

Marketing Strategies and Export Performance among Bottled Water Manufacturing in China

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Abstract

Purpose: This paper reflects on marketing strategy's role on fostering prominent superior performance of its domestic drinking water industry, in this case, the bottled drinking water industry in China and how the drinking water companies in this sector could strengthen their marketing strategy to obtain superior performance in the international competition. The study aims to answer three questions: (1) To analyze how product strategy improves the degree of profit of drinking water companies in China; (2) To examine the degree to which promotional strategy impacts the sales volume of drinking water companies in China; (3) To assess the effect of marketing strategy on organizational performance of drinking water companies in China.

Methodology: This research used descriptive data, tested based on the available data using software packaging for social scientists (SPSS).

Findings: The process was found to have a crucial relationship with product strategy, promotional strategy and marketing strategy which shows that there is a crucial relationship among the variables. Also, marketing strategy has the highest mean, which indicates its output factors significantly impact productivity, profitability, and the entire performance.

Research limitations: The analysis was based on an individual country. It will be important to validate the findings of the study by comparing the effects of confounding factors in different countries with those in the wider country. In order to determine the influence of sales strategy and export performance in country of origin, the research scope needs to be expanded to include manufacturers from different countries.

Practical Implications: The results confirm the concept that product strategy and its relationship to the marketing environment (both internal and external) are critical to improving the bottled water industry. In addition, specific patterns determined based on the analysis of large data sets can stimulate the development of mainstream new concepts in domestic bottled water international research, which has important practical significance.

Value: Our research builds on current marketing strategy research by supporting a link between marketing strategy components and overall business performance. The concession of the existing deed allowed the development of an applied model illustrating the overall performance of the company. Marketing, evaluation, dissemination, standardization and transformation of products affect sales, customers and companies' financial results.

Keywords: Marketing strategy, bottled water, export performance, bottled water companies

Introduction

Strategic marketing as the main line and core of the marketing activities is relevant to segmentation, market position, and marketing mix (Wheelen et al., 2015). Marketing strategy performs as a type of strategy which consists of market strategy (positioning, targeting and segmentation) as well as marketing mix strategy (product, place, price and promotion). (Kotler and Armstrong 2014). An effective marketing strategy must tell an organization what it needs in the long run. Marketing strategy is an ongoing process. The marketing strategy is considered the foundation of the marketing that the company plans to use to meet the achievement of its marketing goals. There is undoubtedly no movement in the business organization where the advertiser should not commit in this direction to create the best strategy about these aspects of the marketing mix: product, price, placement and promotion with the work in the marketing. (Ambler, 2004).

The strategic elements have to be facilitated as well translated into a successful strategy when the product performs positively within the search. Includes explicit target market strategies, marketing mix, and marketing cost plan. Phenomenal organizations in China are known not only for clever marketing that describes the place, time, and the ways organizations will make the rivalry also for their capability to implement the chosen alternative to marketing strategy decisions (Chris, 2006). Proper and achievable marketing strategies are requested to manage the utilized resource when organization's marketing strategies can pursue expected achievements and goals (Michael, 2002). Most of the customers today have received better education, and it is highly confusing to do business around the world these days. To better achieve the requirements of customers and constantly change, firstly, companies must understand their needs. This is the direction the marketing strategy starts. If an organization wants to compete in today's serious market, it must plan to use marketing strategies to make customer demands even more profitable and productive. (Aminas, 2001).

Literature Review

Marketing Strategy

The marketing strategy includes market penetration and development strategies (Umarov, , 2019). Market penetration strategy is to improve the purpose of the previous product in the same market sales (Nurchahyo, 2018). Based on the improved products and the original market, enterprises improve product quality, expand publicity, increase sales channels, retain old customers, win over new users, expand product sales, and improve the market share of products. (Bakator, 2019) Market development strategy consists of two segments; the first is to explore new market elements for products, such as the original sales in the city, now open up the rural market; the Besides, company is looking for the new image for traditional products, look for and draw attention to new consumers in the original market (Ali, 2018). Expand product sales, such as nylon. This product was used to make ropes, and the earliest parachutes later found its wear-resisting properties, used in the production of clothing and shoes, and opened up a new market to nylon products (Cherry, 2008). Market development strategy which also called as new product market strategy (Wu & Lai, 2019). To maintain the share of the market, achieve competitive benefits, and continuously increase sales on products, Kuncoro and Suriani (2018) believe that enterprises must make the improvement on product quality, optimize the products design, stimulate and increase demand.

