"A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS PACKED WATER BOTTLES"

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ABSTRACT

The primary objectives of the study are to analyze the factor that influences consumer to purchase of packed water bottle and to know the consumer's satisfaction towards packed water bottle. For achieving this objective researcher has used descriptive research design and primary data collection method. For getting the result of the research sample of 100 respondents was taken for carrying at the research. For this research data are collected from the questionnaire which was being filled up by various respondents. After collecting the data through questionnaire, researcher have come to know about which factors influences consumer to purchase packed water bottle and consumer's satisfaction towards packed water bottle.

1. INTRODUCTION

The term 'consumer buying behavior' is the sum total of a consumer's attitude, preference, intention and decision regarding the consumer's behavior in the marketplace when purchasing a products & services. As a normal human being requires on an average need 2-3 litters of the water every day and world population is more than (growing at 2-3% annually), the business opportunity is humongous and the potential is largely untapped. Packaged drinking bottled means water derived from any sources of portable water, which is, subjected to treatments namely decantation filtration, combination of filtration, accretions, filtration with membrane filter, depth filter, cartridge filter activated carbon filtration, demineralization, demineralization reserve osmosis packed. A water bottle is usually made of plastic, glass, or metal. Water bottles are available in different shapes, colors, and sizes. In the past, water bottles were sometimes made of wood, bark, or animal skins such as leather and sheepskin. Water bottles can be either disposable or reusable. Reusable water bottles can also be used for liquids such as juice, iced tea, alcoholic beverages, or soft drinks. Easily portable, water bottles make for convenient use, while typically containing nutrition facts and fluid ounces. Consumer is growing more health-conscious and more careful of their drinking habits. Brand loyalty is very high as well the product differs in taste. So they can buy product which is on the shelf, same as that of soft drink and fruit beverages. Availability in the chilled form and brand awareness plays a crucial role in purchase decisions. Availability is another factor that should be taken care of by the companies as consumers depend on availability of the products. Consumers often drink packaged drinking water as an alternative to tap water. Higher living standards and auto usage enable people easily bring home more and heavier packaged drinking water.

2. REVIEW OF LITERATURE

1) Maeena Naman Shafiee(2018)

The objective of the study is to identify the methods used for quality determination by consumer. Focusing on better bottle designing which is easy to carry. The consumer awareness survey revealed that bottles design that are easy to carry are more preferred by the consumers. Since they are easy to carry. The finding are to packaging and bottle designing that are easy to carry are preferred the most by the consumers.

2) M. Sangeetha & Dr. K. Brindha (2017)

The objective of the study is to analyze the factors that influences the consumers in the purchase of bottled drinking water. Bottled drinking water is a product, which people buy not only when they undertake travelling or stay out of their own place but also during their stay in their own places. The reason is that people are becoming health conscious in the present day environment. The finding are to there is a variance in satisfaction on different aspects of bottled drinking water while comparing with brand used and education level.

3) Thilagavathi P. and Ramya S. (2015)

The main aim of study was to know the factors influencing the choice of buyers while making the purchase of water bottle. To measure the satisfaction level of the consumer and determine the factors influencing satisfaction, to know the problems faced by the consumer's of water bottle. The research was based on sampling techniques, independent variable and dependent variable. The statistical data is analysis. From the study it is concluded majority of the consumer have locality for their own brand and for meeting the changing environment of the firm

has to be constantly innovative and understand the consumer's needs and wants.

4) Nilima Das (2013)

The main aim was to find customer awareness regarding use of packed water bottle. The research was based on primary data and secondary data. Samples are randomly selected. The analyzed data was presented using descriptive statistics. They found during purchasing of water bottle maximum consumer prefer health and safety to price. From the study they have conclude that they provides valuable information related to consumer behavior.

5) Prof. Harish K. S and Dr. N. Sandhya (2018)

To analyze the level of awareness towards packaged drinking water among the consumers. Primary and secondary data are used for this research purpose. Primary data was collected from the respondents through questionnaire and secondary data was collected from articles, reports etc. the occupation has significant influence on perception over purification, taste, price, promotion and brand value. Occupation has no significant influences over quantity, quality, cleanliness, package, availability and supply consistency.

Research Objectives

- To analyze the factor that influences consumer to purchase of water bottle.

- To know the consumer's satisfaction towards packed water bottle.

