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Research Article

Consumer Purchasing Behavior In The Drinking Water Market – A Study

N. Nalleswari[1*], Dr. N. Kesavan[2]

[1*]Ph.D. Research Scholar (Part-time), Department of Commerce, Annamalai University
[2]Associate Professor, PG & Research Dept. of Commerce, Sethupathy Government Arts College, Ramanathapuram, (Deputed from Annamalai University)

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ABSTRACT

This study delves into the multifaceted factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water. Through a comprehensive review of literature, it elucidates the pivotal role of health perceptions, safety concerns, brand reputation, convenience, quality, and marketing strategies in shaping consumer preferences. Employing primary data collection via interview schedules, the study adopts a multistage sampling method to ensure representation across various clusters in the Ramanathapuram district. Statistical tools including multiple regression analysis and Principal Component Analysis (PCA) are applied to analyze the data, revealing significant predictors and their impact on consumer behavior. The results underscore the importance of factors such as need recognition, information search, evaluation of alternatives, purchase decision, consumption, post-purchase evaluation, and cultural influences in driving consumer choices. These findings offer valuable insights for understanding and influencing consumer behavior in the drinking water market.

Keywords: Consumer Purchasing Behavior; Packaged and Unpackaged Drinking water; and Marketing strategies

Introduction

Consumer purchasing behavior regarding packaged and unpackaged drinking water is influenced by a myriad of factors ranging from health perceptions to marketing strategies. This paper synthesizes existing literature to identify key determinants shaping consumer preferences and attitudes towards drinking water. Drawing on various studies, it highlights the significance of health trends, safety concerns, brand reputation, convenience, and quality in driving consumer decisions. The study employs a primary data collection methodology, utilizing interviews to gather firsthand insights into consumer behaviors and perceptions. By applying statistical techniques such as multiple regression analysis and Principal Component Analysis (PCA), the study aims to uncover the underlying factors influencing consumer purchasing behavior. Through this research, a comprehensive understanding of the dynamics shaping consumer choices in the drinking water market will be attained, providing valuable insights for stakeholders in the industry.

Review of Literature

To identify the factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water, the researcher has revealed several studies that highlight various determinants shaping consumer preferences and attitudes. Nithyanandam (2000)[1] analyzed the consumption patterns of packaged mineral water, revealing that companies position mineral water as a health product, capitalizing on consumer health trends to enhance market appeal. This strategic positioning likely influences consumer perceptions and drives the demand for packaged water by associating it with health benefits. Mirajul Haq, Usman Mustafa, and Iftikhar Ahmad (2001)[2] conducted a study in the Abbottabad district using the Contingent Valuation Method (CVM) and Averting Behavior Approach (ABA) to evaluate drinking water services. Their findings highlighted that education, awareness, availability of water sources, and water quality significantly influence households' willingness to pay for improved water services, thereby affecting their choice between packaged and unpackaged water. Keith J Petrie and Simon Wessely (2004)[3] discussed the modern health

