

A STUDY ON CONTENT MARKETING STRATEGIES IN AQUACLARA WATER COMPANY AT SALEM

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Abstract — This research investigated the way in which consumers perceive content marketing strategies employed by Aquaclara Water Company, Dasanaickenpatti, Salem, evaluating a range of components including content format, value proposition, interactivity, and social media visibility. After a thorough examination, it has been determined that organizations should give precedence to content formats that are visually appealing, readily digestible, and in line with the preferences and interests of consumers. In addition, the consistent delivery of informative and beneficial content regarding water quality and health parameters cultivates a more robust rapport between the brand and its clientele. The integration of interactive components not only amplifies user involvement but also augments the content's memorability and perceived usefulness. Furthermore, the effective implementation of trending topics and hashtags on social media platforms is crucial for enhancing the visibility of content and preserving a favorable brand image for Aquaclara Water Company in Salem.

Index Terms — *Marketing.*

I. INTRODUCTION

MARKETING Dictionary.com defines marketing as, "the action or business of promoting and selling products or services, including market research and advertising." Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales. Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal consumer's interests. Marketing pertains to all aspects of a business, including product development, distribution

methods, sales, and advertising.

Types of Marketing

Where your marketing campaigns live depends entirely on where your consumers spend their time. It's up to you to conduct market research that determines which types of marketing and which mix of tools within each type is best for building your brand. Here are several types of marketing that are relevant today:

- Internet marketing: Inspired by an Excedrin product campaign that took place online, the very idea of having a presence on the internet for business reasons is a type of marketing in and of itself.
- Search engine optimization: Abbreviated "SEO," this is the process of optimizing content on a website so that it appears in search engine results.
- Blog marketing: Brands now publish blogs to write about their industry and nurture the interest of potential consumers who browse the internet for information.
- Social media marketing: Businesses can use Facebook, Instagram, Twitter, LinkedIn, and similar social networks to create impressions on their audience over time.
- Print marketing: As newspapers and magazines get better at understanding who subscribes to their print material, businesses continue to sponsor articles, photography, and similar content in the publications their consumers are reading.
- Search engine marketing: Businesses can now pay a search engine to place links on pages of its index that get high exposure to their audience.
- Video marketing: Marketers now put money into creating and publishing all kinds of videos that entertain and educate their core consumers.

II. INDUSTRY AND COMPANY PROFILE

Packaged Drinking Water Industry in India The Indian packaged drinking water market is one of the fastest-growing segments within the Fast-Moving Consumer Goods (FMCG) sector. India accounts for a significant share of the global bottled and packaged water consumption, driven by rising awareness of waterborne diseases, rapid urbanization, and improving disposable incomes across Tier-2 and Tier-3 cities such as Salem, Tamil Nadu. The Indian packaged water market was valued at approximately USD 2.5 billion in 2020-21 and is projected to grow at a CAGR of 17-20% to reach USD 10 billion by 2025-26 (IMARC Group). The growth is propelled by increasing consumer awareness about hygiene, the prevalence of groundwater contamination, and strategic marketing by regional players. Market Size As of FY 2021, India produces over 12 billion litres of packaged drinking water annually, with Tamil Nadu being among the top five consuming states. Salem district in particular has seen a rise in regional water brands serving not only household needs but also industrial and corporate segments. The domestic market for purified water is driven by mid-income consumers, especially in smaller cities, where tap water quality is inconsistent. Regional brands like Aquaclara Water Company fill the critical gap between national giants like Bisleri and Kinley and unorganized local vendors. Key Developments in the Industry

- Increased investment in RO (Reverse Osmosis) purification technology by regional manufacturers in Tamil Nadu.
- Growth of home delivery subscription models in Salem and surrounding districts.
- Tamil Nadu government initiatives promoting safe drinking water in rural areas, increasing awareness and demand.
- Rise of eco-friendly packaging as consumer preference for sustainable water delivery containers grows.
- Integration of digital marketing tools by regional brands to compete with national players on social media platforms.

Projected Growth The packaged water industry in Tamil Nadu is expected to grow at 15-18% annually over the next five years. Salem, as an emerging industrial and educational hub, presents significant market expansion opportunities for regional water manufacturers. The increasing student population, factory workers, and health-conscious middle-income families form the core consumer base for companies like Aquaclara Water Company.

