The Study of Brand Awareness of Plus (H2O) Packaged Drinking Water

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By

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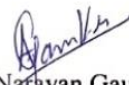
Date: April 2023

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation / Internship report entitled, "The Study of Brand Awareness of Plus (H2O) Packaged Drinking Water" is based on the results of investigations carried out by me in the (Management Studies) at the Goa Business School, Goa University under the Supervision/Mentorship of Prof. Teja khandolkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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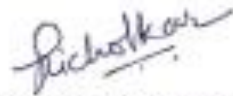
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Date: 29th April 2023

Place: Goa University

COMPLETION CERTIFICATE

This is to certify that the dissertation / internship report **"The Study of Brand Awareness of Plus (H2O) Packaged Drinking Water"** is a bonafide work carried out by **Mr Aditya Narayan Gaunker** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline of Management Studies at the Goa Business School, Goa University.

Prof. Teja Khandolkar
Management Studies

Date: 29th April 2023

Prof. Jyoti Pawar
Dean,
Goa Business School

Date: 29th April 2023
Place: Goa University

School Stamp

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26th April 2023

Internship Completion Certificate

This is to certify that Mr. **Aditya Narayan Gaunker**, a MBA student from Goa Business School, Goa University — Taleigao Plateau - Goa, has successfully completed his Internship Programme, from **1st March 2023 to 26th April 2023**, under Marketing department of this Organization.

During his tenure with us, we found him always very enthusiastic, sincere & keen towards learning the skills.

We wish him all the success and bright future in his career ahead.

This certificate is being issued on successful completion of his Internship Programme.

Authorised Signatory

Arjun Chatterjee Nishad

(Director)

for INCREDIBLE FOOD & BEVERAGES

PARTNER

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First and foremost, would like to specially thank Mr. Arjun Chatterjee Nishad, director of Incredible Foods and Beverages, giving me a chance to intern in his company, for acting as a dynamic guide and mentor and answering all my questions and helping me collect valuable information.

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I also would like to express my deepest gratitude and heartfelt thanks my parents for giving me this opportunity to get educated through this course and their constant support and encouragement rendered throughout the project.

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Company Profile

In the year 2021 Incredible Food and Beverages introduced PLUS H2O packaged drinking water brand which were started by two friends Arjun Nishad and Vijay Yadav. The company is located in Bandora Ponda Goa. The company is registered under FSSI i.e food safety and standards Authority of India rules. Also it is registered under FDA i.e Food Safety and Drugs India Rules. "From the mountains of Goa, this company produce Packaged Drinking Water, Water with Added Minerals such as magnesium sulphate and potassium bicarbonate which are essential minerals for healthy life. They not only help to maintain the pH balance of the body but also help in keeping you fit and energetic at all time. The product range we offer to our consumers: 250ml Packaged Drinking Water Bottle, 500ml Packaged Drinking Water Bottle, 1000ml (1L) Packaged Drinking Water Bottle, 5 litre packaged drinking water, 20L of Packaged Drinking Water (Jar). Sales areas of Plus are in Goa and neighbouring states of Goa.

Vision and Mission

VISION: to provide good quality drinking water at an affordable rate.

<u>MISSION</u>: to be a known drinking water brand with continuous innovation of product, packaging and price.

Introduction to Topic

Brand recognition and accurate product association are two factors that influence brand awareness among potential buyers. Brand awareness, typically expressed as a percentage of the target market and the main objective of advertising during the first few months or years after a product's launch. How well customers can recognise a brand under diverse circumstances is a measure of brand awareness that is related to the functions of brand identities in consumers' memories. Brand recognition and brand recall are both parts of brand awareness. The ability of customers to correctly distinguish the brand they have previously been exposed to is referred to as brand recognition. Customers do not necessarily need to know the brand name in order for this to work. It frequently refers to the fact that people may react to a certain brand after seeing its visual packaging graphics. The ability of customers to correctly generate and retrieve a brand in their memory is referred to as brand recall. A brand name is sometimes referred to as a household name if it is well known in the vast majority of households.

When a consumer is making a purchasing choice, brand recognition is crucial. The category need is activated first during this process. The current state of business is extremely competitive. Today's consumer is more than eager to transfer brands in quest of high-quality services. Organisations must concentrate on offering what customers value and need in order to draw in new customers and keep existing ones. The major goal of this research is to determine how well customers are aware of the Plus (H2O) brand of packaged drinking water. This study will aid marketers in determining where they fall short and, if so, what actions they should take to educate customers about the product.

Literature Review

In her study on brand awareness and market success, author Maia Seturi found that achieving a high degree of awareness alone is not sufficient for brand success. The brand encompasses much more than a product's attributes and details. Customers' attitudes towards a brand are also influenced by their feelings and associations about it. Additionally, the buyer's relationships with the brand affect branding success. Complete brand promises must be implemented as the foundation of these relationships. From their perspective, branding should pay special attention to systematic approaches and the intricate application of accepted principles, and everything must anticipate and be in line with changes that occur in the continuously shifting market environment. The PSESAI model for establishing brands is discussed in this work, according to authors Wasib B. Latif, Md. Aminul Islam, and Idris Mohd Noor in their study establishing Brand Awareness in the Modern Marketing Environment: A Conceptual Model. By maintaining superiority as a consistent basis that will enhance loyalty and image for a long time, consistency of awareness and thorough knowledge about brands with the aid of the PSESAI model along with the conceptualization of brand awareness targeted towards consumers is significant to the success of brand-building efforts. Businesses must ensure that their brands are robust even in challenging times and implement awareness campaigns that are in line with their brand's promises and commitments. As a result, the businesses thrive in a cutthroat market by utilising competitive advantages, which are crucial in today's marketing landscape. Because of this, the six stages outlined in the PSESAI model, including brand positioning, sponsorship, event marketing, sports marketing, brand advertising, and integrated marketing communications, can help businesses create strong brands in today's cutthroat marketing environment. According to Dr. N. Kesavan A. Ramasubramanian's study of consumer awareness of packaged drinking water brands in the Ramnad district using a likert

mean score analysis, the TATA brand is appealing from all angles. Despite this, customers are just as drawn to AMMA and the competing brand because of their inexpensive prices. The overall average of brand preferences and awareness ratings is 61.7 percent of the mean score. The variable "Source of awareness about the packaged drinking water brands" is among those with a low response rate yet a high response rate for "Opinion towards frequent purchase of the current brand of packaged drinking waters." Thus, frequent purchases are made, yet little is known about packaged drinking water. The manufacturer of bottled drinking water should inform the public that it is excellent for their health, the environment, and the expansion of the national economy. The purpose of the study, according to the authors Manilall Dhurup, Chengedzai Mafini, and Tshepiso Dumasi, was to investigate the impact of packaging, price, and brand awareness on brand loyalty. They cite evidence from the paint retailing industry. The goal of the study was to increase the empirical support for the relationship between brand loyalty and aspects of the product, such as packaging, pricing, and brand awareness. The study used a quantitative survey methodology and was carried out in a store selling paint. A conveniently chosen sample of 212 customers who bought different kinds of paint was used to get the data. The effects of packaging, pricing, and brand awareness on brand loyalty were examined using regression analysis and the one-way analysis of variance test. Brand awareness, pricing, and packaging all had strong positive associations with brand loyalty, indicating a strong predictive impact on brand loyalty. In order to increase consumers' brand loyalty to the company's products, the results suggest that management should, among other things, establish and implement effective packaging, pricing, and brand awareness. In order to increase brand awareness and brand loyalty as well as maintain market competitiveness, managers of businesses need to constantly upgrade the packaging of their products with aggressive pricing methods. Businesses' success in marketing depends on their capacity to consistently improve

the packaging of their goods while implementing methods for brand awareness and competitive pricing. Future research should include additional retailing settings and product categories.

In their study on the impact of social media marketing, word-of-mouth, and advertising effectiveness on brand awareness and purchase intention, authors Siti Maria, Tommy Pusriad, and Dio Darma claim that there is evidence to suggest that social media marketing and advertising effectiveness directly contribute to the growth of the Go-Jek brand. Advertising effectiveness and brand recognition have a direct, positive influence on consumers' intentions to purchase Go-Jek. Through Go-Jek brand awareness, social media marketing and advertising effectiveness have a favourable and large indirect impact on purchase intention. In their study on the effects of brand awareness, brand association, and perceived quality on consumers' purchase intentions, the authors Etty Susilowati Agatha Novita Sari found that according to a case study of the Richeese Factory in Jakarta, Indonesia, this study aids in the analysis of the variables influencing brand equity and brand purchasing intention. According to the results, brand equity—which includes brand awareness, brand association, perceived quality, and brand loyalty—and brand purchase intention are positively correlated. But there is no real connection between brand loyalty and brand desire to buy. Due to Indonesia's fast-growing fast food market, managers must effectively handle high levels of competition by creating strong brand equity. The report makes a number of managerial recommendations for regional fast food chains. Brand loyalty will first result from building great brand equity. However, the lack of significance of brand loyalty in generating brand purchasing intention shows that managers should focus on other aspects that could persuade customers to make purchases. Second, the positive effects of brand awareness, brand association, and perceived quality on brand purchasing intent signal managers to implement specific strategies that can boost the three components of brand equity, particularly with regard to consumer brand awareness. Examples of such strategies include sharing the Richeese Factory name and logo, offering different

products, making the packaging more enticing, and coming up with original ways to serve the company's customers.

