

A study on consumer buying behavior towards packed water bottle at Dharti water pvt. Ltd.

1Lisha Patel, 2Prinsa Patel

1Student, 2Teaching assistant

1B.V.Patel institute of management, Uka tarsadia university,

2B.V.Patel institute of management, Uka tarsadia university

Abstract - The objective of the study was to analyze the factor that influences consumers to purchase packed water bottle. The survey research design was employed; study was carried out with a sample of general people. A questionnaire was used as the data collection method, all questions were structure and close ended. The sample size of hundred (100) bottled water consumers responded the questionnaires. Data was analyzed using frequency distribution (percentage), and T- test (one-sample t test). The results show that there is a significant positive analysis of each customer buying behavior aspect of consumption. The study concludes that quality is the most important factor influencing the consumer to go for a particular brand of water bottled.

keywords - Buying Behavior, Influences, Consumption.

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? 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, re-mineralization reserve osmosis packed. As a normal human being requires on an average need 2-3 liters 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. A water bottle is a container that is used to hold water, liquids or other beverages for consumption. The use of a water bottle allows an individual to drink and transport a beverage from one place to another. A water bottle is usually made of plastic, glass, or metal. Water bottles are available in different shapes, colours, 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. Reusable water bottles reduce plastic waste and contribute to saving an environment. 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. They think it tastes better (no chlorine taste) and perceive it to be safer and of better quality. They also look for security. Food scandals in industrialized countries and waterborne diseases in developing countries greatly influence consumers' attitudes. Higher living standards and auto usage enable people easily bring home more and heavier packaged drinking water.

REVIEW OF LITRATURE:

Maena Naman Shafiee (2018): "A Study of Consumer Buying Behaviour of Package Drinking Water." 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 designs that are easy to carry (1ltr, 500ml, and 250ml) 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.

M. Sangeetha & Dr. K. Brindha (2017): "A study on consumer behaviour towards bottled drinking water with special reference to Coimbatore city". The Objective of the study 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 the 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.

Dr. K Vijaya Venkateswari, P Jeevitha, and Jacquelin mercy: "A Study on Consumer Perception towards Packaged Drinking Mineral Water with Special Reference to Coimbatore City." The main objective of this paper is to study the level of perception of consumers towards the packaged drinking water. 59.6% of the respondents are from the age group of 20 to 30 years. 42.4% of the respondents are from the category of private employees. 75.2% respondents are from the type of nuclear family.

Dr. S. Vanitha (2015): “Consumer's awareness and attitude towards package water Thoothukudi District.” The Objective of the study to know the attitude of consumers towards packaged drinking water. The finding are to Majority of the respondents stated that the extraction of certain minerals from the water is good for health. One third of the respondents' health has been affected due to the frequent use of packaged drinking water. Most of the respondents have the awareness about contaminated water and waterborne diseases. Suppliers and also to ensure customer satisfaction.

Dr. K. Kohila & Mrs. T. Dhanalakshmi (2019):

“Customers satisfaction towards packaged drinking water in sivakasi.” To study and analyze on the tremendous growth of packaged drinking water, to analyze the factors influencing purchase of packaged drinking water & to analyze the level of awareness and satisfaction of packaged drinking water among the customers, on pre and post purchase. Data has been collected through primary as well as secondary data. From 60 respondents' data was been collected. Packaged drinking water is a product which people but not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The reason is that people are becoming health conscious in the present day environment. Hence it becomes evident that those brands that show importance to those aspects will sell more in the market and capture more number of consumers.

Dr. V Selvam (2017):

“Consumer attitude towards packaged drinking water.” To Study the level of awareness among the consumer towards packaged drinking water & to identify the factors influencing the consumer to purchase the packaged drinking water. The research data is collected by primary data. The main means of obtaining this data was surveys. For this research Questionnaire was the source of primary data. This study concluded that Consumers determine the growth, prospects and even the existence of a business. Hence manufactures should feel the pulse of consumers. They should plan their production and distribution activities as per the needs and convenience of the consumers.

