

RESEARCH PROJECT ON

Consumer Satisfaction of Mineral Water in Delhi

(for all the packaged drinking water manufacturer)

*FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT  
FOR THE AWARD OF*

*BACHELOR OF BUSINESS ADMINISTRATION*

UNDER THE GUIDANCE OF:

Prof. Md. Rashid

Submitted by:

Aayush Pallan (18GSOB1010297)

*BACHELOR OF BUSINESS ADMINISTRATION  
(2018-2021)*



## **Certificate from Faculty Guide**

This is to certify that the project report Customer's Satisfaction of Mineral Water in Delhi has been prepared by Mr. Aayush Pallan under my supervision and guidance of Prof. Md. Rashid. The project report is submitted towards the partial fulfillment of 3 year, full time Bachelor of Business Administration

Name and Signature of Faculty

## Declaration

I, Aayush Pallan, Roll No 18GSOB1010297, student of BBA/BMS of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on "Customer's Satisfaction of Mineral Water in Delhi" is an authenticated work done by me. I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name of the Student

Date

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## ABSTRACT

Water is what makes up most of the earth's surface and is the most important means of survival for living beings. Mineral water is the modernized version of clean water which is packaged and offered at places outdoors; used while travelling and has innumerable uses. Delhi being the capital of India has population equal to small countries in Europe. There is consumption of mineral water from different brands. The objective of the study is to understand the consumer behaviour behind consumption of mineral water in Delhi.

## INTRODUCTION

All living things require water. The Earth is full of water. Water is the most important component, next to air, to our survival. Water makes up more than two thirds of the weight of the human body, and without it the living things would die in a few days. Water is the fundamental need of a human which is also the requirement to gratify his thirst as well as water should be pure and safe to drink<sup>7</sup>. Water is important to complete daily life and to maintain our body health<sup>1</sup>. Drinking pure water is an essential obligatory for the proper functioning and healthy working of the body. The preamble of packaged drinking water for human consumption at recent times is a boon to mankind and more convenience are realized. Mineral water is any day a safe bet when it comes to cleanliness, trustworthiness and affordability. Whenever a common man acquires Mineral water, he believes that the quality is assured and it is safe water. Such guarantee should be given to consumer by each and every manufacturer of mineral water. Keeping in view the extreme significance of quality, Bureau of Indian Standards has promulgated standards for

companies manufacturing the Mineral water drinking intended for human consumption. The quality of packaged mineral drinking water is marked by the ISI trademark specification which is like IS14543:1998.

## LITERATURE REVIEW

Water quality association, eighty six percent of Delhites (People of delhi) have concerns about their home drinking water against cardiovascular diseases.

Professionals are shopping our way to safety: how we can changed from protecting the environment to protecting ourselves. They point out the bottled water and the inverted quarantine concept.

This study the results indicated that a broader range of foodstuff may be contaminated with endocrine disruptors when packed in plastics.

In April, 2013, mineral water project information web site release an article on five mistakes can avoid in mineral water business like

1. Not doing proper market research
2. Not deciding product mix properly,
3. Not properly deciding land, building size, machinery properly,
- 4 not doing plant layout,
5. Not executing plan properly.

This indicates that we must focus on market research and consumer perception towards mineral water product.

Adlin Kanisha, K.S., Princy, J., and Subramani, A.K., the research concluded that the demographic variables such as age group, gender and occupation are having no impact on the factors of consumer satisfaction. It is found that there is overall satisfaction and loyalty of the consumer towards Bisleri mineral water is also good

Shalini, S. and Lavanya, R study considered that mineral drinking water is a product which people buy not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The reasons is that people are becoming health conscious in the present day environment. However the cost aspect of mineral water cannot be over looked in this process because for some people.

Vijaya Venkateswari, K., Jeevitha, P., Jacquelin Mercy, A., in their research suggested that most of the respondents are giving priority to the factor hygienic condition of the brands which endorse these mineral water. So the marketers should ensure that the packaged water is hygienic before it is offered in order to create brand loyalty among consumers.

Sangeetha, M & Dr. K. Brindha study concludes that quality is the most important factor influencing the consumers to go for a particular brand of bottled water. They believe that compared to the tap water, consuming Bottled Drinking water is a hygienic one. Therefore the study suggested to the manufacturers to give due consideration for the hygienic aspect while manufacturing Bottled Drinking water.

Vanitha, S., in her study found out that majority of the respondents do not have adequate awareness about the adding and removing of minerals from the packaged drinking water. They trust the content and the safety of packaged drinking water. Further this study suggested that the Food Safety and Consumer Protection Department should make frequent visit to the water producing industry to ensure the quality of water.

## OBJECTIVES OF THE STUDY

1. To study which brands do people prefer while purchasing the mineral water and why.
2. To analyse the factors influencing purchase of drinking water.
3. To analyse the level of satisfaction of drinking water among the customers, on pre and post purchase.
4. When do people purchase mineral water bottles?