The strategy requires the enterprise to increase new products in the original market, such as new, improved products, replacement products, and new varieties and specifications, to expand the market share (Porter, 2015). The above is divided according to the content of the market

strategy. Based on the life cycle of enterprise products in the market, it is divided into the entry stage, in the growing stage, in the prosperity stage, and in the decline stage (Karniouchina, 2013). Karniouchina (2013) also found that enterprise effects change when industries move through the life cycle as business-unit effects decrease from maturity to decline. The whole process of the product from market entry to final exit is called the product life cycle, which generally goes through four stages product introduction, growth, maturity, and decline (Stark, 2020). Market share, sales volume and profits vary at different stages at products life cycle (Li, 2017). Product sales growth is slow in the initial stage of listing when the profit is negative. While the product enters the growth stage, the sales volume increases rapidly, and the profit turns from negative to positive and rises rapidly (Danzon, 2007). When the rapid sales growth gradually stabilized, profit growth stagnated, indicating the arrival of product maturity (Uysal, 2012). At the end of the maturity period, product sales slowly decline, profits begin to decline as well. When a product goes into a recession, sales fall fast while profits fall even faster (Cusumano, 2015). The development of the company relies not only on its excellent management but on the high-quality products. To examine whether a product successful is mainly reflected in the sales aspect, so how to fight a commodity sales war? How to improve enterprise market share? Adopting effective marketing strategies is necessary for enterprises (Kireev & Nekrasova, 2016).

There are macro and micro environmental factors that influence marketing strategy. The macro environment is the external environment to an enterprise. The enterprise cannot control or affect the macro environment, but it has essential influence on the enterprise and is vital to the success of marketing (Kano, 2020). The macro-environment includes the human environment, Economic environment; Natural environment; Technical environment; Political-legal environment, and social-cultural environment (Watkins, 2012). Micro environmental factors involve many factors and conditions surround an enterprise and highly affect its marketing activities, including suppliers, competitors, the public, and the enterprise itself (Bushe, 2019). For example, marketing goals should include quantitative goals, total sales, products profit and market share. Qualitative objectives, such as improving corporate image, visibility, new customers acquisition. Other objectives include new market development, new product development, new product sales and promotion of original products (Johns, 2020).

In marketing, product is a crucial part of the marketing mix. Product strategy refers to the process of making business strategy. Firstly, what kind of products and services can be provided to meet the various needs of various consumers, that is, to solve the product strategy (De Los Rios & Charnley, 2017). In a certain sense, the key to the success and development of enterprises lies in the degree to which products meet the needs of consumers and whether the product strategy is correct or not (Kireev, 2016). China's most crucial purchasing motive is the real motive (Godey & Manthiou, 2016). For any marketing to be successful, it is essential to have a product that works. The first marketing strategy is the primary strategy of the products, that is, product marketing is regarded as the most critical factor affecting the marketing effect, and product quality and efficiency optimization are given priority (Ghannajeh, 2015).

Brand marketing strategy; Whether the product uses the brand is the primary question that the brand decision should answer (Pauwels, 2018). Branding brings plenty of benefits for the enterprise, while the costs and costs of brand optimization cannot be ignore (Ajina, 2020). If an enterprise decides to use a brand, it should consider using the brand belonging to the enterprise or the brand from other ways, such as using a licensed brand or intermediaries' brand (Gielens, 2019). Enterprises with production technology and management strength

mostly use their own brands (Mamic, 2017). The advantages and disadvantages of using other enterprises brands are very prominent, and the decision must be made according to the development strategy of their own enterprises (Simonis, 2014). The enterprise uses one brand or multiple brands. Involving in the selection of different product brands on different product lines or the same product line, there are four strategies: The first, single brand strategy, all products of the enterprise adopt the same brand; The second, different product lines have different brands; The third, individual brand strategy, that is, enterprises use different brands on different product lines; The fourth, Similarly unified brand strategy, which means, products of the same product line adopt the same brand, (Keller, 2013). Pricing marketing strategy is a specific method to calculate product price by using pricing theory with the guidance of specific target price and on the basis of studying cost, quantity demand and competition (Nagle, 2017). Pricing methods mainly consist of cost-oriented, customer-oriented and competitive-oriented, (Störmer, 2015). The cost-oriented pricing method is the most common and main pricing method used by domestic and foreign enterprises to determine the price based on the unit cost and expected profit of the product. Cost-oriented pricing method is also derived from total cost plus pricing method, target revenue pricing method, marginal cost pricing method, break-even pricing method and other specific pricing methods (Li, 2021). Simon and Fassnacht (2019) believe competitive pricing refers to that an enterprise sets the price of its products by keeping a close eye on the price of its competitors and taking the price of its competitors as the main basis for its product pricing. While a firm sets high prices, low prices, or the same prices as other products, depending on the amount of competitors they have (Hinterhuber, 2017). Doyle (2012) points out that companies focus too much on price competition. Another kind of marketing mix may cause the competitive advantage of product differentiation to be easily ignored. Competitors may retaliate, leading to vicious price competition that makes the company unprofitable (Doyle, 2012). It is difficult for competitors to accurately estimate price changes. Modern marketing theories require enterprises to take consumer demand as the center of all production and operation activities, fully reflect the product, price, circulation, promotion and other vital elements (Beneke, 2019). Customer - oriented pricing is based on the market demand and consumer perception differences as a pricing reference, also known as market - oriented pricing or demand - oriented pricing. Demand difference and reverse pricing are the main contents of demand - oriented pricing (Suryawardana, 2020).

