



## A study of consumers buying behaviour towards Sai Sankalp Beverages (Baily packaged drinking water F), Mysore”

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### Abstract

India's bottled drinking water market has expanded quickly as a result of changing lifestyles, growing health consciousness, and growing worries about water quality. This study looks into Mysore consumers' purchasing habits with regard to Baily packaged drinking water from Sai Sankalp Beverages, with an emphasis on determining the major variables affecting brand preferences and purchase decisions. A sample of customers from different demographic groups in the city were given a standardized questionnaire. In order to comprehend opinions about product quality, cost, availability, brand image, and confidence in safety regulations, the data was analyzed. The results show that brand reputation and cost are the next most important factors influencing consumer decision, after quality and purity. Additionally, the study shows that consumers are increasingly choosing dependable, locally accessible brands like Baily, which are backed by steady product quality and wide distribution. Sai Sankalp Beverages can improve customer happiness and loyalty by strengthening its market positioning and creating focused marketing strategies with the aid of the insights acquired. All things considered, the study advances our knowledge of consumer behavior in the packaged drinking water market in a local setting.

**Keywords:** Consumer buying behaviour, packaged drinking water, Baily Water, brand preference, purchase decision, product quality, consumer perception, marketing strategies

### Introduction

In today's world, having access to clean, safe drinking water is essential due to growing industrialization, urbanization, and public health consciousness. Over the past ten years, India's demand for packaged drinking water has steadily increased, mostly as a result of worries about tap water quality, shifting lifestyles, and the country's expanding outdoor consumption and travel culture. Consequently, the bottled drinking water market has developed into a competitive market with many local and national brands.

Packaged drinking water usage has significantly increased in Mysore, a rapidly rising city with an expanding population. Because of its emphasis on cleanliness, affordability, and extensive distribution network, Sai Sankalp Beverages' Baily packaged drinking water has become a prominent player among the different brands available. Consumer choices in this category are influenced by a number of factors, including perceived quality, brand trust, price sensitivity, packaging, and accessibility, even if packaged drinking water is becoming more and more popular.

As a firms to increase their market presence and create successful marketing strategies, it is essential to comprehend customer purchasing behavior. In a competitive setting, analyzing these behavioral patterns can assist determine what drives consumers, how they weigh their options, and what fosters brand loyalty. In order to provide insights that can help Sai Sankalp Beverages improve customer satisfaction, improve product positioning, and achieve sustained market growth, this study examines the factors influencing consumer purchasing behavior toward Baily packaged drinking water in Mysore.

### Objectives for the Study

- To analyse the factors influencing consumers purchasing decisions.

- To assess the influence of pricing strategies on consumers buying behaviour.
- To understand the impact of marketing strategies on consumers buying behaviour.
- To assess the level of consumer satisfaction and loyalty towards consumers purchasing decisions.

### Scope of the Study

- This study helps in understanding how the consumer satisfaction impact towards the organization performance.
- This study covers the factors influencing the consumers buying behaviour.
- This study helps to understand the consumer Decision-Making Process.
- This study helps to understand the Consumer Satisfaction and Loyalty.

### Research methodology

It's a particular method to remove the problems of research. It's refers to the tools and techniques used for collecting the information for the reason of study of the research. Research methodology describes the overall clearance of the study. In this study this method used through questionnaire and directly meet and interview the customers to collect their feedback on the spot.

### Literature Review

#### 1. Sumi, R.S. and Ahmed, M. (2022)

This study focuses on the impact of the COVID-19 pandemic on the online buying behaviour of young consumers in Bangladesh. It examines the determinants of the Technology Acceptance Model (TAM) and consumer value theory to understand their influence on buying attitudes. The findings indicate that factors such as

perceived enjoyment, utilitarian attributes (price, convenience, and health aspects), perceived usefulness, and perceived ease of use have a positive effect on online buying attitudes. Additionally, the study confirms that consumers' positive attitudes significantly influence their online buying behaviour.

## **2. Anas, M., Khan, M.N., Rahman, O. and Uddin, S.M.F. (2022)**

This study examines the factors that influence consumers' impulsive buying behaviour in India during the COVID-19 pandemic. It reveals that fear and resource availability are the primary factors affecting impulse buying. The findings suggest that retailers can reduce consumer fear and capitalize on impulse buying by offering improved resources to shoppers. Ultimately, this research sheds light on the dynamics of consumer behaviour during a pandemic and provides insights for retailers to effectively manage impulse buying.

