

A
PROJECT REPORT
ON
**“STUDY ON MARKET POTENTIAL FOR PACKAGE
DRINKING WATER”**

UNDER TAKEN AT

“MIT School of Distance Education”

IN PARTIAL FULFILMENT OF

“POST GRADUATION DIPLOMA IN MARKETING”

MIT SCHOOL OF DISTANCE EDUCATION, PUNE.

GUIDED BY

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MIT SCHOOL OF DISTANCE EDUCATION PUNE-411038

YEAR 2023-24

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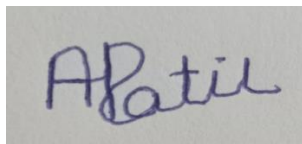
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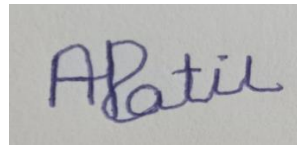
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DECLARATION

I hereby declare that this project report entitled “**STUDY ON MARKET POTENTIAL FOR PACKAGE DRINKING WATER**” bonafide record of the project work carried out by me during the academic year **2023-2024**, in fulfillment of the requirements for the award of “**PGDM**” of MIT School of Distance Education.

This work has not been undertaken or submitted elsewhere in connection with any other academic course.

Sign: -

A rectangular box containing a handwritten signature in blue ink that reads "APatil".

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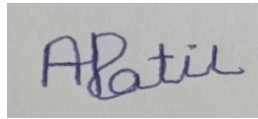
ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere thanks and gratitude to **“Prof. Bonnie Rajesh”**, Faculty of MIT School of Distance Education, for allowing metodommy project work in your esteemed organization. It has been a great learning and enjoyable experience.

I would like to express my deep sense of gratitude and profound thanks to all staff members of MIT School of Distance Education for their kind support and cooperation which helped me in gaining lots of knowledge and experience to do my project work successfully.

At last but not least, I am thankful to my Family and Friends for their moral support, endurance and encouragement during the course of the project.

Sign: -

A rectangular box containing a handwritten signature in blue ink that reads "Abhishek P Patil".

Name: - Abhishek P Patil

Student ID: MIT2022N01442

ABSTRACT

This study investigates the market potential for packaged drinking water, aiming to understand consumer behavior, market trends, and growth opportunities in this rapidly expanding industry. With the global demand for safe and convenient drinking water on the rise, packaged drinking water has become a crucial product for consumers worldwide. The primary purpose of this project is to evaluate the current market dynamics, identify key factors driving the demand, and analyze the competitive landscape to provide actionable insights for stakeholders in the industry.

The importance of this study lies in its ability to provide a comprehensive overview of the packaged drinking water market. As water quality concerns and health awareness increase, more people are opting for packaged drinking water over tap water, driving substantial growth in the market. This trend is further supported by the rising urban population, improved living standards, and the growing prevalence of outdoor activities, which necessitate portable and reliable sources of hydration.

To achieve these objectives, the study employs a mixed-method approach, combining quantitative data analysis with qualitative research. Surveys and interviews with consumers, manufacturers, and retailers offer a detailed perspective on consumption patterns, preferences, and challenges faced by the industry. Additionally, market data is analyzed to forecast future growth, identify emerging trends, and evaluate the impact of regulatory frameworks on market development.

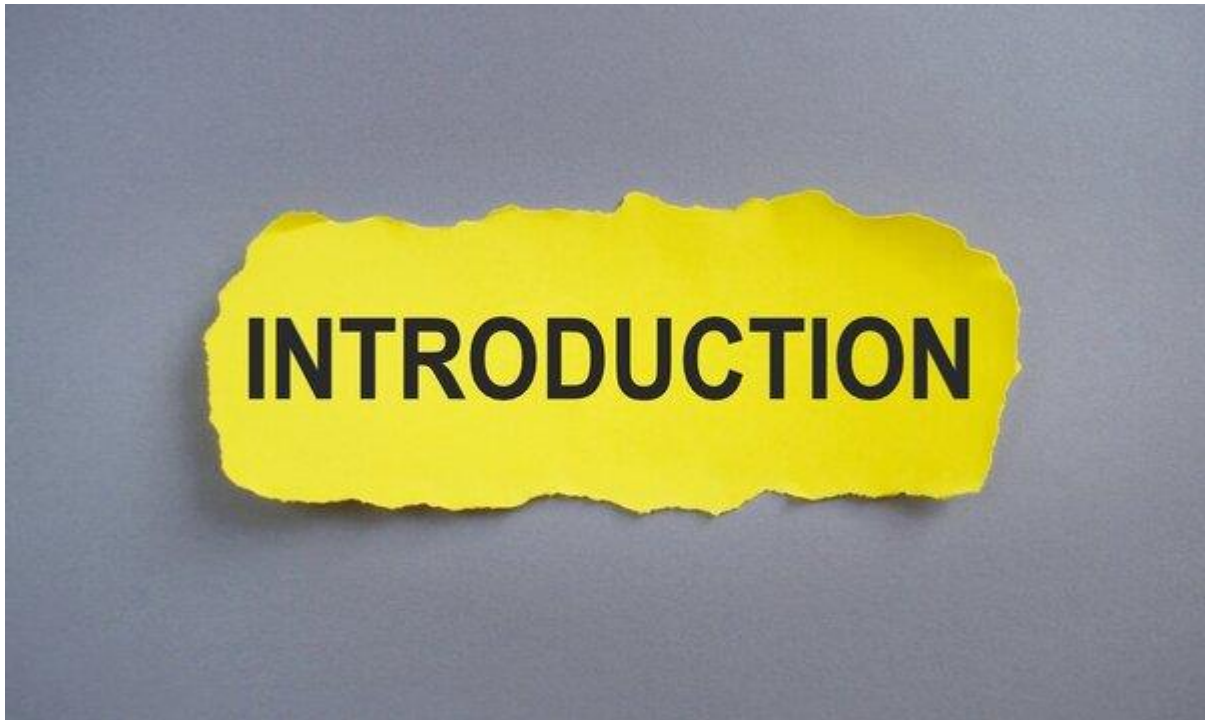
The findings from this study will be invaluable for businesses, investors, and policymakers. Businesses can leverage these insights to refine their marketing strategies, develop innovative products, and improve their supply chain operations. Investors can use the data to make informed decisions about market entry and expansion. Policymakers can better understand the market dynamics to formulate regulations that ensure the availability of safe and affordable drinking water for all.

In conclusion, this study on the market potential for packaged drinking water aims to shed light on the significant growth opportunities in the sector and provide strategic recommendations to capitalize on these opportunities. By understanding the key drivers and challenges, stakeholders can better navigate the evolving landscape of the packaged drinking water industry.

TABLE OF CONTENTS

Chapter No.	Title	Page No.
1	Introduction	07
2	Conceptual Framework	10
3	Review of Literature	18
4	Data Presentation & Analysis	21
5	Conclusion/Findings	43
6	Suggestions/Recommendations	45
7	References/Bibliography	46
8	Annexure	47

CHAPTER1: INTRODUCTION



All living things need water. The Earth is full of water. Water is the most essential element, next to air, to our survival. Water makes up more than two thirds of the weight of the human body, and without it, we would die in a few days. Water is important to complete daily life and to maintain our body health. Thirty years ago, “packaged drinking water” barely existed. Nowadays the product forms an essential business by its stable and still growing market locally and globally.

Packaged drinking water can be described as any product, including natural spring or well water, taken from municipal or private utility systems or other water, distilled water or any of the foregoing to which chemicals may be added and which are put into sealed bottles, packages or other containers, to be sold for domestic consumption or culinary use. In 2013 the global packaged drinking water market is forecast to have a value of \$94.2 billion, an increase of 41% since 2007. This increasing trend reveals that the product meets the demand of countless consumers.

❖ **Objective of the Project:**

- To study on packed water product.
- To study the brand awareness of packaged drinking water.
- To find out the market potential for package drinking water.
- To know what is the suitable time for package drinking water.
- To knowing using place of package drinking water.
- To study the various stores of package drinking water.

❖ **Research Methodology:**

The research will be according to the survey method as it covers a wider range of people as compared to other research methods and ensures accurate result to draw conclusions.

❖ **Research Design:**

- The research design used for the study is descriptive.
- Researcher applied specific procedures to study the overall validity and reliability of the questionnaire by applying quantitative approach.

❖ **Sources of Data:**

1) Primary Data

- Personal Survey
- Electronic/Internet Survey

2) Secondary Data

- Websites

1) **Data collection techniques:**

- The data were collected through Google form, forwarded to respondents through WhatsApp.

