Asian Resonance

Customers Checkpoints in Evaluation for Packed Drinking Water in Buying Decision: A Cluster Analysis

Abstract
This paper examines the customers approach for buying packed drinking water in Greater Noida area. These are the checkpoints which a customer for packed drinking water should check. Checkpoints are acting as vigilant behavior in purchase decisions for a packed bottled water. Research tries to estimate checkpoints and their importance in buying decision. Importance is scaled on 5 points Likert scale. Research tries to identify three clusters of customers on their gauging of checkpoints. Technique exercised for statistical analysis is a cluster analysis with k mean clustering by amassing the data through primary data.

Keywords: Packed Bottled, Drinking Water, Checkpoints, Cluster Analysis, Buying Decision

Introduction

Water as a most precious natural gift on earth that stimulates the living human, plants, and animal and preserves it on this planet. Human life and its survival require water its presence can be in form of rivers, groundwater, lakes, springs. Modernization and active industrialization lead to more demand for water. These industrial demands lead to more extraction of water from different available sources and create an environment of water scarcity and issues of fresh drinking water. These conditions laid down the foundation stone of packed bottled drinking water as an industry. 21st century marked packed drinking water as the status symbols in modern society. According to sources of bottled waterIndia.org Indians had tasted the bottled water in the 70's consumption of bottled water is linked with society and its wealthy state. Indian water reviews suggest that growth suggested by Euromonitor report for Indian bottled water as an industry in totality will be 20 % growing till 2021. In the year 2016, the volume sale in liters is 4.4 billion liters. In summer season in scorching heat, the demand increases multifold in India.

Review of Literature

According to (Dhal & Mitra,2015) examines that in the year 2014 BIS standards with 14543 Specifications must be followed by water industry of India. According to (Wallsten & Kosec,2005) examines in their report for the U.S. that studies which are available that research on operating efficiencies prices and quality of water are another parameter which also requires attention. Suggested by (Gawande,2016) requirement for premium bottled water is due to tourism in India, competition, increase in hotels and restaurants, health-conscious people of India and increase in buying potential. According to (Tambekar, et al.,2012) suggested that efficient water management and pollution control is required for growing advancement and human well being. According to(Salzman, 2005) suggests that Rome in 2000 nearby made drinking water facilities and was the first city for managed water resources for citizens. According to (Sadr, et al.,2016) suggested in their study for Jaipur that urban areas of India are using water for consumption on residential and also for nonresidential purposes. On the other hand use of water depends on households to different households. Suggested by (Shaban & Sharma, 2007) that requirement of water depends on climate, cultural scenarios, eating and dining habits as well as working conditions. According to(Shalini & Lavanya,2016)stated that packed drinking water is now known to people due to its convenience and quality assurance and it is available in varieties of forms of consumption. Literature review suggests for quality standards, increase in demand, hoteling & fine dining culture, households and

Gurvishal Sinha
Assistant Professor,
Deptt.of Management,
Sharda University,
Greater Noida

Asian Resonance

industrial consumptions with history in part of it that requirement of water for safe and packaged drinking water will keep on rising in Indian markets.

Objective of Study

To generate the important clusters of consumers for packaged drinking water on the suggesting criteria on buying decisions for the packed bottled water.

Scope of Study

The scope of the study will guide whether the checkpoints are really followed by consumers in buying process. Clusters of customers will act as a tool for market plans for different buying decision customers. The research will suggest the industry and customer both to find out the level of importance of checkpoints.

Research Methodology

Primary and secondary data are taken into account for research. Digital sources are also consulted for generation of data. A sample size of 100 respondents. A quantitative research approach is applied in this research. A survey method is utilized for obtaining the information. Likert scale was commenced in questionnaire format to attain the desired data. Sample control was effectively managed because households are considered as samples. Pretesting of the questionnaire is also conducted to eliminate errors from the questionnaire. Structured observations and natural observations both are taken into account in this research. Test units are households in Greater Noida. The debriefing was conducted properly. Cluster analysis as a statistical technique was conducted on collected data and K-Mean clustering was operationalized for statistical outcomes.

Statistical Tables and Analysis

Final Cluster Centers			
	Cluster		
Check Points	**1**	**2**	**3**
1. Customer must check the source of filling the packed bottled water.	1	2	1
2. Customer must check the location of the company for bottled water.	1	2	1
3. Customer must check the web presence of bottled water.	1	1	2
4. Customer must check the reviews of the bottled water.	1	2	1
5. Customer must check the availability of helpline numbers for bottled water.	2	1	1
6. Customer must check the comparative prices for bottled water.	1	2	1
7. Customer must check the sealed cap of bottled water.	1	1	1
8. Customer must check the date of manufacturing of bottled water.	1	1	1
9. Customer must check the best before on bottled water.	1	1	1
10. Customer must check the quantity present in bottled water.	1	2	2
11. Customer must check the taste difference between brands of bottled water.	1	1	1
12. Customer must check the bill from the retailer for bottled water.	1	1	1
13. Customer must check the brand logo on bottled water.	1	1	1
14. Customer must check any leakage in bottled water.	1	1	1
15. Customer must check the retailer's ambiance before buying bottled water.	1	2	1

