

BRAND BUILDING STRATEGIES THROUGH PROMOTIONAL CAMPAIGNS: AN EMPIRICAL STUDY

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ABSTRACT

The present study is based on exploring the link between brand building and the Promotional Campaigns. Companies are spending millions of rupees on these promotional Campaigns with an objective of build their brands thus this study is an attempt to study the connectivity between them. With this objective carbonated soft drink market was selected and various umbrella / sub-brands of Pepsi along with their promotional Campaigns were studied to assess their contribution in the brand building process. Also the various parameters on which consumers evaluate a particular brand along with perception of the consumers about these Promotional Campaigns were studied so to conclude that “Are they successful in changing the perception of the consumers?” Finally, Promotion was studied broadly and the various Promotional tools used by these companies were studied and the consumers were asked to rate these tools on a five point likert scale to assess the effectiveness in the brand building process. Thus findings of the study suggested that also to consider new Promotion strategies along with traditional methods of Promotion.

KEYWORDS: Branding, Brand building, Pepsi, Promotion, Promotional Campaigns; Promotional tools.

INTRODUCTION

Promotional Campaigns as an element plays a crucial part in brand building. Although, the four basic elements of Promotion are Advertising, Personal selling, Sales Promotion and Publicity or Public Relations but Laric & Lynagh (2009) concluded that Advertising used to be the body and soul of promotion. Even the role of Public Relation is as important as Advertising. The public relation mix strategies are helpful and effective for promotion. Duncan (2008) explained the public relations (PR) mix includes publications, events, news, speeches, and others. The next thing is Personal Selling and according to Engle et. al., (2008), Personal Selling is interpersonal, face-to-face promotion where the exposure is usually done on a voluntary basis and the feedback comes quickly. The use of personal selling is an important ingredient in promotion, but perhaps more important in the industrial goods segment. In the similar way, Sales Promotion also holds up a strategic position in the overall promotional campaigns processes.

While the terms “Brand”, “Branding” and “Brand Building” are inter-related to each other. These hold utter importance in the segment of product selling as well as service sector where the intangible aspects raised their significance. To understand, the terminology of these three terms, their definitions and other relevant supportably references are defined further in this chapter of introduction. After that, the promotional campaigns and their role in these terms are defined with the last section of this chapter correlated the role and impact of the promotional campaigns in building the overall brand, particularly, in product segment, where the tangibles aspects heavenly relied on continuous promotional campaigns to pull the customers towards buy the product or to consume the services.

Previously, brand was just another step and it come under the broad category of Marketing the products. It was served as an effective and efficient tool for selling the product and helps in retaining the customers through practicing the concept of brand loyalty. With the passage of time, the brand’s paradigm shifted towards the branding and brand building processes. After the term “brand”, the process of “branding” came into existence. Philip Kotler (2000, p. 404), mentioned the role of “branding” as “a major issue in product strategy”. From product designing to the product consuming, the branding ultimately became a strategically importance for the product existence.

Marketing plays a vital role in build the strategic brand while the continuous innovation helps the business to re-emerge several times and expands their business life-span. Promotional Campaigns under the stream of Marketing hold relevance in overall brand building of the product. The case studies form British Market in FMCG sector clearly depicted the role of brand building and brand enhancing. Fitzgerald (1995) showed how the development of key brands in the firm such as Aero and Kit-Kat reversed the ill-fortunes of the company by being market-focused, clearly positioned, highly differentiated from their competitors and possessing qualities which resonated with consumer needs and preferences. The second work is Vernon Ward’s account of the marketing and branding of Horlicks during the interwar period (Ward, 1994). Vernon shows how Horlicks, with the assistance of the market-research and advertising consultants J.W. Thompson, re-positioned their product from an essentially malted-milk drink with medicinal properties to one which was promoted on its sleep-enhancing virtues, its healthiness and its taste. This was achieved through a sophisticated process of market research, segmentation, positioning and an integrated marketing-mix which emphasized all four P’s. Its promotional element was highly innovative using campaign advertising, cognitive dissonance, original use of imagery, photography and storylines, professional endorsement and an integrated use of promotional channels including film and radio. As a consequence of this, Horlicks was able to charge a premium price, far in excess of its competitors Ovaltine and Cadbury’s Bournvita, by an emphasis on its added values which successfully resonated with customer needs. What stands out in both studies is how successful branding was an integral part and result of a marketing process which incorporated market research, customer profiling, careful positioning, brand building, unique selling points and an integrated communication programme. The present study was designed to cater the inter-relationship between two parameters of promotional campaigns and brand building and this study was focused on carbonated soft drink market.