## SCOPE OF THE STUDY

The present study brings out a clear insight about the customer satisfaction towards various brands endorsing mineral drinking water in Delhi. An attempt is also made to find out the brands, which is most popular helps to understand the factors, which influence the consumers to purchase a particular brand and measuring the level of satisfaction towards various brands.

## METHODOLOGY

The methodology of the study is mainly based on the primary data collected through the internet on the mineral water in Delhi. And the secondary data collected through questionnaire spread across the Delhi people which we know about.

### Primary Sources:

Primary data is first-hand information which has been collected by the researcher directly through instruments such as interview schedule.

In this study, primary data has been collected through an interview schedule designed exclusively for the study. The interview schedule was designed to collect information about demographic profile of the respondents such as age, gender, education.



Secondary Data:

The secondary data have been collected from various studies, books, journals and magazines.

### SAMPLING DESIGN

We have adopted a convenient sampling method for selecting respondents from the population.

Sample Size:

Sample size refers to the number of item to be selected from the universe the size of sample taken for the study is 60.

Target Population:

The target population is the total group of individuals from which the sample might be drawn. A sample is the group of people who take part in the investigation. The people who take part are referred to as “participants”. The target population for the research are the delhiets (people of Delhi). Which may include students to people of working class.

Sampling Frame:

Sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals, households or institutions. The sampling frame was specified to delhi people through spreading of the questionnaires allover.

Method used for selecting sample units:

Simple Random Sampling was the method used in this research paper. In this case each individual is chosen entirely by chance and each member of the population has an equal chance, or probability, of being selected. One way of obtaining a random sample is to give each individual in a population a number, and then use a table of random numbers to decide which individuals to include.

## FIELDWORK

For this research paper not much fieldwork was involved as we were living in corona times and Delhi was at peak in the corona cases allover. So we simply spread the questionnaires through various social medias.

## ANALYSIS AND INTERPRETATION OF DATA:

In order to find out the most reason for preferring various brands of mineral water, cross tabulation has been applied.

Brand loyalty is the main reason for purchasing the brand Kinley. Because of best quality in the product, Himalyan has been purchased by the customers. Most of the customers purchased Aquafina due to easy availability. Bisleri is a local brand so the customers influenced to buy it due to its convenient package, best quality and brand loyalty. Easy availability is the main factor influence to buy Bailley brand. Rail Neer brand of water is preferred by majority of the respondents because of its easy availability and convenient package. Table No. 1 shows us how many people trust the following brands when it comes to drinking mineral water.

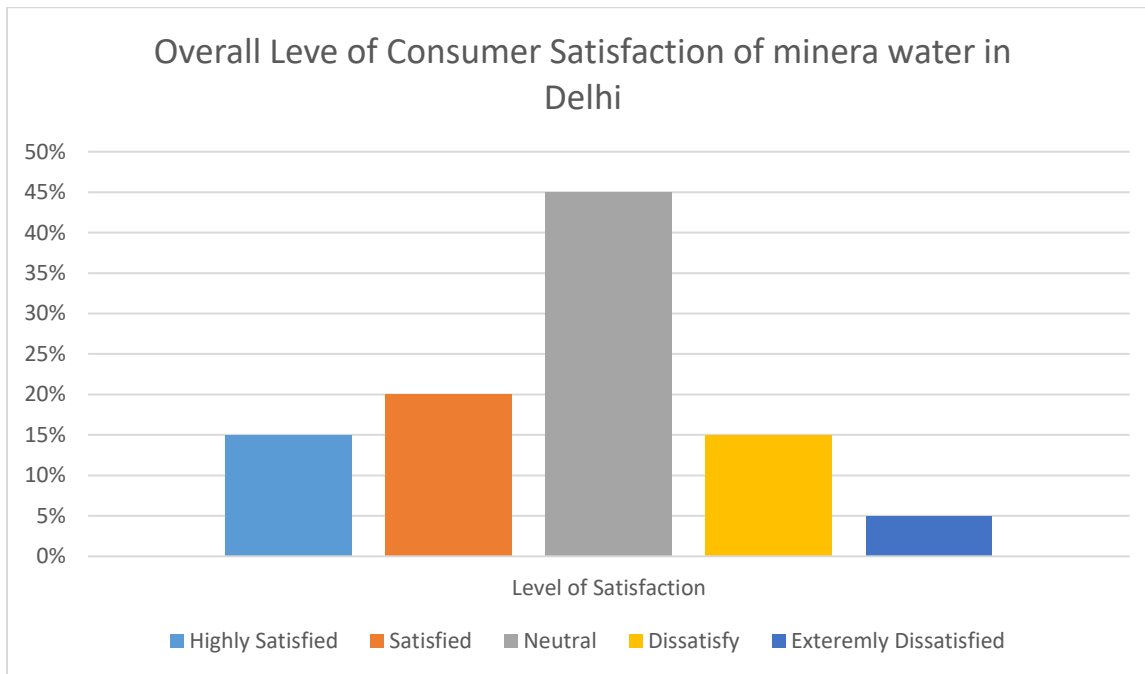
Brand Preference /Reasons	Good taste	Availability	Quality	Price	Brand loyalty	Total
Kinley	1	1	2	1	4	9
Himalyan	1	1	4	1	3	10