paradox where bottled water is marketed as a cleaner and safer alternative to tap water in developed regions, despite tap water being significantly cheaper and often equally safe. This marketing strategy leverages consumer concerns about health and purity, promoting bottled water as a healthier option. Jeya (2007)[4] found that consumer attitudes toward branded mineral water are influenced by various factors including brand attributes, health benefits, and psychological, social, and physiological considerations. This comprehensive view on consumer behavior underscores the importance of perceived benefits and brand reputation in shaping purchasing decisions. Beverfood (2008)[5] reported a global increase in bottled water consumption, driven by economic and health considerations. The study emphasized Italy's prominent role in the industry, with high production and consumption rates reflecting broader consumer trends towards packaged water. Richard (2011)[6] examined the growth of bottled water sales from 2007 to 2010, attributing the positive performance to changing consumer attitudes towards health. The research highlighted how health-conscious behaviors are a significant factor in the sustained demand for bottled water. Zhihua Hue et al. (2011)[7] highlighted that U.S. consumers' decisions to purchase bottled water are often based on perceptions of local water quality and safety. Negative perceptions of tap water drive consumers towards bottled water, emphasizing the importance of perceived safety in purchasing behavior. Morton and Mahler (2011)[8] revealed that gender and education significantly influence environmental risk perceptions and water consumption choices. Younger individuals and women, who are more health-conscious and responsive to marketing, tend to prefer bottled water. Interestingly, general environmental concerns do not necessarily deter bottled water consumption, pointing to a complex interplay of factors influencing consumer decisions. Narasimha Rao et al. (2019)[9] focused on engineering students and faculty in Guntur, finding that health, safety, taste, quality, image, and advertisements influence the purchase of packaged water. The study also noted that well-educated individuals tend to favor packaged water due to heightened health awareness. Lisha Patel and Prinsa Patel (2020)[10] identified taste, bottle shape and size, availability, quality, and safety as key factors influencing bottled water purchases. Consumers prefer bottled water for its convenience and perceived safety, especially when traveling. Rajendran and Kumaraselvan (2015)[11] studied consumer attitudes in Mumbai, finding that health reasons are a primary driver for mineral water purchases. The study also highlighted the role of advertising and brand reputation in shaping consumer preferences. Arti Anilbhai Patel and Prinsa Maheshbhai Patel (2019)[12] emphasized that taste, price, availability, packaging convenience, brand reputation, product quality, and health safety considerations significantly influence bottled water purchasing decisions in Bardoli City. Bidhu Bhusan Mishra and Shoven Mohanty (2018)[13] discussed the increasing acceptance of packaged water due to perceived health benefits, convenience, and the inadequacy of tap water quality. The study identified several drivers of bottled water consumption, including population shifts, water scarcity, health awareness, and tourism. In summary, the literature reveals that consumer purchasing behavior regarding packaged and unpackaged drinking water is influenced by a combination of health perceptions, safety concerns, brand reputation, convenience, quality, and marketing strategies. These factors collectively shape consumer preferences and drive the demand for packaged water over tap water in various contexts.

Objectives

To identify the factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water.

Methodology

The study employs a primary data collection methodology, utilizing interview schedules administered to consumers purchasing both packaged and unpackaged drinking water in the Ramnad district. These interview schedules facilitate direct interaction with consumers, providing valuable insights into their awareness, purchasing behaviors, and perceptions related to drinking water. A simple random sampling method has been adopted, focusing on various clusters of agencies actively functioning in water supply services across all Taluks in the Ramanathapuram district. The interview schedules include structured questions designed to elicit information on factors such as Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Purchase, Consumption, Post-Purchase Evaluation, and Cultural Factors, as well as awareness of both packaged and unpackaged drinking water. This methodology highlights the importance of engaging directly with consumers to obtain firsthand perspectives and experiences. It leverages the assistance of water supply agencies, including those providing unpackaged water via lorries (both purified and non-purified) and door-step packaged water suppliers, thereby contributing to a rich and context-specific understanding of the study area.

Sampling

In multistage sampling, random selection happens at each step without replacement. Firstly, clusters like taluks are picked randomly from the population, ensuring fairness. The total sample size is 460, with 85 purchasing packaged water and 375 purchasing unpackaged water. For example, in Ramanathapuram, a few taluks would be selected. Then, all water agencies in those chosen clusters are included since they each have an equal chance of being selected. For instance, all 17 packaged water agencies in Ramanathapuram would be

chosen. Lastly, respondents are randomly chosen from each agency, ensuring fairness. This method guarantees a representative sample where every unit has an equal chance of being chosen.

Statistical tools for analysis

Multiple regression analysis and Factor analysis (Principal Component Analysis-Extraction Method) are used for analyzing the data to make the result as fruitful to the society for the understanding of factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water.

Table 1. Model Summary for the consumer purchasing behavior concerning packaged and unpackaged drinking water

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963[a]	.927	.925	.32178
a. Predictors: (Constant), Cultural Factors, Purchase, Post-Purchase Evaluation, Consumption, Need Recognition, Information Search, Purchase Decision, Evaluation of Alternatives				

