

CHAPTER – I

INTRODUCTION

1. Introduction

Consumers make decisions and takes action based on what they perceive to be reality, it is important that marketers should understand the whole notion of perception, so that they can more readily determine what factors influence consumers to buy. If marketers understand impact of consumer perception in buying behaviour, they are able to predict how consumers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly. Thus this proposed thesis report entitled, “Consumer perception in buying behavior and market analysis with respect to Nobel’s packaged drinking water” is an attempt to know everything about consumers buying behaviour. Similarly this research also aims to analyze the market situation of Nobel’s packaged drinking water.

The understanding objectives of this research is to find out the major influencing factors in purchasing purified water, consumer perception to different cues, their preference towards different brands, consumption pattern, brand loyalty status, as well as consumer mind share and heart share. The research shall also focus on the role of seller in this regard because consumers

buy the one that seller has in his stock or gives to them. So seller has an important role in selling the particular brand. This report shall prove equally important to companies that deal with packaged mineral waters. The report shall be instrumental in gauging the competitors as well as analyzing existing and potential customers thereby revealing a company's strength and weakness.

1.1 Background of the Study

Pure, safe drinking water is essential to life. Minerals in drinking water are not good for us! Our bodies need minerals but only in their organic state. They must first pass through the roots of plants and become organic minerals before our bodies can assimilate them. There is a big difference between drinking dissolved inorganic iron fillings in water and consuming the organic iron in plants, vegetables and fruits.

“In my opinion, the cause of many kidney stones is heavy, hard chemicalized water, saturated with calcium carbonate and other inorganic minerals.” (*Bragg*).

Our natural spring water and municipal water sources are polluted with chemical contaminants, inorganic minerals and other Total Dissolved Solids (TDS). TDS's in our water include: harmful substances such as inorganic minerals, heavy metals, chemicals and human or animal feces. (*www.purifiedwater.com*)

“A study published in the American journal of Public Health, pooling the results of 12 studies, demonstrated a positive association between consumption of chlorinated byproducts in drinking water and bladder and rectal cancers in humans. The

study concluded that 18% of all rectal cancers (6500 cases a year) and all bladder cancers (4220 cases a year) could be attributed to chlorinated by products.” (*Whitaker*).

Water should be treated at the “point of use” (POU) because both the municipal water system and household plumbing can contaminate the water supply with heavy metals such as lead.

“Too much lead in the human body can cause serious damage to the brain, kidneys, nervous system, and red blood cells. You have the greatest risk, even with short-term exposure if you are a young child or you are pregnant.” (*US Environmental Protection Agency*).

To prevent all these diseases, there are various techniques through which water can be purified like water filter, water purifier system, distillation, deionization, reverse osmosis, ozone sterilization and alike. But the question arises, *whether Nepalese people are really utilizing it? Are they aware of all these diseases? If yes, then do they use various preventive measures to prevent from those diseases?* Thus, one of the objectives of this research work aims to study awareness of Nepalese People towards these diseases and the measures they are taking for the prevention in terms of using drinking water.

On the other hand, the packaged drinking water market has seen a huge boom and it may be said with a certain amount of confidence that the trend will continue. During 90's Aqua 100 was introduced in Nepal and today the numbers of players in this field in Nepalese market have grown high enough to create sufficient space for competition as well. Since the consumer is the monarch of the market, prediction and understanding together give a richer and more robust portrait of consumer behaviour than either approach used alone. This dual approach to consumer research enables marketers to make better strategic decisions.

As marketing researchers began to study the buying behaviour of consumers, they soon realize that, despite a sometimes "me too" approach to fads and fashions, many consumers rebelled at using the identical products everyone else used. Instead, they preferred differentiated products that they felt reflected their own special needs, personalities and lifestyles.

1.2 Focus of the Study

This study shall primarily focus on the overall market of purified water in Biratnagar and number of players in this field. Among them, which is the most preferred purified water brand in Biratnagar in terms of price, quality, layout etc. shall also be analyzed in the study. In this regard, we shall learn about the major influencing factors in purchasing purified water, consumer perception to different signals, their preference towards different brands, consumption pattern, brand loyalty, status, as well as consumer's mind share and heart share. Since a

seller has an important role in selling the particular brand, the research shall also focus on the role of seller in this context. Moreover, to facilitate the research, we shall make the SWOT analysis of Nobel's packaged drinking water.

1.3 Objectives of the Study

1. To establish the major sources of drinking water that people currently use.
2. To evaluate the preference of packaged drinking water among the consumers with respect to age, occupation, place and other influencing factors.
3. To evaluate the different factors that affect consumers' buying behaviour.
4. To determine which purified packaged water have the greatest consumer acceptance.
5. To evaluate the consumer perception towards different brand.
6. To determine characteristics of 'Nobel's packaged drinking water' that differentiates it from competitors.
7. To elaborate the seller's view regarding the market of packaged drinking water.
8. To evaluate the role of the sellers in promoting particular product/brand.
9. To analyze the market of Nobel's packaged drinking water through SWOT analysis.

1.4 Statement of the Problem

Besides the several diary products of Nobel Diary Product Pvt. Ltd. (NDPPL), the company has added a new feather in its array of products, i.e. purified packaged drinking water branded as *Nobel's*. This brand is in the market for almost 5 years and is also doing well. So how does it differentiate itself and make a person buy a bottle of water in Rs.20? Call it persuasion of playing on emotions or downright marketing. NDPPL is investing a lot on advertising and other promotional issues to make the consumers believe in its brand. Further, NDPPL is trying to expand the market and increase the usage rate of drinking water. This means such companies are investing big money for the market so that they could tap the big market share and have substantial profitability side by side. All the players seem to have realized the market potentiality of packaged drinking water and hence all of them are out with their guns blazing with attractive packaging, sleek advertising which pull at the heart. But all these come with a high price. Therefore, several million dollar questions come in front: *Are evolving Nepalese consumer ready to pay price for packaged drinking water? How consumer behaves in the market? Which brand they prefer and why? What are the criteria of rejection and acceptance of the particular brand? How consumer perceived each branch available in the market? What factors motivate them to purchase the particular brand?*

These are the issues, which need to be solved out. Because consumers' behavior should be well understood by any company who intends to grab a big chunk of market share and to have upper hand than competitors.

1.5 Limitations of the Study

1. The study is conducted with the small sample size i.e. 160 direct consumers (buyers) and 35 indirect consumers (sellers) of Biratnagar. The primary data collection from the above mentioned sample size do not represent the view of the whole universe. Inherent limitations of sampling and primary data collection shall apply to this study as well.
2. This study will be limited to purified drinking water, does not consider other forms of water, like mineral water, distilled water etc. and also consider only 1 liter packaged water available in the market.
3. This study focuses only on marketing aspects and avoids other areas like finance, production, quality control etc.
4. This study will be limited to different views given by direct and indirect consumers.
5. This is the first study on this topic in Biratnagar, there is quite limiting but no strong basis to guide the research according to the result of past studies.
6. The sales of five different areas are based on the consumer field survey. So there is no strong basis to support it.

1.6 Introduction of Product / Organization

Nobel Dairy Product Private Limited (NDPPL) is the premier dairy industry of Biratnagar that started production operation from 2055 B.S. Initially NDPPL produced packaged milk for local distribution. **Nobel's Packaged Drinking Water** was launched in 2060 B.S. Besides packaged drinking water, NDPPL is presently producing milk, curd & ghee and catering to the local market. During the initial days of production positioning, it launched vigorous marketing channels. As a result of the same Nobel's packaged drinking water is able to win the heart of the people of Biratnagar and maintained coveted place in people's mind as well. Previously, people of Biratnagar have no easy access to packaged drinking water. There were only few brands of packaged drinking water which are available only on selected places and are highly priced. Nobel's packaged drinking water is the pioneer product launched by local entrepreneur and is available in every nook and corner of the city at the affordable price Rs.20 per 1 liter bottle.

By the time that Nobel's drinking water reaches to the consumers, it takes a long journey from its pristine source, through stringent quality tests to its polycarbonate package. Here is the brief account of the Nobel's fascinating journey to water dispenser. Nobel's water is tapped from a ground water source far from urban, industrial or residential zone so that it retains its pristine quality at the source itself. The 'Raw Water', as it is known, is periodically analyzed to ensure its essential quality. The Water Treatment Process in NDPPL goes through the following state-of-the-art processes:

Process- 1 : Multiple Barrier Treatment

As a first step, underground water is sent to a “Raw Water Tank”, where it is chlorinated to remove any bacteria. It then goes to a coagulation tank where it is dosed with mild chemicals to remove its finer particulate matter. When the matter settles down, it is then piped into a specially tiled chamber called the ‘Clear Water Tank’. After which it is subjected to a ‘Pressure Sand Filter’ that remove its larger particulate matter. Two sophisticated ‘Carbon Filters’ are then used to dissolve organic contaminations and chlorine that were used at the Raw Water Stage.

Process- 2 : Reverse Osmosis (RO)

Osmosis is the method by which plants and trees take salts from the soil to the leaves. Reverse Osmosis, as the term suggests, removes dissolved salts form water. This process is accomplished through pre-filters, a high-pressure pump, imported membranes (that filter particles as small a 0.001 microns) and high-pressure housings backed by sophisticated instrumentation.

Process- 3 : Fine Filtration Process

The Nobel's water process gets even more sophisticated at this stage. Micron filters are used in the ‘Fine Filtration’ stage to achieve standards of 1 micron and 0.22 micron filtration levels.

Process- 4 : The Ozonation Process

The next process called Ozonation is equally potent. Ozone is an enhanced form of oxygen that is a very strong disinfecting agent. Ozone is used to keep the water bacteria free till the bottle is capped and sealed.

Process- 5 : The Filling Process

The concluding step is the Filling Process. Here, a sophisticated machine performs the filling and capping process under totally hygienic conditions. An five stage washing cycle that the new bottles go through is one of the leading features of this process.