RESEARCH OBJECTIVES

- To assess the perception of the consumers about the various market brands.
- To assess the various parameters on which a consumer evaluate a particular brand.
- To assess the effect of promotional campaigns on consumer perception.
- To assess and measure the effectiveness of various promotional tools used by the companies to build their brand.

HYPOTHESIS

Ho1: Promotional campaigns affect the brand image as well as the brand perception of the consumers.

Ho2: Promotional Mix has a positive correlation in brand building.

REVIEW OF LITERATURE

PROMOTIONAL CAMPAIGNS

The last element of Marketing Mix called “Promotional Campaigns” effect greatly the overall marketing of the product and also contributing hefty in expanding the life-span of the product. Due to the promotional campaigns, the whole new avatar of the product can be seen and help to drag the attention of the marketing, potential and present customers and also the competitors. A broad promotional campaign is a campaign intended to “sell” the idea of bicycling to those who currently don’t cycle, and to create a positive image for cycling among the public in general. Similar to the way that automobile advertising promotes a certain lifestyle, a successful cycling campaign appeals to the emotions of its audience to sell the idea of cycling.

According to Matthew (1988), the promotional campaigns are also designed to inform are often aimed at specific market segments. It is possible that the consumer perceives a promotion but does not modify his or her behavior. In this case, the manufacturers and/or retailers are investing resources in promotional activities that do not have any effect on the consumer. It is very important to know the consumer’s preferences and the actions that significantly influence consumer behavior. So, resources invested in promotion campaigns that are not valued by consumers should be diverted towards other promotional activities which are valued by consumers (e.g. price cuts) (Alvarez et. al., 2005).

The promotional campaigns not only effective via direct advertising but virtually it is also very effective in attracting the attention of the customers. After the internet arrival, the term e-branding or e-marketing emerged and hence the promotion through the online medium started. Ibeh et. al, (2005) examined companies marketed through internet also seem to have employed a variety of traditional, offline methods and leading-edge online tools in communicating their key e-brand values and promoting their online platforms and offerings. Due to the vitality of these

promotional campaigns and efforts, Harvey (1993), stressed that all promotional efforts must be adapted to some degree even if that only means a translation into the local language.

BRAND BUILDING

After the concepts of “brand” and “branding”, the next shift is towards the “brand building” paradigm. According to Kotler and Armstrong (2006), Brand Building and Management are essential skills in the marketing of any product, service, organization, person, place or cause. Basically, a brand is not just the name put on an offering; it is the driving force that shapes the marketing mix, providing a platform for an organization’s strategies and tactics. Indeed, building a strong brand position and managing it, requires the followings:

- determining of brand positioning and value proposition,
- planning and implementing of brand building programs,
- strengthening of consumer-brand relationships and measuring brand performance.

From its initial roots as a sign of ownership, branding has evolved and developed to the point where it can be used as a significant measure of distinction, with the ability to command price premiums, engage consumer loyalty both at the rational and emotional level and create a strong attachment in the mind of consumers.

Kapferer (1997) mentions that before the 1980’s there was a different approach towards brands. “Companies wished to buy a producer of chocolate or pasta: after 1980, they wanted to buy KitKat or Buitoni. This distinction is very important; in the first case firms wish to buy production capacity and in the second they want to buy a place in the mind of the consumer” (p. 23). Therefore, branding and brand building should focus on developing brand value for strategic advantage.

INTER-RELATIONSHIP OF PROMOTIONAL CAMPAIGNS & BRAND BUILDING IN INDIA

The contribution of promotional and sponsorship program in the brand building and even it also contributes towards to build the brand image of product as well as corporate. Noordin et al., (2011) studied the effectiveness of promotional campaigns is defined by the success of a sponsorship program to capture the audience attention in elevating the brand power and brand image. Today, a large number of promotional events are using sponsorship support to offer more exciting programs and to help defray rising costs. Sponsorship allows companies to reach specifically targeted niche markets without any waste. Sponsorship offers the possibility of achieving several goals at once.

