

A STUDY ON CONSUMER'S ATTITUDE TOWARDS BRANDED MINERAL WATER (WITH SPECIAL REFERENCE FOR MUMBAI CITY, BHANDUP)

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Introduction

Everybody in this world is consumer. We need a variety of goods and services right from our birth to death. All consumers are buyers and all buyers are not consumers. Then who are the consumer and how they behave while purchasing a particular product is very important for marketers. Consumer attitude refers to the purchasing decision of final consumer-individuals and households who buy goods and services for personal consumption.

Walter says that consumer buying decision is the process whereby individuals decide what, when, where, how and from when to purchase goods and psychological factors. It is an integral part of human behaviour and cannot be separated from it.

Cultural factors include the set of basic values, perceptions, wants and behaviour learned by a member of society from family and other important institutions. The social includes consumer's family, small group, social roles and status. The personal characteristics such as buyer's age, life cycle stage, occupation, economic situation and life style influence a consumer's decision.

A person's purchasing choice is further influenced by four major psychological factors: motivation, perception, learning beliefs and attitudes. Consumers at present are well informed and they have a wide knowledge of the product available, their price, quality and performance. They buy only the product which satisfies their needs, tastes and preferences depending upon their income, expected price and product satisfaction. Modern marketing concept focuses attention on the adoption of consumer through the understanding of his behaviour and buying motivation. The survival as well as growth of any business organisation depends upon its ability to satisfy the present and potential consumers. Consumer attitude is influenced by individual characteristics and situational characteristics.

The consumer attitude varies from individual to individual and from region to region. Consumers have their own choices towards product in their day-to-day life. Population explosion necessitates consumption of larger quantity of water. This leads to the possibility of consuming contaminated water that can cause much water free of all germs. This may be possible at home when one drinks boiled water. For modern man who is always on move this not be possible. He has to look into other form of water that is purified and

kept free from germs. Mineral water, seems to be the ideal solution. Mineral water is used not only for health motive but also as a status symbol.

“A Consumer is the most important visitor on our premises. He is not depending on us. We are depending on him.”

- Mahatma Gandhi

Statement of the Problem

Now -a-days, many varieties of mineral water are available in the market. So the users are not in a position to identify and select a particular brand. In the process of taking a buying decision, the nature of the product plays a very important role. The product fall under two categories such as consumer durables and perishables item, and it is used for a shorter period. The decision-making process is highly complex. The consumer has taken into account various aspects which influence the decisions before buying mineral water. Hence, the research has made an attempt to study the attitude of the consumers towards mineral water. For the purpose of analysis of consumer attitude, the opinion of the consumer towards popular brands has been taken into consideration.

Scope of the Study

The study has a clear insight about the consumer attitudes relating to the purchase of mineral water. This study is totally relevant to the present day problems and needs of the public as mineral water occupy a prominent position in the buyer list. The field area of the study is Mumbai City Corporation limits particularly Bhandup Area.

Hypothesis

In this study, the following null hypotheses have been framed to analyse the opinion of the consumers regarding sources of influence in buying decision of mineral water.

There is no significant difference between the Sex, Age, Marital status, Family size, literacy level and Monthly income of the respondents and their level of opinion on source that influence taking and buying decision.

Objectives of the Study

The researcher has formulated the following objectives for conducting the research:

1. To examine the impact of various advertising media on the attitude of mineral water consumers.
2. To analyse the brand preference of the consumers.
3. To offer suitable suggestions based on the findings of the study.

Methodology

The primary data have been collected through a well designed interview schedule constructed for the purpose of the study. The schedule has been designed keeping in view the objectives of the survey. The sample size of the 120 respondents was selected from Bhandup Area residents in Mumbai city. For analysing primary data, appropriate statistical tools like percentage analysis and chi-square test were used. The chi-square test was used to analyse the opinion of the consumers with regard to factors influencing purchase-decision of mineral water.

Brand Choice of Mineral Water

Buying decision of a consumer depend upon the brand of the products. Product are what the company makes. Consumer choice process is being made more effective by brand. Brands have social and emotional value for the users. They enhance the perceived utility and desirability of a product. Table 1 explicates the brand choice of the consumers among the popular brand

Table 1: Brand Choice of Consumers

Sl. No	Brand	No of Respondents	Percentage to Total
1	Aquafina	40	33
2	Bisleri	24	20
3	Kinley	15	13
4	True	4	36
5	Siruvani	7	6
6	Ganga	7	6
7	Gangar	11	9
8	King fisher	12	10
	total	120	100

Source: Primary Data

It is inferred from Table 1 that, among the various brands of mineral water Aquafina tops the list according to the view of 33 per cent of the respondents followed by Bisleri according to the view of 20 percent of the respondents, about 13 percent of the respondents followed Kinley. The preference of the other brands by the respondents ranges between 3 percent and 10 percent.