Process- 6 : Date Coding & Cleaning in Place Processes

The Nobel's journey of quality does not end here. Before prompt delivery, every bottle is 'date coded' to ensure that it can be traced in the unlikely event of a complaint. An automatic date coding machine stamps the date, exact time of manufacture and other related details on each bottle.

CHAPTER – II

LITERATURE REVIEW

The real battle now lies in winning the consumer over. Never before in history has the end consumer become so important. Today he/she has a plethora of choices for any product or service. Consumer preferences were changing and becoming highly diversified. Even in industrial markets where needs for goods and services are always more homogeneous than in consumer markets, buyers are exhibiting diversified preferences and less predictable purchase behaviour. In this regard the issue has been published :

“The customer today is truly the king. He or she acts as the ultimate judge to ensure that only those companies who can offer the best product, with best service can survive, and those who cannot will simply fall by the way side.”
(New Business Age).

Consumers’ needs and wants has become the firm’s primary focus. This consumer-oriented marketing philosophy is known as the marketing concept. The key assumption underlying the marketing is that to be successful, a

company must determine the needs and wants of specific target markets, and deliver the desired satisfactions better than the competitors. It is important to recognize why and how individuals make their consumption decisions, so that better strategic marketing decisions can be made. If marketers understand consumer behaviour, they are able to predict how consumers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly. Without doubt, marketers that understand consumer behaviour have greater competitive advantage in the marketplace.

“The key to a company’s survival, profitability and growth in a highly competitive marketing environment is its ability to identify and satisfy unfulfilled consumer needs better and sooner than the competitors.” *(Schifman)*.

“Why is it supremely important to satisfy target customers? Because a company’s sales, each period, comes from two groups: new customers and repeat customers. One estimate is that attracting a new customer can cost five times as much as pleasing an existing one. Customer retention is thus more important than customer attraction.” *(Fortune)*.

“Although the company must focus on its present customers, it can learn a great deal from its non-customers in its target market. Why are they buying competitors’ product? What is their image of this company? Many new ideas can be generated in this way.” (*Kotler*).

Today there is wide consensus that healthy competition is good for the consumer as well as the economy. There remains no doubt that the single biggest beneficiary of competition is the end consumer.

Individuals make decisions and takes action based on what they perceive to be reality. It is important that marketers understand the whole notion of perception i.e. why and how individual make their consumption decisions so that they can readily determine what factors influence consumers to buy a product. Better strategic marketing decisions and marketing strategies can be formulated, if marketers understand consumer behaviour and are able to predict how consumers are likely to react to various informational and environmental cues. Undoubtedly, marketers who understand consumer behaviour have great competitive advantage in the marketplace as well.

A number of research studies support the view that consumers rely on price as indicator of product quality. A comprehensive review of literature confirms the existence of a positive price/quality relationship. However, when other cues are available (e.g. brand name, store image), they are sometimes more influential than price in determining perceived quality.

According to a study done by DODDS, MONROE, GREWEL, “Measurement of consumers’ perceptions of product quality, Brand name and Packaging Candy Bar Comparisons by Magnitude Estimation” it was found that *price had a positive effect on perceived quality but a negative effect on perceived value and respondents’ willingness to buy. Brand and store information also had a positive effect o perceived quality, but in addition they had a positive effect on perceived value and willing ness to buy.*

Thus, on the basis of these review of literature, the study undertaken entitled, “**Consumer Perception in Buying Behaviour and Market Analysis of Purified Packaged Drinking Water (with respect to Nobel’s packaged drinking water)**”, is dedicated to know the consumer’s perception of product, brand name, quality, and other cues and their impact on buying behaviour. This report also analyzes the market with reference to purified water.

CHAPTER – III

RESEARCH METHODOLOGY

3. Introduction

This research study attempts to analyze the consumer perception in buying behaviour and market analysis of Nobel's purified water. Being a field based report, it also examines the perceptive image of different brands available in the marker and consumers' buying behaviour.

3.1 Research Design

Descriptive research design along with the questionnaire has been used to describe market potential for the product and attitudes of consumers/sellers who buy/sell the product.

3.2 Nature & Sources of Data

Primary sources:

Data and other raw information relevant to the subject matter of the study are collected through field observation, personal interview, and use of questionnaires aided by the analytical skill of the researcher. These are original observations obtained directly from the source for the first time without referring to any other published sources.

The data used in this study shall largely be primary in nature. The only and ultimate source of primary data is the respondents. There are two types of respondents that are selected for gathering information and statistics required in this proposed report.

1. Direct Consumers
2. Sellers

The understanding objectives of this research is to find out the major influencing factors in purchasing purified water, consumer perception to different cues, their preference towards different brands, consumption pattern, brand loyalty status, as well as consumer mind share and hear share. To serve this objective, Descriptive Research will be conducted with 160 sample sizes of direct consumers of Biratnagar city and for the market analysis, 35 sellers of Biratnagar are undertaken.

Secondary sources:

The secondary sources of information refer to various published and unpublished sources. Books and magazines, journals and periodicals, statistical materials published with reference to the Consumer Perception and Buying Behaviour are used as secondary sources of data collection in preparing this report.

3.3 Population and Sample

a) The population of this study:

The population for this study comprised of all the consumers and sellers of purified drinking water.

b) Sample Size:

The number of items in the sample is known as the sample size. To collect the primary data, 160 ultimate consumers of Biratnagar city are taken under sample size and 8 hotels, 4 restaurants & bar, 3 fast food corners, 20 retailer shops or stores of Biratnagar are taken as sample size for the analysis of market.

c) Sampling unit:

Sampling units for this study are categorized into two groups. Group 'A' consists of the consumers of Biratnagar where as group 'B' includes retailers, hotels, fast food corners, restaurant of Biratnagar.

d) Sampling method:

Random sampling method is used in this study. A random sample is one where each item in the universe has an equal or known opportunity of being selected. In the words of W.M. Harper, “A random sample is a sample selected in such a way that every item in the population has an equal chance of being included.” Random sampling is more suitable in more homogeneous and comparatively larger groups. All samples in this study are selected by this method. The logic behind using random sampling is to get better result.

3.4 Data Collection Procedure

The collection of data refers to a purposive gathering of information relevant to the subject-matter of the study from the units under investigation. The method of collection of data depends mainly upon the nature, purpose and the scope of inquiry on one hand; the availability of resources and time on the other. Since the proposed report warrants mainly primary data to meet its objectives, the required data were collected with the help of questionnaire. Two sets of questionnaire (as attached in appendix) were used for this purpose. ‘Set A’ questionnaire is for Consumers and ‘Set B’ for Retailers, Hotels, Restaurants and Fast Food corners.

First set of questionnaire was designed to obtain information regarding the awareness among the people/consumers towards harmful disease contained by water and its effects on people. Next set was designed to generate the information regarding brand awareness, brand loyalty, brand perception and buying behaviour.

As per the requirement, informal interview and interaction was carried out with consumers, sellers, retailers/dealers and hotel managers. Almost all the sample units readily agreed to respond to the questionnaire. The respondents were supported by oral explanation at the point where they got confused or were unable to understand any content of the questionnaire.

3.5 Method of Analysis

The collected data are thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. Classification and Tabulation are used to organize the collected raw figures and data in systematic and orderly way that shall help clarify the problem under consideration. These are the intermediate process between the collection of data on one hand and statistical analysis on the other.

Analysis of data involves a number of closely related operations that are performed with the purpose of summarizing the collected data and organizing these in such a manner that they yield answer to the research questions. With the help of statistical tables, diagram, graphs etc. analysis of data are carried out which would throw light on the problem areas and make us enable to identify ways and means of arriving at solutions or findings.

3.6 Sample Characteristics:

The samples are classified in two categories:

- Direct Consumers
- Sellers

Consumers:

Consumer respondents are classified according to occupation, sex and age. Out of 160 respondents 85 are male and 75 are female, which indicate that this study is based on 53% of male and 47% of female respondents.

Table – 3.1
Consumer's Age Classification

<i>Age</i>	<i>Male</i>		<i>Female</i>		<i>Total No. of respondents</i>	
	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>
Up to 20	14	9%	13	8%	27	17%
21 – 35	32	20%	33	21%	65	41%
36 – 50	32	20%	22	14%	54	34%
51 and above	7	4%	7	4%	14	8%
Total	85	53%	75	47%	160	100%

Out of 53% of male respondents, 9% lies in the age of up to 20 years. 20% falls in 21-35 years, other 20% lies in the age group of 36-50 years, and rest 7% falls in the category of 51 years and above group.

Similarly, out of 47% of female respondents, 8% lies in the age category of up to 20 years, 21% lies in the category of 21-35 years age groups, next 14% falls in the category of 36-50 years age groups, and the remaining 4% falls in the category of 51 years and above age group.

Table – 3.2
Consumer's Occupation Classification

Occupation	Number	%
Student	45	28%
Service Holder	65	41%
Business Person	35	22%
Others	15	9%
Total	160	100%

Among those, 28% are students, 22% are businessmen, and 41% service-holder, and remaining 9% are others. Age wise classification is also done for the easiness. The age range is used like; up to 20 years, 21-35 years, 36-50 years and 50 years above. Among these, 4 age groups, 17% lie in 0-20 years, 41% lie in 21-35 years, 34% lie in 36-50 years and remaining 8% lie in 50 years and above.

Sellers:

Sellers are classified according to Hotel, Restaurants, Fast Food, and Retailer shop. The table below shows different type of sellers that are incorporated in this research.