1.3 STATEMENT OF THE PROBLEM

Businesses in the packaged drinking water sector face many challenges when they try to develop content marketing strategies that effectively resonate with their target audience in today's rapidly evolving digital environment. When content marketing tactics do not work effectively, it can have a significant impact on how people perceive a water brand. Consumers may develop negative perceptions about a company if it disseminates irrelevant content, fails to communicate water quality parameters clearly, or does not engage effectively through digital platforms. Negative consumer perceptions can lead to decreased brand loyalty, reduced engagement, and ultimately lower sales volumes. This is particularly critical in the drinking water sector, where consumer trust and health consciousness are primary drivers of purchase decisions. To address these challenges, this study's primary objective is to investigate consumer perceptions of content marketing strategies employed by Aquaclara Water Company, Salem, by examining the interplay between content format, interactive features, social media platforms, and purchase intent. By understanding consumer behavior and preferences, this study aims to provide actionable insights to help Aquaclara Water Company refine its content marketing strategies, build stronger consumer relationships, and achieve long-term growth.

REVIEW OF LITERATURE

Lou, C., Xie, Q., Feng, Y. and Kim, W. (2019): This study aims to test the role of branded content marketing on YouTube in brand building and explicates the mechanism through which brand content influences brand loyalty and purchase intentions. This study uses a quantitative, Web-based, three-step randomized intervention design and recruits YouTube users through the Amazon Mechanical Turk (n = 925). Post-intervention results (n = 596) show that consumers' repeated exposure to branded content facilitates their social learning processes. The study's findings support the advantages of investing in the creation and dissemination of valuable brand content through a brand's own social media channel(s). Mansour, D. and Barandas, H. (2019): The purpose of this paper is to advance the theoretical development of the content marketing concept and its integration into high-tech marketing theory, in entrepreneurial contexts and from a business model innovation perspective. The paper provides a conceptual overview of content marketing and business model innovation concerning high-tech entrepreneurs.

Miliopoulou, G.-Z. (2019): The purpose of this paper is to investigate how the degree of investment and involvement attributed to specific product categories affect content marketing plans and practices on the Web and social media. The findings indicate that products in each quadrant follow similar practices regarding content publishing, campaign planning, and community management. Taiminen, K. and Ranaweera, C. (2019): This paper explores how digital content marketing (DCM) users can be engaged with B2B brands and how such engagement leads to value-laden trusted brand relationships. The paper identifies a bundle of helpful brand actions including providing relevant topics and ideas, approaching content with a problem-solving orientation, and investing in efforts to interpret and explain topics through DCM. Yaghtin, S., Safarzadeh, H. and Karimi Zand, M. (2020): The main objective of this study is the identification of key factors in planning digital content marketing strategy in line with the corporate's main marketing objectives in the B2B sector. The findings uncovered twelve content types which are commonly published by corporates in line with their main marketing goals in the B2B sector.

Lester, J. N., Cho, Y., & Lochmiller, C. R. (2020): This work serves as a valuable resource for novice researchers embarking on qualitative data analysis within the field of human resource development. The authors provide a comprehensive overview of foundational concepts, methodologies, and practical steps essential for conducting effective qualitative research. Putri, N.K. and Ernawaty, E. (2020): This study aims to determine the exact viral marketing content for the Universal Health Coverage campaign in Indonesia. Qualitative content analysis was conducted to identify the media framing and the audience's response. The study shows that negative media framing makes people question the benefit of participating in social health insurance. Ho, J., Pang, C. and Choy, C. (2020): The purpose of this study is to develop a conceptual framework that identifies engaging content marketing practices, specifically how compelling content is created. The findings point to the need for content creation to align with brand values and value creation to create and socialise compelling content for positive impact.