2) **Sample size:**

- The sample size used for study is 100

3) Sampling method:

- The respondents are selected based on convenience sampling.

❖ Statistical Tools:

- The data collected through questionnaires were analyzed using simple percentage analysis.

❖ Justification:

I have taken the survey method, and I will derive the information from quantitative data. Survey questions will be conducted online and asked on various social media platforms where the people have to answer the questions. It also talks about the market potential for package drinking water and the quality package water provided to them and moreover, the survey method will also allow people to give them the freedom of stating their point of view with regards to their experience of package drinking water. I will ask closed-ended questions in the form of multiple-choice questions or rating scales. By asking these questions, I will have quantitative information regarding people's preferences for packaged water, and it will also give a clear idea about their satisfaction levels. Finally, observations will bring results through research methods and analysis will be derived at with the help of the research data available to them thus finding information whether what is the potential for package water.

❖ Scope of Study:

- The scope of study is to find out market potential for package water.

❖ Importance of Study:

- The importance of this research is that it defines consumers' attitudes towards packaged water, and how is the quality of package water.
- Market potential on package drinking water which is good for trips people can use it anywhere outside home.

❖ Limitation of the Study:

- The opinion of the taken sample can't be taken as the opinion of the whole population. It may or may not be biased because data mainly depends on respondent's view.
- The data is collected from limited number of responses.
- The research is conducted in the specific time frame and specific space boundary.

Chapter 2: - Conceptual Framework



❖ History:

India is the tenth largest packaged drinking water consumer in the world. In 2002, the industry had an estimated turnover of Rs.10 billion (Rs.1, 000 crores) Today it is one of India's fastest growing industrial sectors Between 1999 and 2004, the Indian packaged drinking water market grew at a compound annual growth rate (CAGR) of 25 percent the highest in the world.

With over a thousand packaged drinking water producers, the Indian packaged drinking water industry is big by even international standards. There are more than 200 brands, nearly 80 per cent of which are local. Most of the small-sale produces sell non-branded products and serve small markets in fact, making packaged drinking water is today a cottage industry in the country. Leave alone the metros, where a packaged drinking water manufacturer can be found even in a one-room shop, in every medium and small city and even some prosperous rural areas there are packaged drinking water manufacturers.

Despite the large number of small producers, this industry is dominated by the big players - Parle Bisleri Coca Cola PepsiCo, and Parle Agro and so on. Parle was the first major Indian company to enter the packaged drinking water market in the country when it introduced Bisleri in India 25 years ago.

The total Annual bottled water consumption in India had tripled to 5 billion liters in 2004 from 1.5 billion liters in 1999. Global consumption of packaged water was nearing 200 billion liters in 2006.

❖ INDIAN PACKAGED DRINKING WATER MARKET: -

The Water shortage around the world and particularly in third world countries has opened new avenues for packaged drinking water Industry. If we compare the growth and status of Indian packaged drinking water Industry with western or Asian market, we are far behind in terms of quantum, infrastructure, professionalism & standards' implementation.

Multinationals have entered Indian Shores, making rapid strides in Indian Market and have eroded market share, image and infrastructure of leaders and small players alike. My belief is that through methodical approach, Indian companies can withstand this onslaught, which is threatening to gobble up the competition & eventually, the Market. Though in a way, this entry has provided a semblance of professionalism to the market and Indian firms have noted the same. Unless a matching product, not necessarily coming from huge infrastructure matching them, is brought in the market, it would be reduced to no competition.

❖ DEFINITION OF PACKAGED DRINKING WATER: -

Packaged drinking water shall mean any product, including natural spring or well water taken from municipal or private utility systems or other water, distilled water, demineralized water or any of the foregoing to which chemicals may be added, which are put into sealed bottles, packages or other containers, to be sold for domestic consumption or culinary use, involving a likelihood of such water being ingested by human beings.

❖ VARIETY OF PACKAGES: -

Bottled water is sold in a variety of packages: pouches and glasses, 330 ml bottles, 500 ml bottles, one-liter bottles and even 20- to 50-litre bulk water packs. The formal packaged water business in India can be divided broadly into three segments in terms of cost: premium natural mineral water, natural mineral water and packaged drinking water. Premium natural mineral water includes brands such as Evian, San Pellegrino and Perrier, which are imported and priced between Rs.80 and Rs.110 a liter. Natural mineral water, with brands such as Himalayan and Catch, is priced around Rs.20 a liter. Packaged drinking water, which is nothing but treated water, is the biggest segment and includes brands such as Parle Bisleri, Coca-Cola's Kinley and PepsiCo's Aquafina. They are priced in the range of Rs.10-12 liter.

❖ Global Scenario:

❖ INTERNATIONAL STANDARDS FOR PACKAGED DRINKING WATER: -

The intergovernmental body for the development of internationally recognized standards for food is the Codex Alimentary Commission (CAC). WHO, one of the co-sponsors of the CAC, standards for all bottled waters?

The CAC has developed a Codex Standard for Natural Mineral Waters and an associated code of practice. The Codex Standard describes the product and its labeling, compositional and quality factors, including limits for certain chemicals, hygiene, packaging and labeling. The Codex Code of Practice for Collecting, Processing and Marketing of Natural Mineral Waters provides guidance to the industry on a range of good manufacturing practices matters. While CAC standards and recommendations are not strictly mandatory, Codex health and safety requirements are recognized by the World Trade Organization as representing the international consensus for consumer protection and any deviation from Codex recommendations may require a scientifically-based justification. This Commission is currently developing a draft of a Codex Standard for Bottled/Packaged Waters to cover drinking-water other than natural mineral waters. Under the existing Codex Standard and Code of Practice, natural mineral waters must conform to strict requirements concerning, for example, their direct collection and bottling without further treatment from a natural source, such as a spring or well. In comparison, the draft Codex Standard for Bottled Packaged Waters has been proposed to include waters from other sources, in addition to springs and wells, and treatment to improve their safety and quality. The distinctions between these standards are especially relevant in regions where natural mineral waters have a long cultural history. Within the CAC, the Codex Committee for Natural Mineral Waters, which is hosted by Switzerland, is responsible for the development of draft Codex Standards and Codes of Practice in consultation with other relevant Codex Committees, notably the Codex Committees on Food Additives and Contaminants and Food Hygiene. Parties interested in participating in this work of Codex should contact the National Codex Contact Point in their country.

It should be noted that neither the CAC nor WHO offer certification of any bottled or mineral water products. In this regard, WHO does not permit its name or emblem to be used in connection with any commercial purposes? While many countries have national standards for bottled waters and some have national certification schemes, no universally accepted international certification scheme now exists. Persons seeking information on bottled water certification should approach the national authorities in the country concerned.

❖ **Company Profile: -**

Bisleri



Founded	1965
Headquarters	Mumbai, India
Key people	Felice Bisleri (Founder) Ramesh J. Chauhan (Chairman Bisleri International Pvt. Ltd.)
Products	Bottled water
Parent	Parle Bisleri Ltd

Bisleri was originally an Italian company created by Felice Bisleri, who first brought the idea of selling bottled water in India. Bisleri then was introduced in Mumbai in glass bottles in two varieties - bubbly & still in 1965. Parle bought over Bisleri (India) Ltd. in 1969 and started bottling water in glass bottles under the brand name Bisleri". Later Parle switched over to PVC non-returnable bottles & finally advanced to PET containers. In 1995 Ramesh J. Chauhan started expanding Bisleri operations. In 2003 Bisleri announced its venture to Europe. After that Ramesh J. Chauhan sold his stake to Wakharikar & Sons, but all operations are under Ramesh J. Chauhan.

Bisleri is a brand of KINLEY bottled water in India. Bisleri has 60% market share in packaged drinking water in India. It is available in 8 pack sizes: 250ml cups, 250ml bottles, 500ml, 1 litre, 1.5 litres, 2 litres. 5 litres, and 20 litres. Its operations run throughout the subcontinent of India and are one of the leading bottled water supplying companies in India. As of 2007, Bisleri has 8 plants & 11 franchisees.

Kinley was launched in India in the year 2000. Kinley was able to garner market share of 24 percent in the packaged drinking water segment in a little more than a year from its launch.

Instead of setting up manufacturing facilities for KINLEY there were tie ups with existing plants and the route of contract manufacturing was taken for Kinley's expansion. This strategy allowed the company to save on both time and resources in India. By tying up with existing facilities, CCI (Coca Cola India) managed to score on the distribution aspect by making its brand, Kinley available throughout the country which gave credence to its rising market share in India.