Table – 3.3
Seller's Classification

Sellers of Biratnagar	Number	%
Hotel	8	23%
Restaurants	4	11%
Fast Food	3	9%
Retailer stores or shops	20	57%
Total	35	100%

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

SET – A (Survey of Direct Consumers)

4.1(A) Classification with respect to Age and Gender

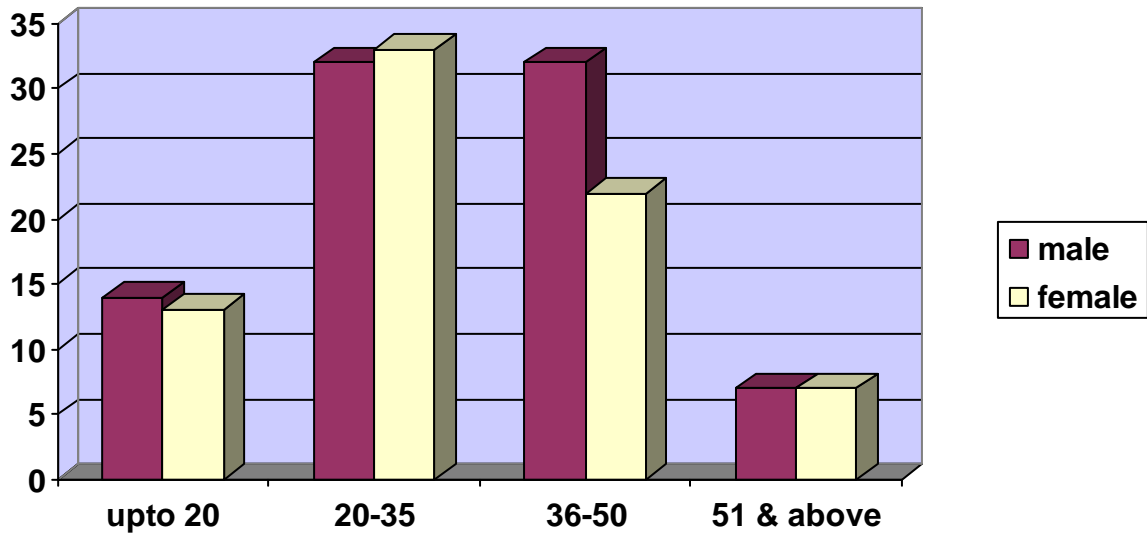
Table – 4.1(A)

Classification with respect to Age and Gender

<i>Age</i>	<i>Male</i>		<i>Female</i>		<i>Total No. of respondents</i>	
	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>
Up to 20	14	9%	13	8%	27	17%
21 – 35	32	20%	33	21%	65	41%
36 – 50	32	20%	22	14%	54	34%
51 and above	7	4%	7	4%	14	8%
Total	85	53%	75	47%	160	100%

Fig. – 4.1(A)

Classification with respect to Age and Gender



As the above table shows, out of 160 respondents 85 are male respondents where as 75 are female respondents. Among them 17% of total respondent that lies in the age group upto 20 years 14 are male and 13 are female, 41% of total respondents are in 21-35 years age group wherein 32 are male and 33 are female. Similarly 34% in of total respondents lies in 36-50 years age group where 32 are male and 22 are female and the remaining 8% falls in 50 years and above age group which consists of equal number of male and female.

4.2(A) Age wise classification with respect to preference of brand

Table – 4.2(A)

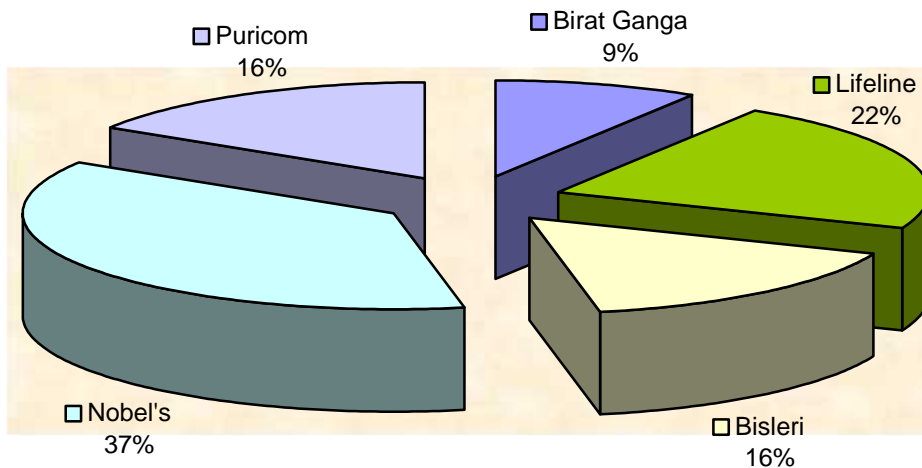
Age wise classification with respect to preference of brand

<i>Brand</i> <i>Age</i>	<i>Birat Ganga</i>	<i>Lifeline</i>	<i>Bisleri</i>	<i>Nobel's</i>	<i>Puricom</i>	<i>Total</i>
Up to 20	1	3	5	10	8	27
21 – 35	5	10	10	30	10	65
36 – 50	7	19	8	15	5	54
51 and above	2	3	2	5	2	14
Total	15	35	25	60	25	160

The above table shows that purified water is more preferred by 21-35 years and 36-50 years age group. Similarly with regard to brand, most of the respondents prefer Nobel's and then in second comes Lifeline, and in third Bisleri and Puricom.

Fig. – 4.2(A)

Age wise classification with respect to preference of brand



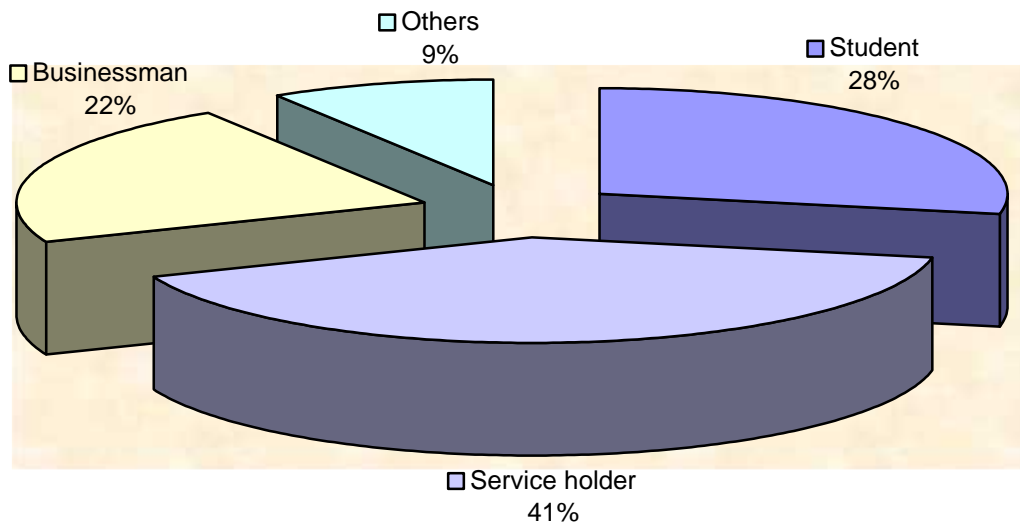
4.3(A) Occupation wise classification

Table – 4.3(A)
Occupation wise classification

Occupation	Number of Respondents	%
Student	45	28%
Service Holder	65	41%
Business Person	35	22%
Others	15	9%
Total	160	100%

In this above table out of 160 respondents 28% of the respondents are student, 41% are service holder, 22% are businessman and the remaining 9% are the people who hold other occupations.

Fig. – 4.3(A)
Occupation wise classification



4.4(A) Analysis of major sources of drinking water

Table – 4.4(A)

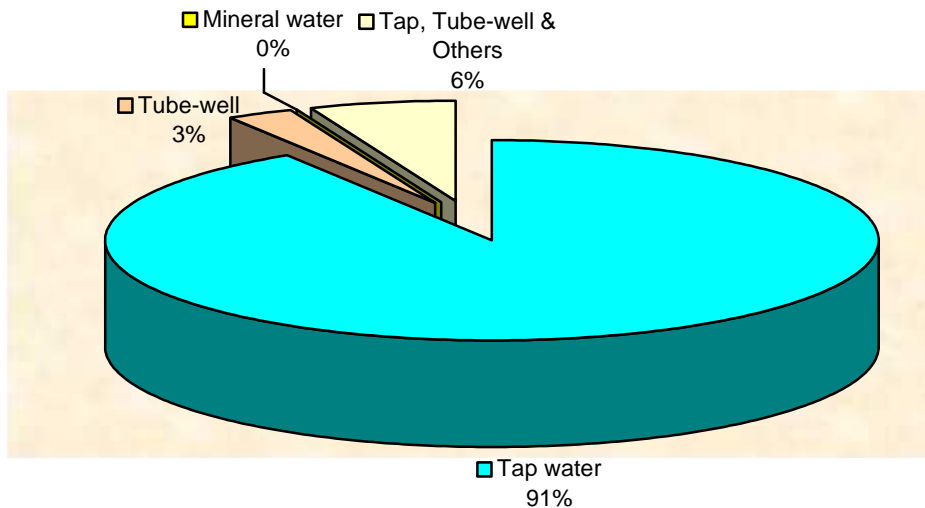
Analysis of major sources of drinking water

Major Sources of Drinking Water	Number of Respondents	%
Tap Water	145	91%
Tube – Well	5	3%
Mineral Water	0	--
Tap, Tube-well & Others	10	6%
Total	160	100%

Here the above table shows, 91% of the respondents use tap water as the major sources of drinking water, 3% of the respondents use tube well as the major sources of drinking water, whereas 6% of the respondents use tap, tube well and others sources of drinking water.

