

# Consumer Perception and Factors which influence the Adaption of Packaged Drinking Water or Mineral Water Consumption

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**Abstract:** In Mumbai, the trend of bottled water use is on the rise. The development of bottled water sales and consumption is aided by development initiatives and tourism marketing. Ordinary bottled water such as Bisleri, Aquafina and Kinley market are facing serious difficulties competition to deal with the problem many companies come with a natural premium a phase of mineral water to operate on surface and channels. India I and in the top 10 countries in the use of bottled water and foreign products come to India and look for their market in tourist areas, restaurants, airport, gym and many places. In this article, it will explore the impact of premium drinking water is concentrated in the Mumbai region and has identified various influences purchasing premium packaged drinking water at the research site.

**Key Words:** —*Consumer behaviour, packaged, mineral etc.*

## I. INTRODUCTION

Every single person on the planet is a buyer. From the moment we are born until we die, we require a wide range of commodities and services. Every buyer is a consumer, and every buyer isn't. Then there's the question of who the customers are and how they act while purchasing a goods. For advertising, it is crucial. The term "consumer" refers to a person who has made a purchase. Individual and family purchasers of products and services for personal consumption. Drinking the best quality water is one of the critical issues in many developed areas as well developing countries in the world. Lack of available drinking water is also a major problem in developing countries. Development projects also cause groundwater pollution which is- great danger to humans. Mountain water, often known as natural mineral water, is described as water collected directly from subterranean sources that is free of contamination. Packages are processed close to their origin and fulfil external quality criteria. It has a soluble solid content of at least 250 parts per million. Minerals and trace elements should be obtained from a subterranean source, and water can be supplied afterwards. Himalayas, Vedica, and Mulashi are other examples.

Bottled water of ordinary quality Ordinary bottled water is pure, and there are several variations to choose from, including Bisleri, Aquafina, and Kinley. Normal water from any sort of water supply (including municipal water) subjected to any treatment that alters the water in order to meet chemical, microbiological, and radiological standards for pre-packaging water.

A generation that is health-conscious and prefers premium water. Water is an Indian plant that the Maharajas of India drank to be well and fit, according to historical sources. Himalayan water has a pH of 7.3, Vedica water has a pH of 7.9, and Mulashi water has a pH of 7.8. Low acidity in water helps cleanse your body and lose weight, and it is naturally beneficial for healthy skin.

Individual use of bottled water in India is increasing as a result of rising health awareness, poor tap water quality, and easy availability to bottled water. Bisleri, PepsiCo, Coca-Cola, and Parle are among the top five participants in India's packed bottled water sector. Due to insufficient infrastructure, these firms are having difficulty entering small towns and villages, creating a chance for emerging regional competitors to establish a foothold in regional markets. High bottled water sales are an expanding sales industry; nevertheless, this varies with demand arising from social services and business events, particularly water supply or bottled water bottles. Players have begun to join the mixed waters bags with low prices in order to capture all sectors of society.

Manuscript revised July 10, 2022; accepted July 11, 2022. Date of publication July 13, 2022.

This paper available online at [www.ijprse.com](http://www.ijprse.com)

ISSN (Online): 2582-7898; SJIF: 5.59

### 1.1 Evaluation:

Indian cultural, social, economic, and political elements abound in the water. Large population density (1.21 billion) combined with high poverty levels and a tropical climate (June-September, with 90% of river flow during 4 months and 50% of rainfall in 15 days) make water shocks far simpler to deal with in any nation. standards. Rainwater collecting is challenging, and India's present water storage capacity per person is substantially lower than that of China or the United States. As a result, groundwater supplies more than 60% of India's irrigated crops and 85% of its drinking water. Rainfall, melting glaciers, and floods are predicted to become more intense as a result of climate change, adding to India's "heavy hydrology." However, it also has the highest amount of vulnerability, as well as the greatest potential for success.

- *1622:* The first bottling water facility in the world was the Holy Well Bottling Plant in the United Kingdom. The commercialization of bottled water is thought to have started in this facility around 1622. Other European countries got into the habit. Many European mineral springs began to offer water in bottles.

The supposed therapeutic efficacy (healing and health benefits) of spring water was the major motivation behind this. Until the 1900s, bottled water was marketed in many European pharmacies for its therapeutic worth and qualities. Simply told, it was during this period that bottled water became a popular and vital way to drink.

- *1700:* As individuals began to travel more extensively in the early 18th century, Europe started to acknowledge the beneficial properties of water from a variety of other sources. This event was sparked by the presence of organic springs in different provinces outside of Europe.
- *1767:* The first commercial bottled water was invented and made available in 1767 in the United States. It was distributed and sold by Jackson's Spa in Boston. Bottling water was a way to share popular and profitable water with many people.
- *1947:* In 1947, the first commercial use of plastic bottles was made. However, the bottles remained rather pricey, making them unaffordable for certain people. High-density polyethylene was not introduced until the early 1950s.

