



2016

# Consumer behaviour On Bottled Mineral Water



**GREY**dhaka  
Famously effective since 1917

# Internship Report

*“Consumer Behavior on Bottled Mineral Water”*



## **Submitted To:**

Mr. Md. Tamzidul Islam  
Assistant Professor  
BRAC Business School  
BRAC University

## **Submitted By:**

Sadia Kamal  
ID: 12204102  
BRAC Business School

## **Internship Completed at:**



**GREY Advertising Agency, Bangladesh**  
**(Planning and Strategy formulation)**

## Letter of Transmittal

15th September, 2016

Mr. Md. Tamzidul Islam

Assistant Professor, BRAC Business School

BRAC University

Subject: Submission of Internship Report on 'Observations on Bottled Mineral Water'

Dear Sir,

It is an immense pleasure for me to submit you this internship report titled "Observations on bottled Mineral Water". I have worked at Grey Advertising Agency, Bangladesh Limited as a Strategy and Planning Intern for three months. I have tried my level best to fulfil all my requirements of this course and tried to follow my supervisor's instructions while preparing this report. This report helped me understand the field in which I have been working a lot better and learn deeply about the consumer's behaviour on this field. It would be a profound pleasure for me if the report can attain its objective. I would be available in any time to clarify you any queries if you feel needed.

Sincerely Yours,

Sadia Kamal

ID: 12204102

BRAC Business School

# Letter of Authorization



Date: February 02, 2016  
Ref: HR/MS/02022016

Sadia Kamal  
House 241, Road 2, Block B,  
Capital Heights  
Bashundhara R/A Dhaka

Dear Ms. Sadia,  
We are pleased to offer you an internship in Grey Advertising Bangladesh Limited with effect from February 02, 2016 with the following terms and conditions:

#### **Duration**

The internship shall commence on **February 02, 2016** and continue up **May 01, 2016**. The internship will cease on **May 02, 2016** unless it is extended with a written notice from Grey Advertising Bangladesh Limited.

#### **Supervisor**

You will report to Salahuddin Shahed, VP, Servicing & Planning in Grey Servicing Department during this period.

#### **Attachment**

You will be attached with the servicing team. As a requirement for completing the internship successfully, you may be required to travel outside Dhaka as per direction from your supervisor.

#### **Internship Allowance**

You will be paid a consolidated amount of Tk. 5,000/- (five thousand taka only) per month.

#### **Miscellaneous Expense**

Any expenses arising for the purpose of completing the internship successfully will be reimbursed to you at actual upon verification of receipts. However you will take prior written permission from your supervisor before incurring such expenses.

#### **Working Hours**

Your working hour will be 10 a.m. to 7 p.m. It is expected that in order to accomplish your work sometime you may have to stay beyond the above mentioned hours. In case of emergency or special requirement you may have to attend to the calls beyond the stipulated hours. The working hours may change from time to time. In such cases you will be notified of the change.

#### **Early Termination**

GREY may terminate the internship at any time if it is satisfied that you are involved in any activity detrimental to the interest of the Company or your performance is not satisfactory.

#### **Safety & Security**

During your internship it is expected that you will follow all the safety & security rules and regulations of the Company at all times.

**Confidentiality**

Any data used for this project cannot be used as data for any other research. It should only be used for academic purpose. You shall not divulge any information coming to your knowledge with regards to the affairs of the Company or its customers to any person, persons, or authority without prior written consent of the Company. This obligation of confidence shall survive even after cessation of your internship with the company.

**Code of Ethics**

You shall maintain integrity, uphold Company reputation and shareholders interest and perform the duties and tasks assigned to you with devotion and honesty at all times. In case any conflict of interest arises you shall be responsible for informing the Company of such circumstances immediately.

**No Claim of Employment**

As a result of this internship you will not be able to claim any employment in GREY.

Yours sincerely,



Mithila Sarker  
Sr.Executive, HR & Admin

Accepted By: \_\_\_\_\_



Date: 04.02.16

## **Acknowledgements**

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I will give to my internship supervisor Mr. Md. Tamzidul Islam whose contribution in stimulating suggestions and encouragement, helped me to coordinate my research work especially in writing this paper. Along with that I would like to thank my reporting authority, Mr. Salehuddin Shahed, Vice President, GREY Advertising Agency Bangladesh, Ms. Ummyia Rahman, and Mr. Bitop Das Gupta, Executive Planners, Grey Advertising Agency Bangladesh for guiding me and teaching me all the works associated with the strategic and planning of re-branding, digital, BTL and ATL advertising campaigns. I would also like to show my gratitude towards my colleagues, Tasfia Raihan, Sarwat Sarah, Redwan Rahman, Wamia Akhter and Waleed K. Rajamiya for creating a supportive and interactive work environment. I would like to thank all those who took their time to fill in my survey questionnaires and provide insightful feedback.

Last but not the least, many thanks go to my father, Mr. Akhtar Kamal Talukder, mother, Mrs. Parveen Jahan Kamal and brother, Mr. Shadman Kamal who always guided me, encouraged me and provided me with all the facilities and resources I needed to complete this challenging internship.

My supervisors have full support and permission to share these information in my report. They have approved the information I am sharing.

## **Executive Summary**

Water by itself may appear to be an undifferentiated good to many. As water is a necessity just like Oxygen. However, when it comes to packaged and processed bottled mineral water, it creates a demand backed up by its monetary value. The consumer's mind most often cycles around the factors such as taste, preferences and opinions before purchasing a bottled mineral water. Hence, this report is a study on the consumer behavior towards the numerous available bottled mineral water at the consumer's disposal. Water being water might seem of the same weight and importance to all, however this report investigates deeper into understanding why some bottled mineral water brands are performing better than the others. A friendly survey has been conducted on thirty respondents to determine the perceptions of bottled mineral water from different angles and based on multiple attributes via a method called perceptual mapping. The factors or attributes evaluated on were Taste, Packaging, Advertisement, Distribution, Price, Brand Image and Overall Rank.

