

# **CONSUMPTION OF PACKAGED DRINKING WATER: IMPACT ON BUYING BEHAVIOUR OF THE CONSUMERS**

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## **Abstract**

In the present scenario, the innovation of new products covers the sales market and attracts new consumers for buying the products. As like two sides of a coin, in one aspect, it is sales of the product, but in the other aspect the buyers that is the consumers changing their products from one to another, which insist on change in the buying behaviour of the consumers.

This change in the buying behaviour can be influenced by the brand of the product, flexibility, availability, easy usage of the product, easy to carry, easy to dispose and so other factors. Water is an essential part of life, which is considered as basic need of life. But in todays existence, water is one of the product with brands and enter into the sales market. Water is available from nature to us, but due to the change in the environment, water becomes one of the product in the sales market.

This paper studies the usage of packaged drinking water and its impact on the buying behaviour of the consumers. In order to study the buying behaviour of the consumers, 50 people were selected from the Chennai district for survey of questionnaire. The study reveals that the most critical element influencing a consumer's decision to purchase bottled water is quality.

## **INTRODUCTION**

Water is nature's gift and one of the basic need of life. Due to the change in the market trend and selling perception, the water which is available everywhere, becomes a product in the market. In this paper, the researcher has analysed how the water becomes the influencer of consumer buying behaviour due to the factor of packaging.

The term "consumer buying behaviour" refers to a buyer's attitude, preference, intention, and decision in the marketplace when acquiring goods and services. The buying behaviour of the people plays an important role in the sales of a product. The term "packaged drinking water" refers to water that has been packaged after decantation filtration, combined filtration, accretions, filtration with membrane filter, depth filter, cartridge filter activated carbon filtration, demineralization, remineralization reserve osmosis packed from any sources of portable water.

Due to increase in water prone diseases and flexibility to use for the consumer, the packaged drinking water gaining importance and becomes one of the product in the product market. On an average, a normal human being has to drink 2 to 3 litres per day, this kind of scientific measurements paves a way for consumption of water in a packaged form. A packaged drinking water kept in a container which is used to hold easily, not only water but also other liquids for consumption.

Consumers drink this packaged drinking water as an alternative to tap water, which they feel unsafe and unhygienic. Packaged drinking water market as like other product market incurs competition and consumer influencing techniques to increase the sales of the particular brand. Lets analyse its impact on the buying behaviour of the people through this study.

## REVIEW OF LITERATURE

Dr. S. Vanitha (2015) "Consumer's awareness and attitude towards package water Thoothukudi District" her study on packaged drinking water highlights on the customer satisfaction on packaged drinking water. The study's goal was to find out how customers felt about packaged drinking water. The findings show that the majority of respondents believe that extracting certain minerals from water is beneficial to their health. The health of one-third of the respondents has been harmed as a result of their regular usage of packaged drinking water. The majority of those polled are aware of contaminated water and waterborne diseases. Customers must be satisfied, as well as suppliers.

Zhihua Hu, Lios Wright Morton & Robert L. Mohler (2011) in their study on "Bottled water: united states consumers & their perceptions of water quality" reveals that to learn about the methods used by consumers to determine quality, as well as the approval of various practical packing sizes given by major businesses. Data was gathered using both primary and secondary sources. Data is obtained for this study using a stratified random sample postal survey and questionnaires. When consumers in the United States believe that tap water is unsafe, they are more likely to report bottled water as their principal source of drinking water. Furthermore, those who give their ground water a lower grade are more likely to buy bottle water for drinking on a frequent basis and utilise it as their principal source of drinking water.

Fidelis Quansah, Abednego Okoe, Benjamin Angenu (2015), in their study on "Factors affecting Ghanaian consumers purchasing decision of bottled water" throws picture on the factors influencing consumer's perception of packaged drinking water. The study discovered four characteristics that influence respondents' decisions to buy bottled water. This finding indicates that in the Ghanaian market, there is a link between age groups, income groups, educational levels, and bottle water purchasing behaviour. To summarise, there is a link between psychological aspects and the purchase of bottled water.

A. H. Hemanth Kumar, S.Franklin john, S.senith (2014) published an article under the topic "Research on consumer buying behavior in purchasing water bottles." In this study, they revealed that the impact of respondents' income levels on several aspects of consumer purchasing behaviour. Primary and secondary data were used in the study. They discovered that respondents' social aspects and income levels differed. They infer from the study that there are differences in income levels, implying that different groups prefer or have different opinions on consumer buying behaviour.