Export Performance Among Bottled Water Manufacturing

With a total number of almost 1.4 billion inhabitants, the Chinese population is a potential market for the product; bottled water has become a staple for so large amount of business people enter into the bottled water industry (Prton, 2018). The total number of bottled water manufacturers in China amounted to 4323 (China Report 2020). According to the National Bureau of Statistics, China's total retail sales of consumer goods reached 3.9198 trillion yuan in 2020, down 3.9% from the previous year (National Bureau of Statistics, 2021). From the perspective of beverage retail: the total retail sales of beverages in China reached 229.4 billion yuan in 2020, an increase of 14% compared with the same period last year (Qianzhan Industrial Research Institute, 2021). From January to May of 2021, the cumulative retail sales of beverages in China reached 107.4 billion yuan, up 29.2% from last year. According to China customs data, the total import and export volume of mineral water products in China reached \$128,669,800 in 2018. The import amount was \$68,064,400, and the export amount was \$60,605,400, resulting in a trade deficit of \$7.459 million (China Customs Data, 2021). In 2018, China's mineral water industry's total import and export volume increased by 15.58% year-on-year, including a 14.61% year-on-year increase in import value, a 16.69% year-on-year increase in export value, and a 0.10% year-on-year increase in the trade deficit. From

January to November 2019, the import volume of mineral water in China was 153,299,800 liters. The amount of mineral water exported was 29,755,541,100 liters, and the export amount was \$59,545,700. From 2017 to 2019, the average unit price of mineral water exports in China showed an overall downward trend. In 2018, China's average unit price of mineral water was exported by \$0.21 / l. The average unit price of mineral water exports dropped to \$0.20 per liter in 2019 (Qianzhan Industrial Research Institute, 2021).

Bottled Water

The most dynamic market in the food and beverage industry is in bottled water industry (Pillana & Qosa, 2019). Mineral water is from the deep underground naturally gush or through artificial exposure and not polluted which contains a certain amount of carbon dioxide gas with mineral salts and trace elements (Pikovskiy, 2019). Under normal circumstances, mineral composition, flow, water temperature and other dynamic in the natural fluctuation range is relatively stable (Kampschreur, 2008).

For humans, fresh water cannot be replaced which is a rigid demand. With water shortage and environmental pollution, the demand for packaged drinking water will continue to increase (Cosgrove, 2015). As far as China is concerned, purchasing bottled water has become widespread in large and medium-sized cities with relatively developed economies. With the improvement of people's living standards, even in small cities and rural areas, more and more people tend to buy bottled water (Dodds, 2019). Because of the China's huge population, the bottled water market has a promising future (Guo, 2021).

In terms of category structure, bottled water can be divided into natural mineral water, natural water, pure water and other drinking water according to the different sources. In terms of price, natural mineral water is relatively high-end because it is rich in natural substances and has specific nutritional value. In China, its average price is more than 4.5 yuan per 500ml. The average price of drinking water is about 1.5 yuan per 500 ml (Kumar, 2021). The price of natural water is between that of natural mineral water and drinking water. In 2019, drinking water, natural water and natural mineral water accounted for 60.44%, 18.44% and 7.49% of retail sales respectively (China Retail Industry Analysis Report, 2019). In the incubation stage of bottled water in China, the main category of bottled water was mineral water (Curutiu, 2019). Limited by packaging and processing technology, bottled water products were mainly packaged by glass bottles or aluminum cans in the early days. The single type and high price limited consumer demand (Dörnyei, 2020). In the initial stage, the state issued the national standard of "Natural Mineral Water for Drinking" in 1987, and then bottled water brands emerged all over the country. In 1989, China's first bottle of pure water was launched by Ippo. In 1996 and 1997, Wahaha and Nongfu Sanquan launched pure water. Currently, bottled water sales growth is slowing, average prices are rising steadily, and manufacturers are competing more fiercely on packaging, functions, and health features (Industry Research Network, 2021).