Aquafina	4	5	2	2	2	15
Bisleri	2	3	3	3	3	14
Bailley	1	4	1	1	1	7
Rail Neer	1	2	-	1	1	5
Total	10	16	12	9	14	60

Table No. 1: Cross tabulation for Brand Preference vs. Reason for Preference

Over All Satisfaction about Mineral Water:

In order to analyze the respondents overall opinion regarding mineral water consumption in Delhi their opinion were classified as Highly Satisfied, Satisfied, Neutral, Dissatisfied, and Highly Dissatisfied. The following table shows the results-



Factors involving the purchase of the Mineral water in Delhi:

Factors	Points	Rank
Brand credibility	195	5
Price	220	1

Advertising	195	4
Packaging	200	2
Availability	198	3

Table No. 2

Price of the mineral water was the most common concern for most of the people. Packaging being the second in number as people want more and more convenient packaging for their travel and storing. The more availability the more purchase from a brand. The above table has ranked all the factors affecting the purchase of mineral water.

Occasion of purchasing:

Table No. 3 shows on what occasions do people of different income groups purchase mineral water.

S. no.	Monthly income	Occasion of purchasing				Total
		Travels	Functions	Fests, Public gatherings	Scarcity	
1	Less than Rs.10,000	10	0	8	4	22
2	Rs.10,000 to Rs.20,000	2	2	1	15	20
3	Rs.20,000 to Rs.30,000	5	1	0	0	6
4	Above Rs.30,000	4	3	2	3	12
	Total	21	6	11	22	60

Table no.3: Cross Tabulation for monthly Income & Occasion of purchasing

## FINDINGS

- Quality and availability is the main reason for preferring mineral drinking water.

A majority of people were found to be neutral about the satisfaction in consuming mineral water in Delhi.

Although Himalayan being a costlier brand than the given in the options, people in Delhi do buy it on a regular basis.

An analysis of brand preference of packaged drinking water shows that, 40% (Round Off) of the respondents prefer Bisleri when it comes to mineral water drinking.

Availability & Quality is the main reason for purchasing particular brand of packaged drinking water.

Most of the respondents verify the ISI mark on packaged drinking water.

- The study found regarding occasion of purchasing packaged drinking water concluded that respondents prefer to buy it at the time of water scarcity.
- Frequency of purchase packaged drinking water reveals that, majority of the respondents purchase it weekly.

## SUGGESTIONS

The manufacturers of the packaged drinking water should concentrate on the perfect ingredients denoted by the BIS as per the water board of India in their process of purification of the water.

Time should be allotted to receive and rectify the complaints.

Proper care should be taken that supply is made regularly to the shops.

□□The package of water bottles are more convenient to handle.

□□Of all the advertisement, TV advertisement is highly popular than other medias. Hence producers should focus their attention on TV advertisement rather than other media.

## CONCLUSION

Mineral water is a product which people buy not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The reason is that people are becoming health conscious in the present day environment. However the cost aspect of mineral water cannot be over looked in this process. It is difficult for them to make up their mind to pay for water is small quantity but it has become the order of the day if not for all at least for people who are living, in city to use mineral water is also based on the reliability that the consumers will have in terms of quality aspect because mineral water is a product on which this aspect are expected. Hence it becomes evident that those brands that show importance to those aspects will sell more in the market and capture more number of consumers.

## REFERENCES

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- [www.google.com](http://www.google.com)
- <https://forms.gle/zM31ddrXCeLJk8zN8>

## APPENDIX

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### Consumer survey on Mineral water preferences in Delhi

\* Required

Name

Your answer \_\_\_\_\_

Age \*

- Below 18
- 18-25
- 26-40
- Above 40

What is your monthly income?(can be approx) \*

- Less than Rs 10,000
- Rs10,000-Rs20,000
- Rs20,000-Rs30,000
- Above Rs 30,000

1



Do you purchase mineral water bottles? \*

Yes

No

How often do you purchase mineral water? \*

Daily

Once a week

Once a month

Rarely

When do you purchase mineral water in Delhi? \*

During your travels

Water scarcity

Fests, Fates, public gatherings

Functions

 This is a required question

What are the factors involved in making your purchase in Delhi? \*

- Advertising
- Price
- Availability
- Packaging
- Brand credibility

Which brand/brands do you prefer when you are making a purchase for mineral water in Delhi? \*

- Rail Neer
- Aquafina
- Bailley
- Kinley
- Himalayan
- Other: \_\_\_\_\_

Why did you choose the above brand/brands? \*

- Taste
- Brand loyalty
- Quality
- Price
- Availability



Why did you choose the above brand/brands? \*

- Taste
- Brand loyalty
- Quality
- Price
- Availability

What is your level of satisfaction with mineral water consumption in Delhi? \*

- Very satisfied
- Satisfied
- Neutral
- Very dissatisfied
- Dissatisfied

Submit



Don't Worry! This report is 100% safe & secure. It's not available publically and it's not accessible by search engines (Google, Yahoo, Bing, etc)