Following the survey, the findings were compiled down to an average to easily interpret where the brands in subject (MUM, AQUAFINA and SPA) stand today. Pointing where the improvement areas are and tracing where the strength lies. The perceptual mapping findings led to conclusions such as Brand USP, reasons of success, reasons of failure and future recommendations.

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# Organization Review

## History

Grey advertising Bangladesh Ltd. is a Global Group Inc. company. A brief overview of the parent company thus requires a brief introduction. A fortune 1000 company of the year 2001, Grey advertising Bangladesh Ltd. Global is the 6th largest marketing & advertising company in the world.

Founded as a one-man, one-room retail shop in New York City's garment district, Grey Group is now one of the largest global advertising and marketing agency network. GREY Advertising Bangladesh Ltd, the Bangladesh office of Grey Group, is the first and only true global advertising agency in Bangladesh. Being a strict believer in following the global credo of producing "Famously Effective" works, Grey Advertising Bangladesh Ltd has become the most awarded and sought after agency of the country.

Grey Group is a global advertising and marketing agency with headquarters in New York City, and 432 offices in 96 countries, operating in 154 cities — organized into four geographical units: North America; Europe, Middle East & Africa, Asia-Pacific and Latin America.

As a unit of communications conglomerate WPP Group, Grey Global Group operates branded independent business units in many communications disciplines including: advertising, direct marketing, public relations, public affairs, brand development, customer relationship management, sales promotion, interactive marketing — through its subsidiaries: Grey, G2, GHG, GCI Group, MediaCom Worldwide, Alliance, G WHIZ, and WING.

Grey Group's international clients include: Procter & Gamble, GlaxoSmithKline, Nokia, British American Tobacco, Diageo, Volkswagen, Novartis, Wyeth, Canon, DirecTV, and 3M.

The company has won: 10 Cannes Lions; beside the Addy, Clio and one Emmy Award. Grey Group's European network, Grey EMEA, won 26 Euro EFFIE awards, and is the five-time Euro EFFIE Agency Network of the Year, in four consecutive years of 2005–2008 and again in 2012.

## **Mission**

“We will create leading brand ideas: ideas that resonate in people’s minds and hearts and create brand preference”.

## **Vision**

“To be the provider of integrated communications through global learning and specialist skills towards, creating and enhancing Brand Value for our clients. Grey Bangladesh Ltd. Consider to major Question for measuring their vision.”

- i) Who are we?
- ii) What makes Grey Global Group different?

Grey Global Group is a global marketing communication company with a difference.

### **Our growth is guided by two key principles:**

- i) Simplicity of Structure. We have one — and only one — global company in each communications discipline. Our companies are run by people who know one another well and are accustomed to working collaboratively. Clean reporting line to senior management.
- ii) Singularity of Purpose. We are dedicated to increasing the value of our clients’ brands. To do so, we have built a portfolio of communications businesses and developed them into a strong and seamless network around the world.

## **Goal**

“To be a great global company, creating and enhancing Brand value to its clients.”

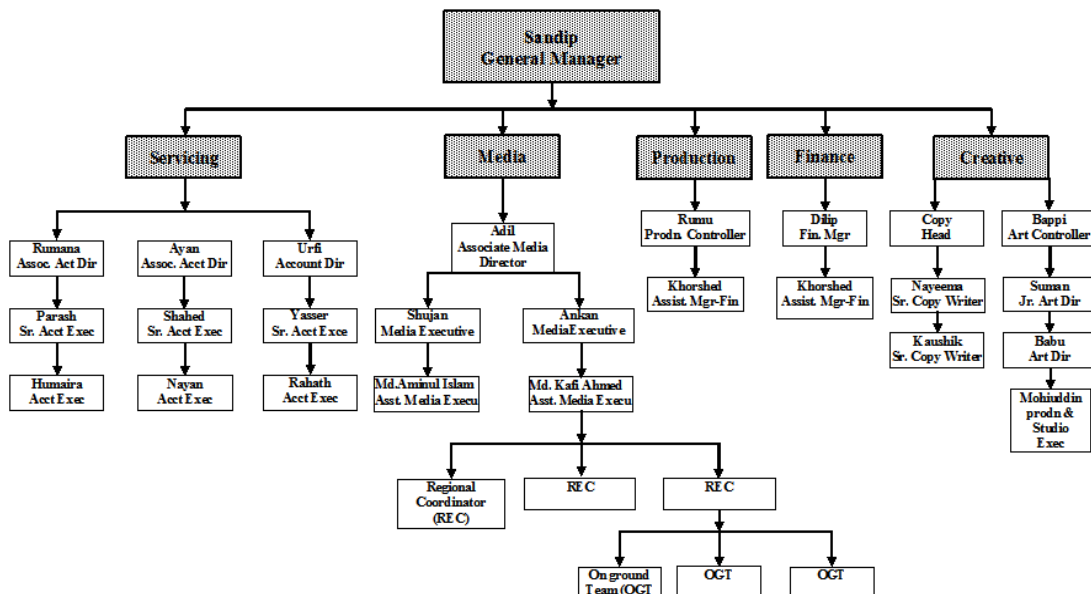
# Grey Bangladesh – TOTAL COMMUNICATIONS PROCESS

Figure 1: Total Communications Process



# Grey Bangladesh – ORGANOGRAM

Figure 2: Company Organogram





### **Grey Bangladesh – MEDIA**

Grey offers full range of media planning and buying, channel strategy and digital strategy. We bring a rigorously meticulous approach to all media practices, with media planners and brand planners working together as a team in close collaboration with creative and account management. Our personalized service coupled with strong media and activation plan development, execution and maintenance has proven especially successful for smaller clients looking to punch above their weight in the marketplace.