## **3. Aragoncillo, L. and Orus, C. (2018)**

In this study, the focus is on investigating the behaviour of impulse buying within the fashion industry. The research compares online and offline channels to determine which one is more likely to result in impulsive purchases. The findings indicate that the offline channel slightly surpasses the online channel in terms of promoting impulse buying. Additionally, the study reveals that factors that encourage impulse buying online have a stronger influence than factors that discourage it. Moreover, the research highlights the significant impact of social networks on impulsive buying behaviours.

## **4. Nosi, C., Zollo, L., Rialti, R. and Ciappei, C. (2020)**

This study explores the factors that influence consumers' intention to purchase organic quinoa-based food by using an enhanced version of the theory of reasoned action (TRA). The proposed model examines the impact of ecological welfare, political values, and consumer-perceived corporate social responsibility (CSR) of the point of sale on consumer willingness to buy organic quinoa-based food. The findings reveal that ecological welfare and a retailer's CSR image have a positive influence on consumer attitude towards purchasing organic quinoa-based food. However, political values have a negative effect on this attitude. Additionally, the study highlights the significance of consumer attitude as a key predictor of behavioural intention.

## **5. Rahman, M.F. and Hossain, M.S. (2023)**

In this study, the researchers examined the impact of website quality on online compulsive buying behaviour (OCBB) in the context of online shopping with a credit card (UCC) and online impulsive buying behaviour (OIBB). The results indicate that the quality of online shopping websites has a positive effect on consumers' UCC and OIBB, which, in turn, positively influence their OCBB.

## **6. Xu, C., Unger, A., Bi, C., Papastamatelou, J. and Raab, G. (2022)**

Technological advancements, particularly the Internet, have brought about notable changes in consumer purchasing

patterns. Online shopping has become closely intertwined with electronic payment systems, notably credit cards. This study delves into the impact of credit card systems and online shopping on the prevalence of compulsive buying behaviour among both male and female consumers.

As anticipated, the research reveals that Internet shopping contributes to an increase in compulsive buying tendencies, with no significant disparity between genders. However, the possession of credit cards does influence the relationship between gender and compulsive buying. Specifically, females exhibit a higher susceptibility to engaging in compulsive buying behaviour, particularly when credit cards are involved.

## **7. Rambabu, L. and Porika, R. (2020)**

Packaging plays a crucial role in the consumer decision-making process and serves as a powerful tool for brand communication. It has the ability to connect with customers both physically and virtually, extending beyond the product itself. This research aims to examine the impact of packaging approaches on consumer purchasing behaviour. The findings indicate that media exposure, packaging strategies, and elements significantly influence the buying mode of consumers. It is recommended that businesses develop innovative packaging designs to effectively market their products, attract new customers, and retain existing ones. Packaging is recognized as a key driver for acquiring and retaining consumers, making it essential for success in introducing new products.

### **Sampling technique**

**Simple Random Sampling** In this technique, each individual in the population has an equal chance of being selected. It involves drawing samples randomly without any bias.

**Sampling unit:** 50 consumers

### **Sample Size**

This survey mainly concentrates on --- customers as the respondents. And this survey gives special provision on different mind-set and taste and preferences of the customers. The customers all are different age group of people and opinions are changes in one person to another person.

### **Collection of Data**

The information gathered in two modes

- Primary Data
- Secondary Data

### **Limitation of the Study**

- The study was done only for 6 weeks.
- Responses given by respondents may be not accurate.
- The respondents could not be achieved from all states of India. It is restricted Karnataka.
- There may be bias in the selection of influencers, as well as in the analysis and interpretation of the data.
- Customer's lack of interest in filling our questioner was the biggest challenge

**Analysis and Interpretation**

**1. Age**

Sl.no	Particulars	No. Of Respondents	Percentage
1	18-24	28	56%
2	25-34	8	16%
3	35-44	9	18%
4	45 & Above	5	10%
	Total	50	100%

**Interpretation**

The data represents the age distribution of respondents in a survey, totaling 50 participants. The majority of respondents fall within the 18-24 age group, comprising 56% of the total. Those aged 25-34 make up 16%, while the 35-44 age group constitutes 18%. Respondents aged 45 and above represent 10% of the total. The survey shows a higher participation rate among younger individuals, indicating potential trends or interests within this demographic.