Zhihua Hu, Lios Wright Morton & Robert L. Mohler (2011):

“Bottled water: united states consumers & their perceptions of water quality” To identify the methods used for quality determination by consumers & To know the acceptance of various convenient packing sizes offered by major players and their acceptance. Data has been collected through primary as well as secondary data. For this research data's are collected through the Stratified random sample mail survey & questionnaires. The find that U.S. consumers are more likely to report bottled water as their primary drinking water source when they perceive that drinking water is not safe. Furthermore, those who give lower ratings to the quality of their ground water are more likely to regularly purchase bottle water for drinking and use bottle water as their primary drinking water source.

Thilagavathi P. and Ramya S. (2015):

“A study on consumer attitude towards consumer buying behavior in water bottled.” The main aim of study was to know the factors influencing the choice of buyers while making the purchase of water bottled. To measure the satisfaction level of the consumer and determine the factors influencing satisfaction, to know the problems faced by the consumers' of water bottled. The research was based on sampling techniques, independent variable & Dependent variable. The statistical data is analysis. From the study they conclude 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.

K.S.Adlin Kanisha, J.Princy and A.K.Subramani (2015):

“A study on consumer satisfaction towards Bisleri packaged drinking water, Avadi, Chennai.” To assess the association between demographic variables and consumer satisfaction towards Bisleri water. Descriptive research is followed in the research. The sample (i.e. sample size 50) was selected among the consumers of Bisleri, located at Avadi for this research. The sample from chosen from the population, by using convenience sampling technique (i.e. Non probability sampling technique), because the exact population size is unknown and the accessibility of the consumer is difficult. Survey method used as data collection this research. The primary data were collected using structured questionnaire. from the study concluded that the demographic variables such as age group, gender and occupation are having more impact on the consumer satisfaction this study also indicates that the consumers' loyalty towards are Bisleri is also excellent.

Dr. G.B.Kathikyan and Mr. T.M.R Surya Vardhan:

“A research study on consumer's attitude and perception towards packaged drinking water with special reference to virudhunager town.” To analyze the level of awareness and satisfaction of packaged drinking water among the customers, on pre and post purchase. Both primary and secondary data are used for the present study. The primary data are collected from 150 sample respondents from virudhunager town. The usage of packaged drinking water has made significant, impact on the minds of normal man and business class people; hence care should be taken to ensure to preserve the colour, taste and necessary nutrients in the package drinking water.

Dr. S Shalini and R Lavanya (2016):

“A study on customer satisfaction towards packaged drinking water.” The Objective to study the customer's brand awareness about the packaged drinking water. The study based on primary data and secondary data. Sample size refers to the number of item to be selected from the universe the size of sample taken for the study is 120. Packaged drinking water 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 reasons are that people are becoming health conscious in the present day environment. Majority (76%) of the respondents have awareness about the PDW. And 38% of the respondents have awareness through advertisement.

Mentari Rahdini, Mutiara Aisyah, Suresh kumar (2014):

“Factors that influence people buying decision on bottled drinking water.” To analyze several factors that influence people buying decisions on it, namely brand, quality of water, and the packaging of the product. The research data is collected by primary data. The main means for collecting primary data was Quantitative research the methodology with questionnaires. Questionnaires were distributed to 300 respondents. people buying decision on bottled drinking water is affected by brand,

quality of the water, and the packaging. It is important to maintain those three factors in bottled drinking water business. The findings have proved that the hypotheses stated earlier in this research paper are all accepted.

Fidelis Quansah, Abednego Okoe, Benjamin Angenu (2015):

“Factors affecting Ghanaian consumers purchasing decision of bottled water” To examine the factors influencing consumer’s choice of bottled drinking water. Primary Data was the main source of data collection. The main means of obtaining this data was surveys. For this research Questionnaire was the source of primary data. Data were collected from 240 respondents. The study identified four factors which influence the respondents mostly when purchasing bottled water. This result shows that, there is a relationship between age categories, income groups, educational levels & bottle water buying behavior in the Ghanaian market. To conclude there is a relationship between psychological factors & bottled water buying behavior.