### **Grey Bangladesh – DIGITAL**

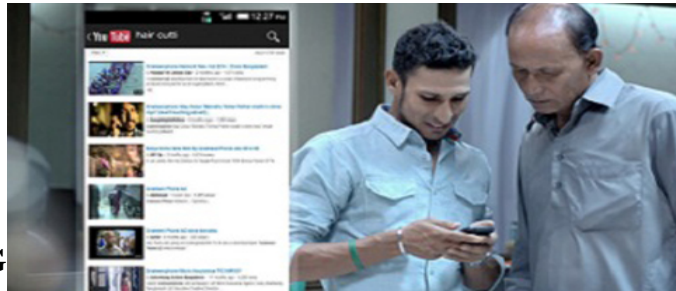
A fully integrated digital team of strategists, creative and account servicing offers a complete set of digital capabilities. “We believe in reacting to social media audience based on their lingo, behavior, attitude and preferences”.



### **Grey Bangladesh – ACTIVATION**

Grey’s award-winning Activation team develops and produces Famously Effective integrated work for our clients by connecting brands to culture – people, places, trends, events and

partners – in ways that capture the interest of consumers and spur them to action. Core practice areas include experiences, events, grassroots, promotions, strategic partnerships, influence, entertain and celebrity programs. Our Activation experts partner with PR to drive maximum program awareness, and work closely with account, creative, digital, design and social teams to ensure flawless integration.



### **Grey Bangladesh – ADVERTISING**

Grey is full-service advertising agency with expertise in all marketing disciplines. Because we believe that great work is something conceived, nurtured, produced and evaluated together, we house all our disciplines and specialty experts under one roof. We don't wait for our clients to tell us what services they want; we work together as a team to determine what they need. Call it integration, collaboration or teamwork – we simply call it the everyday practice of doing what's right.



### **Grey Bangladesh – SHOPPER MARKETING**

Grey is the only agency in the country to offer Shopper Marketing Services. We deliver a comprehensive understanding of how people shop, what influences them, what tools drive the shopping experience and which barriers keep from buying. We map and improve the shopping experience from awareness, consideration through conversion. Our unique approach integrates Shopper Marketing principles from the campaign ideation stage, influencing the key visual, product claim & toolkit strategy development. We deliver global store back solutions, which include packaging design, digital & mobile shopper marketing conception, creative development and fulfillment.

## **Few Successful Projects**

### **Project HMBR Impossipuzzle**

#### Overview

(Dhaka, 2016) Bangladesh has a problem with bicycle theft. Cyclists do not have proper places to park their parks and makeshift locks are common that can be easily cut-off. Moreover cycles do not have registration number and tracking it down is nearly impossible! HMBR, a reputed hardware retail store, wanted to utilize this opportunity to introduce their combination lock with 100,000 combinations especially made for cycles.

#### The Challenge

Bangladesh has a problem with bicycle theft. Cyclists do not have proper places to park their cycles and makeshift locks are easily to break. Moreover cycles do not have registration number and tracking it down is nearly impossible! HMBR, a reputed hardware retail store, wanted to utilize this opportunity to introduce their combination lock especially made for cycles. The objective of the campaign was to introduce the HMBR combination lock as the most reliable lock brand, generate word of mouth among the cyclist community and increase sales by 80%.

#### The Realization

The product was solid enough with its 100,000 combinations and we needed to transfer this confidence of product among the potential customers. So, the creative solution needed to portray the strength of the product i.e. it's impossible to break the lock due to its 100,000 combinations.

#### The Solution

The combinations create a puzzle that is impossible to crack. Hence the solution – impossipuzzle. We created an active campaign to make people experience what we meant by impossipuzzle. So, we placed six large interactive light boxes at high traffic areas in Dhaka. The outdoor interactive installations had a puzzle of a bicycle image with the message 'More than 99,999 combinations'. People, passing by the installations, saw it and got curious. Naturally they started to solve the puzzle. No matter how hard they tried, the puzzle remained

unsolved. The message was that the lock makes it impossible to crack and steal a cycle, just like the puzzle.

#### Famously Effective

The campaign met almost all the results desired. Almost 200 people tried to solve the puzzles, almost all the cyclists' community now know about the brand and the sales was increased by 110%, more than the target we had.

#### Results

200 people participated and sales was increased by 110%.

#### Awards

- Finalist at Cannes Lions
- Print Bronze at Spikes Asia

### **Project (Coca-Cola) CAN HAPPINESS BE RECYCLED?**

(Dhaka, 2016) Dhaka is a densely populated city of 15 million people, where no one cares about recycling. The result? A polluted city making to the innumerable lists of the 'worst liveable cities in the world'. Coca-Cola Bangladesh wanted to create talking point around the topic and infuse the habit of recycling among the people.

#### The Challenge

Recycling is a habit and it's never fun. So, the only way we can bring positive change is by enticing people into the habit.

#### The Realization

Recycling is a habit and it requires a change from the regular behavior. However, youth has always been the torch-bearer for any change and when the median age of the people of Bangladesh is 23 years, who can be the better target audience to bring such a change. Every Bangladeshi youth has the experience of playing games on the arcade machine. With limited access to television and entertainment, Arcades were the only option for the audience for a 'pressure release' and exploring momentary happiness. We used this as the hook to attract them to actively participate in recycling.



## The Solution

We retrofitted 6 Machines in 6 Locations, where the change leaders go the most. The arcade machines had a mechanism that lets people play not with a coin, but with an empty Coca-Cola bottle. Each bottle lets two, enjoy an intense game of custom designed pong, ending with positive messages about taking care of the environment. The whole activation was shot to be used for an internet film. It talked about the carelessness revolving around recycling, the activation experience and the connection between the feeling of happiness and the act of recycling. Then the film was uploaded on Coca-Cola's YouTube Channel, facebook page and twitter page. The campaign ran exactly as per the plan and quickly grabbed the desired attention of media and youth.