AQUAFINA



Aquafina is an American brand of purified bottled water that is produced by PepsiCo, consisting of both unflavoured and flavoured water. The Aquafina brand name is also licensed for use on multiple skin care products, including lip balm and wrinkle cream. It was first distributed in Wichita, Kansas in 1994, before becoming more widely sold across the United States, Canada, Spain, Peru (called "San Carlos"), Lebanon, Turkey, the GCC countries, Iran, Egypt, Morocco, Vietnam, Pakistan, and India to compete with The Coca-Cola Company's Dasani and Dr. Pepper Snapple's Deja Blue. As of 2009, Aquafina represented 13.4 percent of domestic bottled water sales in the United States, making it the number one bottled water brand as measured by retail sales.

Skin care products, including lip balm and wrinkle cream. It was first distributed in Wichita, Kansas in 1994, before becoming more widely sold across the United States, Canada, Lebanon, Turkey, Saudi Arabia, Vietnam, Pakistan, India and Spain. As of 2009, Aquafina represented 13.4 percent of domestic bottled water sales in the United States, making it the number one bottled water brand as measured by retail sales. Its primary competition includes Dasani, Nestlé Pure Life, Poland Spring and private-label water brands.

The advantage for Aquafina is that though there are over 300 labels of bottled water in the Indian market, few can be called brands. It is necessary to remember that every product with a name is not a brand; even Bisleri has become generic to this category. It does not have any emotional values attached to it. So there was no difficulty for Pepsi in creating space in such a market, which is completely different from the soft drinks market. Although Aquafina is only available in a 750 ml pet bottle, the pricing, at Rs.10, is competitive. And it is safe. In addition to the tamper proof seal, there is a reliable method of checking whether the bottle has been refilled. The date of manufacturing has been written on the cap as well as on the bottle. Thus a person who is refilling it would have to find a matching cap and bottle, the probability of which is very low.

Triveni



Being in the business for the last over 25 years, we combine critical experience in water management with a strong engineering background to provide high quality solutions using cutting edge technologies to take on and meet challenges at every stage. We offer a whole gamut of Products and Services, be it Component, Equipment, Technology or End to End solution, all through our thorough understanding of water management.

For substantiality of solutions to water problems, water economics cannot be ignored as each drop of water counts. While technological advancements have now thrown up solutions to most problems, economic arguments often hamper their adoption. With the expertise to build water economies into our solutions, Triveni ensures that economic sustainability is at the core of what we do, equipping you to stay ahead of the time for times to come. Triveni, as an expert in water economics, provide range of Products and Services for Industrial and Municipal applications, through wide spectrum of technologies including physical, chemical, biological for Water treatment, Waste Water treatment, Desalination and Reuse & Recycling systems supported by an extensive range of After sales services through Customer Care cell. We believe in bringing the right optimum & economical solution for each of the water related treatment issues or which we have whole range of technologies. Wherever required, we have established linkages with global technology leaders in order to bring the best solutions.

Core Concepts:

❖ DEFINITION OF MARKET POTENTIAL: -

Market potential analysis is a primary analytic service performed by Mapping Analytics. We have the people, experience, tools, and data required to perform sophisticated and accurate market sizing. Market potential is the limit approached by market demand as industry marketing expenditures approach infinity for a given marketing environment.

The market forecast shows expected market demand, not maximum market demand. Level of market demand resulting from a "very high" level of industry marketing expenditure, where further increases in marketing efforts would have little effect in stimulating further demand.

❖ Company demand: -

Company demand is the company's estimated share of market demand at alternative levels of company marketing effort in a given time period. The company's share of market demand depends on how its products, services, prices, communications, and so on are perceived relative to the competitors."

❖ WAYS TO MEASURES MARKET POTENTIAL: -

A typical way is to look through publicly available data to get the number of people/potential customers in the city, and then get analyst data on the existing shoe sales and competitors. Next, perform a competitive analysis to estimate how much market share your client company could get in this city.

- Market demand is usually the biggest indicator of the potential growth for new emerging companies however demographics can reveal an unmet need for new products or services when the study of psychographics is merged with the data.
- Another way is to spy on all the existing stores in the target market, count how many customers go through the doors, count cars in the parking lots, get to know the managers and find out what the daily receipts are, etc. this will teach more than just looking up census data; but is not a replacement.
- Once Pi has been calculated for all the possible locations, the site with the highest market potential may be found, but in practice the prediction of likely sales rarely reflects the true situation Calculation of the greatest amount of potential sales of a particular product in that product industry in a specific time period. The total market potential is calculated by multiplying the number of buyers in the market by the quantity purchased by the average buyer, by the price of one unit of the product. For example, if there are one million potential buyers of a particular product in the market and the average buyer buys four units each year at a price of one dollar per unit, the total market potential for that product for the year is one million times four, times one, or four million. Total market potential may be stated in dollars or units

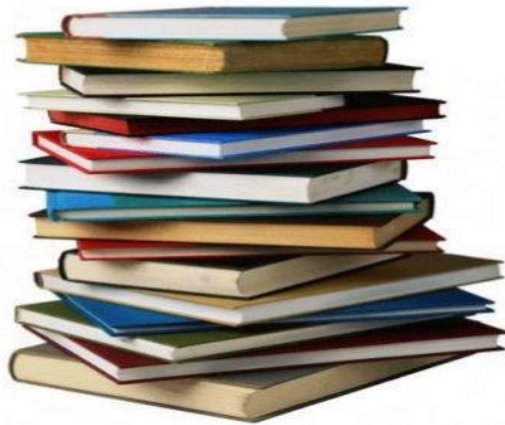
Benefits of Market Potential Analysis: -

- Understand market potential for a single store, network of stores or a new market.
- Deploy resources effectively by ranking markets in priority order.
- Forecast total opportunity in terms of number of customers and revenue potential.
- Estimate your market share.

- ❖ A market potential analysis from Mapping Analytics may include: -
 - A customer profile to understand where to find more like them
 - Market penetration and market share reports showing performance in existing markets and expected performance in new markets
 - Market ranking reports allowing you to prioritize resource deployment into new Markets.
 - A geographic view of market opportunity on detailed.

Chapter-3-Review of Literature:

LITERATURE REVIEW



waterBohmer H, Resch K.L. (2000)

in their article, “Mineral water or tap water- A systematic analysis of the literature concerning the question of microbial safety”, say that based on sporadic reports of microbial contamination of mineral waters, it has been recommended that, for safety reasons, particularly immune compromised patients should drink tap water rather than bottled mineral water. However, in terms of safety, evidence of the clinical consequences may allow a better estimate than a positive in vitro test for contamination. Therefore, they reviewed the literature on documented disease out breaks due to contaminated mineral and tap waters. Cases of contamination of tap water were documented in nearly all countries. In 35 communications they found reports on a total of 423,000 cases of disease outbreaks due to contaminated tap water, in some cases even with lethal outcome. Main diagnosis was gastroenteritis, and main species of microorganism was cryptosporidium. In contrast, there was no documented case of disease outbreak due to contaminated bottled mineral water. Tap water as well as bottled water is both supremely safe components of nutrition. The recommendation that tap water is better than mineral water, particularly for high-risk patients, is not supported by the literature.

K. Nithyanandan (2000)

In his project work entitled, “Market status of mineral water industry with a special reference to TEAM”, reflects that consumption patterns are changing in packaged mineral water industry. Mineral water is now served on trains and aeroplanes. Besides the standard one-litre bottled water which is still the largest seller, a variety of pack sizes have been introduced. Mineral water is now available in 200ml pouch, and 500ml bottle, 1 litre and 2 litre bottle, 5 litre jar and 20 litre can. In railway departments, trains run for two days may require about 50,000 litres of mineral water for a journey. In the modern day living, stressful working condition and demanding life style make the body lose its electrolytic balance. With companies positioning mineral water as a ramification of health, it has made the market potential limitless.

G. Durai (2001)

Tried to study the future prospectus of mineral water besides finding out the leading brand in Chennai city. In the case of fast-moving packages, it has been revealed that one-liter bottles are more in demand accounting for 60 per cent of sales as against 10 per cent of sales of two-liter bottles. The fast moving and leading brand were identified as Bisleri due to its taste and creditability of the company. He remarked that safe and reliable water distribution can no longer be taken for granted not even in the most developed countries and the consumer is quite willing to pay more for quality taking into consideration his own need, and his family health.