From global trends in advertisement and promotion in brand building to Indian context, the figures are also impressive. With India emerging as one of the fastest growing market, an analysis of their advertisement expenditure and net sales turnover suggests companies in these sectors witnessed robust growth in their sales turnover despite falling advertisement expenditure, according to an ASSOCHAM Study. Furthermore, According to the analysis of FMCG sector,

Hindustan Unilever Limited increased its advertising costs in 2008-09 by 48 per cent while its net sales rose by 47.12 per cent. Another FMCG major ITC Limited spent nearly 33 per cent more in 2008-09 than the previous year, as the company earned 8.4 per cent growth in net sales during the same period whereas Britannia which spent about 17.50 per cent more on advertisements in 2008-09 as compared to the previous year recorded a growth of 20.50 per cent in its net sales (ASSOCHAM Eco Pulse Study, 2009).

RESEARCH METHODOLOGY

The present research study is exploratory in nature and is based on both primary and secondary data. A pilot survey was conducted by the researcher to spot out the scope of present study particularly in the FMCG market. This pilot survey was mainly done to check out the Role of Promotional Campaigns carried out by the soft drink companies for their brand building in emerging markets. This survey along with available literature helped the researcher to enlist the brands in the carbonated soft drink market and enlist the brands to be studied. Pilot survey also served the purpose to pre-test the questionnaire and the feedback of the respondents was well taken and helped researcher to select four soft drink brands for study. This pilot survey was basically divided into two phases:

PHASE I

This Phase was primarily undertaken to identify and select the soft drink brands and their promotional campaigns to be studied. Hence this phase of pilot survey had three stages:

STAGE 1: IDENTIFICATION OF CARBONATED SOFT DRINK BRANDS: In this stage the researcher studied the various carbonated soft drink brands available in the market in different regions starting from Jammu city by an informal interview to identify the various brands.

STAGE II: SELECTION OF CARBONATED SOFT DRINK BRANDS: After identification of the carbonated soft drink brands the consumers were asked to rank them in terms of Promotional campaigns and the brand success, The total number of consumer interviewed was about 100 and maximum promotional campaigns were of brand Pepsi and its sub brands but less brand success than coca-cola and its sub brands.

STAGE III: SELECTION OF BRANDS: Further major four carbonated soft drink brands of Pepsi were selected the study. The researcher has selected following carbonated soft drink brands and their corresponding Promotional campaigns for analysis based on the feedback from the consumers:

Soft Drink Brands	Promotional Campaigns
Mountain Dew	“Darr ke Aage Jeet Hai”
Pepsi	“Youngistaan ka Wow”
Mirinda	“Weekend Aaye toh Pagalpanti Zaroori Hai”
Mango Slice	“Sabr Ka Phal Meetha Hota Hai”

PHASE II

The second phase of pilot survey was concerned with questionnaire development and its pre-testing; prerequisite to designing a questionnaire is to determine what is exactly required to be measured to achieve the objectives of the study. The objective of adding the question 1, 2, 5, 6, 7 & 8 was to measure the perception about the brands. The next objective was to find out the various parameters on which the consumers evaluate a particular brand and thus question no.3 was incorporated in the questionnaire. However, the effect of the promotional campaigns on the selected carbonated soft drink brands was assessed by adding question 11 to 31. Finally the effectiveness of various promotional tools was assessed by incorporating question 31 & 38 in the questionnaire.

DESIGNING AND PRE-TESTING THE QUESTIONNAIRE

After drafting the questionnaire for the selected carbonated soft drink brands and their corresponding promotional campaigns it was pretested with more than 100 consumers, this initial survey data provided sufficient inputs to design a more structured questionnaire with all the relevant Promotional factors responsible for brand building.

SAMPLING DESIGN AND SAMPLE SIZE

A convenient sampling method was used for this study. Field interviews were conducted in the four cities and a total of 1723 questionnaires were distributed among the respondents, since 223 questionnaires were incomplete and thus were rejected, so a sample size of this survey was 1500. This sample size was divided as:

CITY	SAMPLE SIZE
DELHI	586
LUDHIANA	374
JAMMU	324

SRINAGAR	216
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STATISTICAL TECHNIQUES USED

The primary techniques used were Frequency Distribution, Chi-Square test and Correlation.

CHAPTER SCHEME

The main body of this research study is divided into six chapters along with tables and annexure to support the analysis and findings of the study.

