

# Asian Resonance

## A Study on Consumer Perception Regarding Mineral Water in Haryana, Punjab and Chandigarh



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### Abstract

Bisleri and Kinely Mineral water is a very well known brand and has a reputation for its quality products. This may be due to reasons such as less promotion, high cost, hard competition, or any other factor. By understanding the consumer purchasing behaviour marketers can find new ways of increasing the demand of their products. More over the investment on promotional schemes has been increasing tremendously because it has become the most important factor in driving up the sales volume and trial of new products. These huge investments in trade promotions need to be effective. Relatively small improvements in promotion effectiveness can significantly impact performance; consumer products manufacturers can achieve major competitive advantages

**Keywords:** Mineral water, Consumer , Purchasing , Brand , Advertisement media, consume etc.

### Introduction

Bottled water or the packaged water category, estimated to be over Rs 1,500 crore (not including the other smaller regional brands, which according to the Bureau of Indian Standards are more than 1,800 in number), is "witnessing an unprecedented amount of action."

In other words, domestic companies Parle, United Breweries, Tatas, DS Foods and multinationals PepsiCo and Coca-Cola, the world's largest aerated drinks maker, are all "battling for leadership" in the rapidly growing packaged water market in India. As things stand, food and beverages (not to speak of tobacco) account for the largest consumption categories (40%) in India, which has emerged as one of the fastest growing economies in the world with about 9% annual GDP growth.

Bisleri (the current market leader) was the first-of-its-kind packaged water brand in the country. It has now made a foray into packaged natural spring water, a category which has been witnessing exponential growth, in double digit figures, over the past couple of years. It must also be noted that India was the first market outside the US to have PepsiCo's Aquafina launched in 1999 when the market was just beginning to grow.

Coca-Cola's \$4.1 bn global acquisition of the US-based vitamin water brand Glaceau (formally known as Energy Brands Inc) to expand its non-carbonated beverage line made headlines, even as the Tata group which agreed to sell its 30% stake to Coke, had cash registers ringing with its acquisition of mineral water brand, Himalayan. few years back, Tata Tea acquired the Mount Everest Mineral Water Company that manufactures the Himalayan brand of spring water ( a 44% stake for Rs 210 crore), making it the largest acquisition of a packaged water firm in the domestic market. It must also be noted that the rise of the Indian bottled water industry commenced with the economic liberalisation process in 1991. "The market was virtually stagnant until 1991, when the demand for bottled water was less than two million cases a year. Since 1991-1992, it has not looked back, and the demand in 2008-09 was a staggering 82 million cases."

### The structure and economics of the Indian bottled water industry

In India, the per capita bottled water consumption few years was quite low - less than five litres a year as compared to the global consumption average. However, the total annual bottled water consumption has risen rapidly in recent times - it has tripled between 2006 and 2009 - from about 1.5 billion litres to five billion litres. These are boom times for the Indian bottled water industry - more so because the economics are now again becoming sound, the bottom line is fat and the Indian government hardly cares for what happens to the nation's water resources.

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India is the tenth largest bottled water consumer in the world. In 2002, the industry had an estimated turnover of Rs.10 billion (Rs.1,000 crores). Today it is one of India's fastest growing industrial sectors. Between 1999 and 2004, the Indian bottled water market grew at a compound annual growth rate (CAGR) of 25 per cent - the highest in the world.

With over a thousand bottled water producers, the Indian bottled water industry is big by even international standards. There are more than 200 brands, nearly 80 per cent of which are local. Most of the small-scale producers sell non-branded products and serve small markets. In fact, making bottled water is today a cottage industry in the country. Leave alone the metros, where a bottled-water manufacturer can be found even in a one-room shop, in every medium and small city and even some prosperous rural areas there are bottled water manufacturers.

Despite the large number of small producers, this industry is dominated by the big players - Parle Bisleri, Coca-Cola, PepsiCo, Parle Agro, Catch and so on. Parle was the first major Indian company to enter the bottled water market in the country.

### Review of Literature

Kahwani Et. Al. (1990) developed calibrated & rested a disaggregate model of customer brand choice with customer price expectations as the mediating construct. They used two stages model using procedure. First stage is the determination of how expected price are formed. Second stage is brand choice is assumed to depend on the brand's retail price land whether or not that price compares favourable with the brand expected price. Study concluded that customer reacted more strongly to price losses than to price gains.