## Sentence

RESEARCH PROJECT ON Consumer Satisfaction of drinking water in city (for all the prepackaged drinkable manufacturer) FOR THE PARTIAL FULFILMENT OF the need FOR THE AWARD OF BACHELOR OF BUSINESS ADMINISTRATION UNDER THE steering OF: Submitted by: Prof. Md. Rashid Aayush Pallan (18GSOB1010297) BACHELOR OF BUSINESS ADMINISTRATION (2018-2021) School of Business, Galgotias University Certificate from college Guide This is to certify that the project report Customer's Satisfaction of drinking water in Delhi has been ready by Mr. Aayush Pallan underneath my direction and steering of Prof. Md. Rashid. The project report is submitted towards the partial fulfillment of three year, full time Bachelor of Business Administration Name and Signature of college Date: Declaration I, Aayush Pallan, Roll No 18GSOB1010297, student of BBA/BMS of faculty of Business, Galgotias University, larger Noida, herewith declare that the project report on "Customer's Satisfaction of drinking water in Delhi" is Associate in Nursing echt work done by me. I any declare that it's not been submitted elsewhere by the other person in any of the institutes for the award of any degree or diploma. Name of the coed Date Table Of Contents S. No. Topic 1 Abstract 2 Introduction 3 Literature Review 4 Objectives 5 Scope of the study 6 analysis Methodology 5.1 analysis style 5.2 knowledge assortment methodology 7 knowledge Analysis 8 Findings 9 Suggestions 10 Conclusion 11 References i Appendix ABSTRACT Water is what makes up most of the earth's surface Associate in Nursing is that the most significant means that of survival for living beings. drinking water is that the progressive version of unpolluted water that is prepackaged and offered at places outdoors; used whereas travel and has unnumbered uses. city being the capital of Asian nation has population adequate to little countries in Europe. there's consumption of mineral water from completely different brands. the target of the study is to grasp the patron behaviour behind consumption of drinking water in Delhi. INTRODUCTION All living things need water. the world is packed with water. Water is that the most significant component, next to air, to our survival. Water makes up over 2 thirds of the burden of the human body, and while not it the living things would die in a very few days. Water is that the basic need of somebody's that is additionally the need to gratify his thirst also as water ought to be pure and safe to drink 7. Water is very important to complete lifestyle and to keep up our body health 1. Drinking pure water is a vital obligatory for the right functioning and healthy working of the body. The preamble of prepackaged drinkable for human consumption at recent times may be a boon to humanity and additional convenience are realized. drinking water is any day a secure bet once it involves cleanliness, trustiness and affordability. Whenever a typical man acquires Mineral water, he believe that the standard is assures and it's safe water. Such guarantee should be to shopper by every and each manufacturer of mineral water. Keeping visible the extreme vital of quality, bureau of Indian standards has, publicised standards for companies producing the drinking water drinking meant for human consumption. The quality of prepackaged mineral drinkable is marked by the Directorate for Inter-Services Intelligence trademark specification that is like IS14543:1998. LITERATURE REVIEW Water quality association, eighty six p.c of Delhitis (People of delhi) have issues regarding their home drinkable against vas diseases. Professionals are searching our thanks to safety: however we are able to modified from protective the environment to protective ourselves. They indicate the drinking water and therefore the inverted quarantine concept. This study the results indicated that a broader vary of foodstuff could also be contaminated with endocrine disruptors once packed in plastics. In April, 2013, drinking water project info computing device unharness a piece on 5 mistakes will avoid in drinking water business like 1. Not doing correct research 2. Not deciding product combine properly, 3. Not properly deciding land, building size, machinery properly, 4 not doing plant layout, 5. Not capital punishment arrange properly. This indicates that we tend to should specialize in research and shopper perception towards mineral water product. Adlin Kanisha, K.S., Princy, J., and Subramani, A.K., the analysis all over that the demographic variables admire age group, gender and occupation are having no impact on the factors of shopper satisfaction. it's found that there's overall satisfaction and loyalty of the consumer towards Bisleri drinking water is additionally smart Shalini, S. and Lavanya, R study thought of that mineral drinkable may be a product that people purchase not only they undertake travel or keep out of their own place however conjointly throughout the keep within their own places. the explanations is that individuals are getting health acutely aware in the present day environment. but the price facet of drinking water can't be over looked during this process as a result of for a few people. Vijaya Venkateswari, K., Jeevitha, P., Jacquelin Mercy, A., in their analysis urged that almost all of the respondents are giving priority to the issue healthful condition of the brands that endorse these mineral water. that the marketers ought to make sure that the prepackaged water is healthful before it's offered so as to form complete loyalty among consumers. Sangeetha, M & Dr. K. Brindha study concludes that quality is that the most significant issue influencing the shoppers to travel for a specific complete of bottled water. They believe that compared to the faucet water, intense Bottled drinkable may be a healthful one. thus the study urged to the makers to grant due thought for the healthful facet whereas manufacturing Bottled Drinking water. Vanitha, S., in her study discovered that majority of the