## Famously Effective

In just the first week, 1860 bottles were collected. Over 3,000 people were reached with our messages of recycling and taking care of the environment. The activation is now being extended into the second week of June. The internet video was viewed 15K times just in 5 days. It's also spreading fast on social media. To begin with, it has started trending in Twitter, made place in advertising age, the fast company, creativity online, design taxi, etc. The "Sustainability Vocals" have also picked it up and started spreading the message.

## Results

1860 bottles were collected in just the first week. Over 3,000 people participated. 150,000 views in first 15 days.

## Awards

- Brand Stars Grand Prix
- Ad Stars Silver
- Print Crystal

## **Project (ICC) - THE MOST FLASH MOBBED SPORT'S SONG**

### Overview

ICC wanted to spread the madness around the ICC world T20, 2014, across the world. Hence, they decided to launch an event theme song to make the madness rolling.

#### The Realization

To create maximum hype, a right blend of trendy tune, replicable dance move, and catchy lyric needed to be put in the theme song video.

#### The Solution

The lyrics, dance moves and music – all were designed to be the entertaining replication of the exciting moments and elements of T20 cricket. A music video followed by an organized flash mob were uploaded on social media to tantalized people and move with all the beats.

#### Famously Effective

Soon people started uploading their own version of flash mobs. After engaging Bangladeshis it went global, including few non cricketing nations. A total of 140 flash mobs were uploaded both globally and locally. 45 thousand people participated in all the flash mobs. The videos were viewed 60 million times and a total of USD 12 million free pear coverage was earned.

#### Results

- 140 flash mobs
- 45,000 participants
- 6 million views
- USD 12 million

## Grey Bangladesh – MAJOR CLIENTS





প্রথম আলো



আর এফ এল



Helping you live better

SYMPHONY.

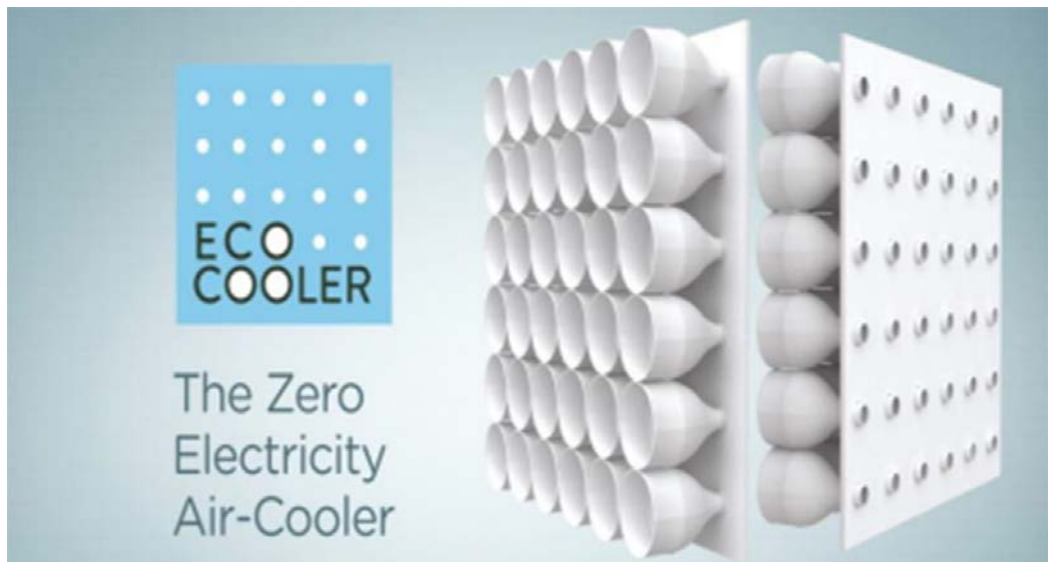


## Grey Bangladesh – AWARDS

“Grey Dhaka wins Gold Lion award at Cannes advertising fest 2016”

Source: The Independent





(Independent, 2016)The Eco-Cooler uses re-purposed plastic bottles cut in half and put into a grid, in accordance to available window sizes. Depending on the wind direction and airflow pressure, the Eco-Cooler can decrease the temperature in tin-huts by up to 5° Celsius.

The Cannes Lions International Festival of Creativity (formerly the International Advertising Festival) is a 7-day-long global event for those working in the creative communications, advertising and related fields. It is considered the largest gathering of worldwide advertising professionals, designers, digital innovators and marketers.

(Shaon, 2016)“Grey Dhaka takes immense pride in receiving the world’s most prestigious advertising award on behalf of Bangladesh,” said Syed Gousul Alam Shaon, the agency’s Country Head and Managing Partner.

Gousul Alam Shaon and Creative Director Jaiyyanul Huq went to Palais des Festivals et des Congrès in Cannes, France to make their pitch for the product. After being shortlisted and leading the top 3, they received the Gold Lion award at the ceremony.

The win is an immense achievement for Bangladesh and will not only have a significant impact on the country’s future in regards to advertising and creativity, but also proves that Bangladesh too is capable of world-class creative work capable of changing the lives of millions around the planet, the press release read.

## **A study on Consumer Behavior towards Bottled Mineral Water**

The project was to find why a less competitive brand like SPA was not doing well as opposed to MUM and AQUAFINA. First we needed to conduct some secondary research to understand the initiation and background of each brands.