*EARLY 2000:* By the year 2000, tap water had waged a full-

fledged assault against bottled water. Consumers' worries about pollution and disease

- from tap sources were exploited by beverage businesses. Brita Filters, which also claims that toilet and tap water come from the same source, is one of the primary actors in this dispute.
- *2011-2012:* The Environmental Protection Agency (EPA) sparked substantial changes in 2011. The Environmental Protection Agency (EPA) enacted measures to address the escalating environmental pollution problems produced by plastic bottles throughout time. Over the years, notable rules have included lowering the weight of a PET plastic water bottle from 47.7 grammes in 2000 to 9.89 grammes now.

### 1.2 Present Scenario:

The global bottled water market has surpassed the \$ 200 billion mark and is expected to be worth \$ 350 billion by 2021 if annual growth by 10% continues. Not surprisingly, the Asia Pacific region accounts for 42% of the world's bottled water use. The region is home to some of the world's most populous countries, often experiencing a shortage of clean drinking water.

Most bottled water markets around the world are still consuming bottled water for health reasons, namely clean water and access to extra minerals and vitamins that benefit the body. Some shoppers are also happy to try new flavours and flavours that come out every day.

### 1.3 Statement of The Problem:

There are many different varieties of mineral water on the market nowadays. As a result, I users are unable to recognise and pick a certain kind. The product type has a significant impact in the buying decision-making process. Product depreciation. It is used to classify objects into two categories: durable consumer goods and perishable items. In the near future the decision-making process is quite intricate. The purchaser has completed the registration process.

Before you buy mineral water, think about the numerous elements that impact your selection. So, Consumer perceptions around minerals have been studied via research water. Consumer opinion is used in the examination of consumer attitudes. People are also unaware of the distinction between packaged drinking water and mineral water.

## II. REVIEW OF LITERATURE

### 2.1 The Paper's Objectives Are as Follows:

- To determine the factors that impact a consumer's decision to purchase packaged drinking water or mineral water.
- To determine the consumer's preference for mineral water or packaged drinking water.

(Harsanto, 2021)The goal of this study is to find out what consumers think about the type of mineral water container that is sold in Indonesia. This research will yield information that may be utilized as a reference for packaging design and to aid in the development of new packaging. Determine consumer impressions of a product's purchasing decisions. A qualitative method was used in this study, which was supplemented by quasi-data (quantitative data). experimental) with a focus on aesthetics (design). By incorporating package des in elements Colour, shape, brand, and logo, as well as illustration and typography, will influence perceptions in the thoughts of customers when it comes to the product's compatibility with the packaging. As a result, packaging design has the ability to introduce items to consumers and aid in their improvement. Purchase decisions, as well as providing linked value to help establish a brand image in the marketplace.

(Mohanty, 2018)examines consumer preference and the factors that are believed to impact its development, as well as a critical assessment of literature from past research investigations. This paper categorizes research articles based on the elements that influence consumer behavior preference. The analysis is based on secondary data gathered from a variety of sources, including Peer-reviewed journal articles, books, government publications, conference proceedings, and other types of publications works that are related the literature search was carried by using major multi-purpose databases such as such as Thomson Reuters' Web of Science, ProQuest, Research Gate, Emerald, Science Direct, and others EBSCO. This study, in particular, creates a conceptual model that comprises five antecedents. The usage of packaged drinking water is influenced by consumer preferences.

(Beshaw, 2020)The study's sampling and data collection were guided by a systematic analysis of Planned Behavior. The average monthly income of the study's participants was between 5000 and 10,000 dollars. (\$350) Television and radio were the key sources of customer information for Eth Birr. Customers who stayed at a residence place were more. When

compared to market place clients, they are more concerned about their health. Customers in the market arena were primarily concerned with the cost of the product. Bottled water Almost all of the customers (97%) were unconcerned with bottled water standards. However, there are only 86 of them (43 percent), Customers looked at the chemical makeup on the label, and 74 (85 percent) of them didn't grasp it. Customers' choice of packaged drinking water has been challenged by their health status. Customers are becoming more concerned about prices while they are out of their residence place.

(Islam, 2016)examines Mineral water may appear to be a challenging product to develop in terms of flavor, taste, and variety. Where There is a clean water shortage, and people are continually worried and speculating about what would happen if they don't get their hands on some. Whether they are purchasing mineral water bottles or drinking it at home, the water they are drinking is safe. clean, unadulterated, and risk-free Mineral water products are initially rated on their appearance, according to consumers.

