

**Project Dissertation Report on**

**Consumer Behavior and Attitude Towards**  
**Bottled Water: A Perspective Towards SENA**  
**JAL**

Submitted by:

Shubharansha S K Singh

2K16/MBA/63

Under the guidance of:

Ms. Deepali Malhotra



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road, Delhi 110042**

## DECLARATION

I, **Shubharansha S K Singh**, student of MBA 2016-18, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the final project report on **“Consumer Behavior and Attitude Towards Bottled Water: A Perspective Towards SENA JAL”**, submitted in partial fulfillment of Degree of Masters of Business Administration, is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Shubharansha S K Singh

Place:

Date:

## CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “**Consumer Behavior and Attitude Towards Bottled Water: A Perspective towards SENA JAL**”, is a bona fide work carried out by Mr. Shubharansha S K Singh, of MBA 2016-18 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Master of Business Administration.

Signature of Guide

Signature of HOD

(Ms. Deepali Malhotra)

(Dr. Rajan Yadav)

Place:

Date:

## ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project at Delhi School of Management, Delhi Technological University. One of the most important tasks in every good study is its critical evaluation and feedback which was performed by my faculty guide **Ms. Deepali Malhotra**. I am thankful to faculty mentor as well as my colleagues for investing their precious time to discuss and criticize this study in depth and explain the meaning of different concepts and how to think when it comes to problem discussions and theoretical discussions. I would also like to provide my heartfelt gratitude to all the people who provided me with the facilities being required and conducive conditions for my project.

In the end, I would like to extend my gratitude to my family and friends for their support and cooperation during this project.

Shubharansha S K Singh

2K16/MBA/63

## **EXECUTIVE SUMMARY**

Sena Jal, launched in India in the year 2017 is an impressive initiative of Army Wives Welfare Association (AWWA), headed by Madhulika Rawat spouse of current army Chief General Bipin Rawat. This report basically studies the behavior of consumer towards the various bottled water brand prevalent in the country. Not all but some major brands were considered for analysis. This report analyses the characteristics of the product and also the consumer inclination towards it.

I have also discussed the key drivers of the industry and the challenges faced by it. I have mentioned the key trends in the industry and current market size and growth patterns based on secondary research. I have used primary research technique for the collection of data. The research was meant for all the age groups of the society but majority of response were obtained from the young population i.e. 21-40 yrs. of age. The research was helpful in getting the responses which tells about the consumer attitude and perception while selecting a brand of bottled water over other competitive products.

With the data of around 103 valid respondents through questionnaire, responses was collected for two parts, firstly the consumer behavior towards bottled water and then secondly for the awareness and attitude related to Sena Jal. After that result was analyzed using tools like pie charts and bar graphs. Finally based on it discussion is done and recommendations are made.

# CONTENTS

Declaration	ii
Certificate from the Institute	iii
Acknowledgement	iv
Executive Summary	v
1. Introduction	1
1.1. Industry Overview	2
1.2. About Sena Jal	4
1.3. Objective of the Study	5
1.4. Limitations of the Study	5
2. Literature Review	6
3. Research Methodology	23
3.1. Data Sources	23
3.2. Sampling Method	23
3.3. Tools for Analysis	23
4. Data Analysis and Results	24
4.1. Demographic Data	24
4.2. Analysis of Consumer behavior towards Bottled Water	25
4.3. Awareness and attitude towards Sena Jal	46
5. Discussion and Recommendation	53
6. Conclusion	54
7. References	55
8. Appendix: Questionnaire	57

## LIST OF FIGURES

1. Fig 1.1: Sale of bottled water between 2012 and 2017	2
2. Fig 1.2: Sena Jal	4
3. Fig 4.1: Preference of drinking Bottled Water	25
4. Fig 4.2: Frequency of Purchase	26
5. Fig 4.3: Consumption pattern among daily consumers	27
6. Fig 4.4: Preferences of size of bottle while purchase	28
7. Fig 4.5: Location of purchase of bottled water	29
8. Fig 4.6: Willingness level of spending on bottled water	30
9. Fig 4.7: Perceived nature of already available product	31
10. Fig 4.8: Perceived value of existing bottled water brands	32
11. Fig 4.9: Importance of brand while purchase	33
12. Fig 4.10: Preference for specific brand selection	34
13. Fig 4.11: Openness to buy some other competitive brand	35
14. Fig 4.12: Likelihood to consume different bottled water brand	36
15. Fig 4.13: Importance of attributes while making purchase decision	38
16. Fig 4.14: Factors to ensure chosen brand is better than competitors	40
17. Fig 4.15: Prioritizing some common brands as per its perception in minds of people.	42
18. Fig 4.16: Agreement level of higher price to that of quality	43
19. Fig 4.17: Satisfaction level of current products in the market	44
20. Fig 4.18: Purchase behavior when product is offered at lower price	45
21. Fig 4.19: Awareness level of Sena Jal	46
22. Fig 4.20: Likelihood of purchasing Sena Jal	47
23. Fig 4.21: Trust and acceptance level of Sena Jal	48
24. Fig 4.22: Agreement with the CSR view of other brands	49
25. Fig 4.23: Drivers for the dealers and distributors to keep products.	50
26. Fig 4.24: Suitable platforms to commercialize Sena Jal	51
27. Fig 4.25: Agreement level with moral responsibilities of media channels.	52

## **LIST OF TABLES**

Table 4.1: Demographic Characteristics

24



# CHAPTER 1

## INTRODUCTION

Water as we all know is an essential substance for survival on planet earth. It covers the 71% of the Earth's surface. About 96.5% of that water is found in seas and oceans, 1.7% in groundwater, 1.7% in ice forms. Water exist in various forms around us like snow, icebergs, glaciers, rain clouds, fog, dew, rivers, streams, lake, etc.

Beside all its characteristics and all its form, it is the most important composition of nature which has help in development of civilizations across the globe and existence of living species over the millenniums. Human progress has verifiably prospered around streams and major conduits like Tigris and Euphrates. The old societies of the Egyptians were completely dependent upon the Nile River. Likewise various cities owe their accomplishment to some degree to their simple openness by means of water and the resultant development of exchange.

Water is vital for the world economy. Around 70% of the freshwater is used for agriculture. Salt and fresh water bodies are used for fishing which is a major source of food for many people. It also facilitates trade through seas, rivers, lakes, and canals. Water finds many applications in industry and home as for chemical process, cooking, washing, etc. Water is also central to many sports and other forms of entertainment, such as swimming, pleasure boating, boat racing, surfing, sport fishing, and diving.

The most important use water is drinking water purpose at household and industry which we get from various source like water wells, storages for water gathering, water supply systems, and water filtration and purification facilities, water tanks, water towers, old reservoir conduits.

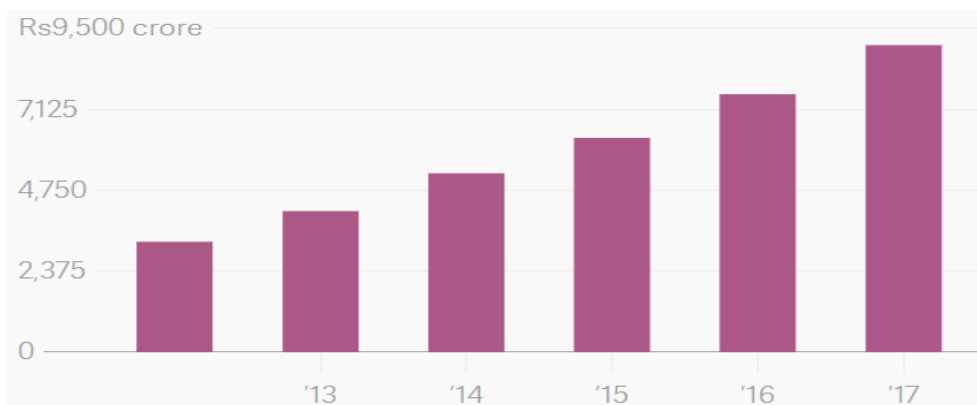
One such aspect of water we are going to discuss about is bottled water. Purification of the water and its efficient supply under hygienic conditions for human use is very necessary. As the name implies, the bottled water is the purified water which goes through various industrial process to make it suitable for drinking and contains essential minerals.

## 1.1 Industry Overview

Bottled water industry includes various kind of packaged water like sparkling water, spring water, flavored water and functional bottled water. As the everyday population is increasing the business opportunity is enormous and potential is largely untapped.

Earlier bottled drinking water was meant to be for high class, foreign tourist and highly health conscious consumers but past 10 years has witnessed increasing popularity among average consumers, increasing living standards, disposable income, education and awareness among the consumers domestic and foreign tourist, sophisticated business houses and offices has increased rapidly the sales of bottled water in recent years. The growing demand for bottled water speaks volumes of the scarcity of clean drinking water and the quality of tap water. It has become an icon of healthy lifestyle emerging in India. Selling – ‘safety’ – i.e. pure and simple water has now become one of the fastest growing industries in India.

India’s bottled water segment has outpaced the growth of any global market between 2016 and 2017 witnessing an impressive growth of 19%. The bottled water production during the year 2017 was 934.78 million liters. Between 2012 and 2017, Rs9, 010 crore (\$1.38 billion) worth of bottled water was sold in the country, growing at 184%, according to data from research firm Euromonitor.



*Source: Atlas Statistics*

Fig 1.1: Sale of bottled water between 2012 and 2017.

As per the report of ValueNotes the bottled water industry will reach 16000 crore mark by financial year 2018 because of rising health awareness and easy availability. It is expected to grow at a CAGR of 22%. Approximately 67% market share of the sector is held by the top five players -- Bisleri, PepsiCo(Aquafina), Coca-Cola (Kinley), Parle (Bailley) and Dhariwal (Manikchand Oxyrich). However due to poor infrastructure, these firms are facing a challenge in smaller cities and towns, where regional players are growing. As per the reports maximum amount of sale of bottled water comes from the retail sector, but this trend is changing with demand coming from social functions and corporate events, especially for bulk water or bottled water cups. Bottled water companies are now experimenting with packaged water pouches at low prices to tap into the growing demand in smaller regions.

The key drivers in the bottled water industry growth are rapid urbanization and population growth, increasing level of health awareness, growth in the competitive market segment, and rise in the disposable income of consumers, change in the consumption behavior of people, Inability of central local government to provide clean drinking and safe draining water and the influx of tourists.

Various challenges of this sector are spurious brands have flooded the bottled water market, low penetration in rural market, improper branding and quality issues, increase use of water purifiers at different location may lead to low consumption.

If we talk about the trends in the industry then flavored drinking water is a new innovation within the bottled water industry, another one is that consumer are becoming more logical with their choices and so they are able to read the brands, also to increase the market share companies are employing wide range of packaging formats to target diverse group of consumers, bottled water brands are trying to expand themselves to abroad location and an important trend that continues to grow is the use effective marketing and advertising channels to reach out the core masses.

## 1.2 About SENA JAL:



*Source: Financial express*

Fig 1.2: Sena Jal

Sena Jal is the bottled drinking water. It was inaugurated on October 11, 2017. It is an initiative of the Army Wives Welfare Association (AWWA) with a purpose that the money collected will be used in the welfare of soldiers and their families.

AWWA is headed by Madhulika Rawat, spouse of current army Chief General Bipin Rawat. It is a voluntary organization that has mission to fulfill the societal commitment through social strengthening and skill building of life partners and wards of Army staff. AWWA goes for the comprehensive improvement and prosperity of Army Wives including their children and restoration of war dowagers and differently-abled children.

It additionally takes a dynamic part in the exercises of Central and State Governments in their endeavors towards national re-development aimed at enhancing the living states of poor people among the upper classes of people and securing the human rights infringement against the Army faculty and their families. AWWA gives enthusiastic help and monetary aid to its overcome brave heart widows and is always working for the social and financial strengthening of this section of society. For financial strengthening of this section, numerous smaller scale ventures like Project Aahwan,

Parisharm Cell, Lunch Projects, Paper Recycling plant and so forth have been started. So at least in this manner everyone will get opportunity to contribute something towards the welfare of Indian Army.

### **1.3 Objective of the study:**

- The main objective of this project is to study the perception of consumers towards the packaged drinking water.
- To identify the drivers which make the consumer to buy a particular brand of bottled water.
- To assess the awareness about Sena Jal and to know about various competitors in the market.
- To study the competencies of various brands and their importance while selection.

### **1.4 Limitations of the Study:**

- The study is mainly dependent on primary data and the sample size is less.
- It may be rigid, if the participant wants to tell you something about your product, but doesn't have space to do so, you will lose out on that data.
- Respondents may not feel encouraged to provide accurate, honest answers
- Respondents may not feel comfortable providing answers that present themselves in an unfavorable manner.
- Respondents may not be fully aware of their reasons for any given answer because of lack of memory on the subject, or even boredom.
- Closed-ended questions may have a lower validity rate than other question types.
- Data errors due to question non-responses may exist. The number of respondents who choose to respond to a survey question may be different from those who chose not to respond, thus creating bias.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Till two decades back, drinking water was not an attractive pressed item in our nation. Since it was provided free of cost by nature, nobody had such a thought of its attractiveness and marketability. In this regard, the bottled water is another item to the Indian customers and there was no much exertion taken to contribute more research in this field. By virtue of this reality, various researchers in the past endeavored to condense a portion of their research thinking about that it would help other researchers in understanding the results of their research and carry out some related study.

**Senthil Kumar (2002)** in his examination centered to discover the awareness of purchasers towards the mineral water and the individual utilization of mineral water. He found that promotion is the best information method in order to make the respondents know about mineral water. Majority of the respondents spend up to Rs.500 every month towards the mineral water, devour mineral water for the one to two years having month to month utilization of up to 10 liters. The bundled drinking water purchaser is pulled in by the advantages of simple openness, immaculateness, and cleanliness and just a little section of buyers have advanced to the level of being followers of a decent brand. The bundled drinking water is presently served on trains, carriers and in parties. Furthermore, the organizations have acquainted greater pack sizes with take into account an assortment of requirements. Bundled drinking water is accessible in 1 liter, 2 liter and 500ml liter, 20-liter jars and 200 ml pouches. Packaged drinking water showcase in the nation is balanced for a quantum jump despite the stricter quality gauges to be forced by the Bureau of Indian Standards.