### **Brand MUM – a concern of “Partex Beverage Limited (PBL)”**

(CEO, 2016)Partex Beverage Limited (PBL) began its commercial production in the year 1997, as the sole bottler of Royal Crown Cola Co, USA. It was the first beverage brand to enter the Bangladesh market after the commonly known Coke and Pepsi.PBL started bottling in the traditional glass bottles, but soon started bottling all their beverage products in PET Bottles. They were the pioneers of this kind of packaging in Bangladesh and hence captured a big slice of the beverage market. At present, there are more than 7 companies producing carbonated beverages Bangladesh, but PBL can proudly say that they are 2nd largest market share holder in the carbonated beverage market in Bangladesh. In the year 2000, PBL began to expand by backward integration by producing their own PET preforms and were the only bottlers doing this at that time, for a number of years. PBL now has the largest bottle blowing and preform making capacity in Bangladesh.

PBL launched its drinking water MUM in the year 2001. This product instantly became the market leader in the water market, and still holds the highest market share till date. MUM has now become one of the strongest and most trusted brands in Bangladesh. Distribution is one of PBL’s greatest strengths; it has more than a hundred distributors around the country, serving more than 10 Million outlets in rural and urban areas. PBL’s products have also started going beyond borders, and they plan to increase their footprint in the year to come. Innovation and pro-activeness have always been the vital drivers of PBL’s success. PBL’s mission has always been to provide value at an affordable cost, progress in diversity, and to contribute to the growth of industrialization in Bangladesh.

### **Brand Aquafina– A concern of “PepsiCo.”**

(Desk, 2014) Aquafina, a drinking water brand from PepsiCo, is one of the leading drinking water brands in the US and is currently sold across the world.. Aquafina is a brand of purified bottled water, consisting of both unflavoured and flavoured water. The Aquafina brand name

is also licensed for use on multiple skin care products, including lip balm and wrinkle cream. It was first distributed in Wichita, Kansas in 1994, before becoming more widely sold across the United States, Spain, Canada, Lebanon, Turkey, the GCC countries, Iran, Egypt, Vietnam, Pakistan and India to compete with The Coca-Cola Company's Dasani and Dr. Pepper Snapple's Deja Blue. As of 2009, Aquafina represented 13.4 percent of domestic bottled water sales in the United States, making it the number 1 bottled water brand as measured by retail sales. Its primary competition includes Aqua (Indonesia), Aqua Minerale (Greece), Dasani (United States), Aqua Pura (United Kingdom) and Aquasource (Australia).

At the launch of Aquafina in Bangladesh, it is believed that with its unique attributes of the seven-step purification process, international brand image and widespread distribution, Aquafina has the potential to become one of the leading brands of bottled water. With Aquafina, PepsiCo aims to meet a long-standing consumer need for water consumers can trust, at an affordable price.

The purification process of Aquafina's water begins with the pre-filtration stage, where water enters the static mixer and particles are removed followed by the activated carbon purifier, which isolates trace elements. At the third step of polishing filter, smaller particles are caught and removed. The water then moves under high intensity UV lights which eliminate organic matter. Under the special reverse osmosis process, water is processed through five different membranes made of polymers and synthetics working in series at a particular pressure maintained by high-pressure pumps. Reverse osmosis is followed by ozonisation, which ensures there is zero chance of microorganisms remaining in the water. Ozonisation is followed by a polishing filter. PepsiCo is a global food and beverage leader with net revenues of more than \$65 billion and a product portfolio that includes 22 brands, generating more than \$1 billion each in annual retail sales.

PepsiCo's main businesses are: Pepsi-Cola, Frito-Lay, Quaker, Tropicana and Gatorade.

**Brand SPA – a concern of “AKIJ FOOD AND BEVERAGE LIMITED”**

(Beverages, 2016) Akij Food & Beverage Ltd. (AFBL) a unit of Akij Group Started its operation in the year 2006. AFBL manufactures a wide range of Snacks and Beverage of both National & International Market alike. AFBL is a Project worth \$70 million & is founded by the Parental Company Akij Group.

Akij Food & Beverage Ltd (AFBL) a big Name in Food Processing & Marketing Sectors is a result of visionary concept of Mr. Sk. Akij Uddin. AFBL Concentrated on soft drinks, fruit juice, milk, water and snacks & grouped together all of these divisions in a new factory located same 50 kilometres outside from capital Dhaka in Krishanapura , Dhamrai, Quality was the main object of our founder Late: Mr. Sk. Akij Uddin that is why his saying is “Uncompromising quality even in adverse situation” the main force behind the success of Akij Food & Beverage Ltd, A legendary figure in the industrial conglomeration in Bangladesh

A Legendary Figure in the industrial Conglomeration in Bangladesh. Same fifty years back Late Mr. Sk. Akij uddin Started his Journey with a humble be gaining and from a small trading business he built up this industrial empire “AKIJ GROUP”. As the Beverage industries become more competitive and challenging in the coming years, we leave with promises of ensuring quality in all of our products.

To bring the vision of this visionary entrepreneur into reality AFBL has been built with most modern operating facilities of European origin for processing & Packing including aseptic filling line which in lone example in the entire subcontinent.