Nilima Das (2013):

“A study on factor affecting consumer buying decision of water bottled.” The main aim of the study was to analyze theoretical aspect of consumer behavior, find out the people awareness about water related diseases, Find out customer’s awareness regarding use of water bottled. 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 bottled maximum consumer prefer health & safety to price. From the study they have conclude that they provides valuable information related to consumer behavior.

Seyed Ali Sajjadi, Vali Alipour, Mohammad Matlabi, and Hamed Biglari (2016):

“Consumer Perception and preference of drinking water sources.” To assess the consumer perception of tap water quality and other drinking water sources in Gonabad as a small semiarid city. Primary Data was the main source of data collection. For these research questionnaires was the source of collecting data. Results showed that demographic variables had a significant relationship with consumer satisfaction ($p < 0.05$). The importance of this study is that its information can be used in consumer views for selecting a source of suitable quality of water resource and satisfaction with the supply service. According to these results it was clear that each consumer group, based on self-condition, prefers using a specific drinking water source.

Dr. Bidhu Bhusan Mishra and Mrs Shoven Mohanty (2018):

“A Study on Consumer Preference towards Packaged Drinking Water” To understand the concept and essence of Consumer preference & to review the existing literature on factors affecting consumer preference towards packaged drinking water. The study is based on secondary data which were collected from various sources like journal articles with peer- reviewed, books, government publication, conference proceedings and other relevant works. This study makes a step towards to understand the consumers’ preference toward packaged drinking water through diversified angles. The study has tried to identify the important factors that have a significant influence on the consumers’ preference. The conceptual models was developed by reviewing related literatures will be useful to understand the consumer preference in the context of consumption of packaged drinking water.

A, H. Hemanth Kumar, S.Franklin john, S.senith (2014):

“Research on consumer buying behavior in purchasing water bottles.” The main aim of the study how consumer buying behavior factor influence consumer when purchasing water bottle. The influence of income level of the respondents on consumer buying behavior dimensions. The research was based on primary data and secondary data. They found different existed among social dimensions and income level of respondents. From the study they conclude exists in the income level that implies the different groups prefer or opinion differs on consumer buying behavior.

Debarun Chakraborty (2012):

“A study on customer satisfaction and expectation towards water bottles”. The main aim of the study, to study the consumer awareness about different water bottle’s brand available in the market, to study the consumer buying behavior of different water bottles. The research methodology followed is descriptive research. The descriptive research design must make enough provision for protection against bias and must maximize reliability. With the help of the questionnaire I have collected the data through simple random sampling. Then I analyze the outcomes and based on the results I have made the analysis report the data collection method. From the study they conclude because nowadays people are very conscious about their health these days and are very particular about their drinking water. In such a scenario most of the people are using water bottles.

Legese Lema, Dr. Mulugeta Negash Wodaje (2018):

“Factors Affecting Brand Choice of the Consumers on Bottled Water Brands” To identify determinant factors of consumers brand choice decision for bottled water products in Gondar city & to examine if there is a difference among the demographic profile of consumers and the factors they consider in their brand choice decision. The research data is collected by both primary and secondary data. Research was based on Non-probability sampling techniques both convenience and purposive sampling techniques. This study found that price, product quality, brand name, advertisement, packaging, brand availability and brand image, as a critical to brand choice of consumers for bottled water products in Gondar city. Variation on brand choice based on respondent’s educational, occupation and gender groups were statistically significant. However, variation on brand preference consumers for bottled water products, based on respondent’s age and income were statistically insignificant.

Saranda Kajtazi & Nail Reshidi (2018):

“Consumer-Side Decision Factors on Their Selection of Bottled Water Brands” To identify and analyse the factors that influence consumers the most when choosing bottled water brand in the market. The research data is collected by primary data. The methodology of this research study is quantitative. The data were obtained through a survey of random consumers. The findings show that the consumers decision is influenced mostly by six factors, namely quality, marketing, consumer perception, price, preference and practically. The research provides new insights into the bottled water manufacturing industry and marketers in positioning themselves in a competitive environment.