**Gary L. Geissler and John E. Bet (2002)** in their article influenced an endeavor to concentrate to the bottled water industry that has encountered hazardous development amid the previous decade, to a great extent because of broadly held buyer recognition that bottled water is purer and more advantageous than tap water. Late research brings up issues about whether Bottled water is in reality superior to anything faucet water. In

the midst of the contention, there is a need to help clear up flow purchaser recognitions concerning water quality and immaculateness and to analyze related new item improvement suggestions. An item idea test, among 386 Bottled water purchasers is utilized here to give an assessment of a proposed Bottled water mark that would be delivered by a neighborhood water organization. In general, the discoveries demonstrate that the item idea is promising, yet needs some refinement. The administrative ramifications, especially concerning extra purging of faucet water and basic achievement factors, apply to the proposed item as well as to numerous different contestants into the Bottled water showcase. Eventually, the Bottled water market's engaging quality differs, contingent upon the focused abilities of the dealer. Industry rivalry is savage, and effective dealers must have center capabilities identified with minimal effort generation and bundled products promoting. Bottled water, generally, is a ware item that additions rack space and deals through compelling separation and picture building. A retail introduction is additionally more effortlessly picked up by dealers that have some power in their arrangements with retailers. Refreshment purchasers, for example, grocery stores, accommodation stores, and mass merchandisers have the significant energy to consult at the most reduced cost unless the dealer can counterbalance that power with the allure of their whole product offering.

**A. Daarowska, A. Borcz and J. Nawrocki (2003)** in their article showed that with expanded utilization of Bottled water, it is important to give careful consideration to its quality. In any case, the quality control framework in Bottled water plants has a tendency to be engaged on the microbiological wellbeing of the water. Polyethylene terephthalate) (PET) compartments are today usually utilized for packaged mineral water, albeit PET jugs can be in charge of the arrangement of unfortunate carbonyl aggravates that can move into its substance. Before assembling a container, the plastic needs to go through a progression of handling stages. Amid this treatment, warm corruption and hydrolysis can happen with the PET material. The high temperature utilized as a part of the last phase of the jug preform creation from the PET material makes warm debasement of the polymer and contributes the arrangement of the high grouping of acetaldehyde in the polymer structure. The innovation of PET jug creation causes warm debasement of the polymer and this procedure can prompt aldehyde

development. Acetaldehyde is held in the polymer structure of container material and amid the capacity, time frame goes from the divider into the water and into the air. The higher the level of acetaldehyde in the jug material, the higher is the level of acetaldehyde in Bottled water. There is no relationship amongst pH and aldehyde focus in Bottled water.

**Keith J Petrie, Simon Wessely (2004)** in their article, "Bottled water abuses our stresses over what influences wellbeing in the cutting edge world", say that Bottled water is one more of the advanced conundrums of wellbeing, an item conceived out of our prosperity at lessening waterborne malady. In the creating scene, such ailments cause more than two million passings per year, the greater part of them among kids matured under five. In these nations, adding chlorine to water is seen as a wellbeing intercession with the possibility to spare a colossal number of lives. In the created world, Bottled water owes some portion of its notoriety to the view that faucet water is tainted, defiled, and thus dangerous. Bottled water is viewed as regular, spotless, sans fat, and with hints of wellbeing giving minerals. Truth be told, tap water is as sheltered as Bottled water and around 1000 times less expensive. The promoting of Bottled water abuses individuals' stresses over what influences their wellbeing in the cutting edge world. There is a message in that jug. Be that as it may, purchasers can just take so much immaculateness.

**Kozisek (2004)** in his examination "Wellbeing dangers from drinking demineralized water" calls attention to that drinking water ought to contain least levels of certain fundamental minerals (and different segments, for example, carbonates). Tragically, finished the previous two decades, little research consideration has been given to the advantageous or defensive impacts of drinking water substances. The primary spotlight was on contaminants and their toxicological properties. All things considered, a few investigations have endeavored to characterize the base substance of fundamental components or TDS in drinking water, and a few nations have included prerequisites or rules for select substances in their drinking water controls. In spite of the fact that these are extraordinary cases, the issue is applicable not just where drinking water is acquired by desalination (if not satisfactorily re-mineralized) but rather likewise where home



treatment or focal water treatment diminishes the substance of critical minerals and low mineral Bottled water is devoured. Despite the fact that drinking the potential for antagonistic wellbeing impacts from long haul utilization of demineralized water is of intrigue in nations lacking sufficient crisp water as well as in nations where a few sorts of home water treatment frameworks are generally utilized or where a few kinds of Bottled water are devoured. Numerous brands of Bottled water are created by demineralizing crisp water and after that including minerals for wanted taste. People expending certain sorts of water may not get the extra minerals that would be available in more exceptionally mineralized waters. Thusly, the exposures and dangers ought to be considered at the individual or family level and in addition at the group level. Worldwide and national specialists in charge of drinking water quality ought to consider rules for desalination water treatment, indicating the base substance of the applicable components, for example, calcium and magnesium and TDS. On the off chance that extra research is required to build up rules, these specialists ought to advance focused on look into in this field to expound the medical advantages. In the event that rules are set up for substances that ought to be in the demineralized water, specialists ought to guarantee that the rules additionally apply to employments of certain home treatment gadgets and packaged waters.

**Adrian Feru (2004)** in his article entitled "Packaged common mineral waters in Romania", expressed that "not quite the same as drinking water provided by the city organize or from other packaged waters, all of which experience some sort of earlier treatment with a specific end goal to wind up consumable, the characteristic mineral water is a naturally unadulterated item, that by goodness of its structure may incite helpful wellbeing impacts. As indicated by the EC Directive 80/777, the fundamental criteria utilized for characterizing the characteristic mineral water allude to its unique virtue and its satisfactory security against any contamination risk. In Romania, mineral water utilization is an old custom. The geographical setting and the presence of unpolluted territories supported the advancement of mineral water wellsprings of a remarkable quality, a considerable lot of which incorporate likewise carbon dioxide in a characteristic state. There are too sent conjectures concerning the medium-term development of the structure of the packaged mineral water showcase in Romania. In

Romania, like Germany, the shopper is firmly connected to the propensity for drinking carbonated mineral water. The primary basic pattern in the most European markets is the utilization of the undeniably more water of low mineralization and decreased CO<sub>2</sub> content. A critical advancement was recorded in the current years on account of oligomineral, still, or CO<sub>2</sub> impregnated water. In spite of the fact that the nation has huge assets of still regular mineral waters, it is difficult to trust that in the following 5–10 years the still water utilization will surpass 10–15% of the packaged mineral water generation.

**S.Deepah, B. Prasanna T.Srilakshmi (2005)** directed an examination entitled, "Purchaser inclination toward mineral water" to measure the historical backdrop of the brands and the degree to which the shoppers know about the brands. The exploration contemplates additionally tosses light on the impact of ad on the offer of brands and shoppers inclination for the brand and its picture both without anyone else and in the focused setting. The examination likewise discovers the degree to which buyers lean toward Bisleri when contrasted with Kinley and Aquafina. The market is around Rs.700 Crore and developing each year. In 2001 alone, 150 players hopped in the shred for a cut of the pie. A piece of the quick moving customer merchandise segment, Bottled water is the main fragments to have indicated extraordinary development of around 50 percent in 2001 alone.

**Diane P. Dupont (2005)** in his article asserts that notwithstanding the utilization of home filtration gadgets, Canadian buyers buy Bottled water as a substitute for tap water. Month to month sums spent on Bottled water run amongst \$1 and \$60 with a mean family unit measure of about \$15. This recommends normal yearly spending per family unit of about \$180. While Bottled water buys might be because of accommodation, wellbeing concerns may likewise assume a part. In the example, 71% drink Bottled water due to accommodation, be that as it may, the rest claim to lean toward the taste (15%) or have wellbeing worries with their faucet water (14%). Home filtration gadgets and bubbling water, be that as it may, are utilized on account of stresses over the nature of faucet water. Eighty-three percent of respondents claim to have found out about as a wellbeing worry for tap water and 23% trust it to be of particular worry to their locale.

Specifically, the paper contends that water utility execution can be improved by applying a standout amongst the most essential "monetary instruments", to be specific the utilization of data about shopper inclinations. Numerous customers have "voted with their feet" by introducing in-home water filtration gadgets or to buy Bottled water. This paper audit comes about because of Canadian reviews on view of the nature of municipally provided tap water.

**Luz M. Gonzalez (2005)** in his investigation calls attention to that the basic role of his an exploratory examination is to investigate the effect of foundation shading in print promotions on mark picture/identity and brand inclinations (e.g., mark states of mind). For instance, it is normal that watcher's impression of a brand's picture/identity will mirror the picture related with the promotion's experience shading (e.g., a brand will be judged to be more lively and energizing when it is publicized with a red foundation versus an all the more quieting blue foundation). He utilized a five-measurement hypothetical structure, made out of identity qualities (i.e., Sincerity, Excitement, Competence, Sophistication, and Ruggedness) resolved to be significant to both human and brand identity and generalizable crosswise over item classes. In light of a legitimate concern for culmination, the effect of shading on mark identity convictions and the more customary property based kinds of convictions is tried here. Discoveries show that foundation shading in commercials impacts the publicized brand's "identity" and brand property recognitions: for instance, the brand promoted with the red foundation was seen as being more advanced and more energizing than the brand promoted with the blue foundation. What's more, modifying a promotion's experience shading rendered an alternate arrangement of brand identity and brand property convictions notable. Hues can likewise impact client's feelings, emphatically or adversely. Past research has demonstrated a reliable relationship of hues with specific emotions and encounters. For instance, the shading "Blue" is calming and connected with riches, trust, and security, while "Red" suggests fervor and incitement In this investigation, he inspected the relationship among shading affiliations and brand identity, to decide whether certain hues have a tendency to make certain responses about an item. For instance, it is normal that watcher's view of a brand's picture/identity will mirror the picture related with the promotion's experience shading (e.g., a brand will be judged to be more energetic and

energizing when it is publicized with a red foundation versus an additionally quieting blue foundation). The brand identity measures might be restricted: not adequately material to an item, for example, Bottled water. The R square for the brand identity (BP) relapse show was just .376, demonstrating that lone 37.6% of the difference in disposition was clarified by the five BP develops. Likewise, for the brand characteristic model, just 52.0% of the fluctuation was clarified by the arrangement of estimated properties. Measures of brand convictions and of the significance of these convictions in picking Bottled water caught wellbeing related, virtue, unwinding, reviving, picture, invigorating, cost, and taste measurements: wellbeing related (safe, microscopic organisms free, nutritious, and solid;  $\alpha=.89$ ), immaculateness (unadulterated, additive free, and clean;  $\alpha=.87$ ), (unwinding and quieting; Spearman Brown dependability coefficient=.83), invigorating (cooling, reviving, chilly, clear, revitalizing, and crisp;  $\alpha=.94$ ), picture (great picture, high caliber, costly, and for uncommon events;  $\alpha=.85$ ).

**Sasirega Ramani (2006)** in her work, "A Study on Institutional Consumer Perception of Packaged Drinking Water" found that 37.14 percent of the respondents were utilizing bundled drinking water for their wellbeing reason. Of these, 16.43 percent of the respondents were utilizing bundled drinking water as it is sterile, 6.43 percent of the respondents were utilizing bundled drinking water with the end goal of need not convey water reason, 4.29 percent of the respondents were utilizing it as it keeps away from wastage of water, 20.71 percent utilizing it because of worker request, 5.71 percent were utilizing it because of the nearness of salt in water for wellbeing reasons. The example addressing likewise unfurled that every one of the respondents were picking a decent brand of bundled drinking water which was conveyed. Greater part of the respondents were thinking about quality, accessibility, and cost as essential variables while acquiring containers of bundled drinking water, 92.14 percent of the respondents did not have any desire to move to different brands in the wake of having picked eminent brands. A large portion of the respondents expect value rebates as deals advancement plot. A significant number of respondents proposed enhancing the nature of the ad.

**Richard Wilk (2006)** in his examination entitled "Bottled water: The unadulterated ware in the period of marking", says Bottled water has turned into an inescapable worldwide business, and Bottled water utilization keeps on expanding quickly, especially in nations where clean consumable faucet water is accessible at low or no cost. This article talks about the ways the rich social implications of water are utilized as a part of promoting and marketing and the types of customer protection that restrict Bottled water as an item. The differentiation between tap water and Bottled water can be viewed as an impression of a challenge for expert and open trust amongst governments and companies, in a setting of uplifted nerves about hazard and wellbeing. The article presumes that Bottled water is where these interests are pieces of information that water still has implications and powers a long ways past straightforward refreshing, powers connected to the change of wild water in puddles, streams, lakes, and rainstorms, into a household fractional ware. Long prior, mystical performers and clerics could change and control the forces of regular substances; today magnetic superstars, governments, and organizations battle with each other for similar forces. In any case, remaining amidst the fight is as yet a parched individual. They can unravel the recorded and social rationale, and the different impacts and clashes amongst purchasers and venders that make Bottled water a conceivable, and maybe even inescapable, a result of our circumstances. At some level, they can utilize every one of the devices of sociology to bode well and reason out of Bottled water. Be that as it may, in doing as such individuals would prefer not to dismiss a definitive ridiculousness: the waste and imbalance of the Bottled water exchange. We have a world with recognized natural issues, rising vitality costs, and worldwide environmental change, where a lot of vitality and materials are being exhausted to transport water to places that as of now have a lot of it, openly accessible. At that point, there are the billions of plastic containers made and afterward disposed of, littering the land and sea, or being covered in landfills or burned at open cost. Here they have a world economy in which in excess of a billion people don't approach any sort of customary clean water supply, while another billion are spending enormous measures of cash on water that gives just a minor peripheral advantage in their lives. The sound social rationale prompts earth damaging conduct.

