



Impact of Marketing Mix in the Product Distribution with Reference to Maaza Cooldrinks

* Mrs. M. Kowsalyadevi ** Renugadevi. S

* Department of Management, Hindusthan College of Arts & Science, Coimbatore

** Research Scholar, Hindusthan College of Arts & Science, 66, Mariamman koil street, Peelamedu, Coimbatore-641004

ABSTRACT

In This Article Seven factors contributing marketing mix for maaza cool drinks are analysed with ample illustrations, 7Ps of marketing mix are product, place, price, promotion, people, process, and physical evidence. The main purpose of this evaluation is to measure the effectiveness of marketing mix in the maaza cool drinks and then to identify which factors induce product distribution. The empirical analysis estimates the impact of marketing mix variables with maaza cool drinks. As a part of this evaluation maaza recognized that it needs to concentrate in promotions to attain the next level.

Keywords : 7Ps, Product distribution, promotions.

INTRODUCTION

Marketing mix is combination of several elements to marketing. These elements include what is commonly referred to as "The four 4Ps" which are product, price, place and promotion. When these elements combined it is possible to see the target audience. This is considered the result of carefully mixing the other elements. A different mixture can be created. This is used by business to formulate a marketing strategy for the products or services that they offer. The "four Ps" are important during all stages of production. From early development to final production, by adhering to a good marketing strategy is used. A marketing mix is also used to cater the product to the intended would be adjusted to focus on promotion while comprising on other elements in the mix. Extended marketing mixes have included three more elements to the existing mix people, process and physical evidence have been added to create a more depth in marketing mix, while others may prefer to add additional elements the type business and business their goals determine type of marketing mix and is complexity that must be used.

OBJECTIVES:

- 1) To measure the effectiveness of marketing mix.
- 2) To identify which factors that induces product distribution.
- 3) Suggestion.



OBJECTIVE: 1

Marketing mix effectiveness

It's the quality of how marketers go to the market with the goal of optimizing their spending to achieve good results for the short term and long term. The term marketing effectiveness first came to prominence in the year 1990.

Marketing effectiveness has four dimensions:

Corporate:

Each company operates with different bounds. These are determined by their size, budget and their ability to make organizational change.

Competitive:

Each company in a category operates with in similar framework as described below. In idle world marketers would have perfect information on how they act as well as how their competitors act.

Customers/Consumers:

Understanding and taking advantage of how customers make purchasing can help marketers improve their marketing effectiveness group of customers act in a similar ways leading to the need to segment them. Based on how they value the attributes of a product.

Exogenous factors:

There are many factors outside of our immediate control that can impact the effectiveness of our marketing activities. These can include the weather, interest rates, government regulations and many others.

OBJECTIVE: 2

Product:

Product is anything that is made available for sale. Maaza drink positioned as calcium fortified drink. Maaza concentrated all segments of people. But mostly preferred by teenagers. Maaza concentrated diabetic patient's low calcium and sugar free. The packing is a silent salesman, bottle shape be more attractive and colourful. Mini packs can serve a multipurpose of being a drink as well as ice – lollies (for kids).

Price:

Pricing policy is the course of action or guiding philosophy

that helps a business firm to make pricing decisions smoothly and perfectly. The current prices of maaza are reasonable but additional offerings should be made along with the product, consumers of all ages are attracted by price. The current markets for mango drinks are becoming highly price sensitive and extremely competitive.

Place:

Place in case of services determine where is the product going to be located Philip kotler (2007) describes the place. Maaza uses existing distribution network under its parent company Cocola India pvt ltd. company identified variety of marketing channel efficiencies for marketing activities and sets up an optimal distribution mix for different wholesaler and retailer.

Promotion:

Promotions have become a critical factor in the marketing mix. Promotion mix consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that company uses to pursue its advertising and marketing objective. Maaza promotes as a health drink in rural as well as in urban area. The advertisements should be catchy and funny. Eventually maaza should obtain more brand recognition. Additional offerings should be made along with the Product (stickers, cookies).

People:

People are other elements of service marketing mix. People define a service. People mean human resource in the organi-

sation. It plays a significant role in behaving, quality control and personal selling in the service sector (kotler)

Process:

Process denotes the way in which a particular course of action is carried out. Marketing should take care of all the procedure, schedules, mechanisms, which are practiced when the drink is necessary. The process followed forms a part of the service delivery system and the customers often do not differentiate process and the product. The process in cool drinks include

- a) Requirement planning
- B) Availability
- C) Mode of communication.

Physical evidence:

Physical evidence is that which can be easily associated with the product by the customer. As maaza product is highly tangible, the quality, smart, comfort, and facilities may be related to the experience in store. Physical evidence depends on comfort, facilities, maaza most loved beverage brand in India. It provides the most authentic experience of rich, juicy anytime and anywhere.

Conclusion:

On the basis of this study we concluded that expected price of drink has played a significant role. So price sensitivity for the cost of cool drinks can be determined as competitive factors for the organization.

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