Reasons for Using Mineral Water

For the purpose of this study all the 120 respondents those who are using mineral water were selected. Every human being is a consumer and he needs a variety of goods services right from his birth to death. It is obvious that people buys things for different reasons. Mineral water is being purchased by the consumer for the purpose of maintaining health, purity and taste.

Table 2: Opinion of the Consumers with Regard to Reasons for Using Mineral Water

Sl. No	Reasons	No. of Respondents	Percentage to Total
1	For Health	52	43
2	Purity	43	36
3	Taste	25	21
	Total	120	100

Source: Primary Data

It is inferred from Table 2 that, 43 percent of the respondents are using mineral for health and 21 percent of respondents are using the mineral water for taste.

Opinion on Factors Influencing Purchase Decision

The buying decision of a consumer is highly influenced by cultural, social, personal and psychological factors. For the purpose of the analysis, quality, brand, price, advertisement, attractive packing, durability and availability of mineral water were considered as factors influencing the purchase decision of the consumers.

Measurement of Level of Opinion on Factors Influencing Purchase Decision of Mineral Water

For the measurement of the level of opinion on factors influencing the purchase decision the researcher has designed a scale titled "Opinion Scale", six factors are used for the measurement of the level of opinion on factors influencing the purchase decision. For each factor there were five responses. They have been used for the measurement of the level of opinion on factors influencing purchase decision. A total of 29 scores have been allotted for measuring the level of opinion on factors influencing purchase decision.

Level of Opinion

The measurement of the level of opinion on factors influencing the purchase decision has been analysed by conducting a survey for assessing the consumer's opinion by using a five point scale with the following scores. Strongly Agree-5 Points; Agree -4 Points; No Opinion-3 Points; Disagree -2 Points and Strongly Disagree -1 Points. After awarding each component, the total score of each respondent has been computed. The total score of all the factors influencing purchase decision has been obtained by adding the individual score of all the 120 respondents. Arithmetic mean and Standard deviation were calculated. The arithmetic mean was 29 and the standard deviation was 4.39.

On the basis of the scores obtained the respondent have been classified into three categories namely those with high level, medium level and low level of opinion.

High level = Arithmetic Mean + Standard Deviation [29+4.39] = 33.39

Low level = Arithmetic Mean - Standard Deviation [29-4.39] = 24.61

Medium level = Scores varying between high level and low level

Scores varying between 24 and 33 consumers having a score of 33 and above have been classified to be having high level of opinion on factors influencing purchase- decision. Consumers having a score of 24 and less have been classified to be having low level of opinion on factors influencing purchase decision. Consumers having scores varying between 24 and 33 have been classified to be having medium level of opinion of factors influencing purchase-decision.

Table 3: Level of Opinion and the Factors Influencing Purchase Decision of Mineral Water

Sl. No	Category	No. Of respondents	Percentage to total
1	High - level	25	20.83
2	Medium - level	70	58.34
3	Low - level	25	20.83
	Total	120	100.00

Source: Primary Data

From the above Table 3 it is inferred that, out of 120 respondents, 20.83 per cent of them have low - level of opinion on factors influencing purchase decision . About 58.34 percent of them have medium - level of opinion and 20.83 percent of the consumers have high- level of opinion of factors influencing the purchase - decision of mineral water.

Chi- Square Test

For the purpose of the analysis chi - square test were used to find out whether there is any significant difference between the consumers of different socio-economic characteristics and their level of opinion on factors influencing purchase decision of mineral water. For this purpose, customer have been divided into two groups on the basis of different socio - economic characteristics of sex, age, marital status, literacy level, occupation and monthly income of the consumers. The consumers have been asked to offer their opinion on factors influencing purchase- decision based on the five point scale. The following formula has been used.

$$\text{Chi - Square Test } x^2 = \frac{\sum(O-E)^2}{E}$$

Where

$$E = \frac{\text{Row Total} * \text{Column Total}}{\text{Grand Total (N)}}$$

O = Observed Frequency

E = Expected Frequency

Degree of Freedom = (r-1) (c-1)

r = row

c = column

Sex of the Consumers

The sex is one of the characters that has been influencing the purchase decision of consumers. In order to find out whether there is any relationship between the sex of the consumers and the opinion level a two way table has been framed.

