

Branding Aquarium Business Service

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Abstract - The aquarium keeping is an age old hobby, popular even today; aquarium business service market is in the booming stage. Duane Clark (2002) stated that starting aquarium, providing service businesses actually generate the profit. The paper is constructed, in order to develop branding for aquarium business service. The objective of the study is to create an awareness of aquarium keeping culture and aquarium sales points. These research processes utilize exploratory research design and researcher used “group interview” expert presentation and discussion sampling method. The study facilitates the existing aquarium business service design Promoters.

Keywords: Aquarium, advertisement, brand, service mix, sales points.

I. INTRODUCTION

Beautiful ornamental fishes have always been a source of beauty and enjoyment. With the development of modern aquarium technology now it has become very easy to maintain and display some of the most beautiful living creatures in a controlled environment. Aquarium keeping has its origin in Japan and China. It is reported that it was a past time for the Japanese even before 1000 years. Now many countries such as Japan, Malaysia, Singapore, and USA and European countries have made the aquarium keeping and ornamental fish culture and trade as a flourishing business. The Indian market the aquarium is considered to be one of the FMCS Product. The advertisement is considered to be the most important marketing goal for selling the aquarium product. The aquarium business major customer's in householders. The target audiences are children and hobbyist. The advertisement is to create the “visual temptation model”, in the model given below.

The above visual temptation model is one of the powerful media in creative advertisement. The temptation model is the first stage is to select the market research and to areas identify the customer's target. To described demographic

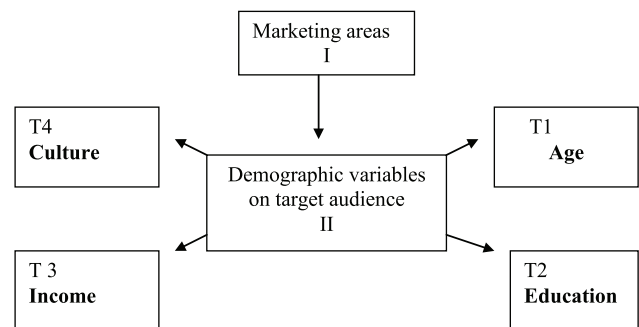


Fig.1 Targeting for Aquarium Business Service Mix

details such as age, education, culture and income. The main sources required to develop the aquarium business are quality of water, feed availability, medicine and market.

The marketing mix for using aquarium business service mix model is given below.

The Model of aquarium business service mix, describes four P's of marketing mix (Product, Price, Place and motion, Philip Kotlor *et al.* (2005).

Product consists of six qualities as size, model and shape of tank, equipments, tank type and fish size. Each quality has three varieties as variation 1, variation 2 and variation 3. The Product variation 1 consists of small, round and bound tank shape with water filter and re-use glass type and containing small fishes. The Product variation 2 consists of medium, imported and squire tank with aquatic tree and glass tank containing medium size fishes. The Product variation 3 consists of large, furniture type and landscape tank with air motor and molding tank containing large size fishes.

Price consists of six dimensions as discount, geographic area, rural price, urban price, metro city and service cost. Each dimension of price consists of three varieties as variation 1, variation 2 and variation 3. Price variation 1 consists of discounted fishes in rural area having price range <500 in rural area, 1500-2500 in urban and 5000-10000 in metro city.

TABLE I AQUARIUM BUSINESS SERVICE MIX MODEL

	PRODUCT:	Size	Model	Shape	Equipment	Tank Type	Fish
	Variation1-	Small	Bound	Round	Water filter	Re-use glass	Small size
	Variation2-	Medium	Import tank	Squire	Aquatic tree	Glass tank	Medium size
	Variation3-	Large	Furniture tank	Landscape	Air motor	Molding tank	Large size
	PRICE:	Discount	Geographic Area	Rural Price	Urban Price	Metro City	Service Cost
	Variation1-	Fish	Rural	<500	1500-2500	5000-10000	Cleaning cost
	Variation2-	Tank	Urban	500-1000	2500-3500	10000-15000	Maintenance cost
	Variation3-	Maintenance	Metro city	1000-1500	3500-4500	15000-20000	Set up cost
	PLACE:	Geographic Area	Rural Area	Urban Area	Metro City	Export Market	Import Market
	Variation1-	Rural	Petty shop	Super market	Exhibition	China	India
	Variation2-	Urban	Aquarium shop	Aquarium shop	Malls	Japan	Sri langa
	Variation3-	Metro city	School area	Hotels	Theater	Thailand	Sigapure
	PROMOTION:	Door Delivery	Installment	Advertisement	Aquarium Club	Client Campaign	Brand Name
	Variation1-	Not applicable	Weekly	Notice	Forum	Students	BP
	Variation2-	Fish	Weekly twice	News paper	Aquarium Promoter	Hobbyist	Vastu
	Variation3-	Aquarium tank	Monthly	TV ads	Hobbyist	House holder	Visual beauty

The cost of service for price variation 1 is cleaning cost. Price variation 2 consists of discounted tanks in urban area having price range of 500-1000 in rural area, 2500-3500 in urban and 10000-15000 in metro city. The service cost for price variation 2 is maintenance cost. Price variation 3 consists of discount on maintenance costs in metro cities having price range of 1000-1500 in rural area, 3500-5000 in urban area and 15000-20000 in metro city. The service cost for variation3 is step up cost.