Fig. – 4.4(A)

Analysis of major sources of drinking water



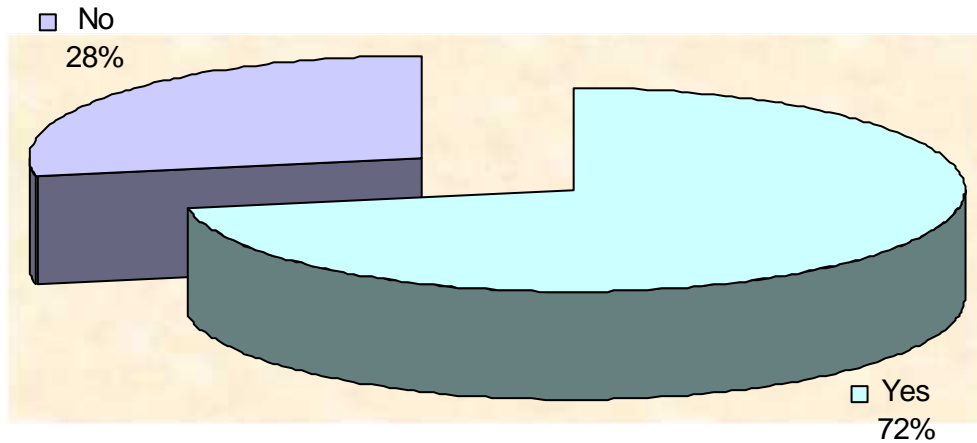
4.5(A) Use of purifier system

Table – 4.5(A)
Use of purifier system

Response	Number of Respondents	%
Yes	115	72%
No	45	28%
Total	160	100%-

The above table of using purifier system shows that out of 160 respondents, 72% of the respondents use purifier system whereas 28% of the respondents use water directly from the source in their daily water consumption.

Fig. – 4.5(A)
Use of purifier system



4.6(A) Use of type of water purifier system

Table – 4.6(A)

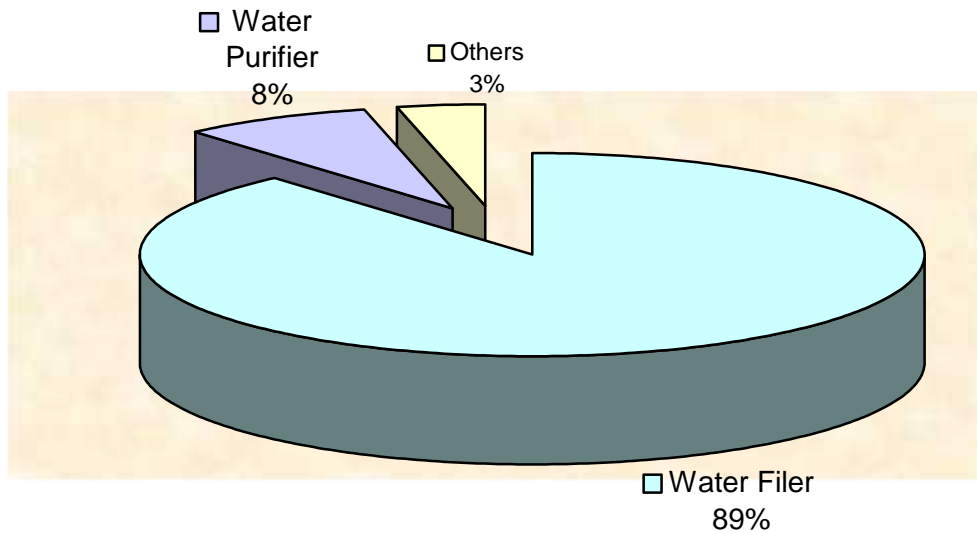
Use of type of water purifier system

Use of types	Number of Respondents
Water Purifier	9
Water Filter	102
Others	4
Total	115

The table A.4.6 shows that out of 115 respondents, 9 use water purifying system (Euroguard etc.), 102 respondents use water filter to purify the drinking water and only 4 respondents use other purifying system for their daily consumption of water.

Fig. – 4.6(A)

Use of type of water purifier system



4.7(A) Analysis of reasons for not preferring purified water

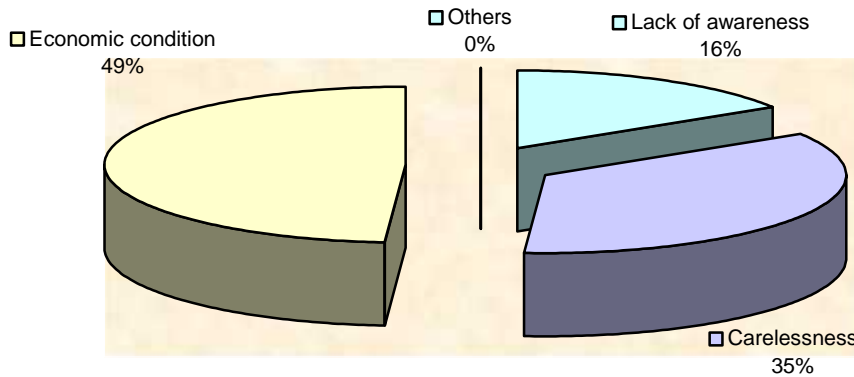
Table – 4.7(A)
Analysis of reasons for not preferring purified water

<i>Reasons</i>	<i>Respondents</i>				<i>Total No. of respondents</i>	
	<i>Male</i>	<i>%</i>	<i>Female</i>	<i>%</i>	<i>No.</i>	<i>%</i>
Lack of awareness	12	7%	13	8%	25	16%
Carelessness	26	16%	30	19%	56	35%
Economic Condition	47	29%	32	20%	79	49%
Any other	0	0	0	0	0	0
Total	85	53%	75	47%	160	100%

The above table shows that out of 160 respondents, 16% of the respondents don't use purified water because of not being aware of the diseases contained by raw water, 35% replied as due to carelessness, and the major portion of the respondents i.e. 49% do not prefer purified water due to economic condition i.e. 49% of respondents cannot afford to buy packaged drinking water for the consumption.

Fig. – 4.7(A)

Analysis of reasons for not preferring purified water



4.8(A) Analysis of Occupation and Consumption pattern

Table – 4.8(A)

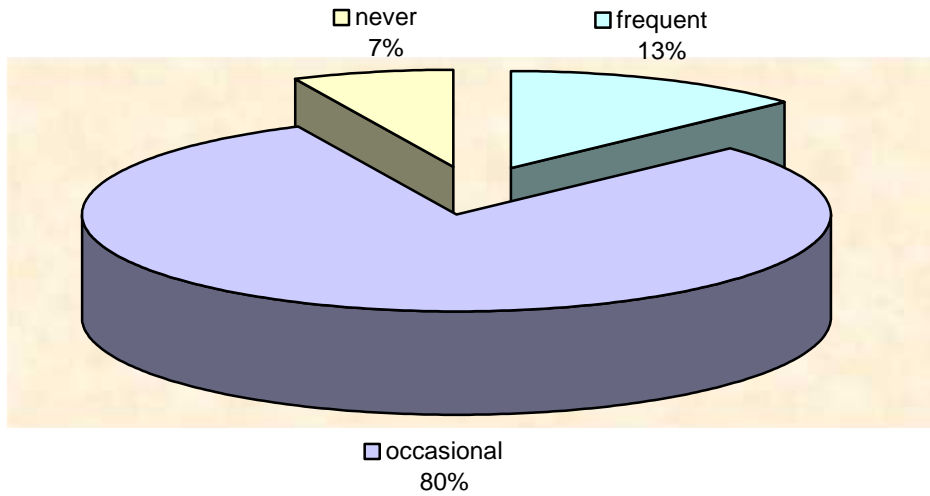
Analysis of Occupation and Consumption pattern

<i>Consumption Pattern</i>	<i>Frequently</i>		<i>Occasional</i>		<i>Never</i>		<i>Total No. of respondents</i>	
	<i>No.</i>	<i>%.</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>
Student	--	--	37	23%	8	5%	45	28%
Service Holder	8	5%	57	36%	--	--	65	41%
Business Person	12	8%	23	14%	--	--	35	22%
Others	--	--	12	7%	3	2%	15	9%
Total	20	13%	129	80%	11	7%	160	100%

In this above table of consumption pattern, it shows that out of 160 respondents, 13% are frequent users of purified water, 80% are the occasional users where as remaining 7% are the non users. Out of 13% frequent users, 5% are the service holder and the other 8% are the businessperson. Similarly out of 80% of the occasional user, 23% are the student, 36% are the service holder and next 7% are the businessperson. Whereas, in the category of 7% non-user, 5% are the student and remaining are of other occupations.

Fig. – 4.8(A)

Analysis of Occupation and Consumption pattern



4.9(A) Analysis of Occupation and Consumption rate

Table – 4.9(A)

Analysis of Occupation and Consumption rate

<i>Brand</i> <i>Occupation</i>	<i>Birat Ganga.</i>	<i>Life Line</i>	<i>Bislery</i>	<i>Nobel's</i>	<i>Puricom</i>	<i>Total No. of respondents</i>
Student	2	5	5	25	8	45
Service Holder	12	10	13	18	12	65
Business Person	--	18	5	10	2	35
Others	1	2	2	7	3	15
Total	15	35	25	60	25	160

Above table shows the consumption of purified water in terms of different occupations of the respondents. It justifies that purified water is not equally preferred by different occupation group.