- Introduction
- Review of literature
- Research Methodology
- Results and Discussion
- Summary, Conclusions, Limitations and Future Research
- Appendices
- Bibliography

DATA ANALYSIS

In this chapter, we present data in the appropriate tables for further analysis and interpretations; here is the presentation of the demographic profile of the respondents.

Demographic Data		No of Respondents	Percentage
Gender	Male	893	59.53%
	Female	607	40.47%
Age	Under 20	190	12.66%
	21-30	610	40.66%
	31-40	320	21.33%
	41-50	140	9.3%

	51-60	120	8%
	60 & Above	120	8%
Educational Level	Below Matric	232	15.46%
	Matric	321	21.4%
	Graduate	679	45.26%
	Post Graduate	268	17.86%
Household Income	Below 10,000	232	15.46%
	10,000 to 20,000	633	42.20%
	20,000 to 40,000	452	30.13%
	Above 40,000	183	12.20%

BRAND ASSOCIATION

Here the objective of the research was to know the association of each cold drink brand with the consumers and thus Chi square test was applied to determine the relationship between them and this association was studied for each of the brands.

BRAND ASSOCIATION - MOUNTAIN DEW

		Brand Association				Total
		Disagree	Neutral	Agree	Strongly Agree	
Mountain.dew No	Count	100	200	150	0	450
	% within Mountain.dew	22.2%	44.4%	33.3%	.0%	100.0%
Yes	Count	200	249	301	300	1050
	% within Mountain.dew	19.0%	23.7%	28.7%	28.6%	100.0%
Total	Count	300	449	451	300	1500
	% within Mountain.dew	20.0%	29.9%	30.1%	20.0%	100.0%

BRAND ASSOCIATION - CHI-SQUARE TESTS OF MOUNTAIN DEW

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.777E2 ^a	3	.000
Likelihood Ratio	259.924	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 90.00.

BRAND ASSOCIATION - PEPSI

			Brand Association				Total
			Disagree	Neutral	Agree	Strongly Agree	
Pepsi	No	Count	0	0	100	50	150
		% within Pepsi	.0%	.0%	66.7%	33.3%	100.0%
	Yes	Count	300	449	351	250	1350
		% within Pepsi	22.2%	33.3%	26.0%	18.5%	100.0%
Total		Count	300	449	451	300	1500
		% within Pepsi	20.0%	29.9%	30.1%	20.0%	100.0%

BRAND ASSOCIATION - CHI-SQUARE TESTS OF PEPSI

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.723E2 ^a	3	.000
Likelihood Ratio	227.675	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.00.

BRAND ASSOCIATION - MIRINDA

			Brand Association				Total
			Disagree	Neutral	Agree	Strongly Agree	
Mirinda	No	Count	100	300	250	100	750
		% within Mirinda	13.3%	40.0%	33.3%	13.3%	100.0%

Yes	Count	200	149	201	200	750
	% within Mirinda	26.7%	19.9%	26.8%	26.7%	100.0%
Total	Count	300	449	451	300	1500
	% within Mirinda	20.0%	29.9%	30.1%	20.0%	100.0%

BRAND ASSOCIATION - CHI-SQUARE TESTS OF MIRINDA

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.228E2 ^a	3	.000
Likelihood Ratio	125.079	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 150.00.

BRAND ASSOCIATION - MANGO SLICE

			Brand Association				Total
			Disagree	Neutral	Agree	Strongly Agree	
Mango Slice	No	Count	150	150	50	100	450
		% within Mango Slice	33.3%	33.3%	11.1%	22.2%	100.0%
	Yes	Count	150	299	401	200	1050
		% within Mango Slice	14.3%	28.5%	38.2%	19.0%	100.0%
Total		Count	300	449	451	300	1500

			Brand Association				Total
			Disagree	Neutral	Agree	Strongly Agree	
Mango Slice	No	Count	150	150	50	100	450
		% within Mango Slice	33.3%	33.3%	11.1%	22.2%	100.0%
	Yes	Count	150	299	401	200	1050
		% within Mango Slice	14.3%	28.5%	38.2%	19.0%	100.0%
Total		Count	300	449	451	300	1500
		% within Mango Slice	20.0%	29.9%	30.1%	20.0%	100.0%

BRAND ASSOCIATION - CHI-SQUARE TESTS OF MANGO SLICE

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.380E2 ^a	3	.000
Likelihood Ratio	148.561	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 90.00.

