

FACTORS INFLUENCING CONSUMER PREFERENCES FOR PACKAGED DRINKING WATER

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ABSTRACT

The impact of packaged drinking water in India on consumer usage is unique. The appetite for and consumption of packaged drinking water has increased due to water scarcity and low rainfall in nearly every region of the nation. The main factors influencing the decision to purchase packaged drinking water are its perceived safety and quality. This study was conducted to examine how customers' purchasing habits relate to packaged drinking water due to the wide range of packaged drinking water brands available, as well as the packaging styles—such as bottles and cans—and their impact on consumer behavior.

Keywords: Consumer perception, packaged drinking water, buying behavior, and perception.

INTRODUCTION

Water is an essential natural resource, a priceless national treasure, a basic human necessity, and the source of all life—human, animal, and plant. Water is considered to be almost as necessary to life as oxygen, according to experts. Water not only helps with food digestion and absorption but also controls blood circulation, body temperature, delivers nutrients and oxygen to cells, and flushes out waste products and pollutants. Water also acts as a stress absorber for joints and shields vital organs, including the spinal cord, from harm. Some regions of the nation have seen a decline in the groundwater table. Drinking water or potable water is defined as water that is suitable for human consumption. Somehow, drinkable water that falls below a certain quality level is referred to as "safe water." The availability of this natural resource is a significant social and economic concern as it is getting rare in some areas. Water is not a limited resource; rather, it is recycled as drinkable water in precipitation in amounts that are many times greater than what people need. There is not enough drinking water available due to overpopulation and water contamination. People suffer greatly from a lack of access to clean drinking water, particularly in India. People nowadays prefer drinking water of a higher caliber. The overpopulation of India makes it impossible for the government to provide clean, safe, and sanitary drinking water to the populace. There is general shortage of clean water resources for the public. Customers in our nation are compelled to pay money to

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purchase safe drinking water as a result of this issue. The majority of producers offer packaged drinking water under various brand names for sale. Furthermore, a few producers offer packaged drinking water that has a trademark certificate and an ISI. When it comes to packaged drinking water, there are numerous brands on the market that can be found to satisfy customer demands. The producers of bottled drinking water offer a range of pricing, quality, and quantity options for their goods. Furthermore, there are other limitations in these markets, including subpar delivery, price, quality, and quantity fluctuations, intense rivalry, and similar issues. The issue with consumers' preference for any kind of packaged drinking water is brought about by these limitations. As such, customers of packaged drinking water are unable to purchase high-quality packaged drinking water at a fair price. the ideal moment. It is now imperative to develop an action plan to overcome these obstacles and persuade the three consumers to resume their packaged water purchasing habits.

STATEMENT OF THE PROBLEM

One of nature's greatest gifts is water. Life on Earth would not exist without water. There is no denying that water is a friend to humanity, but it can also be a threat because it harbors microorganisms that cause sickness and contains some elements that are unhealthy. Humanity has benefited greatly from the recent development of packaged drinking water, which is easier to transport from one location to another. The average person believes that the water is safe and of guaranteed quality if they buy packaged water. Every maker of packaged drinking water and packaged mineral water shall provide the consumer with this guarantee. The Bureau of Indian Standards has established guidelines for bottled drinking water meant for human consumption, acknowledging the critical nature of purity. Packaged drinking water (other than packaged natural mineral water) and packaged natural mineral water are the two categories into which the standards have divided packaged water.

OBJECTIVES OF THE STUDY

The next goals are formulated with consideration for the aforementioned concerns.

- To investigate the study's theoretical foundation.
- To gauge consumer knowledge of packaged drinking water.
- To investigate the respondent's viewpoint regarding bottled drinking water.
- To provide an appropriate summary of the results and recommendations.

METHODOLOGY

Methodology includes sample design, procedure for collection of data, method of analysis and tools of analysis of the study.

Data Analysis and Interpretation

Classification of respondents according to demographic profile of the sample respondents. Th following pages deal with the survey results.

AGE WISE CLASSIFICATION

AGE (YEARS)	NO.OF. RESPONDENTS	PERCENTAGE
18 – 25	45	45%
26 – 30	25	25%
31 and above	30	30%

Source : primary data

From Table 4.1.1, 45% of respondents under a age 18 – 25, 25% of respondents under a age 26 – 30 and 30% of respondents under a age 31 and above.

Gender wise classification

Gender	No. of. respondents	Percentage
Male	68	68%
Female	32	32%
others	0	0%

Source : primary data

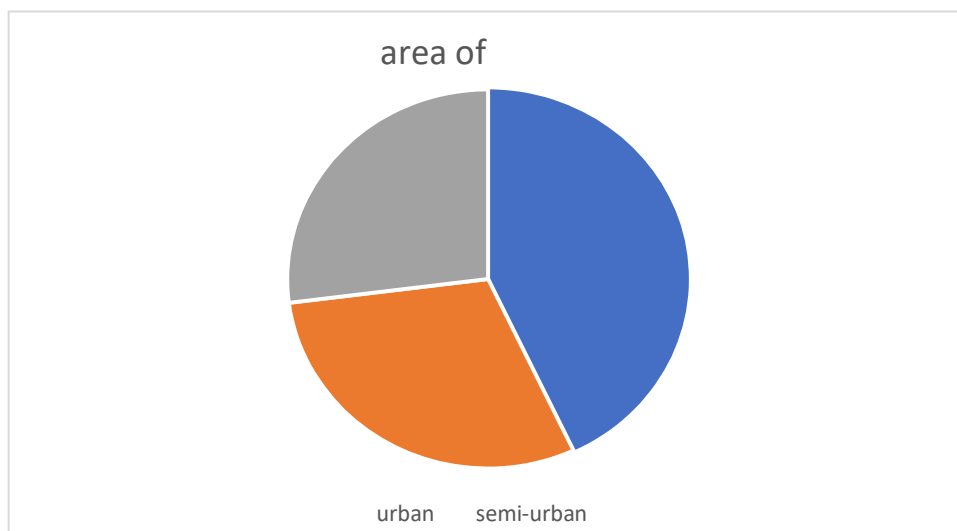
From Table 4.3.2, 68% of respondents are male , 32% of respondents are female and 0% of respondents is other.

Area of residence

residence	No. of. respondents	Percentage
Urban	43	43%
Semi – urban	30	30%
rural	27	27%

Source : primary data

From Table 4.3.3, 43% of respondents are in urban, 30% of respondents are in semi-urban, and 27% of respondents are in rural



FINDINGS

- The respondents under the age of 18-25, 26-30, 31 and above are using the packaged water for various uses without minding the price variance.
- All the age groups are using the packaged water.
- Most of the respondents do not prefer packaged water because of the price.
 - According to the respondents 34% of respondents consume by the influence of the various advertisements.
 - 32% consume by the influences of radio advertisement.
 - 24% consume by the influences of newspaper advertisement.
 - 10% of respondents are influenced by the other kind of media.
- Aquafina, Bisleri, Kinley and Vedika are the common brands which the respondents consume more in the market.

CONCLUSION

In general, consumers appear to view packaged water more highly than tap water. This is partially due to aggressive marketing that portrays the product as having numerous advantages over tap water. Even though the majority of consumers utilize tap water, they frequently buy packaged water for two main reasons: convenience and health or safety concerns. Actually, consumers are well aware of these issues in relation to their way of life. Additionally, manufacturers of packaged water are eager to satisfy their needs. The supermarket is the primary place to make purchases. Additionally, it has been demonstrated that there is a correlation between perception and the purchasing behavior of bottled water as well as income.

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