Seyyedamiri, N. and Tajrobehkar, L. (2021): The purpose of this paper is to investigate the impact of social content marketing in social media on the effectiveness of the new product development process of high-tech companies with regard to e-trust as a mediator. Findings show that social content marketing and e-trust significantly influence the effectiveness of the product development process. Singh, S. P., & Singh, S. (2022): This study examines how consumers perceive various content marketing strategies, analyzing factors that influence their engagement and trust in branded content. The findings provide valuable insights into the dynamics of consumer trust and engagement in the context of content marketing. Chang, J. (2022): This paper aims to conceptualise the value of analyzing web content for marketing research. The article postulates that the current value of web content analysis in marketing research requires re-evaluation, enabling a more informed decision in choosing between offline and web data. Blanco-Moreno, S., Costa-Feito, A., Santos, C.R. and Gonzalez-Fernandez, A.M. (2023): This study analyzes the effect of content marketing on women's happiness through eudaimonia and hedonism factors and the final result on desires and actions taken. Content marketing turns out to be a crucial factor affecting both eudaimonia and hedonism. Wei, L., Hong, Y. and Zeng, X. (2023): The purpose of this research is to conduct a theoretical prediction study exploring the effectiveness of different content marketing strategies in expanding the second-hand market for fashion brands. Exploring the "social impact strategy" will become an important direction for the development of fashion brands in the future.

Schweidel, D.A., Reisenbichler, M., Reutterer, T. and Zhang, K. (2023): This paper discusses approaches that have emerged to generate text and image content using artificial intelligence for marketers. It draws on the customer equity framework and the potential applications of automated content generation for customer acquisition, relationship development, and customer retention. Jami Pour, M. and Karimi, Z. (2023): The primary goal of this study is to design a new comprehensive framework of digital content marketing implementation that integrates its antecedents, process, and consequences in the tourism industry. The results indicate that the proposed integrated framework contains three categories of antecedents, processes, and consequences and 12 main concepts. Gryllakis, N. and Matsiola, M. (2023): This study reflects upon the use of digital audiovisual content for the marketing of cultural events during the COVID-19 pandemic. The digitization brought by the pandemic can be considered a positive dimension as foundations can combine digital and physical spectacles in the future. Riani, G. N., & Gayatri, G. (2023): This study analyzes how brand post characteristics can impact consumer engagement on social media. The results show that content type is the strongest factor in influencing consumers to engage with a brand post on Instagram. Zhang, R., Chen, X., Wang, W. and Shafi, M. (2023): This study aims to explore the impact of firm-generated content on viral marketing on multiple social media platforms. The findings reveal that warmth-oriented content is consistent with the communion mode and elicits greater social dissemination.

Salam, K. N., Singkeruang, A.W.T.F., Husni, M.F., Baharuddin, & A.R., D.P. (2024): This study analyzes Generation Z's consumer preferences and effective marketing strategies for building sustainable relationships. It highlights Gen-Z's inclination towards brands prioritizing social values and their reliance on social media influencers. Chauhan, T., Sindhu, S. and Mor, R.S.

(2024): This paper empirically analyses customer engagement for branded content in the healthcare sector. The findings indicate that co-creation is the most significant factor, having a substantial relationship with all other factors. Mishra, R., & Varshney, D. (2024): This study investigates how digital content marketing strategies influence purchasing decisions in the tech gadget industry. The findings reveal that consumers prefer engaging and accurate content, which builds trust in products. Bubphapant, J., & Brandao, A. (2024): This study provides insights into ageing consumers' content usage, content typology choices, and online brand advocacy. The research highlights the importance of understanding the content consumption habits of ageing consumers to develop effective marketing strategies.

