

A Study on consumer's Attitude And Perception Towards Packaged Drinking Waterwith Special Reference To Jaipur City

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Abstract- Packaged Drinking water has originated due to the failure of monsoon and no availability of pure drinking water. At recent scenario the introduction of packaged drinking water is like a boon to mankind for human consumption. The trust of Safe and quality water is a reason behind purchasing of packaged drinking water. But such assurance should be given to customer by each and every manufacturer of packaged drinking water. The consumers are having numerous brands in selecting the packaged drinking water like bisleri, kingfisher, Jal, Himalyas and many more. Apart of this variety of packaged drinking water is also attract the customers with various packaging styles like bottled, bubble top, can, and so on. This research paper is focusing about the attitude, perception and behavior of customers consuming packaged drinking water.

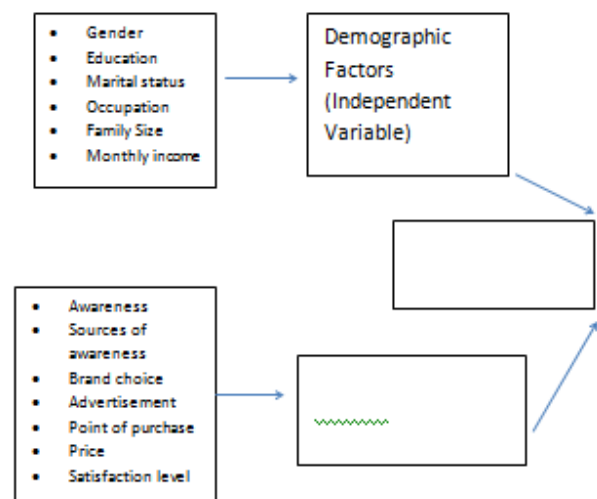
Keywords- Packaged Drinking water, Attitude & Perception, Brand

I. INTRODUCTION

Earlier bottled drinking water was used to high class, foreign tourist and highly health conscious people but now a days we can see increasing popularity of uses of packaged drinking water among average consumers. Now Consumers are more health-conscious and are more careful of their drinking habits. The business world today had been accord in large consumption of packaged drinking water as it eliminates different diseases like cold, fever, dengue, metropolis attacks, dysentery and other viral infections. Increasing living standards, disposable income, education income level and awareness on packaged drinking water among the domestic consumers, foreign tourist, sophisticated business houses and corporate offices has increased rapidly the sales of bottled water in recent years. There are some psychological factors which influence attitude of consumers. Brand loyalty is very high as all the products differ in taste. So they can buy product which is on the shelf, same as that of soft drink and beverage. Advertisement, price of product, style of packaging and brand awareness plays a crucial role in purchase decisions. Higher

living standards enable people to easily bring home more and heavier packaged drinking water. At the office, packaged drinking water is now a common sight on the desk next to the computer and the telephone. Drinking packaged drinking water is a sign in the social scale. Above all, it has become a huge marketing success.

Conceptual Framework about consumer perception



II. OBJECTIVES OF THE STUDY

The study has carried on with the objective of to analyze the factors influencing purchase of packaged drinking water and to analyze the level of awareness and satisfaction of packaged drinking water among the customers.

Methodology of the study

The area of the study was Railway station, Jaipur and the sample size includes 250 respondents. Primary and secondary data are used for the study purpose. Primary data has been collected directly from the respondents through questionnaire and secondary data has been collected from

published Papers, reports, websites etc. convenience sampling method was used for this study.

Tools for Analysis

A percentage analysis tool was used for the analysis of data.

III. REVIEW OF LITERATURE

Celine Nauges (2004) in his project entitled, “Perception of Health Risk and Averting Behavior: An Analysis of Household Water Consumption in Southwest Sri Lanka”, attempted to study the different factors of household perception related to water consumption.

Arnold, E. and Larsen, J., (2006) in their study entitled, “Bottled Water: Pouring Resources Down the Drain”, they have focus on right uses of water resources for environmental sustainability.

Miller, M. (2006) in the study on, “Bottled Water: Why Is It so Big? Causes for the Rapid Growth of Bottled Water Industries”, in 2005, conducted survey and find results that the average person in the United States consumes twenty times more bottled water than they did 20 years ago. The reasons for this vary from person to person, but the outcome is the same: bottled water has become the most popular beverage in the U.S

Kirsty McKissock and Richard Morgan, (2007) in their study entitled, “Consumer Perceptions & Experiences of Drinking Water Quality in Scotland Secondary Research”, they reveals that the recent years have seen significant investment in drinking water quality and increased compliance with quality standards in Scotland.

IV. ANALYSIS & INTERPRETATION

Table-1 Gender classification

Gender	Frequency	Percent	Valid percent	Cumulative percent
Male	188	75.3	75.3	75.3
Female	62	24.7	24.7	100.0
Total	250	100.0	100.0	

Table1 shows the gender classification the among the respondents who were consuming packaged drinking water.

Table - 2 Martial status

Martial status	Frequency	Percent	Valid percent	Cumulative percent
Married	100	40.0	40.0	40.0
Unmarried	150	60.0	60.0	100.0
Total	250	100.0	100.0	

Table 2 shows the Martial status of the respondents who are consuming packaged drinking water.

Table – 3 Education qualifications

Education	Frequency	Percent	Valid percent	Cumulative percent
Secondary	5	2.0	2.0	2.0
Higher secondary	53	21.3	21.3	23.3
Under graduate	128	51.3	51.3	74.7
Post graduate	64	25.3	25.3	100.0
Total	250	100.0	100.0	

Table 3 shows the education qualification of the respondents who are consuming packaged drinking water.