Source: Computed from Primary Data

The table presents a "Model Summary" for a regression analysis aimed at identifying the factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water. The predictors in this model include Cultural Factors, Purchase, Post-Purchase Evaluation, Consumption, Need Recognition, Information Search, Purchase Decision, and Evaluation of Alternatives. The correlation coefficient (R) of .963 indicates a very strong positive relationship between the predictors and the dependent variable, suggesting that the predictors collectively have a substantial impact on purchasing behavior. The R Square value of .927 means that approximately 92.7% of the variance in consumer purchasing behavior can be explained by the model, indicating high explanatory power. The Adjusted R Square value of .925, slightly lower than the R Square, confirms the robustness of the model even when accounting for the number of predictors, suggesting that adding more predictors contributes meaningful explanatory power rather than overfitting. The standard error of the estimate, .32178, measures the average distance that the observed values fall from the regression line, with the relatively low standard error suggesting reasonably accurate model predictions. Overall, the high R and R Square values imply the model is highly effective in explaining the variation in consumer purchasing behavior, with the included predictors significantly influencing the dependent variable. The adjusted R Square value supports the model's reliability and validity, indicating minimal overfitting, while the low standard error highlights the precision of the model in estimating consumer behavior. This suggests that the model is highly effective and reliable in identifying the factors influencing consumer purchasing behavior for drinking water, providing valuable insights for understanding and predicting consumer choices in this context.

Table 2. ANOVA for the consumer purchasing behavior concerning packaged and unpackaged drinking water

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	588.685	8	73.586	710.688	.000[b]
	Residual	46.697	451	.104		
	Total	635.383	459			
a. Dependent Variable: Consumer Purchasing Behaviour on Drinking Water						
b. Predictors: (Constant), Cultural Factors, Purchase, Post-Purchase Evaluation, Consumption, Need Recognition, Information Search, Purchase Decision, Evaluation of Alternatives						

Source: Computed from Primary Data

The ANOVA table presents the analysis of variance for a regression model aimed at identifying the factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water. The Regression sum of squares (588.685) indicates the variation explained by the model, showing how much of the total variation in consumer purchasing behavior is accounted for by the predictors (Cultural Factors, Purchase, Post-Purchase Evaluation, Consumption, Need Recognition, Information Search, Purchase Decision, and Evaluation of Alternatives). The Residual sum of squares (46.697) represents the variation not explained by the model, reflecting the error term. The Total sum of squares (635.383) combines both explained and unexplained variations, representing the total variation in consumer purchasing behavior. The degrees of freedom for regression (8) correspond to the number of predictors, while the residual degrees of freedom (451) reflect the number of observations minus the predictors minus one, and the total degrees of freedom (459) account for all observations minus one. The Mean Square values for regression (73.586) and residual (.104) indicate the average variation explained by each predictor and the average unexplained variation per observation, respectively. The F-statistic (710.688), calculated as the ratio of the mean square regression to the mean square residual, signifies that the model explains a significant amount of the variation in the dependent variable. The significance value ($p = .000$) confirms the model's statistical significance, suggesting a very low probability that the observed relationship is due to chance. Overall, the ANOVA results indicate that the regression model is highly effective in explaining consumer purchasing behavior for drinking

water, with the predictors significantly influencing the dependent variable and the model demonstrating strong explanatory power and statistical significance.

Table 3. Coefficients for the consumer purchasing behavior concerning packaged and unpackaged drinking water

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.682	.057		-12.056	.000
	Need Recognition	.208	.024	.197	8.810	.000
	Information Search	.197	.028	.168	6.930	.000
	Evaluation of Alternatives	.166	.028	.162	5.831	.000
	Purchase Decision	.110	.029	.097	3.768	.000
	Purchase	.173	.030	.160	5.806	.000
	Consumption	.124	.023	.120	5.308	.000
	Post-Purchase Evaluation	.173	.020	.153	8.857	.000
	Cultural Factors	.152	.017	.149	9.070	.000
a. Dependent Variable: Consumer Purchasing Behaviour on Drinking Water						

Source: Computed from Primary Data

The coefficients table provides detailed insights into the regression model, highlighting the contributions of each predictor to consumer purchasing behavior concerning packaged and unpackaged drinking water. The model shows that each predictor significantly impacts purchasing behavior, as indicated by the positive B values. For example, Need Recognition (B = 0.208, t = 8.810), Information Search (B = 0.197, t = 6.930), and Cultural Factors (B = 0.152, t = 9.070) are all significant predictors, with Cultural Factors being particularly influential. The standardized coefficients (Beta) reveal the relative strength of these impacts, with Need Recognition (Beta = 0.197) and Cultural Factors (Beta = 0.149) standing out. The constant (B = -0.682, t = -12.056) is also significant, although its negative value is less meaningful in isolation. All predictors have p-values of .000, underscoring their statistical significance. This robust model effectively highlights the multifaceted nature of consumer purchasing behavior, emphasizing the importance of both individual and contextual factors in shaping decisions regarding drinking water. Overall, the results validate the model's explanatory power and the critical roles of the included predictors.