Delina, P. J. E. and Dasinaa, S. (2016):

“Consumer Perception & Factors Influence In Adapting of Bottled Water Consumption in BATTICALOA DISTRICT, SRI LANKA” How the consumption behaviour of bottled water influences by demographic, marketing, and psychological factor, To identify the geographical influences directly related to the consumption behaviour of bottled water in terms of availability of other drinking water source & to know whether the consumers are aware with the environmental issues associated with disposal and recycling of water bottles. Primary Data was the main source of data collection. The data collected from the questionnaire’s is summarized and analyzed by using SPSS. The results of the study provide information on the factors that influence a consumer’s decision of whether or not to drink bottled water in terms of perception.

Ranchay Bhetejai, Amit Tyagi, Mani Tyagi (2014):

“A research study on consumer buying behavior on safe drinking in household.” The main aim of the study of to find out the service quality of industry in various areas and find out the deficiency and to study the factor determining the choice of branding strategy in market.: The research was based on primary and secondary data. They found the graphic rating scale and ranking method was used to measure the response and attitude of the customer. from the study they have conclude 100 percent concentration, full care, analytical, descriptive and communication skills are prerequisites for working in an industry.

Elisa Giacosa and Guido Giovando (2004):

“A study entitled “bottled water consumption: the case of Italy”. The aim of this research is to analyze the beverage sector, with particular reference to the bottled water sector. Both primary and secondary data are used for the present study. The primary data are collected from 150 sample respondents from Italy. The main findings suggest there is a connection between trends in bottled water consumption and the economic status of a given country. The study reveals that the country's GDP is not the only economic indicator influencing bottled water consumption. the study concludes that the annual per capital bottled water consumption of a certain geographic area does not depend only on the availability of drinkable water, but also on other factors such as economic, natural, commercial and cultural aspects.

The Business School University Roehampton (2011):

“A study on buying behavior of online customer drinking water.” The main aim of the study is to investigate the factor that affect online purchasing behavior of two consumer groups, customer behavior are influenced by different factors such as culture, social class, reference group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviors. The research was based on primary data and secondary data. The descriptive information and statistical analyses produced by the collected survey data. From the study they conclude consumer prefer cash on delivery and direct money transfer online.

OBJECTIVES OF THIS PAPER:

- To analyse the factor that influences consumer to purchase of water bottle.
- To know the consumer's preference about the branded water bottle.

SCOPE OF THE STUDY:

The present study brings out the clear insight about the consumers buying behavior towards the packed water bottle. An attempt is also made to find out which is the most popular factors that helps to understand the factors that influence consumers while purchasing of packed water bottle and to measure the satisfaction level of consumers. Access to safe drinking water is the most important factor for healthy life. It has been improved over the years due to the availability of packaged drinking water in market, thus increasing scope for the business to flourish.

RESEARCH METHODOLOGY:

Research Design: Here according to research topic I have used descriptive research design.

Data collection:

For the study, I have used primary data collection method (survey) to get information from customers by filling up questionnaire. All the questions were structured and open-ended.

SAMPLING DESIGN:

The researcher has adopted convenient sampling method for selecting respondents from the population.

Sample size:

Sample size refers to the number of item to be selected from the universe. The size of sample for the study is 100.

DATA ANALYSIS TOOLS:

- Frequency distribution (Percentage)
- T- Test (one-sample t test).

DATA ANALYSIS:

Table 1 Demographic profile of the respondents

S. No.	Particulars	No. of respondents	Per Cent	Total	
1	Gender	Male	43	43.0	100%
		Female	57	57.0	
2	Age	15 - 20	39	39.0	100%
		21 - 30	57	57.0	
		31 - 35	1	1.0	

		Above 36	3	3.0	
3	Education	Undergraduate	41	41.0	100%
		Graduate	36	36.0	
		HSC	12	12.0	
		Post graduate	8	8.0	
		SSC	3	3.0	
4	Monthly income	1000 - 10000	60	60.0	100%
		10000 - 20000	12	12.0	
		20000 - 30000	5	5.0	
		30000 - 50000	23	23.0	
5	Occupation	Student	75	75.0	100%
		Employee	8	8.0	
		Professor	1	1.0	
		Other	16	16.0	

Interpretation:

From Table 1, it is identified that most of the respondents are female (57%), majority of the respondents belong to the age group of 21 – 30, majority of the respondents (41%) are undergraduate, majority of the respondents (60%) family earns a monthly income between 1000 – 10000, and most of the respondents (75%) are students.

