

**ANALYSIS OF PROMOTIONAL MIX IN MARKET
COMMUNICATION AND ENVIRONMENT
(WITH REFERENCE TO EUREKA FORBES IN CHENNAI CITY)**

By

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CERTIFICATE

This is to certify that the Project Work entitled **ANALYSIS OF PROMOTIONAL MIX IN MARKET COMMUNICATION AND ENVIRONMENT (WITH REFERENCE TO EUREKA FORBES IN CHENNAI CITY)** submitted by **GOKULAKRISHNAN J (REGISTER NUMBER – RA173120101010)** of Bachelor of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur is a Bonafide Record of Project Work carried out by him in partial fulfilment of the requirement for the award of degree of Master of Commerce

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DECLARATION

I hereby declare that the Project Work entitled **ANALYSIS OF PROMOTIONAL MIX IN MARKET COMMUNICATION AND ENVIRONMENT (WITH REFERENCE TO EUREKA FORBES IN CHENNAI CITY)** submitted by me for partial fulfilment of the degree of Bachelor of Commerce – General under the guidance of **Dr.S.Chitra, Associate Professor and Head**, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology is my original work and has not been submitted earlier to any other University/Institutions.

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(GOKULAKRISHNAN J)

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CHAPTER-I

INTRODUCTION

ANALYSIS OF PROMOTIONAL MIX IN MARKET
COMMUNICATION AND ENVIRONMENT
(WITH REFERENCE TO EUREKA FORBES IN CHENNAI CITY)

INTRODUCTION:

Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by company. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

MARKETING MIX

Marketing is crucial to the success of a business, with its main focus on customer satisfaction, quality, and consumer value. Marketing Mix is one of the most commonly used strategies. It blends integral variables together to come up with ideal results. It is composed of four variables referred to as the 4 Ps of Marketing:

Product

A product is a good or service that a business owner provides for sale to his target market. When it comes to developing a product, the design, quality, packaging, features, after-sales service, and customer service should be considered. If you want to start a business, you need to know what you are going to sell. The 4 Ps of Marketing may seem easy, but they can also be difficult. You may think that you can just sell any product that you think appeals to your target audience. However, you need to research and study the market before you can actually figure out what to sell.

You should think carefully of what you are going to offer. Do not forget to define the characteristics of your service and see to it that you meet the demands and needs of your customers. Keep in mind that warranty, service, and support are very important.

Place

This is with regard to location, distribution, and ways of delivering the product to the customer. The place may include the location of your business, distributors, shop front, possible use of the Internet, and logistics.

It is important for you to have a good understanding of the strategy behind the positioning or place. You have to make it work for you, even if it means seeing through the mist of marketers who plan to fog up the minds of customers.

Take note that positioning is all about painting a beautiful picture of how you want your customers to view your product. You need to have a catchphrase that is simple, witty, and easy to remember. It should also satisfy your audience but not encourage them to look too closely and scrutinize your business.

Price

The price is the amount of money that customers have to pay to purchase products or avail of services. There are several factors that you have to consider when it comes to

price. These include discounting, price setting, credit collection, and cash and credit purchases.

Before you invest in a new venture, see to it that you have carefully defined the 4 Ps of Marketing. Otherwise, you will not be able to achieve stellar results. You should not forget to practice ethics in pricing either. You can have a poll or send out questionnaires to help you determine your price. Nonetheless, you should neither set your price too low nor too high.

If your price is too low, you may lose potential customers who are wary of bargain prices. If your price is too high, you may not attract customers who are on a budget. Hence, you should base your prices on the range of services that you offer as well as the level of your education and expertise. Do not forget to consider taxes and overhead among other important things.

Promotion

Promotion is all about the act of communicating the values and benefits of your products to your customers. It involves the use of different methods, such as direct marketing, sales promotion, advertising, and personal selling to persuade customers to your business. If you want to save money, you should consider self-promotion. Also, when it comes to creating a promotion for your business, you should motivate your target market. Put yourself in their shoes so you can find out how they view your business. Keep in mind that advertising, publicity, and public relations will keep your service or product out front and ahead of your competition.

These 4 Ps of Marketing are very helpful when it comes to starting a business. You need to have the necessary knowledge and skills in order to be successful in a certain venture. By learning about the 4 Ps of Marketing, you can avoid typical marketing pitfalls and have a successful business.

Market Communication

Marketing communication involves sharing of meaning, information and concepts by the source and the receiver about the products and services and also about the firm selling through the devices of promotion via, advertising, publicity, salesmanship and sales promotion. In marketing the source is the marketer who desires to promote the product. Marketer delivers a message to a receiver, who is the target market segment. Message is received and integrated by consumers and if their predisposition becomes favorable, they decide to purchase. Feedback is the reverse flow of communication to the marketer. Marketing communication may be distorted particularly when a message passes through a number of channels. Noise is a major injurious. Noise can arise due to faulty transmission, faulty reception. Competitive communication constitutes the most serious noise. Marketing communication refers to activities deliberately focused on promoting an offering among target audiences. The following definition helps to clarify this term:

Marketing communication includes all the messages, media, and activities used by an organization to communicate with the market and help persuade target audiences to accept its messages and take action accordingly.

Concept of Marketing Communication Mix

Marketing Communication Mix is the “Promotion” of the Marketing Ps and covers every method and medium of communicating with your target audience. In many ways, the marketing communication mix is the heart of your marketing strategy around which everything else in sales and marketing is predicated. If business consists of creating value and creating customers. Marketing Communication covers exactly how you are going to create customer by taking your value message to the market.

INDUSTRY PROFILE

KENT RO SYSTEMS

Kent RO Systems is an Indian healthcare products Company headquartered in Noida, Uttar Pradesh. It makes water purifiers based on the process of reverse osmosis purification. Over the years the company has diversified into other products such as air purifiers, vacuum cleaners, vegetable and fruit purifiers and water softeners. The company exports to SAARC countries, Middle East, and Kenya. It expects a contribution of 15% of total turnover to come from exports in the near future. The

company won the Golden Peacock Eco Innovation Award for its contribution in developing innovative water purifying technology and preventing environment degradation in 2007. In 2019, Kent RO Systems received the best domestic water purifier award at the Water Digest Water Awards organized at the Lalit, New Delhi.

ION EXCHANGE PVT. LTD.

Ion Exchange uses a wide range of processes with an integrated approach to deliver total solutions for every market—household, institutional, commercial, industrial and public water supply, urban and rural in India and overseas. Zero B drinking water purifiers provide ultimate protection against waterborne diseases. Iodinated resin, reverse osmosis and ultra-filtration membrane technologies, activated carbon and ozonation are used to purify water. Zero B drinking water purifiers come in a wide range of convenient, compact and user friendly devices to provide all segments with safe drinking water. The purifiers offered are Zero B Suraksha, Zero B Suraksha Plus, Zero B Solar, Zero B Wave, Zero B Pristine, Zero B Sapphire, Zero B Emerald, Zero B Kitchen Mate, Zero B Ultimate, Zero B Intello, Zero B Skid 15 and 25 litres, Zero B Intello Grand, Zero B Skid 60, 100, 150 LPH RO, Zero B D-Ferrous, Zero B Indro, Zero B Auto Softener, Zero B Softener (NGS Series), Zero B New Generation Activated Carbon Filter, Zero B New Generation Multi grade Filter and Zero B Pre-Fabricated Pool and Accessory.

TATA SWACH

A product from one of the most trusted business houses – Tatas, meeting USEPA standards, the Tata Swach is the brainchild of several Tata companies like Tata Chemicals and TCS, who have put their ideas and technology in the making of this low cost, low maintenance and user-friendly water purifier. Tata Swach uses a unique, advanced TSRF technology along with silver nanotechnology to purify water. It's not surprising to note that in the water purifiers category, the Tata Swach was voted 'Product of the Year — 2012' in a survey conducted by an independent consumer

survey across the country. Tata Swach Nanotech Water Purifier is the result of dedicated efforts to make a great vision true: Ensuring safe drinking water to the masses. Many Tata Group companies like Tata Chemicals, Tata Consultancy Services, Titan, Tata Auto comp Systems and Tata Business Support Service have joined hands to provide a low-cost, modern, low-maintenance, user-friendly water purifier.

PUREIT

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of two out of three Indians. It works to create a better future every day and helps people get more out of life with brands that are good for them and others as well.

HUL introduced Pureit in the year 2004. At present, HUL deals with water purifiers like Pureit Marvella UV, Pureit Advanced, Pureit Marvella RO, Pureit Marvella, Pureit Auto fill, Pureit Classic, Pureit Classic 14 litres and Pureit Intella, today it has become the World's Largest Selling Water Purifier brand with its presence in over 9 countries. Pureit's revolutionary products are built using the most innovative technologies like RO, UV, MF and Oxytube. With their latest range of indoor Air Purifiers, Pureit aims to provide smart ways to fulfil their promise of purity. Across the Globe, Pureit has won several awards, certificates and recognition for the innovative products and technologies they bring to the industry. Pureit meets stringent International criteria of Environmental Protection Agency, United States for removal of harmful bacteria and virus thus offering safety in every drop you drink.

BLUE STAR

The Company fulfils the cooling requirements of a large number of corporate, commercial as well as residential customers. The Company also offers expertise in allied contracting activities such as electrical, plumbing, fire-fighting and industrial projects, in order to offer turnkey solutions, apart from execution of specialised industrial projects. The Company has been in the water cooler business for nearly seven decades catering to offices, educational institutes, hotels, factories and hospitals

and is also India's largest exporter of water coolers. Blue Star is also amongst the largest suppliers of normal, hot and cold bottled water dispensers in the country catering to smaller offices and establishments. Since Blue Star has a strong connect with water, and consumers are aware of this association for years, it launched residential water purifiers in 2016 to leverage this association. In line with its personality, the Company offers residential water purifiers which are differentiated and thoughtful providing pure and healthy drinking water, coupled with world-class after-sales service to enhance customer engagement.

Whirlpool Corporation

The Whirlpool Corporation is an American multinational manufacturer and marketer of home appliances, headquartered in Benton Charter Township, Michigan; United States. The Fortune 500 Company has annual revenue of approximately \$21 billion, 92,000 employees, and more than 70 manufacturing and technology research centres around the world.

The company markets Whirlpool, Maytag, KitchenAid, JennAir, Amana, Gladiator GarageWorks, Inglis, Estate, Brastemp, Bauknecht, Ignis, Indesit, and Consul. Their website also mentions Diqua, Affresh, Acros, and Yummly brands.

In the US, Whirlpool has nine manufacturing facilities: Amana, Iowa; Tulsa, Oklahoma; Cleveland, Tennessee; Clyde, Ohio; Findlay, Ohio; Greenville, Ohio; Marion, Ohio; Ottawa, Ohio; and Fall River, Massachusetts.

COMPANY PROFILE

Story of Eureka Forbes:

Eureka Forbes, established in the year 1982 is one of the flagship companies of the Shapoorji Pallonji group (SPG). It manufactures and sells consumer electronics and consumer goods and is headquartered in Mumbai. Eureka Forbes

has a current base of 15 million consumers with more than 450 locations and 18,000 dealers. It has international presence in 53 countries. The company offers social services under the EuroAble initiative. The company also offers operational consultancy services to various industrial plants. Eureka Forbes is one of India's leading health and hygiene brand. It has Asia's largest direct sales force and it is one of the most expansive networks in the country. It has been a pioneer in direct selling. Eureka Forbes get most of its revenue from its water purifier brand "Aquaguard". There are several competing brands in this segment. The major competitors are Kent, HUL and Tata Swach. Eureka Forbes has received several awards on National and International forums.

Eureka Forbes Limited is India's leading health and hygiene brand. It is a multi-product, multi-channel organization with a gross group turnover of Rs. 29,612 million for the year ending 31st March 2018. A part of Shapoorji Pallonji Group, Eureka Forbes' product portfolio encompasses water purification, vacuum cleaning, air purification and home security solutions. It has a base of 20 million happy customers, a reach of over 1,500 cities and towns in India and a global footprint across 53 countries. In addition to Asia's largest direct sales force, it has dealer and institutional channels, an inventive business partner network, a rural channel and one of the most expansive service networks in India. In its 37 years of existence, Eureka Forbes has been a pioneer and trendsetter in direct selling in India and today is one of the largest direct selling companies in the world. Aquaguard is the flagship water purifier brand of Eureka Forbes and has been conferred with numerous Indian and international awards for its superior technology.

Euro Benefit

Friends to society:

Born with the vision of bringing happy, healthy, safe and pollution-free living to customers through lasting relationships as 'Friends for Life', today we are an over US\$ 250 mn multi-product, multi-channel organisation that is part of the Shapoorji Pallonji Group and has over eight million satisfied customers.

World Class Products:

Trusted by over 40 million people, Aquaguard is one of the largest selling water purifiers in the world and has received numerous Indian and international accolades. On retail shelves, the AquaSure range of water purifiers provides safe drinking water to homes even without electricity and running water whilst the Forbes range of water purifiers caters to the needs of homes and offices at different price points. We also have an institutional range along with products and customised solutions for the rural market. And we have recently launched Aquasure packaged drinking water, a Water Quality Association (WQA) gold-seal certified product available in unique bottle SKUs and a 20 litre pack with an innovative bubble top design.

Trusted by 10 Millon Families:

Our products have led and dominated the water and air purification systems, cleaning systems and security systems categories. We are indeed a one stop shop for water purification with a comprehensive range of technologies and solutions addressing almost every type of water quality and purification conditions. Aquaguard, our flagship brand sold through the direct sales channel, is virtually synonymous with pure, safe drinking water.

Money Back Guarantee:

The customer has always been at the centre of our business and we are constantly expanding our ways to reach out to them, understand their needs and aspirations bring them products and services which effectively address them as well as ensure their satisfaction and the well-being of their families.

Free Home Demo:

We pioneered direct selling in India and today, our 7,500 strong direct sales force, the largest in Asia, operates from 237 Customer Response Centres in over 145 cities and contacts over 1.25 mn homes, adding 1,500 customers daily. Our presence has been expanded to 380 smaller towns through franchised direct operations. We also have a consumer channel with over 15,000 dealers across over 1,800 cities and towns offering consumers a range of water purification and home cleaning products on retail shelves.

Service at your Doorstep:

Realizing the vital importance of service to back up our products, we established one of the widest service networks in India - almost 80% of our customers have a service centre within a 5 km. radius. Over 5,800 company-trained technicians operate from over 1,800 service centres, making over 25,000 kitchen visits daily, supported by our Eurohelpline call centres, customer relationship specialists and mobile service vans.

Eureka Forbes Marketing Mix (4Ps) Strategy:

Marketing Mix of Eureka Forbes analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Eureka Forbes marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company. Let us start the Eureka Forbes Marketing Mix:

Product:

The product strategy and mix in Eureka Forbes marketing strategy can be explained as follows: - Eureka Forbes is one of the leading consumer electronics brands based out of India. Eureka Forbes offers wide range of products in its marketing mix under four categories. Water purifiers, Air purifiers, Vacuum cleaners and Security solutions. Some of Eureka Forbes' most prominent brands are Dr. Aquaguard, Aeroguard and Euroclean. The water purifier business accounts for more than 50% of the company's revenues. Some of the most prominent ones under this category are the Aquaguard, Aquasure (water purifier that does not use electricity) and Aquasure packaged drinking water. Eureka Forbes was the first to launch the Euroclean range of vacuum cleaners. There are close to 3.5 million customers for Euroclean now. They were the first to introduce state of the art Euroair Air purifiers that ensures safe, pollution free homes. Eureka Forbes also offers domestic security solutions through their product Euro vigil. This brand has fire safety products and patented space technology fire suppressants. Eurodiya- solar bulbs with in-built solar panels helps in harnessing solar energy to light homes.