**Mark Miller (2006)** in his paper tends to every part of Bottled water as an item, its history, its motivation, its material, its points of interest, its inconveniences and its costs; connects it with bottler's showcasing exercises, and binds those to deals and government directions. These correlations will address and dynamically wipe out the distinctive characteristics of Bottled water all in all item keeping in mind the end goal to land and no more likely explanations behind its exceptional achievement. The exercises of the bottlers have likewise been disagreeable. While it is genuine they are just attempting to bring home the bacon, they are doing as such by disrupting, to some degree, freely financed utilities. The organizations take advantage of a metropolitan water framework and start packaging the water. This is less expensive than tapping a spring or aquifer and is additionally pre-cleaned for simple packaging. This, thus, diminishes quality control overhead and the quantity of tests done, making the water eventually less protected subsequent to going through such huge numbers of machines. Besides, the disposed of jugs are amassed in landfills, where they filter out and taint the groundwater. Regardless of this, all the organization needs to do next is to showcase the item as the cleanest, purest, and most advantageous water, and watch the stock value take off. The Bottled water, notwithstanding, isn't as perfect or as dependable as faucet water and isn't liable to the strict EPA benchmarks. Since Bottled water squeaks under the direction radar with its Model Code and its assembling rules, there is a sure measure of laxity concerning quality. In the event that customers were more mindful of this lifted peril, it is legitimate that the real nature of the Bottled water isn't the reason for the development of the Bottled water industry.

**State of the environment report (2007)** on "Condition and wellbeing", uncovers this is one of India's quickest developing modern divisions. The all-India showcase for bundled water is between Rs. 8 billion and Rs. 10 billion and is developing at the rate of almost 40 percent for every annum. The omnipresent Bottled water is a typical sight even in the remote towns of India. This flags the low certainty of the general population in the security of their water supply. Individuals in numerous states rely upon bundled water to relieve the intense deficiency of drinking water. Water sellers are likewise basic in India, particularly in the unserved zones of water-short urban communities. Such secretly vented water - which only from time to time has any quality controls,

offers for from 5 to 50 times the cost of channeled city-provided water. For instance, water-kept individuals from Chennai have paid about Rs. 500 million to private water organizations for 3.7 billion liters of consumable water every month to enlarge the lacking supply conveyed by the state-run Metro Water. There are a few water bundling units (around 200 legitimate and 400 unlawful) in the city which sink intense pumps in little plots of land, essentially privatizing whole aquifers of regular groundwater assets. A few million liters of valuable water gets squandered all the while. Indeed, even the traditionalist figures announced by the business demonstrate that bundled water units squander anyplace in the vicinity of 15 and 35 percent of the water they draw starting from the earliest stage. Bubbling water, before drinking, is a period tried strategy for water filtration, however this custom is in effect step by step supplanted by the expanding utilization of Bottled water. There is no logical examination yet to set up the adequacy of this conventional practice. On the off chance that demonstrated viable, this can possibly change the effect of numerous waterborne illnesses on people and can be appeared as another Kerala model of accomplishing great wellbeing results with conventional information.

**Shrivastava Brajesh K. what's more, Alam Masood (2007)** who completed an exploration on the subjective evaluation of the water utilization for assembling Bottled water at Rail Neer plant reached a decision about the aggregate generation and combined water utilization of different water treatment units utilized as a part of water treatment at Rail Neer plant, Nangoli, Delhi to meet Bureau of Indian Standards particular for bundled drinking (IS:14543:2004) and different alterations consolidated till February 2006. The treatment framework involves chlorination, actuated carbon filtration, and pesticide expelling framework, conditioner, ultrafiltration, UV cleansing and ozonation. The investigation itself was done after Good Manufacturing Practices (GMP) and Good Laboratory Practices (GLP). It was discovered that for assembling one liter of Rail Neer bundled drinking water 1.64-liter water was expended.

**D. Murali and C.Ramesh (2007)** in their article, "Bundled drinking water Industry that they find in the Tip of the Iceberg", unveil that from being kept to the highest echelons of society, bundled water has now turned into an ordinary ware and right around a

desperate need in metros. Subsequent to seeing a memorable development as of late, it has turned into an Rs.10, 000-crore business in only three years. The business' incredible development as of late can be credited to rising frequency of waterborne infections; dishonorable city supplies advanced wellbeing cognizance of individuals and also globalization, which has acquired huge vacationer inflow. Since the business has developed, just huge organizations with marked items will be in the shred to catch a huge piece of the pie. Despite the fact that the industries' development rate is 40-50 percent a year, India is still behind nations, for example, Indonesia, Malaysia, and Singapore, where the business is as of now worth Rs. 15,000-20,000 crores, however these nations have significantly littler populace yet comparative climatic conditions.

**Chris Fife-Schaw, Tanika Kelay, Irene Vloerbergh, Jonathan Chenoweth, Greg Morrison, and Christina Lundehn (2007)** express that Bottled water buying can give data about purchaser's eagerness to pay for water benefits as the buy of Bottled water may by implication uncover a readiness to pay for higher quality drinking water (an uncovered inclination in financial terms). They contend that Bottled water and sifted water are ideal substitutes for tap water since they satisfy the requirement for drinking water, with Bottled water being acquired either as a hazard turning away conduct by shoppers to maintain a strategic distance from an apparent (or genuine) chance, or for reasons of enhanced taste and smell, or appearance and additionally accommodation. It is accepted that Bottled water costs are high since shoppers will pay these costs however take note of that drinking water from city supplies is basically free given the cost charged for city supplies and the moderately modest amounts every individual can expend. As per the Bottled water industry, in the vicinity of 1999 and 2004 development in worldwide deals jumped from 98.4 to 151.4 billion liters (26 to 40 billion gallons) every year. Market investigation has uncovered that in 2005 alone, the worldwide Bottled water advertise progressed by 8.3%, with Bottled water volumes achieving 173 billion liters, and is trusted that it is probably going to keep on increasing later on.

**R. Jeya (2007)** in her exposition, "An investigation on buyer's demeanor towards the marked mineral water in Kovilpatti town", presumes that water is the primary piece of



individuals day by day life. The shoppers have their decisions of mineral water. The brand name of the mineral water assumes an essential part in the buy choice of the purchasers. Distinctive characteristics of mineral water impact the buy choice of the customers. Purchaser conduct is the mental, social and physical conduct of potential customers as they can assess, buy, expend and enlighten other individuals concerning the items and administrations. It is the demonstration of thinking about various certainties of advantages anticipated from the item before influencing the buy of the item.

**Kimberley De Wolff (2007)** in his investigation investigated the ascent in the utilization of Bottled water and the prevailing accounts of standardization that look to clarify it. Generally comprehended as the combined aftereffect of the energy of promoting and falsehood, or the artlessness of unreasonable buyers, the unavoidable marvel of drinking Bottled water is clarified as another case of the commodification of everything. In any case, these stories contain a fairly astounding exclusion; while it might appear glaringly evident to express that Bottled water is about jugs and water. The part of the containers themselves in empowering the utilization of water in a hurry to end up such a typical part of day by day life is recognizably missing. He contends, by attracting upon work customer culture thinks about, humanistic systems of the brand, and material culture, that they have to reevaluate the part of Bottled water as both a brand and material question. Following the directions of two noteworthy brands of Bottled water Perrier and Dasani through a substance examination of advertising and related materials, it can delineate a portion of the various manners by which Bottled water, promoting and utilization are interrelated in the different and joined directions of progressing procedures of standardization. All in all, one can consider how such hypothetical and experimental perceptions suggest troublesome conversation starters and new difficulties for those looking to modify practices of utilization.

**Catherine Trottier (2009)** states that the Bottled water industry depicts itself as a green industry by asserting that they are "focused on currently taking part in reusing and teaching the general population about the significance of reusing Bottled water holders and every recyclable material". Because of expanding feedback on the natural effects of plastic jugs, Bottled water enterprises have additionally endeavored to greenwash their items by presenting new bundling with less plastic. Nestlé, for example, is currently advancing another eco-shape plastic container that comprises of 30% less plastic, notwithstanding other bundling diminishments. Nonetheless, in all actuality truth is that the Bottled water and plastics businesses are firmly associated: "Bottled water producers are the end purpose of a store network that contains a portion of the greatest polluters on the planet".

**Laszlo Sipos (2009)** in his examination showed that the concerned mineral water shoppers incline toward the expendable, one-route bottle than the returnable one significantly more. 80% of them don't take thoughtfulness regarding purchasing a returnable jug. A littler gathering of 16% lean towards the returnable jugs and only a "couple of" shoppers (4%) pick just this sort of bundling determinedly. Another imperative aftereffect of my overview is that the proportion of female customers is two times higher than the one of male shoppers on the off chance that they center around the gathering with a returnable jug inclination. This may allude to the all the more naturally cognizant demeanor of ladies. There is a noticeable change in the recurrence of mineral water utilization among the talked with gathering of full-time college understudies – they have a tendency to take after a solid way of life. This is bolstered by the reality, that 64% of the purchasers are cognizant about after a solid eating regimen, and just a low level of them (15%) are dismissing this factor. The staying 21% manage this issue just sporadically. Faucet water has a very awful thankfulness among mineral water purchasers. Consistently understudy (53%) expressed that they pick mineral water rather than tap water as every now and again as it is conceivable. The asked buyers generally pivoted 4-5 marks over the most recent couple of years. This is likewise normal for the buying examples of 39% of them. Just a single fourth of the gatherings utilize more brands, and 20% have just 2 or 3 most loved ones. There is a minority of 16% who demand having just a single brand.

**Huiju Tsai (2009)** claims that the worldwide Bottled water industry has been getting a charge out of incredible success in the previous decade. In 2007, world utilization of Bottled water totaled 188 billion liters, with a normal yearly development rate of 8.8% from 1997 to 2007. Add up to incomes of the worldwide Bottled water advertise were \$US 66.6 billion out of 2007, speaking to a compound yearly development rate (CAGR) of 6.2% for the period 2003-2007. In any case, while the business has been extending at a fast, "Back to the Tap" development against Bottled water created in Northern America, Europe, and other created nations lately. City governments, high-class eateries, schools, and religious gatherings inclination to jettison Bottled water and urge individuals to drink people in general water from the spigot. Earthy people censure Bottled water as inefficient and even indecent. Bottled water has been viewed as an 'Eco-sin's. This article intends to give knowledge into this issue. The stands of the dissents, shopper sees, and packaging organizations are investigated and remarked. Measures to be taken are additionally examined. At last, the potential new markets that may develop under the counter Bottled water slant are investigated. Key components that proved as drivers of a respondent being principally a Bottled water consumer (in respect to the decision of faucet water) incorporate higher wage, unsavory taste encounters with tap water, not French-talking, and being a male with youngsters in a single's family. Comparable elements yield higher probabilities of a respondent being fundamentally a separated faucet water consumer. An essential finding is that two key factors connecting a man's wellbeing recognitions with respect to tap water quality are huge components prompting the decision of either sifted tap water or Bottled water over faucet water. They are a variable demonstrating the level of wellbeing concerns a respondent has regarding faucet water and a moment variable showing whether the respondent accepts Bottled water to be more secure than tap water.

**Ayokunle C Dada (2011)** in his article "Packaged water: optimizing local processes for sustainable water delivery in developing nations", says Packaged water made accessible in sachets, as other neighborhood activities offer generous expectation in adding to expanded economical access in provincial and urban settings of creating countries if recognized and enhanced. The call is in this way made to mediating worldwide groups and formative associations for the need to gain from and expand on the neighborhood

forms that as of now work in the creating scene. Space for ideal change, by means of synergistic endeavors with applicable partners will request to strike a reasonable harmony between two favored choices: advancing general wellbeing (through enhanced direction of the bundled water industry) while simultaneously enhancing social welfare (empowering access through the help of these activities that cover for institutional insufficiencies out in the open water supply scope). With so much worldwide consideration and duty towards making the Water and Sanitation focus of the Millennium Development Goals (MDGs) a reality, accessible figures appear to talk in actuality as they uncover a substantial divergence between the normal and what as of now gets particularly in creating nations. As studies have demonstrated that the standard industrialized world model for a conveyance of safe drinking water innovation may not be reasonable in a great part of the creating scene, bundled water is recommended as a minimal effort, promptly accessible elective water arrangement that could help cross over any barrier. In spite of the setup parts that this drinking water source plays in creating countries, its significance is however altogether thought little of, and the source considered unchanged passing by „international standards“. Instead of just precluding water from this source, the emphasis ought to be on distinguishing methods for development. The requirement for mediating worldwide groups and formative associations to gain from and expand on the neighborhood forms that as of now work in the creating scene is additionally underscored. Distinguishing bundled water contextual analyses of some creating countries, the ramifications of a steady spotlight on imported strategies, norms and administrative methodologies on drinking water access for inhabitants of the creating scene is likewise examined.

**Ogbuji and Chinedu (2011)** in their investigation found that Branding is a standout amongst the most interesting showcasing methodologies utilized to win or conquering rivalry; its adequacy isn't in question. This examination researched the effect of marking on shopper decision for Bottled water, with an extraordinary spotlight on the contributory parts of its different components in affecting buyer conduct. It was found in addition to other things, that of the considerable number of components of marking, organization of-make, and bundling assume a more noteworthy part than mark name and brand stamp, as far as impacting purchaser decision for Bottled water. It similarly

suggested in addition to other things that organizations should concentrate on the organization name and bundling however ought to likewise coordinate brand name and brand check as strong components in designing a compelling marking methodology for beating the opposition. More accentuation ought to similarly be laid on institutional instead of brand publicizing.