Brand Evaluation By Consumers

Here, an attempt was made to determine the various parameters on which the consumer evaluates a particular brand and the dependency of these variables on the consumer decision making process and it was studied for each of the soft drink brands.

MOUNTAIN DEW

Parameters		Value	Df	Asymp. Sig. (2-sided)
Taste	Pearson Chi-Square	98.282 ^a	2	.000
Contents	Pearson Chi-Square	1.185E2 ^a	3	.000
Price	Pearson Chi-Square	73.972 ^a	2	.000
Advertisements	Pearson Chi-Square	1.071E2 ^a	2	.000
Availability	Pearson Chi-Square	2.725E2 ^a	2	.000
Quality	Pearson Chi-Square	2.050E2 ^a	2	.000
Packaging	Pearson Chi-Square	1.243E2 ^a	3	.000
Promotion	Pearson Chi-Square	11.905 ^a	2	.003
Shop Display	Pearson Chi-Square	3.889E2 ^a	2	.000
Colour	Pearson Chi-Square	2.687E2 ^a	3	.000

PEPSI

Parameters		Value	Df	Asymp. Sig. (2-sided)
Taste	Pearson Chi-Square	80.076 ^a	2	.000
Contents	Pearson Chi-Square	2.653E2 ^a	3	.000
Price	Pearson Chi-Square	73.877 ^a	2	.000
Advertisements	Pearson Chi-Square	55.556 ^a	2	.000
Availability	Pearson Chi-Square	1.728E2 ^a	2	.000
Quality	Pearson Chi-Square	1.265E2 ^a	2	.000
Packaging	Pearson Chi-Square	2.654E2 ^a	3	.000
Promotion	Pearson Chi-Square	2.500E2 ^a	2	.000
Shop Display	Pearson Chi-Square	64.815 ^a	2	.000
Colour	Pearson Chi-Square	1.111E2 ^a	3	.000

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MIRINDA

Parameters		Value	Df	Asymp. Sig. (2-sided)
Taste	Pearson Chi-Square	1.236E2 ^a	2	.000
Contents	Pearson Chi-Square	2.571E2 ^a	3	.000
Price	Pearson Chi-Square	42.144 ^a	2	.000
Advertisements	Pearson Chi-Square	1.700E2 ^a	2	.000
Availability	Pearson Chi-Square	2.756E2 ^a	2	.000
Quality	Pearson Chi-Square	2.966E2 ^a	2	.000
Packaging	Pearson Chi-Square	77.778 ^a	3	.000
Promotion	Pearson Chi-Square	50.000 ^a	2	.000
Shop Display	Pearson Chi-Square	1.333E2 ^a	2	.000
Colour	Pearson Chi-Square	1.992E2 ^a	3	.000

MANGO SLICE

Parameters		Value	Df	Asymp. Sig. (2-sided)
Taste	Pearson Chi-Square	12.138 ^a	2	.002
Contents	Pearson Chi-Square	1.504E2 ^a	3	.000
Price	Pearson Chi-Square	73.972 ^a	2	.000
Advertisements	Pearson Chi-Square	75.397 ^a	2	.000
Availability	Pearson Chi-Square	74.074 ^a	2	.000
Quality	Pearson Chi-Square	64.225 ^a	2	.000
Packaging	Pearson Chi-Square	97.884 ^a	3	.000
Promotion	Pearson Chi-Square	11.905 ^a	2	.003
Shop Display	Pearson Chi-Square	2.500E2 ^a	2	.000
Colour	Pearson Chi-Square	1.992E2 ^a	3	.000

PERCEPTION OF THE CONSUMERS ABOUT THESE CAMPAIGNS

Here, the perception of the consumers about each of these promotional campaigns was studied on five point scale and then Chi-square test was applied to know the relationship between them.

PERCEPTION REGARDING “DARR KE AAGE JEET HAI”

		Perception				Total
		Disagree	Neutral	Agree	Strongly Agree	
Darr.ke.aage.jeet.hai No	Count	50	0	300	100	450
	% within Darr.ke.aage.jeet.hai	11.1%	.0%	66.7%	22.2%	100.0%
Yes	Count	100	300	301	349	1050
	% within Darr.ke.aage.jeet.hai	9.5%	28.6%	28.7%	33.2%	100.0%
Total	Count	150	300	601	449	1500
	% within Darr.ke.aage.jeet.hai	10.0%	20.0%	40.1%	29.9%	100.0%

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.557E2 ^a	3	.000
Likelihood Ratio	332.245	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 45.00.