What impact does social media marketing have on customers' purchasing decisions, according to authors Fajar Ardiansyah and Endi Sarwoko's. This study intends to evaluate the mediation role of brand awareness on the relationship between social media marketing and purchase decisions, according to a mediation analysis of brand awareness. According to the study, social media marketing positively and significantly influences both brand awareness and purchase decisions, meaning that the more frequently a company engages in social media marketing activities, the higher the level of brand awareness and the likelihood that a customer will make a purchase will be. Consumers tend to be rational in the case of high involvement items, therefore it took them more time and effort to assess particular product performances and qualities. Additionally, the fact that Sea Gods Instagram was first created only for brand awareness purposes is still regarded as a contributing factor to the weak link between brand awareness and purchasing behaviour. The swimsuit (sportswear) product category was the only one the study concentrated on, and in order to get a comprehensive picture, more analysis comparing the different levels of involvement is required. Additionally, the study's usage of the brand equity dimension was restricted to brand awareness. Therefore, additional research should be conducted using an established model that incorporates brand image, brand love, and brand loyalty. In their study on building brand awareness in online social networks, Albert A. Barreda, Anil Bilgihan, Khaldoon Nusair, and Fevzi Okumus state that the aim of their study is to develop and empirically test a theory-driven model of brand awareness in OSNs. 230 OSN users participated in a survey to put the theoretical concept to the test. SEM was used to analyse the data. According to study findings, increasing brand recognition in OSNs boosts WOM traffic. It's crucial to develop a virtually interactive environment that enables users to quickly exchange trustworthy, detailed, and updated information in order to promote brand awareness

in OSN. Accessing exclusive rights in OSNs and receiving money or psychological rewards are crucial elements for users. It was discovered that in OSNs, system quality and information quality were both significant predecessors of brand awareness.

The value of social media in online branding initiatives is supported by study findings. Brand awareness is influenced and generated by virtual interactivity, system quality, information content quality, and rewarding activities, which in turn sparks WOM.

In their study on the effects of brand awareness and social media content marketing on consumer purchase decisions, Sinoka Ansari, Ghishwa Ansari, Muhammad Umar Ghori, and Abdul Ghafoor Kazi state that it has been determined that brand awareness has a weak but statistically significant positive relationship with consumer purchase decisions. In contrast, there is a somewhat substantial positive association between social media content marketing and customer purchase decisions. According to the data, social media content marketing has a significant role in elucidating the variation in customer buying decisions. The initial goal of this study was to ascertain the relationship between brand awareness and customer purchasing decisions. The study's findings revealed a marginally significant but positive weak relationship between these two variables. This suggests that consumers are more likely to make a purchasing decision if they are well informed about the brand since knowledge enables them to dispel any reservations they may have about the product. Examining the link between social media content marketing and customer purchasing decisions was the study's secondary goal. The findings indicate that social media content marketing has a moderately positive and significant relationship with consumer purchase decisions, suggesting that it is important in this technologically advanced era. Powerful content will influence consumers to take the desired action, which is to make a purchase decision.

This study is anticipated to be extremely beneficial to both consumers and brands. This will help businesses grasp the importance of spreading brand awareness through social networking sites, where they can build online communities and communicate directly with their present and potential customers. However, consumers can gain from this study by realising that brand awareness is essential for choosing a product. The use of social media content marketing will assist customers in gaining brand insights via a variety of channels, such as blogs, videos, postings, and reviews. The brands will learn about consumer requirements and preferences through customer feedback and interaction. Although there are numerous factors that influence customer purchasing decisions, this study concentrated on two of them: brand awareness and social media content marketing. Brand health, brand loyalty, brand image, consumer engagement, and other factors might also be included but are not considered in this study. The consumer's purchase decision may also be influenced by these factors. Future research can also look at how consumer evaluations on social media platforms like Facebook, Instagram, and Snapchat, among others, affect potential customers.

The most crucial goal of coffee shop management in this case is how to raise the coffee shop's brand awareness, according to the authors Innocentius Bernarto, Margaretha Pink Berlianto, Yohana F. Cahya Palupi Meilani, Ronnie Resdianto Masman, and Ian Nurpatria Suryawan in their research on the impact of brand awareness, brand image, and brand trust on brand loyalty. Good brand loyalty does not, however, correlate with good brand image, and vice versa. No matter how positive or negative a coffee shop's brand image may be, it will not affect whether customers become more or less devoted to the business. Brand loyalty cannot be accurately predicted by brand image. The second inference is that brand trust increases with brand image. This indicates that in order for brand trust to be high, coffee shop management must be strongly committed to upholding a positive brand image. Finally, brand loyalty also rises as brand trust does. Customer brand loyalty may ultimately increase as a result of brand trust. The importance

of this brand loyalty is especially crucial for coffee shops because it can boost overall sales and boost profits. In their research reflective model of brand awareness on repurchase intention and customer satisfaction, the authors Gunawan Bata Ilyas, Sri Rahmi, Hasmin Tamsah, Abdul Razak Munir, and Aditya Halim Perdana Kusuma Putra concluded that branding is a crucial strategy in marketing, particularly in e-commerce businesses. A tactic that, when implemented with the appropriate policies and measurements, necessitates a substantial financial investment yet provides long-term rewards. If a brand is successful in staying in consumers' minds, they will use it again and again. Due to excellent user reviews or because they were pleased with prior purchases, consumers continue to utilise Shopee as their primary online shopping option. The last point is that while contentment has an impact, it does not considerably influence repurchase. Realising consumer happiness must be the main goal, it can be assumed. Because of the indirect relationship's non-importance, it may be assumed that customers will choose to conduct their business on other online marketplaces due to competition in the same industry as Shopee. Therefore, it is crucial for Shopee to continue working hard and implementing new tactics to showcase the features of the Shopee application and ensure that brand awareness value is deeply ingrained in the public's thoughts.

Authors Marcin Switala, Beata Reformat, Wojciech Gamrot, and Katarzyna Bilinska-Reformat discuss their empirical study of logistics service providers to examine how brand awareness and brand equity are influenced by these factors. The study's main goal was to investigate how brand equity is impacted by brand equity and brand awareness. They also wanted to know which influence has more power. Both secondary and primary sources of data were used in the investigation. The core study involved a sample of 100 businesses that were ordering logistics services. In order to statistically analyse the data gathered in this manner, structural equation modelling was used. Brand awareness, brand image, and brand equity were found to have positive but weak dependencies on one another based on the examination of routes in the model

of structural equations. While differences in the strength of this influence are not statistically significant, the results of bootstrap simulations used to establish confidence intervals showed that they are. The brand is one of the most crucial tools a marketer can use to occupy the target market, according to P. Vanitha and S. Subramanian, the authors of this study on brand awareness and consumer engagement. For a variety of reasons, branding influences and draws in a large customer base. They believe that branded products come with certain attributes, such as quality, longevity, and excellent support. Customer involvement and brand awareness have a good link. As soon as consumers become aware of a brand, they instantly become loyal to it until they have a negative experience. These elements contribute to brand awareness. There is social media marketing, target marketing, positioning, integrated marketing, advertising, and word-of-mouth marketing. When compared to other elements, advertising increases brand recognition the most. People get more familiar with a brand, and marketers benefit from this by having more engaged customers. Finally, it is concluded that brand awareness fosters customer involvement with the target products and builds strong marketer equity.

In their study on the impact of brand awareness on consumers' purchasing decisions, authors Dr. R. Jeyalakshmi, Dr. N. Kengatharan, Mr. Gopalakrishnan, and Mr. Manikandan stated that a study on brand awareness was conducted with KAG private Limited. The majority of the clients were discovered to be content with their business. For comparison, statistical techniques like correlation, chi square analysis, and percentage analysis were applied. 125 people were chosen as the sample size from a total population of 365. The greater advantage is that the company has a strong brand and better production. The organisation should improve policies and plans based on the present and anticipated market trends in order to enhance its brand image. If the cognitions and the transgressions are properly organised, the customer advantage and the customer happiness rate may also grow. The buyer frequently favours the brand image of the given business. In their research, Maiju Laiho and Eini Inha. Studying the value of brand

image and brand awareness from the perspective of airline firms was the goal of this case study on brand image and brand awareness, according to finnair in the Indian market. The purpose of the study was to find out how customers perceive airlines and how much they are aware of them. Finding out the case firm Finnair's brand image and brand awareness in particular—as well as if the airline is well-known in the Indian market—was the main objective. This thesis took an exploratory and descriptive approach, which is precisely what the methodology chapter explains. This study's perspective has primarily been quantitative, taking the form of a Web survey, and qualitative, taking the form of an email interview. (How do consumers view airline companies?) is a research topic that has to be answered. They may see that the most well-known airlines in our analysis were large airline corporations. We can conclude from this finding that consumers have a positive opinion of well-known, large, highly publicised airline firms. Due to the fact that this study was a case study about Finnair, it is impossible to determine what customers believe about the overall brand image of the other airlines that were used. In light of this, the study question's conclusion is that consumers have favourable perceptions of well-known, large airlines with strong public relations, albeit this perception largely depends on the consumers' level of familiarity with the particular airline. In conclusion, they assert that customers can have a propensity to see airline firms they are familiar with favourably compared to those they are not. In addition, they presumptively believe that when consumers make purchases, they prefer to do so from recognisable brands. This idea is supported by Aaker (1991), who contends that consumers rarely make a purchasing choice in the absence of brand identification. This is why it's crucial for airlines to learn whether or not people are aware of them and what kind of perception they have of them.