Joanna Galvez (2011)

concluded that bottled water was the primary source of drinking water for almost all households. Living Waters for the World consumers were more likely than non-consumers to cite price as a reason they preferred a specific brand of bottled water. Living Waters for the World consumers were also more likely to use bottled water for other purposes besides drinking, namely, cooking, preparing food, and brushing their teeth compared to non-consumers. Overall, there were some interesting findings but due to the small sample, it was difficult to perform further analyses. The author speculates that further study is needed with a larger, randomized sample. Qualitative studies can explore more in depth the reasons Living Waters for the World consumers prefer to drink their water. The findings from this research can be used to scale up similar interventions, and set up SWEs that fit with the community consumption practices.

Yvone Lieketseng Liece (2011)

Discussed that bottled water, like any drinking water used for human consumption, should be safe and wholesome to ensure adequate public health protection. This is due to potential health effects of concern such as endocrine disruption, toxicity teratogenicity, mutagenicity and carcinogenicity. Despite the number of regulatory bodies, publications on bottled water and speculations on its public health significance, many questions remain to be answered. One of the questions is whether the shelf life of bottled water is a cause for concern. The aim of the study was to determine the shelf-life of various commercial bottled waters by monitoring the variation in microbiological, chemical and aesthetic qualities of bottled water.

Chapter:4 -Data Presentation & Analysis



4.1 Descriptive Analysis:

Table 1: Age

Age	Frequency
15-25	32
25-50	58
50 & above	10
Total	100

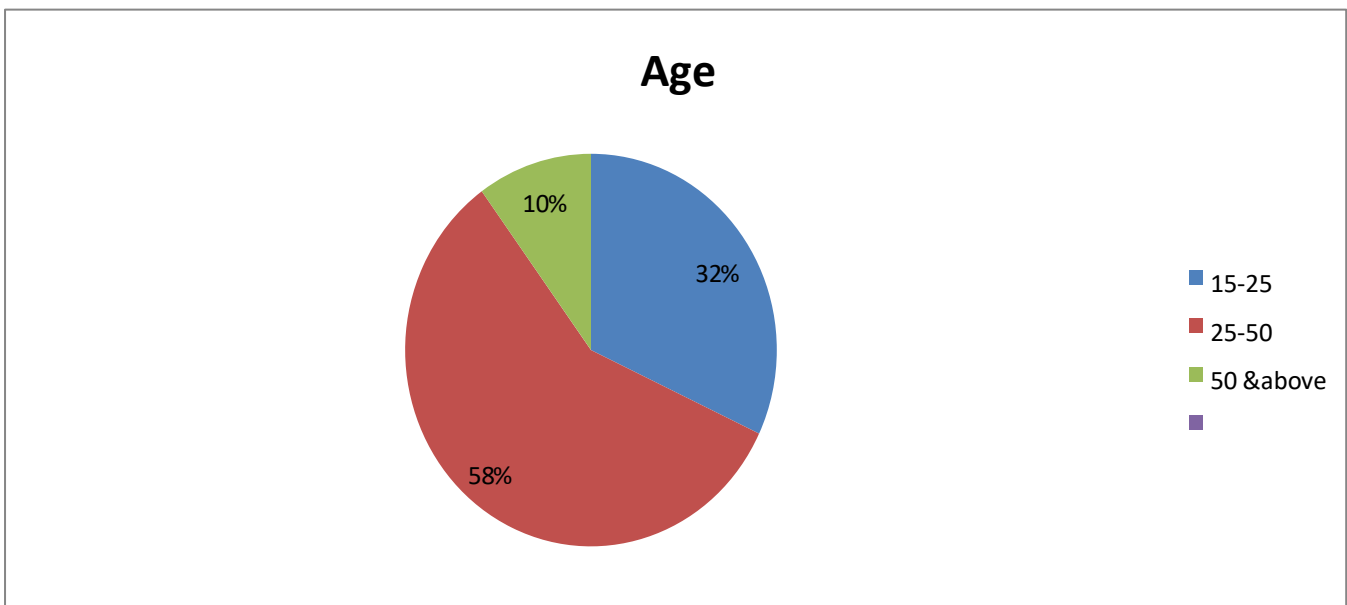


Figure 1: Age

Interpretation:

we have got 100% response between the age from 18-30 which include mainly students, employees, and businessmen. which means the majority population using e- banking includes between this age group.

Table 2: Gender

Gender	Frequency
Male	81
Female	19
Total	100

Gender

100 responses

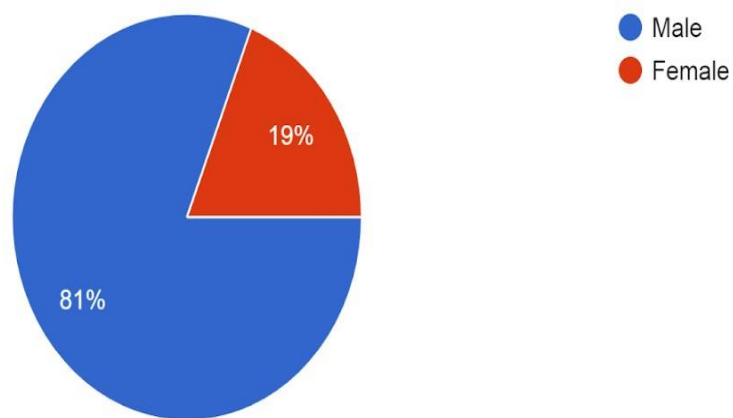


Figure 2: Gender

Interpretation:

With this survey we could understand that the ratio of male and female is the female respondents were 19% and male were 81%.

Table 3: Education Qualification

Education Qualification	Frequency
Undergraduate	42
Graduate	28
Post-Graduate	6
Other	24
Total	100

Education Qualification

100 responses

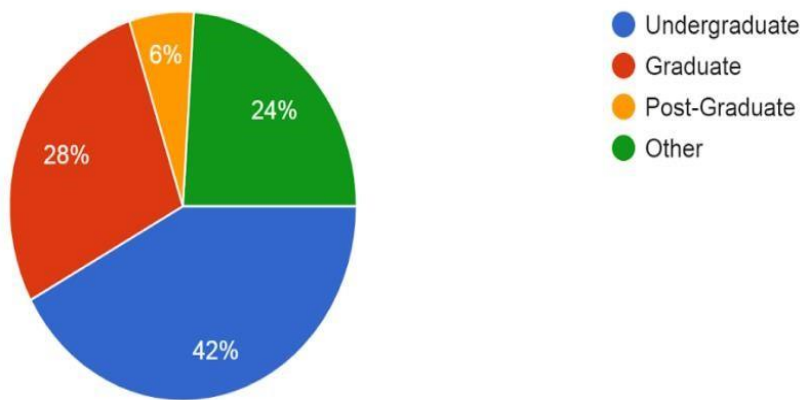


Figure 3: Education Qualification

Interpretation:

Most of the respondents are Undergraduate and graduate. 42% are Undergraduate below that 28% are graduate and remaining 6% are Postgraduate.

Table 4: Marital Status

Marital Status	Frequency
Married	47
Unmarried	53
Total	100

Marital status
100 responses

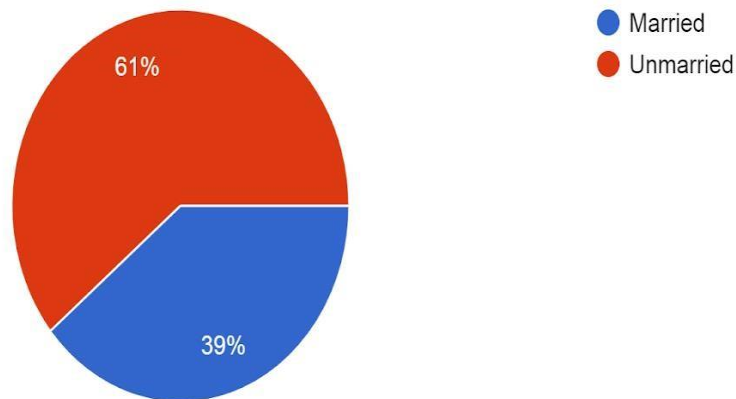


Figure 4: Marital Status

Interpretation:

From the survey we understood that 61% are unmarried while, 39% are married who use Package drinking water.

Table 5: Are you aware about package drinking water?

Option	Frequency
Yes	100
No	0
Total	100

Are you aware about packaged drinking water?