1. Do you buy packed drinking bottle water?

	Frequency	Percent
Yes	94	94.0
No	6	6.0
Total	100	100.0

Table 2 Do you buy packed drinking bottle water.

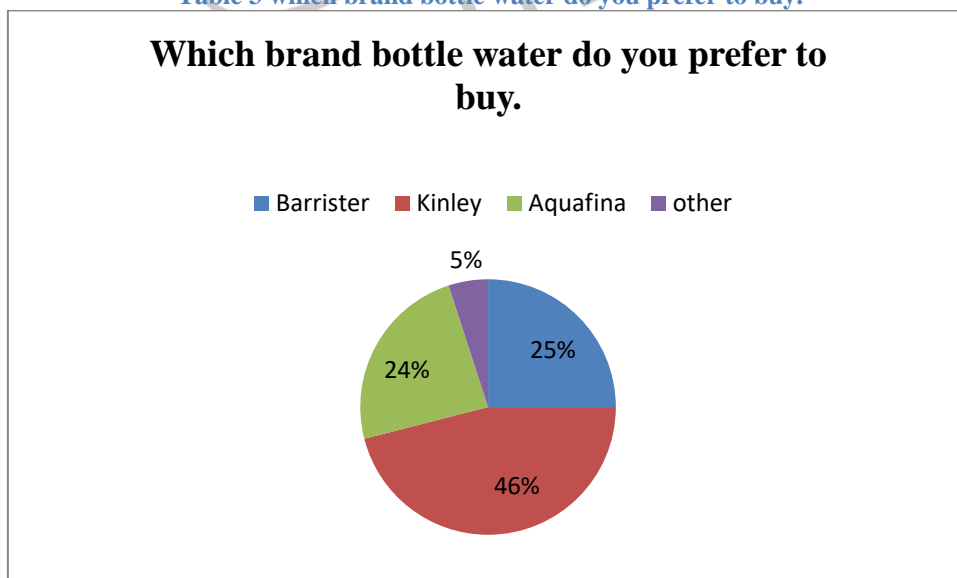
INTERPRETATION:

From the above chart it can be interpreted that most of the respondents are consuming water bottle. 94% respondent’s uses drinking bottled water where only 6% respondents don’t use drinking bottled water.

2. Which brand bottle water do you prefer to buy?

	Frequency	Percent
Barrister	25	25.0
Kinley	46	46.0
Aquafina	24	24.0
other	5	5.0
Total	100	100.0

Table 3 which brand bottle water do you prefer to buy.



INTERPRETATION:

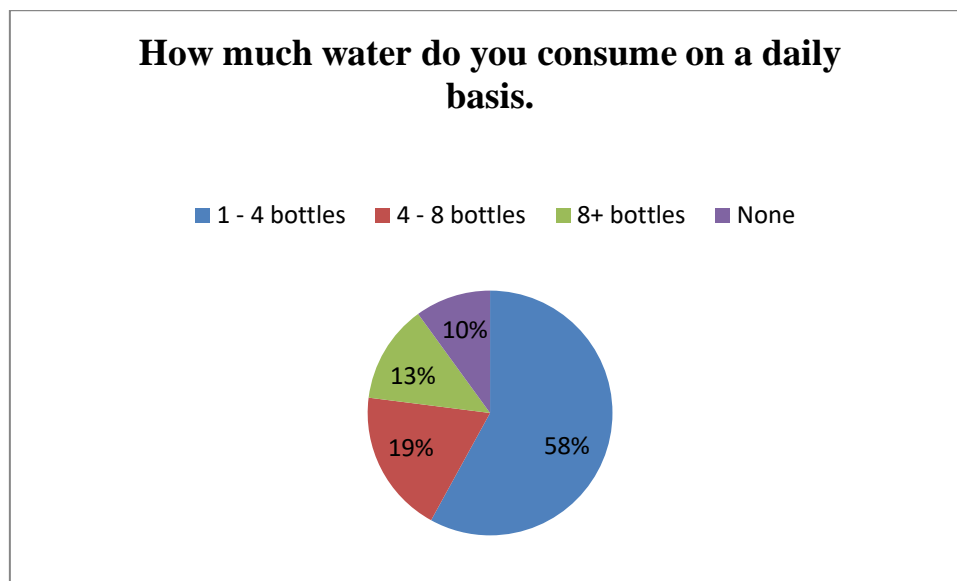
From the above chart it can be interpreted that Kinley is highly preferable by the respondents at 46%, other local brands are the lowest preferable at 5% respondents.

