

A Thesis on

Consumer Perception in Buying Behaviour

and

Market Analysis of Purified Packaged Drinking Water

(with respect to Nobel's packaged drinking water)



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RECOMMENDATION

This is to certify that the dissertation entitled, “**Consumer Perception in Buying Behaviour and Market of Purified Packaged Drinking Water (with respect to Nobel's packaged drinking water)**” submitted by Ganesh Prasad Timsina has been prepared as approved by this department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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VIVA - VOCE SHEET

We have conducted the viva – voce on the dissertation work entitled “**Consumer Perception in Buying Behaviour and Market of Purified Packaged Drinking Water (with respect to Nobel’s packaged drinking water)**” presented by Ganesh Prasad Timsina and found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of requirements for the degree of Master of Business Studies (MBS).

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DECLARATION

I hereby declare that the work entitled, “**Consumer Perception in Buying Behaviour and Market of Purified Packaged Drinking Water (with respect to Nobel's packaged drinking water)**” submitted to the Faculty of Management, Tribhuvan University, is my original work for the partial fulfillment of requirements for the degree of Master of Business Studies (MBS) under the supervision of Mr. Dev Raj Shrestha.

Ganesh Prasad Timsina

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Executive Summary

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 report is prepared on titled, “Consumer perception in buying and behavior and market analysis with respect to Nobel's packaged drinking water”, which is packaged purified water. It is an attempt to know everything about consumers, which shall be beneficial to the organization. Similarly this research also aims to analyze the market situation of Nobel's packaged drinking water in Biratnagar.

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 as well as consumer mind share and heart share. To serve this objective, exploratory research is conducted with 160 sample sizes of direct consumers and for the market analysis 35 sellers of Biratnagar is undertaken. After conducting the survey and analyzing the data with different tools, it has been found that different occupation group does not equally prefer purified water. Regarding the consumption pattern of consumers, this research has found out that major portion of respondents do not prefer packaged drinking water because of economic condition and rest due to other factors. The major finding of this

research is that consumer are brand shifter, they are not loyal to any particular brand rather their purchasing decision is affected by factors like price, goodwill, advertisement, and other cues. The research also found that the sale of purified water is dependent on sellers because consumers buy the one that seller has in stock and gives to them. So seller has an important role in selling the particular brand. The research found that due to company's goodwill, perceived value of consumers towards Nobel's is high. However due to its price factor and other issues consumer are gradually shifting to competitors' brand. It has been found that national product/brand Lifeline and Multinational brand Bisleri is also doing well in the market.

With the help of these findings, this can be concluded that the way consumer behaves depends upon their perception. Thus, it is important to study how consumer takes things around him/her. Hence, Nobel's is doing best in the market and consumers perceive it as excellent brand. However, Nobel's should take care of consumers feelings and be aware that any hasty decision taken for the short term benefit shall yield a negative impact in the long run. And since there are numbers of competitors seeking to satisfy the same customers, Nobel's should not overlook the competitors.

Thus it is recommended that a company must study its competitors as well as its actual and potential customers. A company should identify competitors by using both industry and market based analysis. It is suggested to study customer value analysis to reveal the company's strength and weakness and initiate for protecting exiting market share solving the emerging issues regarding packaged water.

Table of Contents

	<u>Page No.</u>
Executive Summary	v
List of Tables	vii
List of Figures	viii

Chapter - One : Introduction

1. Introduction	1
1.1 Background of the Study	2
1.2 Focus of the Study	4
1.3 Objective of the Study	5
1.4 Statement of the Problem	6
1.5 Limitations of the Study	7
1.6 Introduction of the Product/Organization	8

Chapter - Two : Literature Review

2. Literature Review	11
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Chapter - Three : Research Methodology

3. Introduction	15
3.1 Research Design	15
3.2 Nature and Sources of Data	16
3.3 Population of Sample	17
3.4 Data Collection Procedure	18
3.5 Method of Analysis	19
3.6 Sample Characteristics	20

Chapter - Four : Data Presentation & Analysis

Set A – Survey of Direct Consumers	23
Set B – Survey of Sellers	45
Set C – SWOT Analysis (Overall Product Analysis)	51

Chapter - Five : Major Findings, Conclusions & Recommendations

5.1 Major findings	56
5.2 Conclusions	57
5.3 Recommendations	59

Bibliography 61

Annexure

Questionnaire (Set 1) 62

Questionnaire (Set 2) 66

List of Tables

		<u>Page No.</u>
Table 3.1	Consumer's Age Classification	20
Table 3.2	Consumer's Occupation Classification	21
Table 3.3	Seller's Classification	22
Table 4.1(A)	Classification with respect to age & gender	23
Table 4.2(A)	Age wise classification with respect to preference of brand	25
Table 4.3(A)	Occupation wise classification	26
Table 4.4(A)	Analysis of major sources of drinking water	27
Table 4.5(A)	Use of purifier system	28
Table 4.6(A)	Use of type of purifier system	29
Table 4.7(A)	Analysis of reasons for not preferring purified water	30
Table 4.8(A)	Analysis of occupation & consumption pattern	31
Table 4.9(A)	Analysis of occupation & consumption rate	32
Table 4.10(A)	Influencing factor	33
Table 4.11(A)	Preference of purified water	34
Table 4.12(A)	Brand loyalty	36
Table 4.13(A)	Brand Awareness	37
Table 4.14(A)	Consumer rating for different brands	38
Table 4.15(A)	Responses for preference of Nobel's	39
Table 4.16(A)	Consumer mind share & heart share	39
Table 4.17(A)	Consumer preference to the attributes	42
Table 4.18(A)	Consumer brand beliefs to the attributes	43
Table 4.1(B)	Sellers of Biratnagar	45
Table 4.2(B)	Reasons for keeping Nobel's at stock	45
Table 4.3(B)	Reasons for keeping competitor's brand	46
Table 4.4(B)	Reasons for not keeping Nobel's in stock	47
Table 4.5(B)	Consumer buying behaviour	48
Table 4.6(B)	Seller's preference to the brand	49
Table 4.7(B)	Pattern of sales in different areas	50

List of Figures

		<u>Page No.</u>
Table 4.1(A)	Classification with respect to age & gender	23
Table 4.2(A)	Age wise classification with respect to preference of brand	25
Table 4.3(A)	Occupation wise classification	26
Table 4.4(A)	Analysis of major sources of drinking water	27
Table 4.5(A)	Use of purifier system	28
Table 4.6(A)	Use of type of purifier system	29
Table 4.7(A)	Analysis of reasons for not preferring purified water	30
Table 4.8(A)	Analysis of occupation & consumption pattern	32
Table 4.10(A)	Influencing factor	34
Table 4.11(A)	Preference of purified water	35
Table 4.12(A)	Brand loyalty	36
Table 4.13(A)	Brand Awareness	37
Table 4.16(A)	Consumer mind share & heart share	41
Table 4.17(A)	Consumer preference to the attributes	43
Table 4.7(B)	Pattern of sales in different areas	50