respondents don't have adequate awareness regarding the adding and removing of minerals from the prepackaged drinking water. They trust the content and therefore the safety of prepackaged drinking water. any this study urged that the Food Safety and shopper Protection Department ought to create frequent visit to the water producing business to confirm the standard of water. OBJECTIVES OF THE STUDY 1. to check that brands do folks like whereas getting the drinking water and why. 2. To analyse the factors influencing purchase of drinking water. 3. To analyse the amount of satisfaction of drinkable among the customers, on pre and post purchase. 4. once do folks purchase drinking water bottles? SCOPE OF THE STUDY The present study brings out a transparent insight regarding the client satisfaction towards numerous brands endorsing mineral drinkable in Delhi. a trial is additionally created to seek out out the brands, which is preferred helps to grasp the factors, that influence the shoppers to purchase a specific complete and mensuration the amount of satisfaction towards numerous brands. METHODOLOGY The methodology of the study is principally supported the first knowledge collected through the net on the drinking water in Delhi. and therefore the secondary knowledge collected through form unfold across the city folks that we all know about. Primary Sources: Primary knowledge is first-hand info that has been collected by the investigator directly through instruments admire interview schedule. In this study, primary knowledge has been collected through Associate in Nursing interview schedule designed exclusively for the study. The interview schedule was designed to gather info regarding demographic profile of the respondents admire age, gender, education. Secondary Data: The secondary knowledge are collected from numerous studies, books, journals and magazines. SAMPLING style We have adopted a convenient sampling methodology for choosing respondents from the population. Sample Size: Sample size refers to the quantity of item to be selected from the universe the scale of sample taken for the study is 60. Target Population: The target population is that the total cluster of people from that the sample may well be drawn. A sample is that the cluster of individuals who participate within the investigation. The those that take part are referred to as "participants". The target population for the analysis are the delhiets (people of Delhi). which can embrace students to folks of operating class. Sampling Frame: Sampling frame is that the supply material or device from that a sample is drawn. it's a listing of all those inside a population who is sampled, and will embrace individuals, households or institutions. The sampling frame was such to city folks through spreading of the questionnaires allover. Method used for choosing sample units: Simple sampling was the tactic employed in this analysis paper. during this case every individual is chosen entirely out of the blue and every member of the population has Associate in Nursing equal chance, or probability, of being selected. a method of getting a random sample is to grant every individual in a very population a number, and so use a table of random numbers to make your mind up that individuals to include. FIELDWORK For this analysis paper not a lot of munition was concerned as we tend to were living in corona times and Delhi was at peak within the corona cases allover. therefore we tend to merely unfold the questionnaires through various social medias. ANALYSIS AND INTERPRETATION OF DATA: In order to seek out out the foremost reason for preferring numerous brands of mineral water, cross tabulation has been applied. Brand loyalty is that the main reason for getting the complete Kinley. thanks to very best quality within the product, Himalyan has been purchased by the shoppers. Most of the customers purchased Aquafina thanks to straightforward availability. Bisleri may be a native complete that the customers influenced to shop for it due to its convenient package, very best quality and complete loyalty. straightforward handiness is that the main issue influence to shop for Bailley complete. Rail Neer brand of water is most popular by majority of the respondents thanks to its straightforward handiness and convenient package. Table No. one shows US however many people trust the subsequent brands once it involves drinking mineral water. Brand Preference /Reasons Good taste handiness Quality value complete loyalty Total Kinley one 1 a pair of 1 four nine Himalyan one 1 four 1 three ten Aquafina four five a pair of 2 2 fifteen Bisleri a pair of three 3 3 3 fourteen Bailley one four 1 1 1 seven Rail Neer one a pair of - 1 1 five Total ten sixteen twelve nine fourteen sixty Table No. 1: Cross tabulation for complete Preference vs. Reason for Preference Over All Satisfaction regarding Mineral Water: In order to research the respondents overall opinion concerning drinking water consumption in Delhi their opinion were classified as extremely Satisfied, Satisfied, Neutral, Dissatisfied, and Highly Dissatisfied. the subsequent table shows the results Factors involving the acquisition of the drinking water in Delhi: Factors Points Rank Brand quality 195 five Price 220 one 0% 5 @EP% Level of Satisfaction Overall Leve of shopper Satisfaction of minera water in Delhi Highly happy happy Neutral displeas Exteremly discontent Advertising 195 four Packaging two hundred a pair of Availability 198 three Table No. a pair of Price of the drinking water was the foremost common concern for many of the people. Packaging being the second in variety as folks wish additional and more convenient packaging for his or her travel and storing. The additional handiness the more purchase from a brand. The higher than table has hierarchical all the factors poignant the acquisition of mineral water. Occasion of buying: Table No. three shows on what occasions do folks of various financial gain teams purchase mineral water. S. no. Monthly financial gain Occasion of purchasing Travels Functions Fests, Public gatherings insufficiency Total 1 not up to Rs.10,000 one0 zero eight four twenty two 2 Rs.10,000 to Rs.20,000 a pair of 2 one fifteen twenty 3 Rs.20,000 to Rs.30,000 five one zero 0 vi 4 higher than Rs.30,000 four three a pair of 3 twelve Total twenty one vi eleven twenty two sixty Table no.3: Cross Tabulation for monthly financial gain & Occasion of buying FINDINGS Quality and handiness is that the main reason for preferring mineral drinking water. A majority of individuals were found to be neutral regarding the satisfaction in intense mineral water in Delhi. Although Himalayan being a costlier complete than the given within the options, folks in city do buy is in a very regular basis. An analysis of name preference of prepackaged drinkable shows that, 40% (Round Off) of the respondents are like Bisleri once it involves drinking water drinking. Availability & Quality is that the main reason for getting explicit complete of prepackaged drinking water. Most of the respondents verify the Directorate for Inter-Services Intelligence mark on prepackaged drinking water. > The study found concerning occasion of buying prepackaged drinkable all over