Table 4. Descriptive Statistics and Communalities for the consumer purchasing behavior concerning packaged drinking water

Consumer Purchasing Behavior	Mean	Std. Deviation	Analysis N	Initial	Extraction
Need Recognition	2.7294	1.25725	85	1.000	.804
Information Search	2.9294	1.03266	85	1.000	.922
Evaluation of Alternatives	2.9059	1.30588	85	1.000	.879
Purchase Decision	2.6000	1.16701	85	1.000	.881
Purchase	2.6235	1.20492	85	1.000	.885
Consumption	2.6000	1.15676	85	1.000	.891
Post-Purchase Evaluation	2.8824	1.16916	85	1.000	.835
Cultural Factors	2.9176	1.25558	85	1.000	.857
a. Only cases for which Type of Drinking water purchasing frequently = Packaged Drinking Water are used in the analysis phase. Extraction Method: Principal Component Analysis.					

Source: Computed from Primary Data

The descriptive statistics from the table illustrate that the mean consumer response scores for various factors affecting purchasing behavior of packaged drinking water fall within a moderate range (ranging from 2.6 to 2.9), with a reasonable degree of variability indicated by the standard deviations. Meanwhile, the communalities analysis underscores the efficacy of the Principal Component Analysis (PCA) extraction method, with extraction communalities ranging from 0.804 to 0.922. Notably, Information Search, Purchase Decision, and Consumption exhibit notably high communalities, suggesting these factors are pivotal in elucidating consumer purchasing behavior. This suggests that the model effectively captures the variance within each predictor, affirming the relevance and significance of the factors considered. In essence, these findings affirm the model's proficiency in identifying and elucidating the key determinants influencing consumer purchasing behavior regarding packaged drinking water.

Table 5. Total Variance Explained for the consumer purchasing behavior concerning packaged and unpackaged drinking water

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.954	86.931	86.931	6.954	86.931	86.931
2	.277	3.464	90.395			
3	.183	2.285	92.680			
4	.174	2.179	94.859			
5	.125	1.561	96.419			
6	.111	1.386	97.805			
7	.103	1.281	99.086			
8	.073	.914	100.000			
Extraction Method: Principal Component Analysis.						
a. Only cases for which Type of Drinking water purchasing frequently = Packaged Drinking Water are used in the analysis phase.						

Source: Computed from Primary Data

The table presents the results of Principal Component Analysis (PCA) aimed at identifying the factors influencing consumer purchasing behavior regarding packaged and unpackaged drinking water. The "Total Variance Explained" section indicates the extent to which each component accounts for the variance in the data. The initial eigenvalues demonstrate that the first component explains a substantial portion of the variance (86.931%), suggesting it is a significant determinant of consumer behavior. As subsequent components are added, the cumulative percentage of variance explained steadily increases, with the first four components collectively explaining around 94.859% of the variance. This implies that these components capture the most critical aspects of consumer behavior regarding packaged drinking water. However, beyond the fourth component, the incremental increase in explained variance diminishes, indicating diminishing returns in terms of explanatory power. The results suggest that while multiple factors influence consumer behavior, the first few components are most salient in understanding the underlying dynamics. Thus, for the objective of identifying factors influencing consumer purchasing behavior related to packaged and unpackaged drinking water, focusing on the first four components would provide the most meaningful insights.

Table 6. Component Matrix for the consumer purchasing behavior concerning packaged and unpackaged drinking water

Consumer Purchasing Behavior	Component
	1
Need Recognition	.897
Information Search	.960
Evaluation of Alternatives	.938
Purchase Decision	.938
Purchase	.941
Consumption	.944
Post-Purchase Evaluation	.914
Cultural Factors	.926
Extraction Method: Principal Component Analysis.	
a. 1 component is extracted.	
b. Only cases for which Type of Drinking water purchasing frequently = Packaged Drinking Water are used in the analysis phase.	