Price:

Below is the pricing strategy in Eureka Forbes marketing strategy:- Eureka Forbes uses a competitive pricing strategy in its marketing mix to gain a market share. Further they include their after-sales service cost within the price of the product quoted. The salesperson are taught to market Eureka Forbes products as a value based product where they explain what are the additional benefits that come with each product and the comparative pricing taking examples from competitors

products like Unilever, Kent etc. The pricing of the products is done such that it showcases as a value proposition for the customer apart from being affordable.

Place:

Following is the distribution strategy of Eureka Forbes:-

Eureka Forbes in the year 2000 rolled out its own retail store outlets across the country. Door to door selling is their main method of selling. Eureka Forbes is the most trusted brand in India in the water purifiers market and the company sells items through its well established set of dealers. The company follows a push strategy where the dealers are given incentives to sell more through its dedicated system of sales force. The sales force is provided good incentives and they are directly recruited and trained by Eureka Forbes.

Promotion:

The promotional and advertising strategy in the Eureka Forbes marketing strategy is as follows:-

Eureka Forbes has one of the best personal selling strategy and sales team with it. Eureka Forbes has a very strong sales force actively engaged in door to door selling. This people to people sales strategy has helped it double its revenues in a manner of 5 years. Further they have also embraced digital technology. This digital technology has helped them in lead generation. Eureka Forbes believes that most of its prospective customers spend a considerable time online. So, they would like to target these group through digital marketing initiatives. They have successfully divided the attention between direct sales and online salesforce team. This technology & feet-on-the-ground has worked really well for Eureka Forbes. Hence, this completes the marketing mix of Eureka Forbes.

Products of Eureka Forbes

Its core products are consumer durable products which include water purifiers, security systems, air purifiers, vacuum cleaners and ancillary services. Forbes Facility Services and Forbes Pro Railway Solutions are two of the services offered under the ambit of Industrial services. Their product Aquaguard purifiers are most selling water purifiers in India.

Air Purifiers:

Air purifiers are one of most efficient ways to ensure we're breathing pure air. The multi-filtration system of air purifiers from Eureka Forbes ensures large particles such as dust, pollen and animal hair, as well as respirable particles such as bacteria and viruses are eliminated. Certified by the German GUI Lab, these purifiers use robust design and advanced technology to make sure you're breathing pure and healthy air always. However, each purifier is customised to suit a certain circumstance. Most air purifiers vary in size and capacity and can be used in your home or office.

- For larger office spaces and commercial establishments, Dr. Aeroguard SCPR 1100 fits the bill perfectly. Not only does it have an 8 stage air flow control to adjust to multiple levels of purification based on indoor air quality but it also releases a blend of silver ions, diatoms and vitamins to nourish the air you breathe.
- The Dr. Aeroguard SCPR 700 is perfect for larger rooms like living rooms or other areas in your home. Equipped with an air quality sensor and the Unique

Intelligent Mode, the SCPR 700 automatically selects the best setting for the room, so that you can breathe worry free.

- The Dr. Aeroguard SCPR 200 can be conveniently placed on your bedside. With a host of filters like an active HEPA filter, deodorisation filter, anti-allergen filter and therapeutic filter, you can breathe easy while you sleep. The therapeutic filter fills the air with Vitamin C, which helps you rejuvenate when you sleep so that you wake up fresh and energised.
- The Dr. Aeroguard SCPR 100 is ideal for smaller spaces in your office and home like your bed side table and your desk. Equipped with an active HEPA filter, this compact purifier ensures you're breathing safe and healthy air at all times, which will help you focus better. The anti microbial filter purifies the air and the resultant allergen free air prevents fatigue and headaches.

Choosing the right air purifier for your home or office space involves a variety of criteria. If you're still not sure about which air purifier is perfect for your home, do get a home demo from our experts to provide you with the right guidance.

Home Security Systems:

Controlling your home appliances, making sure your power consumption is regulated and ensuring the safety of your loved ones at home, even when you aren't present in person, can get quite challenging. With Eureka Forbes' Home Automation Systems, it doesn't have to be. Your home appliances and security could be controlled with a tap on your smartphone, tablet and more. Here are all the features and benefits of Home Automation Systems from Eureka Forbes:

1. Control Your Lighting

Home Automation Systems ensure you have complete control over the lighting in your home. From modifying the wattage to simply switching the lights on or off, you can control it all with just a tap even when you're not home.

2. Temperature Control and Blinds

Control the air conditioning, curtains and blinds in your home from wherever you are. The Home Automation Solutions give you complete control over the temperature and blinds in your house.

3. Entertainment Control

Control all your entertainment devices with just a tap of your finger, whether you're at work, are travelling or just visiting a nearby store. From your music to your television, it can all be controlled on your smartphone, remote control, etc.

4. Elder and Child Care

You can monitor your children and elderly at home, making sure they're always safe and secure. A Panic Button enables them to raise an alarm should something go wrong, making sure you can provide timely help.

5. Energy Saving

You can keep a close watch on the energy consumption of your home no matter where you go. This way, you can ensure that you don't waste any energy by monitoring your electrical appliances and their usage. Do your bit for the planet by judiciously controlling your power consumption.

6. Security

Motion sensors, magnetic door or window locks, CCTV cameras – monitor all this and more with Security Systems and Home Automation Solutions. In the case of a security breach the Intruder Alarm Systems alerts you making sure you can take action immediately.

Home Automation Solutions from Eureka Forbes can give you the freedom and convenience of all of this and more. Manage your home and its appliances, keep your loved ones safe – enjoy intelligent living at your fingertips.

Vacuum Cleaners:

Dust, dirt and other undesirable elements always find their way into our lives, no matter how stringent our measures are. A clean indoor environment is indeed utopian. Dust is difficult to get rid of and it has the knack of coming back. Things also get complicated if you have pets in the house. Pet hair is another issue, since it gets everywhere-carpets, clothes, sofa-corners, and other places. A vacuum cleaner helps keep your home, office or car clean, by getting rid of harmful dust and debris. Buying a vacuum cleaner isn't rocket science, but, a poor decision can cost you dearly. There are a few things to keep in mind when considering a vacuum cleaner.

Purpose

What are you going to use your appliance for? Cleaning your house, or your car? Or your office-space? Are you going to use your vacuum cleaner indoors or outdoors? Vacuum cleaners are designed according to the uses they serve, and in that regard, they are specific. If you do need to clean your car often, especially if you have children or pets, frequently as passengers, you might need to invest in a separate car vacuum cleaner. Vacuum cleaners for home are designed in a specific way, and so are the other vacuum cleaners meant for other areas.

Wet and Dry vacuum

If you have a higher incidence of wet spills, you'll need a wet vacuum cleaner. Wet vacuum cleaners have a waterproof collector can. This enables them to trap water,

stopping it from entering the fan and the other electrical parts, thus keeping you safe. When it comes to dry vacuums, they are not meant to be used around liquids.

Price

This is an important aspect to consider, before purchasing a vacuum cleaner. Do not assume that an expensive vacuum cleaner is better than a lesser priced one. Vacuum cleaners are purpose built. Finding a product at a good price point that gives you the most benefit, in your area of need is paramount. Thankfully, it has become easier to choose, thanks to the variety of vacuum cleaners online. Since this appliance is something that will be part of your home for a long time, it is vital the purchase decision is after much deliberation.

Bag or bagless

Bagless vacuums offer an advantage-you don't need to worry about replacing bags. On the flip side, while emptying bagless vacuums, there is a chance you re-disperse some of the dust and allergens. Always remember to empty a bagless vacuum outdoors, to prevent re-contamination.

Shape

Is it advisable to buy a stick, canister or an upright vacuum? Upright vacuums are great for places that are mostly carpeted. Canister vacuums are easier to manoeuvre in tight spaces and are portable. This decision again, depends on the majority of use the vacuum cleaner is going to be put through.

The above points can make it easier for you to narrow down your options, based on usage amongst other factors. The ideal vacuum cleaner will not only clean effectively but provide many happy years of service, and keep your indoor environment absolutely clean!

Water Purifiers:

Water is the elixir of life. About 71% of the earth's surface is water covered, with the oceans containing around 96.5% of the earth's water. Water is omnipresent— as water vapour in the air, in rivers and lakes, ice caps, glaciers, underground and in our system. Naturally, clean drinking water is the most important fundamental element that people look out for, when they are setting up a home. Water purification is absolutely important, if you want to live a healthy, disease-free life. Since we live in a tropical climate, our per-capita consumption of water is quite high. In this scenario, consuming anything less than 100% pure, fresh and safe drinking water can be downright hazardous.

From the entire range of water purifiers online, the best water purifiers for home use patented technology, to make sure that you and your family get fresh, clean drinking water, no matter what. Given below, are a few of the technologies used by these appliances to make sure you get clean drinking water, always.

Reverse Osmosis (RO Water Purifiers):-

This is the most widely used method to purify water. Membrane technology is used, which removes dissolved salts, bacteria and other impurities from the water.

Separating germs and dissolved chemicals from water, the membrane has fine pores, which allow only water to pass through, effectively trapping all the harmful chemicals and microbes.

UF Purification:-

Using technology similar to RO membranes, these membranes remove impurities like particulate matter, pathogenic organisms, etc. A UF water purifier works by physically removing all the germs and bacteria present in drinking water.

UV Purification:-

Also known as E-Boiling, this method uses UV light to kill germs and bacteria. 99.99% of harmful organisms present in the water are destroyed. A small lamp inside the purifier emits small UV waves, that destroy the bacteria and viruses present in the water. UV water purification is usually clubbed with Reverse Osmosis to make the purification even better.

Multi-stage purifiers:-

Also known as Universal Water purifiers, these use a combination of technologies to make sure that the water is clean and germ-free. The combinations may be either RO+UV filters, or RO+UV+UF filters. The goal is simple—to rid the water completely of bacteria, germs, and other harmful pollutants.

No matter what the technology used, the aim is the same—to make sure that the water you and your family consume is completely safe, pure, fresh and germ-free. Water is a vital part of our being, an inseparable part of our lives, so it only makes sense to consume only the purest water, every time.

MARKETING MIX OF AQUAGUARD

Products in Marketing mix of Aquaguard

Aquaguard water purifiers have an advanced product range of water purifiers with a patented technology known as mineral guard technology. The various types of water purifiers by Aquaguard are as follows:

- RO water purifiers: *Aquaguard Revivato* purifies the water from borewell, which has a salty taste.
- UV water purifiers: Aquaguard classic and compact, to effectively purify the water from municipal water supply drawn from lakes or rivers this doesn't have a salty taste.
- RO+UV water purifiers
- Personal water purifiers: to provide you pure water on the go.

Place in Marketing mix of Aquaguard

The friendly man from Eureka Forbes in a well-clad uniform suit became the image of Aquaguard servicemen and the installation person. They are responsible for directly selling the product as well as for maintenance and periodic checkup. The company lags behind in the space of gravity based water purifiers which work without electricity as the competitor Kent made a move first and brought them in 2009. Being one of the pioneers in the water purification industry, Aquaguard has a huge channel network across the country. The product is sold via dealers who provide installation for the products. Or it is sold via modern retailers as well as through online channel. The company is known for its push strategy and has strong incentives for any dealer or employee who sells the maximum. This ensures that there is always growth in Aquaguard. The company also has a strong service network which is needed for a product such as Water purifiers. There are many spare parts in a purifier for which you need authentic dealers and distributors. As Aquaguard is a leading brand, people are conscious about genuine spare parts and hence search for genuine and authorised service channel partners of Aquaguard only.

Price in Marketing mix of Aquaguard

Other players like *Unilever*, *Sure*, *Nasaka*, *Kent* are the main competitors for Aquaguard. *Kent RO water purifier* costs Rs17000 and Aquaguard RO water purifier costs Rs 15900 as being an older player in the market it able fetches this price through economies of scale. *Unilever's Pure IT RO* purifier costs around Rs 10000 and *Aquaguard UV* purifier costs around Rs 8000. Being more than 3 decades old Aquaguard is able to provide a competitive price to retailers.

At the same time, we have to remember that there are many local players in the market besides the national level players. These local players give very quick service due to which they take away the market. Hence Aquaguard has competitive pricing as the only advantage in its kitty. This competitive pricing matches very well with its superior value and hence the customers get the right value for money products from Aquaguard.

Promotions in Marketing mix of Aquaguard

Initially in 1980s water purifier was an unknown product so the company adopted the strategy of direct selling and now it has become Asia's largest direct selling company with 5000 direct selling agents covering up to 1.25 million Indian households. Aquaguard has a good brand image and brand loyalty among its customers and in a way Aquaguard has become a synonym for water purifier.

From the start, the push strategy of Aquaguard was very strong & the sales strategy that it employed of sending sales people from door to door was detrimental to create a strong brand. Because of personal sales man being present, the company could handle service very well and also received many feedbacks for its products. Later the company moved to digital medium of marketing, as the selling agents faced problems to tap the customer base of gated communities. So to deal with it newspaper ads, helpline numbers and TV ads were started. And in this space, competitors like Kent got a celebrity *Hema Malini* to be the face of their product, which boosted their sales

too. Products of Kent and Unilever are more retail focused whereas Aquaguard still relies on direct selling agents as their core strength.

The Promotional Mix

A marketing plan is focused on the target market and made up of four key elements. These four elements are also known as the 4 Ps: One P is called the promotional mix and it contains advertising, public relations, personal selling and sales promotion. They are used as tools to communicate to the target market and produce organizational sales goals and profits. The fourth element of the 4 P's of Marketing Mix is the promotion; that focuses on creating the awareness and persuading the customers to initiate the purchase. The several tools that facilitate the promotion objective of a firm are collectively known as the Promotion Mix. It consists of public relations, advertising, sales promotion and personal selling. In this lesson, a company's sales growth depends on how a marketing team uses the promotional mix to reach company objectives and goals.

In marketing, the **promotional mix** describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix. It is believed that there is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results, and the challenge for marketers is to find the right mix of them. Activities identified as elements of the promotional mix vary, but typically include the following:

- **Advertising** is the paid presentation and promotion of ideas, goods, or services by an identified sponsor in a mass medium. Examples include print ads, radio, television, billboard, direct mail, brochures and catalogues, signs, in-store displays, posters, mobile apps, motion pictures, web pages, banner ads, emails.

Objectives

- Introduce your target market to new products, new product features and new applications.

- Persuade your audience to choose your product over a competitor's or to perceive your product in a new way, perhaps by launching an "image" appeal.
 - Remind your target market of your product's features, benefits and availability.
-
- **Personal selling** is the process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation, often in a face-to-face manner or by telephone. Examples include sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing.

Objectives:

1. To do the entire job.
2. To serve the existing customers.
3. To search out and obtain new customers.
4. To secure and maintain customers' co-operation in stocking and promoting the product line.
5. To keep customers informed of changes in the product line.
6. To assist customers in selling the product line.

- **Sales Promotion** is media and non-media marketing communication used for a pre-determined limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.

Objectives:

1. Increase in Sales Volume
2. Launch New Product and Increase Trial
3. Encourage Repeat Purchase

4. To Block Competitor's Moves
5. Encourage Dealers to Participate in Display and Sales Contest
6. Deflect Customer's Attention from Price
7. To Supplement Advertising and Personal Selling Efforts.

