

A Study On Consumer Perception Towards Packaged Drinking Water With Special Reference To Chickballapur Town, Karnataka, India

Prof. Harish K.S¹ and Dr. N. Sandhya²

¹ Research Scholar(Ph.D), Bharathiar University, Coimbatore & Assistant Professor, School of Management Studies, Reva University, Yelahanka, Bengaluru- 560064, Karnataka, India

² Research Guide, Bharathiar University, Coimbatore & Professor, Department of Management Studies, S.B College of Management Studies, Yelahanka, Bengaluru-560064, Karnataka, India

Abstract

Indian packaged drinking water has special impact on consumer consumption. Scarcity of water and low rainfall in almost all parts of the country has increased the preference and consumption of packaged drinking water. The Purchasing of packaged drinking water is done on the perception of quality and safety of the water as primary reason. The variety of packaged drinking water brand selection, packaging styles viz., bottled, cans and its influence on purchase behavior, hence this study has been carried out to analyze the buying behavior of consumers towards packaged drinking water.

Keywords: Packaged drinking water, Buying Behavior, Perception, Consumer.

1. Introduction

Water is a unique valuable gift to living beings. It forms an essential part of every human being. Since it is basic necessity of human being so it makes sense to do business with it. The water business opportunity is enormous and the potential is mostly untapped in semi-urban and rural areas. In the initial period bottle water brands were promoted primarily at restaurants, clubs, cinemas, malls, hotels, departmental stores.

In the past packaged drinking water was privileged to high profile, tourists and health conscious people but at present it has witnessed increasing popularity among all class of consumers which has rapidly increased the sales of packaged drinking water in recent years. The increasing demand for packaged drinking water is due to the scarcity of clean drinking water and lack of quality of tap water connected to houses.

2. Need for the study

In today's market scenario consumers have numerous packaged drinking water brands to choose with. In Chickballapur town consumption of packaged drinking water has become a common practice. The study is intended to examine consumer awareness, priorities and satisfaction. Though the demand is increasing consumers may not be fully satisfied with the efforts of marketer. The study reveals to what extent the demographic factors impact on consumer buying behavior.

3. Objectives of the study

1. To analyze the level of awareness towards packaged drinking water among the consumers.
2. To analyze the perception towards packaged drinking water among the consumers.
2. To analyze the factors influencing purchase of packaged drinking water.

4. Review of Literature

(Kidwell & Jewell, 2008). Behavioral Intention (BI) is described as someone’s perceived probability or subjective opportunity that he or she can engage in a given behavior.

(Homburg et al., 2005). Behavioral Intention may be taken into consideration as the indicator that researchers use maximum frequently to research consumer behavior.

(Wang, 2010) asserted that consumer perception towards particular products or services are based totally on individual experience.

(Linden, 2013) Consumers are more inclined to buy a large quantity of bottled water believing that bottled water is not the replacement, and water consumption requires a substantial change in lifestyle either quality water or their health. Next, buy a substantial small amount of bottled water is inconclusive to be hoping that the difference in taste between water and bottled water is pale or small, and hopes that they cannot produce negative impact on high intake that decrease in consumption.

5. Research methodology

5.1 Sources of Data:

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.

5.2 Sampling Method:

The study was conducted using 250 respondents using convenience sampling method.

5.3 Tools for Analysis:

To analyze data percentage analysis and chi-square tools have been used.

5.4 Hypothesis:

To study the relationship between income, occupation and level of perception chi-square analysis is used:

H1: There is a significant relationship between Consumer income and level of perception towards packaging drinking water

H01: There is no significant relationship between Consumer income and level of perception towards packaging drinking water.

H2: There is a significant relationship between Consumer education and level of perception towards packaging drinking water.

H02: There is no significant relationship between Consumer education and level of perception towards packaging drinking water.

6. Analysis and Results

Table 1- Gender classification

Gender	Frequency	Percentage
Male	180	72
Female	70	28
Total	250	100

Table 2- Marital status:

Status	Frequency	Percentage
Married	160	64
Un married	90	36
Total	250	100

Table 3- Education qualifications:

Education	Frequency	Percentage
SSLC/10 th	10	04
PUC	25	10
Under Graduate	178	71
Post Graduate	37	15
Total	250	100

Table 4- Occupation:

Occupation	Frequency	Percentage
Business	75	30
Professional	65	26
Employed	70	28
House wife	40	16
Total	250	100

Table 5- Monthly income

Income	Frequency	Percentage
Up to 5000	09	04
5001-10000	12	05
10001-15000	75	30
15001-20000	83	33
Above 20001	71	28
Total	250	100

Table 6 – sources of awareness

Sources	Frequency	Percentage
Advertisement	126	51
Friends	26	10
Relatives	23	09
Neighbors	75	30
Total	250	100

6.1 Results of percentage analysis:

1. 72% of the respondents are male.
2. 64% of the respondents are married.
3. 71% of the respondents are under graduates.
4. 30% of the respondents primary occupation is business.
5. 33% of the respondents monthly income is between 15001-20000.
6. 51% of the respondents awareness for packaged drinking water was through advertisement.

Table 7:- H1 there is a significance relationship between consumer income and level of perception

Preferences	Chi square value	Difference	p-value	Accepted/ Rejected
Health aspect	36.140	12	0.000(S)	Rejected
Brand Value	29.723	12	0.003(S)	Rejected
Price	12.163	12	0.433(S)	Accepted
Taste	22.043	8	0.005(S)	Rejected
Promotion	15.556	8	0.049(S)	Rejected
Purification	17.124	8	0.029(S)	Rejected
Cleanliness	14.506	12	0.270(NS)	Accepted
Package	22.477	12	0.033(NS)	Rejected
Availability	19.305	12	0.081(NS)	Accepted
Supply Consistency	19.305	12	0.0278(NS)	Accepted
Quantity	10.640	8	0.223(NS)	Accepted
Quality	9.554	8	0.298(NS)	Accepted

Table 8:- H2 there is a significance relationship between consumer education and level of perception

Preferences	Chi square value	Difference	p-value	Accepted/ Rejected
Health aspect	9.585	3	0.022(S)	Rejected
Brand Value	9.971	3	0.019(S)	Rejected
Price	1.422	3	0.700(NS)	Accepted
Taste	0.639	2	0.727(NS)	Accepted
Promotion	4.576	2	0.101(S)	Accepted
Purification	0.959	2	0.619(NS)	Accepted
Cleanliness	4.327	3	0.228(NS)	Accepted
Package	7.008	3	0.072(NS)	Accepted
Availability	8.607	3	0.035(S)	Rejected
Supply Consistency	8.623	3	0.035(S)	Rejected
Quantity	1.174	2	0.556(NS)	Accepted
Quality	2.854	2	0.240(NS)	Accepted

6.2 Chi-Square Results:

The occupation has significant influence on perception over Purification, taste, price, promotion

and brand value. Occupation has no significant influence over quantity, quality, cleanliness, package, availability and supply consistency.

The education of consumers has significant influence on perception over brand value, health, availability and supply consistency. Education of consumers has no significant influence over taste, price, purification, promotion, package and cleanliness.

7. Suggestions

The packaged drinking water promotion should be based on consumer needs and preferences. Majority of respondents prefer to buy due to hygienic condition of packaged drinking water.

8. Conclusion

The factors influencing for consumer purchase decisions are Brand image, Promotion, taste, packaging, purification. The marketers of packaged drinking water should ensure the above factors to create brand loyalty and customer service to consumers.

9. References

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