**Vinicius Brei1 and Steffen Bohm (2011)** in their paper, they expect to address this hole by fundamentally captivating with showcasing efforts of purported "Moral" Bottled water. They particularly centered around a noteworthy CSR procedure of a scope of various organizations that guarantee to give drinking water to (what they name as) "poor African individuals" by method for Western buyers buying Bottled water. Following Fairclough's approach, they unfurl a three-advance basic talk investigation of the promoting efforts of 10 such moral brands. Their outcomes demonstrate that Bottled water organizations attempt to impact customer's tastes through the administration of the social importance of Bottled water, creating a more 'moral' and 'socially capable' view of their items or brands. They talk about how these promoting efforts can be confined as authentic battles related with neo-liberal philosophy and dominion. Their examination exhibits how such CSR techniques are a piece of a general procedure of the propagation of industrialist methods of gathering and legitimating through the utilization of social classifications. They have contended that it was correctly through this procedure of social implication that organizations can separate themselves from their rivals in the expectation of picking up leeway in an undeniably soaked market and occupy from assaults on their ecological execution. Rather than tending to these assaults straightforwardly for instance, by lessening the ecological effect of their items Bottled water organizations have swung to make related showcasing all together enhance the picture of their brands through 'doing great' in the supposed creating world. That is, the advertising claim isn't coordinated just at 'moral' buyers. The act of 'moral' utilization is presently a welcome reached out to all clients, which affirms the discoveries of the Response group of the analyst who has asserted that 'morals in real life' procedures are confirmation of a more extensive move from a negative origination of CSR (do no damage) to a positive one. The demonstration of devouring Bottled water turns into the

material articulation of a social attitude through which one can verbalize one's wants for morals, philanthropy, help and all the more for the most part maybe a superior world.

**Anette Veidung (2011)** With the biggest Bottled water showcase, Europe, developing and rivalry heightening it turns out to be progressively imperative for the performers to emerge to the shopper. So as to emerge and catch the buyer's consideration, the container configuration turns into a critical mean of separation. Particularly on the grounds that shoppers tend to filter retirees with a specific end goal to discover the item that pops. Besides, when faced with a container plan the shopper will have an impression of its quality and an expectation of procurement. The motivation behind this theory is along these lines to reveal the connections between Bottled water's plan and the shopper's view of the nature of the water contained in the jug and also buyer's buy expectation. Moreover, this theory likewise examines how these underlying choices are influenced by the presentation of extra data about the Bottled water's nation of starting point took after by the jug's image. From the prior investigations, it is watched that there are no essential examinations which deliberately reported the purchaser's recognition and natural mindfulness towards bundled drinking water. Moreover, the academic researcher has not evaluated the attitude of dealers perception towards packaged drinking water business in Indian perceptive. Hence the researcher had made an attempt to fill the research gap.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

A research methodology typically includes how data is collected for this project work, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

#### **3.1 Data Sources**

Primary and secondary data are used for the study purpose. Primary data were collected directly from the respondents through questionnaire and secondary data has been collected from published articles, reports, websites etc.

I have used quantitative research technique for gathering the primary data i.e. survey method. Survey method as we all know is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. Using the survey method primary data was obtained from the respondents by administering the questionnaire and evaluating the feedback.

#### **3.2 Sampling Method**

The study sample comprised of 113 people belonging to various regions. I have used convenience sampling technique. Survey participants consisted of people who belong to different age groups. A total of 103 responses were retained for study and the detailed descriptive statistics of their demographic characteristics are presented in a table.

#### **3.3 Tools for Analysis**

A questionnaire was framed consisting of 25 closed end and open end questions covering the personal and demographic profile. The data related to their awareness and consumption behavior were collected. Percentage analysis and pie charts were used as tools for carrying out the analysis of the data.

## CHAPTER 4

### DATA ANALYSIS AND RESULTS

#### 4.1 Demographic Data

Table 4.1: Demographic Characteristics

Characteristics	Number	Percentage
Name		
Out of 113 Responses 105 have provided their name and a total 103 responses were retained for the study.		
Gender		
Male	77	74.76
Female	26	25.24
Age		
Less than 19 yrs.	4	3.88
20-29 yrs.	83	80.59
30-39 yrs.	11	10.68
40-49 yrs.	4	3.88
Above 50 yrs.	1	0.97
Educational Qualification		
High School	1	0.971
Under Graduate	54	52.42
Post Graduate	46	44.66
PhD/Scholars	2	1.94
Occupational Breakdown		
Professional	17	16.50
Government Employee	4	3.88
Private Sector Employee	48	46.60
Business	6	5.82
Student	28	27.18



## 4.2 Analysis of Consumer behavior towards Bottled Water:

1. Do you prefer to drink bottled water?

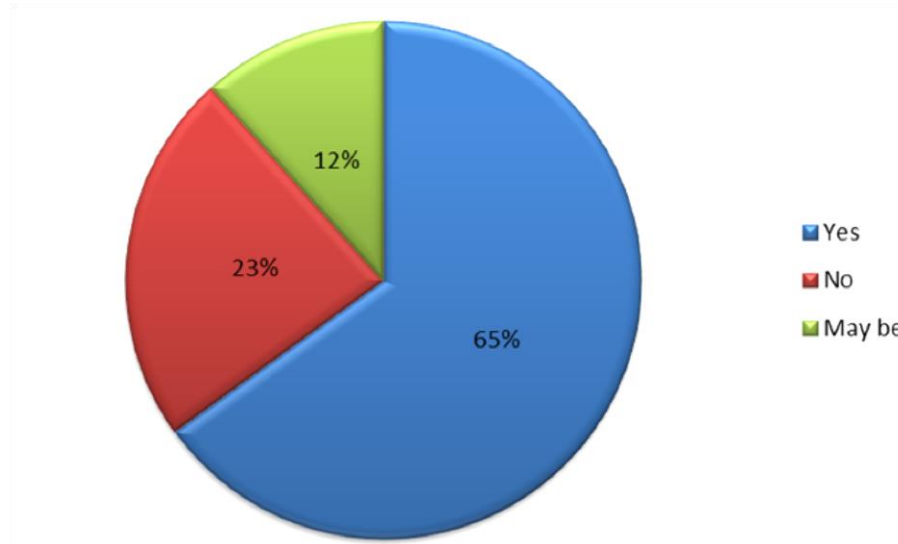


Fig 4.1: Preference of drinking Bottled Water

Interpretation:

- It was observed that around 23% of respondents prefer to drink bottled water and have no objection in using it.
- Around 65% of people that is majority of respondents are okay with it as well as the traditional home RO water. They have no objection in drinking bottled water and showed neutral response.
- 12% of the response were against the use of bottled water and prefer some other means.

2. How frequently do you purchase your bottled water products?

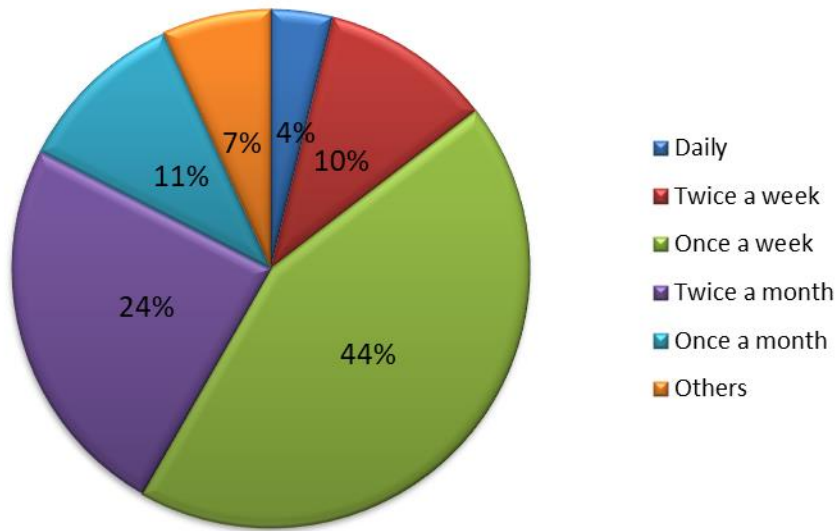


Fig 4.2: Frequency of Purchase

Interpretation:

- Around 44% people agreed that the frequency of their purchase of bottled water is once a week and that will be probably because of our culture of going to parties, events, travelling and all.
- 24% people said that they purchase it twice a month and it is also clear from pie chart that there are 10-11% chance of people to purchase it once a month and twice a week in both scenario.
- There were responses were people were not pretty sure about their frequency of purchase but they mentioned reasons for it like occasionally, or while travelling, in emergency situation, etc.

3. If daily, then how many packaged bottles of water do you drink?

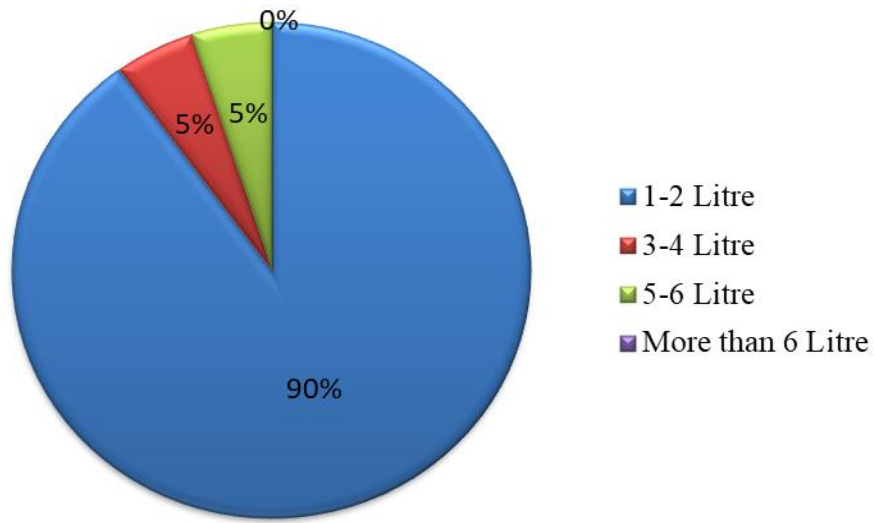


Fig 4.3: Consumption pattern among daily consumers

Interpretation:

- There were very less number of people who prefer to purchase bottled water daily but out of those people around 90% of them purchased 1-2 liter of bottle which shows it is most consumable package.
- Quite a less people are in favor of more than 3 liter but that will be the people who are frequent travellers, and like to go on trekking and camping.

4. What size of bottled water do you buy normally?

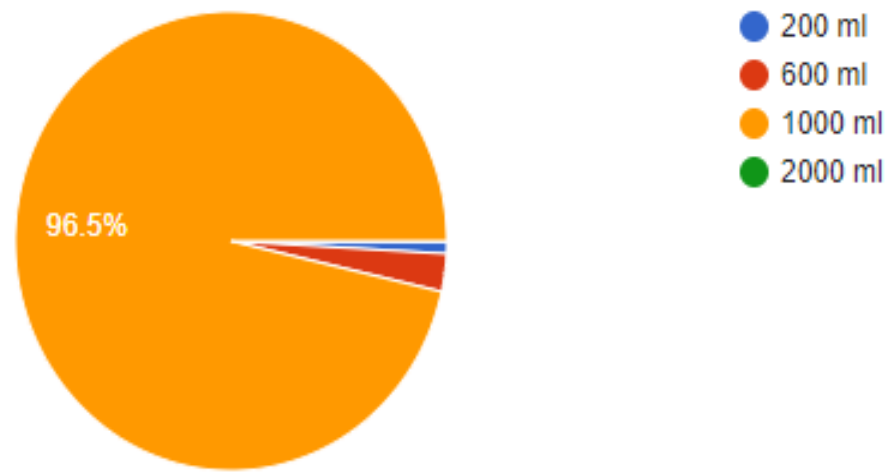


Fig 4.4: Preferences of size of bottle while purchase

Interpretation:

- From the above pie chart it is clear that the preference of almost all the respondents are 1 liter bottled water and there are some people who like to go for 600ml option.

5. Where do you mostly buy your bottled water from?

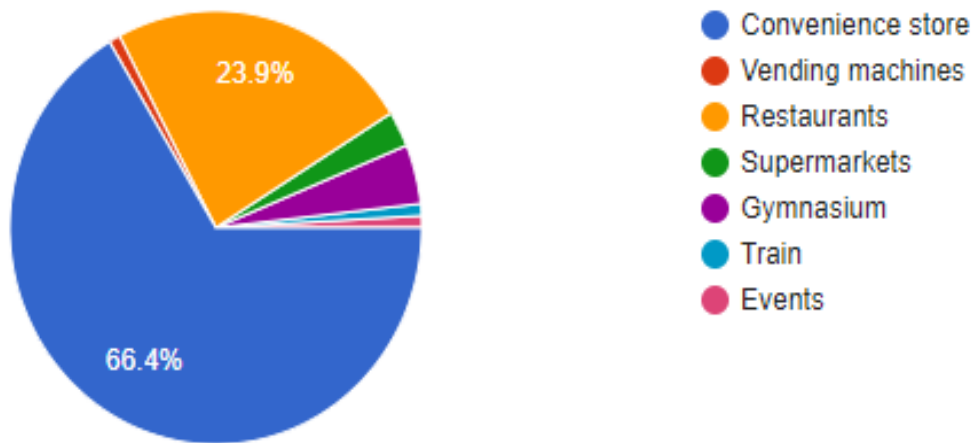


Fig 4.5: Location of purchase of bottled water

Interpretation:

- It was observed that 66.4% of people look for convenience store to buy their bottled water products.
- 23.9% people look for restaurants and food courts or we can say they look for packaged water when they go to restaurants.
- There was handful of people who said they purchase bottled water when they travel through train or go in any events.
- Some like to purchase it from supermarket and some from gymnasium or surrounding areas.