- **Public relations** or publicity is information about a firm's products and services carried by a third party in an indirect way. This includes free publicity as well as paid efforts to stimulate discussion and interest. It can be accomplished by planting a significant news story indirectly in the media, or presenting it favourably through press releases or corporate anniversary parties. Examples include newspaper and magazine articles, TVs and radio presentations, charitable contributions, speeches, issue advertising, seminars.

Objectives:

1. Creating awareness about the company, its goals, products and services where this counts.
2. Sustaining the awareness as an ongoing process, keeping in mind what the competitors are doing, and knowing that public memory is short.
3. Striving to be accepted by the various publics. Special efforts are required to be accepted by employees. A foreign company has its own requirements for being accepted on this soil.
4. Creating a bond of trust. In times of rumors, misinformation, etc., a company has to establish the truth. In normal times, too, a company has to promote its reliability. Just consider the frequent use of words like believe, trust, reliable, safe, 100%, etc. in building a company image.
5. Getting cooperation from various quarters. A company has many publics on whom it has to depend. Government organizations, providers of various services etc. have to be wooed in such a way that they willingly help the company.

6. Earning recognition. It is not enough to perform feats but it is necessary to get these noticed and talked about. Through winning awards, certifications etc. and getting these read and seen, a company gets recognition. Having so-and-so as a client or collaborator may itself be a recognition. This has to be publicized.

- **Direct Marketing** is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate directly to the customer, with methods such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalogues distribution, promotional letters, and outdoor advertising.

Objectives:

- To recognize the area of direct marketing as a communications tool
 - To know the strategies and tactics involved in direct marketing
 - To demonstrate the use of direct-marketing media
 - To determine the scope and effectiveness of direct marketing
-
- **Digital Marketing**, when simply put, is the promotion of products or brands using electronic devices or the internet. It also includes text messaging, instant messaging, video, apps, podcasts, electronic billboards, digital television and radio channels, etc. Digital marketing uses multiple channels and technologies that allow an organization to analyze campaigns, content and strategy to understand what's working and what isn't – typically in real time.

Objectives

- **Increase direct sales**
- **Maintain a continuous flow of new leads**

- **Reduce the cost of acquiring new customers**
- **Keep the customer engaged in your brand**

CHAPTER-II

REVIEW OF LITERATURE

Review of Literature

- Various authors (**Leuthesser, Farquhar and Nomen, 2011**) indicate that brand equity is a strategic aspect of marketing management and can be created, maintained and intensified by strengthening one of its dimensions.

Likewise, it is recognized that any marketing action has a potential effect on brand equity, since brand equity represents the accumulated impact of investment in the brand.

The consumer normally has a perception of the brand in terms of the marketing communications spending made on it by the company. Advertising expenditure, as the main marketing communications tool in the consumer market, should be considered when determining the effects of marketing communications on consumers, and the perceptions that the messages are provoking among different target individuals. The scale developed to measure the advertising spending perceived by the consumer consists of seven indicators. Price deals are measured with a very similar scale to that used to measure the effect of advertising. The consumer's opinion about the product's quality and its attributes with regard to its

expected performance forms the measurement scale indicator of the brand quality perceived by individuals.

- **Mohammad and Arthur (2007)** found keyword Search Advertising (KSA) emerged from the pressure to create new, more effective and non-intrusive web advertising formats. Large attention has been consumer's attitudes towards KSA and effectiveness of search engines in delivering targeted advertising despite marketing importance in Brand awareness.
- **Cooper (2005)** in their study they argue that commercial advertising, humour has played an important role in creating more Brand awareness and therefore increasing purchase intention. Goal of advertising is to gain consumer attention, increased brand recognition and persuade buying behaviour. Companies also use advertising with the intention that consumers will switch to their brand and remain loyal.
- **Ambler(2000)** said that Advertising creates Awareness communicates attributes and benefits, reminds and refreshes to ensure top of mind awareness and that a brand is in consumers consideration set, therefore generates repeat purchase and over time contributes to loyalty and the franchise of a brand.
- **Velnampy and Sivesan (2012)** said that customer relationship marketing is positively related with brand equity.
- **Dunn (1978)** viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience
- **Aaker (1996)**, In his study Measuring Brand Equity across Products and Markets. Researcher grew ten criteria for measuring brand equity; it contains (price premium, satisfaction/ loyalty, perceived quality, leadership, perceived value,

brand personality, organizational associations, brand awareness, market share, and price and distribution indices) and brings together in five groups.

- **Sedaghat, Sedaghat, & Moakher (2012)**, In their study entitle the Impact of Promotional Mix Elements on Brand Equity. Promotion mix element (Advertising, personal selling, sales promotion, public relations, direct marketing) have a positive and significant effect on brand equity.
- **Tong & Hawley, (2009)** In their study Creating brand equity in the Chinese clothing market: The effect of selected marketing activities on brand equity dimensions. The researchers explored there are positive effects of marketing activities (store image, celebrity endorsement, event sponsorship, web advertising, and non-price promotions) on the formation of brand equity.
- **Shafi & Madhavaiah, C (2013)** The company does promotion to aware about the product which prompt customers to buy. The study explores the effect of promotion mix on brand equity in FMCG sector in Indian. The result revealed that promotion mix plays a significant and active role in brand equity.
- **Hamidreza, Amin, and Mostafa (2014)** the study found the relationship between the elements of promotion mix on brand equity in Samsung products. The result indicates there is a positive and healthy impact on promotion mix part on brand equity dimension.
- Further, **(Charanah & Njuguna, 2015)** study entitles the effects of promotional mix tools on brand equity among hospitals in Nairobi. To giving the shape to brand equity always required promotional activities which help to create brand value. The study also revealed that hospital industry should focus more on the advertisement for enhancing the brand equity. Other researchers also agreed and suggested that marketing activity and decisions affect the brand equity.

- **Yoo, Donthu, & Lee (2000)** Tried to explore the role of some selected marketing mix elements on brand equity creation. Brand equity dimension discussed that is perceived quality, brand loyalty, and brand associations combined with brand awareness. The result of the study indicated higher brand equity could create through high advertising spending, great price, good store image, and extensive distribution.
- Further price promotions, such as price deals, lead to low brand equity (**Clayton & Heo, 2011**) Investigate the brand association is affected by the value-based message in a durable industry and promotional strategies having a positive relation to brand equity.
- **Valette-Florence, Guizani, & Merunka, (2011)** A represent the impact of brand personality and sales promotions on brand equity. Customer who was using the different brand of coffee sports shoe and cars were the sample for the study. The result indicate that the brand personality and sales promotion has a positive effect on brand equity and if sales promotion is not providing valuable information it might harm brand equity, and it can be an adverse impact on its creation.
- **Karunanithy & Sivesan (2013)** in their study an empirical study on the promotional mix and brand equity: mobile service providers. Promotion is the way to inform customer which motivate to take buying decision. This study further indicates through regression analysis, 52% of promotional mix effect on brand equity. So, it clearly points out promotional mix has positively affect brand equity.
- **Simon & Sullivan, (1993)** marketing movement such as the age of the brand, advertisement expenditure, the Oder of entry, current and former ad share and product portfolio can trace the origin of brand equity.
- **Tufail, Saeed, Zameer, Bilal, & Naeem, (2014)** The paper discussed the impact of publicity and Sponsorship on Brand Equity. Result revealed if publicity and sponsorship are supportive it play an active and significant role on Brand Equity.

The further result also indicates public relations and bad advertisement help to building Brand Equity.

- **Zarantonello & Schmitt, (2013)** The researcher tries to find out the contribution of event marketing on brand equity. The researcher found event marketing such as trade and street events, sponsored events play a significant role and contribute to building brand equity.
- **Hanaysha (2016)** The study has done to know the importance of social media advertisements in enhancing brand equity. The result specifies that social media ads have a significant and positive effect on brand equity elements (brand image, brand loyalty, brand preference, and brand leadership).The results endorse that social media advertisement enhance or build high brand equity. Therefore to enhance or sustain the brand equity organization need to focus on social media marketing.
- **Karamian, Nadoushan, & Nadoushan, (2015)** have suggested that social media as a marketing activity play a significant and active role on brand equity elements (perceived quality, brand loyalty, and brand awareness)
- **Aaker & Jacobson, (1994)** suggested spending more on advertising lead to perceived quality which helps to higher brand equity.
- **Buil, de Chernatony, & Leslie, (2010, February).** The researcher explored the relation between advertising, sales promotions and brand equity. Result revealed that advertising effect on brand equity dimensions and also found special effects of monetary and non-monetary promotions on brand equity.
- **Salelaw & Singh, (2015)** In their study discussed the effects of advertising spending and event sponsorship on brand equity in the Ethiopian Brewery Industry. The brand equity element (brand awareness, perceived quality, brand association, and brand loyalty) used to measure consumer-based brand equity. The result indicates television advertising spending has a positive effect on brand

awareness and outdoor advertising has a conclusive impact on brand awareness, brand association, and perceived quality. The results endorse advertising spending and event sponsorship support to create the brand equity.

- **Chattopadhyay & Shivan, (2010)** In their studies marketing mix elements influencing brand equity and brand choice. The result illustrates marketing mix have a high impact on brand equity. A study also revealed word of mouth is the strong determinant of brand equity further advertising, price promotion, and country of origin didn't impact on brand equity.
- According to **Brassington and Pettitt (2000)**, promotion strategy is the direct way in which an organization communicates the product or service to its target audiences. Within the healthcare industry, promotion is used in many different ways (**Meidan, 1996**). **Brassington and Pettitt (2000)** has categorized the promotional tools into five main elements; Advertising, Sales promotion, Public relations, Personnel selling, and Direct Marketing.
- **Brassington and Pettit (2000)** define advertising strategy as any paid form of non- personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, services or idea. The key difference between advertising and other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels.
- **Meidan (1996)** states that a healthcare services organization can use its advertising for either its short-term or its long-term objectives. Healthcare organizations attempting to create a long-term relationship, should build up of its name by using institutional advertising, while a laboratory services organizations interested in promoting its brand name and its differentiated services would use a brand advertising policy.
- Brand advertising follows closely in the footsteps of institutional advertising. Its purpose is to create awareness of the laboratory services organizations' name and to advertise the different services it is offering. Since healthcare firms are serving a mass of people, the problems of brand advertising are to know who to advertise

to, and how to advertise (**Pettit, 2000**). While institutional advertising is directed towards the whole population, the brand advertising of particular products has to be much more selective since it has to show that the consumer will benefit from the service. Furthermore, all the individual campaigns of brand advertising have to be compatible in tone and presentation and match the image the laboratory services organizations has created through its institutional advertising (**Mortimer, 2001**)

- **Mortimer (2001)** states that an important part of advertising is to make the service tangible in the mind of the consumer in order to reduce perceived risk and provide a clear idea of what the service comprises. Furthermore she considers it important to advertise consistently, with clear brand image in order to achieve differentiation and encourage word-of-mouth communication.
- **Meidan (1996)** suggests that there are two types of advertising channels appropriate for healthcare advertising. That is “above-the line” and under-the-line” advertising. Above-the-line advertising contains different channels of communication such as television, radio, posters, magazines and newspapers. Under-the-line advertising constitutes a huge part of a healthcare organization advertising activities. It is the invisible advertising of the banks services including leaflets, pamphlets, explanatory guides and manuals that can be used to support selling of a specific service.
- According to **Brassington and Pettit (2000)** sales promotion is tactical marketing techniques with mostly short- term incentives, which are to add value to the product or service, in order to achieve specific sales or marketing objectives.
- Furthermore, **Meidan (1996)** states that it has two distinctive qualities. Firstly, it provides a “bargain chance” since many sales promotion tools have an attention gaining quality that communicates an offer that although they appeal to a wide range of buyers, many customers tend to be less brand loyal in the long run. Secondly, if sales promotions are used too frequently and carelessly, it could lead

to insecure customers, wondering whether the services are reliable or reasonably priced.

- **Meidan (1996)** indicates that due to conflicting ideas concerning the benefits of sales promotions, healthcare organization must base its decision upon relevance and usefulness of sales promotion as well as cost effectiveness.
- **Petit (1994)** claim that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. Thus, price based promotions are difficult and probably dangerous to use for healthcare service markets. This is due to the fact that the price setting of healthcare service is already a difficult process, and that consumers often see lower prices as a result of lower quality
- However, **Meidan (1996)** states that sales promotion with healthcare services appear to be most effectively used in combination with advertising. The primary objectives with sales promotion within healthcare services are attract new customers; to increase market share in selected market segments; and to lower the cost of acquiring new customers by seeking to avoid direct price competition with other healthcare organizations.
- According to **Brassington and Pettit (2000)** the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation.
- Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization's presence and reputation within the market (**Brassington, 2000**).
- **Meidan, (1996)** states that another part of public relations is the publicity gained through magazines. Healthcare services obtain considerable publicity in so called quality press, such as different healthcare journals. In popular newspaper the

publicity is, in contrary to the quality press, often negative from the healthcare firm's point of view.

- **Brassington and Pettit (2000)** argue that, personal selling is a two way communication tools between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers' post- purchase satisfaction, and in building profitable long-term buyer-seller relationship built on trust and understanding.
- **Verhallen et al (1997)** states that the increased competition within the fast changing environment of healthcare services has led healthcare organizations to develop and maintain comprehensive relationship with their customers.
- Furthermore, Julian and **Ramaseshan (1994)** state that the long term person to person relationship is an important factor for a retail firms to achieve a competitive advantage.
- **Meidan (1996)** points out that once customer has chosen its laboratory services organizations, he is unlikely to switch to another. Thus, personal selling is probably the most important element in the communication press within the financial services industry.
- According to **Julian and Ramaseshan (1994)** the relationship between the salesperson and customer is perceived as being of great importance for the marketing of healthcare organizations. Hence, the sales force within the healthcare services industry needs not only to be trained in the art of selling but also to be aware of all the services available and be able to clearly explain what each services offers. Since customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional

assistance is likely to be limited, it is of great significance for the sales force engages and co-operates toward the customer, trying to find a solution to the customer's problem, rather than only persuading him to purchase the products or services (**Meidan, 1996**).

- According to **Brassington & Pettit (2000)** direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship.
- **Lee (2000)** states that the fast advances in technology over the past 30 years have reshaped how consumers today interact with their financial institutions. The healthcare sector has extended its face to face selling towards direct marketing of products and services in the form of phone, mail or computer transactions.
- **Moles (2000)** claim that as computer literacy and the availability of computers increase and the costs decrease. Through the internet, laboratory services organizations can identify their customer interests. Furthermore, the Internet technology also makes it possible to follow individual customer usage. With the information gathered in an integrated database it is possible to read the customers' needs and satisfy them. This knowledge can be used for different kinds of direct marketing.

CHAPTER-III

RESEARCH METHODOLOGY

Introduction of Research Methodology

Research is undertaken within most professions. More than a set of skills, research is a way of thinking, examining critically the various aspects of your day-to-day professional work. Understanding and formulating guiding principles that govern a procedure and developing and testing new theories that contribute to the advancement of your practice and profession. It is a habit of questioning what you do, and a systematic examination of clinical observations to explain and find answers for what you perceive, with a view to instituting appropriate changes for a more effective professional service.

The term ‘methodology’ has been defined by researchers as a system of methods and rules to facilitate the collection and analysis of data. It provides the starting point for choosing an approach made up of theories, ideas, concepts and definitions of the topic; therefore providing the basis of a critical activity consisting of making choices about the nature and character of the social world. These systems are regarded as the worldview or the philosophical underpinning of a piece of research, also referred to as the research methodology.