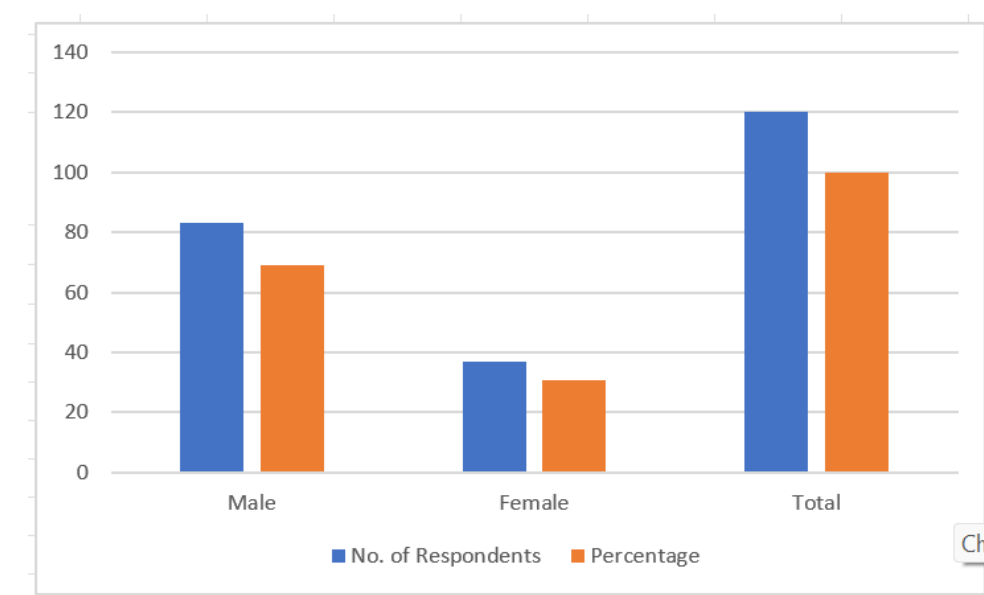
1.4 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE NO: 4.1
GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	83	69.2
Female	37	30.8
Total	120	100.0

CHART NO: 4.1 GENDER OF THE RESPONDENTS



The above table shows that 18.3% of the respondents are in the age group of 18-25 years, 41.7% of the respondents are in the age group of 26-35 years, 19.2% of the respondents are in the age group of 36-45 years, and 20.8% of the respondents are in the age group of above 45 years. Thus the majority of the respondents are in the age group of 26-35 years.

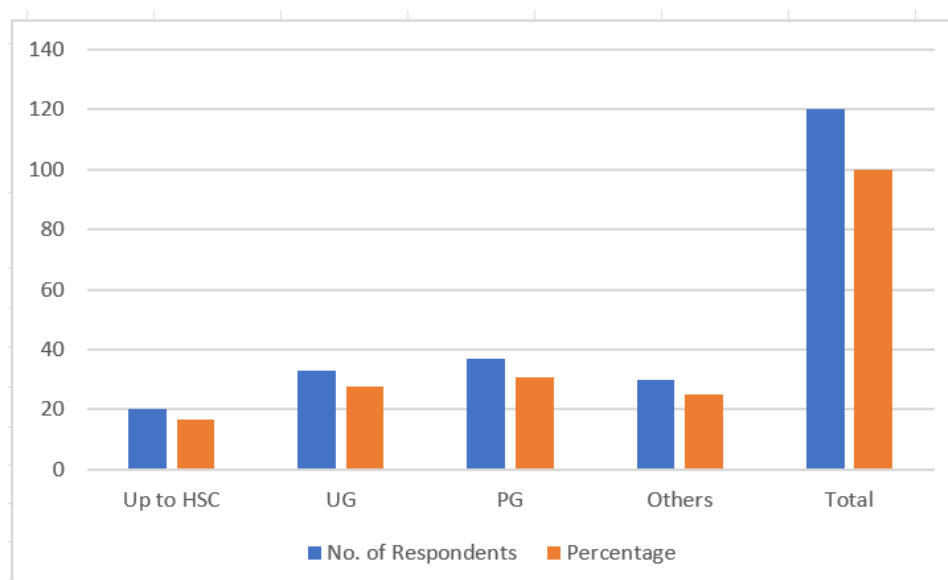
TABLE NO: 4.3

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Educational Qualification	No. of Respondents	Percentage
Up to HSC	20	16.7
UG	33	27.5
PG	37	30.8
Others	30	25.0
Total	120	100.0

CHART NO: 4.3

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



The above table shows that 16.7% of the respondents have completed up to HSC, 27.5% of the respondents have completed UG degree, 30.8% of the respondents have completed PG degree, and