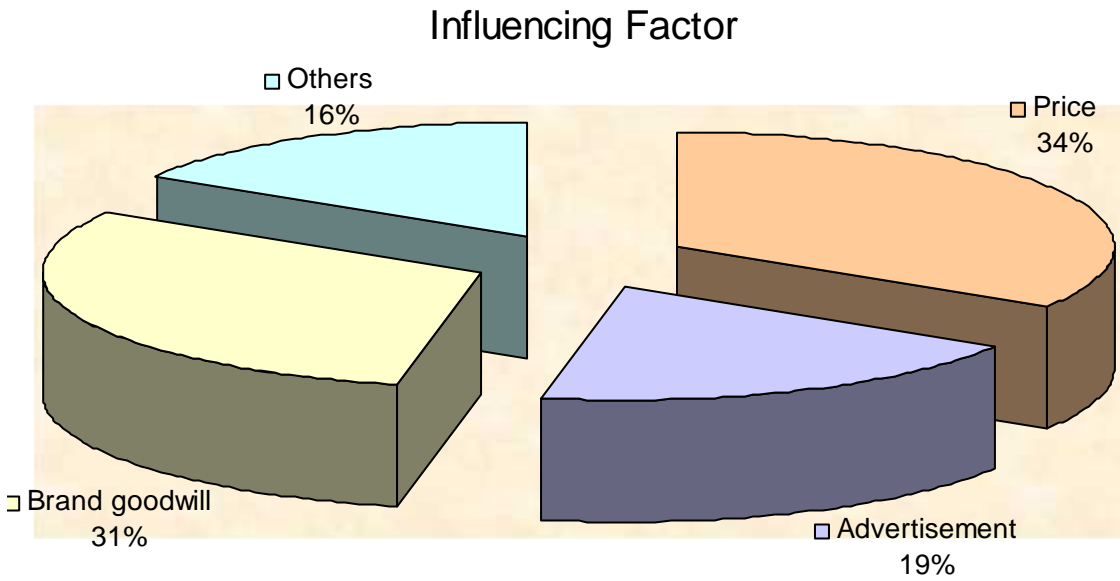
4.10(A) Influencing factor

Table – 4.10(A)
Influencing factor

Decisions	Number of Respondents	%
Price	55	34%
Advertisement	30	19%
Brand goodwill	50	31%-
Others	25	16%
Total	160	100%-

In this above table it has been observed that 34% of the respondents are influenced by the price factors and 31% of the respondents go for the brand goodwill. Whereas, remaining 19% and 16% respondents are influenced by advertisement and other factors respectively.

Fig. – 4.10(A)



4.11(A) Preference of purified water

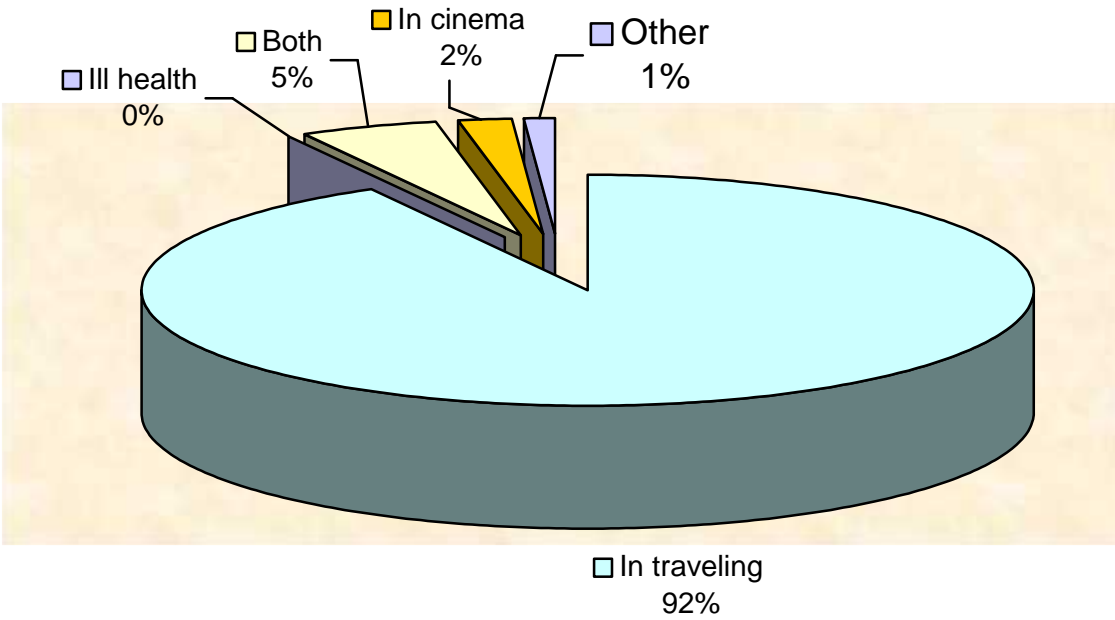
Table – 4.11(A)

Preference of purified water

<i>Preference</i>	<i>Respondents</i>				<i>Total No. of respondents</i>	
	<i>Male</i>	<i>%</i>	<i>Female</i>	<i>%</i>	<i>No.</i>	<i>%</i>
In Traveling (i)	75	47%	72	45%	147	92%
Ill Health (ii)	0	--	0	--	0	--
Both (i & ii)	5	3%	3	2%	8	5%
In Cinema	3	2%	0	--	3	2%
Any other	2	1%	0	--	2	1%
Total	85	53%	75	47%	160	100%

In the above table it has been concluded that out of 160 respondents 92% of respondents prefer packaged water in traveling whereas 5% in traveling and during ill health. 2% of respondents prefer in cinema hall whereas 1% in other cases. Similarly, the preference showed by male and female for the traveling is 47% and 45% respectively.

Fig. – 4.11(A)
Preference of purified water



4.12(A) Brand Loyalty

Table – 4.12(A)

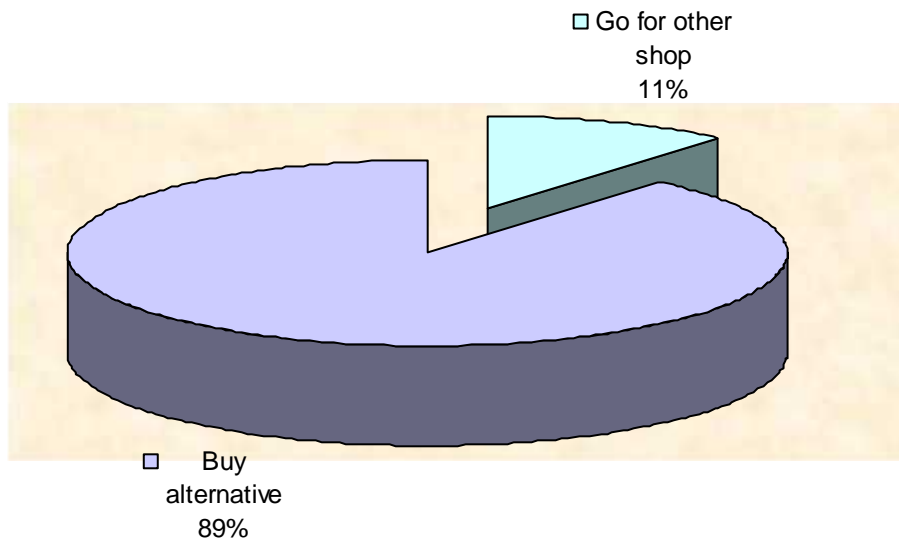
Brand Loyalty

<i>Behaviour</i>	<i>Respondents</i>				<i>Total No. of respondents</i>	
	<i>Male</i>	<i>%</i>	<i>Female</i>	<i>%</i>	<i>No.</i>	<i>%</i>
Go other shop for favourite brand	10	12%	7	9%	17	11%
Buy alternative	75	88%	68	91%	143	89%
Total	85	100%	75	100%	160	100%

The above table of brand loyalty shows that major portion of respondents i.e. 89% go for the alternative if their favourite brand is not available and only 11% of the respondents shows their brand loyalties. It justifies that people in Biratnagar are not much brand conscious and are rather product oriented.

Fig. – 4.12(A)

Brand Loyalty



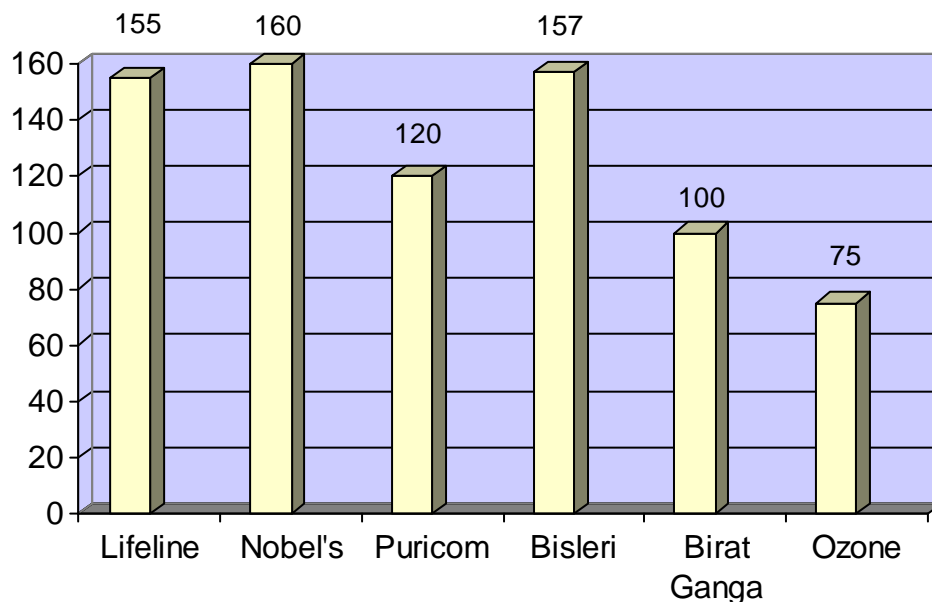
4.13(A) Brand Awareness

Table – 4.13(A)
Brand Awareness

Brand Name	Awareness Response by total 160 respondents	%
Lifeline	155	97%
Nobel's	160	100%
Puricom	120	75%-
Bisleri	157	98%
Birat Ganga	100	62%
Ozone	75	47%

In the above table, it shows that 100% respondents are aware of the brand Nobel's, 98% are aware of Bisleri, 97% are aware of the brand Lifeline, 75% are aware of Puricom whereas only 62% and 42% are aware of Birat Ganga and Ozone.