Place consists of geographic area, rural area, urban area, metro city, export market and import country. Each variable of place have three varieties as variation 1, variation 2 and variation 3. Place variation 1 is in rural area, having a petty shop in super market and promotion through exhibition. The export market for this product is Singapore and imported from China. Place variation 2 is in urban area, having aquarium shop in rural and urban markets while as malls in metro cities. The export market for this product is Japan and imported from India. The Place variation 3 is in metro city with school area, hotels and theater in rural, urban and metro cities respectively. The export market for this product is Thailand and imported from Sri Lanka.

Promotion consists of door delivery, installments, advertising, aquarium club, client campaign and brand name. Each variable of promotion consists of three varieties as variation 1, variation 2 and variation3. Promotion variation1 does not provide home delivery and advertising is done through notices. Forum and students campaign are conducted in order to promote brand like BP. Promotion variation 2 delivers fishes at door step with an option of weekly twice payment. Advertising is done through newspapers. Aquarium promoters and hobbyists are used for promotion of brand like Vastu. Promotion variation 3 delivers aquarium tank at door step with an option of monthly payment. Advertising is done through TV ads. Hobbyist and households are used for promotion of brand like Visual Buffy.

II. RESEARCH METHODOLOGY

A. Research Design

The design of research used to brand aquarium in the study is “exploratory research”.

B. Problem of the Statement

Aquarium business service is one of the developing business in the market. The business is to identify the target

customers to promote the aquarium keeping culture and increase the market sales as well as create brand name of the aquarium products.

C. Objectives of the Study

- i) To identify the target customer for aquarium business service;
- ii) To assess the promotional tools of the aquarium business service;
- iii) To create an awareness of aquarium keeping culture and aquarium sales points;
- iv) To implement the aquarium branded products.

D. Sampling

The researcher used “group interview” export presentation and discussion. In the discussion about 93 faculty members, research scholars and management students as participant from university various departments (Pharmacy, engineering, management) in India.

E. Data Collection

The presentation and discussion with participants by the branding and advertising expert have been recorded in the video, audio and written formats fro about discussion.

III. DISCUSSION

Based on the discussion the following major research questions have been interacted from the advertising and branding expert.

RQ1: How to identify the aquarium target customer?

RQ2: What is aquarium keeping service mix model?

RQ3: How to create aquarium brand?

RQ4: What are the recommendations of aquarium brand building using service mix?

The aquarium is one of the mind relaxing products for hobby. In the Indian market, aquarium is considered to as one of the FMCS (Fast Moving Consumer Service) Product. The target market customer for aquarium business service is household persons, hobbyists, business enterprises and institution (RQ1). The advertisement is considered to be the most important marketing tool for selling the aquarium product in the market. “Visual Temptation” model and marketing mix model are the most powerful media in creative advertising and brand name (RQ2). The main objective of the study is to build the brand for the aquarium service. The sales points suggested for aquarium are hospitals, supermarket, hotels, theater, and schools etc. The aquarium sellers are creating

an aquarium brand name such as Vastu, BP, Visual Beauty and Happy (RQ3). It is recommended that by promoting the aquarium business service maintenance and also creates a brand name in aquarium business service products (RQ4).

A. Suggestions

The following to improve the aquarium business service are

- i) The aquarium sales points may be near the hospitals, supermarket, hotels, theater and school;
- ii) Aquarium sales may be promoted based on the installment method;
- iii) To modify the aquarium tank size, variety, and design etc.

B. Recommendations

- i) It is recommend for the blood pressure people to maintain the aquarium to reduce the health emotion;
- ii) The aquarium sellers are creating an aquarium brand name such as Vastu, BP, Visual beauty and Happy.

IV. CONCLUSION

Aquarium business service is an emerging field of business in India. The target market for aquarium business service is household persons, hobbyists, business enterprises and institution. The demand for fish variety’s range from 5 to 25 and for aquarium models from three to five. The target group is expected to have an annual income of US\$1100 to US\$2200 and in the age group of 20 years of age to 30 years of age with graduation level of educational qualification, Sankaran A. *et al.*, (2012). It is considered to be the most preferred hobby. The aquarium business service is to develop more variety of different segment level people in aquarium market. In addition to promote the aquarium business service maintenance and to create the brand name and brand image for the aquarium business service. The future of promotion of aquarium business service depends on the Value of brand proposition and Feature of Aquarium as a whole.

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