(Dr Raaz K Maheshwari, 2012)The worldwide bottled water sector will undoubtedly benefit as customers become more discerning and seek out better beverage options. The bottled water industry's problem is to keep up with consumer demand for improved water. Improved water products while preserving the core natural qualities of simple water as well as hydration Bottled water is currently under fire due to its negative impact on the environment and excessive cost. The bottled water manufacturing process is sometimes chastised for consuming enormous quantities of energy.

(Delina, 2016) examine the elements that determine bottled water usage and the impact they have on the environment. In addition, the study's goal is to identify the geographically significant link of consumption behavior The investigation into some demographic and marketing elements are significantly connected, according to the responses. With the consumer's purchasing habit and have a substantial impact on the consumer's perception in the direction of bottled water.

(Okoe, 2015) The study's goal was to look at the elements that influence people's decision to drink bottled water. The survey research design was used in this study. The data gathering instrument was a questionnaire. The constructs were measured using items adapted from the literature. A total of 240 people were included in the study (240) The survey was completed by consumers of bottled water.

ANOVA and the correlation test were used to analyze the data. In Mumbai, there is a link between age groups, economic groups, educational levels, and bottled water purchasing behavior. Again, the study found a relationship between perception and beliefs of bottled water usage. Furthermore, quality, brand price, availability and package were found to influence consumers' choice of bottled water.

*(Lisha Patel, 2020)* The study's goal was to determine what factors influence consumers' decisions to buy a packed water bottle. The study was conducted with a random sample of persons using the survey research design. The data was collected using a questionnaire, with all questions being structured and closed ended. A hundred (100) bottled sample size the questionnaires were filled out by water customers. The frequency distribution (percentage) and T-test were used to analyze the data. (t-test with one sample) The findings reveal that each facet of client purchasing behavior has a considerable positive analysis. The act of consuming According to the findings, quality is the most crucial factor affecting a consumer's decision to purchase a product.

*(M.V.A.L Narasimha Rao, 2019)* Consumer expenditure in India is influenced by bottled drinking water in a unique way. Water scarcity and insufficient rainfall in nearly all sections of the country have exacerbated the problem. Preference for and expenditure on packaged water for consumption. The purchase of packaged drinking water is done on the premises. The main cause is the public's opinion of the water's quality and safety. The brand selection, packaging, and variety of packaged water for drinking. Bottled and canning styles, as well as their impact on purchase behavior. As a result, this research has been carried out to examine the purchasing process.

*(STANDARDS AND CONSUMERS- A CASE STUDY OF PACKAGED DRINKING WATER, 2020)* The study investigates customer brand preferences while purchasing packaged drinking water. 607 randomly selected consumers from four districts in the southern district of the city were interviewed. More quantity and service are the top priorities for responders' quality. Changes in service quality are an important issue to consider when deciding whether to keep or transfer services brand. It is advised that the government take initiatives to increase public awareness. People are inspecting the quality marks on packaged drinking water.

*(WILK, 2006)* Bottled water has become a ubiquitous global industry, and use is fast increasing, particularly in places

where clean drinkable tap water is accessible for very little or no cost. This article explains how the Water's rich cultural implications are employed in marketing and branding, as are the different forms of water. Consumers who reject the commoditization of bottled water. The comparison of the difference between tap and bottled water might be interpreted as a manifestation of a power struggle. In an era of heightened public distrust of governments and companies, apprehension about danger and one's own health According to the report, bottled water is a case in point. when good cultural logic leads to ecologically harmful actions

*(Hug March, 2020)* This article discusses how to deal with apparent tap water quality concerns in the home. This paper examines the motives and motivations driving the installation of in-home water treatment systems using a household survey (n = 581) and three models in Catalonia (Spain). As well as drinking and cooking with bottled water the primary explanations for the increased the impression of poor tap water quality, as well as a lack of in-home water purification systems, all contributed to the increased usage of bottled water. The presence of in-home care workers treatment systems is associated with issues such as perceived poor water quality, bigger families, and so on.

*(Namita, 2018)* The rising number of water-borne infection cases, increased water pollution, urbanization, a shortage of pure and safe water, and a variety of other causes have all contributed to this scenario, making the bottled water sector comparable to other purchasing devices. Other factors that have contributed to the expansion include a lack of drinking and potable water at train stations, visitor attractions, and the influence of tourism corporations, among others. There could be no existence without water, at least not in the way we know it now. Natural ingesting water is becoming a basic demand of the average man. Previously, bottled drinking water was only available to the wealthy, international travelers, and particularly health-conscious people.