Doddset Al. (1991) report: A study of the effects of price, brand and store information on buyer's brand perception of products quality & nature as well as their willingness to buy. Results indicates that price had +ve effect on perceived quality, but a -ve effect on perceived & willingness to buy.

Alexander Hiam (2002) Identified the importance of 4P'S and said that market is an important part of business strategy, while the 4P's are not all there is to marketing, they are good starting point. These 4P's were just one of the many ways of thinking about what marketing's focus ought to be.

Kalia (2003) in his study of consumer buying behaviour regarding life insurance sales has found out that advertisement and promotional campaigns have a huge impact on customers and that the companies should give more emphasis on advertisements and promotional campaigns.

Simpson R (march2006) ICAP Report 17: the structure of beverage industry abstract: This report provides a description of the beverage industry its nature & scope. It offers a basic overview of economic, trade and development aspects, as well as how some of these relate to public health issues. It presents an analysis of current trends, such as industry consolidation, and possible future developments.

Arora rohit (2006) It studied the changing consumer behaviour towards non-alcoholic beverages. Concluded that easy availability of non-alcoholic beverages is main factor which changes the consumer perception towards non-alcoholic beverages.

### Objectives of the Study

- 1-To determine the factors influencing the consumer purchasing decision for mineral water.
- 2-To find out the effect of advertisements on people.
- 3-To find the popularity of mineral water brands among people of Haryana , Punjab and Chandigarh.

**Research Design**-The research design is descriptive in nature.

**a. Primary Data:** Primary data has been collected through interviews and survey method.

**b. Secondary data:**Books, Internet articles and web references

**Sampling Design : Universe :** All those who consume mineral water was the universe of the study.

**Population:** The population of the study included all the people in Haryana , Punjab and Chandigarh city who were the consumers of mineral water.

**Sampling Unit:**The respondent who was a consumer of mineral water and filled in the questionnaire

**Sample Size: 50**

### Measurement and Scaling Procedures:

We have used Itemized rating scales like **Likert scale** in order to rate the choices for purchase considerations.

### Data Analysis Procedure

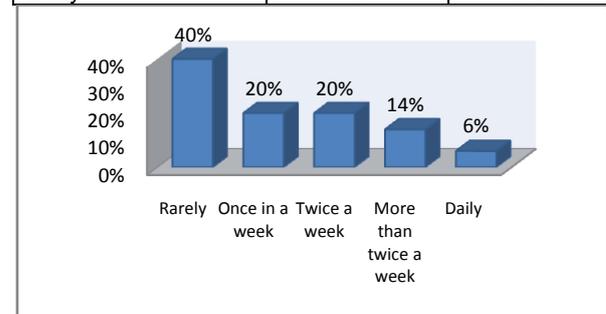
The analysis methods include the following: Historical Trend Analysis, Judgmental Forecasting and Cause and Effect Analysis. All the tables made, data analyzed, and graphs made to depict the picture of the study under consideration has been done manually.

### Data Presentation, Analysis And Interpretation

#### 1. How frequently do you consume a mineral water?

**Response:**

Options	No. of Respondents	Percentage
Rarely	20	40%
Once in a week	10	20%
Twice a week	10	20%
More than twice a week	7	14%
Daily	3	6%



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**Graphical Representation:**

**Interpretation:**

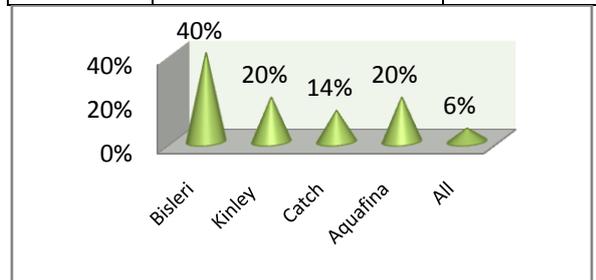
The table shows that out of 50 respondents

- 20% people consume the water more than twice a week
- 20% consume once a week
- 14% more than twice a week
- 40% people consume rarely
- Only 6% consume daily

**Are you aware of any of these following mineral water brands?**

**Response of the respondents:**

Brand	No. of Respondents	Percentage
Bisleri	20	40%
Kinley	10	20%
Catch	7	14%
Aquafina	10	20%
All	3	6%



Out of 50, 50 ticked the all brands. This has been distributed into individual brands.