Fig. – 4.13(A)
Brand Awareness



4.14(A) Consumer rating of different brand

Table – 4.14(A)

Consumer rating of different brand

Brand Name	A	B	C	D	E	F
Life Line	15	18	110	24	0	0
Nobel's	120	23	12	0	0	0
Bisleri	20	105	35	0	0	0
Puricom	5	14	3	125	0	3
Birat Ganga	0	0	0	11	140	9
Ozone	0	0	0	0	20	140
Total	160	160	160	160	160	160

Note: A as most preferred brand and F as least preferred brand.

The above consumer rating table shows that out of 160 respondents 120 rated Nobel's as A, 23 respondents rate as B and 12 respondents rated C. Similarly, 105 respondents rate Bisleri at B, 110 respondents rated Lifeline as C, and 125 rated Puricom as D, 140 respondents rated Birat Ganga and Ozone at E and F respectively.

4.15(A) Responses for Nobel's packaged water

- Motivational / pleased factor
- Displeased factor

Table – 4.15(A)

Responses for Nobel's packaged water

Motivational/Pleased Factor	Displeased Factor
Company reputation	Emerging issues in medias
Advertisement	Not available easily

4.16(A) Consumer Mind share and Heart share

Table – 4.16(A)

Consumer Mind share and Heart share

Brand Name	<i>1st company in mind</i>		<i>1st brand to buy</i>	
	<i>Mind Share</i>		<i>Heart Share</i>	
	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>
Nobel's	155	97%	60	37%
Lifeline	3	2%	35	22%
Bisleri	2	1%	25	16%
Puricom	0	--	25	16%
Birat Ganga	0	--	15	9%
Ozone	0	--	0	0
Total	160	100%	160	100%

Share of mind:

The percentage of respondents who named the brand responding to statement, “Name the first company that comes to your mind in this industry.”

Share of heart:

The percentage of respondents who named the brand responding to the statement, “Name the brand/company from which you would prefer to buy purified water”.

The table 4.16(A) shows that Nobel’s purified water has made a good mind share among consumer but in context of heart share Nobel's purified water seems to be slipping. It suggests that people are well aware about the Nobel's packaged drinking water but while purchasing the one some of them prefer other brand. Nobel's has good brand recognition but is less successful in monopolizing the market. However, the percentage of consumers who prefer to buy the Nobel's packaged drinking water is higher than its competitors.

It has been found that Lifeline occupies the second position in the heart share. And Bisleri and Puricom come as third preferences for the consumers. This can be clearly depicted by the figure.

Fig. – 4.16(A)

Respondent's Mind Share

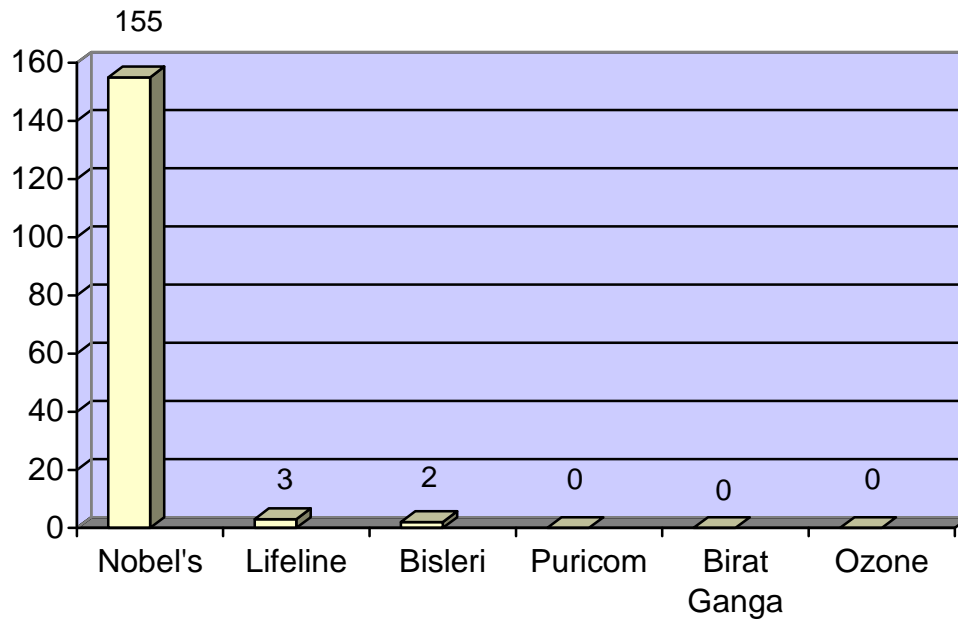
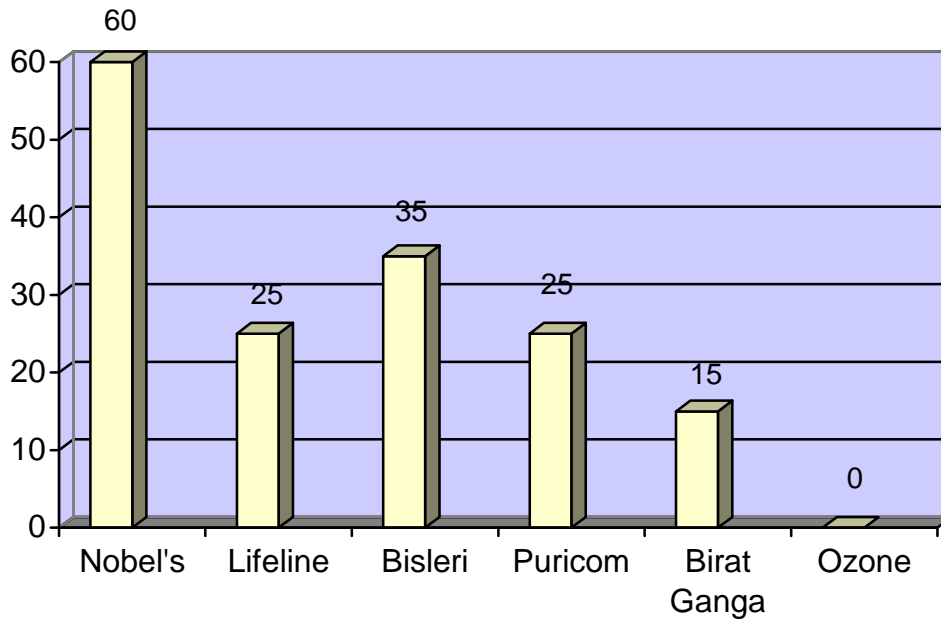


Fig. – 4.16(A)

Respondent's Heart Share



4.17(A) Consumer preference to the attributes

Table – 4.17(A)

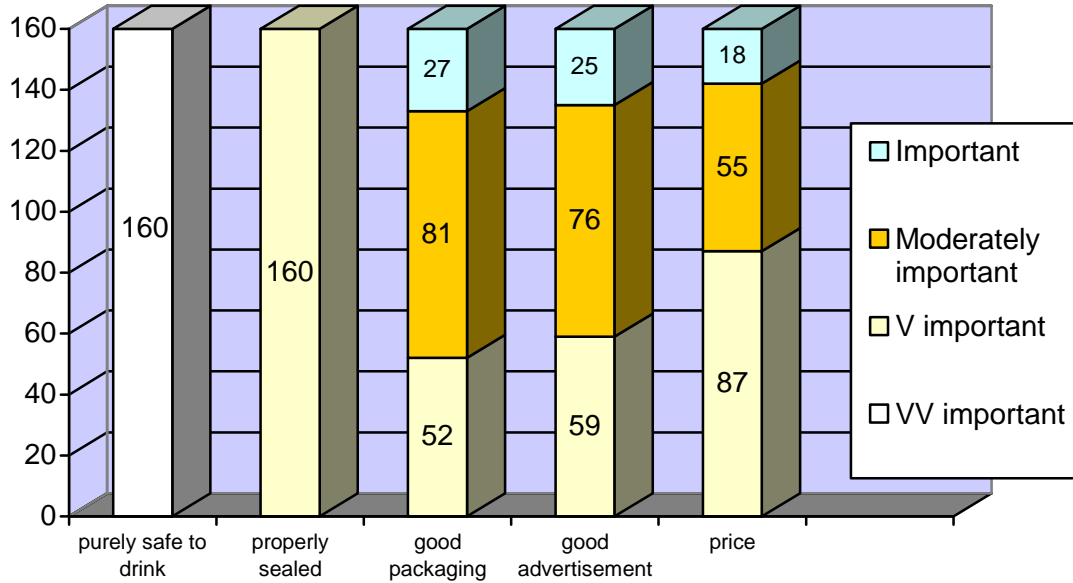
Consumer preference to the attributes

<i>Attributes of Brand</i>	<i>Consumer preference to the attributes</i>				Total
	<i>VV important</i>	<i>V important</i>	<i>Moderately important.</i>	<i>Important</i>	
Purely safe to drink	160	0	0	0	160
Properly sealed	0	160	0	0	160
Good packaging	0	52	81	27	160
Good advertisement	0	59	76	25	160
Price	0	87	55	18	160

The table above of preference of attributes shows that all of the total 160 respondents responded that the water should be purely safe to drink. The second preference is given to the properly sealed pack, whereas, 81 respondents have given moderately important priority to the good advertisement, and 87 respondents have given very important or second priority to the price factor. Hence, the common concern of the consumers as represented by the respondents keep the purity of the water as the topmost important factors. They want the packaged drinking water safe to drink.

Fig. – 4.17(A)

Consumer preference to the attributes



4.18(A) Consumer brand beliefs according to attributes

<i>Weight</i>	<i>40%</i>	<i>30%</i>	<i>20%</i>	<i>10%</i>
	<i>Attributes</i>			
<i>Brand Name</i>	100% pure	Use of latest technology	Price	Easily Available
Nobel's	9	10	7	5
Lifeline	6	8	10	10
Puricom	4	6	10	8
Bisleri	9	10	5	7

Note: Each attribute is rated from 0 to 10, where 10 represents the highest level on that attribute, price, however, is indexed in a reverse manner, with a 10 representing a lowest price because consumer prefers a low price to a high price.