According to Zarlish Shahid, Tehmeena Hussain, and Dr. Fareeh Azafar's study on the influence of brand awareness on consumers' purchase intentions, consumers will prefer to purchase brands they are familiar with because they have done their research and have gathered

all the relevant data. New product purchases are always cautious among consumers. A prudent customer will always conduct market research or consult with a reliable source before making a purchase. Once he is fully informed about the product's what, how, and where to get it, he will complete the transaction. If a person learns anything unpleasant about a product, he will not purchase it. As a result, they are able to assert that businesses must work extremely hard to create a favourable perception of their brand. A corporation will need to continually trigger its brand and advertise more and more to spread awareness of it among the broad audience in order to maintain consumer awareness of it and maintain its client base.

According to Shahid Rizwan, Husam-Aldin Al-Malkawi, Kamisan Gadar, Ilham Sentosa, and Naziruddin Abdullah, the authors of the study Impact of brand equity on purchase intentions: empirical evidence from the health tak_aful industry of the United Arab Emirates, this study aims to highlight the significance of BE and how it can help the tak_aful industry in the UAE grow and expand. For this reason, a conceptual model was created that included potential factors found after a thorough analysis of the literature on the subject. According to the analysis's findings, BE significantly improves the PI of UAE clients who purchase health insurance through Takaful. Age, income, and religion were shown to be nonsignificant moderators for the association between BE and the PI of health tak_aful clients in the UAE, however education was found to be a significant moderator. The nonsignificant moderating effect of religion on the PI of health tak_aful clients in the UAE, despite samples that were 69% Muslim, is an intriguing finding of this study. This demonstrates that Shariah-compliant insurance policies are available to a wide range of customers, not only those who practise one particular religion in the UAE.

According to Jia En Lee, Mei Ling Goh, Mohd Nazri Bin Mohd Noor's study on university students' intentions to buy skin care products, all four of the study's variables were found to positively affect those students' intentions to buy. It is essential to have brand recognition since

without it, no communication or transaction will take place. Companies should also protect the brand loyalty of their customers because devoted customers will continue to buy the same product over and over again and won't switch to a different brand. Customers who are loyal to a brand are also more likely to pay a higher price for it and may even tell others about it, which has a big impact on whether they will actually make a purchase from the brand. Finally, given the fierce competition in the skincare market, it is important to identify and comprehend consumer behaviour, preferences, and wants in order to create goods that will satisfy them consistently. Undoubtedly, creating a strong brand becomes a crucial step to fend off competitors and stand out from the crowd. The authors of The Effect of Brand Awareness on Brand Loyalty: Mediating Role of Brand Commitment, Abdelbaset M. Alkhawaldeh, Marwan Al-Salaymeh, Fathi Alshare, and Bilal Mohammad Eneizan claim that this study empirically attempts to discuss this specific issue by examining the relationship between brand awareness and brand loyalty. In order to address the inconsistent outcomes of earlier studies, it also aims to explore the mediating effect of brand commitment in first relationships. Customers of the Islamic bank brand in Jordan's Mafraq Governorate provided the information. 90 consumers were used as a sample, and PLS-SEM techniques were used to investigate potential correlations. According to the findings, brand commitment and brand awareness significantly and favourably influence brand loyalty. Additionally, it was shown that brand commitment served as a mediator in the interaction between brand loyalty and awareness. This report analysed the findings and their implications in comparison to earlier works and offered some suggestions for further study.

According to R. Buvaneswari's study on brand awareness among consumers of everyday consumable items, the main cause is that people mistake branded goods for status symbols in the Simco Metre region of KK Nagar in the Tiruchirappalli district. This shift in rural people's attitudes towards spending more money on expensive daily consumption branded products

(such as Dove Soap and Dove Shampoo) demonstrates the likelihood of new markets opening up for suppliers of diverse branded products. By educating rural consumers about the value of using branded goods, it is urgently necessary to inform them of the brand availability of everyday consumption goods to investigate the impact of brand awareness on purchasing decisions. Islam Arie Permanent Andriani Ambolau Kusumawati In their study on the effects of brand awareness and brand image on purchasing behaviour, Mukhamad Kholid Mawardi examines the partial impact of brand awareness. Explanatory research with a quantitative approach was used in this study. 94 users of the Aqua 600ml bottle were included in the sample, which was chosen using the Purposive Sampling Technique. A valid and reliable questionnaire was used to collect the data, which was then analysed using multiple regression. The study found that brand awareness had some bearing on buying decisions. According to the results of the t test, brand awareness has a significant impact on consumers' purchase decisions. As a result, the corporation anticipated maintaining, managing, and enhancing Brand Awareness, which has a significant impact on Purchase Decision. Effect Of Corporate Social Responsibility Activities On Brand Awareness Of Tea Manufacturing Firms, by Florence Chepkoech Mitey The company's efforts to build schools in the neighbourhood have had an impact on the community in Bomet County, according to the company's involvement in sponsoring educational activities, providing learning facilities to the local community, and providing learning facilities to the local community. The company's engagement in the construction of medical facilities has been crucial in guaranteeing the community's access to effective healthcare and Effective healthcare in the area has been made possible by partnerships between the corporation and healthcare stakeholders. Finally, it was determined that the organisation implements a waste disposal strategy designed to safeguard the environment, engages in environmentally beneficial practises as a function of its policy, and forms partnerships to assure environmental protection.

Research Gap

The study is conducted to identify whether the customers in Goa are aware of the brand PLUS and the position of the brand on customers mind.

Objective

- To know the brand awareness of PLUS (H2O) package drinking water.

- To know what position does the brands has in the minds of customers.

- To know how to maintain and improve brand awareness.

Research Methodology

Primary data will be collected through google form questionnaire. Secondary data will be collected through internet searches, articles, research reports. Data collection through a questionnaire survey of 100 respondents from Goa. The software used will be SPSS to do the analysis.

Data Analysis and Discussions

1. I prefer buying packaged drinking water
100 responses
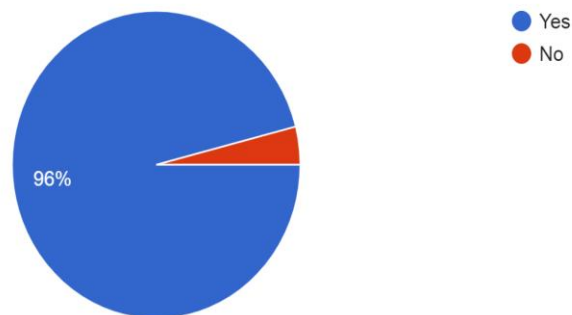
I prefer buying packaged drinking water

		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	96	96.0	96.0	96.0
Valid	no	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

The above pie chart depicts the preference of buying packaged drinking water. Out of 100 respondents 96% of the respondents said that they prefer buying packaged drinking water and the remaining 4% of the respondents said that they don't prefer buying packaged drinking water. Thus the majority of respondents said that they prefer buying packaged drinking water.

2. When you think of packaged drinking water, which brand comes to your mind?
100 responses
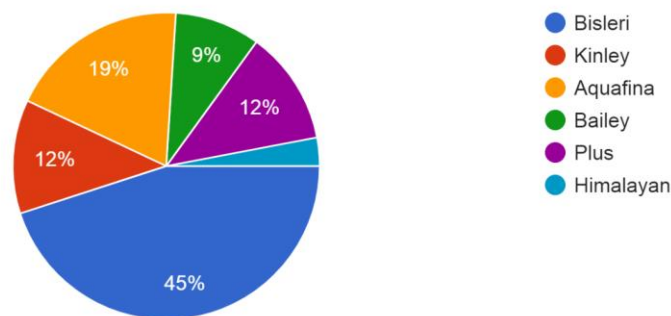
When you think of packaged drinking water, which brand comes to your mind?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bisleri	45	45.0	45.0	45.0
	kinley	12	12.0	12.0	57.0
	aquafina	19	19.0	19.0	76.0
	bailey	9	9.0	9.0	85.0
	plus	12	12.0	12.0	97.0
	himalaya	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

The above pie chart shows which brand comes into the respondents minds when they think of packaged drinking water. 45% of the respondents choose Bisleri. 12% of respondents choose Kinley. 19% of the respondents choose Aquafina. 9% choose Bailey. 12% choose Plus and the remaining 3% choose Himalaya. The majority of the respondents said that Bisleri comes to their mind when they think of packaged drinking water.