The Market Performance of Bottled Water In Other Countries

The global bottled water industry is worth \$7.3 billion a year and is expected to grow at 7.6 % over the next five years, faster than other beverage industries compare with beer and wine (Anderson, 2020). The profit margins for bottled water enterprises are considerable, typically ranging from 50% to 200% (zipped, 2021). The global bottled water market was valued at \$217.66 billion in 2020 and is estimated to expand at a compound annual growth rate (CAGR) of 11.1% from 2021 to 2028 (Prakash, 2021). The outbreak of COVID-19, Widespread home isolation regulations, and rising consumer consciousness towards the health benefits have provoked a strong demand for bottled water in millions of households around the world. The purified water segment had already held more than 35.0% in 2020 (Gherheș,

2021). Nearly 16,000 desalination plants in 177 countries produce pure water (United Nations study, 2018). Increased water demand due to population growth, increased per capita water use, urbanization, economic development and reduced drinking water supplies due to climate change and environmental pollution have exacerbated water scarcity in most parts of the world. Demand for bottled water is expected to grow rapidly for years to come. The bottled water market in the U.S. is worth about \$80 billion. The world's largest bottled water brand is Aquafina (United States). Aquafina was founded in 1999. Headquarters are in Wichita, Kansas. with Gross annual sales of about \$872 million. Currently owned by PepsiCo, Aquafina is a PepsiCo company with extensive and efficient distribution channels. The success of any bottled-water company depends on marketing and logistics, two areas where Aquafina is strong. They also advertise the packaging of Aquafina products as highly environmentally friendly materials to promote and sell to a growing number of environmentally conscious consumers and potential customers. Dasani (United States), led by the Coca-Cola company, is a popular bottled water brand established in 1999. Nestle Waters (France). Headquarters is in Paris with Gross annual sales of \$3.4 billion. The company has 94 manufacturing facilities located in more than 34 countries and constantly markets and innovates its own products and brands to remain vibrant and attractive with consumers (Debaere & Kapral, 2021). Glaceau SmartWater (United States). Headquarters is in Whitestone, New York, with Gross annual sales of about \$920 million (zipped, 2021).

Poland Spring (Poland with Gross annual sales of about \$670 million. The spring side of the product is where most of Poland Spring's marketing focuses. Danone (France) with Gross annual sales of about \$540 million. Danone first enter in some regions: Latin America as well Asia-Pacific. The main reason for DANONE's success is the technical innovation of its brands: 5-liter bottles of La Fontaine Volvic(France), 5-liter bottles of La Fontvella(Spain), Brio(Argentina), and DANONE Activ calcium free soda (UK). Innovative, diverse tastes, health and nutrition benefits: these are the qualities that make Danone's drinking water a success in the lives of millions of families around the world. Fiji Water(United States) with Gross annual sales of about \$220 million. Fiji was founded in 1996. While Fiji may not be the best known bottled water brand in the United States, they are the number one exporter of bottled water in the United States, selling it to more than 60 countries around the world (zipped. 2021). The success of Fiji water is attributed to their design on the appearance of the bottle. The bottle is smooth, stylish and modern, which is popular with young consumers and enjoys a high reputation in the world (Pallone, 2018).

In recent years, the global bottled water industry has been in the midst of a spurt and vigorous boom. Current mineral water is not just a boring static substance or colorless liquid, but a whole new definition of element. There is a metaphor for a freely available substance, dressing it in all sorts of beautiful clothes and selling it as something new that improves the body, mind and soul. Therefore, water is no longer simply water; it has become a commercial label, a word that can be linked to any possible recipe or imagined promise of a better quality of life (Guthman & Biltekoff, 2021).Moreover, over the past two decades, bottled water industry has grown most rapidly globally. The global market was valued at \$157bn in 2013 and had reached \$280bn by 2020 (Pallone, 2021).

The Market Performance of Bottled Water In China

In 2016, the National Bureau of Statistics reported that the overall sales volume of the domestic beverage industry increased by 10.5% year-on-year in 2016 (Liu, 2022). While each bottled water brand will encounter different opportunities and challenges, China's beverage market, with a population of more than 1.3 billion, has surpassed the United States to become the world's largest consumer market (Memon, 2021). Since 2014, the market size of mineral water