Table – 4 – Occupation

Occupation	Frequency	Percent	Valid percent	Cumulative percent
Business man	65	26.0	26.0	26.0
Professional	64	25.3	25.3	51.3
Employee	42	16.7	16.7	68.0
House	21	8.7	8.7	76.7
Others	58	23.3	23.3	100.0
Total	250	100.0	100.0	

Table 4 shows the occupational status of respondents who were consuming packaged drinking water. The occupation gives the affordability of packaged drinking water

Table -5- Family size

Family size	Frequency	Percent	Valid percent	Cumulative percent
1-3 members	68	27.3	27.3	27.3
4-6 members	165	66.0	66.0	93.3
7 and above members	17	6.7	6.7	100.0
Total	250	100.0	100.0	

Table 5 shows the family size of the respondents who are consuming packaged drinking water.

Table – 6- Monthly income

Monthly income	Frequency	Percent	Valid percent	Cumulative percent
Up to 5000 Rs	32	12.7	12.7	12.7
5001-10000 Rs	80	32.0	32.0	44.7
10001-15000	80	32.0	32.0	76.7
15001-20000	53	21.3	21.3	98.0
Above 20001	5	2.0	2.0	100.0
Total	250	100.0	100.0	

Table 6 shows the monthly income of the respondents. It gives a clear evidence for the agents, manufacturers and dealers to estimate the demand of packaged drinking water.

Table – 7 Awareness on packaged drinking water

Aware	Frequency	Percent	Valid percent	Cumulative percent
Aware	250	100.0	100.0	100.0

Table 8 shows the respondents awareness towards the packaged drinking water.

Table - 8 Sources of awareness

Sources of awareness	Frequency	Percent	Valid percent	Cumulative percent
Friends	66	26.7	26.7	26.7
Family	42	16.7	16.7	43.4
Doctor	42	16.7	16.7	60.0
Advertisement	100	40.0	40.0	100.0
Total	250	100.0	100.0	

Table 8 elaborates the source of awareness in purchasing package drinking water.

Table – 9 Consumption Brand and Non Brand drinking water

Type of packaged water	Frequency	Percent	Valid percent	Cumulative percent
Brand	67	26.7	26.7	26.7
Non-Brand	183	73.3	73.3	73.3
Total	250	100.0	100.0	

Table 9 explains the respondents consuming packaged drinking water.

Table – 10- Advertisement

Media	Frequency	Percent	Valid percent	Cumulative percent
Banners	40	16.0	16.0	16.0
Notice bills	18	7.3	7.3	23.3
News papers/Magazines	50	20.0	20.0	43.3
Radio/Television	142	56.7	56.7	100.0
Total	250	100.0	100.0	

Table 10 shows the form of advertisement made by the agents, manufacturers and dealers to increase the demand of packaged drinking water.

Table – 11 Point of purchase

Attributes	Frequency	Percent	Valid percent	Cumulative percent
Brand	102	40.7	40.7	40.7
Quality	73	29.3	29.3	70.0
Price	43	17.3	17.3	87.3
Package size	10	4.0	4.0	91.3
Quantity	22	8.7	8.7	100.0
Total	250	100.0	100.0	

Table 11 shows respondent's attitude while purchasing packaged drinking water.

Table -12 Opinion regarding the price of packaged drinking water

Opinion	Frequency	Percent	Valid percent	Cumulative percent
Not important	42	16.7	16.7	16.7
Important	163	65.3	65.3	82.0
Very important	45	18.0	18.0	100.0
Total	250	100.0	100.0	

Table 12 shows the importance of price among the respondents in buying packaged drinking water.

Table – 13 Satisfaction level of the consumers regarding packaged drinking water

Level of satisfaction	Frequency	Percent	Valid percent	Cumulative percent
Highly satisfied	30	12.0	12.0	12.0
Satisfied	217	86.7	86.7	98.7
Less satisfied	3	1.3	1.3	100.0
Total	250	100.0	100.0	

Table 13 clearly explains the satisfaction level of the consumers who were consuming packaged drinking water.

Table - 14 Reasons for preferring packaged drinking water

Reason	Frequency	Percent	Valid percent	Cumulative percent
Health	157	62.7	62.7	62.7
Prestige	47	18.7	18.7	81.3
Scarcity of water	46	18.6	18.7	100.0
Total	250	100.0	100.0	

Table 14 explains the purpose of why the consumer prefers packaged drinking water.

Table –15 Type of package preferred by the consumer

Type of package	Frequency	Percent	Valid percent	Cumulative percent
Pet bottles	85	34.0	34.0	34.0
Bubble top	165	66.0	66.0	100.0
Total	250	100.0	100.0	

Table 15 shows the type of package preferred by the consumers who were consuming packaged drinking water.

Table - 16 Opinion on the convenient type of package drinking water

Opinion	Frequency	Percent	Valid percent	Cumulative percent
Convenient	228	91.3	91.3	91.3
Not convenient	22	8.7	8.7	100.0
Total	250	100.0	100.0	

Table 16 shows the aspect of convenience of the consumers who were consuming packaged drinking water.

V. CONCLUSION

The arrival of packaged drinking water has expanded popularity in many of the corporate, living rooms and houses. Demographic as well as psychological both factors are responsible for consumer perception towards packaged drinking water. Medical consultants also suggest common public to drinking purified waters to ensure good physical and mental health.

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- ISSN: 2349-4182, Print ISSN: 2349-5979, Impact Factor: RJIF 5.72 www.allsubjectjournal.com Volume 3; Issue 9; September 2016; Page No. 184-186
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