**Interpretation:**

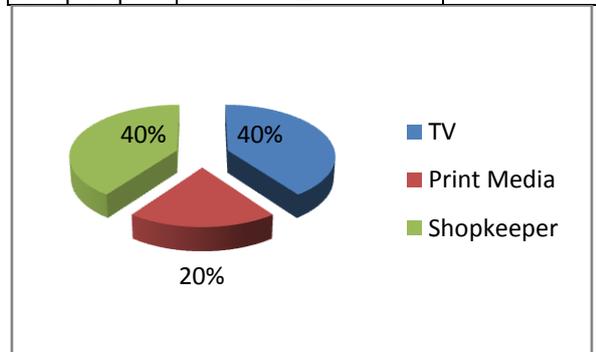
The graphical representation shows that out of 82 respondents

- 1-----40% respondents were aware of bisleri
- 2---20% respondents aware of kinley
- 3----14% are aware of Catch
- 4-----20% aware of Aquafina
- 5-----6% respondents aware of all brands.

**3. From where did you come to know about these mineral water brands?**

**Response of the respondents**

Source	No. of Respondents	Percentage
TV	20	40%
Print Media	10	20%
Shopkeeper	20	40%



**Interpretation:**

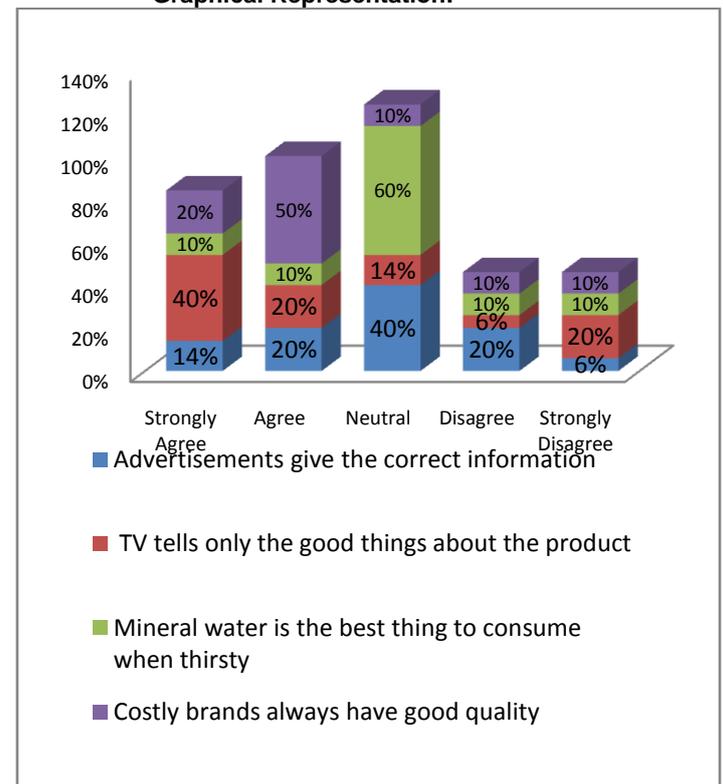
The table shows that out of 50 respondents

- 1----40% come to know about these brands through TV ads
- 2----40% through Shopkeeper
- 3-----20% through Print Media

**4. What is the ranking of the source of the mineral water brands?**

Statements With Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Advertisements give the correct information	7	10	20	10	3
TV tells only the good things about the product	20	10	7	3	10
Mineral water is the best thing to consume when thirsty	5	5	30	5	5
Costly brands always have good quality	10	25	5	5	5

**Graphical Representation:**



**Interpretation:**

The graphical representation shows that out of 50 respondents

- Most of the people believe that the advertisements do not give the correct information.
- 40% of the respondents strongly agree that advertisements only tells about the good things of the products.
- 60% agree that mineral water is best thing to consume when thirsty.