3. How frequently do you consume packaged drinking water
100 responses
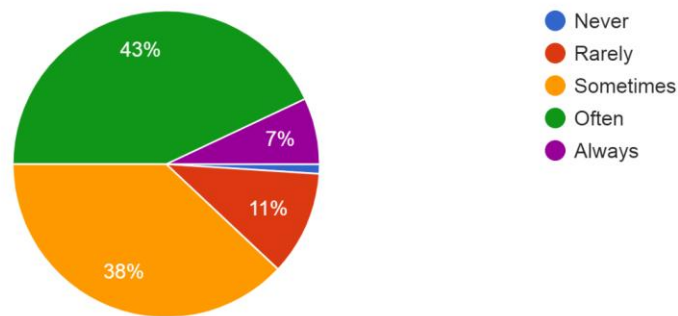
How frequently do you consume packaged drinking water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	1	1.0	1.0	1.0
	rarely	11	11.0	11.0	12.0
	sometimes	38	38.0	38.0	50.0
	often	43	43.0	43.0	93.0
	always	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

This pie chart shows how frequently the respondents consume packaged drinking water. 43% of the respondents said that they often consume packaged drinking water. 38% respondents said that they sometimes consume packaged drinking water. 7% of the respondents said that they always consume packaged drinking water where as 1% said that they never consume packaged drinking water. 11% of the respondents rarely consume packaged drinking water. Thus 43% of the respondents said that they consume packaged drinking water very often.

4. I prefer buying packaged drinking water in which size

100 responses
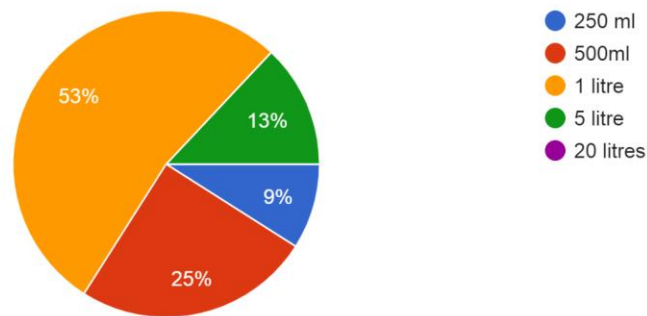
I prefer buying packaged drinking water in which size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	250ml	9	9.0	9.0	9.0
	500ml	25	25.0	25.0	34.0
	1 litre	53	53.0	53.0	87.0
	5 litre	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

This pie chart depicts in which size the respondents prefer buying packaged drinking water. 53% of the respondents said that they prefer buying 1 litre bottles. 25% said that they buy 500ml bottles. 13% of the respondents said that they prefer buying 5 litre bottles. 9% said that they prefer buying 250 ml bottles. Thus the maximum respondents preferred to buy 1 litre bottles.

5. I prefer to purchase packages drinking water from

100 responses
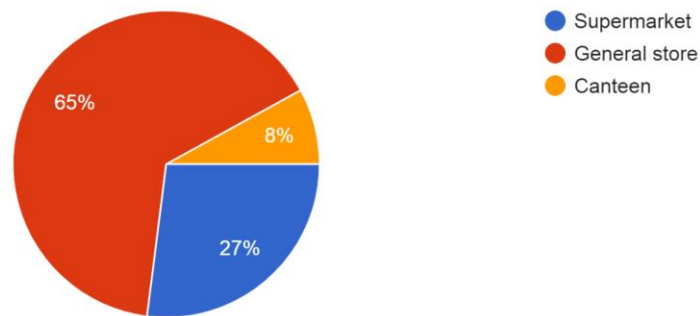
I prefer to purchase packages drinking water from

		Frequency	Percent	Valid Percent	Cumulative Percent
	super market	27	27.0	27.0	27.0
	general store	65	65.0	65.0	92.0
Valid	canteen	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

This pie chart shows from where the respondents buy drinking water. 65% of the respondents buy from general store. 27% of the respondent buy from supermarkets and remaining 8% buy from canteens. Thus it can see that the number of respondents buying from supermarket are more.

6. Situation when I prefer buying packaged drinking water
100 responses
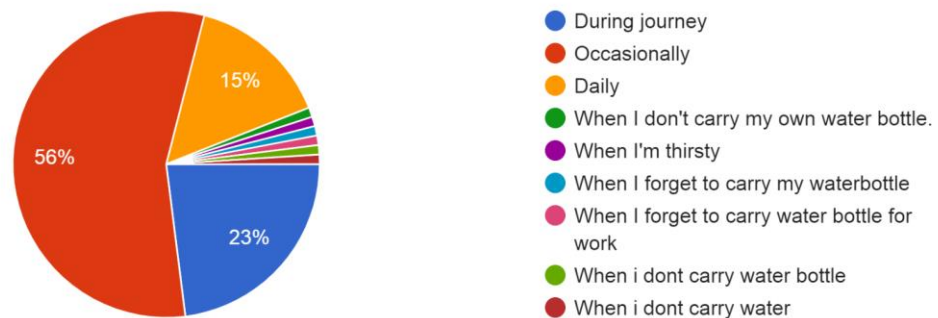
Legend:
- During journey
- Occasionally
- Daily
- When I don't carry my own water bottle.
- When I'm thirsty
- When I forget to carry my waterbottle
- When I forget to carry water bottle for work
- When i dont carry water bottle
- When i dont carry water

Situation when I prefer buying packaged drinking water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	during journey	23	23.0	23.0	23.0
	occasionally	56	56.0	56.0	79.0
	daily	15	15.0	15.0	94.0
	when i dont carry my own water	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

This pie chart shows the situation when the respondent prefer to buy packaged drinking water. 56% of the respondents prefer to buy packaged drinking water occasionally. 23% of the respondents buy during journey. 15% buy packaged drinking water daily. 5% of the buy when they don't carry their own water. 1% said that they buy water when they are thirsty. Highest number of respondents buy packaged drinking water occasionally.

7. Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important)
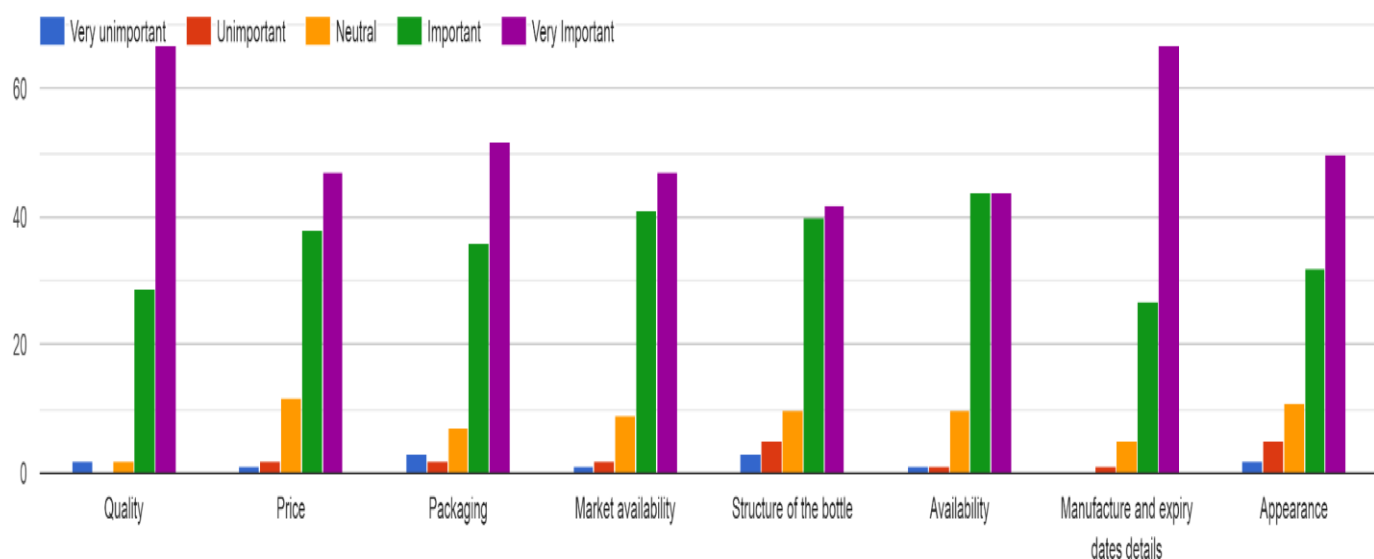
Factors I consider when you buy packaged drinking water? (rate on the sale from 1-

5 where 1 is the least important and 5 is the most important) [Quality]

		Frequency	Percent	Valid Percent	Cumulative Percent
	very unimportant	2	2.0	2.0	2.0
	neutral	2	2.0	2.0	4.0
Valid	important	29	29.0	29.0	33.0
	very important	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important) [Price]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	1	1.0	1.0	1.0
	unimportnt	2	2.0	2.0	3.0
	neutral	12	12.0	12.0	15.0
	important	38	38.0	38.0	53.0
	very important	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important) [Packaging]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	3	3.0	3.0	3.0
	unimportant	2	2.0	2.0	5.0
	neutral	7	7.0	7.0	12.0
	important	36	36.0	36.0	48.0
	very important	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important) [Market availability]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	1	1.0	1.0	1.0
	unimportant	2	2.0	2.0	3.0
	neutral	9	9.0	9.0	12.0
	important	41	41.0	41.0	53.0
	very important	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important) [Structure of the bottle]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	3	3.0	3.0	3.0
	unimportant	5	5.0	5.0	8.0
	neutral	10	10.0	10.0	18.0
	important	40	40.0	40.0	58.0
	very important	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important) [Availability]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	1	1.0	1.0	1.0
	unimportant	1	1.0	1.0	2.0
	neutral	10	10.0	10.0	12.0