100 responses

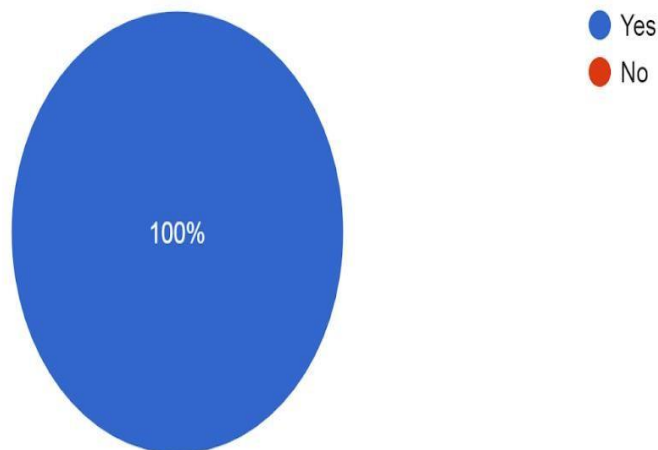


Figure 5: Are you aware about package drinking water?

Interpretation:

From the above chart we can analyze that out of 100 respondents all respondents are aware about package drinking water.

Table 6: which type of packaged drinking water you are using?

Particular	Frequency
Package in pouch	12
Package in plastic bottle	68
Package in plastic cup or glass	13
Other	7
Total	100

which type of packaged drinking water you are using?

100 responses

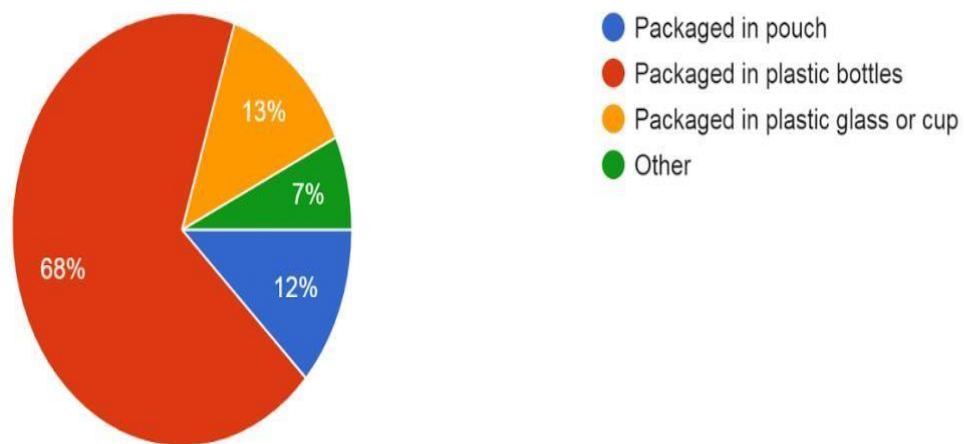


Figure 6: which type of packaged drinking water you are using?

Interpretation:

From the survey it is revealed that 68% of respondents prefer to use plastic bottle and 12% people prefer pouch and 13% respondents using plastic cup or glass and 7% other.

Table 7: Where are you use packaged drinking water?

Particular	Frequency
At Home	2
At Travelling	46
At Theater	14
Outside Home	38
Total	100

Where are you use packaged drinking water?

100 responses

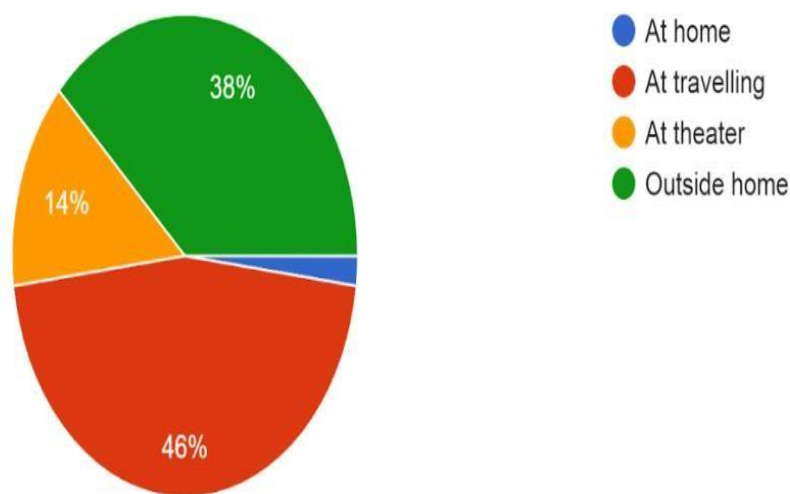


Figure 7: Where are you use packaged drinking water?

Interpretation:

From survey it is revealed that 46% of respondent use package water at travelling and 38% of respondent use it outside home and 14% of respondent use package water in theater and only 2% of respondent using package water at home.

Table 8: In which season you drink packaged drinking water?

Particular	Frequency
Winter	2
Summer	47
Rainy season	8
All	43
Total	100

In which season you drink packaged drinking water?

100 responses

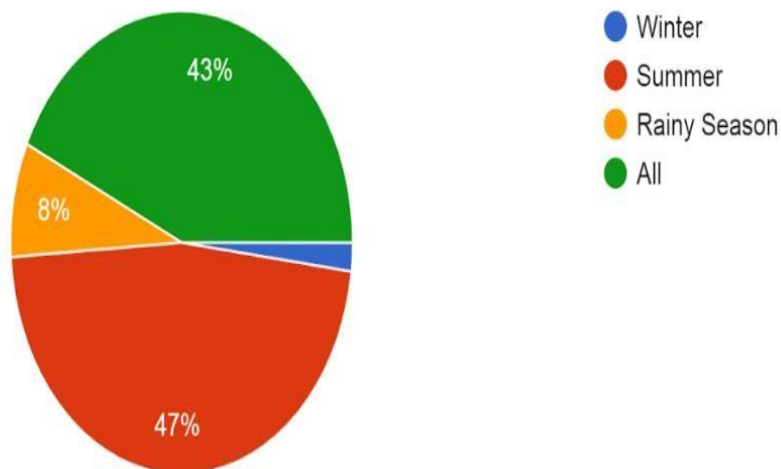


Figure 8: In which season you drink packaged drinking water?

Interpretation:

From the above chart we can analyze that out of 100 respondent 47% respondent prefer package water in summer season and 43% respondent prefer package water in all seasons and 8% respondent prefer it in rainy season and only 2% people prefer package water in winter season.

Table 9: Which packaged drinking water brands you aware?

Option	Frequency
Aquafina	6
Bisleri	40
Kingfisher	21
Kinley	7
Triveni	22
Other	4
Total	100

Which packaged drinking water brands you aware?

100 responses

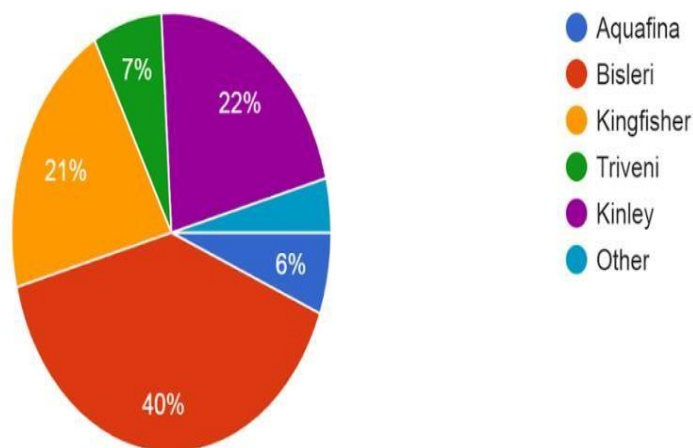


Figure 9: Which packaged drinking water brands you aware?

Interpretation:

From the above chart we analyze that majority of respondents are aware about bisleri brand in package drinking water and 22% respondents are aware about kinley brand and 21% of respondents are aware about kingfisher package drinking water brand and 7% respondents aware about triveni brand and 6% respondents aware about aquafina brand in packaged water and only 4% respondents aware other packaged water brand.

Table 10: Which features attract you in packaged drinking water?

Option	Frequency
Brand Name	8
Quality	51
Package	13
Brand Image	11
Price	6
Other	11
Total	100

Which features attract you in packaged drinking water?