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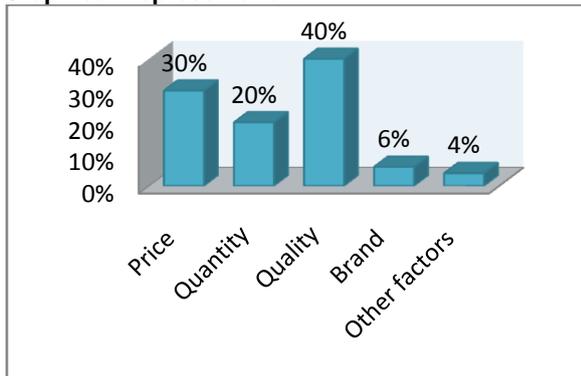
➤ Most respondents are of the favour that costly brands also provide the best quality.

**5.What in the advertisement influences you to choose a particular brand?**

**Response:**

Option	No. of Respondents	Percentage
Price	15	30%
Quantity	10	20%
Quality	20	40%
Brand	3	6%
Other factors	2	4%

**Graphical Representation:**



**Interpretation**

The graphical representation of the table shows that out of 50 respondents

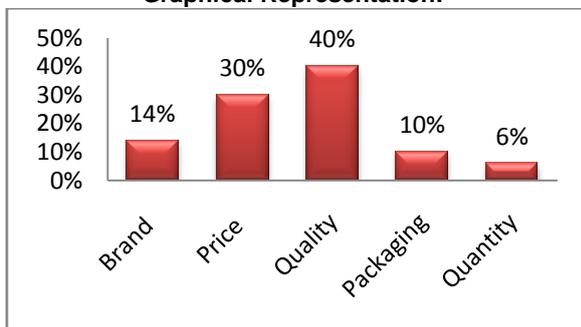
1-30% were influenced to buy the product on the influence of the brand name 2- 40% were on Quality 3- 6% were on brand 4- 4% on other factors 5- 20% were on Quantity factor

**6.What is the ranking of the factors which influences the purchasing decision.**

**Response as ranked first:**

Option	No. of Respondents	Percentage
Brand	7	14%
Price	15	30%
Quality	20	40%
Packaging	5	10%
Quantity	3	6%

**Graphical Representation:**



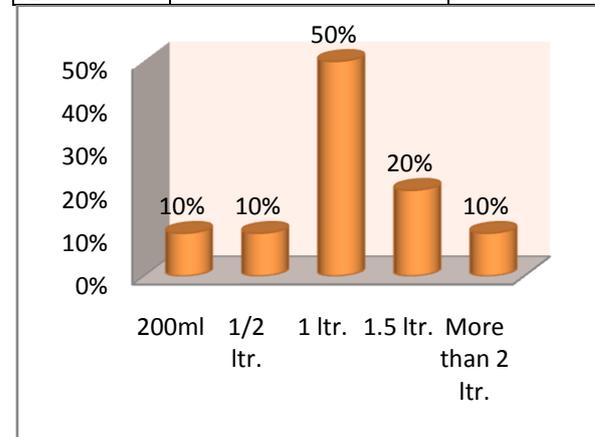
**Interpretation**

The table shows that out of 50 respondents

- ✓ 1----14% ranked first the brand of Mineral water
- ✓ 2---- 30% ranked Price 3---40% ranked quality
- ✓ 4-----10% ranked for packaging 5----- 6% ranked for quantity

**7. What is the quantity you prefer to buy?**

Option	No. of Respondents	Percentage
200ml	5	10%
1/2 ltr.	5	10%
1 ltr.	25	50%
1.5 ltr.	10	20%
More than 2 ltr.	5	10%



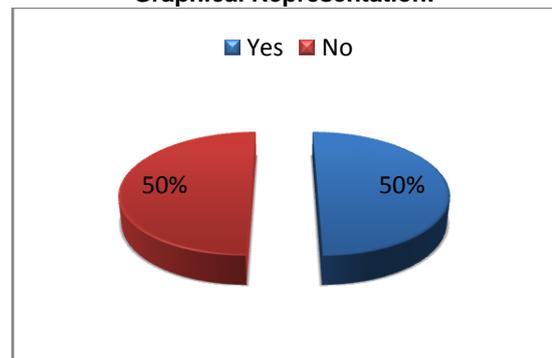
**Interpretation**

- 1----50% respondents of the respondents prefer to buy 1 ltr. Bottle of mineral water.111
- 2----10% prefer to buy 1/2 ltr. Bottle of mineral water 3-----10% prefer to buy 200ml Bottle of mineral water 4----20% prefer to buy 1.5 ltr. Bottle of mineral water 5-----10% prefer to buy more than 2 ltr. Bottle of mineral water.