About My Research Methodology

This section of the project provides research method and design, tools and techniques used for the project. Research Methodology shows the statistical instruments applied for an analysis of the collected data. This section of the project involves an overview on the research design, types of data to be collected, need of the project and sample method used in conducting the respective research and the necessary tools selected for proposed hypotheses of the research.

Research Problem

The present research, which includes primary data collection, is exploratory in nature. Since EUREKA FORBES Company isn’t known to everyone (Many still prefer Whirlpool, Samsung and Kent etc.), there are hardly any studies made on this

company for reference purposes. The study attempts to analyse the promotional mix used by EUREKA FORBES.

Objective

- To know about the effect of promotional mix on the sales of Eureka Forbes.
- To understand about various promotional mix
- To understand the customer preferences about different promotions of Eureka Forbes.
- To understand the promotional strategies followed by various sellers.

Research Design

A research design is a step-by-step approach used by a researcher to conduct a scientific study. It includes various methods and techniques to conduct research so that a research problem can be handled efficiently. In this project the two types of research design used are:

- Exploratory Research:

All research projects must start with exploratory research. This is a preliminary phase and is essential in order to obtain a proper definition of the problem in hand. The exploratory research is particularly helpful in breaking broad and vague into smaller, more precise sub problem statements. It is also used to increase the familiarity with the problem under examination.

- Descriptive Research:

It is a theoretical type of research design based on the collection designing and presentation of the collected data. Descriptive research design covers the characteristics of people, materials, Socio-economics characteristics such as their age, education, marital status and income etc. The qualitative nature data is mostly collected like knowledge, attitude, beliefs and opinion of the people.

Research Plan

The data for this project has been collected through self-administration. Due to time limitation and other constraints a structured questionnaire was framed as it consumes less time duration and is very important from the viewpoint of information, easier to tabulate and interpret, and moreover respondents prefer to give direct answers.

Sample Design

The complete study of all the population is known as census inquiry. Sample is a group of few items, which represent the population or universe from where it is taken. The size of the sample taken is 75. The 75 respondents taken were chosen using convenience sampling method and non-probability sampling method.

Sample Size

For gathering information, a survey was conducted through questionnaires with the sample of 75 respondents. The respondents were majorly 18 years or older and they had to have some knowledge about the promotional tools and strategies to attempt and complete the survey. Two main clusters were the larger number of respondents who helped to collect the sample data i.e. students and working professionals.

Sample Method

Surveys involve collecting information, usually from fairly large groups of individuals, by means of questionnaires. This sort of study provides information about the present scenario and specialise in analysis of promotional mix as a tool for marketing communication and environment and the way customers perceive different promotional strategies by the sellers.

Area of study

The population for the current research is people who live in and around Chennai. Apart from Chennai, responses were also collected from people who reside in Tambaram and Chengelpet.

Sources of Data

My main source of data is

- **Primary Data:**

It is the first-hand data, which are selected a fresh and thus happens to be original in character. Primary data is crucial to know various customers and past customers views. The research is descriptive type of research survey includes research instrument like questionnaire which can be only structured.

A questionnaire was used in this study to collect firsthand data. The questionnaire had been prepared to study the analysis of promotional mix in market communication and environment (with reference to Eureka Forbes in Chennai city).

Tools of Analysis

Statistical tools such as tabular diagrams and pie charts have been incorporated to help convey the analysis and respective interpretations.

Limitation Of The Study

Every research is conducted under some constraints and this research is not an exception. Limitations of the study are as follows:.

- The sample size of only 75 was taken from a large population for the purpose of study, so there will be different results of the sample from total population.

- As the data was collected through the questionnaire, I faced the limitation that respondents were given a tight choice of options in the questionnaire.
- Consumer was partially reluctant to go into details because of their busy daily schedules.
- Due to continuous change in environment and technology, what is relevant today may be irrelevant tomorrow and quick and high rate of technological upgradation causes change in the opinion.

CHAPTER-IV

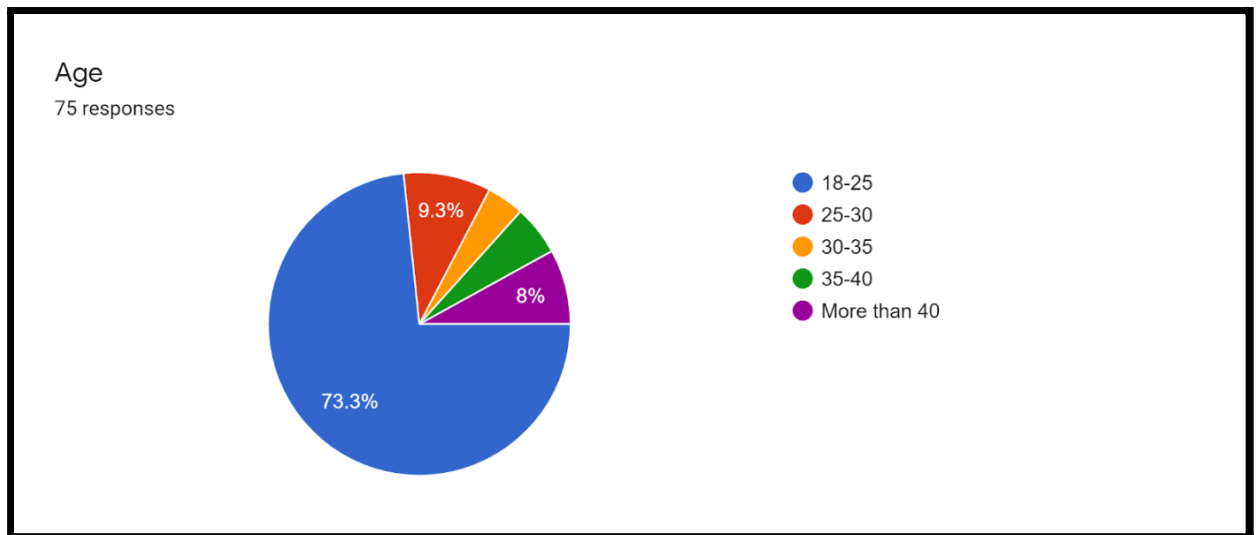
DATA ANALYSIS AND INTREPRETATION

DATA ANALYSIS AND INTREPRETATION

TABLE – 4.1: AGE OF THE RESPONDENT

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	18- 25	55	73.3%
2.	25 -30	7	9.3%
3.	30- 35	3	4.1%
4.	35-40	4	5.3%
5.	Above 40	6	8%
TOTAL		75	100%

Fig.4.1: Age Of The Respondent:



SOURCE : Primary Data

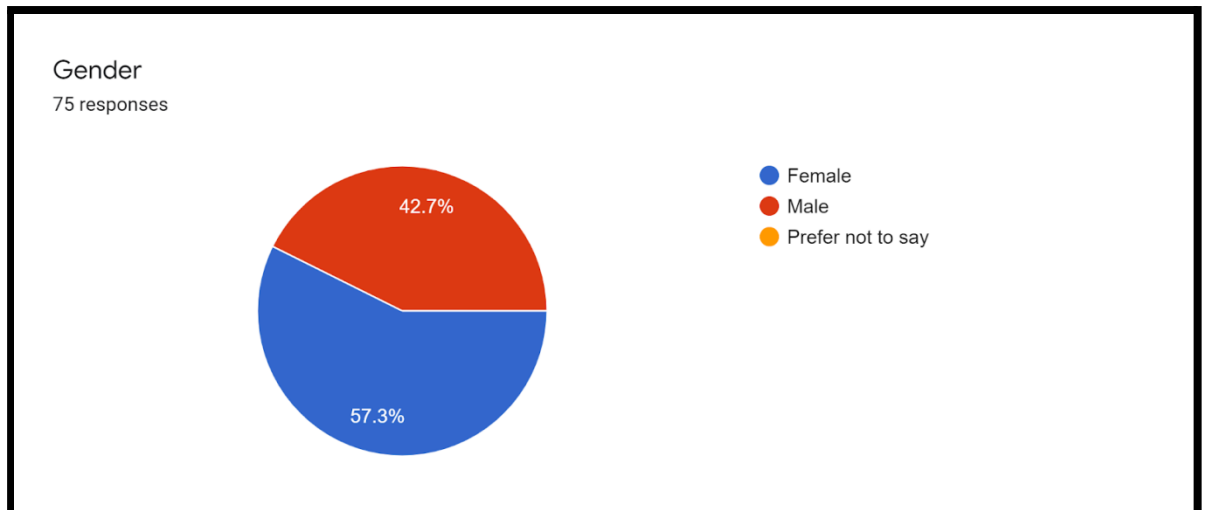
INFERENCE:

From this table we observe; from the total respondents, 73.2% of them chose '18-25', 9.3% of them chose '25-30', 4.1% of them chose '30-35', 5.3% of them chose '35-40' and 8% of them were 'Above 40'. (ALL IN YEARS)

TABLE 4.2: GENDER OF THE RESPONDENTS

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	MALE	32	42.7%
2.	FEMALE	43	57.3%
3.	PREFER NOT TO SAY	-	-
TOTAL		75	100%

Fig 4.2 : Gender Of The Respondents:



SOURCE: Primary Data.

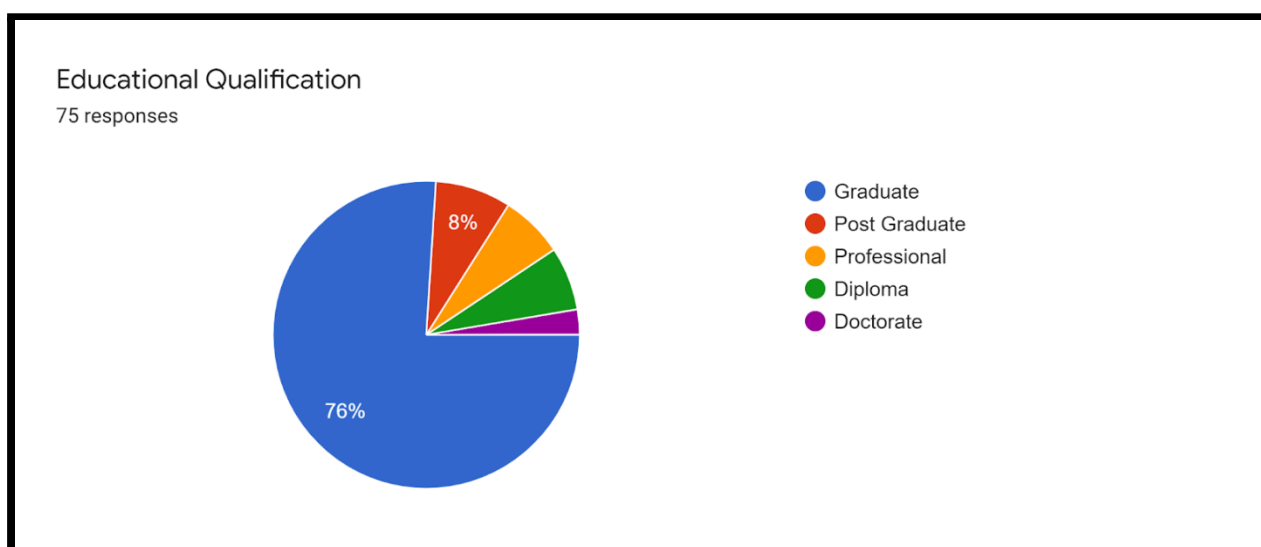
INFERENCE:

From the table we observe; from the total respondents, 42.7% of them were Male and 57.3% of them were Female.

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	GRADUATE	57	76%
2.	POST GRADUATE	6	8%
3..	PROFESSIONAL	5	6.7%
4.	DIPLOMA	5	6.7%
5.	DOCTORATE	2	2.6%
TOTAL		75	100%

TABLE 4.3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS:

Fig 4.3 : Educational Qualification Of The Respondents:



SOURCE:Pimary Data

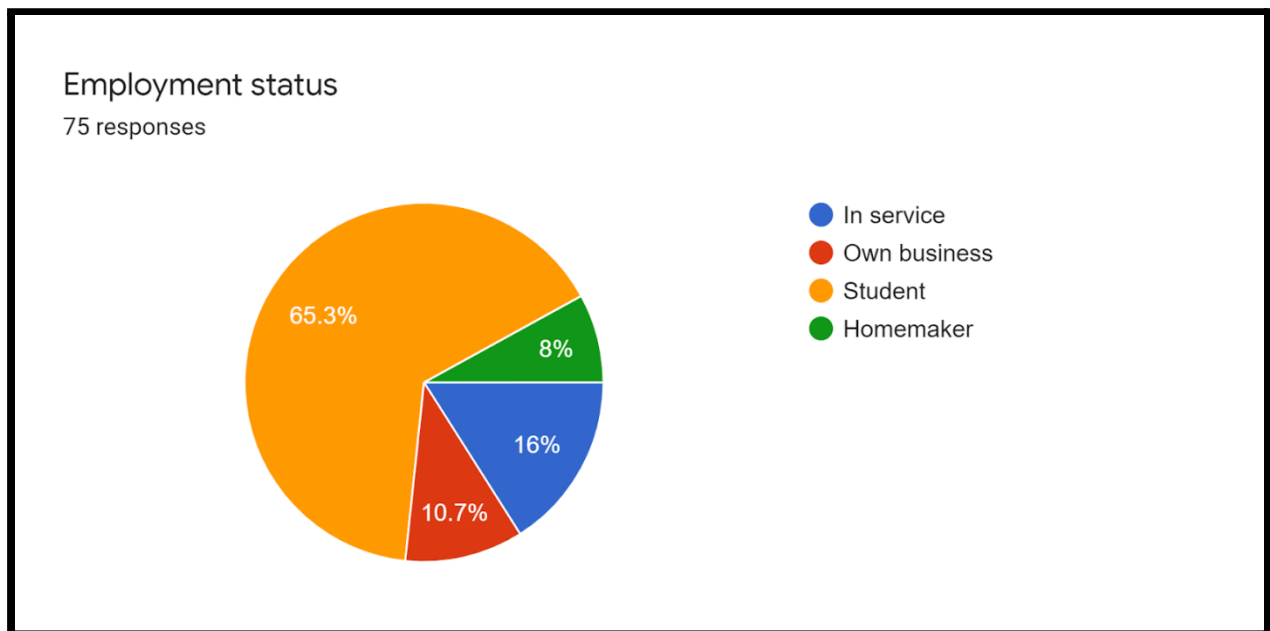
INFERENCE:

From this table we observed; from the total respondents, 76% of them chose 'graduate', 8% of them chose 'post graduate', 6.7% of them chose 'professional', 6.7% of them chose 'diploma', 2.7% of them chose 'doctorate' .