Source: Computed from Primary Data

The Component Matrix provided offers crucial insights into the factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water. Each factor's correlation with the extracted component sheds light on its importance in shaping consumer decisions. The high loadings (> 0.9) across almost all variables on the first component indicate a strong association between these factors and consumer behavior. Particularly noteworthy are the high correlations of Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Purchase, Consumption, Post-Purchase Evaluation, and Cultural Factors with the first component, suggesting their substantial influence on consumer purchasing behavior. This suggests that consumer decisions regarding packaged and unpackaged drinking water are significantly driven by factors related to recognizing needs, seeking information, evaluating alternatives, making decisions, purchasing, consuming, evaluating post-purchase experiences, and cultural influences. Overall, the Component Matrix underscores the multidimensional nature of consumer behavior and provides valuable guidance for understanding and influencing consumer choices in the context of drinking water consumption.

Table 7. Descriptive Statistics and Communalities for the consumer purchasing behavior concerning unpackaged drinking water

	Mean	Std. Deviation	Analysis N	Initial	Extraction
Need Recognition	3.0240	1.07323	375	1.000	.723
Information Search	3.1067	.99428	375	1.000	.757
Evaluation of Alternatives	3.1867	1.10290	375	1.000	.815
Purchase Decision	2.9227	1.00101	375	1.000	.800
Purchase	2.8960	1.05585	375	1.000	.811
Consumption	2.8747	1.12234	375	1.000	.716
Post-Purchase Evaluation	2.9147	1.00967	375	1.000	.768
Cultural Factors	3.0080	1.13403	375	1.000	.779
a. Only cases for which Type of Drinking water purchasing frequently = Unpackaged Drinking Water are used in the analysis phase. Extraction Method: Principal Component Analysis.					

Source: Computed from Primary Data

The table provides a comprehensive overview of consumer purchasing behavior for unpackaged drinking water, showing mean values for different stages that hover around 3 on a 1-5 scale, indicating moderate importance. The standard deviations, ranging from 0.99428 to 1.13403, suggest consistent variability across behaviors, with cultural factors displaying the most variability. The sample size of 375 ensures reliable findings. Communalities from Principal Component Analysis (PCA) reveal that a high proportion of variance in behaviors, all above 70%, is explained by the extracted factors, with the highest being Evaluation of Alternatives (0.815) and Purchase (0.811). These stages are crucial, reflecting significant consumer emphasis on comparison and decision-making processes. Consumption shows the lowest communality (0.716), implying other factors may influence post-purchase behavior. The notable mean (3.008) and communality (0.779) for Cultural Factors highlight its significant impact on consumer behavior. The consistent standard deviations imply uniform consumer perceptions across purchasing stages, aiding in the prediction and influence of purchasing decisions. Overall, the findings underscore the importance of cultural context and specific purchasing stages in strategizing for the unpackaged drinking water market.

Table 8. Total Variance Explained for the consumer purchasing behavior concerning unpackaged drinking water

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.796	59.953	59.953	4.796	59.953	59.953
2	1.373	17.168	77.121	1.373	17.168	77.121
3	.508	6.351	83.471			
4	.424	5.297	88.768			
5	.298	3.728	92.496			
6	.251	3.138	95.634			
7	.194	2.428	98.062			
8	.155	1.938	100.000			
Extraction Method: Principal Component Analysis.						
a. Only cases for which Type of Drinking water purchasing frequently = Unpackaged Drinking Water are used in the analysis phase.						

Source: Computed from Primary Data

The fact that the first two components together explain 77.121% of the total variance suggests they are highly influential in understanding consumer purchasing behavior for unpackaged drinking water. The dominance of the first component (nearly 60% of variance) implies a strong underlying factor encompassing key aspects such as need recognition, information search, and evaluation of alternatives, crucial in decision-making. The second component, contributing an additional 17.168% of the variance, likely captures additional but less critical aspects of consumer behavior, possibly including cultural influences or post-purchase evaluation. The negligible contribution of the remaining components (3 through 8) indicates that factors beyond the first two do not significantly differentiate consumer behavior patterns in this context. Table 8 reveals that consumer purchasing behavior for unpackaged drinking water is primarily driven by two key components, which together explain 77.121% of the variance. The first component alone accounts for nearly 60%, highlighting its critical role in the purchasing process. The second component, while less dominant, still plays a significant role. The remaining components are relatively insignificant, suggesting that the essential factors influencing consumer behavior are well captured by the first two components identified through PCA. This insight can help focus efforts on the most influential factors when developing marketing strategies and interventions for unpackaged drinking water.