100 responses

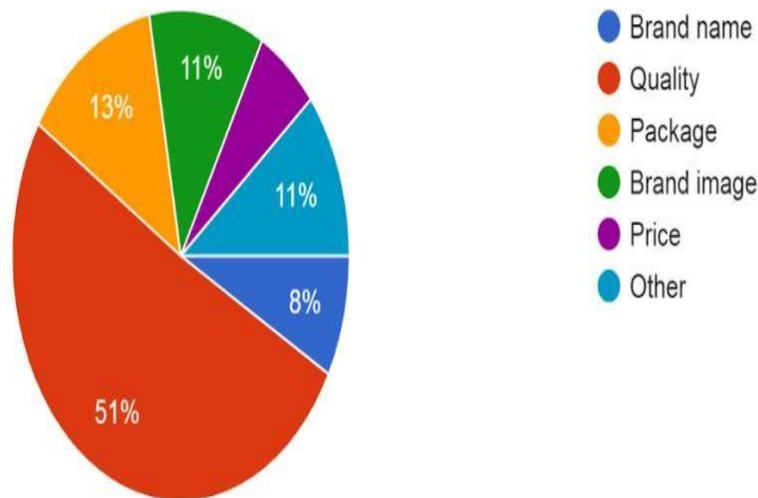


Figure 10: Which features attract you in packaged drinking water?

Interpretation:

From the chart we analyze that majority of respondents are attract to quality and 8% respondents attract to brand name and 13% respondents attract to packaging and 11% respondents attract to the brand image and other features in packaged water and only 6% respondents are attract to price of package drinking water.

Table 11: Why you give first rank to that particular brand only?

Particular	Frequency
Taste	9
Quality	17
Price	12
Purity	9
Easy availability	15
All	33
Other	5
Total	100

Why you give first rank to that particular brand only?

100 responses

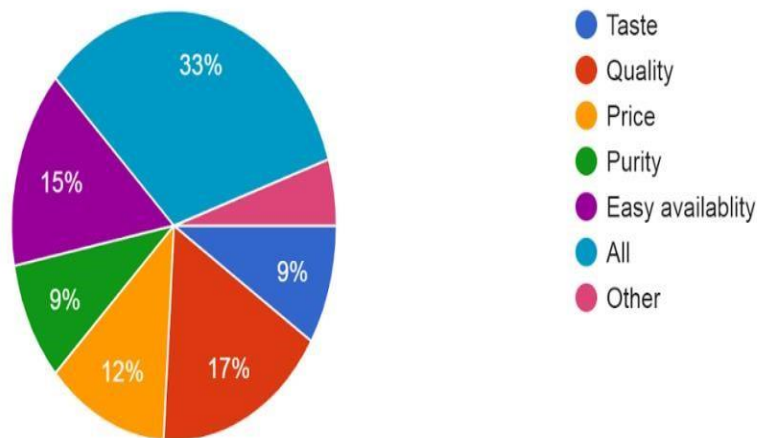


Figure 11: Why you give first rank to that particular brand only?

Interpretation:

From chart we analyze that 33% of respondents give first rank to the all brand and 17% respondents give first rank to the Quality of package drinking water and 15% respondents give first rank to easy availability of brand and 12% respondents give first rank for price of brand and 9% respondents give first rank to the brand for their taste and purity and only 5% respondents give first rank to the other brand.

Table 12: From where you purchase packaged drinking water?

Particular	Frequency
Petty shop	24
Medical store	12
Deper store	31
Hotels and restaurant	33
Total	100

From where you purchase packaged drinking water?

100 responses

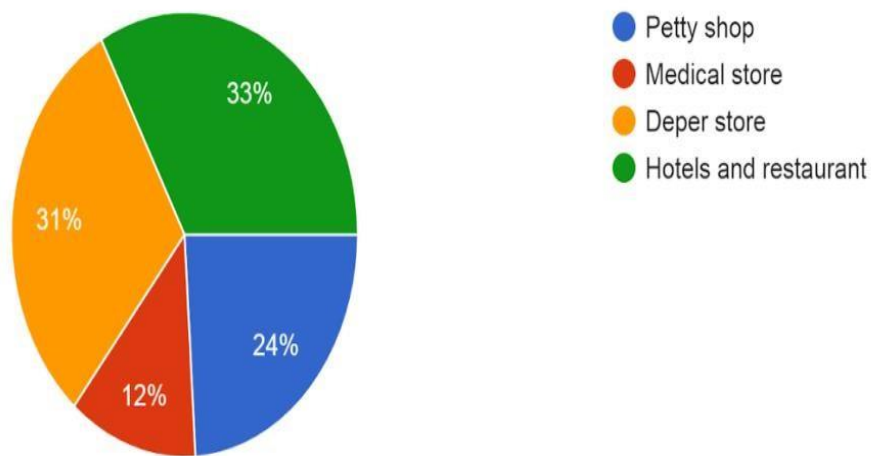


Figure 12: From where you purchase packaged drinking water?

Interpretation:

From the chart we analyze 33% respondents purchase packaged water from hotels and restaurant and 31% respondents purchase packaged water from Deper store and 24% respondents purchase packaged water from petty shops and only 12% respondents purchase packaged water from medical store.

Table 13: In how much quantity you are purchase packaged drinking water?

Particular	Frequency
250ml	6
500ml	15
1 literer	55
2literer	2
More than 2 literer	14
Total	100

In how much quantity you are purchase packaged drinking water?

100 responses

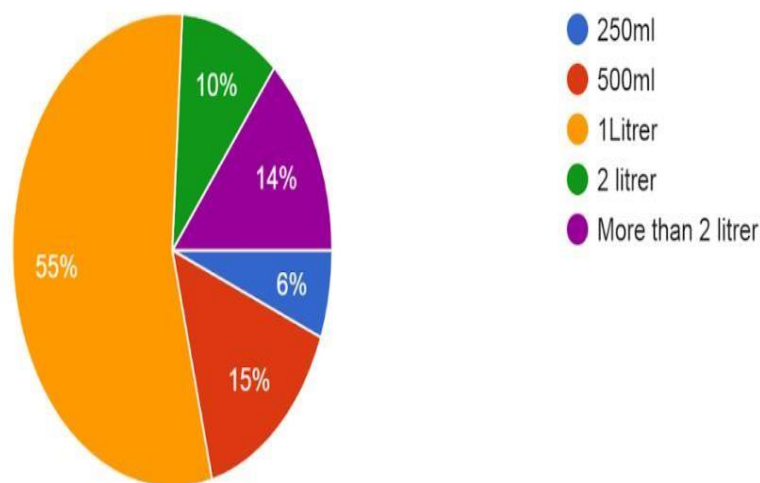


Figure 13: In how much quantity you are purchase packaged drinking water?

Interpretation:

From chart we analyze that majority of respondents (55%) purchase packaged water in 1liter quantity and 15% respondents purchase packaged water in 500ml quantity and 14% respondents purchase packaged water more than 2liter quantity and 10% respondents purchase packaged water in 2liter quantity and only 6% respondents purchase packaged water in 250ml quantity.

Table 14: Do you really need of packaged drinking water?

Option	Frequency
Yes	58
No	42
Total	100

Do you really need of packaged drinking water?

100 responses

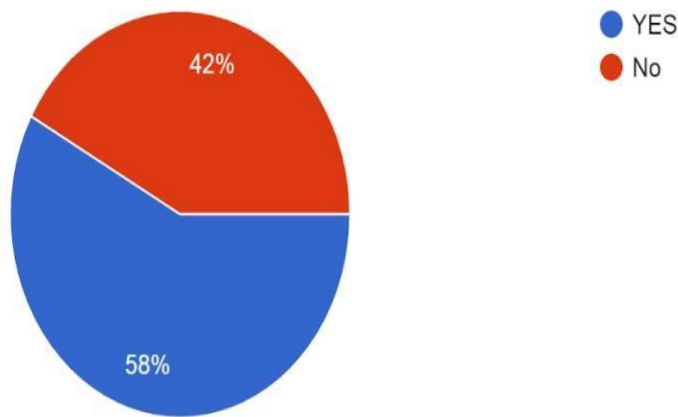


Figure 14: Do you really need of packaged drinking water?

Interpretation:

From the above chart 58% of the people give yes and 42% give negative answer. So, we can analyze that most of the people need packaged drinking water. So its current market demand is very high.

Table 15: Is there any market potential for new brand to introduce?

Option	Frequency
Yes	49
No	51
Total	100

Is there any market potential for new brand to introduce?