Barrister is consumed by 25% respondents, and Aquafina is consumed by 24%. So, Kinley is the highest preferable out of 102 respondents.

3. How much water do you consume on a daily basis?

	Frequency	Percent
1 - 4 bottles	58	58.0
4 - 8 bottles	19	19.0
8+ bottles	13	13.0
None	10	10.0
Total	100	100.0

Table 4 How much water do you consume on a daily basis.



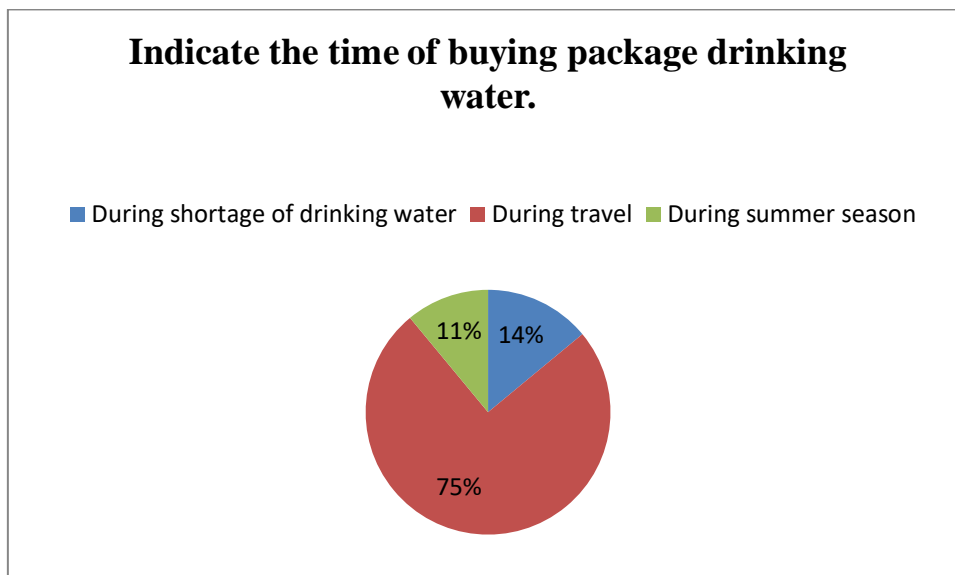
INTERPRETATION:

From the above chart it can be interpreted that 58% respondents are consuming 1 – 4 drinking water bottles on a daily basis, 19% respondents are consuming 4 – 8 drinking water bottles on a daily basis, 13% respondents are consuming 8+ drinking water bottles on a daily basis, and 10% respondents don't consume drinking bottled water on daily basis.

4. Indicate the time of buying package drinking water.

	Frequency	Percent
During shortage of drinking water	14	14.0
During travel	75	75.0
During summer season	11	11.0
Total	100	100.0

Table 5 Indicate the time of buying package drinking water.