TABLE 4.4: EMPLOYMENT STATUS OF THE RESPONDENTS

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	IN SERVICE	12	16%
2.	OWN BUSINESS	8	10.7%
3.	STUDENT	49	65.3%
4.	HOMEMAKER	6	8%
TOTAL		75	100%

Fig 4.4: Employment of the respondents:



SOURCE : Primary Data

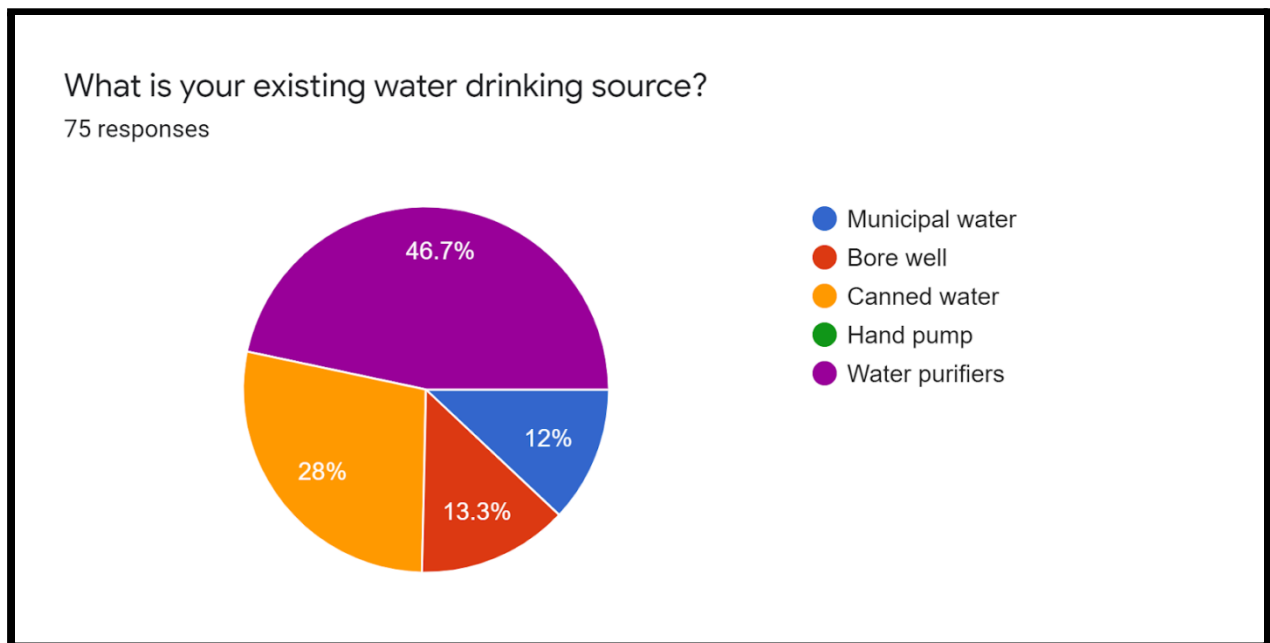
INFERENCE:

From this table we observed; from the total respondents, 16 % of them chose ‘in service’, 10.7 % of them chose ‘own business’, 65.3% of them chose ‘students’, 8% of them chose ‘homemaker’.

TABLE 4.5: EXISTING WATER DRINKING SOURCE OF THE RESPONDENTS

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Municipal water	9	12%
2.	Bore well	10	13.3%
3.	Canned water	21	28%
4.	Hand pump	-	-
5.	Water purifiers	35	46.7%
TOTAL		75	100%

Fig 4.5: Existing water drinking source of the respondents:



SOURCE: Primary Data

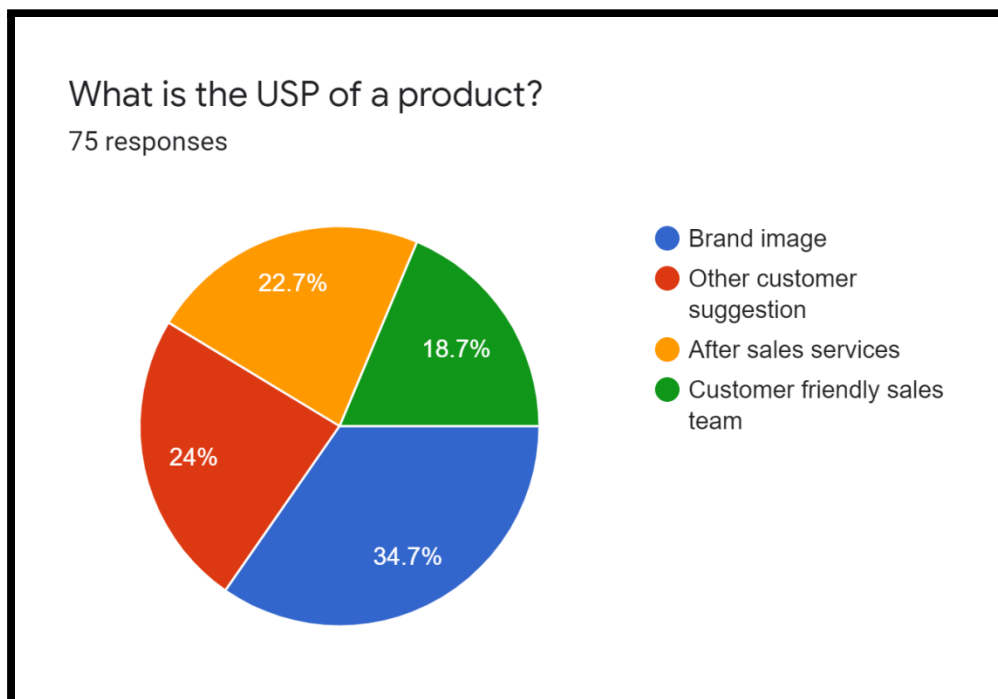
INFERENCE:

From this table we observed; from the total respondents, 12% of them chose ‘Municipal water’, 13.3% of them chose ‘Bore well’, 28% of them chose ‘Canned water’, none of them chose ‘Hand pump’, 46.7% of them chose ‘Water purifiers’.

TABLE 4.6: CHOICE OF USP OF PRODUCTS

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Brand image	26	34.7%
2.	Other customer suggestion	18	24%
3.	After sales services	17	22.7%
4.	Customer friendly sales team	14	18.7%
TOTAL		75	100.1%

Fig 4.6: Choice of USP of products:



SOURCE: Primary Data

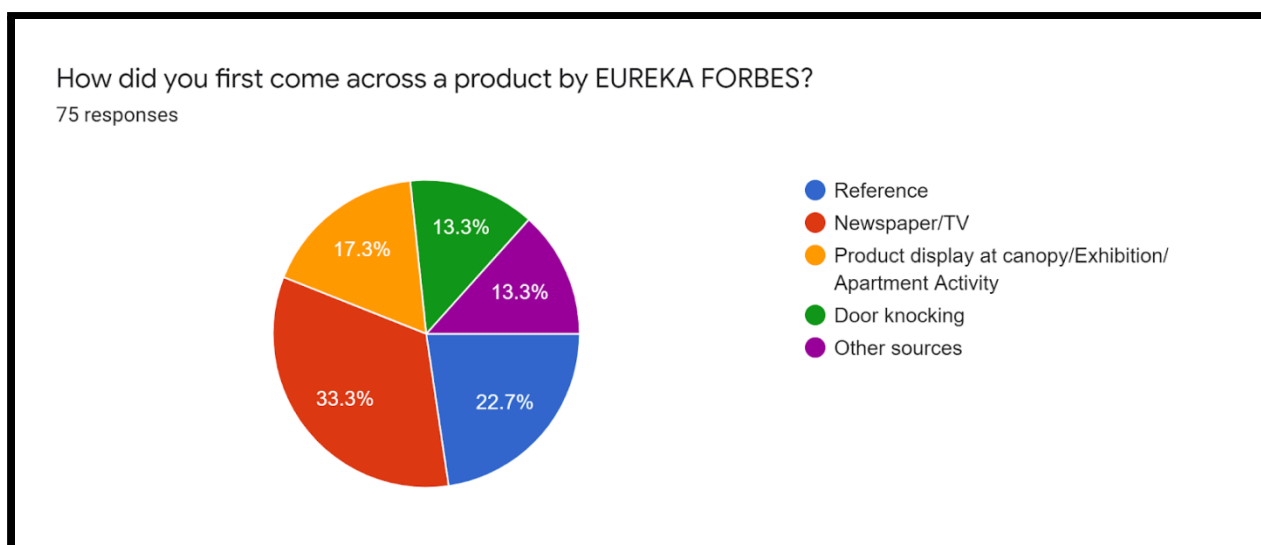
INFERENCE:

From the table we observed; from the total respondents, 34.7% of them chose 'Brand image' and 24% of them chose 'Other customer suggestion', 22.7% chose 'After sales services' and 18.7% chose 'Customer friendly sales team'.

TABLE 4.7: INTRODUCTION TO EUREKA FORBES

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Reference	17	22.7%
2.	Newspaper/TV	25	33.3%
3.	Product display	13	17.4%
4.	Door knocking	10	13.3%
5.	Other sources	10	13.3%
TOTAL		75	100%

Fig 4.7: Introduction to EUREKA FORBES:



SOURCE: Primary Data

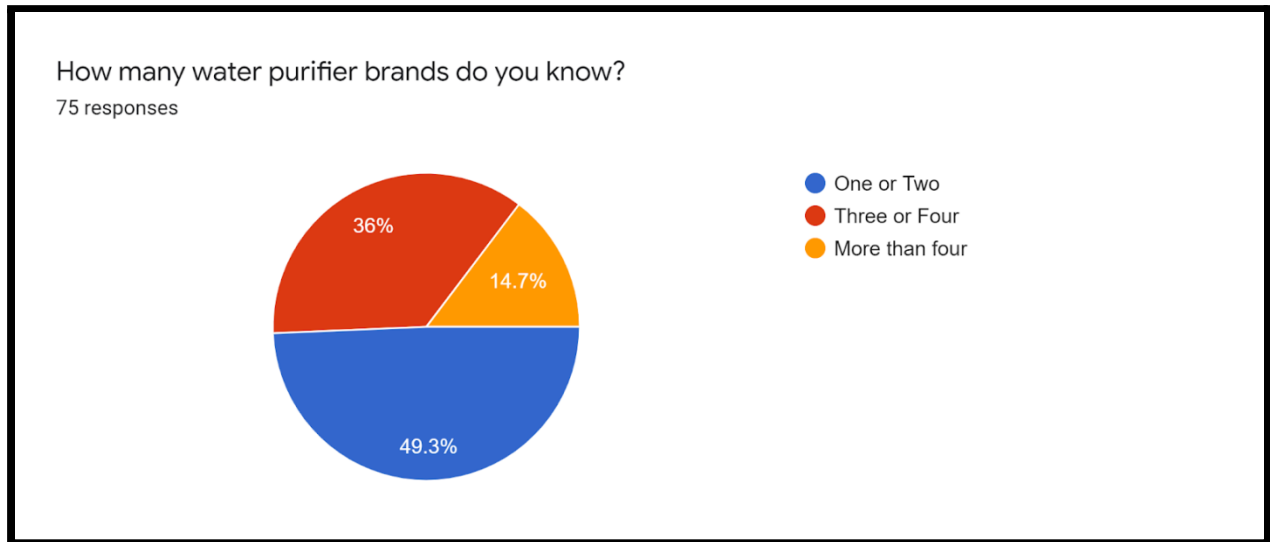
INFERENCE:

From this table we observed; from the total respondents, 22.7% chose 'Reference', 33.3% chose 'Newspaper/TV', 17.4% chose 'Product display', 13.3% chose 'Door knocking' and 13.3% chose 'Other sources'.

TABLE 4.8: NUMBER OF WATER PURIFIER BRANDS KNOWN

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	One or two	37	49.3%
2.	Three or four	27	36%
3.	More than four	11	14.7%
TOTAL		75	100%

Fig 4.8: Number of water purifier brands known:



SOURCE: Primary Data

INFERENCE:

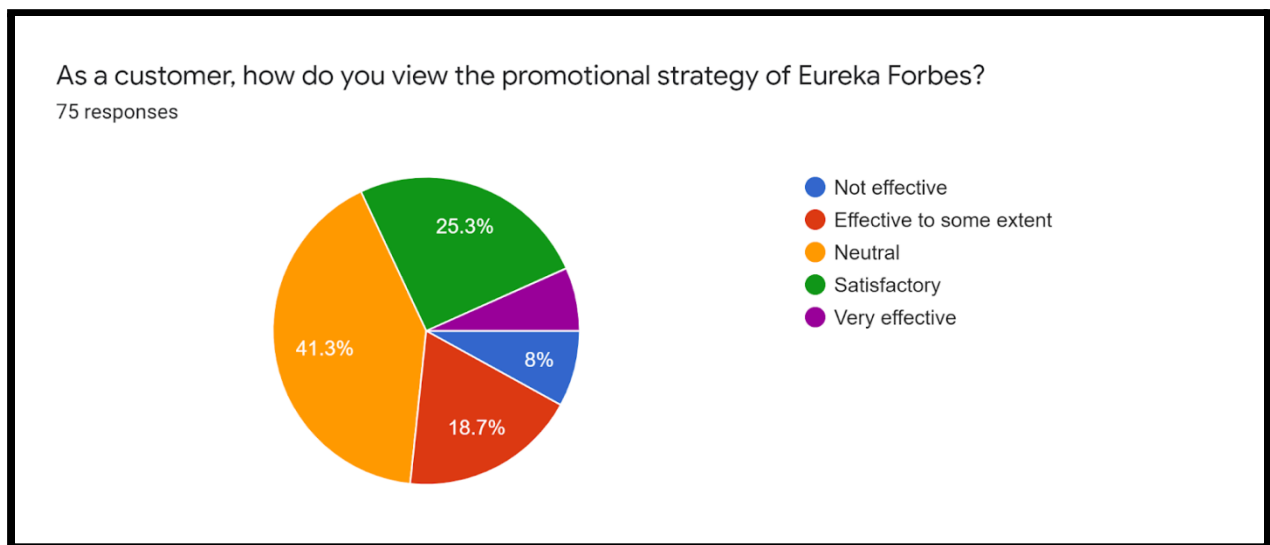
From this table we observed; from the total respondents, 49.3% chose 'One or two', 36% chose 'Three or four' and 14.7% chose 'More than four'.

**TABLE 4.9: VIEWING THE PROMOTIONAL STRATEGY OF
EUREKA FORBES**

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Not effective	6	8%
2.	Effective to some extent	14	18.7%

3.	Neutral	31	41.3%
4.	Satisfactory	19	25.3%
5.	Very Effective	5	6.7%
TOTAL		75	100%

Fig 4.9: Graphical representation of viewing the promotional strategy of EUREKA FORBES:



SOURCE: Primary Data

INFERENCE:

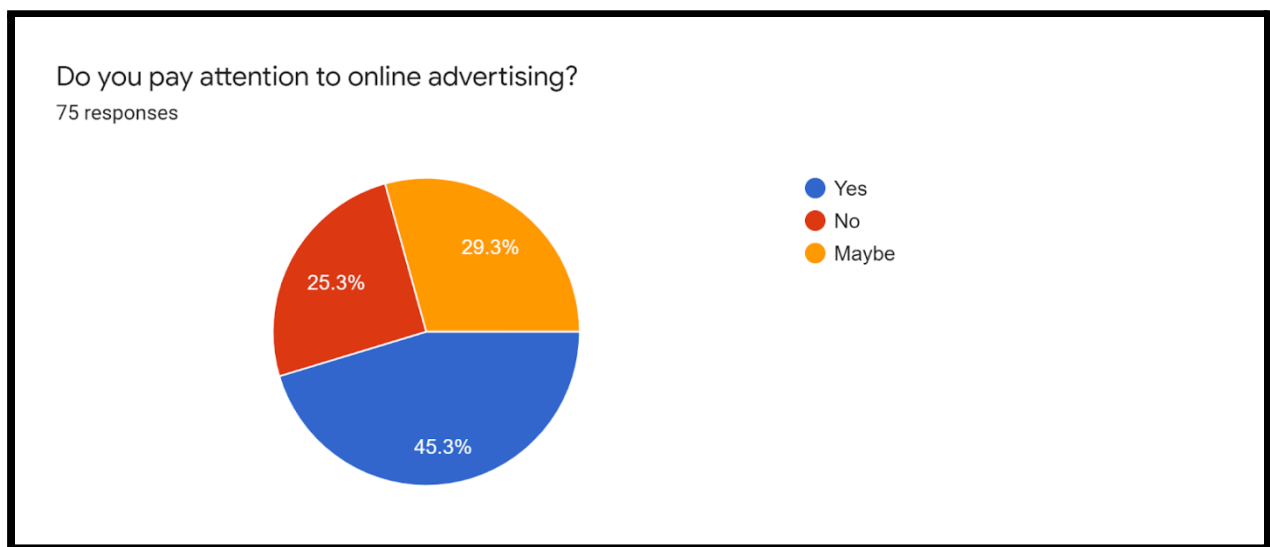
From this table we observed; from the total respondents, 8% chose 'Not effective', 18.7% chose 'Effective to some extent', 41.3% chose 'Neutral', 25.3% chose 'Satisfactory' and 6.7% chose 'Very effective'.