Nobel's	=	0.4(9)+ 0.3(10)+ 0.2(7)+0.1(5)	=	8.5
Lifeline	=	0.4(6)+ 0.3(8)+ 0.2(10)+0.1(10)	=	7.8
Puricom	=	0.4(4)+ 0.3(6)+ 0.2(10)+0.1(8)	=	6.2
Bisleri	=	0.4(9)+0.3 (10)+0.2 (5) +0.1 (7)	=	8.3

In the above table 40% is assigned to 100% pure, 30% to the use of latest technology, 20% to the price, and 10% to the availability. According to the rate assigned to the each attribute from 0 to 10 by respondents and summing those with assigned weight, it is derived that Nobel's Packaged Water has the highest perceived value.

SET – B (Survey of sellers)

Sellers are classified according to Hotel, Restaurants, Fast Food, and Retailer shop. The table below shows different type of sellers that are incorporated in this research.

Table – 4.1(B)
Sellers of Biratnagar

Sellers of Biratnagar	Number	%
Hotel	8	23%
Restaurants	4	11%
Fast Food	3	9%
Retailer stores or shops	20	57%
Total	35	100%

4.2(B) Reasons for keeping Nobel's Packaged Drinking Water at stock

Table – 4.2(B)
Reasons for keeping Nobel's at stock

<i>Reasons</i>	<i>Sellers</i>	
	<i>No.</i>	<i>%</i>
Due to demand	21	60%
Due to easily available	9	26%
Commission/additional benefits	--	--
Other reasons	5	14%
Total	35	100%

The table 4.2(B) shows that 60% of sellers are keeping Nobel's packaged water due to demand factor, whereas only 26% of the seller responded that they keep Nobel's as it is easily available. Rest of 14% mentioned other reasons for keeping Nobel's drinking water in their stock.

4.3(B) Reasons for keeping competitors product at stock

Table – 4.3(B)
Reasons for keeping competitors product at stock

<i>Reasons</i>	<i>Sellers</i>	
	<i>No.</i>	<i>%</i>
Due to demand	15	43%
Due to easily available	12	34%
Commission/additional benefits	5	14%
Other reasons	3	9%
Total	35	100%

The table above shows the reasons for keeping in stocks the products of other brands. Majority (43%) of the sellers responded that they keep other packaged drinking water in their stock as well because of the market demand whereas 34% of them, as reported, keep due to the easy availability. But the important thing to be noted here is that 14% of the sellers at Biratnagar keep other brands in stock due to commissions/additional benefits.

4.4(B) Reasons for not keeping Nobel's in stock

Table – 4.4(B)
Reasons for not keeping Nobel's in stock

<i>No.</i>	<i>Reasons</i>
1	Improper distribution
2	No additional facilities
3	Higher price

The table 4.4(B) states the main three reasons that the sellers of the town reported for not keeping Nobel's packaged drinking water in stock. They feel that improper distribution and void of other facilities/benefits are primary reasons for not keeping the Nobel's packaged water in their stock. Moreover, relatively higher price of Nobel's packaged water also plays instrumental role when it comes for sellers for stocking purpose.

4.5(B) Consumer buying behaviour

Consumer behavior is one of the topic that marketer uses to better understanding of consumer on how their behavior react when come to buying decisions. Buying Behavior is the decision processes and acts of people involved in buying and using products. Consumers' buying behaviour and their purchase decisions are influenced strongly by Cultural Factor, Social Factor, Personal Factor and Psychological Factor.

Table – 4.5(B)

How does a customer ask for the packaged drinking water

<i>Pattern</i>	<i>Sellers</i>	
	<i>No.</i>	<i>%</i>
Ask for the particular brand	5	14%
Do not ask for the brand	20	57%
Both	10	29%
Total	35	100%

The table 4.5(B) regarding consumer buying behaviour shows that 57% of seller responded that consumers do not ask for the particular brand while purchasing packaged drinking water whereas 29% of seller replied in mixed way. Similarly, only 14% of sellers told that his consumers ask for the particular brand. It shows that consumers are not so brand conscious while purchasing packaged drinking water.

4.6(B) Seller's preference to the brand while selling

- If they do not ask for the particular brand, which one you would like to give? why?

Table – 4.6(B)

Seller's preference to the brand while selling

<i>Pattern</i>	<i>Responses of seller</i>	
	<i>No.</i>	<i>%</i>
Because of Stock	8	23%
High Commission	5	14%
High Benefits	17	49%
Others	5	14%
Total	35	100%

The table 4.6(B) shows that majority portion of sellers like to sell those packaged water which gives them higher benefits. Here out of 35 sellers, it has been concluded that 49% of the sellers are tilted toward higher benefits. It shows that the role of sellers in promoting consumer product is very important.

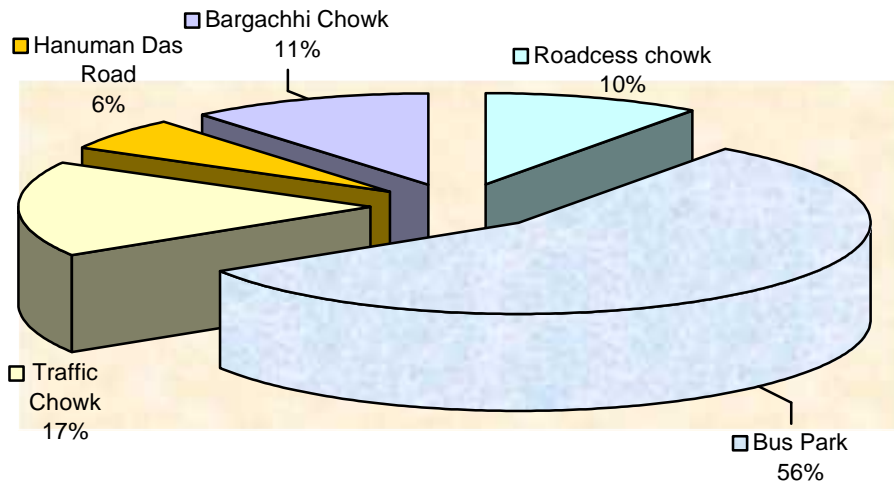
4.7(B) Patterns of sales according to different area

Table – 4.7(B)
Patterns of sales in different area

<i>Areas of Biratnagar</i>	<i>Average Sales</i>
Roadcess Chowk	116
Bus Park	631
Traffic Chowk	196
Hanuman Das Road	69
Bargachhi Chowk	119
Total Avg. Sales	1,131

The table 4.7(B) shows that, in context to five areas that has been taken under study, the major sales of packaged drinking water takes place in Bus Park area.

Fig. – 4.7(B)
Patterns of sales in different area



SET – C (SWOT Analysis, overall product analysis)

SWOT analysis is a strategic planning method used to evaluate the **Strengths**, **Weaknesses**, **Opportunities**, and **Threats** involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. A SWOT analysis may be incorporated into the strategic planning model. First, the decision makers have to determine whether the objective is attainable, given the SWOTs. If the objective is NOT attainable a different objective must be selected and the process repeated.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. These come from within the company's unique value chain. SWOT analysis groups key pieces of information into two main categories:

-) Internal factors – The ***strengths*** and ***weaknesses*** internal to the organization.
-) External factors – The ***opportunities*** and ***threats*** presented by the external environment to the organization.

Strength

It refers to the attributes of the person or company that are helpful to achieving the objective(s). Major strengths of Nobel's that has helped it reign the market are:

1. Company Reputation

The company reputation is undoubtedly the major strength of Nobel's drinking water. People who are brand loyal and people who care about their social status prefer purchasing Nobel's packaged drinking water. Moreover, most of renowned hotels of the town that serve the elite class of the town also keep Nobel's packaged drinking water.

2. Effective Advertisement

The advertisement of the product looks effective. The company launched vigorous promotional tools during the initial stage of production as a result the product could make home in consumers' mind in short span time. However, later on advertisement has been kept at moderate level.

3. Perception of consumers

Perception is how one view under the influence of past experience and personal opinion. What one perceives is a result of interplays between past experiences, including one's culture, and the interpretation of the perceived. Being a pioneer company in the region that launched packaged drinking water, consumer perception towards the product is quite strong, which is a plus point for the company because the way consumers behave depends on their perception.

Weakness

Weakness is an inadequate or defective quality, as in a person's character or in an organization. It refers to the attributes of the person or company that are harmful to achieving the objective(s). Following are some of the weaknesses that are hampering the market of Nobel's packaged drinking water and require the company to work on it for better business prospects:

1. Irregular distribution

The regular distribution of a product is must. Irregularity in distribution channel creates a problem even in the established market. With the help of survey it is found that Nobel does not supply the product regularly. It is because of the other dairy product that the Nobel is engaged in. Due to its irregularity sellers keep competitors product in their stock to fulfill the demand of the market.

2. Lack of additional benefits to the sellers

To boost up the sales of any product, sellers play an important role. To motivate the sellers, different schemes, financial support, other additional benefit etc. should be provided. With the increase of other market players in this segment, one needs to the sellers motivated by offering additional benefit. Nobel is outplayed by other competitors in this matter.

3. Higher Price

The price of the product should be reasonable because reasonable/affordable price helps keep the market demand intact. The price of Nobel's seems little higher than the other local products that have lately emerged in the market. The marketers should not forget that the price makes direct impact on the consumers buying decisions.

Opportunity

It implies to the external conditions that are helpful to achieving the objective(s) of a company. Some of the opportunities that Nobel's can capitalize on for its further growth are mentioned hereunder.