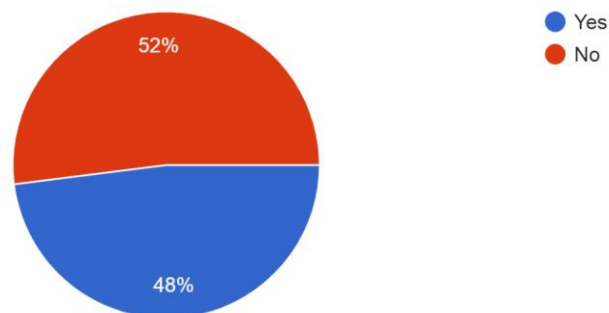|		Frequency	Percent	Valid Percent	Cumulative Percent
	important	44	44.0	44.0	56.0
	very important	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important) [Manufacture and expiry dates details]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	1.0	1.0	1.0
	neutral	5	5.0	5.0	6.0
	important	27	27.0	27.0	33.0
	very important	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

Factors I consider when you buy packaged drinking water? (rate on the sale from 1-5 where 1 is the least important and 5 is the most important) [Appearance]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unimportant	2	2.0	2.0	2.0
	unimportant	5	5.0	5.0	7.0
	neutral	11	11.0	11.0	18.0
	important	32	32.0	32.0	50.0
	very important	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

This graph depicts the factors the respondents consider when buying packaged drinking water. 67 respondents consider quality very important when it comes to buying packaged drinking water. 29 respondents considered quality as important. 2 respondents were neutral and 2 respondents said that they do not consider quality while buying packaged drinking water. The maximum number of respondents consider quality as an important factor while buying packaged drinking water. Second factor was price, 47 of the respondents considered price as an important factor while buying packaged drinking water. 38 respondents considered price as important factor. 12 respondents were neutral and the remaining 3 respondents considered price as unimportant factor while buying packaged drinking water. The maximum respondents considered price as an important factor while buying packaged drinking water. The third factor was packaging. 52 respondents considered packaging as very important factor while buying packaged drinking water. 36 respondents considered packaging as important factor. 7 respondents were neutral. 2 respondents said that packaging is unimportant and 3 respondents said packaging is very unimportant when they buy packaged drinking water. Most of the respondents considered packaging as an important factor when they were buying packaged drinking water. The fourth factor was market availability. 47 respondents considered that market availability is very important factor. 41 respondents said it's an important factor. 9 respondents were neutral on this. The remaining 3 respondents said market availability is unimportant while buying. Maximum of the respondents said market availability is an important when they buy packaged drinking water. The fifth factor is the structure of the bottle. 40 respondent considered structure of the bottle as an important factor while buying packaged drinking water. 42 respondents considered structure of bottle very important. 10 respondents were neutral on the decision and the remaining 8 respondents considered structure of the bottle as unimportant while buying packaged drinking water. Maximum respondents said that they consider structure of the bottle as important factor when buying packaged drinking water. The

sixth factor is the availability of the packaged drinking water. 44 respondents considered availability as a very important factor. 44 respondents considered availability as an important factor. 10 respondents were neutral. 1 respondent said that availability is unimportant and 1 respondent said it's very unimportant. Thus we can see that a large number of respondents consider availability as an important factor while buying packaged drinking water. Seventh factor is the manufacturing and the expiry dates. 67 respondents considered manufacturing and expiry dates as very important factor while buying packaged drinking water. 27 respondents considered these as an important factor. 5 respondents were neutral. 1 respondent considered these factors as unimportant. Thus we can see that maximum number of respondents considered manufacturing and expiry dates as an important factor while buying packaged drinking water. The eighth factor is the appearance. 50 respondents considered appearance as very important factor while buying packaged drinking water. 32 respondents considered this as an important factor. 11 respondents were neutral. 5 respondents considered this as unimportant factor. 2 respondents said appearance was very unimportant factor. Thus we can see that maximum number of respondents considered appearance as an important factor when buying packaged drinking water.

8. I have come across Plus packaged drinking water
100 responses

I have come across Plus packaged drinking water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	48	48.0	48.0	48.0
	no	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

This pie chart shows how many respondents have come across Plus packaged drinking water. 45% of the respondents have come across Plus drinking water where as 52% of the respondents have not come across Plus drinking water. Thus from this chart it can be seen that the number of respondents who haven't come across Plus drinking water are more as compared to the respondents who have come across this brand.

9. I have tried Plus drinking water
100 responses
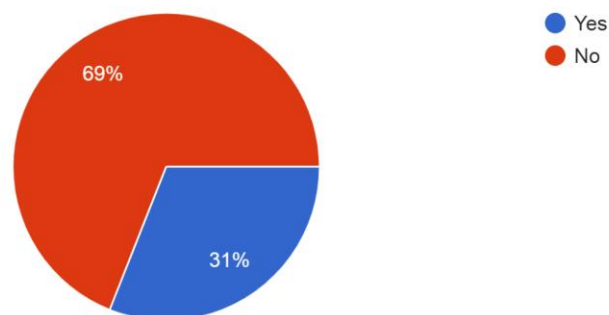
I have tried Plus drinking water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	31	31.0	31.0	31.0
	no	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

This charts depicts the respondents who have drank or tried Plus drinking water. 69% of the respondents have not tried or drank the water from Plus where as 31% of the respondents have tried the water from Plus brand. Thus it can be seen that a large number of respondents haven't tried or drank Plus drinking water.

I. I would prefer buying Plus drinking water in future
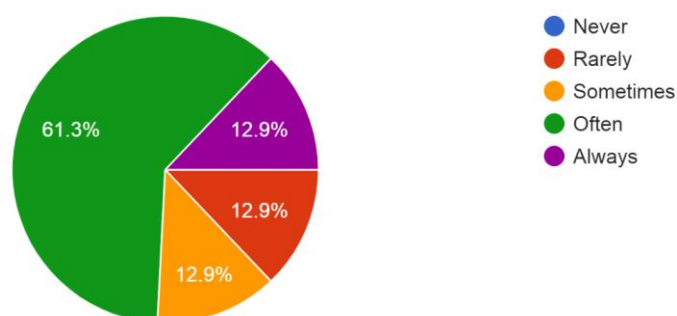69 responses
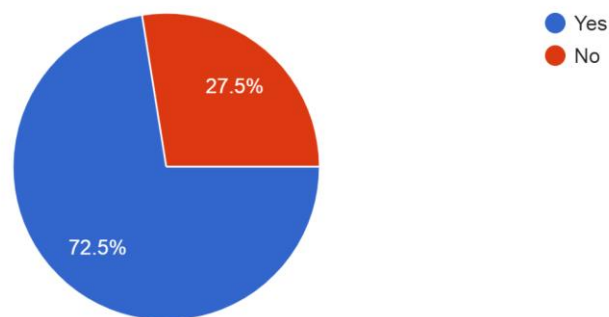
I would prefer buying Plus drinking water in future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	50	50.0	72.5	72.5
	no	19	19.0	27.5	100.0
	Total	69	69.0	100.0	
Missing	System	31	31.0		
Total		100	100.0		

This charts shows if the respondents would prefer buying Plus drinking water in future. 72.5% of the respondents will prefer buying Plus drinking water in future. 27.5% of the respondents wont prefer buying Plus Drinking water in the future. Thus a large number of respondents will prefer buying Plus drinking water in the future.

I. I would prefer buying Plus drinking water over other brand
31 responses

I would prefer buying Plus drinking water over other brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rarely	4	4.0	12.9	12.9
	sometimes	4	4.0	12.9	25.8
	often	19	19.0	61.3	87.1
	always	4	4.0	12.9	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

This pie chart shows the preference of buying Plus drinking water over other brands. 61.3% of the respondents would often prefer buying plus drinking water over other brand. 12.9% of the respondents will always prefer, 12.9% will sometime prefer and 12.9% of the respondents will rarely prefer buying plus drinking water over other brands. Highest number of respondents said that they will often prefer to buy plus drinking water over other brands.

II. The last time when I used Plus drinking water
31 responses
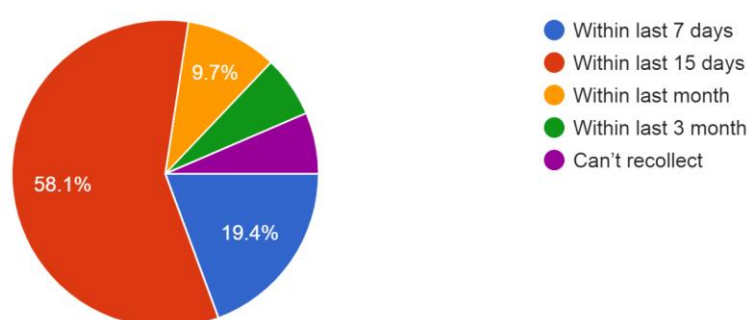
The last time when I used Plus drinking water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	within last 7 days	6	6.0	19.4	19.4
	within last 15 days	18	18.0	58.1	77.4
	within last month	3	3.0	9.7	87.1
	within last 3 month	2	2.0	6.5	93.5
	can't recollect	2	2.0	6.5	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

This pie chart talks about the last time the respondents used Plus drinking water. 58.1% of the respondents consumed Plus drinking water within the last 15 days. 19.4% of the respondents consumed within the last 7days. 9.7% of the respondents consumed within last month. 6.5% respondents consumed within the last 3 months and the remaining 6.5% cant recollect when they had consumed Plus drinking water. Thus highest number of respondents consumed Plus drinking water within the last 15 days.