BDT 12 500 ml



BDT 15 500 ml



BDT 15 500 ml








## Perceptual Mapping

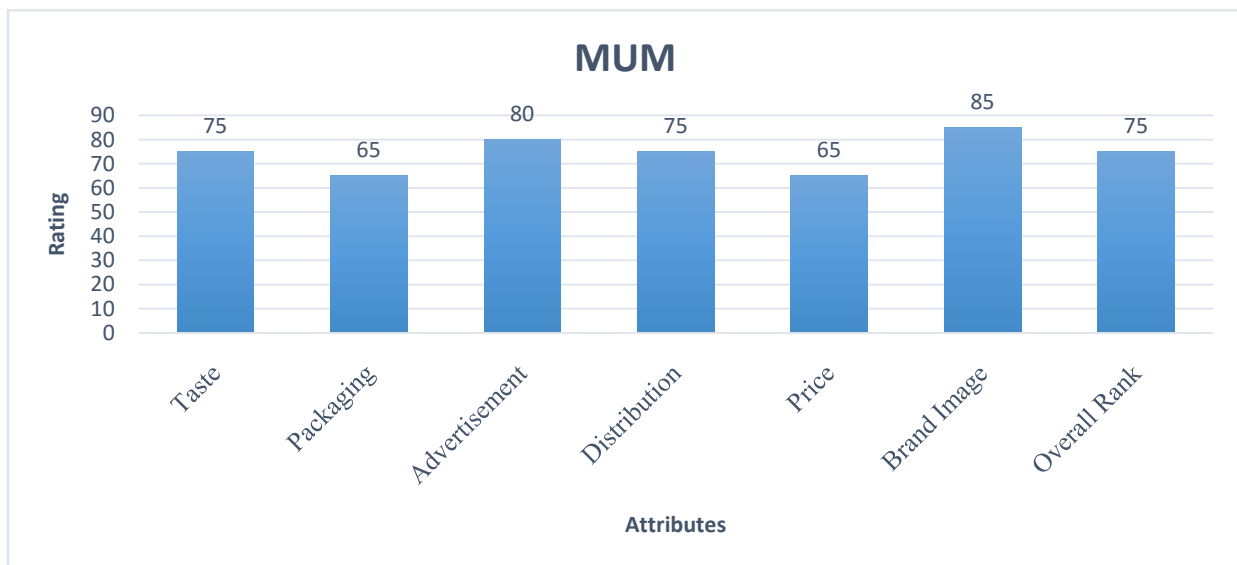
In order to find out how consumers feel about the brands or rather their respective perceptions towards each of the three brands, the method of perceptual mapping was used. Each respondent was introduced with a survey that had a section of brief open-ended questions regarding their preferred brands of mineral water and a section that involved rating of each brands according to their attributes. The perceptual mapping technique is an easy and effective platform to interpret where exactly the problem or improvement areas are and on which attributes the brand is performing well. The following map is an overall scenario of how all the respondents rated the brands according to their attributes with rating 3 being the highest and 1 the being lowest. The brands were evaluated and compared based on their 500 ml packs. Given that the current prices of MUM 500 ml is 15 TK. AQUAFINA 500 ml is 15 TK. and SPA 500 ml is 12 TK.

**Figure 3: Consumers Perceptual Map**

Attributes			
Taste	1      23      ○	1      ○23	○1      23
Packaging	1      ○23	1      23      ○	○1      23
Advertisement	1      23      ○	1      ○23	○1      23
Distribution	1      23      ○	1      ○23	○1      23
Price	1      ○23	1      ○23	1      23      ○
Brand Image	1      23      ○	1      ○23	1      23      ○
Overall Rank	1      23      ○	1      ○23	○1      23

## Survey Findings

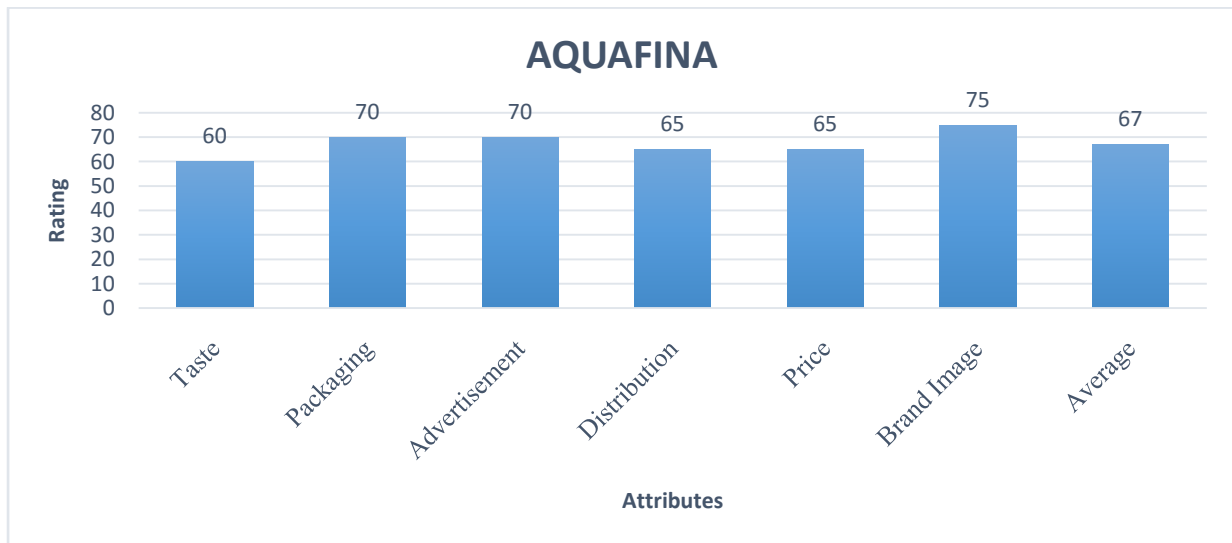
Figure 4 : Consumer's Evaluation for MUM



According to the respondents, the taste of MUM mineral water is better than Aquafina and Spa. Most respondents believe the taste of MUM mineral water is neutral and tastes less processed than the other substitutes. However, packaging as an attribute being one of the most influencing factor before purchasing a bottle, the leader MUM has come second in the race. Consumers prefer the Aquafina bottle to be more stylish and a better grip. Advertisement regimes of MUM ([https://youtu.be/GsS\\_FnpHUFc](https://youtu.be/GsS_FnpHUFc)) (<https://youtu.be/ww9EyxOioAw>) is the initial reason for creating awareness and hype about pure and safe water from the mountains. According to consumers, they have seen more and frequent advertisements of MUM than Spa or Aquafina. Coming to distribution and availability, MUM mineral water is believed to be more available around the retail stores in desirable sizes and prices that makes it easier to avail. Price is a factor that MUM has scored lower than SPA, because consumers believe SPA is cheaper than MUM by 3 TK for the same serving size. Brand Image of MUM came in to be undoubtedly the highest against Aquafina and SPA. Consumers believe, MUM puts in constant effort to stay at the top not only by above the line exposure or below the line activities but a strong presence of word of mouth. Consumers also believe MUM the name itself gives a comfortable feeling and tapped the first mover advantage in occupying a stable unique space in the minds of consumers that corresponds with drinking water positively.