that respondents like better to perish at the time of water scarcity. > Frequency of purchase prepackaged drinkable reveals that, majority of the respondents purchase it weekly. SUGGESTIONS The makers of the prepackaged drinkable ought to consider the right ingredients denote by the BIS as per the water board of Asian nation in their method of purification of the water. Time ought to be assigned to receive and rectify the complaints. Proper care ought to be taken that provide is formed frequently to the shops. The package of water bottles are additional convenient to handle. Of all the advertizement, TV advertisement is extremely widespread than different medias. thus producers ought to focus their attention on TV advertizement instead of different media. CONCLUSION Mineral water may be a product which individuals purchase not only they undertake travel or keep out of their own place however conjointly throughout the keep in their own places. the rationale is that individuals are becoming health acutely aware within the gift day environment. but the price facet of mineral water can't be over looked during this process. it's troublesome for them to form up their mind to pay for water is tiny amount however it's become the order of the day if not for all a minimum of for folks who are living, in town to use drinking water is additionally supported the reliableness that the shoppers can have in terms of quality facet as a result of drinking water may be a product on that this aspect are expected. thus it becomes evident that those brands that show importance to those aspects can sell additional within the market and capture more variety of consumers. REFERENCES • Adlin Kanisha, K.S., Princy, J., and Subramani, A.K., (2015). shopper Satisfaction towards Bisleri, Avadi, Chennai –A Study, celestial point International Journal of Multidisciplinary Research, Vol.5 (6), one -12. • Murali D. and Ramesh, C. (2007).-What we tend to see is that the Tip of the Ice Berg, line of products • Shalini, S. and Lavanya, R (2016). A study on client satisfaction towards drinking water, International Journal of Applied Research, Vol.2(9), 18-22. • Vanitha, S. (2017). Consumer’s Awareness and perspective towards prepackaged Drinking Water in Thoothukudi District, International Journal of analysis • Vijaya Venkateswari, K., Jeevitha, P., Jacquelin Mercy, A., (2016). A Study on Consumer Perception towards Drinking drinking water with Special relevancy Coimbatore, • Vanitha, S. (2017). Consumer’s Awareness and perspective towards drinkable in Thoothukudi District • www.google.com • <https://forms.gle/zM31ddrXCeLJk8zN8> APPENDIX

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<b>Keywords/Total Words Ratio:</b>	77.74%
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<b>Unique:</b>	<b>91%</b>
<b>Matched:</b>	<b>9%</b>

## Sentence wise detail:

research project on consumer satisfaction of drinking water in city for all the prepackaged drinkable manufacturer for the partial fulfilment

of the need for the award of bachelor of business administration under the steering of submitted by prof. md.

rashid aayush pallan 18gsob1010297 bachelor of business administration 2018 2021 school of business galgotias university certificate from college

guide this is to certify that the project report customer s satisfaction of drinking water in delhi has been ready by mr.

aayush pallan underneath my direction and steering of prof. md. rashid.

the project report is submitted towards the partial fulfillment of three year full time bachelor of business administration name and signature

of college date declaration i aayush pallan roll no 18gsob1010297 student of bba bms of faculty of business galgotias university larger noida

herewith declare that the project report on customer s satisfaction of drinking water in delhi is associate in nursing echt work done by me. (0)

i any declare that it s not been submitted elsewhere by the other person in any of the institutes for the award of any degree or diploma.

name of the coed date table of contents s. no.

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2 knowledge assortment methodology 7 knowledge analysis 8 findings 9 suggestions 10 conclusion 11 references i appendix abstract water

is what makes up most of the earth s surface associate in nursing is that the most significant means that of survival for living beings.

drinking water is that the progressive version of unpolluted water that is prepackaged and offered at places outdoors used whereas travel and has unnumbered uses.

city being the capital of asian nation has population adequate to little countries in europe.

there s consumption of mineral water from completely different brands.