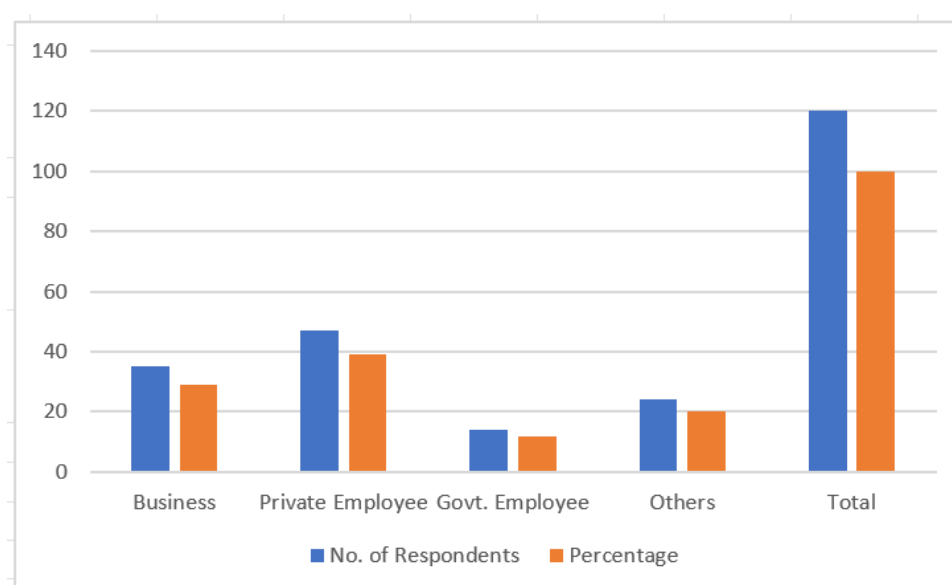
25.0% of the respondents have completed other educational qualifications. Thus the majority of the respondents have completed PG degree.

TABLE NO: 4.4

OCCUPATION OF THE RESPONDENTS

Occupation	No. of Respondents	Percentage
Business	35	29.2
Private Employee	47	39.2
Govt. Employee	14	11.7
Others	24	20.0
Total	120	100.0

CHART NO: 4.4 OCCUPATION OF THE RESPONDENTS



INTERPRETATION

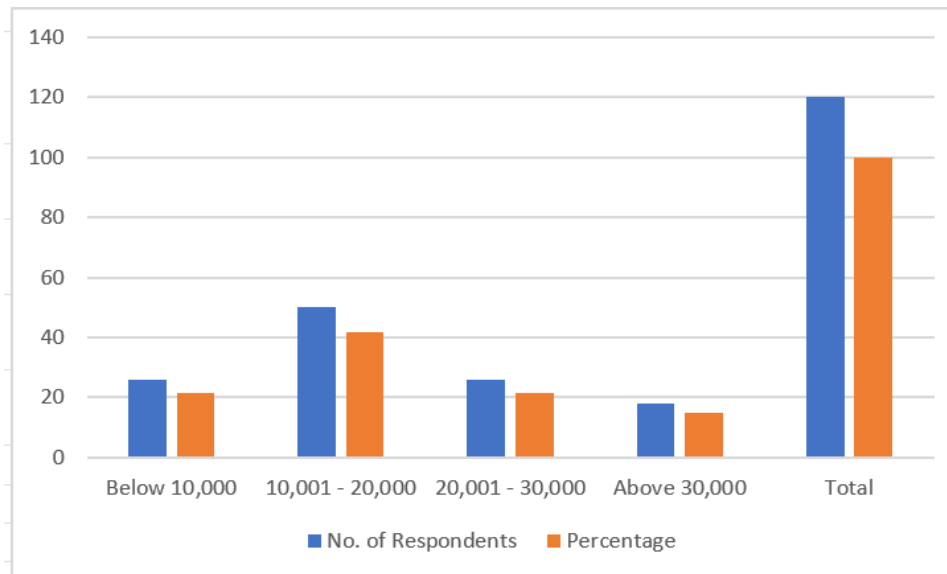
The above table shows that 29.2% of the respondents are doing business, 39.2% of the respondents are private employees, 11.7% of the respondents are Government employees, and 20.0% of the respondents are others. Thus the majority of the respondents are private employees.