6. How much money are you willing to spend on bottled water (per liter.)?

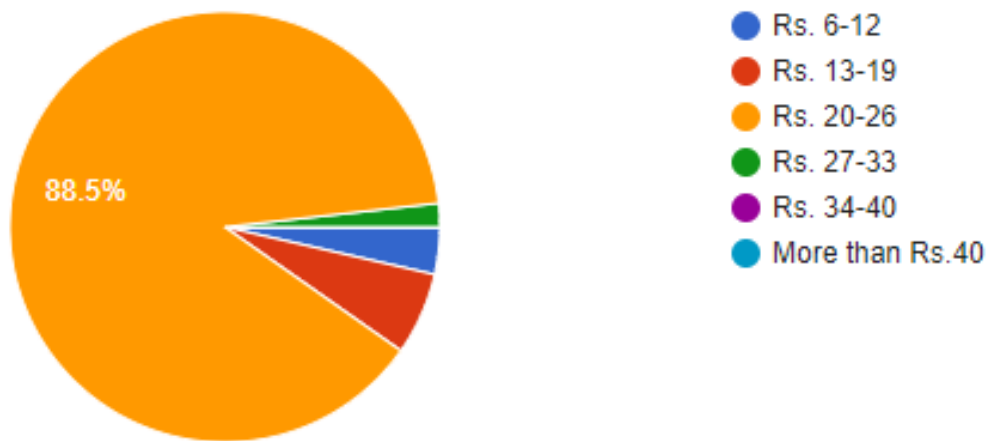


Fig 4.6: Willingness level of spending on bottled water

Interpretation:

- It was observed that most people are willing to spend on bottled water in the price range of Rs.20-26 for 1 liter bottle.
- It also depicts that majority of competition will be in this price range and the brand which has better connection with the user will have good market.

7. Bottled water products already available in the market are:

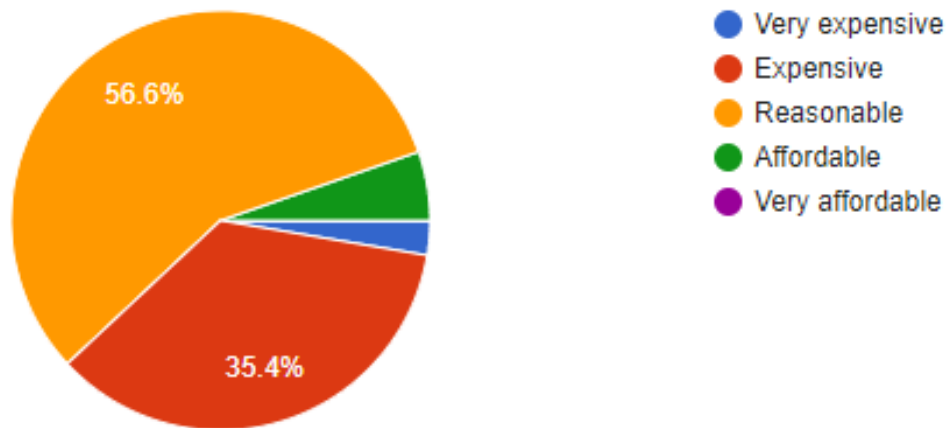


Fig 4.7: Perceived nature of already available product

Interpretation:

- More than 60% of respondents find the bottled water products in the market are reasonable and affordable.
- Around 35% people have different opinion as they felt the product offered is quite expensive.

8. How do you perceive the existing bottled water brands in terms of value for money?

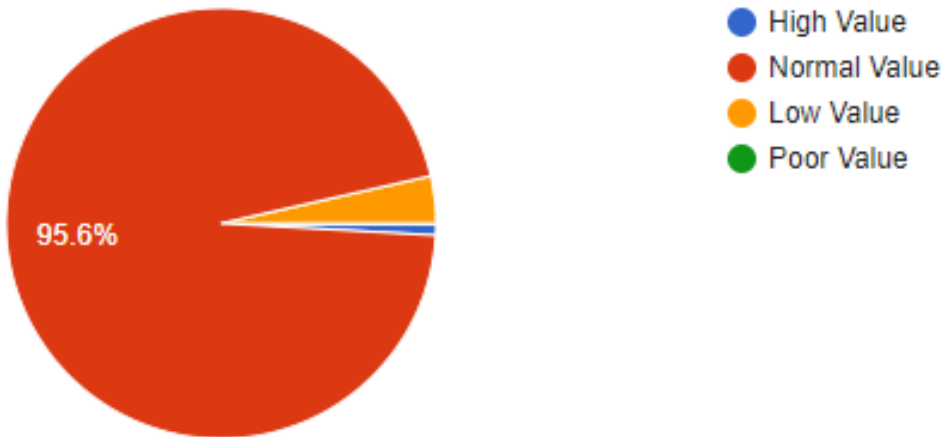


Fig 4.8: Perceived value of existing bottled water brands

Interpretation:

- It was observed that almost 95% of respondents feel that the existing bottled water brands offer normal value for money and they feel they are spending nominal amount for it.



9. How important to you is the brand of bottled water you buy?

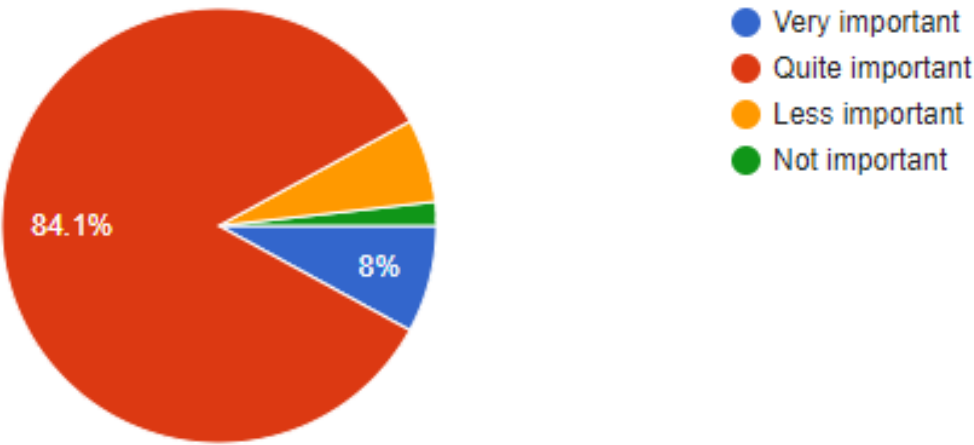


Fig 4.9: Importance of brand while purchase

Interpretation:

- It evident from the pie chart that around 84% of respondents feel that they want to use such brands which are quite familiar and popular in the market as it is widely accepted by people and has some social belongingness.

10. I always prefer a specific brand of bottled water:

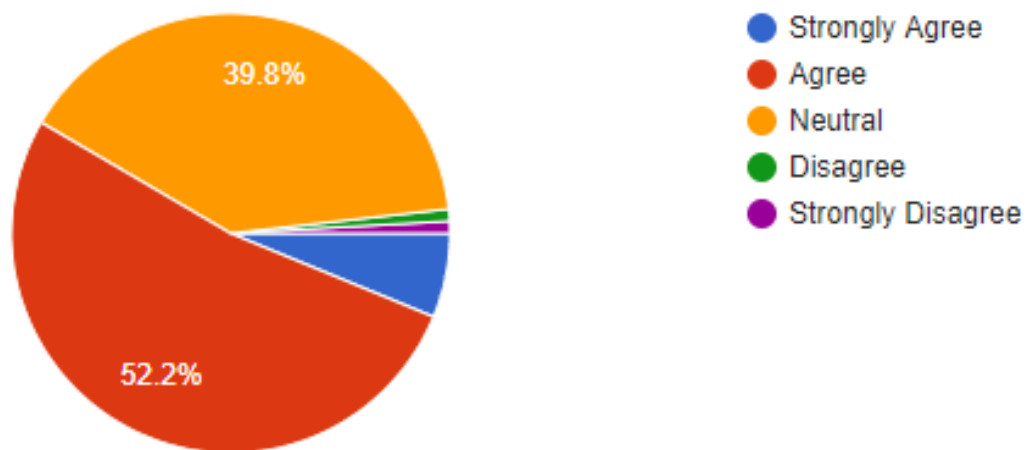


Fig 4.10: Preference for specific brand selection

Interpretation:

- Around 52% of respondents are agreeing to the fact that they have some brand connection and like to purchase specific brand of bottled water.
- Almost 40% responses were in neutral option in brand selection regarding this.
- Respondents who are less frequent in purchasing bottled water have specific brand association.

11. If my specific brand is not readily available, I am open to buy any other brand:

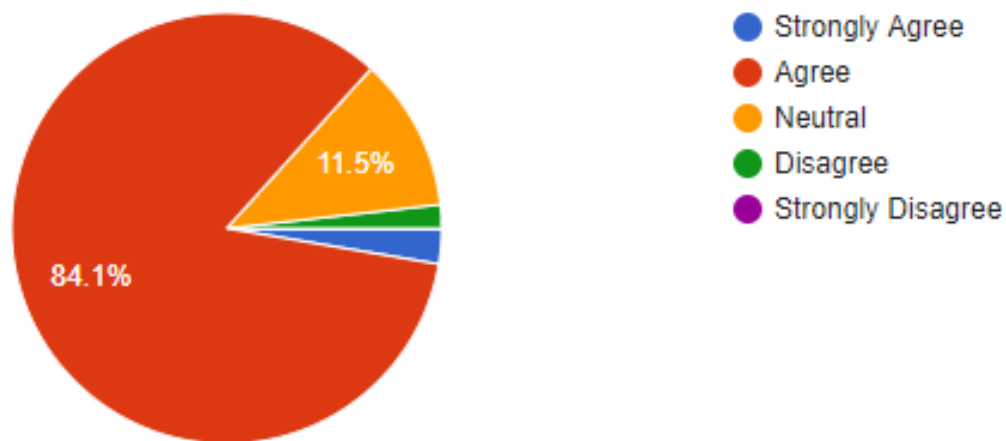


Fig 4.11: Openness to buy some other competitive brand

Interpretation:

- Around 84% people agreed to the fact that if their specific brand is not available then they are open to buy any other competitive brand which will have similar kind image.
- Almost 11.5% respondents were neutral towards buying some other brand.

12. Which of the following Bottled water Brands would you like to consume more?

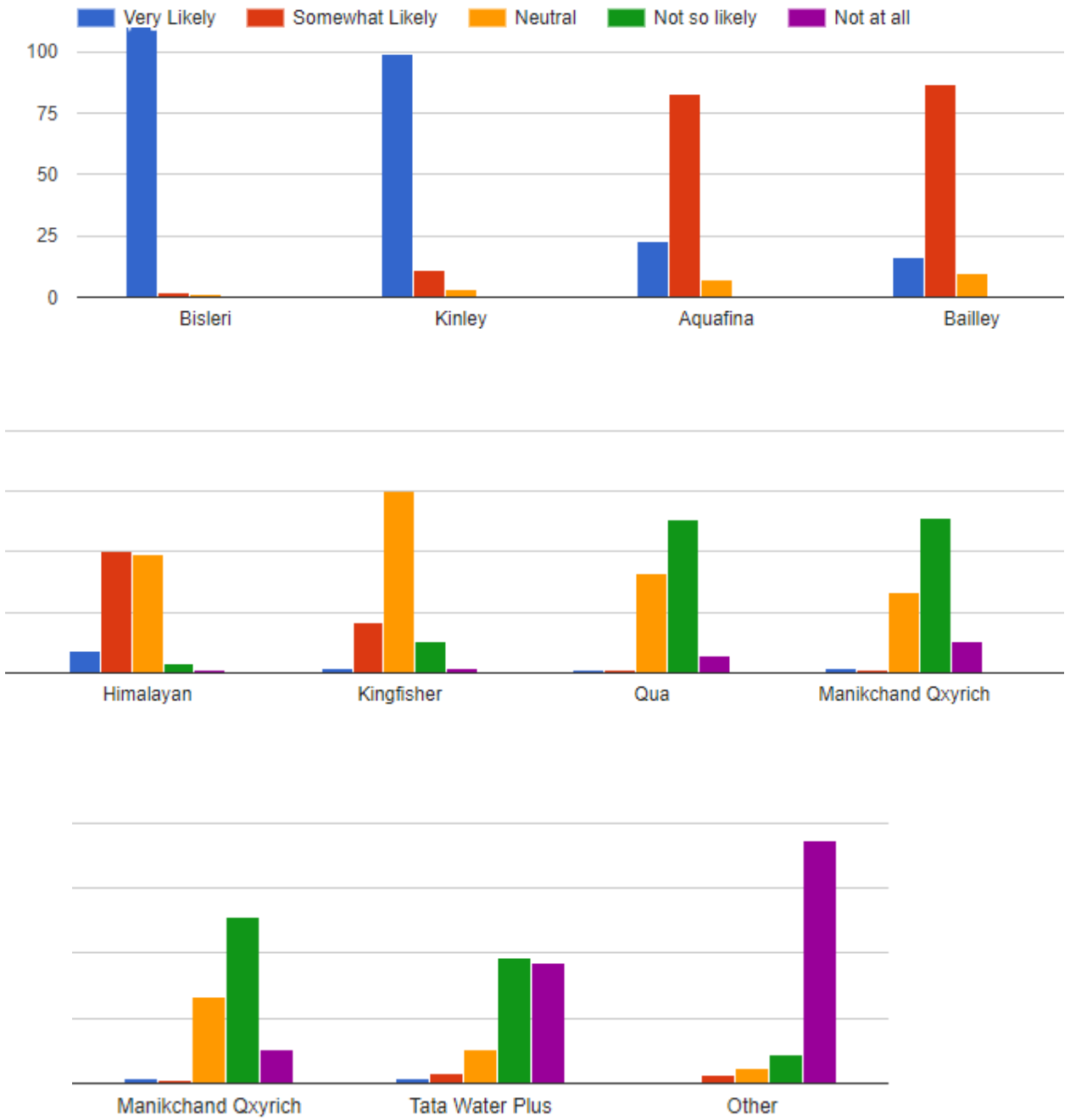


Fig 4.12: Likeliness to consume different bottled water brand

Interpretation:

- From the above graphs it is interpreted that respondents' inclination towards product like Bisleri and Kinley are very high and they want to consume it more than any other brand.
- Aquafina and Bailey are other two brands which the respondents wants to consume somewhat likely.
- Responses for brands like Qua, Manikchand oxyrich etc. falls in the neutral and not so likely category.