**8- Do you think is there any different between mineral water and package to drinking water?**

Option	No. of Respondents	Percentage
Yes	25	50%
No	25	50%

**Graphical Representation:**



**Interpretation**

The interpretation of the table shows that out of 50 respondents

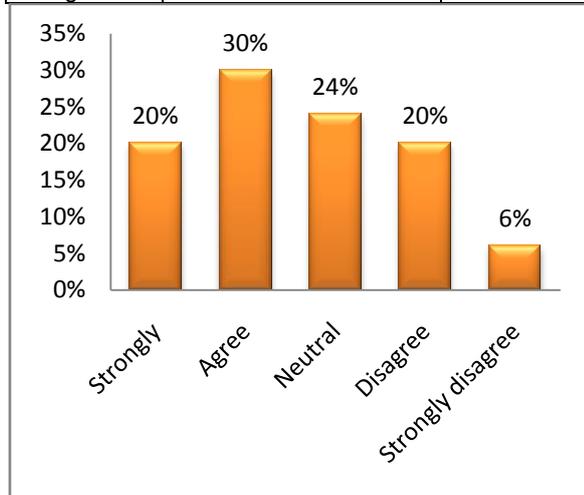
- 25% of the people do not know the difference between packaged water and mineral water.

**9. Does price of a particular mineral water brand makes you to shift to others?**

Option	No. of Respondents	Percentage
Strongly	10	20%
Agree	15	30%

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Neutral	12	24%
Disagree	10	20%
Strongly disagree	3	6%



The table shows that out of 50 respondents

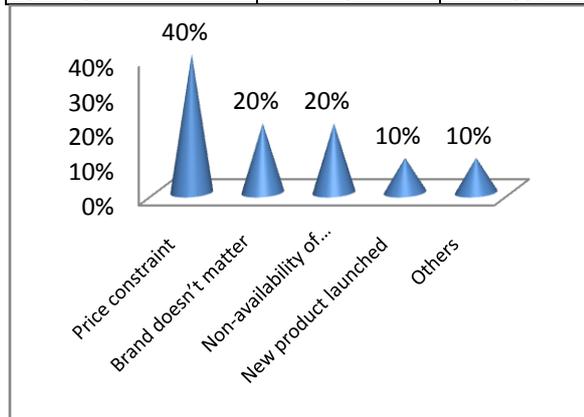
**Interpretation:**

- Most of the people agree to find price as a factor to change to other brand.
- 20% do not change their brand if they find price to be more than what they want to pay.

**10. Do you prefer only one brand or Brand keeps on change, if changes. Why?**

**Response:**

Option	No. of Respondents	Percentage
Price constraint	20	40%
Brand doesn't matter	10	20%
Non-availability of particular brand	10	20%
New product launched	5	10%
Others	5	10%



**Graphical Representation:**

**Interpretation**

The table shows that out of 50 respondents

- 40% of the respondents change their brand due to price

- Rest all change their brands from time to time. Out of which 20% change due to non-availability and 20% due to price of the brand which they want.

**11. What influenced you the most to purchased the mineral water bottle you last time purchase?**

Option	No. of Respondents	Percentage
Brand name	15	30%
Display at the shop	5	10%
Company name	15	30%
Its advertisement	10	20%
Other factors	3	6%
Shopkeeper	2	4%

**Graphical Representation:**

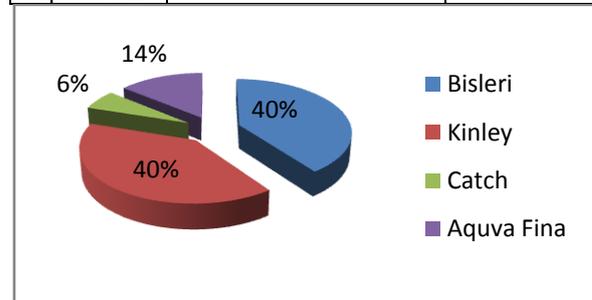
**Interpretation**

The table shows that out of 50 respondents

- 30% of the total respondents are influenced by the brand
- 10% get influenced due to the display at the shops & other 4% are influenced by the shopkeeper.
- 20% by advertisement and rest get influenced by other reasons