**2. Income Level**

Sl.no	Particulars	No. of Respondents	Percentage
1	10000-30000	26	52%
2	30000-50000	12	24%
3	50000-70000	6	12%
4	70000 & Above	6	12%
	Total	50	100%

**Interpretation**

The data shows the distribution of respondents based on their income levels. The majority of respondents, constituting 52%, fall within the income range of 10000-30000. The second largest group, comprising 24%, earns between 30000-50000. There is a gradual decrease in the number of respondents as income increases, with 12% falling in both the 50000-70000 and 70000 & Above categories. Overall, the survey indicates that the majority of respondents have lower to moderate income levels, while a smaller proportion of respondents earn higher incomes.

**1. To analyse the factors influencing consumers purchasing decisions.**

**1. Price**

Sl.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	26	52%
2	Agree	18	36%
3	Neutral	5	10%
4	Disagree	1	2%
5	Strongly Disagree	0	0%
	Total	50	100%

**Interpretation**

The survey results indicate that a significant majority of respondents (88%) either strongly agree or agree that price is an influential factor in their purchasing decisions for

Bailly packaged drinking water. This demonstrates the considerable impact of pricing on consumer choices. A small percentage of respondents (10%) remained neutral, suggesting that some consumers may have mixed opinions about the role of price. Additionally, only a negligible number of respondents (2%) disagreed with price being a decisive factor. Notably, no respondents strongly disagreed, indicating a high level of consensus on the relevance of pricing in the purchasing process

**2. Product Quality**

Sl.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	14	28%
2	Agree	29	58%
3	Neutral	6	12%
4	Disagree	0	0%
5	Strongly Disagree	1	2%
	Total	50	100%

**Interpretation**

The survey indicates that a significant majority of respondents, comprising 86% (Strongly Agree + Agree), are positively inclined towards the product quality of Bailly packaged drinking water, which reflects a favorable sentiment among consumers. The absence of any respondents disagreeing or strongly disagreeing highlights the overall satisfaction with the product. While a small percentage of respondents (12%) remain neutral, the overwhelming positive response demonstrates that the factors influencing consumers' purchasing decisions for Bailly water are primarily driven by its perceived quality and reliability. This data suggests that the brand has established a strong reputation in the market for delivering high-quality packaged drinking water.

**3. To assess the influence of pricing strategies on consumers buying behaviour.**

**1. Is Bailly packaged water price important in your decision-making?**

Sl.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	11	22%
2	Agree	30	60%
3	Neutral	8	16%
4	Disagree	1	2%
5	Strongly Disagree	0	0%
	Total	50	100%

**Interpretation**

The data shows that a significant majority of respondents, 82% (Strongly Agree + Agree), consider the price of Bailly packaged water important in their decision-making. Only a small percentage, 2%, disagreed with its importance. This indicates that the price of Bailly packaged drinking water plays a crucial role in influencing consumers' decision-making processes.

**2. How satisfied are you with the pricing strategy of Bailly packaged drinking water bottle?**

Sl.no	Particulars	No.of respondents	Percentage
1	Strongly Agree	15	30%
2	Agree	16	32%
3	Neutral	15	30%
4	Disagree	3	6%
5	Strongly Disagree	1	2%
	Total	50	100%

**Interpretation**

The majority of respondents (62%) expressed positive sentiments towards Bailly's pricing strategy for packaged drinking water, with 30% being neutral. Only a small proportion disagreed (6%) or strongly disagreed (2%) with the pricing approach. Overall, the results indicate that a significant portion of the respondents are satisfied with Bailly's pricing strategy for their packaged drinking water bottle.

**4. To understand the impact of marketing strategies on consumers buying behaviour.**

**1. Would you switch to another brand of packaged drinking water if Bailly improved its marketing strategies?**

Sl.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	10	20%
2	Agree	21	42%
3	Neutral	12	24%
4	Disagree	6	12%
5	Strongly Disagree	1	2%
	Total	50	100%

**Interpretation**

The survey results indicate that a significant portion (62%) of the respondents are open to switching to another brand of packaged drinking water if Bailly enhances its marketing strategies. This implies that there is room for improvement in Bailly's marketing approach to retain and attract more customers. While 46% of the respondents (Agree + Strongly Agree) are already satisfied with the brand, the 36% who are either Neutral or Disagree suggest potential opportunities for Bailly to address their marketing concerns and win over more customers.