Ranchay Bhetejai, Amit Tyagi, Mani Tyagi (2014) in their research paper under the topic "A research study on consumer buying behavior on safe drinking in household" find out that the customer's response and attitude were measured using a graphic rating scale and ranking system. According to the findings, operating in an industry necessitates 100 percent concentration, complete care, analytical, descriptive, and communication abilities.

## OBJECTIVES OF THE STUDY

The major objective of the study is

- To find the Consumer's buying behaviour on packaged drinking water in Chennai.
- To analyse the factors that influence the buying behaviour of the consumers to buy the packaged drinking water in Chennai.

## SCOPE OF THE STUDY

The current analysis provides a clear picture of customers' purchasing habits when it comes to packed water bottles. An attempt is also made to determine which aspects are the most popular, which aids in understanding the factors

that impact consumers when purchasing a packed water bottle and measuring consumer satisfaction. The most critical aspect in living a healthy life is having access to safe drinking water. It has improved throughout time as a result of the increased availability of packaged drinking water on the market, allowing the industry to thrive.

## LIMITATIONS OF THE STUDY

The main limitation of this study is, it is limited only to 50 people in Chennai district, which covers only a certain number of people. This study fails to analyse the brand of the packaged drinking water which covers the market as a whole. The researcher only concentrates on the factors influencing the buying behaviour of the consumers in buying the packaged drinking water.

## RESEARCH METHODOLOGY

The researcher adopted descriptive research design to analyse the data in the questionnaire.

The data were collected through primary data collection by filling the questionnaire. The questionnaire consists of the questions which are close ended.

The sample size of the study is 50 respondents. These respondents were chosen irrespective of their gender.

The statistical tool used to analyse is Chi-Square test.

## HYPOTHESIS TESTING

- To test whether there is significant difference between the factors influencing the buying behaviour and income of the respondents.
- To test whether there is significant difference between the Quantity of the packaged drinking water satisfaction of the consumers.

## DATA ANALYSIS AND INTERPRETATION

1. To test whether there is significant difference between the factors influencing the buying behaviour and income of the respondents.

$H_0$ : There is significant difference between the factors influencing the buying behaviour and income of the respondents.

$H_1$ : There is significant difference between the factors influencing the buying behaviour and income of the respondents.

### Chi- Square Test

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi- Square	3.163	2	0.207
Likelihood Ratio	3.263	2	0.201
Linear by Linear Association	1.210	1	0.286
N of valid cases	50		

### Interpretation

The Value of the Chi- Square is 3.163. Since, the chi-square value is greater than the p value 0.207, the null hypothesis were accepted and concluded that there is significant difference between the factors influencing the buying behaviour and income of the respondents.

2. To test whether there is significant difference between the Quantity of the packaged drinking water satisfaction of the consumers.

$H_0$ : There is significant difference between the Quantity of the packaged drinking water satisfaction of the consumers.

$H_1$ : There is significant difference between the Quantity of the packaged drinking water satisfaction of the consumers.

### Chi- Square Test

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi- Square	6.175	1	0.10
Likelihood Ratio	7.332	1	0.28
Linear by Linear Association	6.369	1	0.15
N of valid cases	50		

### Interpretation

The Value of the Chi- Square is 6.175. Since, the chi-square value is greater than the p value 0.10, the null hypothesis were accepted and concluded that there is significant difference between Quantity of the packaged drinking water satisfaction of the consumers.

The interpretation in the analysis reveals clearly that the income and buying behaviour factors have its influences. The certain buying behaviour factors like prestige, easy to use, safety and hygienic plays a major role among the people to think more their earning part. Likewise, Quantity of the water and satisfaction were also influenced by each other.

### CONCLUSION

To conclude, its clear that people preference over packaged drinking water is high due to their buying behaviour. In India, the package drinking water sector has been continuously increasing and is dominated by a few brands. The packaged water market is particularly competitive, with manufacturers increasing their packaging styles in order to appeal to a wider audience and capture a larger share of the market. The market is likely to boom, with rising consumer worries about health and increasing shelf space in institutional channels, and players have a lot of room to grow their sales.

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