1. Market share

Since there is an immense competition in this field but Nobel's seem to be doing good. The survey shows that 97% of the consumers are aware of the brand Nobel's drinking water and its company (i.e. mind share) but out of 160 respondents only 37% are ready to buy the brand Nobel's (heart share). However, in comparison to other competitors, Nobel's is doing better. The ratio of heart share can be increased if the company continues the regular supply of its quality product and create a good image by solving the other issues as soon as possible. The company that makes steady gains in mind share and heart share will inevitably make gains in market share and profitability.

2. Increasing the size of packaged water:

Nobel's can grab the market by providing the consumer with larger size of purified water at reasonable price. For example: if Nobel's come up with 2 ltrs. pack, this shall be one of the added features and an opportunity to grab the market.

3. Adding additional features

Adding additional features/services to the product also help increase the sales and market share.

Threat

Threats are external conditions which could do damage to the objective(s) of a company. Major threats that Nobel's is currently facing are as follows:

1. Competitors

Competitors cannot always be taken as threats. Sometimes they become the source of new ideas and new business strategies. However, competitors are also a big threat to the company. The main competitors of Nobel's are Lifeline, Bisleri, Puricom and Birat Ganga. Any new or different scheme or features that these competitors provide becomes threat to Nobel's product. For example: coming with an increase size pack, or may be a carry bag for a purchase of purified water etc.

2. Buyers economic condition

This is a major threat to the company. The survey shows that economic condition or buyer's purchasing power is one of the major reasons for not using branded purified water in daily consumption.

3. Political situation

Political instability is a general threat that applies to almost all the industries.

4. Issues in the media

The disputing issues regarding the quality of the product may give a bad image of the product to the people in general. The company should immediately control such irregularities and drawbacks to sustain its market.

CHAPTER – V

MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Major Findings

On the basis of above research and analysis, following findings has been drawn:

1. Preference of purified water is not equally preferred by different occupation group.
2. Most of the respondents find it impossible to afford packaged drinking water for daily consumption. Many others do not buy packaged drinking water due to lack of awareness and due to carelessness.
3. Because of the economic condition and other factors, people prefer the packaged drinking water only on limited occasions not on regular basis.

4. Majority (92%) of respondents preferred purified water while traveling because of ease in carrying and being easily available at any place.
5. Use of packaged drinking water is not in habit. Trend of fashion, Price, Brand goodwill, Social status etc. play a significant role in consumer's buying behaviour.
6. People are not so brand loyal to brand of purified water. A whole of 88% replied that they buy the alternative if they do not get the preferred one.
7. All the respondents are aware of the brand Nobel's which is the competitive advantage for Nobel's packaged drinking water.
8. Out of 160 respondents, 78% rated Nobel's as “A” due to its strong goodwill.

5.2 Conclusion

Individuals make decisions and take action based on what they perceive to be reality. It is important to understand the whole notion of perception so that the marketers can more readily determine what factors influence consumers to buy, why and how individuals make their consumption decisions. Marketers should understand the behaviour of consumer and their reaction to various cues. Most of the companies give attention to existing customer (direct as well as indirect customer) and listen to their feedback though they can learn a great deal from its non-customer as well as such 'Why they are buying competitors product?', 'What is their image and what are the reasons behind purchasing competitors' products?'

Thus, this study is undertaken with the objective to find out the impact of consumers perception in buying behaviour, their awareness to diseases in direct water, how they perceive the various purified water brand in the market, their preferences on attributes like packaging, advertisement, price, quality and its impact on their buying behaviour. This study also to analyzes the market of purified water.

According to this survey, it has been found that consumers prefer purified water occasionally and preference to purified water is found to be varied according to occupation. Generally purified packaged drinking water is most preferred while traveling. It has been found that all the alternatives are not equally preferred while purchasing purified water. Therefore any one factor may motivate consumer to purchase the particular brand. Since consumer has a higher perceived value towards Nobel's due to its brand goodwill, its increasing price may become de-motivating factors to consumers.

The research also derived the fact that sales turnover of the packaged drinking water is also to some extent dependent in sellers' disposition. Since the consumer are not so brand conscious in terms of purified water and they either purchase the one which is easily available or the one given by seller, it has been noted that seller plays an important role in increasing the sales of the products.

Thus, after researching the market and taking the response of consumers, it can be concluded that, preference of brand available in the market is based on their perception of different extrinsic cues as pricing, packaging, advertisement and goodwill.

5.3 Recommendations

To the marketers:

1. Company must study its competitors as well as its customers frequently.
2. Consumers of packaged drinking water are not found to be brand loyal. They purchase the alternative if the desired one is not available. Therefore, marketers should give proper attention towards the distribution system.
3. Since the consumers are not brand loyal, retailers plays an important role in selling the particular brand. Therefore, marketers should maintain healthy relationship with the retailers, and provide different benefits/facilities to them so as to increase the market base of the product and have upper edge over the competitors.
4. Buying behaviour is influenced by factors like price, brand goodwill, availability, advertisement and other cues. Therefore these factors should be strongly taken care of.
5. Since there are number of other competing brand in the market, it is suggested not to increase price of Nobel's packaged drinking water.
6. It is suggested that marketing decision should not be based on short term benefit rather be taken on the basis of long run objectives.

7. Advertisement plays important role in persuading consumers. Therefore it is suggested to continue effective advertisement of the product.
8. Stay in close contact with customers and take their feedback in regular basis because they matter most in such consumer oriented business.
9. It is suggested that the company be aware of the changes in tastes and preferences of the consumers.
10. It is suggested that the company pay immediate heed to the emerging issues regarding the packaged water and protect the market share.

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Annexure

Questionnaire (set 1)

This questionnaire is prepared by M.B.S. student of Post Graduate Campus, Tribhuwan University, for the purpose, strictly meant for the education studies of the student. All the answer will be kept confidential.

Name : _____ Sex : Male / Female

Age : up to 20 _____ 21-30 _____ 31-40 _____ 41-50 _____ 50 above _____

Profession : _____

1. Which is the major source of your drinking water?

Tap water _____ Tube well _____ Mineral water _____

Any other (specify) _____

2. Do you see any type of purifier system/technique to filter the water?

Yes _____ No _____

if yes then, water filter _____ water purifier system _____

any other (specify) _____

3. Do you know about various diseases, which is the cause of different harmful elements present in water?

Stone _____ Diarrhea _____ Jaundice _____ Skin Cancer _____

Gastric _____ Heart and Liver problem _____

4. What is the reason for not using 100% purified drinking water?

Due to lack of awareness _____

Due to carelessness _____

Due to economic condition _____

Any other (specify) _____

5. How often you prefer to drink mineral water?

Frequently _____

Occasionally _____

Never _____

6. What factors influence you to purchase particular brand of purified water?

Price _____ Advertisement _____ Brand goodwill _____

Any other (specify) _____

7. You prefer mineral water, when you are:

traveling _____ ill /sick _____ in cinema hall _____

Any other (specify) _____

8. Name the first brand, which you would prefer to buy?

a. Why do you prefer to above stated brand?

b. What do you do if your favorite brand is not available in the shop?

Go other shop for favorite brand _____

Buy the alternative _____

9. Which of the following brands of mineral water do you know? (Tick Mark). And rank them according to your preference, like A, B, C, D.....and so on. (where A is the first priority, B is second and so on.)

<u>Name of the Brand</u>	<u>Tick Mark</u>	<u>Rank</u>
Lifeline	_____	_____
Nobel's	_____	_____
Birat Ganga	_____	_____
Bisleri	_____	_____
Aqua	_____	_____
Puricom	_____	_____

1.

10. Have you ever drunk Nobel's Packaged Drinking Water?

Yes _____ No _____

If yes, go to question no. 12 and 13, if not, go to question no. 14

11. What is that factor which have pleased you or motivated you in purchasing Nobel's Purified Water?

12. Can you recall anything about Nobel's Packaged Water, which has displeased you?

13. Please state how important you consider each of these factors, when deciding upon brand of purified water. (rate it according to its importance i.e. 'VVI' for very very important, 'VI' for very important, 'MI' for moderately important and 'I' for important)

- Safety/Purity _____
- Properly Sealed _____
- Good Packaging _____
- Good Advertisement _____
- Price _____

14. You have said that you are aware of above brand (mentioned in question no.8). Please rank these brands on each of the statements from (0 to 10) where, Note: where 10 represents the highest level on that attribute, price, however, is indexed in a reverse manner, with a 10 representing a lowest price, because consumer prefers a low price to a high price.

<i>Statement</i>	Lifeline	Nobel's	Bisleri	Aqua	Puricom	Birat Ganga
100% pure						
Use of latest technology						
Easily available						
Price factor						

15. What is the first word that comes to your mind when you hear Nobel's mineral water?

16. Give your kind suggestions for Nobel's Purified Water, if any?

Thank You.

Questionnaire (Set 2)

This questionnaire is prepared by M.B.S. student of Post Graduate Campus, Tribhuwan University, for the purpose, strictly meant for the education studies of the student, all the answer will be kept confidential.

Seller's Name: _____

Address: _____

1. Which brand of water do you keep at your store?

a. _____ b. _____

c. _____ d. _____

e. _____ f. _____

2. Did you keep any other brands before?

Yes No

If yes, please mention the brand: _____

3. What are the reasons for shifting to other brands?

Price

Demand

Extra profit margin

Any other (specify) _____

4. While purchasing the purified water, how do consumers ask for it?

Ask for the specific brand	
Just ask for mineral water	
Both	

5. If a consumer asks for only mineral water, which brand would you like to give?

_____ .

Why do you prefer selling that brand?

Because you have high stock of same	
Due to higher profit margin	
Any other	

If you have any other reason for selling that brand, please specify:

6. Have you ever kept Nobel's Packaged Water in your stock?

Yes

No

(If no, go to Q. No. 9)

7. What are the factors that have prompted you to keep Nobel's packaged water in your store?

8. Can you recall anything about Nobel's packaged water, which have displeased you?

9. What are the reasons for not keeping Nobel's packaged water in your stock?

10. Mention your suggestions for Nobel's packaged water, if any.

Thank You.