The **MUM Brand USP** can clearly be said to it's the **Brand Image or Distribution**. As Brand Image has the most rating among other attributes present.

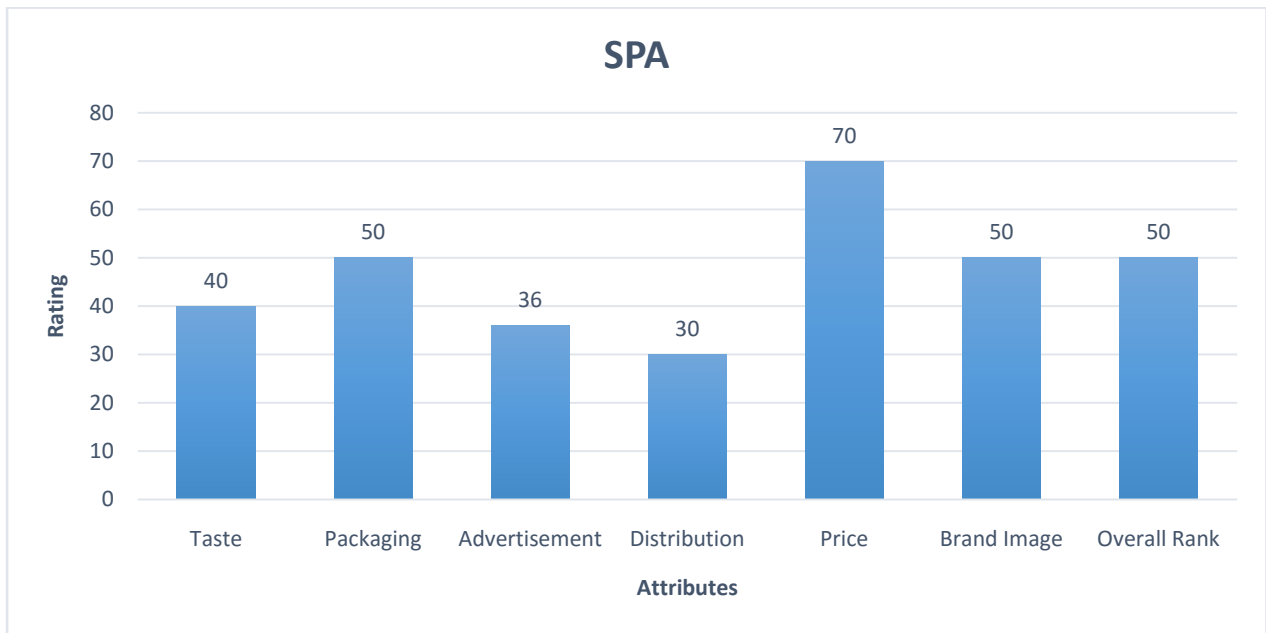
**Figure 5 : Consumer's Evaluation for Aquafina**



According to the respondents, the taste of Aquafina is better than Spa but not as great as MUM. Most respondents believe the taste of Aquafina is good but not consistent as sometimes it tastes bitter. However, packaging as an attribute being one of the most influencing factors before purchasing a bottle, Aquafina has won the race. Consumers prefer the Aquafina bottle to be more stylish and have a better grip. Advertisement regimes of Aquafina such as the ATL TV commercial of the kids showing their trust and love for Aquafina (<https://youtu.be/4L-XLx2FYRQ>) (<https://youtu.be/NG6ila0AO48>) are reasons for creating awareness and hype about pure and safe bottled mineral water. According to consumers, they have seen more and frequent advertisements of Aquafina than Spa but not as much as MUM. Coming to distribution and availability, Aquafina mineral water is believed to be available around the retail stores however not as available as MUM but more visible than Spa. Consumers compared MUM to have more number of SKUs (stock keeping units) than Aquafina, so the average rating was two. Price is a factor that Aquafina and MUM both have scored lower than SPA, because consumers believe SPA is cheaper than MUM and Aquafina by 3 TK for the same serving size 500 ml. Brand Image of Aquafina came in to be second after MUM, showing it can have a stronger brand image to influence purchase decision. Consumers do believe that the name Aquafina itself gives a comfort to thirst and some attachment of memory retention from the advertisements and logo gives a cool feeling. Consumers also believe stereotypically that, Aquafina being a concern of PepsiCO a multinational company, the quality and assurance of purity is higher. In overall average rating Aquafina scored two out of three.

