



ORIGINAL RESEARCH PAPER

Commerce

AN ANALYTICAL STUDY TOWARDS BRAND CHOICE OF MINERAL WATER IN MUMBAI CITY WITH SPECIAL REFERANCE TO BANDUP AREA

KEY WORDS:

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ABSTRACT

The customers' purchase mineral water for maintaining health. Aquafina is the leading brand recommended by majority of the customers. The mass media such as television, magazine and radio plays a main role in disseminating information recording the production, supply, distribution and various brands available to the customers in the market. Majority of the respondents are satisfied with the brand of mineral water that they use.

INTRODUCTION

Water is a prime natural resource, a precious nation asset, a basic human need and the elixir of human, faunal and floral life. Experts have ranked water as second only to one as essential for life. Apart from aiding in digestion and absorption of food, water regulates body temperature and blood circulation, carries nutrient and oxygen to cells and removes toxins and other wastes. Water also cushions joints and protects tissues and organs including spinal cord from shock to damage. In short, one can exist without food for many days but one can only survive for a few days without water.

There is an essential difference between drinking water and beverages that contain water. Fruit juices, soft drinks, coffee and the like contain substance that are not healthy and actually contradict some of the positive effects of added water. Caffeinated beverages stimulate the adrenal glands and act as diuretics, robbing body of necessary water. Soft drinks contain phosphorus which can lead to depletion of bone calcium. Fruit juices contain a lot of sugar and stimulate pancreas.

Everybody in this world is a consumer. We need a variety of goods and services right from our birth to death. All consumers are buyers but all buyers are not consumers. Then, who are the consumers and how they behave while purchasing a particular product is very important for marketers. Consumer attitude refers to the purchasing decision of final consumers individuals and households who buy goods and service for personal consumption. Water says that consumer buying decision is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services. Consumer attitude is influenced strongly by cultural, social personal and psychological factors. It is an integral part of human behavior and cannot be separated from it.

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

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 satisfied their needs, tastes and preference depending upon their income, expected price and product satisfaction. Modern marketing concept focuses attention on the adoption of consumer through the understanding of his behavior and buying

motivation. The survival as well as growth of any business organization depends upon its ability to satisfy the present and potential consumers. Consumer attitude is influenced by characteristics, product characteristics and situational characteristics. Population explosion necessitates consumption of larger quantity of water. This leads to the possibility of consuming contaminated water that can cause much water-borne diseases injurious to health. Hence, people must be on their guard to consume 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 may not be possible. He has to look into other forms of water that is purified and kept free from germs. Mineral water, therefore, seems to be the ideal solution. Mineral water issued not only for health motive but also as a status symbol.

STATEMENT OF THE PROBLEM

The product falls under two categories, such as customer durables and perishable items, and it is used for a shorter period. The decision-making is highly complex. The customer has taken into account various aspects which influence the decision before buying mineral water. He has to consider various factors such as quality, price, size, and the like. Hence, the researcher has made an attempt to study the attitude of the customers towards mineral water. For the purpose of analysis of customer attitude, the opinion of the customer towards popular brands has been taken into consideration.

OBJECTIVES OF THE STUDY

- The Researcher has formulated the following objectives
- To analyze the behavior of customers towards brand preference and choice of mineral water.
- To offer suitable suggestions based on the findings of the study.

METHODOLOGY

- The data required for this study was collected from the
- Primary source

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 study.

SAMPLING DESIGN

The sample sizes of the 120 respondents were selected from Mumbai city. For this study, convenient sampling techniques were adopted. The respondents were selected as per the convenience of the researcher such as easy availability of data and nearness.

TOOLS FOR ANALYSIS

For the analysis of primary data, appropriate statistical tools like percentage analysis used. The percentage was used to analyze the opinion of the customers with regard to the factors influencing purchase-decision.

BRAND CHOICE OF MINERAL WATER

Buying decision of a customer depends upon the brands of the products. Products are what the company makes. What the customers buy is a brand. Customer's choice process is being made more effectively by the brand. Brands have social and emotional value for the users. They enhance the perceived utility and desirability of a product. Table 1 reveals the brand choice of the customers among the popular brand.

Table 1 Brand choice of mineral water

Sl.No	Brand	No of Respondents	Percentage to Total
1.	Aquafina	40	33.33
2.	Bisleri	24	20.00
3.	Kinley	15	12.50
4.	True	04	3.33
5.	Siruvani	07	5.83
6.	Ganga	07	5.83
7.	Gangar	11	9.18
8.	King Fisher	12	10.00
	Total	120	100.00

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 33.33 per cent of the respondents followed by Bisleri preferred by 20 per cent of the respondents and 12.50 per cent of the respondents use Kinley. The preference of the other brands by the respondents ranges between 3.33 per cent and 10 per cent.

REASONS FOR USING MINERAL WATER

For the purpose of this study all the 120 respondents using mineral water have been selected. Every human being is a customer and he needs a variety of goods and services right from his birth to death. It is obvious the people buy things for different reasons. Mineral water is being purchased by the customer on the grounds of health purity, taste. Table 2 highlights the opinion of the customers with record to the reasons for using mineral water

TABLE 2 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 per cent of the respondents are using mineral water to protect their health and 36 per cent for purity. About 21 per cent of respondents are using the mineral water for taste. More than 43 per cent of respondents are using for keeping good health.

FINDINGS

The main findings based on the study are given below:

1. Mineral water is being purchased by majority the customers for the purpose of health, purity and taste.
2. More than 43 per cent of the respondents revealed that they are using mineral water for health.
3. Among the various brands of mineral water aquafina tops the list of customers who prefer it.
4. Among the various brands of mineral water aquafina was purchased by 29 per cent of the respondents.

5. About 36 per cent of the respondents spent Rs. 25 to Rs.50 for purchase of mineral water.
6. About 22 per cent of the respondents purchased mineral water during travel.
7. About 58 per cent of the respondents recommended the brand of mineral water which they use to their friends and relatives.

SUGGESTIONS

The following suggestions are offered based on the findings of the study

1. The companies should frame frequent sales promotion activities so as to attract a large number of customers.
2. Since purity is considered as the most essential element, it should be proved and positioned in the minds of customers.
3. Majority of the female customers use mineral water and hence the strong marketing strategy may be adopted to attract them.
4. Companies may select repeated retail outlets, which can develop the reputation of popular brands.
5. The customers should develop awareness of the deceptive lying –up offers so that, they are safeguarded from buying substandard goods.

CONCLUSION

Water is a main part of human beings daily life. The customers have the choices towards mineral water. Brand name of the mineral water plays an important role in designing the attitude of the customers. The study on the attitude of the mineral water customers will be very useful to the mineral water manufactures and marketers in their policy making product and strategic decision.

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