



Flavored Carbonated Beverages: A Study on Bisleri Pop

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Abstract

"Flavored carbonated beverages" are popularly known as "Soft Drinks" which typically contain carbonated water, a sweetener, and a flavouring agent. It may also contain caffeine, coloring, preservatives, and other ingredients. Soft drinks are the beverage of choice for millions of people, second only to water. The first marketed soft drinks in the Western world appeared in the 17th century, which were made of water and lemon juice sweetened with honey. There are no nutritionally beneficial components in soft drinks. Soft drinks mostly consist of filtered water and refined sugar. Bisleri International (Bisleri) re-entered the Indian soft drink market in February 2016 with the introduction of "Bisleri Pop." Bisleri, on the other hand, will face a number of hurdles in the coming days. To begin with, two multinational corporations (MNCs), Coca-Cola and PepsiCo, dominated the price and flavour pyramid in India's soft-drinks market. The case study of BISLERI POP, an Indian carbonated soft drink firm, focuses on some of the main problems, such as the company's competitive position, the strengths and weaknesses of its marketing strategies, consumer awareness, customer perception, cultural differences, and so on. This study was conducted using a descriptive research design. Google and other web sources were used to get primary data. In order to do a comparison analysis, information from Bisleri Pvt. Ltd. and other websites is used. Even though Bisleri Pop is one of the most well-known and respected bottled water brands in India, most people were not impressed by it.

Keywords: Soft Drink; Bisleri Pop; Company's Position; Descriptive Study

Introduction

According to the International Monetary Fund (IMF), India is the world's seventh largest economy, with a nominal GDP of roughly US\$ 2.72 trillion. India is the sixth largest economy in terms of purchasing power parity (PPP) with US\$ 8.97 trillion, making it one of the world's largest markets. India is a significant producer and importer of soft drinks. The Indian soft drink industry is huge, and it's just getting bigger by the day. Soft drink liquids are consumed in large quantities at all times of the year.

The soft drink sector has achieved an 11 percent compound annual growth rate (CAGR) in value and a 5 percent CAGR in volume over the last two years. In a year, the country's 1.25 billion people consume 5.9 billion litres of soft drinks. India's per capita soft drink consumption is considerable, but it is only 1/20th that of the United States, 1/10th that of Kuwait, 1/8th that of Thailand and the Philippines, and one-third that of Malaysia (Nielsen IQ, 2016).

The soft drinks business in India is predicted to grow steadily. Natural ingredients are being used more frequently in the soft drink business, with increased juice content and reduced sugar content in most beverages.

- Soft drink sales gone to approx. \$4,932 million in 2021.
- India's soft drink market is predicted to develop at a rate of 9.0 percent per year (CAGR 2021-2025).
- In 2021, per person revenues of US\$3.54 was earned, based on total population figures.
- In 2021, the average per capita consumption was around 4.1 L (Statista, 2022).

History of Brand

In 2016, Bisleri International Pvt. Ltd. launched Bisleri Pop, a new sub-brand with the goal of regaining the soda drink market after a 23-year absence. In the 1990s, Parle, Bisleri's parent company, controlled 70% of the soft drink industry with brands such as Thums-Up, Limca, Gold-spot, Maza, and Citra. Because majority of India's bottling factories did not agree with Ramesh Chauhan's monarchical attitude, all of these brands were sold to Coca-Cola in 1993 for a 400-crore transaction (MD-Parle) (PTI, 2018).

In 2016, the brand introduced four new fizzy soft drink offers, despite the fact that Coke and Pepsi products accounted for around 40% of the market and local competition was fierce. As a result, save for one (Fonzo), all other versions failed, and Bisleri was forced to halt manufacture.

In 2018, production resumed with the debut of Fonzo at as the first brand, with the rest of the brands following suit. This time, the company intended to enhance upon reach by engaging in stronger marketing communication. During IPL 2018, the "*Mmm bhi Ahhh bhi*" commercial featuring Mika Singh for Fonzo was a successful effort to increase sales of the product.

There were four main product varieties under the Bisleri Pop brand;

- **Fonzo:** Mango fizzy drink in 200, 300, and 600 ml (bottled and canned) (2018).
- **Limonata:** Lemon fizzy drink in 100-, 200-, and 300-ml sizes (bottled and canned).
- **Spyci:** Masala Cola in 100, 200, 300, and 600 ml (bottled and canned) (2018).
- **PinaColada:** Pineapple coco drink in 100, 200, 300, and 600 ml (bottled and canned) (2018).