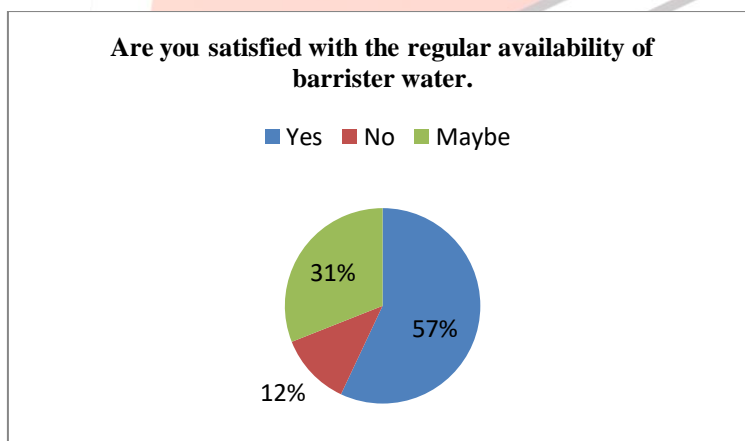
INTERPRETATION:

From the above chart it can be interpreted that, 75% respondents are buying packaged drinking bottled water during travelling, 14% respondents are buying packaged drinking bottled water during shortage of drinking water and 11% respondents are buying packaged drinking bottled water during summer season.

5. Are you satisfied with the regular availability of barrister water?

	Frequency	Percent
Yes	57	57.0
No	12	12.0
Maybe	31	31.0
Total	100	100.0

Table 6 Are you satisfied with the regular availability of barrister water.



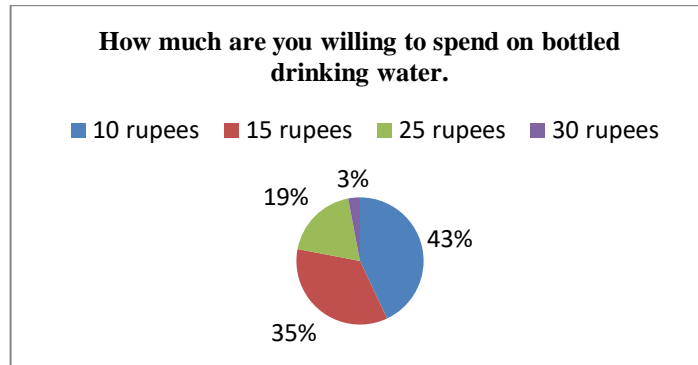
INTERPRETATION:

From the above chart it can be interpreted that 57% respondents are satisfied with the regularly availability of barrister water, 12% respondents are not satisfied with the regularly availability of barrister water, and 31% respondents are maybe satisfied or may not be with the regularly availability of barrister water

6. How much are you willing to spend on bottled drinking water?

	Frequency	Percent
10 rupees	43	43.0
15 rupees	35	35.0
25 rupees	19	19.0
30 rupees	3	3.0
Total	100	100.0

Table 7 how much are you willing to spend on bottled drinking water.



INTERPRETATION:

From the above chart it can be interpreted that 43% respondents are willing to spend 10 rupees on bottled drinking water, 35% respondents are willing to spend 15 rupees on bottled drinking water, 19% respondents are willing to spend 25 rupees on a bottled drinking water, and 3% respondents are willing to spend 30 rupees on a bottled drinking water.

Q7.1 Quality attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality	5.970	99	.000	.300	.20	.40

H0: Quality is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Quality is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and Alternative hypotheses are accepted it means Quality is the attribute which is mostly liked by the people to purchase a particular bottle of water.

Q7.2 Brand attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brand	7.081	99	.000	.430	.31	.55

H0: Brand is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Brand is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Brand is the attribute which is mostly liked by the people to purchase a particular bottle of water.

Q7.3 Price attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Price	9.396	99	.000	.690	.54	.84

H0: Price is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Price is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Price is the attribute which is mostly liked by the people to purchase a particular bottle of water.

Q7.4 Packaging attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Packaging	7.688	99	.000	.540	.40	.68

H0: packaging is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: packaging is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means packaging is the attribute which is mostly liked by the people to purchase a particular bottle of water.

Q7.5 Easy Availability attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Easy availability	5.872	99	.000	.370	.24	.50

H0: Easy availability is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Easy availability is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Easy availability is the attribute which is mostly liked by the people to purchase a particular bottle of water.

Q7.6 Safe for health attributes that influence purchase of a bottle of water.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Safe for health	5.196	99	.000	.300	.19	.41

H0: Safe for health is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Safe for health is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significance value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means safe for health is the attribute which is most liked by the people to purchase a particular bottle of water.