PERCEPTION REGARDING “YOUNGISTAAN KA WOW”

		Perception				Total
		Disagree	Neutral	Agree	Strongly Agree	
Youngistaan.ka.wow No	Count	0	100	0	50	150
	% within Youngistaan.ka.wow	.0%	66.7%	.0%	33.3%	100.0%
Yes	Count	150	200	601	399	1350
	% within Youngistaan.ka.wow	11.1%	14.8%	44.5%	29.6%	100.0%
Total	Count	150	300	601	449	1500
	% within Youngistaan.ka.wow	10.0%	20.0%	40.1%	29.9%	100.0%

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.656E2 ^a	3	.000
Likelihood Ratio	279.627	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.00.

PERCEPTION REGARDING “WEEKEND PAR PAGALPANTI ZAROORI HAI”

		Perception				Total
		Disagree	Neutral	Agree	Strongly Agree	
Weekend.pagalpanti No	Count	100	250	351	349	1050
	% within Weekend.pagalpanti	9.5%	23.8%	33.4%	33.2%	100.0%
Yes	Count	50	50	250	100	450
	% within Weekend.pagalpanti	11.1%	11.1%	55.6%	22.2%	100.0%
Total	Count	150	300	601	449	1500
	% within Weekend.pagalpanti	10.0%	20.0%	40.1%	29.9%	100.0%

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.453 ^a	3	.000
Likelihood Ratio	78.961	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 45.00.

PERCEPTION REGARDING “SABAR KA PHAL MEETHA HOTA HAI”

		Perception				Total
		Disagree	Neutral	Agree	Strongly Agree	
Sabar.ka.phal.meetha No	Count	100	50	100	200	450
	% within Sabar.ka.phal.meetha	22.2%	11.1%	22.2%	44.4%	100.0%
Yes	Count	50	250	501	249	1050
	% within Sabar.ka.phal.meetha	4.8%	23.8%	47.7%	23.7%	100.0%
Total	Count	150	300	601	449	1500
	% within Sabar.ka.phal.meetha	10.0%	20.0%	40.1%	29.9%	100.0%

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.177E2 ^a	3	.000
Likelihood Ratio	213.176	3	.000
N of Valid Cases	1500		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 45.00.

PROMOTIONAL CAMPAIGNS OF COLD DRINKS

Here all the soft drink brands were studied with reference to various promotional tools used by the soft drink companies to promote their brands and thus the association between the Mountain Dew was studied with each of the promotional tool separately so to as to conclude which one is the best promotional tool so that the most effective tool can be used in the brand building process.

MOUNTAIN DEW

Parameters		Value	Df	Asymp. Sig. (2-sided)
Publicity	Pearson Chi-Square	6.997E2 ^a	2	.000
Word of Mouth	Pearson Chi-Square	6.998E2 ^a	3	.000
Telemarketing	Pearson Chi-Square	2.500E2 ^a	3	.000
Direct Marketing	Pearson Chi-Square	1.905E2 ^a	3	.000
Sales Promotion	Pearson Chi-Square	6.969E2 ^a	2	.000
Personal Selling	Pearson Chi-Square	4.286E2 ^a	3	.000
Public Relations	Pearson Chi-Square	6.997E2 ^a	2	.000
Ad Campaign	Pearson Chi-Square	6.998E2 ^a	2	.000
Advertisement by Print and Electronic Media	Pearson Chi-Square	6.997E2 ^a	2	.000

PEPSI

Parameters		Value	Df	Asymp. Sig. (2-sided)
Publicity	Pearson Chi-Square	80.247 ^a	2	.000
Word of Mouth	Pearson Chi-Square	80.384 ^a	3	.000
Telemarketing	Pearson Chi-Square	2.500E2 ^a	3	.000
Direct Marketing	Pearson Chi-Square	3.889E2 ^a	3	.000
Sales Promotion	Pearson Chi-Square	80.384 ^a	2	.000
Personal Selling	Pearson Chi-Square	2.500E2 ^a	3	.000
Public Relations	Pearson Chi-Square	80.247 ^a	2	.000
Ad Campaign	Pearson Chi-Square	80.076 ^a	2	.000
Advertisement by Print and Electronic Media	Pearson Chi-Square	80.247 ^a	2	.000