in China has been growing continuously. By 2018, the market size of mineral water in China reached 34.787 billion yuan, with a growth of 15.58%. China's mineral water market reached 40.05 billion yuan in 2019, up 15% yearly (Qianzhan Industrial Research Institute, 2021). In terms of imports and export, the quantity of mineral water imports in China is far less than the number of exports, and in recent years the amount of imports has exceeded the number of exports. Since 2015, China's mineral water imports have continued to rise in quantity and amount, reaching 166,600 kiloliters and 89.72 million US dollars in 2019. From January to October in 2020, China imported 91,100 kiloliters of mineral water, and the import amount was 68.29 million US dollars. The export quantity of mineral water in China has been fluctuating since 2014. In 2018, the export quantity reached 284,100 kiloliters, and the export value was \$61.21 million. In 2019, China exported 316,600 L of mineral water with an export value of \$63.23 million. From January to October in 2020, China imported 225,300 L of mineral water with an import value of \$45.09 million. At present, China's mineral water market has a high concentration degree, and the top three brands in market share belong to domestic brands, among which Nongfu Spring ranks the first with a share of 26.40%. Ipo ranked second with a 20.90% share. The third place is Baishui Mountain, with 10.10%. In the list of Chinese mineral water industry brands in 2020, the top ten brands are Kunlun Mountain, Nongfu Spring, Baishishan Mountain, Evergrande Ice Spring, Yibao, Nestle, 5100 Xizang Glacier, Watsons, Wahaha, and Master Kong (Qianzhan Industrial Research Institute, 2021).

Hypothesis Development

Product strategy improves China's Bottled water manufacturing (Dalin, 2015). Marketing strategy affects highly on organizational performance of bottled water organizations in China (Douglas, 2011). Bottled water manufacturing increases the competitive export power by carrying out these ways.

H1. The right combination products marketing absolutely can bring positive benefits, so familiar with each product properties, advantages and disadvantages of cost, profit, Etc., more accurately grasp the combination marketing effects. (FuiYeng, W., & Yazdanifard, R. 2015).

H2. Attention to dynamic data collection and comparative analysis can adjust marketing strategies in time and adjust resource costs from different channels in a dynamic state.

H3. To avoid blind pricing of products, comprehensively taking into account the sales target, product cost, and current market demand, the price advantage can be realized through promotion and discount.

H4. Analyze the demand, government strategy, and industry dynamics of the customer's region to efficiently improve the market share.

Appropriate marketing activities help enterprises stand out from the competition in the bottled water market. effective marketing strategies promote the development of the overall strategic layout of the market, strengthen the connection between the government, enterprises, intermediaries, and consumers, form a closed market economy, and promote the sound development of the entire bottled water industry. Therefore, it can be seen that a reasonable marketing strategy based on the market demand is an important measure to open a new situation in the bottled water market and also one of the necessary conditions to enhance their competitiveness (Distanont & Khongmalai, 2020).

Methods

Research Design

Key data were collected from 633 consumers in Beijing, China and the study used a survey design. As a result, 246 were returned from 6 districts in Beijing. Information about variables was collected from all respondents in the survey design (Onyeizugbe, 2013).

Respondents On The Study

A sample size of 245 was obtained from the number of respondents in 635 with an error resistance of 5% and a possible level of 95% adapting Yamane's statistical equation. 246 (100%) of the surveys were distributed, 212 (86%) were returned, and 33 (14%) were not returned. The independent variables were sex, age, jobs, annual household income. Family members of the respondents.

Sample Size And Sampling Technique

Taro Yamane formula ($n = N/1 + N(e)^2$) was adapted to draw the sample size of the 246 respondents and Bowley's method of allocation ($N_h = n(NH)/N$) was used to assign questionnaires to the consumers.

Data Collection

In this study, the analyst includes secondary data research from previous studies, including all pertinent books, market research reports, newspapers, magazines, and internet sources. Besides, The researcher used questionnaires for data collection, which was on a five-point Likert Scale and was coded from 1 to 5. Agreed (A), Strongly Agreed (AD), Uncertain (U), Disagreed (D), Strongly Disagree (SD).

Method Of Data Analysis

The questionnaire developed from the research question to the research topic. A total of 246 questionnaires were sent out, of which 212 were recovered with a recovery rate of 86.93% and filled in correctly. Data collected was analysed using Statistical Package for Social Sciences (SPSS) version 24.0 were analyzed using descriptive statistics and Spearman rank correlation analysis. Frequency and percentage tables reflect respondents' decisions on a particular question, and Spearman rank correlation is used to test whether there is a relationship between variables.

Measures

We adapted validated and reliable measures from previous studies.

Promotion Skills

We applied the 5-item scale for promotional skills from Morgan et al. (2012). The respondents were instructed to rate all items on a 5-point Likert scale (5 strongly agree; 1 strongly disagree) to indicate the extent to examine the degree to which promotional strategy impacts their buying behavior of drinking water.