III. I would buy this product again
31 responses
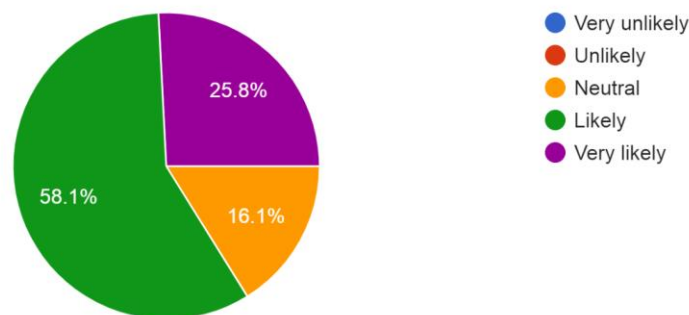
I would buy this product again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	5	5.0	16.1	16.1
	likely	18	18.0	58.1	74.2
	very likely	8	8.0	25.8	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

This pie chart shows if the respondents will buy Plus packaged drinking water again. Out of the 31 respondents who have tried Plus drinking water 58.1% of respondents are likely to buy the product again. 25.8% of the respondents are very likely to buy this product again. The remaining 16.1% are neutral that is they may or may not buy the product. Thus most of the respondents who have tried Plus packaged drinking water will buy the product again.

IV. I have seen or heard about Plus brand recently from
31 responses
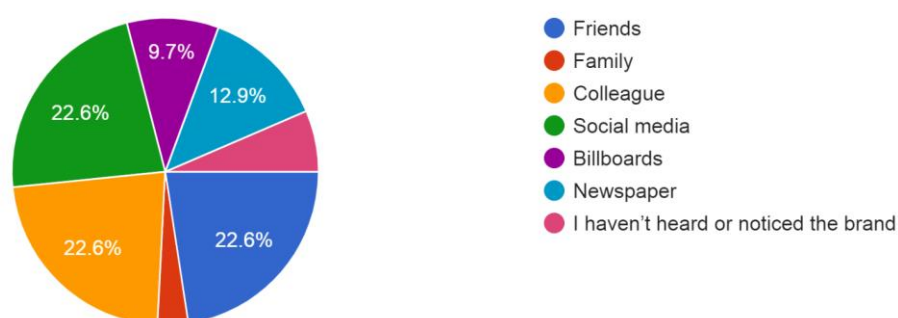
I have seen or heard about Plus brand recently from

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	friends	7	7.0	22.6	22.6
	family	1	1.0	3.2	25.8
	colleague	7	7.0	22.6	48.4
	social media	7	7.0	22.6	71.0
	billboards	3	3.0	9.7	80.6
	newspaper	4	4.0	12.9	93.5
	i havent seen or noticed the brand	2	2.0	6.5	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

This pie chart shows where the respondents have heard or seen about Plus brand. 22.6% have seen the brand on social media. 22.6% have heard about Plus brand from colleagues. 22.6% of the respondents have heard about the brand from Friends. 12.9% have heard about the brand from newspapers. 6.5% haven't noticed or heard about this brand. 3.2% of the respondents have heard about this brand from family. From this it can be seen that the brand has social media presence and word of mouth.

V. How would you rate towards Plus drinking water advertisement
31 responses
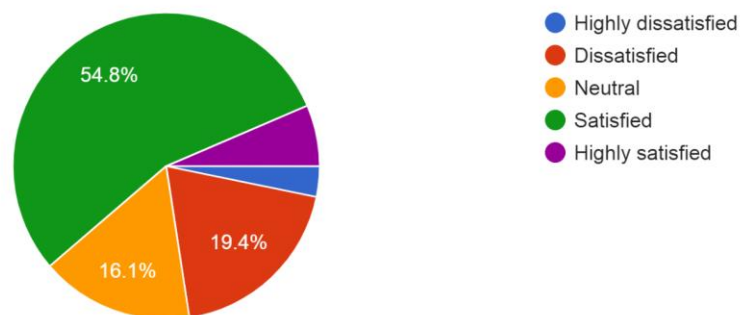
How would you rate towards Plus drinking water advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	1	1.0	3.2	3.2
	dissatisfied	6	6.0	19.4	22.6
	neutral	5	5.0	16.1	38.7
	satisfied	17	17.0	54.8	93.5
	highly satisfied	2	2.0	6.5	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

This pie chart depicts the rating towards advertisement of Plus. 54.8% of the respondents are satisfied with the advertisement of Plus. 6.5% are highly satisfied. 16.1% are neutral. 19.4% re dissatisfied. 3.2% are highly dissatisfied. Thus majority of the respondents are satisfied with the advertisement of Plus drinking water.

VI. Does the importance of advertisement of package drinking water would influence your choice of brand?
31 responses
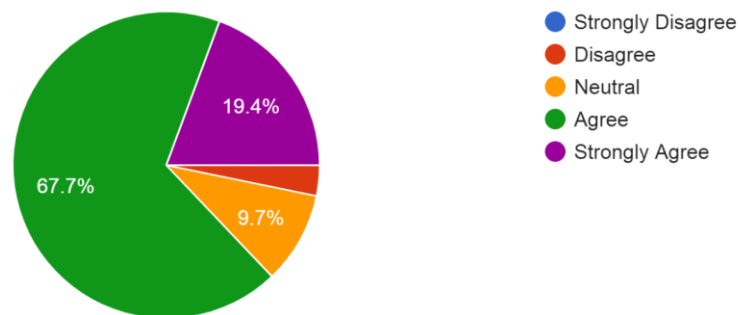
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Does the importance of advertisement of package drinking water would influence your choice of brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	3.2	3.2
	neutral	3	3.0	9.7	12.9
	agree	21	21.0	67.7	80.6
	strongly agree	6	6.0	19.4	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

This pie chart talks if advertisement of package drinking water would influence choice of brand. 67.7% of the respondents agreed to this statement. 19.4% of the respondents strongly agreed to the statement. 9.7% of the respondents were neutral. 3.2% of the respondents disagreed to this statement. The number of respondents who agreed to the statement that advertisement influences choice of brand.

VII. Rate the following on the scale of 1-5 where 1-Very poor 5-Very good
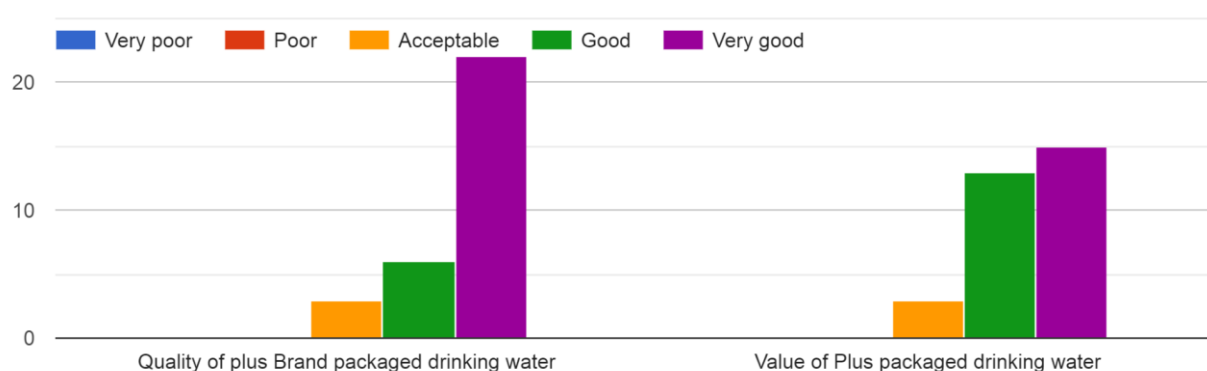
Rate the following on the scale of 1-5 where 1-Very poor 5-Very good [Quality of plus Brand packaged drinking water]
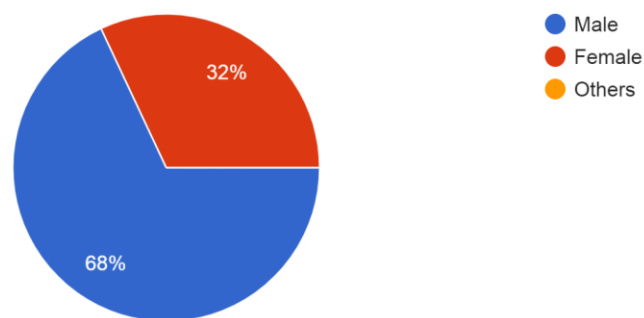
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	acceptable	3	3.0	9.7	9.7
	good	6	6.0	19.4	29.0
	very good	22	22.0	71.0	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

Rate the following on the scale of 1-5 where 1-Very poor 5-Very good [Value of Plus packaged drinking water]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	acceptable	3	3.0	9.7	9.7
	good	13	13.0	41.9	51.6
	very good	15	15.0	48.4	100.0
	Total	31	31.0	100.0	
Missing	System	69	69.0		
Total		100	100.0		

This graph depicts the quality and the value of Plus drinking water. The quality and value that this brand provides is very good. All the respondents who have tried Plus drinking water are satisfied with the quality and the value of the brand. Thus we can see that the value and the quality that plus drinking water provides is very good.
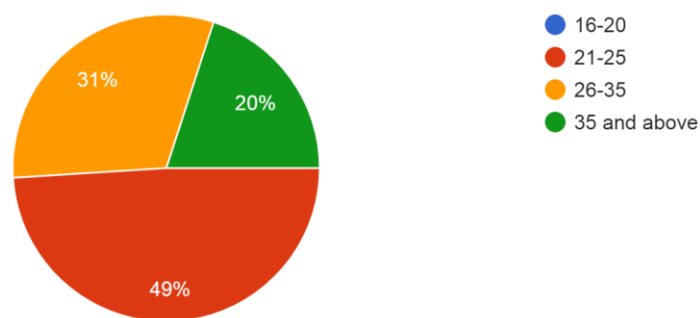
10.Gender
100 responses

Male
Female
Others

32%
68%

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	68	68.0	68.0	68.0
	female	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

This pie chart depicts the gender. 68% of the respondents were male and 32% of the respondents were female. The male respondents were more than the female respondents.