Research Methodology

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 100 respondent. Various tools like cross tabulation, chi-square etc. were used. All of the analysis is done through SPSS software.

Findings of the study

Demographic profile

Variable	Frequency	Percentage
Gender: Male Female		
	43	43.0
	57	57.0
Age:		
15-20	37	37.0
21-30 31-40	49	49.0
	7	7.0
41-50	5	5.0
Above 50	2	2.0
Occupation: Student Business Job Other		
	72	72.0
	9	9.0
	11	11.0
	8	8.0
Marital Status: Married Single		
	25	25.0

		75	75.0
Education:			
	SSC		
	HSC	6	6.0
	Graduate	18	18.0
	Post Graduate	58	58.0
	Other	10	10.0
		8	8.0

From the above table, we can say that 57% of respondents are female and 43% of respondents are male. So, it can be interpret that majority are females. It can also be seen that 37% are under the age- group of 15-20, 49% are under the age- group of 21-30, 7% are under the age- group of 31-40, 5% are under the age- group of 41 -20, and 2% are above 50. So, it can be interpret that majority of respondents are under the age of 21 -30. It can also be seen that 72% respondent are students, 9% respondent are doing business, 11% respondent are doing job, and 8% respondent are following other occupation. So, it can be interpret that majority of respondents are students. It can also be seen that 25% of respondents are married whereas 75% of respondents are single. So, it can be interpret that majority of respondents are single. It can also be seen that 6% respondents did SSC, 18% respondents did HSC, 58% respondents are graduate, 10% respondents are post graduate, and 8% respondents did some other courses. So, it can be interpret that majority of respondents did graduation.

Test applied

Chi-square method

Gender*Period of buying packed water bottles

Crosstab						
		Period				
		Daily	Alternatively	Weekly	Monthly	Total
Gender	Male	11	10	12	10	43
	Female	2	13	11	31	57
Total		13	23	23	41	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.771[a]	3	.001
Likelihood Ratio	16.613	3	.001
Linear-by-Linear Association	12.061	1	.001

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.771[a]	3	.001
Likelihood Ratio	16.613	3	.001
Linear-by-Linear Association	12.061	1	.001
N of Valid Cases	100		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.59.			

Age* Parameter of buying packed water bottle

Crosstab						
		Parameter				
		Good quality	Good market rapport	Low price	High availability	Total
Age	15-20	27	6	1	3	37
	21-30	30	6	6	7	49
	31-40	6	1	0	0	7
	41-50	3	1	1	0	5
	Above 50	1	0	0	1	2
Total		67	14	8	11	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.445[a]	12	.577
Likelihood Ratio	11.448	12	.491

Linear-by-Linear Association	.718	1	.397
N of Valid Cases	100		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .16.

Occupation*Parameter of buying packed water bottle

Crosstab

		Parameter				Total
		Good quality	Good market rapport	Low price	High availability	
Occupation	Student	48	9	7	8	72
	Business	5	2	0	2	9
	Job	8	1	1	1	11
	Others	6	2	0	0	8
Total		67	14	8	11	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.329[a]	9	.805
Likelihood Ratio	7.156	9	.621
Linear-by-Linear Association	.909	1	.340
N of Valid Cases	100		

a.   9 cells (56.3%) have expected count less than 5. The minimum

Expected count is .64.

3.   CONCLUSION

The main purpose to work on this research project is to find out the consumer buying behavior towards packed water bottles. Conclusion is the actual results of the study. By analyzing the data, researcher can surely say that consumer buying behavior towards packed bottled water is positive. From the study it is derived that the respondents/consumers are consuming and also preferring bottled drinking water mostly. Respondents are mostly buying bottled drinking water during travelling and are highly influenced on taste, shape & size, easy availability, quality, quantity and safe for health for purchasing a bottled drinking water. Packed water bottle is a product, which people buy not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The consumption of packed water bottles is also based on the reliability that the consumers will have in terms of quality and hygienic aspect because these are the parameters consumers prefer while buying packed water bottles. It is found that customers preferred quality and price in packed water bottles. It is concluded that customers are satisfied with packed water bottles. Hence it becomes evident that those brands that show importance to aspects like cost, quality, quantity, visual inspection, easy accessibility, size and convenience will sell more in the market and capture more number of customers. Customers will have in terms of quality and hygienic aspect because packaged water is a product on which these aspects are expected.

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