**the target of the study is to grasp the patron behaviour behind consumption of drinking water in delhi. introduction all living things need water. (1)**

the world is packed with water.

water is that the most significant component next to air to our survival.

water makes up over 2 thirds of the burden of the human body and while not it the living things would die in a very few days.

water is that the basic need of somebody s that is additionally the need to gratify his thirst also as water ought to be pure and safe to drink7.

water is very important to complete lifestyle and to keep up our body health1.

drinking pure water is a vital obligatory for the right functioning and healthy working of the body.

the preamble of prepackaged drinkable for human consumption at recent times may be a boon to humanity and additional convenience are realized.

drinking water is any day a secure bet once it involves cleanliness trustiness and affordability.

whenever a typical man acquires mineral water he believe that the standard is assures and it s safe water.

such guarantee should be to shopper by every and each manufacturer of mineral water.

**keeping visible the extreme vital of quality bureau of indian standards has publicised standards for companies producing the drinking water drinking meant for human consumption. (2)**

the quality of prepackaged mineral drinkable is marked by the directorate for inter services intelligence trademark specification that is like is14543 1998.

literature review water quality association eighty six p.

c of delhits people of delhi have issues regarding their home drinkable against vas diseases.

professionals are searching our thanks to safety however we are able to modified from protective the environment to protective ourselves.

**they indicate the drinking water and therefore the inverted quarantine concept. this study the results indicated that a broader vary of foodstuff could also be contaminated with endocrine disruptors once packed in plastics. (3)**

**in april 2013 drinking water project info computing device unharness a piece on 5 mistakes will avoid in drinking water business like 1. not doing correct research 2. (4)**

**not deciding product combine properly 3. not properly deciding land building size machinery properly 4 not doing plant layout 5. (5)**

not capital punishment arrange properly.

this indicates that we tend to should specialize in research and shopper perception towards mineral water product. adlin kanisha k. s. princy j. and subramani a. k.

the analysis all over that the demographic variables admire age group gender and occupation are having no impact on the factors of shopper satisfaction.

it s found that there s overall satisfaction and loyalty of the consumer towards bisleri drinking water is additionally smart shalini s.

and lavanya r study thought of that mineral drinkable may be a product that people purchase not only

they undertake travel or keep out of their own place however conjointly throughout the keep within their own places.

the explanations is that individuals are getting health acutely aware in the present day environment.

but the price facet of drinking water can't be overlooked during this process as a result of for a few people. vijaya venkateswari k. jeevitha p. jacquelin mercy a. (5)

in their analysis urged that almost all of the respondents are giving priority to the issue healthful condition of the brands that endorse these mineral water.

that the marketers ought to make sure that the prepackaged water is healthful before it's offered so as to form complete loyalty among consumers. sangeetha m dr. k.

brindha study concludes that quality is that the most significant issue influencing the shoppers to travel for a specific complete of bottled water.

they believe that compared to the faucet water intense bottled drinkable may be a healthful one.

thus the study urged to the makers to grant due thought for the healthful facet whereas manufacturing bottled drinking water. vanitha s.

in her study discovered that majority of the respondents don't have adequate awareness regarding the adding and removing of minerals from the prepackaged drinking water.

they trust the content and therefore the safety of prepackaged drinking water.

any this study urged that the food safety and shopper protection department ought

to create frequent visit to the water producing business to confirm the standard of water. (7)

to create frequent visit to the water producing business to confirm the standard of objectives of the study 1. (8)

to check that brands do folks like whereas getting the drinking water and why. 2.

to analyse the factors influencing purchase of drinking water. 3.

to analyse the amount of satisfaction of drinkable among the customers on pre and post purchase. 4.

once do folks purchase drinking water bottles scope of the study the present study brings out

a transparent insight regarding the client satisfaction towards numerous brands endorsing mineral drinkable in delhi.

a trial is additionally created to seek out out the brands which is preferred helps to grasp the

factors that influence the shoppers to purchase a specific complete and mensuration the amount of satisfaction towards numerous brands.

methodology the methodology of the study is principally supported the first knowledge collected through the net on the drinking water in delhi.

and therefore the secondary knowledge collected through form unfold across the city folks that we all know about.

primary sources primary knowledge is first hand info that has been collected by the investigator directly through instruments admire interview schedule.

in this study primary knowledge has been collected through associate in nursing interview schedule designed exclusively for the study.

the interview schedule was designed to gather info regarding demographic profile of the respondents admire age gender education.

secondary data the secondary knowledge are collected from numerous studies books journals and magazines.

sampling style we have adopted a convenient sampling methodology for choosing respondents from the population.

sample size sample size refers to the quantity of item to be selected from the universe the scale of sample taken for the study is 60.

target population the target population is that the total cluster of people from that the sample may well be drawn.

a sample is that the cluster of individuals who participate within the investigation.

the those that take part are referred to as participants .

the target population for the analysis are the delhiets people of delhi .

which can embrace students to folks of operating class.

sampling frame sampling frame is that the supply material or device from that a sample is drawn.

it's a listing of all those inside a population who is sampled and will embrace individuals households or institutions.