13. Depending upon your level of agreement, mark your entries in front of each attribute. My purchase decision of particular bottled water is influenced by:

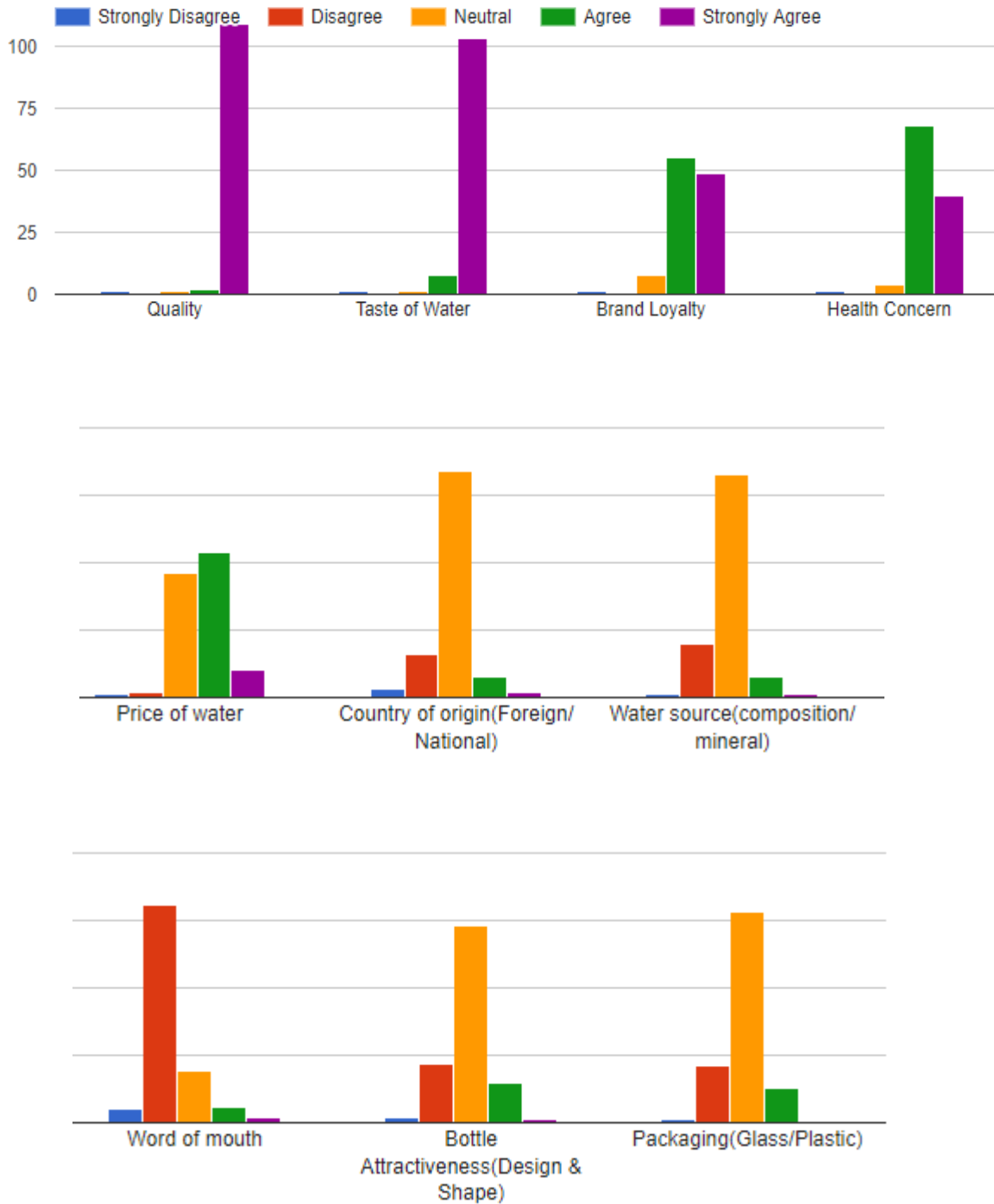


Fig 4.13: Importance of attributes while making purchase decision

Interpretation:

- It was observed that the purchase decision of a particular bottled water product is strongly based on its Quality and its taste preferences.
- A good number of respondents were also in favor of aspects like brand loyalty, health concern and price of the product while making purchase decision.
- It is quite evident from the graph that country of origin, water source, is the least influential criteria while making buying decisions.
- Some respondents were neutral towards aspects like packaging and bottle attractiveness.

14. Depending upon your level of agreement, mark your entries in front of each statement. I ensure that my chosen brand is better than its competitors by:

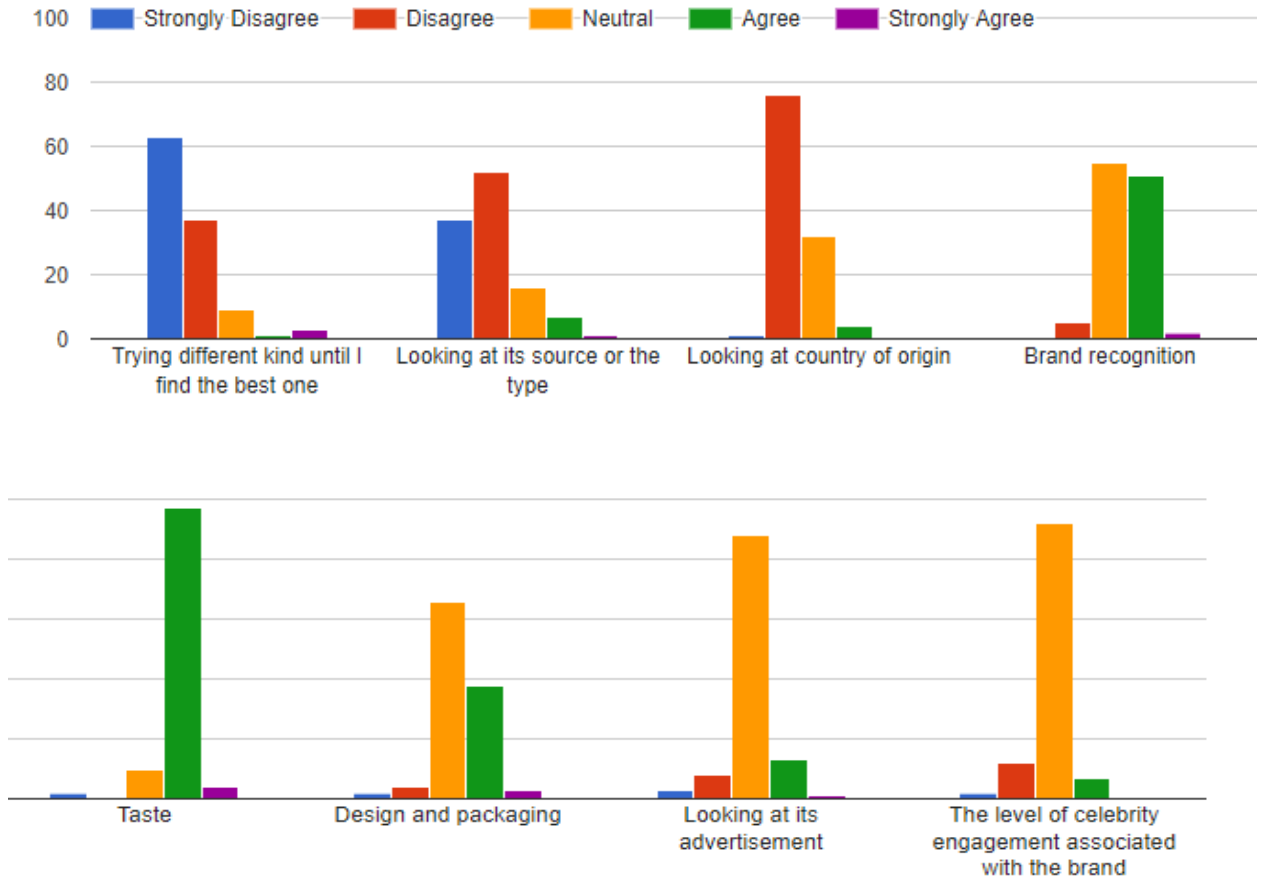


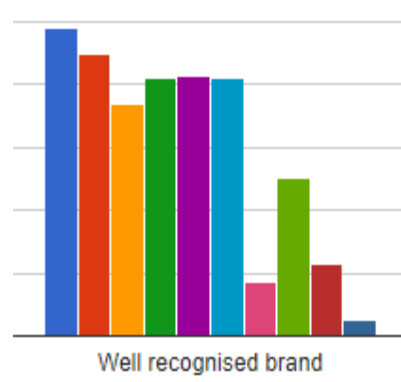
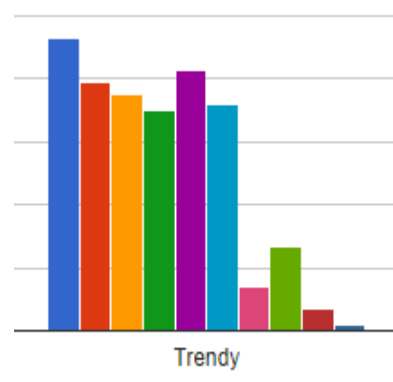
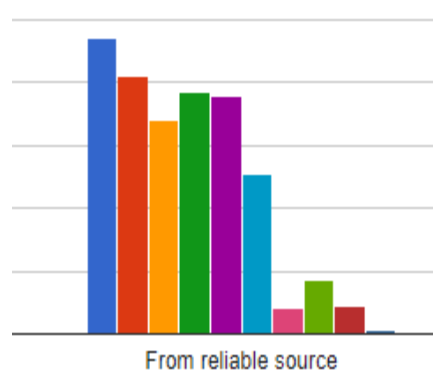
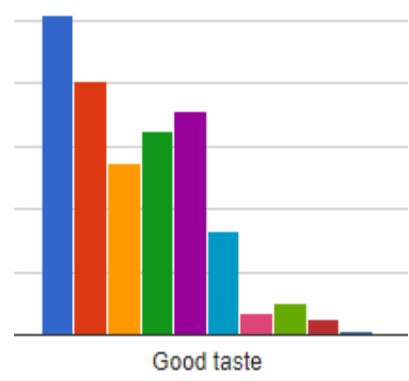
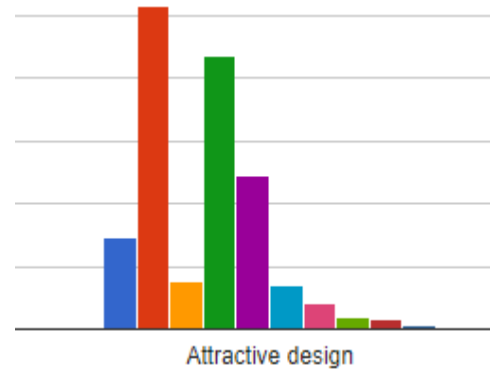
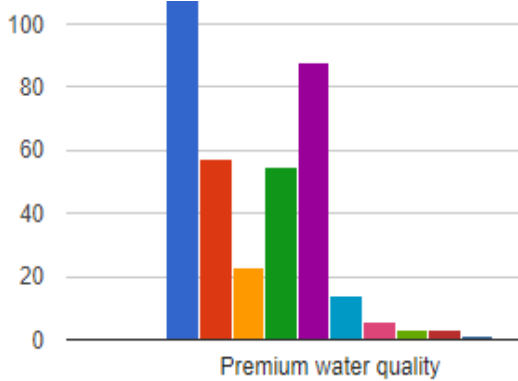
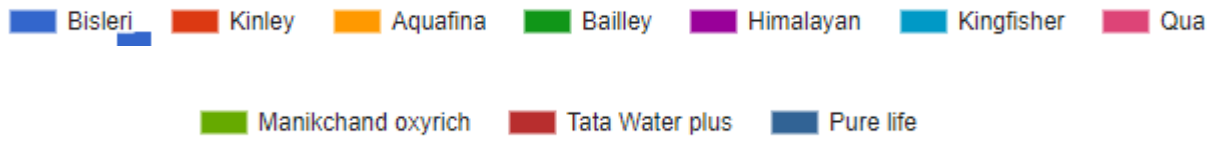
Fig 4.14: Factors to ensure chosen brand is better than competitors

Interpretation:

- It was observed that majority of respondents ensure that their brand is better than its competitor by its taste and to some extent by its recognition.
- There were factors like design and packaging, advertisement and celebrity engagement which played less significant role in their choice.



15. Select one or more attribute for each of the following bottled water brands:



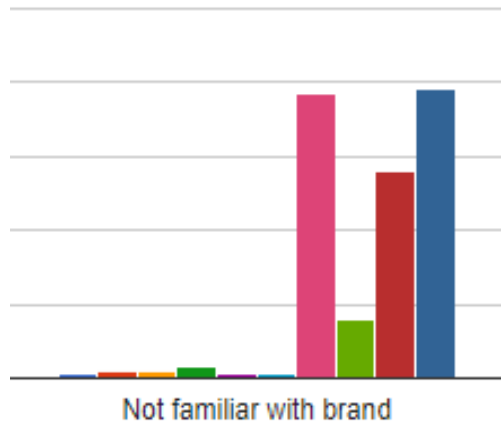


Fig 4.15: Prioritising some common brands as per its perception in minds of people.

Interpretation:

- It was observed that Bisleri is leading in various fronts in market of bottled water as they are able to create that sense of belongingness with the people. Majority of the respondents believe that premium water quality is being provided by the brands like Bisleri, Himalayan, and to some extent by Bailley and Kinley.
- It was observed that Kinley and Bailley have attractive bottle design than rest of the brands.
- If we talk about good taste, respondents have rated Bisleri very high and then followed by brands like Kinley, Aquafina, Bailley and Himalayan.
- It was observed that Bisleri, Kinley, Aquafina, Bailley, Himalayan and Kingfisher have mixed responses for being trendy, from reliable source, and for being well recognised as they are in the market for quite some time and people choose any of these brands when required.