TABLE 4.10: ATTENTION TOWARDS ONLINE ADVERTISING

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Yes	34	45.3%
2.	No	19	25.3%

3.	Maybe	22	29.4%
TOTAL		75	100%

Fig 4.10: Attention towards online advertising:



SOURCE: Primary Data

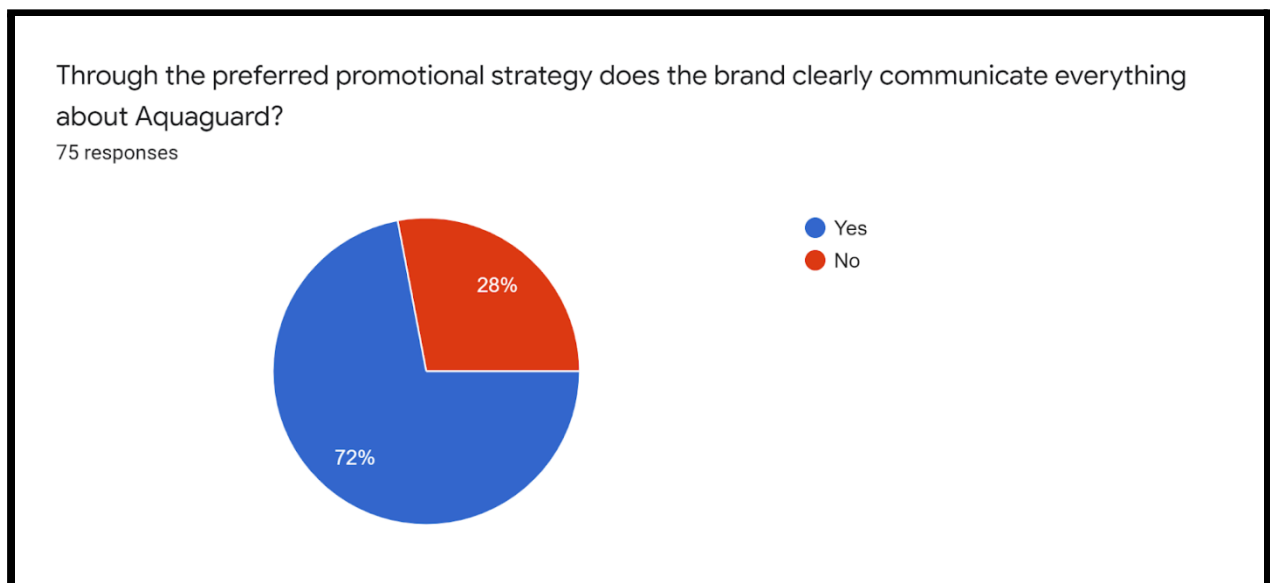
INFERENCE:

From this table we observed; from the total respondents, 45.3% chose 'Yes', 25.3% chose 'No' and 29.4% chose 'Maybe'.

TABLE 4.11: COMMUNICATION ABOUT AQUAGUARD

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Yes	54	72%
2.	No	21	28%
TOTAL		75	100%

Fig 4.11: Communication about Aquaguard:



SOURCE: Primary Data

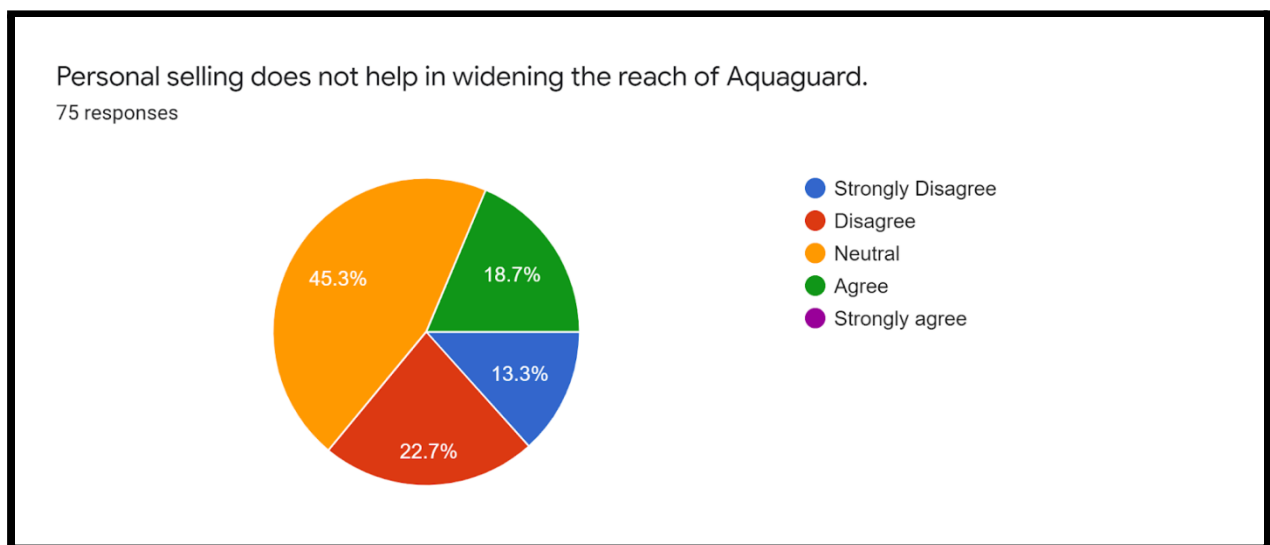
INFERENCE:

From this table we observed; from the total respondents, 72% chose 'Yes' and 28% chose 'No'.

**TABLE 4.12: SUPPORT TO PERSONAL SELLING STRATEGY
FOR AQUAGUARD**

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Strongly Disagree	10	13.3%
2.	Disagree	17	22.7%
3.	Neutral	34	45.3%
4.	Agree	14	18.7%
5.	Strongly Agree	-	-
TOTAL		75	100%

Fig 4.12: Support to Personal selling strategy for Aquaguard:



SOURCE: Primary Data

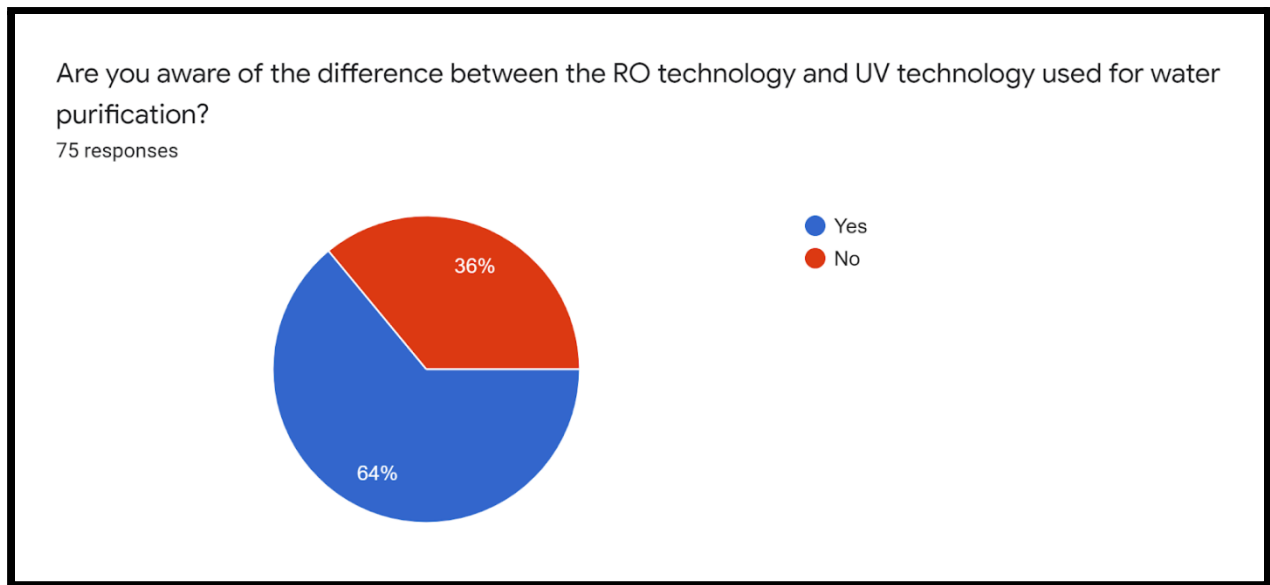
INFERENCE:

From this table we observed; from the total respondents, 13.3% of them chose 'Strongly Disagree', 27.7% of them chose 'Disagree', 45.3% of them chose 'Neutral', 18.7% of them chose 'Agree' and none of them chose 'Strongly Agree',.

**TABLE 4.13: AWARENESS OF THE DIFFERENCE BETWEEN
THE RO TECHNOLOGY AND UV TECHNOLOGY**

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Yes	48	64%
2.	No	27	36%
TOTAL		75	100%

Fig 4.13: Awareness of the difference between the RO technology and UV technology:



SOURCE: Primary Data

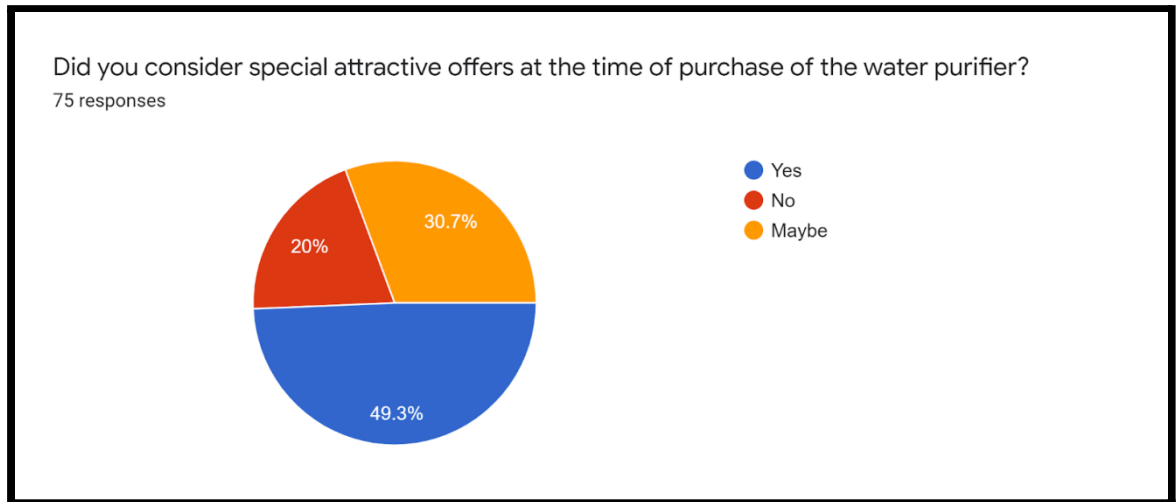
INFERENCE:

From this table we observed; from the total respondents, 64% chose 'Yes' and 36% chose 'No'.

TABLE 4.14: CONSIDERATION OF SPECIAL OFFERS

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Yes	37	49.3%
2.	No	15	20%
3.	Maybe	23	30.7%
TOTAL		75	100%

Fig 4.14: Consideration of special offers:



SOURCE: Primary Data

INFERENCE:

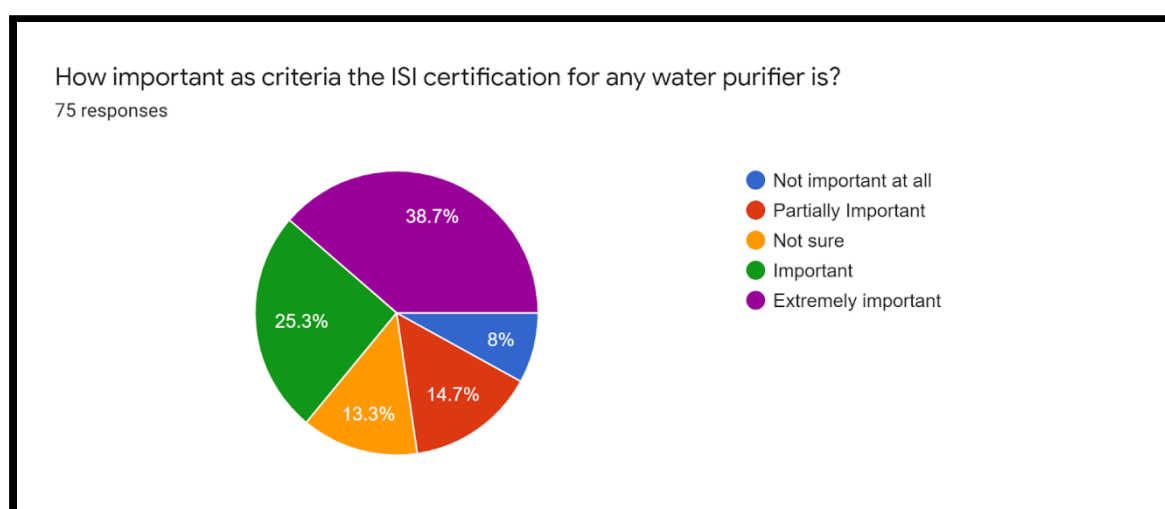
From this table we observed; from the total respondents, 49.3% chose 'Yes', 20% chose 'No' and 30.7% chose 'Maybe'.

TABLE 4.15: IMPORTANCE OF ISI CERTIFICATION

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Not important at all	6	8%

2.	Partially important	11	14.7%
3.	Not sure	10	13.3%
4.	Important	19	25.3%
5.	Extremely important	29	38.7%
TOTAL		75	100%

Fig 4.15: Importance of ISI certification:



SOURCE: Primary Data

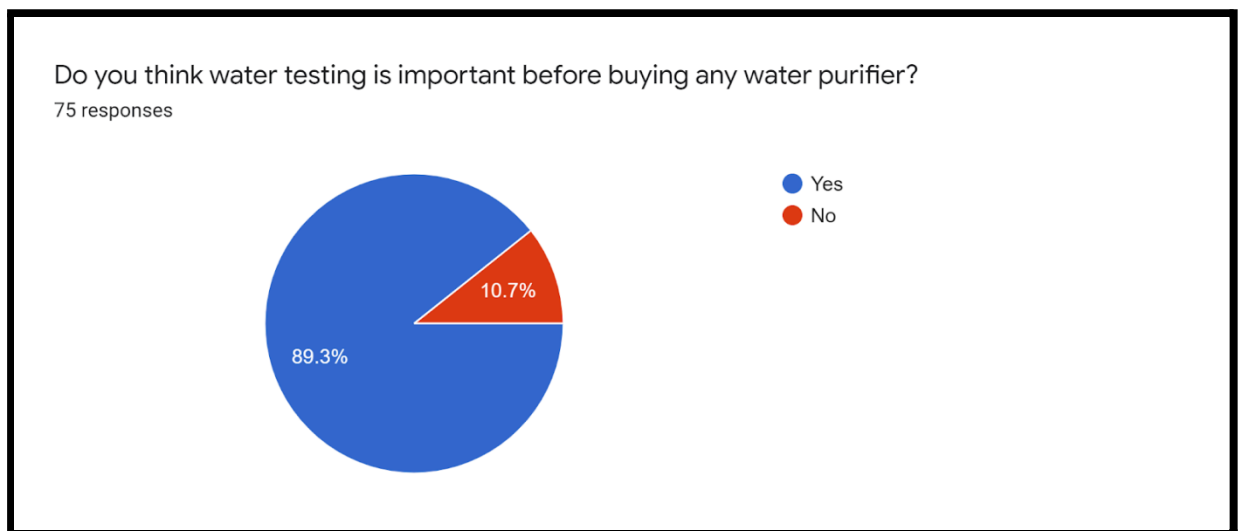
INFERENCE:

From this table we observed; from the total respondents, 8% of them chose 'Not important at all', 14.7% of them chose 'Partially important', 13.3% of them chose 'Not sure', 25.3% of them chose 'Important' and 38.7% of them chose 'Extremely important',.