Table 9. Component Matrix for the consumer purchasing behavior concerning unpackaged drinking water

Consumer Purchasing Behavior	Component	
	1	2
Need Recognition	.848	.064
Information Search	.867	-.072
Evaluation of Alternatives	.878	-.212
Purchase Decision	.876	-.182
Purchase	.872	-.224
Consumption	.843	-.077
Post-Purchase Evaluation	.453	.750
Cultural Factors	.335	.817
Extraction Method: Principal Component Analysis.		
a. 2 components extracted.		
b. Only cases for which Type of Drinking water purchasing frequently = Unpackaged Drinking Water are used in the analysis phase.		

Source: Computed from Primary Data

The component matrix illustrates the correlation coefficients between consumer purchasing behaviors and the extracted components from Principal Component Analysis (PCA). Component 1 exhibits strong positive correlations with various stages of decision-making and purchasing behavior, including Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Purchase, and Consumption, indicating its pivotal role in guiding these actions. Conversely, Component 2 shows significant positive correlations with Post-Purchase Evaluation and Cultural Factors, suggesting its focus on factors related to evaluating purchases and cultural influences on consumer preferences. Critical analysis reveals that Component 1 encapsulates the primary process of decision-making and purchasing behavior, while Component 2 highlights post-purchase evaluation and cultural influences. Strengths include the identification of distinct components explaining different aspects of behavior, yet the weak or negative correlations of some behaviors with Component 2 indicate potential gaps in capturing all influencing factors. Marketing strategies can leverage this understanding by targeting key stages outlined in Component 1 and considering post-purchase evaluation and cultural nuances emphasized in Component 2 to ensure effective product acceptance and loyalty. While Table 9 provides valuable insights into driving factors for consumer behavior, it's essential to recognize that some behaviors may be influenced by factors beyond those identified, warranting further exploration and refinement in marketing approaches.

Implications

The findings of this study have several implications for understanding and influencing consumer purchasing behavior in the drinking water market. By identifying key determinants such as health perceptions, safety concerns, brand reputation, and cultural influences, marketers can tailor their strategies to effectively target consumer preferences. Insights from the study can inform product positioning, branding, and marketing communications to resonate with consumer needs and expectations. Moreover, understanding the significance of various stages in the decision-making process, from need recognition to post-purchase evaluation, can guide marketers in developing targeted interventions to influence consumer behavior effectively. Overall, the study offers actionable insights for stakeholders seeking to navigate the complexities of the drinking water market and drive consumer demand.

Recommendations

Based on the findings of this study, several recommendations can be proposed to enhance marketing strategies and interventions in the drinking water market. Firstly, marketers should prioritize addressing consumer health perceptions and safety concerns by highlighting the quality and purity of their products. Leveraging brand reputation and trustworthiness can also be effective in building consumer confidence and loyalty. Additionally, understanding the cultural nuances influencing consumer preferences can inform culturally sensitive marketing campaigns tailored to specific target audiences. Moreover, focusing on key stages in the decision-making process, such as need recognition and post-purchase evaluation, can enable marketers to develop targeted interventions that resonate with consumer needs and motivations. By incorporating these recommendations into their strategies, marketers can effectively influence consumer purchasing behavior and drive demand for packaged and unpackaged drinking water products.

Conclusion

In conclusion, this study provides valuable insights into the factors influencing consumer purchasing behavior concerning packaged and unpackaged drinking water. Through a comprehensive review of literature and primary data analysis, the study identifies key determinants such as health perceptions, safety concerns,

brand reputation, and cultural influences. The findings highlight the importance of understanding consumer preferences and attitudes at various stages of the decision-making process, from need recognition to post-purchase evaluation. By leveraging these insights, marketers can develop targeted strategies to effectively influence consumer behavior and drive demand for drinking water products. Overall, this research contributes to a deeper understanding of the dynamics shaping consumer choices in the drinking water market, offering actionable recommendations for stakeholders seeking to navigate this complex landscape.

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