16. I think that Bottled water products that are offered at a higher price have better quality than their competitor:

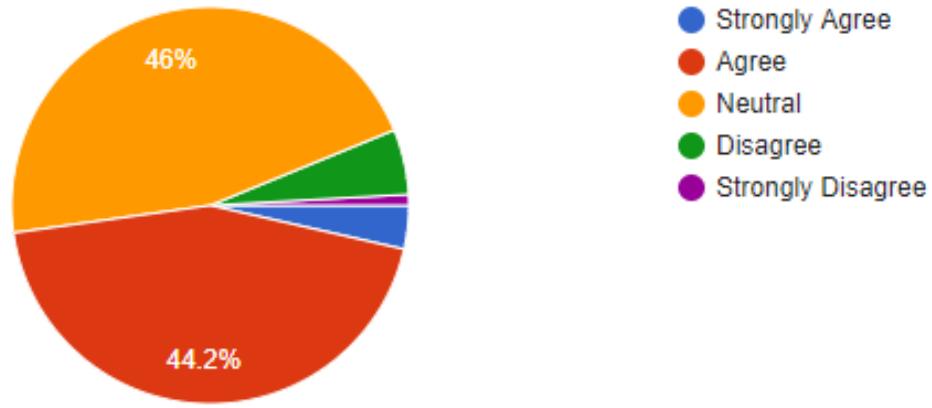


Fig 4.16: Agreement level of higher price to that of quality

Interpretation:

- It was observed that around 46% of respondents have neutral stand on the relationship between higher price and quality of the product; they feel that quality of slightly lower price product can also be good.
- More than 45% people have impression that brand with higher price have good quality of product.

17. I am satisfied with the Bottled water products currently available in the market:

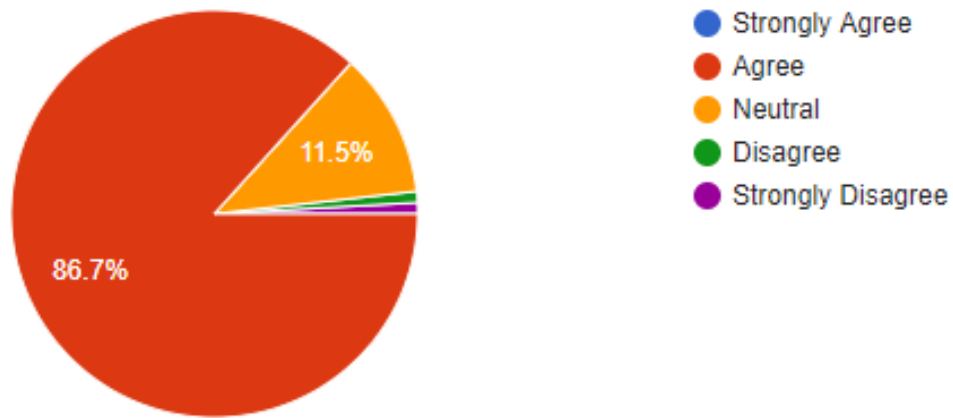


Fig 4.17: Satisfaction level of current products in the market

Interpretation:

- Majority of respondents are satisfied with the bottled water products available in the market.
- Around 11.5% of responses were having a neutral stand in this regard.

18. If a new competitor offers a lower price than existing price of bottled water, will you purchase that product:

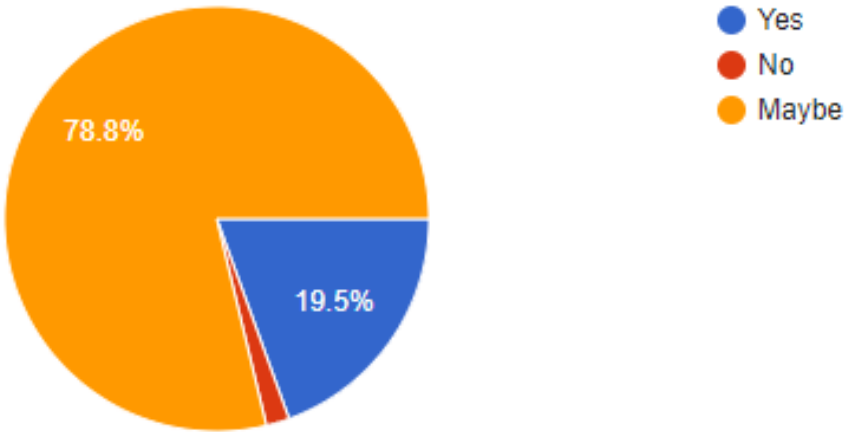


Fig 4.18: Purchase behavior when a similar product is offered at lower price

Interpretation:

- When asked whether the respondents will go for a product when offered at a low price then majority of them showed mixed response towards it and only 19.5% people said that they will go for it.

### 4.3 Awareness and attitude shown towards Sena Jal:

19. Are you aware of this Sena Jal initiative?

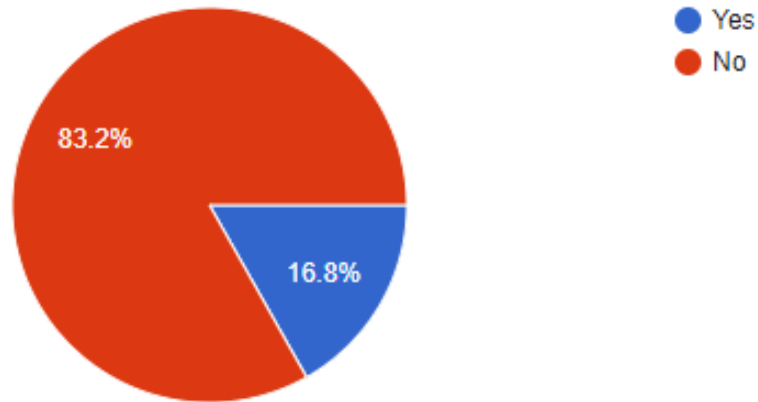


Fig 4.19: Awareness level of Sena Jal

Interpretation:

- When asked about the awareness regarding Sena jal among respondents, it was observed that only around 17% people have paid attention to it.
- Surprisingly, 83.2% people were unaware this initiative which strongly infer that awareness campaign should be carried out in broader spectrum.

20. Being informed that Sena jal is offering completely hygienic bottled water for Rs.6 and Rs.10, what is your likeliness of purchasing that product?

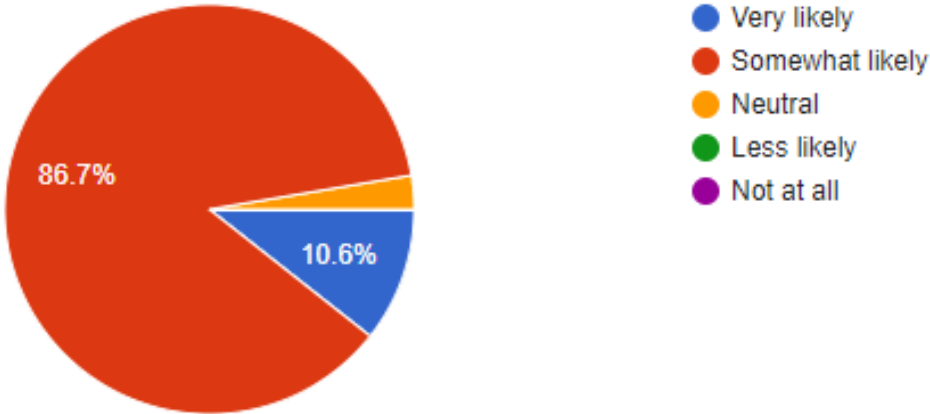


Fig 4.20: Likeliness of purchasing Sena Jal

Interpretation:

- It was observed that majority of the respondents would like to purchase the Sena Jal considering the fact that it would be hygienic and at a very low cost of Rs.6 and Rs.10.

21. As the complete process is handled by Army, I trust with the quality and standards of the product and am keen to accept it:

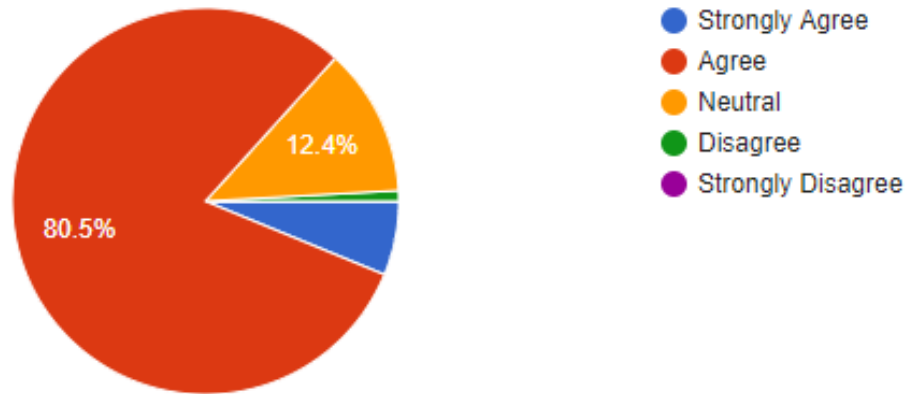


Fig 4.21: Trust and acceptance level of Sena Jal

Interpretation:

- It was observed that around 80.5% of respondents have full faith in Army and initiatives handled by them.
- Majority of the people trust the standards employed and the quality of the products and are keen to accept it.
- There were around 12.4% people who had neutral stand on it.



22. Purview of this initiative, I feel no other brand could have addressed CSR activity on commercial scale like this:

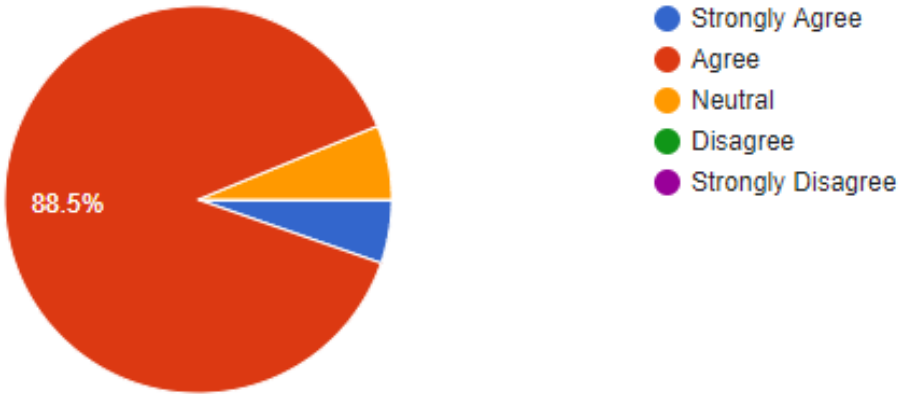


Fig 4.22: Agreement with the CSR view of other brands

Interpretation:

- As informed earlier that it has purpose that the money collected will be used in the welfare of soldier and war widow & their children, more 90% respondents believe that it's the best way to address social responsibility.

23. Based on the level of your agreement mark your responses with the reason which tends to attract dealers or distributors:

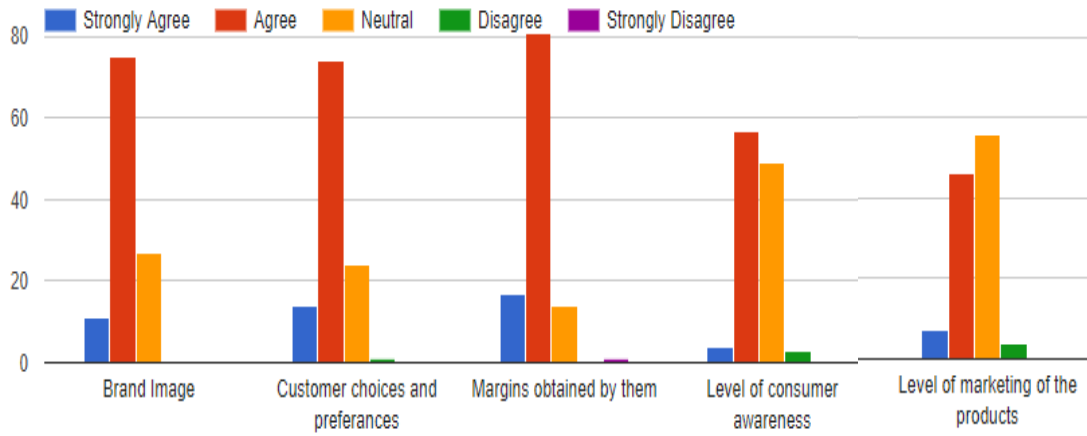


Fig 4.23: Drivers for the dealers and distributors to keep products

Interpretation:

- It was observed that respondents agreed to the fact that brand image, customer choices, margin obtained by the distributors are the probable reason for selecting a brand or products for distribution.
- Some respondents also agreed to reasons like level of consumer awareness and the marketing techniques used by the respective company are essential to attract the consumers. But 50% of the respondents were neutral for these reasons.

24. What platforms according to you would be more suitable to promote the initiative of Sena Jal in order to commercialize it?

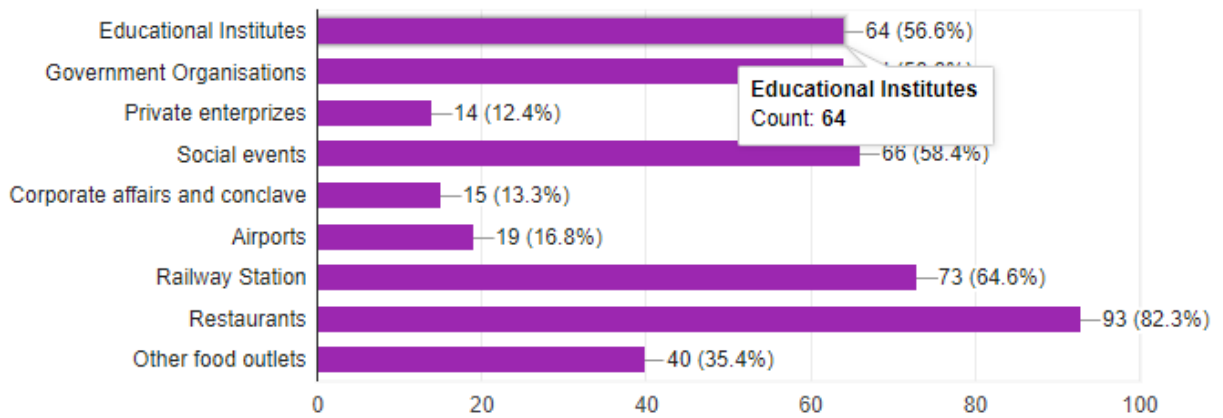


Fig 4.24: Suitable platforms to commercialize Sena Jal

Interpretation:

- Since this was a multiple option question, respondents share majority for the same platform in order to commercialize it and these platforms were educational institutions, Government organizations, Social events, Restaurants and food court and the most important one is railway stations.