the sampling frame was such to city folks through spreading of the questionnaires all over.

method used for choosing sample units simple sampling was the tactic employed in this analysis paper.

during this case every individual is chosen entirely out of the blue and every

member of the population has associate in nursing equal chance or probability of being selected.

a method of getting a random sample is to grant every individual in a very population a number



and so use a table of random numbers to make your mind up that individuals to include.

fieldwork for this analysis paper not a lot of munition was concerned as we tend to were living in corona times and delhi was at peak within the corona cases allover.

therefore we tend to merely unfold the questionnaires through various social medias.

analysis and interpretation of data in order to seek out out the foremost reason for preferring numerous brands of mineral water cross tabulation has been applied.

brand loyalty is that the main reason for getting the complete kinley.

thanks to very best quality within the product himalyan has been purchased by the shoppers.

most of the customers purchased aquafina thanks to straightforward availability.

bisleri may be a native complete that the customers influenced to shop for it due to its convenient package very best quality and complete loyalty.

straightforward handiness is that the main issue influence to shop for bailley complete.

**rail neer brand of water is most popular by majority of the respondents thanks to its straightforward handiness and convenient package. table no. (9)**

one shows us however many people trust the subsequent brands once it involves drinking mineral water.

brand preference reasons good taste handiness quality value complete loyalty total kinley one 1 a pair of 1

four nine himalyan one 1 four 1 three ten aquafina four five a pair of 2 2 fifteen bisleri

a pair of three 3 3 3 fourteen bailley one four 1 1 1 seven rail neer one a

pair of 1 1 five total ten sixteen twelve nine fourteen sixty table no.

1 cross tabulation for complete preference vs.

reason for preference over all satisfaction regarding mineral water in order to research the respondents overall opinion

**concerning drinking water consumption in delhi their opinion were classified as extremely satisfied satisfied neutral dissatisfied and highly dissatisfied. (10)**

the subsequent table shows the resultsfactors involving the acquisition of the drinking water in delhi factors points rank

brand quality 195 five price 220 one 0 5 ep level of satisfaction overall leve of shopper satisfaction of

minera water in delhi highly happy happy neutral displease exteremly discontent advertising 195 four packaging two hundred a pair

of availability 198 three table no.

a pair of price of the drinking water was the foremost common concern for many of the people.

packaging being the second in variety as folks wish additional and more convenient packaging for his or her travel and storing.

the additional handiness the more purchase from a brand.

the higher than table has hierarchical all the factors poignant the acquisition of mineral water.

occasion of buying table no.

three shows on what occasions do folks of various financial gain teams purchase mineral water. s. no.

monthly financial gain occasion of purchasing travels functions fests public gatherings insufficiency total 1 not up to rs.

10 000 one0 zero eight four twenty two 2 rs.10 000 to rs.

20 000 a pair of 2 one fifteen twenty 3 rs.20 000 to rs.

30 000 five one zero 0 vi 4 higher than rs.

30 000 four three a pair of 3 twelve total twenty one vi eleven twenty two sixty table no.

3 cross tabulation for monthly financial gain occasion of buying findings quality and handiness is that the main reason for preferring mineral drinking water.

a majority of individuals were found to be neutral regarding the satisfaction in intense mineral water in delhi.

although himalayan being a costlier complete than the given within the options folks in city do buy is in a very regular basis.

an analysis of name preference of prepackaged drinkable shows that 40 round off of the respondents are like bisleri once it involves drinking water drinking.

availability quality is that the main reason for getting explicit complete of prepackaged drinking water.

most of the respondents verify the directorate for inter services intelligence mark on prepackaged drinking water.

the study found concerning occasion of buying prepackaged drinkable all over that respondents like better to perish at

the time of water scarcity.

frequency of purchase prepackaged drinkable reveals that majority of the respondents purchase it weekly.

suggestions the makers of the prepackaged drinkable ought to consider the right ingredients denote by the bis as per the water board of asian nation in their method of purification of the water.

time ought to be assigned to receive and rectify the complaints.

proper care ought to be taken that provide is formed frequently to the shops.

the package of water bottles are additional convenient to handle.

of all the advertizement tv advertisement is extremely widespread than different medias. thus producers ought to focus their attention on tv advertizement instead of different media. (11)

conclusion mineral water may be a product which individuals purchase not only they undertake travel

or keep out of their own place however conjointly throughout the keep in their own places.

the rationale is that individuals are becoming health acutely aware within the gift day environment.

but the price facet of mineral water can t be over looked during this process.

it s troublesome for them to form up their mind to pay for water is tiny amount however it s become the order of

the day if not for all a minimum of for folks who are living in town to use drinking water is additionally supported the reliableness

that the shoppers can have in terms of quality facet as a result of drinking water may be a product on that this aspect are expected. (12)

thus it becomes evident that those brands that show importance to those aspects can sell additional within the market and capture more variety of consumers.

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4: <https://en.wikipedia.org/wiki/Research>

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6: <https://www.orbgdpu.com/about-us/water>

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