Price Strategies

The 5-item scale for the price strategies was adapted. Price strategies were measured on a 5-point Likert scale (1= strongly disagree; 5= strongly agree).

Data Presentation And Results

It can be seen from the results that marketing strategy, product strategy and promotion are closely related, indicating the key relationship between variables. The average value of product strategy is the highest, indicating that its product factors have a significant impact on profitability, profit margin and overall benefit. The marketing strategy has indeed boosted export profits for China's bottled water industry. In addition, product strategy and promotion strategy also have a great impact on the organizational performance of Chinese bottled water organizations.

Findings

This research aims to assess the impact of marketing strategies on business performance. Marketing strategy has focused on organizations and is a tool to achieve overall business performance (Pandey & Nayal, 2020). Our research builds on current marketing strategy research by supporting a link between marketing strategy components and overall business performance. The concession of the existing deed allowed the development of an applied model illustrating the company's overall performance (Di Maio, 2009). Marketing, evaluation, dissemination, standardization, and transformation of products affect sales, customers, and companies' financial results. The study suggests that the effect is impaired by achieving the application of the marketing strategy (Chris, 2006).

In order to better study the business environment and export performance of Chinese bottled water enterprises, researchers abstractly represent the following dimensions (dependent variables) and measured values (independent variables). There are three key variables in the conceptual framework: predictive variables, business environment, and standard variables; Organizational performance, intermediate variable; The organizational structure is shown below.

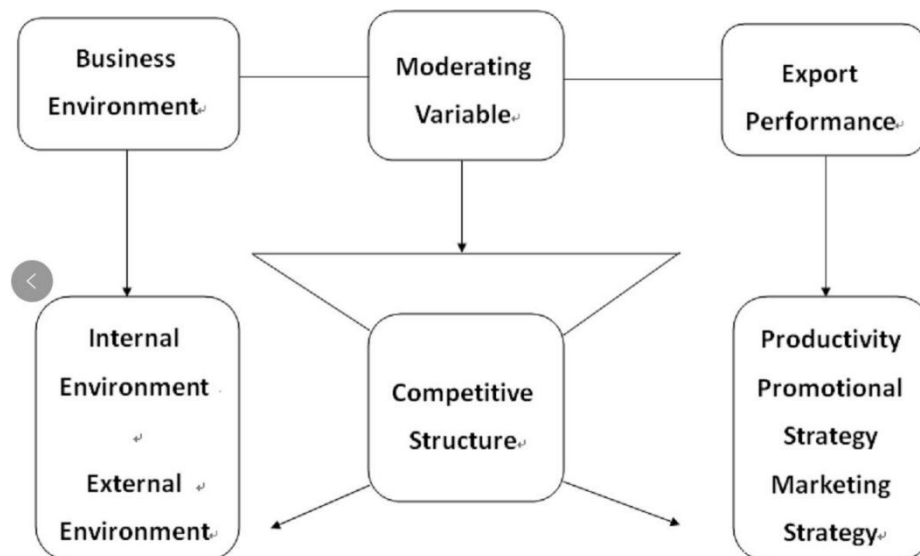


Figure 1; Conceptual Framework: The Relationship between Productivity, Promotional Strategy, Marketing Strategy, and Business Environment. Source: Author

Theme 1: Market Strategy and Marketing Mix Strategy Affect Competitive Structure

According to Philip Kotler, the father of folding modern marketing, Marketing strategy is defined as a broad principle, namely the strategy designed by a business unit to achieve its various marketing objectives in the target market. Marketing mix, marketing cost budget and target market strategy are its three main parts (Kotler, 2014).

Marketing strategy under the modern marketing concept refers to the overall planning and marketing development plan carried out by an enterprise to achieve its business objectives (Homburg, 2017). Marketing strategy is an indispensable strategy, whose goal is to improve the utilization efficiency of marketing resources and maximize the utilization efficiency of enterprise resources. Therefore, marketing strategy is an indispensable business strategy for enterprises (De Guimaraes, 2018). The combination of marketing and product strategy is known as the primary business strategy of an enterprise, because marketing plays a key role in ensuring the implementation of the overall strategy of an enterprise due to its prominent strategic position in enterprise management (Gawer, 2015).