25. Do you agree that it is the moral responsibility of the social media & other advertising media channels and their users to spread the awareness about Sena Jal:

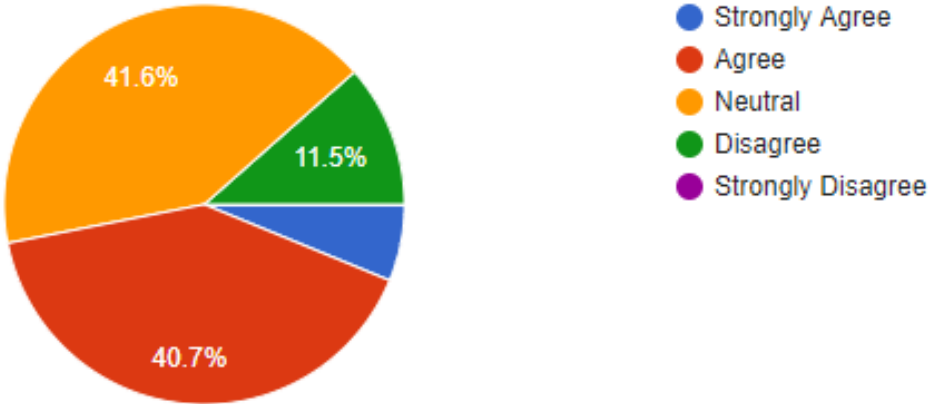


Fig 4.25: Agreement level with moral responsibilities of media channels.

Interpretation:

- It was observed that around 40% of the respondents agreed to the point that it is the moral responsibility of the social media and advertising channels about Sena Jal.
- Around 41.6% people choose to remain either neutral on it or choose not to comment on such aspect.

## CHAPTER 5

### DISCUSSION AND RECOMMENDATION

- The sales promotional activities should be based on the consumers need, buying behavior and their preference over the product attributes. Most of the respondents are giving priority to the factor hygienic condition of the packaged water. So the marketer ought to guarantee that the bottled water is clean before it is offered so as to make mark steadfastness among purchasers.
- Occupation plays a significant role on perception of people over purification, taste, price, advertisement and brand reputation of bottled water.
- The company should organize awareness camps at various part of the country and also road show to inform them in an effective manner e.g. Guerrilla Marketing strategy could be employed.
- Advertisement to build the brand image that will provide the required ground to establish the authenticity to the product.
- Attitude of the consumer needs to be monitored as it involves affective, cognitive and behavioral components and it will act as learned predisposition to respond in positive and negative way towards the product.
- Central as well as peripheral route of persuasion will be helpful in influencing the individual characteristics.
- Proper market planning which will employ series of activities like situational analysis, understanding marketing objectives, developing strategies, tactics and control measure ought to be made.
- It was observed that Sena Jal is having a cost advantage over other brands and it will need to take some awareness measure to reach out to people and develop it into a brand. It can definitely increase its price comparatively to make profits.
- Branding is one of the most intriguing marketing strategies used for the purpose of winning or over coming competition; its efficacy is not in doubt all the elements of branding, company-of-make and packaging play a greater role than brand name and brand mark, in terms of influencing consumer choice for bottled water.

## **CHAPTER 6**

### **CONCLUSION**

This study has been made to find out the consumers' perception on bottled drinking water and to give suggestion for Sena Jal. The various factors which influence the purchase decisions are purification, taste, packaging of product, media of advertisement and brand reputation. Consumer's perception and the researcher's suggestions may be considered in practice for the development of the business of packaged drinking water suppliers and also to ensure customer satisfaction. With the big players, who have the support of the financial muscle and have large consumer base in other categories with them, like Bisleri, Kinley, Aquafina, Himalayan, Bailey ,etc. — the battle is the tougher arena of brand building. All the multinationals are looking at high-octane advertising targeting specific consumer segments so in order commercialize it and run it for the bigger market they need to come up with strong strategies. Sena Jal has the advantage of less cost of production and they need to focus on aspects like quality, dealership engagement and a well-planned awareness campaign.

## CHAPTER 7

### REFERENCES

1. Ferrier, C. (2001). Bottled Water: Understanding a Social Phenomenon. *AMBIO: A Journal Of The Human Environment*, 30(2), 118. doi: 10.1639/0044-7447(2001) 030[0118:bwuasp]2.0.co;2
2. Geissler, G., & Gamble, J. (2002). Straight from the Tap?. *Journal Of Food Products Marketing*, 8(2), 19-32. doi: 10.1300/j038v08n02\_03
3. Prof H B Mathur Dr Sapna Johnson Dr Rashmi Mishra,Mr Avinash Kumar Mr Bhupinder Singh(2003) CSE Report on “pesticide residues in bottled water” (Delhi region).
4. Keith J Petrie (Dec 18, 2004), Simon Wessely ,” Bottled Water Exploits Our Worries About What Affects Health In The Modern World”, *BMJ* ,V.329(7480);, BMJ Publishing Group Ltd.,.
5. Feru, A. (2004). Bottled natural mineral waters in Romania. *Environmental Geology*, 46(5). doi: 10.1007/s00254-004-1006-3
6. Dupont, D. (2005). Tapping into Consumers' Perceptions of Drinking Water Quality in Canada: Capturing Customer Demand to Assist in Better Management of Water Resources. *Canadian Water Resources Journal*, 30(1), 11-20. doi: 10.4296/cwrj300111
7. Wells, D. (2005). The Identification and Perception of Bottled Water. *Perception*, 34(10), 1291-1292. doi: 10.1068/p5267
8. M. F. Doria(2006)“Bottled Water Versus Tap Water: Understanding Consumers” Preferences”, *Journal Of Water And Health*, Vol. 04.2, IWA Publishing, Pp-271-286.
9. Bhusahan(`April 2006), “Structure And Economics Of The Indian Bottled Water Industry”, *Frontline*, Volume 23, Issue 7.
10. Richard Wilk( 2006) , “Bottled Water : The Pure Commodity In The Age Of Branding, *Journal Of Consumer Culture*”, Sage Publications, Vol 6(3): 303–325.

11. Rakesh Kumar Mahajan, T. P. S. Walia, B. S. Lark & Sumanjit(2006), “Analysis Of Physical And Chemical Parameters Of Bottled Drinking Water”, *International Journal Of Environmental Health Research*, 16:2, Pp. 89-98.
12. Shrivastava, B., & Masood, A. (2007). The qualitative assessment of the water consumption for manufacturing bottled water at rail Neer plant”. *Journal Of Scientific And Industrial Research*, Vol.66(No.3), 227-230.
13. Brei, V., & Böhm, S. (2011). Corporate social responsibility as cultural meaning management: a critique of the marketing of ‘ethical’ bottled water. *Business Ethics: A European Review*, 20(3), 233-252. doi: 10.1111/j.1467-8608.2011.01626.x
14. Anette Veidung “What you see is what you choose” An Analysis of a Bottled Water’s Design, Source and Brand and its Influence on Perceived Quality and Purchase Intention, anette\_veidung . pdf
15. Dada, A. (2011). Packaged water: optimizing local processes for sustainable water delivery in developing nations. *Globalization And Health*, 7(1), 24. doi: 10.1186/1744-8603-7-24.
16. Hu, Z., Morton, L., & Mahler, R. (2011). Bottled Water: United States Consumers and Their Perceptions of Water Quality. *International Journal Of Environmental Research And Public Health*, 8(2), 565-578. doi: 10.3390/ijerph8020565
17. Chinedu N., O., Aham V., A., & Julius O., O. (2011). An Empirical Study of the Impact of Branding on Consumer Choice for Regulated Bottled Water in Southeast, Nigeria. *International Journal Of Business And Management*, 6(6). doi: 10.5539/ijbm.v6n6p150



**CHAPTER 8**  
**APPENDIX**  
**QUESTIONNAIRE**

Hi,

This survey is conducted as part of my project to study the consumer attitude and perception towards Bottled drinking water. The study will help me in analyzing and suggesting strategies for Sena Jal. Confidentiality of your responses will be highly assured. Please contribute few minutes of your valuable time for filling this.

Before you start filling the responses, let me elucidate you on Sena Jal. As name suggest, Sena Jal is a packaged drinking water. It was inaugurated on October 11, 2017. It is an initiative of the Army Wives Welfare Association (AWWA) with a purpose that the money collected will be used in the welfare of soldier and war widow & their children.

\* Required

## Section A

---

**1. Name**

\_\_\_\_\_

**2. Gender \***

*Mark only one oval.*

- Female
- Male
- Other: \_\_\_\_\_

**3. Age \***

*Mark only one oval.*

- Below 19 yrs
- 20-29 yrs
- 30-39 yrs
- 40-49 yrs
- Above 50 yrs

**4. Education \***

*Mark only one oval.*

- High School
- UG
- PG
- PhD/Scholar

**5. Occupation \***

*Mark only one oval.*

- Professional
- Government employee
- Private sector employee
- Business
- Student

## Section B

---

**6. 1. Do you prefer to drink bottled water? \***

*Mark only one oval.*

- Yes
- No
- Maybe

**7. 2. How frequently do you purchase your bottled water product? \***

*Mark only one oval.*

- Daily
- Twice a week
- Once a week
- Twice a month
- Once a month
- Other: \_\_\_\_\_

**8. 3. If daily, then how many packaged bottles of water do you drink?**

*Mark only one oval.*

- 1-2 ltr.
- 3-4 ltr.
- 5-6 ltr.
- More than 6 ltr

**9. 4. What size of water bottle do you buy normally? \***

*Mark only one oval.*

- 200 ml
- 600 ml
- 1000 ml
- 2000 ml

10. **5. Where do you mostly buy your bottled water from? \***

*Mark only one oval.*

- Convenience store
- Vending machines
- Restaurants
- Supermarkets
- Gymnasium
- Other: \_\_\_\_\_

11. **6. How much money are you willing to spend on bottled water (per ltr.)? \***

*Mark only one oval.*

- Rs. 6-12
- Rs. 13-19
- Rs. 20-26
- Rs. 27-33
- Rs. 34-40
- More than Rs.40

12. **7. Bottled water products already available in the market are: \***

*Mark only one oval.*

- Very expensive
- Expensive
- Reasonable
- Affordable
- Very affordable

13. **8. How do you perceive the existing Bottled water brands in terms of value for money? \***

*Mark only one oval.*

- High Value
- Normal Value
- Low Value
- Poor Value

14. **9. How important to you is the brand of bottled water you buy? \***

*Mark only one oval.*

- Very important
- Quite important
- Less important
- Not important

15. **10. I always prefer a specific brand of mineral water : \***

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. **11. If my specific brand is not readily available, I am open to buy any other brand: \***

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. **12. Which of the following Bottled water Brands would you like to consume more? \***

Mark only one oval per row.

	Very Likely	Somewhat Likely	Neutral	Not so likely	Not at all
Bisleri	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kinley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquafina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bailley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Himalayan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kingfisher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manikchand Qxyrich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tata Water Plus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **13. Depending upon your level of agreement, mark your entries in front of each attribute. My purchase decision of a particular bottled water is influenced by... \***

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste of Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Loyalty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Concern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Country of origin(Foreign/National)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water source(composition/mineral)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bottle Attractiveness(Design & Shape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging(Glass/Plastic)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. 14. Depending upon your level of agreement, mark your entries in front of each statement. I ensure that my chosen brand is better than its competitors by... \*

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Trying different kind until I find the best one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking at its source or the type	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking at country of origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand recognition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design and packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking at its advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The level of celebrity engagement associated with the brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. 15. Select one or more attribute for each of the following bottled water brands: \*

Check all that apply.

	Bisleri	Kinley	Aquafina	Bailey	Himalayan	Kingfisher	Qua	Manikchand oxyrich	Tata Water plus	Pure life
Premium water quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractive design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From reliable source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trendy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well recognised brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not familiar with brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. 16. I think that Bottled water product that are offered at a higher price have better quality than their competitor..... \*

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

22. 17. I am satisfied with the Bottled water products currently available in the market: \*

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

23. **18. If a new competitor offers a lower price than existing price of bottled water, will you purchase that product: \***

*Mark only one oval.*

- Yes
- No
- Maybe

## Section C

---

24. **19. Are you aware of this Sena Jal initiative \***

*Mark only one oval.*

- Yes
- No

25. **20. Being informed that Sena jal is offering completely hygienic bottled water for Rs.6 and Rs.10,what is your likeliness of purchasing that product? \***

*Mark only one oval.*

- Very likely
- Somewhat likely
- Neutral
- Less likely
- Not at all

26. **21. As the complete process is handled by Army, I trust with the quality and standards of the product and is keen to accept it: \***

*Mark only one oval.*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

27. **22. Purview of this initiative, I feel no other brand could have addressed CSR activity on commercial scale like this : \***

*Mark only one oval.*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

28. **23. Based on the level of your agreement mark your responses with the reason which tends to attract dealers or distributors: \***

*Mark only one oval per row.*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand Image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer choices and preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Margins obtained by them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of consumer awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of marketing of the products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. **24. What platforms according to you would be more suitable to promote the initiative of Sena Jal in order to commercialize it: \***

*Check all that apply.*

- Educational Institutes
- Government Organisations
- Private enterprizes
- Social events
- Corporate affairs and conclave
- Airports
- Railway Station
- Restaurants
- Other food outlets

30. **25. Do you agree that it is the moral responsibility of the social media & other advertising media channels and their users to spread the awareness about Sena Jal: \***

*Mark only one oval.*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

---

Thanks a ton.....get yourself a glass of water.