Q7.7 Taste attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Taste	6.071	99	.000	.290	.20	.38

H0: Taste is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Taste is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Taste is the attribute which is mostly liked by the people to purchase a particular bottle of water.

Q7.8 Shape & Size attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Shape & Size	11.028	99	.000	.840	.69	.99

H0: Shape & Size is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Shape & Size is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Shape & Size is the attribute which is mostly liked by the people to purchase a particular bottle of water.

Q7.9 Quantity attributes that influence purchase of a particular bottle of water.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quantity	7.497	99	.000	.470	.35	.59

H0: Quantity is the attribute which is not mostly liked by the people to purchase a particular bottle of water.

H1: Quantity is the attribute which is mostly liked by the people to purchase a particular bottle of water.

From the above chart it can be interpreted that Significant value is 0.000 which is lesser than 0.5. It means null hypotheses are rejected and alternative hypotheses are accepted it means Quantity is the attribute which is mostly liked by the people to purchase a particular bottle of water.

CONCLUSION:

Conclusion is the actual results of the study, it will guide the particular bottled water company as well as the researcher to act and perform accurately for future course of action. By analyzing the data, researcher can surely say that consumer buying behavior towards packed bottled water is positive, From the study it is also derived that the respondents/consumers are consuming and also preferring bottled drinking water mostly, Respondents are mostly buying bottled drinking water during travelling, and Respondents are highly influenced on taste, shape& size, easy availability, quality, quantity and safe for health for purchasing a bottled drinking water.

REFERENCES

[1] Maena Naman Shafiee (2018), "A study of consumer buying behaviour of package drinking water." https://ijrar.com/upload_issue/ijrar_issue_748.pdf.

[2] M. Sangeetha & Dr. K. Brindha (2017), "A study on consumer behaviour towards bottled drinking water with special reference to Coimbatore city." http://ijcrme.rmodernresearch.com/?media_dl=2226&edmc=2226

[3] Dr. K Vijaya Venkateswari, P Jeevitha, and Jacquelin mercy (2016), "A Study on Consumer Perception towards Packaged Drinking Mineral Water with Special Reference to Coimbatore City." <http://www.allsubjectjournal.com/download/2591/3-9-74-421.pdf>

- [4] Dr. S. Vanitha (2015), "Consumer's awareness and attitude towards package water Thoothukudi District." <http://oaji.net/pdf.html?n=2017/1330-1490796837.pdf>
- [5] Dr. S Shalini and R Lavanya (2016), "A study on customer satisfaction towards packaged drinking water." <http://www.allresearchjournal.com/archives/?year=2016&vol=2&issue=9&part=A&ArticleId=2538>
- [6] T.Snekalatha and K.Priya (2005), "Consumer Attitude towards packaged drinking water with special reference to Coimbatore district." https://www.researchgate.net/publication/329521928_Consumer_Attitude_towards_Packaged_Drinking_Water_with_Special_Reference_to_Coimbatore_District
- [7] Dr. G.B.Kathikyan and Mr. T.M.R Surya Vardhan, "A research study on consumer's attitude and perception towards packaged drinking water with special reference to virudhunager town." http://www.indianmba.com/Faculty_Column/FC1226/fc1226.html
- [8] K.S.Adlin Kanisha, J.Princy And A.K.Subramani (2015), "A study on consumer satisfaction towards bisleri packaged drinking water, Avadi, Chennai." https://www.researchgate.net/publication/322916736_CONSUMER_SATISFACTION_TOWARDS_DSBLERIPACKAGED_DRINKING_WATER_AVADI_CHENNAI-A_STUDY
- [9] Ranchay Bhetejai, Amit Tyagi, Mani Tyagi (2014), "A research study on consumer on safe drinking in household." Nilima Das (2005), "A study on factors affecting consumer purchase decision of water purifier", Water Resources Management, 23: 255-265.
- [10] A, H. Hemanth Kumar, S.Franklin John, S.senith (2014), "Research on consumer buying behavior in purchasing water bottles."
- [11] Debarun Chakraborty (2012), "A study on customer satisfaction and expectation towards water bottles. "