Neil Borden, in his inaugural address to the American Marketing Association (Borden, 1942), coined the term "marketing mix." Marketing mix is an important strategy of integrated marketing of an enterprise, that is, the demand of the enterprise for its target market. In order to better achieve marketing objectives, the optimal combination and active use of marketing factors (product quality, price, service, packaging, channels, advertising) should be coordinated and unified, and the key marketing content must be precise positioning by leveraging strengths to complement weaknesses (Bushe, 2019). Companies design control marketing strategies to achieve the expected response of their target markets (Hamid, 2020). The marketing mix is made up of all the responses that affect product demand. In the process of exploring consumer demand, enterprises mainly explore in 4P, 6P, 7P, 10P, 11P and 4CS. Product, customer value; Price, customer cost; -- Customer convenience; Promotion -- Customer communication (Rosita, January 2019).

Stankevich stated 6P included:

- Government power, which refers to rely on negotiations between two countries' governments to build the bridge for the countries' markets.
- Public relations uses the help from news publicity media to establish good image reports for enterprises, and eliminate or reduce adverse image reports for enterprises.
- Probe refers to market survey. Through research, enterprises intend to explore the market demand for a particular product and find out what more specific requirements there are.
- Partition is the process of market segmentation. Divide according to the factors that affect consumer demand.
- Prioritizing means choosing the target market.
- Positioning is the process of giving specific features to one's products, establishing product competitive advantages and forming a specific good impression in the minds of consumers (Stankevich, 2017).

11P is called extensive Marketing (Kotler, 2014)

"Only by discovering needs can we meet them," and employees realize this process. Therefore, enterprises are trying to mobilize employees' enthusiasm (Juan, 2020). American Robert Lauterborn in 1990 proposed 4Cs marketing theory from the perspective of marketers given the existing problems of 4P theory, that is, enterprises must strive to economically and conveniently meet the needs of customers in order to remain invincible in the market

competition, and at the same time maintain effective communication with customers(Rongxuan, 2019).Including four aspects: Communication, Convenience, Cost to the consumer, Consumer needs and Wants. According to Mustapha, B., the enterprises have to pick up the combination of target market and marketing mix can excavate the development advantages different from competitors (Mustapha, 2017).

Theme 2: Export And Brand Performance affects Competitive Structure

This study manifests the importance of bottled water manufacturing exports for a home region, especially when the region is an integrated grouping, for instance in China (Dong, 2013). The export quantity of mineral water in China has fluctuated since 2014. In 2018, the export quantity reached 284,100 thousand liters, and the export value was 61.21 million US dollars(Qianzhan Industrial Research Institute,2020). In 2019, China exported 316,600 kiloliters of mineral water with an export value of \$63.23 million(Qianzhan Industrial Research Institute, 2021). From January to November in 2019, China imported 153million liters of mineral water, with an import value of \$80million. In 2019, the average unit price of imports fell to us \$0.53 / liter, while exports fell to the US \$0.20 / liter. As a result, the amount of mineral water exported was 29,75million liters, and the export amount was \$59million. France, Italy, New Zealand, Fiji, and the United States are the main import areas of mineral water in China, and South Korea, Macao, and Hong Kong are the main export areas of mineral water in China (China customs data, 2021).

Export market: Since 2009, the first domestic brand "Baisui Mountain" has been ranked first in the export volume of Bottled drinking water in China for ten consecutive years, beating a series of brands such as Nongfu Spring and Labo.

Baisui Mountain is a natural mineral water brand launched by Shenzhen city in China, Jingtian Company, in 2004. In 2018, its market share reached 10.4%, ranking third only, followed by Nongfu Spring and Yao. Jingtian Company does not release financial results, But its annual sales are estimated at around \$6 billion, based on market share(China Report 2020). In recent years, With its precise positioning as a "water aristocrat," unique packaging design, and innovative advertising and marketing methods, Baisui Mountain of Jingtian company has rapidly gained popularity and become one the most powerful brand in the bottled water industry of China. As a result, the market ranking rose from the sixth in 2015 to the third in 2018(Guo, 2021).

The interview result suggested that origin mineral water distribution is at a high level, and they were satisfied with the promotional, pricing, and product strategy of origin mineral water(Kemal, 2019). The findings showed that the respondents disclosed that the quality of the product is found to be a significant factor in the choice of the original mineral water(Akhtar, 2021). The overall mean value for promotional items indicated that many respondents agree with the promotional strategy dimensions(Lee & Charles, 2021). Customer satisfaction of origin mineral water is responsive to product strategy, price strategy, promotion strategy, and distribution strategy with positive signs and significance(De Mooij, 2021). The expected sign with their respective significance, which is mentioned in the hypothesis test, also coincides with the finding of the results. Aristocrat", unique packaging design and innovative advertising and marketing methods, Baisui Mountain of Jingtian company has rapidly gained popularity and become one the most powerful brand in the bottled water industry of China. As a result, the market ranking rose from the sixth in 2015 to the third in 2018.