Table 4 delineates the sex - wise classification of the consumers and their level of opinion on the consumers and their level of opinion on the factors influencing the purchase-decision.

Table 4: Sex of the Consumers and the Level of Opinion

Sl. No	Sex	Level of Opinion			Total
		High	Medium	Low	
1	Male	16(13.33%)	31(25.83%)	7(5.83%)	54(45%)
2	Female	9(7.5%)	39(32.5%)	18(15%)	66(55%)
	Total	25 (20.83%)	70 (58.33%)	25 (20.83%)	120 (100%)

Source: Primary Data

It is inferred from Table 4 that, among the consumers 13.33 per cent (16%) percent have high level opinion and 25.83 per cent (31) have medium level of opinion and 5.83 per cent (7) of the consumers have level of opinion on factor influencing purchase decision. In the case of female consumers 7.5% (9) of the consumers have high- level of opinion and 32.5% (39) have medium - level opinion and 15 % (18) of the consumers have low level of opinion on factors influencing purchase - decision.

In order to find out whether there is any significant difference between the sex of the respondents and their level of opinion on factors influencing purchase decision, chi-square test has been applied.

Degree's of Freedom	= 2
Table Value of χ^2 at 5% level	= 5.99
Calculated Value of χ^2	= 6.576

Since the calculated value is higher than the table value, the null hypothesis is rejected and it is concluded that the sex of the respondents does influence the level of opinion on factors influencing the purchase - decision.

Literacy Level of Consumers

Literacy level is one of the important factors influencing the purchase decision of consumers of mineral water. In order to test whether there is any significant difference between the educational qualification and the level of opinion on factors influencing purchase-decision, a two-way table has been framed. Table 5 elucidates the literacy level of consumers and their level of opinion on factors influencing purchase-decision.

Table 5: Literacy Level of the Consumers and the Level of Opinion

Sl. No	Literacy Level	Level of opinion			Total
		High	Medium	Low	
1	Upto Degree level	11 (9.16%)	25(20.83%)	7 (5.83%)	43 (35.83%)
2	Above Degree Level	14 (11.66%)	45(37.5%)	18 (15%)	77 (64.16%)
	Total	25 (20.83)	70 (58.33%)	25 (20.83%)	120 (100%)

Source: primary data.

From the Table 5 it is deduced that among the consumers who have studied up to degree level 10 percent of them have medium-level on factors influencing purchase-decision. In the case of consumers who have studied above degree level. About 48.33 per cent have medium-level of opinion on factors influencing purchase-decision. Irrespective of educational qualification, majority of the consumers have medium-level of opinion of factors influencing purchase-decision. With a view to find out whether there is any significant relationship between the literacy level and the level of opinion on factors influencing purchase-decision, chi-square test has been applied.

Degrees of freedom = 2

Table value of x^2 at 5% level = 5.99

Calculated value of x^2 = 9.139275

Since the calculated value is less than the table value, the null hypothesis is rejected. It is concluded that there is a significant relationship between the educational qualification of consumers and their level of opinion on factors influencing the purchase-decision. It is concluded that the educational qualification influence the purchase-decision of the consumers buying mineral water.

Occupational Status of the Consumer

Occupational status is one of the important factors influencing the purchase-decision of mineral water. In order to test whether there is any relationship between the occupational status and the level of opinion on factors influencing purchase-decision, a two-way table has been framed. Table 6 elucidates the occupational status of the consumers and their level of opinion.

Table 6: Occupational Status of the Consumers and the Level of Opinion

Sl. No	Occupational Status	Level of Opinion			Total
		High	Medium	Low	
1	Government Employee	7(5.83%)	22(18.33%)	5(4.16%)	34(28.33%)
2	Private Employee	18(15%)	48(40%)	20(16.66%)	86(71.66%)
	Total	25(20.83%)	70(58.33%)	25(20.83%)	120(100%)

Source: Primary Data

Table 6 explicates that, the level of opinion of factors influencing the purchase-decision of private employee is higher than the level opinion of government employee. The

level of opinion of the unemployed person is lower with respect to level of opinion of the employed persons with respect to level of opinion on factors influencing purchase- decision.