**Q.12 Which type of mineral water brands would you like to suggest to your friends and family?**

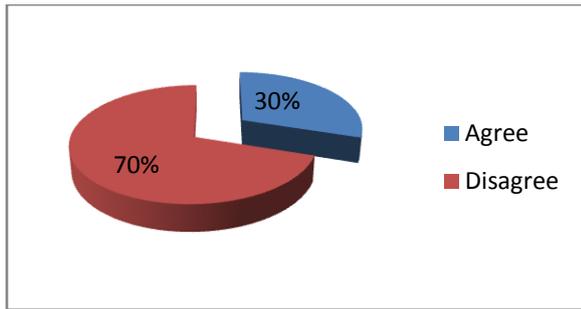
Particulars	No. of Respondents	Percentage
Bisleri	20	40%
Kinley	20	40%
Catch	3	6%
Aquva Fina	7	14%



**Intrepretation:** From the above graph most of the people preferred Bisleri and Kinley and rest 14% and 6% preferred others.

**Q.13 Do you think there is similarity between the quality of water used in 5Star hotel or at homes?**

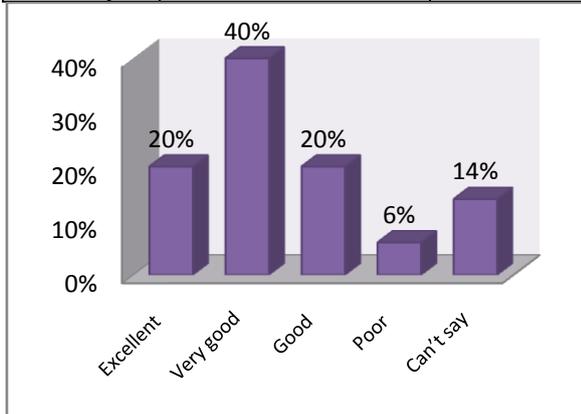
Particulars	No. of Respondents	Percentage
Agree	15	30%
Disagree	35	70%



**Interpretation:** The above pie chart shows that 70% of the people disagree that there is a similarity between the quality of water used in Hotels or homes and rest 30% agree.

**Q.14 How do you find the quality of mineral water?**

Particulars	No. of Respondents	Percentage
Excellent	10	20%
Very good	20	40%
Good	10	20%
Poor	3	6%
Can't say	7	14%



**Interpretation:** From the above graph we came to know that 40% of the people think that the quality of mineral water is very good and rest (20%, 20%, 6%, 14%) believe on others.

**Q.15 Mark the rank of most prefer variety**

Particulars	Rank
Bisleri	1
Kinley	2
Catch	4
Acqua Fina	3

**Interpretation:** From the above table we came to know that most of the people prefer Bisleri, Mineral Water and Rest use other brand.

**Results & Findings**

- 39% consume mineral water at least once a week. Whereas 23% are those which consume it more than twice.
- Study shows that 61% of the people are aware of all the major brands of Mineral water. This shows that the companies have been able to make their brands popular. Yet it was found that Bisleri (Parle) is having the highest market share & is most popular of all the mineral water brands.
- Study also shows that shopkeepers play an equally important role as that played by the TV

advertisements in introducing the new products to the consumers.50% of the people come to know about the new products through TV ads where as 40% get introduces by the shop keeper.

- Most people are of the view that the TV advertisements only tell about the good things of the products but still TV advertisements are the major tool of marketing in today's electronic world.
- 32% find mineral water to be the best thing to be taken when thirsty.
- 46% people believe that the costly brands give better quality products.
- Brand and price are the factors that are given most importance while purchasing a mineral water bottle. 37% people get influenced by the brands.
- Brand and Price both play an important role in deciding for a mineral water bottle to be purchased. 32% first see the brand whereas 26% see the price first while purchasing.
- 65% of the people do not know the difference between packaged drinking water and natural mineral water.
- 38% of the people do not change their brands even if the price for that mineral water is more.
- People do have a brand consciousness when it comes to purchasing the mineral water and 21% of the people are loyal towards their brands.26% people change their brand due to non-availability.

**Limitations**

- Unawareness
- Unwillingness of respondents.
- Improper knowledge
- Due to today's rapid fast life people don't take the questionnaire seriously & respond just due to heck of it.
- Sample size is small.

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