MIRINDA

Parameters		Value	Df	Asymp. Sig. (2-sided)
Publicity	Pearson Chi-Square	2.056E2 ^a	2	.000
Word of Mouth	Pearson Chi-Square	2.073E2 ^a	3	.000

Telemarketing	Pearson Chi-Square	1.050E3 ^a	3	.000
Direct Marketing	Pearson Chi-Square	7.000E2 ^a	3	.000
Sales Promotion	Pearson Chi-Square	2.071E2 ^a	2	.000
Personal Selling	Pearson Chi-Square	4.500E2 ^a	3	.000
Public Relations	Pearson Chi-Square	2.056E2 ^a	2	.000
Ad Campaign	Pearson Chi-Square	2.060E2 ^a	2	.000
Advertisement by Print and Electronic Media	Pearson Chi-Square	2.056E2 ^a	2	.000

MANGO SLICE

Parameters		Value	Df	Asymp. Sig. (2-sided)
Publicity	Pearson Chi-Square	2.235E2 ^a	2	.000
Word of Mouth	Pearson Chi-Square	2.245E2 ^a	3	.000
Telemarketing	Pearson Chi-Square	7.857E2 ^a	3	.000
Direct Marketing	Pearson Chi-Square	3.095E2 ^a	3	.000
Sales Promotion	Pearson Chi-Square	2.235E2 ^a	2	.000
Personal Selling	Pearson Chi-Square	4.286E2 ^a	3	.000

Public Relations	Pearson Chi-Square	2.235E2 ^a	2	.000
Ad Campaign	Pearson Chi-Square	2.245E2 ^a	2	.000
Advertisement by Print and Electronic Media	Pearson Chi-Square	2.235E2 ^a	2	.000

PROMOTIONAL CAMPAIGN AND BRAND BUILDING

Here, Spearman rank correlation has been used to find out the correlation of the various Promotional campaigns with their corresponding carbonated soft drink brands and the different values of correlation coefficients shows whether and how strongly pairs of variables are related.

“DARR KE AAGE JEET HAI”- MOUNTAIN DEW

	MD	MDA	MDB	MDC	MDD	MDE	MDF
Spearman's rho	1.000	-.211**	.338**	.094**	-.184**	.225**	-.232**
Sig. (2-tailed)	.	.000	.000	.004	.000	.000	.000
Rank		5	1	3	4	2	6

**Correlation is significant at the 0.01 level (2- tailed).

MDA – Relationship of “Darr ke aage jeet hai” with the brand Mountain Dew.

MDB - Brand connectivity between “Darr kea age jeet hai” with Mountain Dew.

MDC - Communication of Mountain Dew as a brand for the people who dare.

MDD – “Darr ke aage jeet hai” relationship with “No fear personality”.

MDE - Relationship of Black Colour with No fear personality.

MDF- “Salman Khan” as the brand ambassador of Mountain Dew.

IN THE ABOVE ANALYSIS, THE RESPONDENTS HAVE RANKED MDB AS RANK 1 WHICH INDICATES THAT THE CONSUMERS PERCEIVE THAT THERE IS A STRONG CONNECTIVITY BETWEEN THE PROMOTIONAL CAMPAIGN “DARR KE AAGE JEET HAI” WITH THE SOFT DRINK MOUNTAIN DEW, ON THE OTHER SIDE THE NEGATIVE VALUE OF MDF AS RANK 6 IS INDICATIVE THAT THE RESPONDENTS DO NOT RECOGNIZE SALMAN KHAN AS THE BRAND AMBASSADOR OF MOUNTAIN DEW.

“YOUNGISTAAN KA WOW” – PEPSI

	P	PA	PB	PC	PD	PE	PF	PG
Spearman's P rho	1.000	-.008	-.090**	-.051	.256**	.432**	-.038	.233**
Sig. (2-tailed)	.	.797	.006	.117	.000	.000	.238	.000
Rank		4	7	6	2	1	5	3

**Correlation is significant at the 0.01 level (2-tailed).

PA- Relationship of “Youngistaan ka wow” with the brand Pepsi.

PB- Brand connectivity between “Youngistaan ka wow” with the brand Pepsi.

PC- “Youngistaan ka wow” conveys Pepsi as X Generation Drink.