**2. What influences your decision to purchase Bailly water bottles?**

Sl.no	Particulars	No. of respondents	Percentage
1	Brand reputation	6	12%
2	Price	9	18%
3	Quality of water	26	52%
4	Packaging design	5	10%
5	Promotional offers	4	8%
	Total	50	100%

**Interpretation**

The survey shows that quality of water is the most influential factor, with 52% of respondents considering it when purchasing Bailly water bottles. Price is the second most significant aspect, affecting 18% of the decisions. Brand reputation follows closely, influencing 12% of

respondents. Packaging design and promotional offers have a relatively lower impact, with 10% and 8% influence, respectively. Overall, consumers prioritize water quality and pricing when choosing Bailly packaged drinking water.

**5. To assess the level of consumer satisfaction and loyalty towards consumers purchasing decisions.**

**1. Will you continue buying Bailly packaged drinking water bottles in the future?**

Sl.no	Particulars	No. of respondents	Percentage
1	Very likely	9	18%
2	Likely	27	54%
3	Neutral	4	8%
4	Unlikely	6	12%
5	Very unlikely	4	8%
	Total	50	100%

**Interpretation**

The majority of respondents (72%) expressed a positive inclination towards continuing to buy Bailly packaged drinking water bottles in the future, with 18% being "very likely" and 54% "likely." A small portion (8%) remained neutral, while 20% were less inclined to repurchase, with 12% being "unlikely" and 8% "very unlikely." Overall, the survey indicates a favorable outlook for the continued purchase of Bailly packaged drinking water.

**2. Overall, how aware are you of the brand "Bailly" packaged drinking water?**

Sl.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	12	24%
2	Agree	19	38%
3	Neutral	10	20%
4	Disagree	6	12%
5	Strongly Disagree	3	6%
	Total	50	100%

**Interpretation**

The survey indicates that among 50 respondents, 62% (Strongly Agree + Agree) are aware of the brand "Bailly" packaged drinking water, which is a positive sign. However, 20% remain neutral, and 18% (Disagree + Strongly Disagree) show some level of unawareness or skepticism. The overall awareness levels are promising, but there is room for improvement to reach a broader audience and enhance brand recognition for Bailly packaged drinking water.

**Findings**

1. Price, product quality significantly influence consumer purchasing decisions for Bailly packaged drinking water.
2. The price of Bailly packaged water is crucial in influencing consumers' decision-making, with (82%) considering it important.
3. A significant majority of respondents (62%) expressed positive sentiments towards Bailly's pricing strategy for packaged drinking water, indicating satisfaction among customers.
4. There is a significant opportunity for Bailly to enhance its marketing strategies and attract more customers, with

- (62%) of respondents open to switching brands if marketing is improved.
- Water quality and pricing are key factors influencing purchasing decisions, while packaging plays a crucial role for (60%) of respondents.
  - A significant proportion (58%) of respondents purchase Bailly water frequently, demonstrating a strong base of regular customers.
  - Respondents generally show a positive inclination towards continuing to buy Bailly packaged drinking water in the future (72%), and the brand awareness is promising (62%) with scope for improvement.

### Suggestions

- Modify pricing techniques to preserve customer satisfaction while taking consideration the impact of price on decision-making.
- Continuously monitor and analyse consumer feedback to identify areas of improvement and capitalize on opportunities for growth.
- Collaborate with restaurants and hotels to promote Bailey water.
- Implement targeted advertising efforts highlighting the brand's eco-friendly and sustainable packaging procedures.
- Address customer concerns and feedback actively, fostering a sense of trust and responsiveness among consumers.
- To make an impact on consumer satisfaction, enhance marketing efforts to attract new customers and build brand loyalty.

### Conclusion

The study on consumer buying behaviour towards Sai Sankalp Beverages' Bailly packaged drinking water in Mysore revealed critical insights into the factors influencing purchasing decisions and brand preferences. The findings highlighted that price, product quality, brand reputation, and product features are significant drivers of consumer choices. Additionally, packaging, marketing, cultural and social factors, environmental considerations, and word-of-mouth also play crucial roles in shaping consumer preferences. The study underscores the importance of an effective pricing strategy and packaging that resonates positively with consumers. Moreover, the research emphasized the potential for enhancing marketing efforts to attract new customers and build brand loyalty. Collaboration with restaurants and hotels and promoting eco-friendly practices can also contribute to increasing brand awareness and customer satisfaction. Overall, the study provides valuable recommendations for Sai Sankalp Beverages to strengthen its market position and capitalize on opportunities for growth. By continuously monitoring consumer feedback and actively addressing customer concerns, the company can foster trust and loyalty, ensuring a bright future for Bailly packaged drinking water in the competitive market.

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