11. Age
100 responses

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25	49	49.0	49.0	49.0
	26-35	31	31.0	31.0	80.0
	35 and above	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

This pie chart depicts the age group of the respondents. 49% of the respondents were between the age group of 21-25. 31% of the respondents were between the age group of 26-35. 20% of the respondents belong to the age group of 35 and above. Thus the highest number of respondents belonged to the age group of 21-25.

## 12. Occupation
100 responses
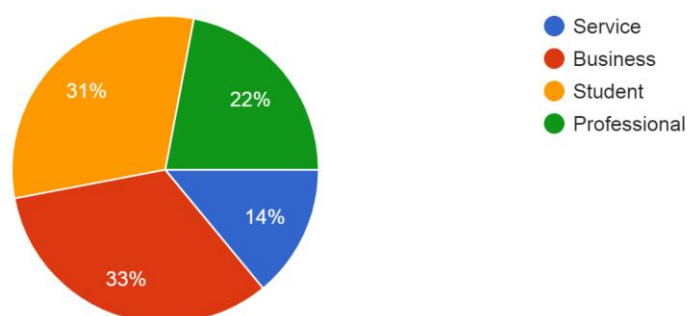
Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	service	14	14.0	14.0	14.0
	business	33	33.0	33.0	47.0
	student	31	31.0	31.0	78.0
	professional	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

This pie chart depicts the occupation of the respondents. 33% of the respondents have their own business. 31% of the respondents are students. 22% of the respondents belong to professional

occupation. 14% of the respondents belong to service sector. The number of business occupation respondents are more than rest of the occupation of respondents

13. District
100 responses
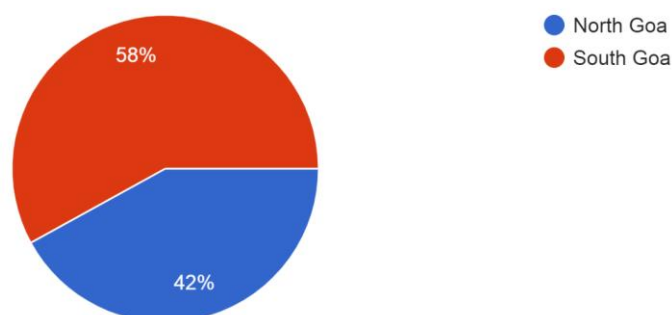
District

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	north goa	42	42.0	42.0	42.0
	south goa	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

This pie chart depicts the district of the respondents. 42% of the respondents belong to North Goa and 58% of the respondents belong to South Goa. Thus the respondents from South Goa are more as compared to North Goa.

14. Taluka
100 responses

- Bardez
- Bicholim
- Pernem
- Sattari
- Tiswadi
- Ponda
- Canacona
- Mormugao

△ 1/2 ▽
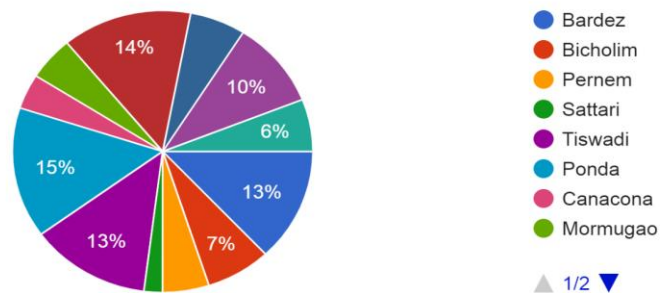
Taluka

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bardez	13	13.0	13.0	13.0
	bicholim	7	7.0	7.0	20.0
	pernem	5	5.0	5.0	25.0
	sattari	2	2.0	2.0	27.0
	tiswadi	13	13.0	13.0	40.0
	ponda	15	15.0	15.0	55.0
	canacona	4	4.0	4.0	59.0
	mormugao	5	5.0	5.0	64.0
	salcette	14	14.0	14.0	78.0
	sanguem	6	6.0	6.0	84.0
	quepem	10	10.0	10.0	94.0
	dharbandora	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

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This pie chart depicts the talukas respondents have selected. 15% of the respondents were from Ponda.14% of the respondents were from salcete. 13% were from Tiswadi and Bardez respectively. 10% of respondent were from Quepem. 7% of respondents were from Bicholim. 6% were from Dharbandora and Sanguem respectively. 5% of respondents were from Pernem and Mormugao respectively. 4% were from Canacona and 2% were from Sattari. Highest respondents were from Ponda followed by Salcete.

Chi Square

I prefer to purchase packages drinking water from * I prefer buying packaged drinking water in which size Crosstabulation

Count

		I prefer buying packaged drinking water in which size				Total
		250ml	500ml	1 litre	5 litre	
I prefer to purchase packages drinking water from	super market	1	6	16	4	27
	general store	8	17	37	3	65
	canteen	0	2	0	6	8
Total		9	25	53	13	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.337[a]	6	.000
Likelihood Ratio	28.072	6	.000
Linear-by-Linear Association	.257	1	.612
N of Valid Cases	100		

a. 6 cells (50.0%) have expected count less than 5. The minimum

expected count is .72.

- The Pearson chi square is 0.000 which is less than 0.05. So there is significance.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.586	.000
	Cramer's V	.414	.000
N of Valid Cases		100	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

The Cramer's V value is 0.414 which is less than 0.5 which means it has weak association. The Chi Square was tested by using preference of buying packaged drinking water from super market, general store, canteens and the pack size of the bottle such as 250ml, 500ml, 1 litre, 5 litre, 20 litre.

District * I have come across Plus packaged drinking water Crosstabulation

Count

		I have come across Plus packaged drinking water		Total
		yes	no	
District	north goa	12	30	42
	south goa	36	22	58
Total		48	52	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.951a	1	.001		
Continuity Correctionb	9.650	1	.002		
Likelihood Ratio	11.223	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	10.842	1	.001		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.16.

b. Computed only for a 2x2 table

- The Pearson chi square is 0.001 which is less then 0.05.So there is significance.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-.331	.001
	Cramer's V	.331	.001
N of Valid Cases		100	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

The Cramer's V value is 0.331 which is less than 0.5 which means it has weak association. The Chi Square was tested by using districts of Goa which are North Goa and South Goa with the people who have come across Plus drinking water.

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.651	.682	21

Here reliability was checked to see if the data was reliable. Cronbach's Alpha must be greater than 0.6 to be reliable. The Cronbach's Alpha is 0.651 which is greater than 0.6. Hence the data is reliable.

Correlation
Correlations

		Rate the following on the scale of 1-5 where 1-Very poor 5-Very good [Quality of plus Brand packaged drinking water]	I would buy this product again
Rate the following on the scale of 1-5 where 1-Very poor 5-Very good [Quality of plus Brand packaged drinking water]	Pearson Correlation	1	.550**
	Sig. (2-tailed)		.001
	N	31	31
I would buy this product again	Pearson Correlation	.550**	1
	Sig. (2-tailed)	.001	
	N	31	31

**. Correlation is significant at the 0.01 level (2-tailed).

Significant value should be less than 0.05 in this case the value is 0.001 so we can say that data is significant. The Pearson correlation is 0.550 which means it has medium positive correlation.

Project Findings

- It is observed that from the 100 respondents 96% of the respondents prefer buying packaged drinking water.

- When asked for the preference of the brand 45% of the respondents out of 100 preferred Bisleri so it can be seen that Bisleri has a good position in the market as compared to other brands.

- It is also observed that 53% of the respondents prefer 1 litre bottles over the other sizes.

- Also it can be seen that 65% of the respondents buy packaged drinking water from general stores.

- Frequency of consumption of packaged drinking water is high, 50% of the respondents consume packaged drinking water at a regular basis.

- While considering the factors such as quality, price, packaging, market availability, structure of the bottle, manufacturing and expiry dates, appearance it can be seen that respondents give high priority to these factors.

- The respondents who have come across Plus packaged drinking water are less so company should focus on the awareness.

- The respondents who have tried Plus drinking water are just 31%, so it shows that company show try to expand their reach.

- The people who have tried or consumed Plus drinking water are willing to buy the product again and also prefer Plus drinking over other brands so it shows that people who have

consumed this drinking water are satisfied with the quality and value that this brand provides.

- From this survey it can be seen that Plus has advertisement but the reach is very less so they should come up with good strategies to compete with the big players like Bisleri.

- It can also be seen that Plus provides good quality and valuable product.

- Coming to the gender 68% were male and 32% were female. So it can be seen that more number of males consider buying packaged drinking water then females

- Also it can be seen that the age group of 21-25, 26-35 prefer buying more packaged drinking water then the other age group and almost all the occupation people prefer to buy packaged drinking water.