100 responses

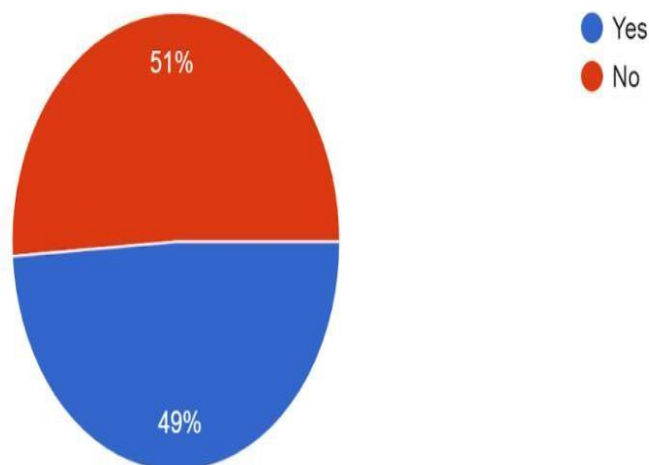


Figure 15: Is there any market potential for new brand to introduce?

Interpretation:

From the above chart 49% of the people give positive answer and 51% give negative answer. Many respondents not want to introduce new brands of packaged drinking water. So, its future market demand is low.

Table 16: Do you think mineral water is much more hygienic than normal water?

Option	Frequency
Yes	77
No	23
Total	100

Do you think mineral water is much more hygienic than normal water?

100 responses

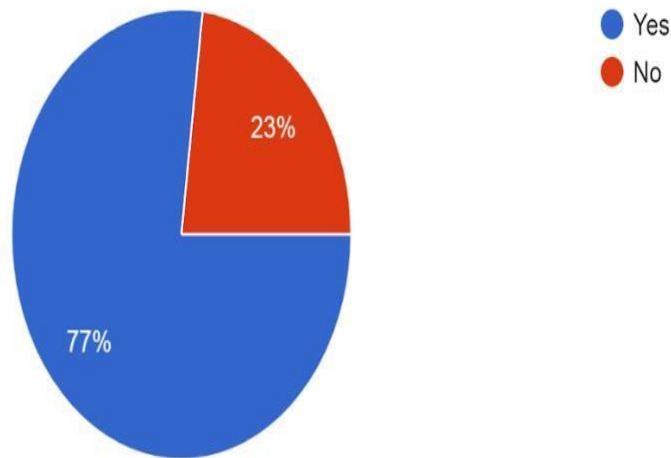


Figure 16: Do you think mineral water is much more hygienic than normal water?

Interpretation:

From the above chart 77% respondents give positive answer and 23% respondents give negative answer so majority of respondents think mineral water is much more hygienic than normal water.

Table 17: Do you think the price of the companies are charging, is worth the product?

Option	Frequency
Yes	63
No	37
Total	100

Do you think the price of the companies are charging, is worth the product?

100 responses

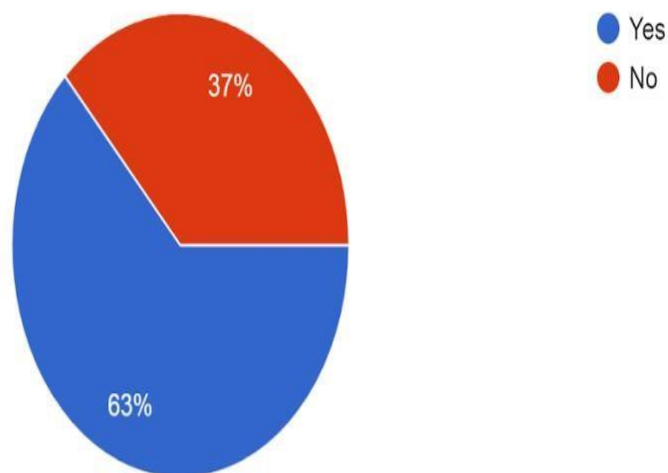


Figure 17: Do you think the price of the companies are charging, is worth the product?

Interpretation:

From the above chart 63% respondents give positive answer and 37% give negative answer so many respondents think the price of the companies are charging is worth the product.

Table 18: Gives ranks the following brands as per your opinion.

Particular	1	2	3	4	5	Total
Aquafina	42	12	11	13	22	100
Kingfisher	6	33	25	17	19	100
Kinley	16	20	30	15	19	100
Bisleri	19	18	14	21	28	100

Gives ranks the following brands as per your opinion.

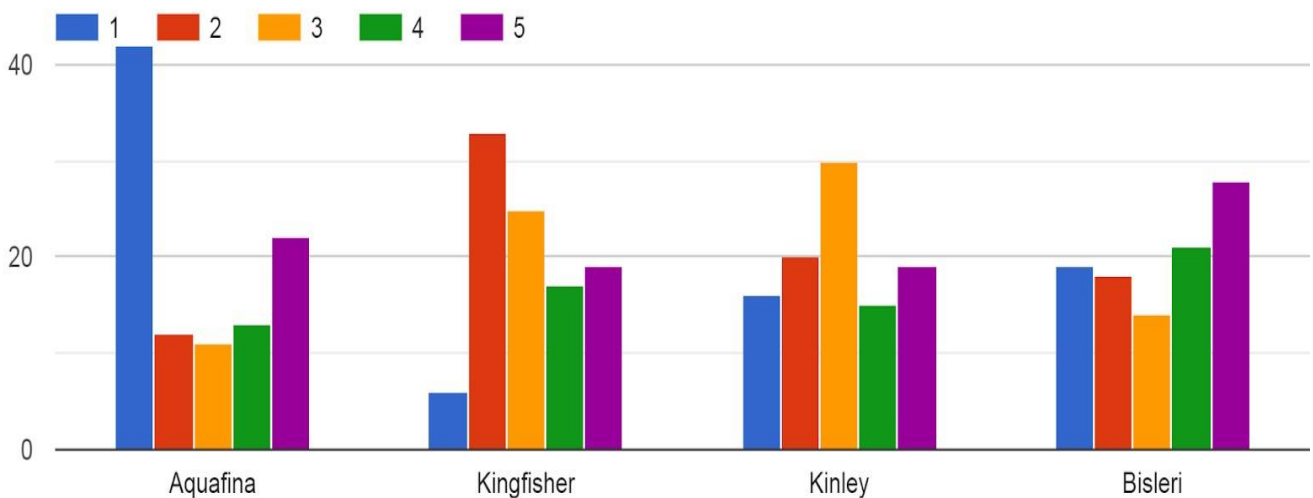


Figure 18: Gives ranks the following brands as per your opinion.

Interpretation:

- From above chart we analyze in first column 42 respondents give aquafina brand first rank 12 respondents give second rank to aquafina and 11 respondents give third rank to aquafina and 13 respondents give fourth rank to aquafina and 22 respondents give fifth rank to aquafina.
- In second column 6 respondents give kingfisher brand first rank 33 respondents give second rank to kingfisher and 25 respondents give third rank to kingfisher and 17 respondents give fourth rank to kingfisher and 19 respondents give fifth rank to kingfisher.
- In third column 16 respondents give kinley brand first rank 20 respondents give second rank to kinley and 30 respondents give third rank to kinley and 15 respondents give fourth rank to kinley and 19 respondents give fifth rank to kinley.
- In Fourth column 19 respondents give Bisleri brand first rank 18 respondents give second rank to Bisleri and 14 respondents give third rank to Bisleri and 21 respondents give fourth rank to Bisleri and 28 respondents give fifth rank to Bisleri.

Table 19: Why do you drink package water?

Particular	Highly agree	Agree	Disagree	Highly disagree	Neutral	Total
Convenient way to store water	47	33	6	2	12	100
Bottled water is good for trips	17	53	8	7	15	100
Contains less bacteria than tap water	19	43	27	3	8	100
Some bottles are recyclable	23	31	16	10	20	100

Why do you drink package water?