*(Sevigny, 2017)* Bottled water is utilized globally as a matter of need and desire. People that require bottled water reside in places with poor water sanitation, such as developing nations. People who prefer bottled water despite its greater price tend to reside in locations with convenient access to clean water, such as underdeveloped nations. These preferences for bottled water are influenced in part by flavor and convenience, but in significant part by promotional efforts by bottled water businesses.

The preference for bottled water leads to greater sales as well as rising costs. Damage to health and the environment are among the costs. Lack of information outside of biased advertising causes customers to behave differently than if they were fully aware of the indirect repercussions of their purchases. Educational programmers can help to close the information gap between bottled water producers and customers.

### III. SCOPE OF THE STUDY

The current analysis provides a clear picture of customer purchasing practices when it comes to packaged water bottles and mineral water. An effort is also made to determine which features are most popular, which helps to understand the factors that affect customers when purchasing packaged water and mineral water bottles, as well as measuring consumer satisfaction. The most important factor in a healthy lifestyle is access to safe drinking water. It has always been better due to the increase in the availability of bottled drinking water and mineral water on the market, which allows the industry to thrive.

### IV. RESEARCH METHODOLOGY

*Research Design:* I selected a descriptive research design in this case because of the research topic.

*Data collection:* I utilised a primary data collecting approach (survey) to obtain information from clients by filling out a questionnaire for the study.

#### 4.1 Survey Questions:

A questionnaire covers a wide range of topics and includes a number of questions from which we may get precise data. Gender, Age, and other personal and demographic data are collected in this area. Another inquiry assesses how customers' preferences in terms of brand recognition, quality, convenience, health, price, and information sources influence their decision to drink bottled water.

In a subsequent phase, we conducted personal interviews with consumers such as students and retailers, and we learned some intriguing facts as a result of this.

*Sample Size:* The number of items to be chosen from the universe is referred to as sample size. The study's sample size is 81 people.

#### 4.2 Data Analysis:

S.NO	PATICULARS	NO OF RESPONDENT
1	GENDER: MALE	47
	FEMALE	34
2	AGE: 15-20	20
	21-25	43
	26 PLUS	18
3	OCCUPATION:STUDENT	47
	JOB	4
	ENTREPRENEUR	9
	OTHERS	21

*Interpretation-* The above table shows that most of the respondents were Males (47) and others were female (34). Most of the people are in the age group between 21-25 (43) which means youngsters, followed by 15-20 (20) and then 26 (18) plus people. Most of the people are students (47) and others are doing job, entrepreneur, bankers, service, govt.jobs and housewives.

Preference of your Water.  
81 responses

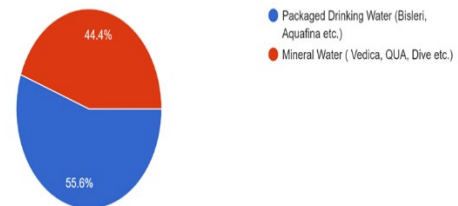


Fig.1. Preference of your water

S.NO	WATER	NUMBER
1	PACAKGED DRINKING WATER	45
2	MINERAL WATER	36

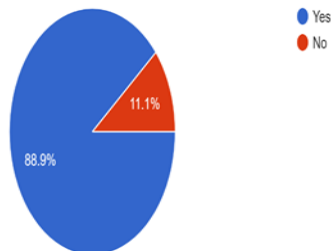
*Interpretation:* - According to the responses it is seen that most of the people (45) drink Packaged drinking water (Bisleri, Aquafina etc.) and others (36) drink mineral water



(Vedica, QUA, Dive etc).

*You know the difference between Mineral water & Packaged drinking water*

You know the difference between Mineral water & Packaged drinking water  
81 responses



*Interpretation-* The above pie chart shows that 88.9% which is 72 people out of 81 respondents know the difference between packaged drinking water and mineral water. The remaining 11.1% which is 9 people don't know the difference between packaged drinking water and mineral water.

## V. CONCLUSION

Consumer behaviour is diverse. Each and every buying decision of a consumer goes through various stages and different aspects. Through this research it is known that the consumer prefers packaged drinking water more than mineral water. Though it is also seen that the consumption of mineral water has increased in comparison to past years. Which indicates that consumer is becoming more health conscious. Consumer is ready to pay higher price for health. Still on the daily basis packaged drinking water is more preferable by a consumer as the price is nominal and water is a basic necessity and bought frequently, so a consumer can't spend much. So, this study shows that there is not much difference between the preference of package drinking water and mineral water, still packaged drinking water is preferred more by the consumer.

*Suggestion:*

As mineral water is pure and health is one of the most important aspects of a human life. Water is something without which there is no life on earth. Drinking mineral water is good for health, though the price is high because the water directly come from Himalayas. The health-conscious people and the people who can afford mineral water should drink for good health.

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