**The USP of Aquafina is its Brand Image or Packaging.**

**Figure 6 : Consumer's Evaluation for SPA**

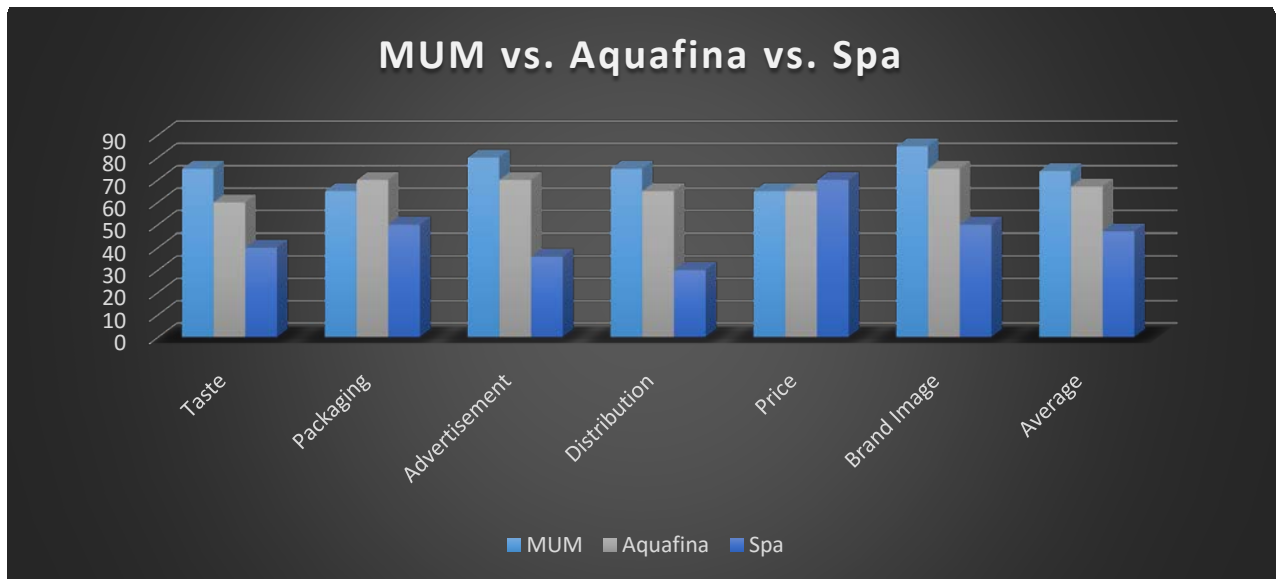


According to the respondents, the taste of Spa is not as great as MUM or Aquafina. Most respondents believe the taste of SPA is neutral but cannot recall it as much as the two other substitutes due to low and infrequent repeat purchase. SPA has scored fairly well in the packaging attribute due to good drip and stylish bottle however not strong enough to beat MUM or Aquafina. Advertisement regimes of SPA is alarmingly low such as the ATL TV commercials (<https://youtu.be/wF9cR-WyFQo>). With only one ATL TV commercial and less ATL or BTL activities consumers cannot feel a strong attachment to the brand, furthermore some cannot recall the brand name itself. According to consumers, they have seen more and frequent advertisements of Aquafina and MUM but rarely a billboard or sponsored event by Spa. Coming to distribution and availability, Spa has scored the lowest as consumers believe Spa can rarely be seen at the retail stores nowadays therefore less available than MUM or Aquafina or any other brands. Price is a factor where Spa definitely came first in the race against MUM and Aquafina as for the same serving 500 ml, SPA is at 12 TK. whereas MUM and Aquafina are at 15 TK. Brand Image of SPA came in to be last again due to less exposure and consumer engagement activities. Some consumers has shown a strong feeling against SPA the name, cannot belong to a water brand rather connects to a different category of services. It is believed that if SPA can change to a more suitable name that shouts out water, it will have better memory retention.

The **Brand USP of Spa** can be said to be its **Price**.

## Recommendation

Figure 7 : Overall Comparison



While the brands MUM and Aquafina are performing fairly well with close neck to neck competition, Spa has fallen behind severely in the competition. The main improvement areas for SPA lies in,

- Advertisement – For Spa to come back up in the race with the two most popular mineral water brands, it has to invest and engage in consumer engagements such TV commercials, sponsored events, guerilla marketing ideas (billboards) etc. As suggested by what consumers feel strongly, changing the name Spa to something more aqua, water, pure or fresh will occupy a stronger space in the minds of consumers.



- Distribution – Currently, Spa seems to be the dog product with low market growth and low market share for Akij Food and Beverages Ltd. Hence, the effort to market the product seems to be lower than the others products such as Frutika, Clemon and

Speed. Distribution is not widely done as the other brands so it needs to be made more available for consumers to repeat purchase and generate word of mouth.

- Price – Though Spa is a heart winner when it comes to price, consumers also need to feel why it's cheaper and why it's better. Surely, the USPs of MUM and Aquafina are stronger than the USP of SPA i.e price. Consumers want more than just cheaper price but better quality assurance and brand attachment.
- Brand Image – Spa needs to work on creating a better and more vibrant brand image. It may consider to do re-branding on the aspects of brushing up, creativity, make a difference, market research, processing it's water with new technology and improve product related aspects such as name, packaging, labels etc.

## Conclusion

Mineral water may seem like a product that is difficult to improve in terms of flavor, taste and diversification. However, it's important for all mineral water brands to stick to one safe approach that is safe and pure drinking water in context to a country like Bangladesh. Where there is a crisis for access to clean water and people are constantly alarmed and speculates if the water they are drinking whether it is about purchasing mineral water bottles or at home, is clean, pure and safe. According to consumers, mineral water brands are initially judged on familiarity and popularity of brand name, its packaging and availability. The strong presence of Aquafina has shown, it is possible to create a strong Brand USP with the existing market leader MUM. Therefore, Spa may consider numerous retrenchment strategies to come back up in the game by trying the mentioned recommendations through consumer's perspectives.

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# Appendix

## Questionnaire Consumer Behaviour On Bottled Mineral Water

Q.1) What comes to your **mind** when you hear/see Mineral Water?

Q.2) Which is your **favourite** Mineral Water brand and why?

Q.3) On what occasions do you drink Mineral Water?




Q.4) What are your **opinions** on other Mineral Water brands? (Please feel free to provide as many as you want)

Q. 5) What are your **concerns** about Mineral Water?

Q.6) What are the **factors** that you consider before buying Mineral Water?

**Perceptual Mapping**(please circle)

\*This is a rating so 3 indicates highest and 1 indicates lowest

<b>Attributes</b>			
Taste	1      23	1      23	1      23
Packaging	1      23	1      23	1      23
Advertisement	1      23	1      23	1      23
Distribution	1      23	1      23	1      23
Price	1      23	1      23	1      23
Brand Image	1      23	1      23	1      23
Overall Rank	1      23	1      23	1      23