Various Media Influencing the Purchase Decision

Like any other product consumers get information regarding mineral water through different media. Table 7 depicts the details about the source of information with regard to mineral water.

Table 7: Types of Media

Sl. No	Sources	No of Respondents	Percentage to Total
1	Television	61	51
2	Magazine	33	28
3	Radio	12	10
4	Other	14	11
	Total	120	100

Source: Primary Data

Table 7 enlightens that 51 percent of the respondents obtained the information regarding mineral water through Television. About 28 per cent of them obtained the information through magazines, Whereas 10 per cent of the respondents get it through radio. Only 11 per cent of the respondents obtained the information through other sources. A huge majority of the respondents got the information regarding the mineral water through the mass media of the television.

Place of Purchase

Making available of the products near the residence of the residency of the consumers is a making function that influences the goods in the particular shop, by door delivery, departmental store, near by the shop. Table 8 explicates the place of purchase of mineral water given by the consumers.

Table 8: Place of Purchase

Sl. No	Place	No of Respondents	Percentage to Total
1	Particular Shop	25	21
2	By Door Delivery	23	19
3	Departmental Store	32	27
4	Nearby Shop	22	18
5	Any Shop	18	15
	Total	120	100

Source: Primary Data

Table 8 elucidates 21 per cent of the respondents purchase the mineral water from particular shop, 19 per cent of the respondents purchase it from by door delivery and according to 27 per cent of them, they purchase it from departmental stores, 18 per cent

of the respondents purchase from nearby shop those who purchase from any shops represented to 15 per cent. It is understood that 27 percent of the respondents used to purchase mineral water from departmental stores.

Frequency of Purchase

Mineral water are regularly used by consumers. The durability of the mineral water depends upon the size of usage and the method of production of the mineral water. In turn drinking usage and size of the mineral water influence the frequency of purchase of mineral water. Table 9 highlights the frequency of purchase of mineral water by consumers.

Table 9: Frequency of Purchase

Sl. No	Frequency of Purchase	No. of Respondents	Percentage to Total
1	Daily	35	29
2	Once in a week	45	38
3	Whenever need it	40	33
	Total	120	100

Source: Primary Data

It is inferred from Table 9 that 29 percent of the consumer used to purchase the mineral water daily. About 38 percent of them purchase the mineral water once in a week and 33 percent of them purchase the mineral water whenever need it. A majority of the respondents purchase the mineral water once in a week.

Summary of Findings

The following are the main findings of the study:

1. There is no significant relationship between the level of opinion of respondent on factors influencing the purchase- decision and those socio-economic characteristics of sex, age, marital status literacy level occupational status and monthly income.
2. It is inferred that 43 Percent of the respondent are using mineral water for health point of view.
3. In the case of consumers have studied above degree level about 48.33 percent have medium level of opinion on factors influencing purchase decision.
4. Level of opinion of the unemployed person is lower with respect and level of opinion of the unemployed persons with respect to level of opinion on factors influencing purchase-decision.
5. 51 Percent of respondents obtained information through Television mode purchase.
6. 21 Percent of the respondents from particular shop.
7. 29 Percent of the respondents purchase mineral water daily.

Suggestions

Based on the findings of the study conducted the following suggestions are offered.

1. As the study reveals that the companies need to allocate huge budgets for advertising, promotion and publicity in order to build a brand image.
2. The companies should frame frequent sales promotion activity in such a way to attract consumers.
3. Since, purity is considered as most essential element, the purity should be proved and positioned in the minds of consumer.
4. Rural markets are developing fast and the marketers have to concentrate this huge market by way of effective packages and at reasonable price.
5. A majority of the female consumers use mineral water, the attractive marketing strategy may be adopted to attract them.
6. Companies may select reputed retail outlets, who can develop reputation to the brand .
7. Some manufactures put higher amount of maximum retail price on their product. By that the consumers are forced to give those retailers. So that the manufactures can fix their MRP according to their selling price.
8. Mineral water producer can establish a remedial centre for speedy redressed of grievances.

Conclusion

Water is a main part of human beings daily life. The consumers have their choice towards the mineral water. Brand name of the mineral water plays an important role in designing the attitude of the consumers. Different attributes influence the purchase-decision of consumers.

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