- This survey was conducted in Goa so the responses are from North as well as South Goa and from almost all the districts but the respondents in South Goa were more as compared to North Goa and respondents from Ponda and Salcete were more as compared to other districts.

- Chi Square test was performed and it was found that there is weak association. The test was performed using the preference of buying packaged drinking water from super market, general store, canteen with the size preference such as 250ml, 500ml, 1 litre, 5 litre, 20 litre. The Cramer's V was 0.414 which is weak. If the value is more than 0.5 it is strong association.

- The Cramer's V value is 0.331 which is less than 0.5 which means it has weak association. The Chi Square was tested by using districts of Goa which are North Goa and South Goa with the people who have come across Plus drinking water.

- Also reliability test was performed, Cronbach's Alpha was 0.651 which is reliable. So the data was reliable.

- Correlation test was performed the value was 0.001 which was significant. The Pearson correlation is 0.550 which means it has medium positive correlation.

Conclusion

Brand awareness are created with factors such as target market, positioning of the brand, advertisement, word of mouth and social media. From these advertisement will create more brand awareness then the rest factors. When people are aware about the brand the marketers will get customer engagement and it will help them to market the product and get orders easily. The result derived from this survey was that maximum number of people consume packaged drinking water so it's a need of day today life. But there are a large number of competitors that have a huge position in the market so to tackle this Plus should come up with good strategies so that they can create a good customer base. Plus is lacking on the advertisement strategies so they have to do a good study on positioning of their product in the market. The respondents or the customers who have consumed Plus packaged drinking water are satisfied with the quality of the brand so it can be seen that they have good standardized quality of product but most of the respondents are not much aware of the brand Plus. For plus to become successful in Goa they should focus on positioning of the brand and should come up with some unique strategies so that people should know the product.

Recommendation to the company

1. To convince consumers to purchase Plus drink water, the advertising medium should be upgraded.

2. The company should appoint officials to maintain excellent relations with customers and assist in obtaining customer feedback.

3. Better production systems: currently plus is using a semi-automatic production line so my advice was how they can increase the productivity using better and upgraded production line.

4. The company should provide some discounts for bulk purchases.

5. The company should partner with caterers, wedding halls, hotels, restaurants and bars to increase their sales.

6. They can also partner with online influencers to increase awareness towards Plus drinking water.

7. They should try to keep some credit period for distributors who buy Plus drinking water on a consistent bases.

8. Earlier they used to do newspaper advertisement but now they have not done newspaper advertisement for quite a while so now they should also increase Newspaper advertisement.

9. Currently they are distributing only in Ponda and neighbouring talukas so now they should improve their distribution channel and focus on distributing all over Goa.

10. They can also try to sponsor in local events like rallies, college events, IFFI, etc.

Work Done

1. Attend client meeting: got a chance to attend a client's meeting while doing the internship and got to know how to convince a client to choose our product.

2. Helped in developing new customer base.

3. Enter data into spreadsheets: Enter the date of clients orders and their payments into excel.

4. Also accompanied sales executive in preparing area wise sales report.

5. Given the task of handling their social media account.

6. Handling customer calls and taking orders for events.

7. Accompanied the sales person while going for distribution of drinking water.

Learning Derived

1. The first thing I got to learn is how the production of packaged drinking water works.

2. Also got knowledge of this industry and the scope for this industry.

3. This internship also taught me how to work in team and adapt new work environment.

4. Never show ego while doing work whatever work is given or told you must do that in time and impress your superiors.

5. Always be present for work or else your work will get piled up.

6. Never be lazy at work, try to finish your work in time or before time.

7. When working in sales department try to get as much sales as you can, this will help the company to grow faster.

8. When approaching a new customer you must always be well prepared.

9. Also got to know that marketing is not an easy task and you won't get orders easily, so you need to be mentally prepared for the outcomes and should not get demotivated.

10. During this internship I came to know that distributors should be kept as a high priority. If they are ignored they switch to different brands.

11. Also got to know that marketing executive should keep a good relation with the clients and if any problem arise they should try to attend swiftly and this helps the clients to generate trust on the brand.

12. Communication between the employees and the superiors should be good which will create a good work environment.

13. When working in sales department the person should have good communication skills so that he can convince or get good orders.

14. I got to learn how to build a good repo with everyone while working.

15. During internship I gained valuable exposure how a business is run and how to perform assigned tasks and duties in the real work life scenario.

16. It also gave me an insights how daily department functions in the organisation.

17. It also helped me to build my confidence while approaching a new customer which will help me in my future career.

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Annexure

Questionnaire

Brand Awareness Of Plus (H2O) Packaged Drinking Water

Dear Sir/Madam

Greetings of the day!

Myself Aditya Gaunker, final year MBA student at Goa Business School, Goa University conducting a survey on the Brand Awareness Of Plus(H2O) Packaged Drinking Water as a part of my primary data collection for my final internship project.
I request you kindly take 2 min of your time and fill out this questionnaire as it would be a great contribution to my research and add value to my study. Your response will be highly appreciated, and I assure you that the data collected will be treated as highly confidential and strictly used for academic purposes only.

Thank you!

* Indicates required question

1.   1. I prefer buying packaged drinking water *

   Mark only one oval.

   ( ) Yes

   ( ) No

2.   2. When you think of packaged drinking water, which brand comes to your *
        mind?

   Mark only one oval.

○ Bisleri

○ Kinley

○ Aqua na

○ Bailey

○ Plus

○ Himalayan

3.   3. How frequently do you consume packaged drinking water *

Mark only one oval.

○ Never

○ Rarely

○ Sometimes

○ Often

○ Always

4.   4. I prefer buying packaged drinking water in which size *

Mark only one oval.

○ 250 ml

○ 500ml

○ 1 litre

○ 5 litre

○ 20 litres

5.   5. I prefer to purchase packages drinking water from *

Mark only one oval.

○ Supermarket

○ General store

○ Canteen

6.	6. Situation when I prefer buying packaged drinking water *

Mark only one oval.

○ During journey

○ Occasionally

○ Daily

○ Other: _____

7.	7. Factors I consider when you buy packaged drinking water? (rate on the sale * from 1-5 where 1 is the least important and 5 is the most important)

Mark only one oval per row.

	Very unimportant	Unimportant	Neutral	Important	Very Important
Quality	○	○	○	○	○
Price	○	○	○	○	○
Packaging	○	○	○	○	○
Market availability	○	○	○	○	○
Structure of the bottle	○	○	○	○	○
Availability	○	○	○	○	○
Manufacture and expiry dates details	○	○	○	○	○
Appearance	○	○	○	○	○

8.	8. I have come across Plus packaged drinking water *

Mark only one oval.

○ Yes

○ No

9.   9. I have tried Plus drinking water *

Mark only one oval.

○ Yes   *Skip to question 11*

○ No   *Skip to question 10*

I haven't tried Plus drinking water

10.   I. I would prefer buying Plus drinking water in future *

Mark only one oval.

○ Yes

○ No

Skip to question 18

I have tried Plus drinking water

11.   I. I would prefer buying Plus drinking water over other brand *

Mark only one oval.

○ Never

○ Rarely

○ Sometimes

○ Often

○ Always

12.   II. The last time when I used Plus drinking water *

Mark only one oval.

○ Within last 7 days

○ Within last 15 days

○ Within last month

○ Within last 3 month

○ Can't recollect

13. III. I would buy this product again *

Mark only one oval.

○ Very unlikely

○ Unlikely

○ Neutral

○ Likely

○ Very likely

14. IV. I have seen or heard about Plus brand recently from *

Mark only one oval.

○ Friends

○ Family

○ Colleague

○ Social media

○ Billboards

○ Newspaper

○ I haven't heard or noticed the brand

15. V. How would you rate towards Plus drinking water advertisement *

Mark only one oval.

○ Highly dissatisfied

○ Dissatisfied

○ Neutral

○ Satisfied

○ Highly satisfied

16. VI. Does the importance of advertisement of package drinking water would *
influence your choice of brand?

Mark only one oval.

○ Strongly Disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly Agree

17. VII. Rate the following on the scale of 1-5 where 1-Very poor 5-Very good *

Mark only one oval per row.

	Very poor	Poor	Acceptable	Good	Very good
Quality of plus Brand packaged drinking water	○	○	○	○	○
Value of Plus packaged drinking water	○	○	○	○	○

Skip to question 18

Demographic

18. 10.Gender *

Mark only one oval.

◯ Male

◯ Female

◯ Others

19. 11. Age *

Mark only one oval.

◯ 16-20

◯ 21-25

◯ 26-35

◯ 35 and above

20. 12. Occupation *

Mark only one oval.

◯ Service

◯ Business

◯ Student

◯ Professional

◯ Other:

_____

21. 13. District *

Mark only one oval.

◯ North Goa

◯ South Goa

22.   14. Taluka *

Mark only one oval.

- ⬭ Bardez
- ⬭ Bicholim
- ⬭ Pernem
- ⬭ Sattari
- ⬭ Tiswadi
- ⬭ Ponda
- ⬭ Canacona
- ⬭ Mormugao
- ⬭ Salcette
- ⬭ Sanguem
- ⬭ Quepem
- ⬭ Dharbandora