Aim of The Study

The main aim of this study is to know why in a country like India, a brand like Bisleri failed with their variant in soft drinks named Bisleri Pop. Also, what are the reasons that people are not familiar with the different variants of Bisleri Pop? So, the objective of the study is

- To identify the reasons for why Bisleri Pop failed,
- To identify the factors for which Bisleri Pop is not so popular like other drinks from the view point of consumers.

Review of Literature:

i. About Soft Drinks

A soft drink is a drink that usually contains water, a sweetener, and a natural and/or artificial flavour (Rahman, 2016). The sweetener may be sugar, high-fructose corn syrup, fruit juice, a sugar substitute, or some combination of these. Soft drinks may also contain caffeine, colorings, preservatives, and/or other ingredients. Soft drinks are produced by mixing three basic ingredients, namely syrup, water, and

carbon dioxide (Arora, 2017). The first soft drinks appeared in the 19th century, shortly after the process for manufacturing artificial sparkling mineral water was developed. In the 20th century, these sweet, bubbly, and refreshing drinks were a good alternative to the growing number of people who drank alcohol (Jain, Singh, and Susan, 2019).

ii. Popularity in the context of Indian market

Coca Cola introduced Indians to the taste of cola in 1970 before exiting the country in 1977 due to changes in government policies. Parle, which was facing stiff competition from Coca Cola, then took over the reins by launching new carbonated drinks such as Thumps Up, Gold Spot and Limca (Rahman, 2016). However, Parle's supremacy lasted only until 1990, when Coca Cola and Pepsi forayed into the Indian market. Today, Coca Cola and Pepsi together contribute to more than 60% of the carbonated drinks market. The rest is controlled by Parle, Dabur, Bisleri, and other local brands.

iii. Bisleri Pop

In the year 2016, Bisleri came up with yet another promising endorsed brand, "POP". Taking cues from consumers moving away from traditional carbonated drinks, Bisleri launched a range of four new fizzy drinks called Bisleri Limonata, Bisleri Fonzo, Bisleri Pina Colada, and Bisleri Spyci (Chatterjee, 2018). The brand was launched with a mix of BTL and digital campaigns. The bottles were priced attractively at Rs. 10 for a 200 ml bottle, Rs. 15 for a 300 ml bottle, and Rs. 20 for a 250 ml can. In the year 2018, Bisleri Pop was withdrawn by the company.

Methodology

Study type: This data is quantitative in character and is acquired directly from the target set of clients.

Data Sources: In this study, both primary and secondary sources of data were used. Primary data is gathered directly from the target group.

Data Collection: For the purpose of this study, a well-structured questionnaire was created and distributed to the target groups in order to collect responses. Nominal scale, Interval scale (Likert scale) and Rank order scale are used to create the questionnaire. The questionnaire is broken into two parts: Part – A contains general and demographic details about the respondents and Part – B contains preference related questions about bottled beverages/carbonated drinks.

Sampling Technique: The convenience sampling method under the non-probability sampling method was employed for this investigation.

Statistical Tools: Spreadsheet is used for descriptive data analysis, as well as tables and charts for data analysis.

Results:

This study is based on original data, which we acquired directly from the target groups. This information was gathered offline from a sample of 30 respondents using questionnaires.

General Information and Demographic Details

Table 1: Gender

Gender	Frequency	Percentage
Male	16	53.33%

Female	14	46.66%
Prefer not to say	0	0
TOTAL	30	100%

Source: Survey Data

Interpretation: The information was gathered from 30 participants, out of that 16 were men and 14 of whom were women.

Table 2: Age Group

Age	Male	Female	Percentage
Less than 20 years	0	6	20%
20 – 30	7	4	36.66%
30 – 40	2	4	20%
40 – 50	4	0	13.33%
Above 50 years	3	0	10%
TOTAL	16	14	99.99

Source: Survey Data

Interpretation: From the above figure it can see that there are 7 male and 4 female in the age group of 20-30 years and the % of the persons belongs to this category is 36.66%.

Table 3: Monthly Income

Monthly income	Frequency	Percentage
Less than 20000 INR	6	20%
21000 – 30000	11	36.66%
31000 – 40000	6	20%
41000 – 50000	4	13.33%
More than 50000 INR	3	10%
TOTAL	30	99.99

Source: Survey Data

Interpretation: From the above table and graph, it can find that most people fall under 21000 – 30000 INR slot of monthly income.