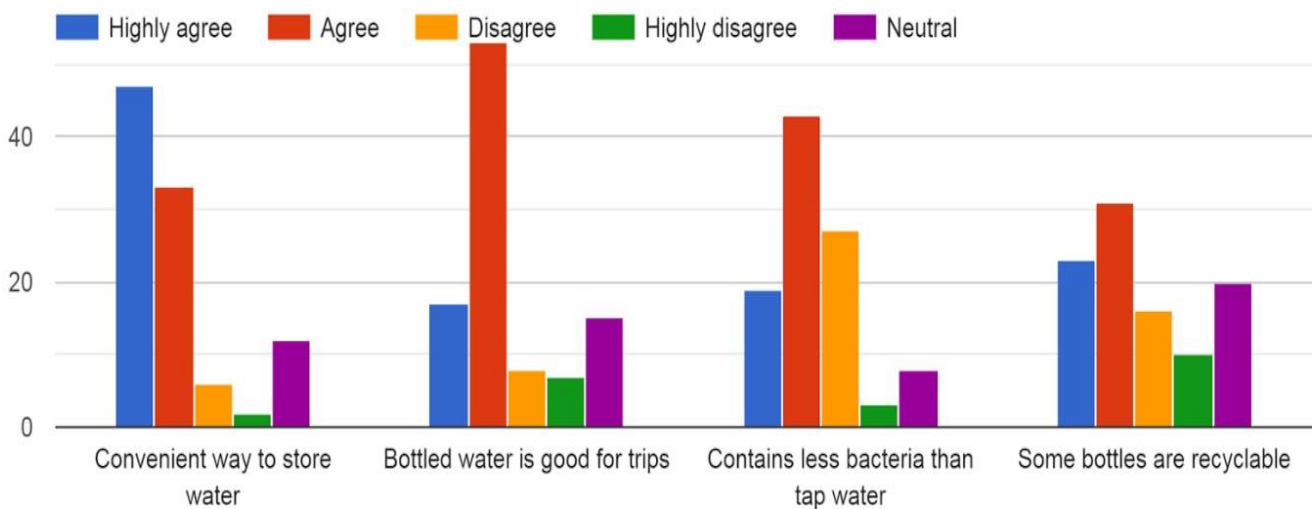


Figure 19: Why do you drink package water?

Interpretation:

From above chart we can analyze 47% respondents given highly agree about packaged water Convenient way to store water.

From above chart we can analyze 53% respondents given agree about Bottled water is good for trips.

From above chart we can analyze 43% respondents given agree about Contains less bacteria than tap water.

From above chart we can analyze 31% respondents given agree about Some bottles are recyclable.

Table 20: How do you recommended package drinking water?

Particular	Frequency
Good	44
Very good	52
Bad	2
Very bad	2
Total	100

How do you recommended package drinking water?

100 responses

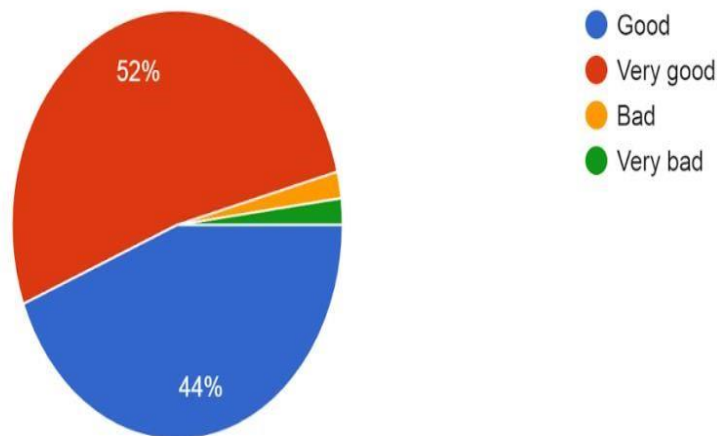


Figure 20: How do you recommended package drinking water?

Interpretation:

From above chart we analyze that 52% respondents recommended package drinking water very good and 44% respondents recommended package drinking water good and only 2% respondents recommended bad or very bad.

Table 21: What is your experience about packaged drinking water?

Particular	Frequency
Good	38
Very good	58
Bad	1
Very bad	3
Total	100

What is your experience about packaged drinking water?

100 responses

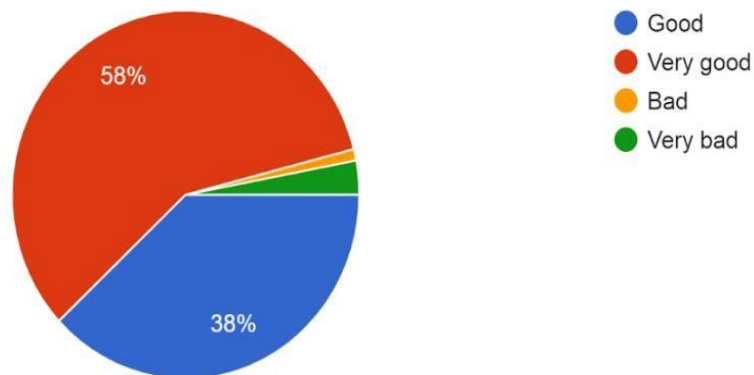


Figure 21: What is your experience about packaged drinking water?

Interpretation:

From above chart We analyze that 58% respondents experience very good about packaged drinking water and 38% respondents experience good about packaged drinking water and very few respondents experience bad or very bad about packaged drinking water.

Chapter- 5- Findings & Conclusions

Findings:

- 100% of respondents are aware about the packaged drinking water.
- The study reveals that, majority of the respondents are male.
- There is various type of packaged drinking water but most of the people use drinking water as packaged in plastic bottle and in plastic pouch.
- The study discloses that, most of the respondents are purchase package drinking water in hotels and restaurant.
- People use packaged drinking water for purity, healthy, safety purpose.
- Majority of the respondents are using package water at travelling
- Around 47% of respondents use packaged drinking water in summer season.
- The famous brand of packaged drinking water is Bisleri because of that reason are 40% of respondents give responses to these particulars brand.
- Most of the respondents use packaged drinking water brand Bisleri. It is easy to purchase at any place.
- Current market demand of packaged drinking water is 58% Because most of the people use packaged drinking water.
- Most of the respondents have very good experience about package drinking water.
- The study reveals that, most of the respondents say mineral water is much more hygienic than normal water.

Conclusion: -

- From this study we conclude that while purchasing the package drinking water customers considers various factors during their purchasing decision.
 - It was found that mostly customer prefers quality while purchasing the package drinking water as it is concern for their life's.
 - It is also found that Bisleri is the market leader with the 40% share in market.
 - Mostly packaged drinking water pack size used by the customers are 500ml & 1L
 - Customers are also willing to pay average price for packaged drinking water.
- Market potential of packaged drinking water is very good and packaged drinking water industry is growing by time to time.

Chapter-6- Suggestions & Recommendations

SUGGESTIONS/ RECOMMENDATIONS

- Reduce the price of packaged drinking water and attract to more customer.
- Make packaged drinking water in large quantity.
- Water should be given mineral.
- Do more promotional activity for attract to customer.

Chapter: 7 Bibliography

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CHAPTER 8: ANNEXURE

1. Are you aware about packaged drinking water?
A) Yes B) No

2. Which type of packaged drinking water you are using?
A) Packaged in pouch. B) Packaged in plastic bottles
C) Packaged in plastic glass or cup D) Other

3. Where are you use packaged drinking water?
A) At home B) At Traveling
C) At Theatre D) outside home

4. In which season you drink packaged drinking water?
A) Winter B) summer
C) Rainy season D) All

5. How many types of packaged drinking water brands you aware?
A) Aquafina B) Bisleri C) kingfisher
D) kinley E) triveni F) other

6. Which features attract you in packaged drinking water?
A) Brand name B) Quality C) package
D) Brand image E) price F) other

7. Gives rank the following brands as per your opinion? (Give rank 1 to 4)
A) Aquafina B) kinley
C) Bisleri D) Kingfisher

8. Why you give first rank to that particular brand only?
A) Taste B) Quality C) Price
D) Purity E) easy availability F) All
G) Other

9. From where you purchase packaged drinking water?
A) Petty Shop B) Medical Store
C) Depar Store D) hotels& restaurant

10. In how much quantity you are purchase packaged drinking water?
A) 250ml B) 500ml C) 1liter
D) 2liter E) more than 2 liter

11. Do you really need of packaged drinking water?
A) Yes B) No

12. Is there any market potential for new brand to introduce?
A) Yes B) No

13. Do you think mineral water is much more hygienic than normal water?

A) Yes B) No

14. Do you think the price of the companies are charging, is worth the product?

A) Yes B) No

15. Gives rank the following brands as per your opinion.

Brands	1	2	3	4	5	6
Aquafina						
Kinley						
Bisleri						
Kingfisher						

16. Why do you drink package water?

Particular	Highly agree	Agree	Disagree	Highly disagree	Neutral	Total
Convenient way to store water						
Bottled water is good for trips						
Contains less bacteria than tap water						
Some bottles are recyclable						

17. How do you recommended package drinking water?

A) Good B) Very Good

C) Bad D) Very Bad

18. What is your experience about packaged drinking water?

A) Good B) Very good

C) Bad D) Very bad

End of Project Report