TABLE NO: 4.5

MONTHLY INCOME (IN RS.) OF THE RESPONDENTS

Monthly Income	No. of Respondents	Percentage
Below 10,000	26	21.7
10,001 - 20,000	50	41.7
20,001 - 30,000	26	21.7
Above 30,000	18	15.0
Total	120	100.0

CHART NO: 4.5 MONTHLY INCOME (IN RS.) OF THE RESPONDENTS



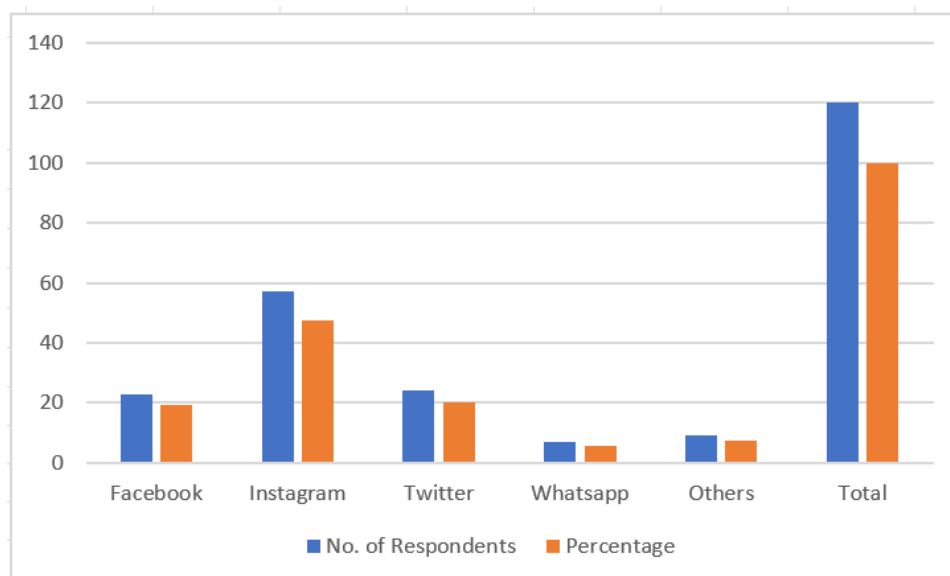
The above table shows that 21.7% of the respondents have income below Rs. 10,000, 41.7% of the respondents have Rs. 10,001-20,000, 21.7% of the respondents have Rs. 20,001-30,000, and 15.0% of the respondents have above Rs. 30,000 as their income level. Thus the majority of the respondents have Rs. 10,001-20,000 as their income level.

TABLE NO: 4.6

SOCIAL MEDIA PLATFORMS USED BY THE RESPONDENTS

Particulars	No. of Respondents	Percentage
Facebook	23	19.2
Instagram	57	47.5
Twitter	24	20.0
Whatsapp	7	5.8
Others	9	7.5
Total	120	100.0

CHART NO: 4.6 SOCIAL MEDIA PLATFORMS USED BY THE RESPONDENTS



5. CONCLUSION AND SUGGESTIONS

In summary, this research investigated the way in which consumers perceive content marketing strategies employed by Aqua Clara Water Company, Dasanaickenpatti, Salem, evaluating a range of components including content format, value proposition, interactivity, and social media visibility. After a thorough examination, it has been determined that organizations should give precedence to content formats that are visually appealing, readily digestible, and in line with the preferences and interests of consumers. In addition, the consistent delivery of informative and beneficial content regarding water quality and health parameters cultivates a more robust rapport between the brand and its clientele. The integration of interactive components not only amplifies user involvement but also augments the content's memorability and perceived usefulness. Furthermore, the effective implementation of trending topics and hashtags on social media

platforms is crucial for enhancing the visibility of content and preserving a favorable brand image for Aquaclara Water Company in Salem. The inclusion of exclusive promotions and discounts within content has the potential to motivate consumers to contemplate the offerings of the company's products or services. Furthermore, the research emphasizes the significance of unambiguous and enlightening material that proficiently conveys the advantages of the products or services, thus impacting consumer choices to buy and enhancing their trust in the organization. In order to achieve business success, Aquaclara Water Company must ultimately employ stringent strategies to guarantee that their content effectively connects with the intended audience in the Salem region, promotes active involvement, and nurtures a positive brand image. By focusing on transparent communication about water quality parameters, regional health messaging, and interactive digital engagement, Aquaclara can achieve sustained consumer loyalty and brand equity in the competitive packaged drinking water market.

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