Discussion and Conclusion

In today's business practices, the success or failure of the business organizations rely on how the organizations can best satisfy their customers. Therefore, this demonstration represents a considerable task and dedication by means of marketing for any organization hoping to dominate its customers and attracting the potential customers (Wilson, Zeithaml & Bitner, 2016). The commitment involves differentiating the exact needs of your customers/customers and adapting the best way to treat your products and services to meet the requirements of both prospective buyers and sellers (as addressed by consumers) in China. Get to know each other (Aremu, 2012).

The primary focus of any business organization is to increase profits and reach this level. It is estimated that the Chief Marketing Officer plans and implements approaches that increase pay per for a typical business organization. Unit of capital employed in the company (Anderson, 2018). Understanding customer needs and requirements is crucial to effective marketing, as rivalry significantly impacts how fruitful a company's business can be. Remember, It is not only to create outstanding products or services, but also to continuously meet the various needs of Chinese customers, cultivate customer loyalty, and attract more consumers' awareness of the product and management's understanding of them. Some companies and organizations can certainly do this, and in China, some are more effective in urban centers than others (Armstrong, 2007).

Marketing strategy is one of the pivotal strategies of the companies, which jointly combine into an overall business strategy (Planko, 2016). The importance of marketing strategy in overall business strategy is very high because it controls the critical marketing relationship with companies outside support function (Hutt & Speh, 2021). Customer satisfaction becomes a crucial indicator for export performance, and for companies, more extensive satisfied customer implies more control power over the market (Dash, 2021). All four marketing mix strategies price influences it, product, promotion, and distribution in a dynamic business environment, specifically bottled water market a constant analysis, evaluation, and examination of marketing mix elements are relevant. Because once it is systematically developed, showing precisely what goods are wanted by the consumers, what price they would like to pay, what distribution channels are most optimal and what price distributors prefer to pay and what promotion measures can give enterprises better results (Chikweche, 2021). This research focused on determining factors affecting export performances and customer satisfaction on bottled water industry in China. Statistical analysis of data collected from the surveys using Yamane's statistical equation and the flinging disclosed that marketing mix strategies were positive significant and joint predictors of customers satisfaction of origin mineral water 4% level of significance. That means price strategy is positive and significantly related to customer satisfaction which is similar to the expectation of the research hypothesis. Likewise, product strategy has a positive and significant linkage with customer satisfaction, similar to the research hypothesis.

Moreover, promotion and distribution variables have a positive and significant association with customers satisfaction, similar to the research hypothesis (Adekunle & Dakare, 2020). The study also showed that promotional aspects, pricing behavior of the consumers, quality, and test of the product were the significant factors that are shirking the customer satisfaction of origin mineral water. At the same time, distribution activities contribute to customer satisfaction of origin mineral water. Therefore, it can conclude that the finding implied the importance of the 4ps marketing mix strategies in expanding or shrinking the customer

satisfaction of the companies no matter how companies are small or big in general and mineral water in particular (Tesfahun, 2021).

Theoretical Implications

Theoretically, empirical evidence demonstrate the high relationship among the marketing strategies, export performance, and organizational performance (Daniel, 2018). The results of this study have also been added to the literature on business practices and organizational performance. Given the generally weak empirical base for researching internationalization of the domestic bottled water manufacturing in general and export performance in particular, researchers have introduced an alternative method of analysis on account of extensive data on be half of an entire population of manufacturers. This provides an opportunity for triangulation of the results obtained by other researchers, derived mainly from interviews and questionnaire surveys (Choi, 2016).

Practical and Social Implications

In terms of practical contributions, the results confirm the concept that product strategy and its relationship to the marketing environment (both internal and external) are critical to improving the bottled water industry. In addition, specific patterns determined based on the analysis of large data sets can stimulate the development of mainstream new concepts in domestic bottled water international research, which has important practical significance.

Limitations and Suggestions for Future Research

The fact that the analysis was based on individual countries is a limitation of our study. It will be important to validate our findings by comparing the effects of confounding factors in different countries with those in the wider country. In order to determine the influence of sales strategy and export performance in country of origin, the researcher needs to expand the research scope to include manufacturers from different countries.

In addition, the database used in this study includes the total number of bottled water manufacturers in China, 3500 in total; We did not investigate the possible two-way causal relationship between export performance and export marketing strategy because our study was limited by the limited data set of each company. The data lack basic economic and financial information, such as total income, profits and employment. This type of study requires more detailed panel data than is currently available. In addition, studies should control for unobserved firm heterogeneity due to various factors that may be related, such as firm size or other characteristics (e.g. Wagner, 2003; Bobilo et al., 2010).

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