Preference for Bottled Beverages

Table 4: Do you consume any type of beverages?

	Frequency	Percentage
Yes	24	80%
No	6	20%
TOTAL	30	100%

Source: Survey Data

Interpretation: 24 out of 30 respondents or 80% out of 100% respondents consume bottled beverages or carbonated drinks. As the rest 20% respondents who don't consume can stop responding further.

NOTE: - Only 24 respondents will move further in the questionnaire, as they don't consume bottled beverages or carbonated drinks.

Table 5: How often do you Consume?

Particular	Frequency	Percentage
Daily	3	12.5%
Numerous times per day	2	8.33%
Weekly	11	45.83%
Monthly	3	12.5%
Only on special occasions	5	20.83%
TOTAL	24	99.99%

Source: Survey Data

Interpretation: 11 or 45.83% respondents out of 24 respondents consume beverages & carbonated drinks on weekly basis. Also 5 respondents consume these on special occasions which show they are more health conscious than the others.

Table 6: Likert – Scale Analysis

FACTORS	Out of 5	Percentage
Brand is an important factor in my purchase decision making	2.5	14%
Varieties in flavor is important for me	2.76	15.79%
Taste is the most important factor	2.86	16.36%
Actors endorsement/advertising is important to me	1.9	11%
Attractive packaging is important for me	2.3	13%
Excessive consumption of carbonated drinks can be harmful	3	17%
Ingredients of the drink influence my purchase decision	2.16	12.36%
	17.48	100%

Source: Survey Data

Interpretation: According to the table and graph represented above it can conclude that almost 17% respondents believe the factor that excessive consumption of carbonated drinks can be harmful. Also, some good number of respondents said that taste is the most important aspect for them.

Table 7: Which Brand do you Prefer to Buy?

Brands	No. of responses	Percentage
Coca – Cola	15	28.30%

Pepsi	9	17.00%
Sprite	12	22.64%
Thums Up	7	13.20%
Maaza	6	11.32%
7UP	2	3.77%
Bisleri Pop	2	3.77%
TOTAL	53	100%

Source: Survey Data

Interpretation: The big giant of beverages industry Coca – Cola remains the most preferable drink among the 24 respondents with the vote of 15. Also, Sprite is leading on second with Pepsi on the third. 7UP & Bisleri Pop remains the least favorite.

NOTE: - Only 9 respondents will move further in the questionnaire, as rest 15 never heard of the brand Bisleri Pop.

Table 8: Is Bisleri Pop Readily Available Around you?

	Frequency	Percentage
Yes	2	22.22%
No	7	77.77%
Total	9	99.99%

Source: Survey Data

Interpretation: According to the analysis, Bisleri Pop is not available in the nearby stores around 7 respondents out of 9.

Table 9: Do you Think Advertising Influence you to Drink Bisleri Pop?

	Frequency	Percentage
Yes	6	66.66%
No	3	33.33%
TOTAL	9	99.99%

Source: Survey Data

Interpretation: According to the above table and graphical representation, it can be seen that if Bisleri comes up with a great advertisement campaign, then more and more people will look forward to drinking their beverages or using their products.

Table 10: Do you know Bisleri Pop available in many quantities?

	Frequency	Percentage
Yes	5	55.55%
No	4	44.44%
TOTAL	9	99.99%

Source: Survey Data

Interpretation: From the analysis above it is clear that out of 9 respondents, 5 of them know the quantities in which Bisleri Pop is available in the market.

Table 11: What is your Opinion of the Brand Bisleri Pop?

	Frequency	Percentage (%)
Excellent	1	11.11
Good	3	33.33
Fair	4	44.44
Poor	1	11.11
TOTAL	9	99.99

Source: Survey Data

Interpretation: Out of the 9 respondents, 4 of them ranked Bisleri Pop as fair, 3 of them ranked good & 1 respondent ranks excellent and one poor ranking is also there.

Table 12: Would you Visit Another Store, if you don't Find Bisleri Pop at your Nearest Store?

	Frequency	Percentage
Yes	5	55.55%
No	4	44.44%
TOTAL	9	99.99%

Source: Survey Data

Interpretation: Out of 9 respondents, 5 will be putting extra efforts for purchasing Bisleri Pop if they didn't get one around them.