ANOVA		
Check Points	**F**	**Sig.**
1. Customer must check the source of filling the packed bottled water.	1.967	.145
2. Customer must check the location of the company for bottled water.	15.645	.000
3. Customer must check the web presence of bottled water.	227.122	.000
4. Customer must check the reviews of the bottled water.	6.126	.003
5. Customer must check the availability of helpline numbers for bottled water.	3.181	.046
6. Customer must check the comparative prices for bottled water.	8.197	.001
7. Customer must check the sealed cap of bottled water.	2.064	.133
8. Customer must check the date of manufacturing of bottled water.	.	0.000

Asian Resonance

9. Customer must check the best before on bottled water.	.066	.936
10. Customer must check the quantity present in bottled water.	3.946	.023
11. Customer must check the taste difference between brands of bottled water.	2.264	.109
12. Customer must check the bill from the retailer for bottled water.	8.016	.001
13. Customer must check the brand logo on bottled water.	.646	.526
14. Customer must check any leakage in bottled water.	.207	.814
15. Customer must check the retailer's ambiance before buying bottled water.	3.997	.021

1. In final cluster solution after processing all the desired steps, the retrieval from Cluster Analysis suggests statistical inferencing that these first cluster of customers are ascertaining proximately all the variables (very important) except one for helpline number they rank it as (important). This guides us to prefer this cluster as (Analysts Mindset Customers). Their introspection on every aspect suggests analysis behavior before buying the packaged bottled water.
2. In Second Cluster Solution this highlights the customer's attitude towards more aligning with Brand based activities and that why they are giving (very important) as their selection in the cluster (2) with 1. External components that are product based on filling area, locations, comparative pricing, quantity check and retailer's ambiance are only (important) that portrays customers representation as (Brand Focused Customers).
3. In cluster three solution co-ordinates and communicates for Traditional buying behavior of customers. All the checkpoints by these customer group are highlighted as (very important) except two (web presence and quantity present), these customers are traditional customers who shop, buy from traditional brick and mortar stores. These customers buying decisions based on a more hands-on practice in shopping and buying experiences. We can call them as (Traditional Buyers).
4. ANOVA table is suggesting for checkpoints that are(2,3,4,5,6,8,10,12,15) are representing significant values.

Conclusion

The research concludes that customers are segmented into three types of segments analyzing, brand-focused & traditional customers. Secondly, they all share a common feeling not to consume water from open street vendors. Hygiene and health are first for every cluster customer and they can pay for it.

Suggestions

Industry can utilize these segments as a source of revenue generations by designing different customer-affirming marketing offers. Advertising and denotive video clips in e-marketing on a digital platform are very adjuvant in first cluster customers because videos alleviate their analyzing curiosity for faster decision making.

References

1. Dhal, S.K. & Mitra, K.(2015)A, Study Of Mineral Water Business In India, International Journal Of Science, Engineering And Technology, Vol 3, Issue1, ISSN 2348-4098.pp:283-293.
2. Wallsten, S. & Kosec, K(2005), Public Or Private Drinking Water?The Effect Of Ownership And Bench Mark Competition On U.S. Water System Regulatory Compliance And Household Water Expenditures.Working paper, 05-05, All AEI-Brooking Joint center publications, pp:1-39.
3. Gawande, G.P.(2016), Impact Of Premium Packed Drinking Water In Mumbai Area, Global Journal Of Marketing Management And Research, Vol6, No. 1. , ISSN 2250-3242, pp:11-19,Research India publications.
4. Tambekar, P., Morey, P., Batra, R.J., Weginwar, R.G.,(2012), Quality Assessment Of Drinking Water; A Case Study Chandrapur District(M.S.), Journal of chemical and pharmaceutical research,4(5), PP:2564-2570, ISSN:0975-7384.
5. Salzman, J.(2005), Thirst A Short History Of Drinking Water, Research Paper Series, Research Paper No.92.Available at SSRN.
6. Sadr, Seyed, M.K., Memon, F.A., Jain, A., Gulati, S., Duncan, A.P., Hussein, W., Savic, D.A.& Butler, D.(2016), An Analysis Of Domestic Water Consumption In Jaipur, India, British Journal Of Environment& Climate Change,6(2),pp:97-115,Article.BJECC2016.010.ISSN: 2231-4784.
7. Shaban, A., & Sharma, R.N.(2007), Water Consumption Patterns In Domestic Households In Major Cities, Economics and political weekly, pp:2190-2197.
8. Organization bottled water India.
9. Shalini, S., & Lavanya, R.,(2016), A Study On Customer Satisfaction Towards Packaged Drinking Water, International Journal Of Applied Research,2(9), ISSN:2394-7500, PP:18-22.
10. "Indian packaged drinking water market set for new launches", special article, October 10, 2017, Indian water reviews