian population. Today the people of India are very hygienic and only prefer bottle water which increases in the scope of bottle water market. By looking at the increasing demand of bottle water companies have to see that they use modern marketing strategies and also come up with trendy bottles and satisfy the wants of the consumer.

After analysis of the data & facts we have collected from consumer & the retailers & matching them with the objectives one can say that there is very good future for mineral water market. Soft drink market might be some threat to the mineral water at present but within few years the scenario is going to change. Trend signifying increasing health consciousness among Indians could also be observed. Market has seen a tremendous growth from the early nineties & now it is increasing by 70% to 90% every year so one can easily say there is great potential in the mineral water market. It could also be observed that the living standards of the people improving & as they are becoming health conscious are ready to pay for water now. But due to potential in the market companies with quality product will survive.

Finally from the data collected at both primary and secondary level one can confidently say that Bisleri as packaged water brand is the current market leader.

BIBLIOGRAPHY

BOOKS

- Philip Kotler, Marketing Management (9th edition) S H.W. Boyd, R. Crestfallen and S.F. Sta sch, Marketing Research- Text and Cases (7th Edition)
- Richard Locoweed, New and Improved: The Story of Mass Marketing in America C.R. Lothario, Research Methodology (2nd Edition)
- Deepallsingh (2001) “consumer behaviour and banking retail product analysis”, bankingfinance, May 2000.
- Ching-chow Yang (2003), “Herbal drugs US-EU more opens treasure trove”. Article from Asia Africa intelligence wire, vol.no:3, issue no: 1, p-83.
- Philip Kotler “Marketing Management the Millennium Edition” Prentice – Hall of India Pvt. Ltd. New Delhi.
- Mr. Charles B. Islander Janet Worsley norwood, “Femina” A study on consumer awareness, attitude and preference towards herbals cosmetic Vol–80, Issue 32, Nov 2015
- Robert.B.Cialdini, Influence : The psychology of persuasion, 2012, 56: 33–37.
- Al Ries, The 22 immutable laws of marketing: Violate them at your own risk, 2000, 21,120–125.
- Emanuel Rosen, The Anatomy of Buss: How to create word of mouth marketing, 1998,273, 24-36
- Guy Kawasaki, Rulesfor Revolutionaries: The capitalist manifesto for creating and marketing new products and services, 2012, 145, 257-262.
- Elaine Buxton, A comparison of mystery shopping studies and consumer satisfaction studies 2000.
- A guide to developing a CRM process in the health care setting 2005.

- HARISHCHANDRA SB, “CONSUMER SATISFACTION TOWARDS BISLERI BOTTLED WATER”, GOLDEN RESEARCH THOUGHTS, FEB2013, VOL. 2 ISSUE 8,PP 1 – 5.
- SUBRATA RAY AND INDRANIL CHATTERJEE, “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.

Websitewww.finewater.comwww.wikipedia.comwww.bisleri.com/

QUESTIONNAIRE

1. Gender

A) Female B) Male

2. Age of the respondents

A) 15-20 B) 21-30 C) 31-40 D) 41-50

3. Marital status

A) Married B) Unmarried

4. Income

A) Below 10,000 B) 10,000 to 20,000 C) 20,000 to 30,000
D) 30,000 above E) others

5. Do you consume mineral water?

A) Yes B) No

6. When do you prefer mineral water?

A) Health B) During journey C) Occasions
D) Non availability or Municipal water

7. Why mineral water is preferred to ordinary drinking water?

A) Health concern B) Necessity
C) Occasions D) Others

8. How did you come to know about "BISLERI"?

A) Television B) Friends and Relative

C) Newspaper D) Shop-keeper

9. The main factor that influences with price of "BISLERI"?

- A) Purity B) price
- C) Accessibility D) Brand

10. Are you satisfied with price of "BISLERI"?

- A) Highly satisfied B) Moderate satisfied
- C) Satisfied D) Not satisfied

11. Are you satisfied with quality of "BISLERI"?

- A) Highly satisfied B) Moderate satisfied
- B) Satisfied D) Not satisfied

12. Are you satisfied with availability of "BISLERI"?

- A) Highly satisfied B) Moderate satisfied
- C) Satisfied D) Not satisfied

13. Which size of bottle do you prefer?

- A) 500ml B) 1 Ctr
- C) 5 Ctr D) 20 Ctr

14. Do you think mineral water is much more hygienic than normal water?

- A) Yes B) No C) Maybe

15. Are you satisfied with the advertisement of " BISLERI"?

- A) Highly satisfied B) Moderate satisfied
- C) Satisfied D) Not satisfied

16. Do you prefer particular brand for purchase ?

- A) Yes B) No

17. How will you rate the BISLERI WATER ?

- A) Good B) Poor

18. Which brand mineral water do you prefer to buy?

A)Bisleri B)Kinley

C)Aquafina D)Other (specify)

19. Are you satisfied with promotiona activities " BISLERI"?

A)Highly satisfied B)Moderate satisfied

C)Satisfied D)Not satisfied