PD- Positioning of Pepsi by the campaign Youngistaan as a Younger generation drink.

PE- “Youngistaan ka wow” success in targeting the Youth sentiments.

PF- Colour Blue of Pepsi conveys eternal youthfulness & openness.

PG- “Youngistaan ka wow” focuses on Youth’s Personality, attitude & lifestyle.

On the basis of spearman rank correlation the respondents have ranked PE as Rank 1 which indicates that the consumers perceive that the promotional campaign “Youngistaan ka wow” has succeeded in targeting the youth sentiments, on the other side the lowest rank of PB as Rank 7 is indicative that the respondents do not recognize that the campaign “Youngistaan ka wow” connects overall with the brand Pepsi.

“WEEKEND AAYE TO PAGALPANTI ZAROORI HAI” - MIRINDA

	M	MIA	MIB	MIC	MID
Spearman's rho M	1.000	.219**	.219**	.219**	.219**
Correlation Coefficient					
Sig. (2-tailed)	.	.000	.000	.000	.000
Rank	1	1	1	1	1

** . Correlation is significant at the 0.01 level (2-tailed).

MIA- Relationship of “Weekend aaye to pagalpanti zaroori hai” with the brand Mirinda.

MIB- Brand connectivity between “Weekend aaye to pagalpanti zaroori hai” with Mirinda.

MIC- “Weekend aaye to pagalpanti zaroori hai” conveys itself as a “Girl savvy drink”.

MID- “Weekend aaye to pagalpanti zaroori hai” has succeeded in targeting the girls.

On the basis of spearman rank correlation the respondents have given equal ranks to all the parameters of the promotional campaign which indicates that the consumers perceive that the promotional campaign “Weekend aaye to Pagalpanti zaroori hai” same on all the aspects of this promotional campaign.

“SABAR KA PHAL MEETHA HOTA HAI”- MANGO SLICE

	MA	MSA	MSB	MSC	MSD
MA	1	.369**	.130*	.369**	-.322**
Pearson Correlation					
Sig. (2-tailed)		.000	.036	.000	.000
Rank		1	2	1	3

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

MSA- Relationship of “Sabar ka Phal Meetha Hota hai” with Mango Slice.

MSB- Brand connectivity between “Sabar ka Phal Meetha Hota hai” and Mango Slice.

MSC- “Sabar ka Phal Meetha Hota hai” celebrates itself as the sweet fruit of patience.

MSD- Katrina Kaif as the brand ambassador of “Sabar ka Phal Meetha Hota hai”

On the basis of spearman rank correlation the respondents have ranked both MSA and MSC as Rank 1 which indicates that the consumers perceive that the promotional campaign “Sabar ka Phal Meetha Hota hai” as having a strong relationship with the brand Mango slice but the negative value of MSD as Rank 3 is indicative that the respondents do not recognize Katrina Kaif as the brand ambassador of Mango Slice.

CONCLUSIONS

- Majority of the respondents were aware about the presence of all these carbonated soft drink brands in the market but the awareness level of Pepsi was the highest.
- Majority of the respondents were able to associate themselves with these carbonated soft drink brands.
- It was also noted from the consumer decision making variables, promotion was considered most important among the other variables.
- Further it was also seen that these promotional campaigns were able to shift the consumers from one brand to another.
- Similarly other important conclusions were also drawn from this research.

SUGGESTIONS

Following are the few suggestions among the various suggestions of the present research:

- Right promotional Mix should be formulated by the companies for effective brand building and the campaigns should be able to connect it with their brands.
- Promotional media chosen for the campaign should be in accordance with the target consumers and the penetration these media in the market.
- Brands developed should be differentiated products and consumers should perceive it.
- In order to avoid failure of promotional campaign right celebrities shall be selected who are able to connect themselves with these brands.
- With increasing advent of Publicity and Public Relations, the companies should give up their more dependency on advertising and should opt for innovative tools of promotion

- Similarly other suggestions have also emerged.

Thus, it can be concluded that promotional campaigns do lead to brand building and they have a pivotal role but these promotional campaigns should be well planned and should reach the consumers through the right channel and these campaigns should be in line with these brands.

LIMITATIONS OF THE STUDY

There were no doubts many constraints in the research work like:

- Personal bias of the researcher in selecting the sample size and sampling method.
- Personal bias of the respondents in providing the information.
- Lack of funds and time constraints restricted the scope of the research.

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