TABLE 4.16 IMPORTANCE OF WATER TESTING

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Yes	67	89.3%
2.	No	8	10.7%
TOTAL		75	100%

Fig 4.16: Importance of water testing:



SOURCE: Primary Data

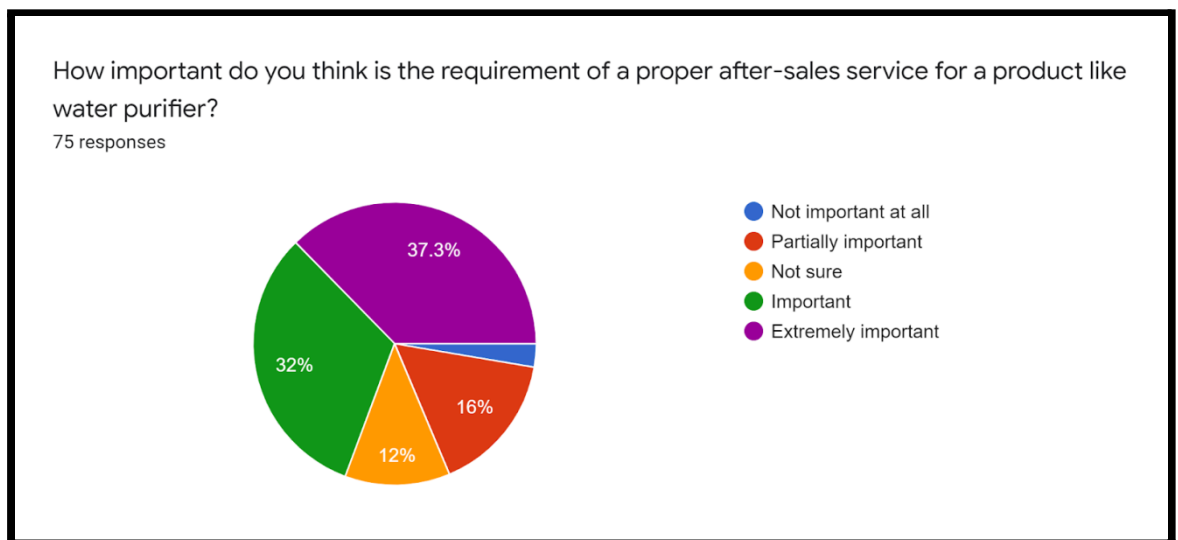
INFERENCE:

From this table we observed; from the total respondents, 89.3% chose 'Yes' and 10.3% chose 'No'.

**TABLE 4.17: IMPORTANCE OF AFTER SALES SERVICE FOR
WATER PURIFIER**

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Not important at all	2	2.7%
2.	Partially important	12	16%
3.	Not sure	9	12%
4.	Important	24	32%
5.	Extremely important	28	37.3%
TOTAL		75	100%

Fig 4.17: Importance of After sales service for water purifier:



SOURCE: Primary Data

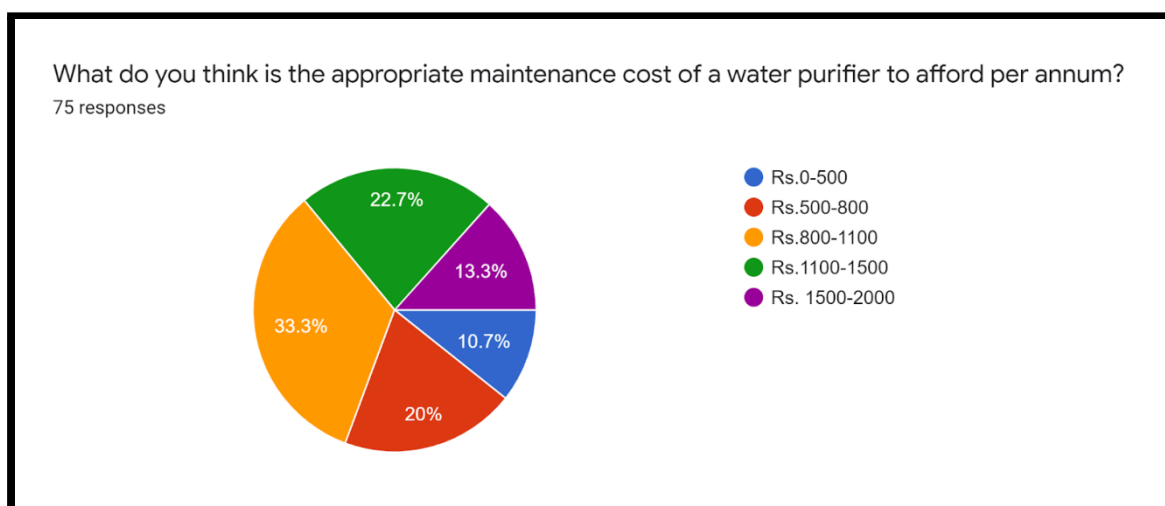
INFERENCE:

From this table we observed; from the total respondents, 2.7% of them chose 'Not important at all', 16% of them chose 'Partially important', 12% of them chose 'Not sure', 32% of them chose 'Important' and 37.3% of them chose 'Extremely important',.

**TABLE 4.18: MAINTENANCE COST FOR WATER PURIFIER
PER ANNUM**

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Rs.0-500	8	10.7%
2.	Rs.500-800	15	20%
3.	Rs.800-1100	25	33.3%
4.	Rs.1100-1500	17	22.7%
5.	Rs.1500-2000	10	13.3%
TOTAL		75	100%

Fig 4.18: Maintenance cost for water purifier per annum:



SOURCE: Primary Data

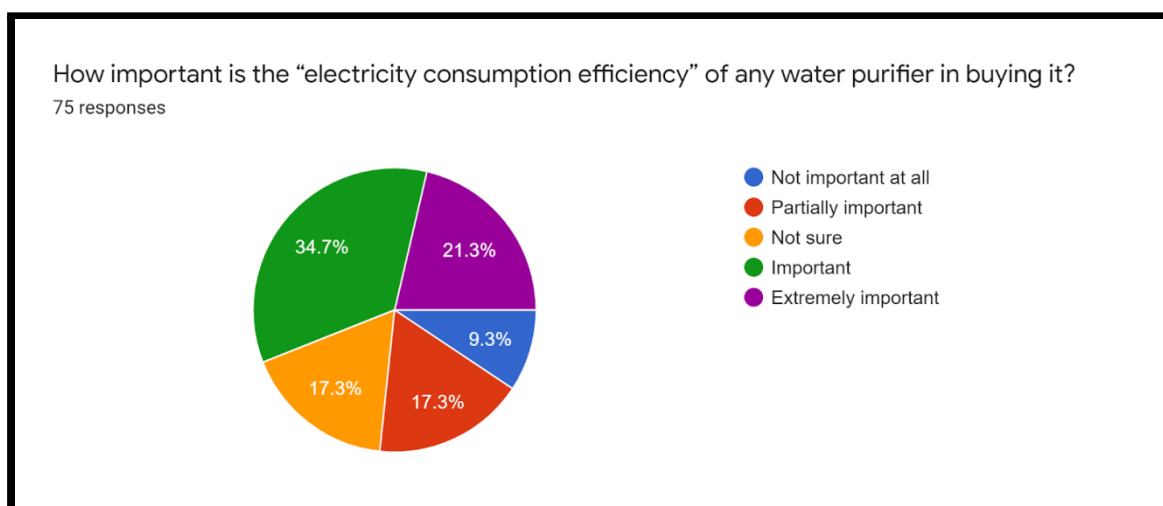
INFERENCE :

From this table we observed; from the total respondents, 10.7% of them chose 'Rs.0-500', 20% of them chose 'Rs.500-800', 33.3% of them chose 'Rs.800-1100', 22.7% of them chose 'Rs.1100-1500' and 13.3% of them chose 'Rs.1500-2000',.

TABLE 4.19: IMPORTANCE OF THE 'ELECTRIC CONSUMPTION EFFICIENCY' FOR WATER PURIFIER

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Not important at all	2	2.7%
2.	Partially important	12	16%
3.	Not sure	9	12%
4.	Important	24	32%
5.	Extremely important	28	37.3%
TOTAL		75	100%

Fig 4.19: Importance of the 'electric consumption efficiency' for water purifier:



SOURCE: Primary Data

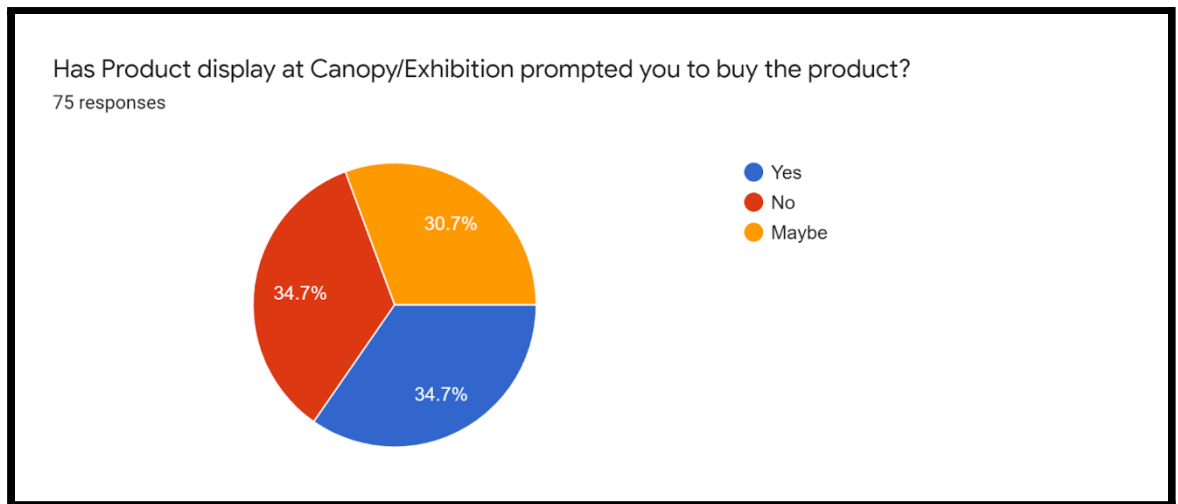
INFERENCE:

From this table we observed; from the total respondents, 2.7% of them chose ‘Not important at all’, 16% of them chose ‘Partially important’, 12% of them chose ‘Not sure’, 32% of them chose ‘Important’ and 37.3% of them chose ‘Extremely important’,.

**TABLE 4.20: BUYING THE PRODUCT FROM
CANOPY/EXHIBITION**

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Yes	26	34.7%
2.	No	26	34.7%
3.	Maybe	23	30.7%
TOTAL		75	100.1%

Fig 4.20: Buying the product from Canopy/Exhibition:



SOURCE: Primary Data

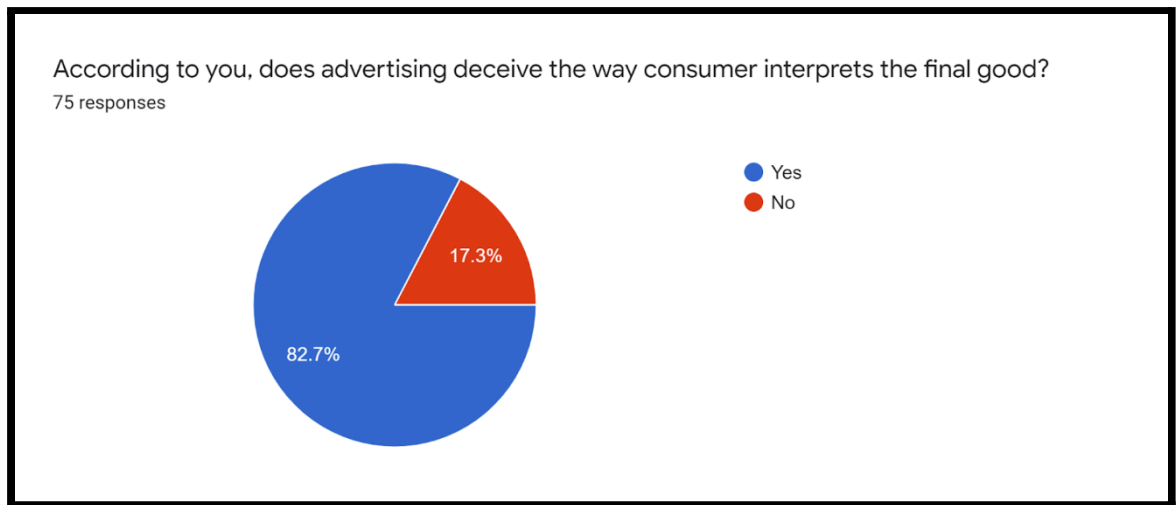
INFERENCE:

From this table we observed; from the total respondents, 34.7% chose 'Yes', 34.7% chose 'No' and 30.7% chose 'Maybe'.

**TABLE 4.21: INTERPRETATION OF THE FINAL GOOD WITH
REFERENCE TO ADVERTISING**

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Yes	62	82.7%
2.	No	13	17.3%
TOTAL		75	100%

Fig 4.21: Interpretation of the final good with reference to advertising:



SOURCE: Primary Data

INFERENCE:

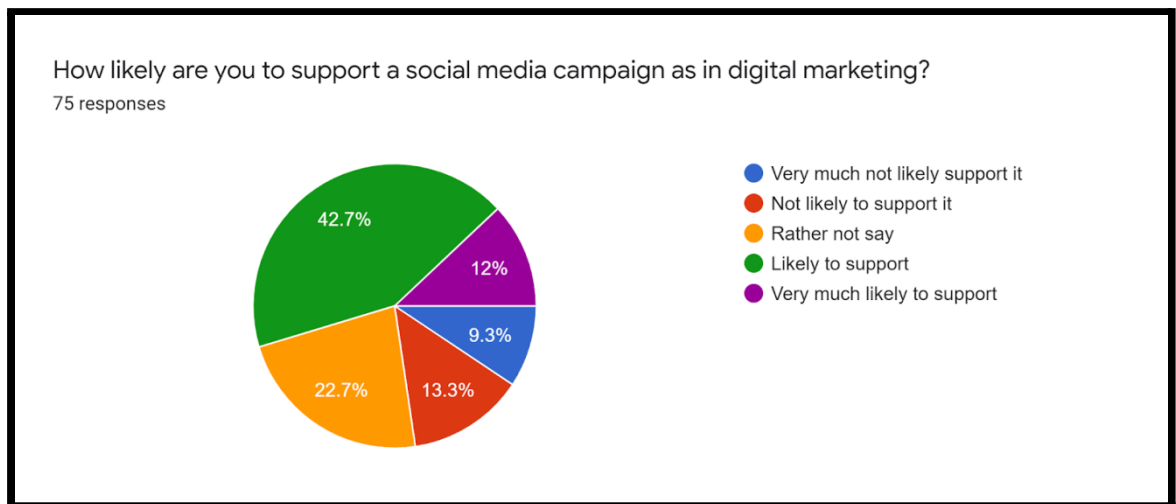
From this table we observed; from the total respondents, 82.7% chose 'Yes' and 17.3% chose 'No'.