Findings:

Based on the analysis the findings of this project are summarized below:

- i. It is observed that only 3.77% of the total respondents prefer to buy Bisleri Pop.
- ii. Only 9 out of the 30 respondents were heard the brand Bisleri Pop.
- iii. It is observed that most of the respondents prefer to buy Coca – Cola & Sprite then Bisleri Pop because many of them didn't have any idea about the product.
- iv. It is observed from the liker scale analysis that many respondents are health conscious but many respondents prefer taste in the beverages and carbonated drinks sector as their most important factor for preference.
- v. 77.77% respondents admitted that Bisleri Pop is not available to a great extent around their location or in the market.
- vi. 66.66% respondents also admitted that they can't connect with brand as they are don't familiar or no advertisements were made to a great extent to influence the audience.

- vii. Also, one of the main reasons that respondents are not at all interested towards Bisleri Pop because the retailers around them are not having a good number of stocks for the product. "It's easy to find a cola-bottle than Bisleri Pop" says a respondent.

Discussion:

The Bisleri Pop debuted in early 2016, some 22 years after Chauhan sold Thumps Up and a few other brands to Coca-Cola. Going back to the same category that they had offered decades before made no sense for the company (BusinessLine, 2013). Despite the fact that the carbonated soft drink market shrank by 6 to 9% between 2014 and 2016, the chairman believed that people were bored of the same old cola, orange, and lemon flavors. Though consumers desired variety, the brand needed to recognize that it needed to invest heavily in television advertisements and endorsements, as top-of-mind awareness and recall value are lower for such brands due to the abundance of competitors, even though the brand engaged in a lot of BTL activities in major metro cities. After doing final testing and development, Bisleri, which had been producing the beverages for more than a year, announced the introduction of its own selection of soft drinks (PTI, 2018). With its guarantee of goodness and rigorous 10 STEP QUALITY PROCESS and 114 TESTS, Bisleri Mineral Water stands out (Bisleri, n.d).

Ramesh Chauhan, the chairman of Bisleri and the former owner of Thums Up, Gold Spot, and Limca, is taking it easy and enjoying his success. Chauhan has come a long way since virtually fighting alone to prevent Pepsi Cola from entering India, unfazed by what he calls the palpable "tension around cola majors" (BusinessLine, 2013).

Bisleri International Pvt. Ltd. discontinued Bisleri Pop in the year 2018. In the same year, a news article covered by The Hindu read, "Ramesh Chauhan is yet to 'taste the thunder' of his latest carbonated offering, Bisleri Pop." Therefore, after the analysis and research work, it is known how, when, why, and what went wrong with Bisleri Pop, as the title of the project asks.

The majority of respondents would rather purchase Coca-Cola and Sprite than Bisleri Pop because many of them had little knowledge of the product. The main reason why respondents aren't interested in Bisleri Pop is that local stores don't have enough of it in stock.

Conclusion:

After evaluating the data and facts presented above, it is concluded that Bisleri, one of the most well-known and well-reputed brands of bottled water in India, attempted to produce soft drinks in a range of flavours such as Pina Colada, Spyci, and so on, but the public were not impressed. This mineral water powerhouse failed with its new introduction not only because of a lack of public interest but also due to stiffer competition from Pepsi and Coca-Cola.

Recommendations:

Based on the research and analysis the recommendations of this project are summarized below:

- i. Despite having a vast distribution network, Bisleri International Pvt. Ltd. should enhance their production of Bisleri Pop since the three carbonated beverages are presently only sold in the top cities of Mumbai, Delhi, Bengaluru, Chennai, Kolkata, Pune, and Hyderabad.
- ii. The company will have to focus more on the advertising point of view as still a huge number of the population has no idea about Bisleri Pop due to lack of advertisements.

- iii. Perhaps winning customers without using mass media promotion and a small pricing difference is Bisleri's biggest problem. The brand must have faith in the ability of the product to communicate its message through broad sampling in the absence of significant advertising resources and price differentiation.
- iv. According to the research, Bisleri should emphasize the "healthier" product formulation in its advertising. The brand made this decision consciously because healthy drinks are a substantial category in and of themselves. Instead, the business is focusing on flavour and taste as selling points.
- v. Since Bisleri's Fonzo benefited from the promotional blitzkrieg during the 2018 IPL, Bisleri need to have to up their competition with current or past rivals as well. Unfortunately, both Spyci and Limonata face established, well-liked drinks in the same category and taste.

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Conflicts of Interest:

The authors declare that the research review was conducted in the absence of any commercial or economic associations that could be construed as a potential conflict of interest.

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