TABLE 4.22: SUPPORT FOR SOCIAL MEDIA CAMPAIGN

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Very much not likely to support it	7	9.3%
2.	Not likely to support it	10	13.3%
3.	Rather not say	17	22.7%
4.	Likely to support	32	42.7%

5.	Very much likely to support	9	12%
TOTAL		75	100%

Fig 4.22: Support for social media campaign:



SOURCE: Primary Data

INFERENCE:

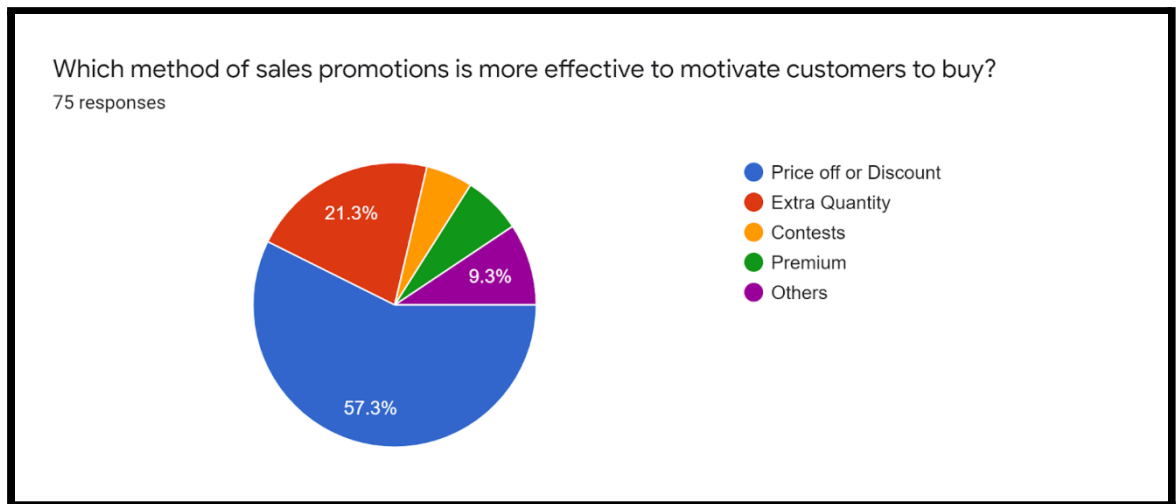
From this table we observed; from the total respondents, 9.3% of them chose 'Very much not likely to support it', 13.3% of them chose 'Not likely to support it', 22.7% of them chose 'Rather not say', 42.7% of them chose 'Likely to support' and 12% of them chose 'Very much likely to support it',.

TABLE 4.23: EFFECTIVE METHOD OF SALES PROMOTION

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	Price off or discount	43	57.3%
2.	Extra quantity	16	21.3%
3.	Contests	4	5.3%

4.	Premium	5	6.8%
5.	Others	7	9.3%
TOTAL		75	100%

Fig 4.23: Effective method of sales promotion:



SOURCE: Primary Data

INFERENCE:

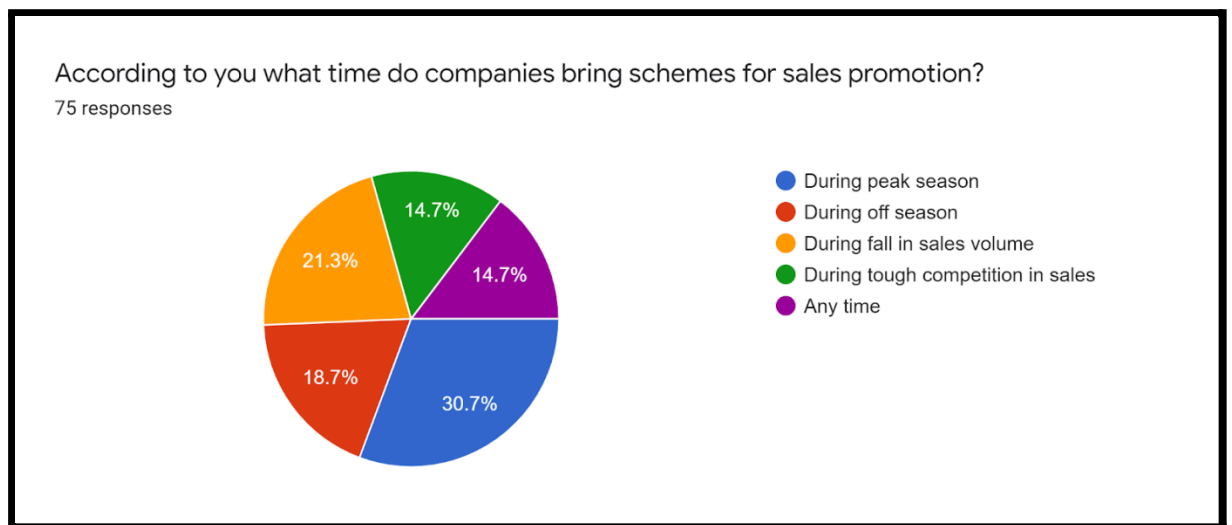
From this table we observed; from the total respondents, 57.3% of them chose 'Price off or discount', 21.3% of them chose 'Extra quantity', 5.3% of them chose 'Contests', 6.8% of them chose 'Premium' and 9.3% of them chose 'Others',.

TABLE 4.24: INTRODUCTION OF NEW SCHEMES FOR SALES PROMOTION

S.NO	RESPONSES	FREQUENCY	PERCENTAGE
1.	During peak season	23	30.7%
2.	During off season	14	18.7%

3.	During fall in sales volume	16	21.3%
4.	During tough competition in sales	11	14.7%
5.	Any time	11	14.7%
TOTAL		75	100.1%

Fig 4.24: Introduction of new schemes for sales promotion:



SOURCE: Primary Data

INFERENCE:

From this table we observed; from the total respondents, 30.7% of them chose 'During peak season', 18.7% of them chose 'During off season', 21.3% of them chose 'During fall in sales volume', 14.7% of them chose 'During tough competition in sales' and 14.7% of them chose 'Any time'.

CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDING:

1. Majority of my respondents (73.3%) are in the age between 18-25 years.

2. Majority of my respondents (57.3 %) are female.
3. Majority of my respondents (76 %) are graduates.
4. Majority of my respondents (65.3%) are students.
5. Majority of my respondents (46.7%) use water purifiers are a source of drinking water.
6. Majority of my respondents (34.7%) chose brand image as their choice of USP.
7. Majority of my respondents (33.3%) have been introduced to Eureka Forbes through the newspaper/TV.
8. Majority of my respondents (49.3%) are aware of one or two water purifier brands. .
9. Majority of my respondents (41.3%) chose neutral as the promotional strategy of Eureka Forbes.
10. Majority of my respondents (45.3%) pay attention to online advertising.
11. Majority of my respondents (72%) say that brand clearly communicates about Aquaguard.
12. Majority of my respondents (45.3%) chose neutral to support personal selling strategy for Aquaguard.
13. Majority of my respondents (64%) are aware of the difference between RO technology and UV technology.
14. Majority of my respondents (49.3%) are considerate of special offers.
15. Majority of my respondents (38.7%) state that the importance of an ISI Certification is very essential.
16. Majority of my respondents (89.3%) agree that water testing is very important.
17. Majority of my respondents (37.3%) agree that it is extremely important for after sales service of water purifiers.
18. Majority of my respondents (33.3%) have chosen Rs. 800 – 1100 as the maintenance cost for water purifiers per annum.
19. Majority of my respondents (37.3%) agree that it is extremely important to be aware of the 'electric consumption efficiency' for water purifiers.
20. Majority of my respondents (34.7%) have given equal responses (Yes and No) to buying the product from exhibitions or canopies.

21. Majority of my respondents (82.7%) agree that advertising deceives the way consumer interprets the final good.
22. Majority of my respondents (42.7%) are likely to support a social media campaign.
23. Majority of my respondents (57.3%) prefer discounts as the effective method of sales promotion.
24. Majority of my respondents (30.7%) state that the peak season is the right time to introduce new schemes for sales promotion.

SUGGESTIONS:

On the basis of the findings of my research, the following are the some suggestions recommended –

- Eureka Forbes should encourage more diverse promotional strategies in order to get better reach of it's customers.
- They can also encourage demos at customer's doorsteps to understand the functioning of the product better.
- The consumer needs to be educated and made aware of the importance of ISI Certification.
- It should be made sure that the consumer is aware of and concerned about the issues that your product attempts to address.
- Eureka Forbes social media campaign needs to be implemented more.
- The company should promote the products via digital marketing.
- They need to ensure that their consumers can make a difference. This is called empowerment and due to this main reason consumers will buy their products.
- Further steps should be taken to control false promise and claim by the marketer to maintain legitimacy and trustworthiness of water purifiers.
- They should educate their customers about the difference between UV, RO, RO+ and Gravity technologies.
- They should offer frequent discounts on their products to motivate their customers to buy more.
- They must also conduct contests which will bring in more customers to buy their products.
- It is not enough for a company to just promote their products and therefore, they should also have customer friendly staff to gather public attention.
- Consumer privacy must be respected, and social norms should be strictly followed while building an influential marketing communication mix for Eureka Forbes.
- They should ensure that their products do not contain any toxic substances which may be harmful to their customers.

- They should make sure that their products are well equipped to face the rapid change in technology.

CONCLUSION:

- Marketing professionals use the term promotional mix to refer to the mixture of personal selling, advertising, sales promotion and other sorts of promotion. It becomes the promotional strategy. The methods of promotion vary considerably according to the cost of message delivered. The decision is taken according to the availability of funds. The way the customer perceives the promotional mix also help in sale of a particular brand or a product.
- Consumer's preferences are frequently changing in today's world. The various competitors in this market environment are adopting new marketing strategies to keep hold of their market share. For meeting the changing environment the firm has to be constantly innovative and understand the consumer's needs and wants. The purpose for water purifiers is to remove unwanted solid matter from water. The filters are designed to catch solid particles and remove them from drinking water. Cooking with and drinking purified water helps ensure a family's peace of mind by knowing there is no harmful foreign matter in their water. So a company like Eureka Forbes should carefully customize their promotional strategy to grasp the attention of the public.
- Marketers also have the responsibility to make the consumers understand the benefits of the products introduced by Eureka Forbes. Consumers are willing to pay more attention to water purifying technologies to stay healthy by consuming cleaner water. Finally, the company should encourage the public to buy water purifiers as they are proven to be safe and reliable than the other drinking water sources.
- From the research, we find that most of the consumers are neutral about Personal selling. Sales promotion also is preferred by few other consumers who opt for discounts for the products they want to buy. Sellers who come up

with promotional work mainly depend on advertising and they go for all other options only when there is a need to push sales and increase profit for the company. As we modernize, many have become digitalized and digital marketing is more welcomed among the consumers.

- The elements stated above are vital factors for creating a constructive marketing communication mix for an organization. However, there are numerous things to be aware of while implementing marketing communication mix. For instance, legal and ethical issues that surround marketing communications. Therefore, consumer privacy must be respected, and social norms should be strictly followed while building an influential marketing communication mix for your business growth. As a result, the number of your customers will rise and the volume of sales will definitely increase.

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BIBLIOGRAPHY

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- Integrated Marketing Communication and Promotion-- Shakeel-Ul-Rehman and - Dr. M.Syed Ibrahim Journal of Arts, Science & Commerce 2011

APPENDIX

Questionnaire

Name: _____

- Age :
 - a. 18-25
 - b. 25-30
 - c. 30-35
 - d. 35-40
 - e. More than 40

- Gender :
 - a. Male
 - b. Female
 - c. Prefer not to say

- Educational Qualification :
 - a. Graduate
 - b. Post graduate
 - c. Professional
 - d. Diploma

e. Doctorate

- Employment Status :
 - a. In service
 - b. Own business
 - c. Student
 - d. Homemaker
- What is your existing water drinking source?
 - a. Municipal water
 - b. Bore well
 - c. Canned water
 - d. Hand pump
 - e. Water purifier
- What is the USP of a product?
 - a) Brand image
 - b) Other customer suggestion
 - c) After sales services
 - d) Customer friendly sales team
- How did you first come across a product by EUREKA FORBES?
 - a) Reference
 - b) Newspaper/TV
 - c) Product display at canopy/Exhibition/Apartment Activity
 - d) Door knocking
 - e) Other sources
- How many water purifier brands do you know?
 - a) One or Two
 - b) Three or Four
 - c) More than four
- As a customer, how do you view the promotional strategy of Eureka Forbes?

- a. Not effective
- b. Effective to some extent
- c. Neutral
- d. Satisfactory
- e. Very effective

- Do you pay attention to online advertising?

- a. Yes
- b. No
- c. Maybe

- Through the preferred promotional strategy does the brand clearly communicate everything about Aquaguard?

- a. Yes
- b. No

- Personal selling does not help in widening the reach of Aquaguard.

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

- Are you aware of the difference between the RO technology and UV technology used for water purification?

- a. Yes
- b. No

- Did you consider special attractive offers at the time of purchase of the water purifier?

- a) Yes
- b) No
- c) Maybe

- How important as criteria the ISI certification for any water purifier is?
 - a) Not important at all
 - b) Partially Important
 - c) Not sure
 - d) Important
 - e) Extremely important
- Do you think water testing is important before buying any water purifier?
 - a) Yes
 - b) No
- How important do you think is the requirement of a proper after-sales service for a product like water purifier?
 - a) Not important at all
 - b) Partially important
 - c) Not sure
 - d) Important
 - e) Extremely important
- What do you think is the appropriate maintenance cost of a water purifier to afford per annum?
 - a) Rs.0-500
 - b) Rs.500-800
 - c) Rs.800-1100
 - d) Rs.1100-1500
 - e) Rs. 1500-2000
- How important is the “electricity consumption efficiency” of any water purifier in buying

it?

- a) Not important at all
 - b) Partially important
 - c) Not sure
 - d) Important
 - e) Extremely important
- Has Product display at Canopy/Exhibition prompted you to buy the product?
 - a) Yes
 - b) No
 - c) Maybe
- According to you, does advertising deceive the way consumer interprets the final good?
 - a. Yes
 - b. No
- How likely are you to support a social media campaign as in digital marketing?
 - a. Very much not likely support it
 - b. Not likely to support it
 - c. Rather not say
 - d. Likely to support
 - e. Very much likely to support
- Which method of sales promotions is more effective to motivate customers to buy?
 - a. Price off or Discount
 - b. Extra Quantity
 - c. Contests

d. Premium

e. Others

● According to you what time do companies bring schemes for sales promotion?

a. During peak season

b. During off season

c. During fall in sales volume

d. During tough competition in sales

e. Any time