

A STUDY OF MINERAL WATER BUSINESS IN INDIA

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ABSTRACT

Without water, there would be no life, at least not the way we know it. The pure drinking water is becoming basic need of a common man. Earlier bottled drinking water was privileged to high class, foreign tourist and highly health conscious people. This decade has witnessed increasing popularity among average consumers, increasing living standards, disposable income. The author has focus on mineral water business in Orissa. In this study, he wants to find out the factors affects to the consumer for purchasing mineral water.

Key Word: market research, branded product, consumer behavior, privilege

1. INTRODUCTION

A few years back, the mineral water market had been crawling at the rate of 3-4%, or even a lower figure. Indians carried drinking water in earthen pitchers, bucket, plastic or bottles. A number of cases of typhoid and other waterborne diseases began to be reported. Apart from that, liberalization happened and the mineral water industry began to be stirred and shaken. The market started growing an astounding rate of over hundred percentages per annum. The fact that there were very few players in the market meant that their business grew by leaps and bounds.

The today's market has grown to more than fourteen billion rupees. The organized sector branded mineral water has only Five billion rupees of market share. The rest is accounted for by the unorganized sector, which is dominated by small regional players. The market is still growing at a rate greater than eighty percent per annum.

The Parle's Bisleri is the market leader with a share of more than forty five percentage in the branded segment. The Coca-Cola's Kinley comes a close second with market share of 15%. Other major players in the market are Tata-Himalayan, Dazzel, and Pepsi's Aquafina, Parle's agro Bailey, Foster and Dazzel etc.

Sensing the opportunity that this segment holds, Multinational Companies began to draw up plans to enter the market. Today the market is proving to be another battlefield for an ongoing battle between the Local Product and Multinational Company products.

It is complete and an unbeatable plan designed specifically for attaining the marketing objective of a firm. The marketing objectives indicate the firm's achievement. The marketing strategy provides the design for achieving them the linkage between marketing strategies and overall corporate success is indeed direct and vital. Realizing the marketing objectives is the purpose some generic categories. Price based, Taste based, Logistic

based, Package based, Brand based, Quality based, Style & Size based, Competitive based, Loyalty based

Price based

A business that choose for the price route in its competitive battle will enjoy certain flexibilities in matter of its product and use prices as main competitive level , it will price its product to suit the varying competitive demands . It will be enjoying certain inherent cost advantages, which permits it to resort a price based strategy. The major farms where such cost advantage can occurs are economies of sale , absolute cost advantages. The Benefits of early entry to a large market share build over a time. It provides freedom in the matter of pricing but after producing a particular product and getting stuck in the face of the competition , one cannot successfully opt for a price led strategy.

Pricing plays vital role influencing demand among the retailers, it makes them to think to keep which product so that they will have more profit & convenient to sell.

Taste based

Development of marketing strategy of mineral water based on people's taste preference by analyzing taste components of mineral water. A two-dimensional analysis has been used in classifying tastes' data. The characteristics of data are recognized in tastes of mineral water by correlation analysis. A combination of Principal Component Analysis and Self-organizing Map is applied to classify the tastes of mineral water Human being's taste feelings help in analyzing food's status. It's frangible according to different people. Thanks to modern machine that solve the problem. Traditionally, mineral water bottles were consumed at the source, and were perceived to have curative properties. Water which was not treated properly sometimes has an unpleasant taste or is unsuitable for drinking. The flavors can be divided into two groups, pre-taste and post-taste, according to the time periods in which people feel and recognize them. Pre-taste is the taste at the time people eat the food. In other

words, it is the taste when the food or beverage is still in the mouth. The post taste is the lingering feeling from the taste substances left on the surface of the tongue after the food is swallowed. It is a kind of spreading of flavors in one's mouth.

Logistic Based

Logistics are responsible for transporting goods from point A to point B and are often tasked with managing the flow of a product from the time it leaves a manufacturing site, until it reaches the consumer. To accomplish this task efficiently, logistics use technology to dispatch and track packages. Identify your competitive advantage. Why would customers come to you instead of your competition? Perhaps you offer lower prices, newer trucks, better service or high tech tracking tools. Outline what makes you a better logistics choice than your competitors for your target market. Using your marketing budget as a guide, determine how you will communicate your differences to your target market. One must be able to reach the market with his product, when customer fails to get the product it makes bad impression on product.

Package based

Variety is spices of life. Today for any business organization to be successful it has to provide its customer with the differentiated product that is a value buy for them. In order to cater to yet changing needs of the customer the business has to continuously come out with the variants of the products so that it can target the maximum segments.

Today mineral water produced companies' offers a variety of packaging options: Half litre, 750 ml, One litre, twolitre. The One litre bottles account for Fifty five percentage of sales showing a growing health concern among the Indian society. The two litre bottles account for twenty percentage of the share. Rest shared by 0.75 lit & 0.5 lit.

Brand based

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. A modern example of a brand is Coca-Cola which belongs to the Coca-Cola Company. The Kinley water associated with brand Coca-Cola.

Quality based

Quality in business has a pragmatic interpretation as the non-inferiority or superiority of something. Quality is water business indicates the purity of water. The water must be tested in the laboratory before production. The water content must be specified along with level for understating of the consumer. Quality is a perceptual, conditional, and somewhat subjective attribute and may be understood differently by different people. Consumers may focus on the specification quality of a product, or how

it compares to competitors in the marketplace. Producers might measure the conformance quality, or degree to which the product was produced correctly. Support personnel may measure quality in the degree that a product is reliable, maintainable, or sustainable. A quality item has the ability to perform satisfactorily in service and is suitable for its intended purpose.

Durability based

The Consumer Protection Act provides a warranty of quality and durability, the right to safe, warnings concerning the fact and nature of risks associated with goods, safety monitoring and recall of products, and liability for damage caused by goods. As stated in "Impact of the Consumer Protection Act on the Food Industry" which I had published previously, it seems likely that the liability for damage caused by goods will have the most far reaching effects on the food industry. This risk is closely linked to the date of durability marked on the water quality. Most of the branded water bottle can stored for 12 months from the date of manufacturing.

Style & Size based

While purchasing anything from the market every 73 out of 100 people go for apparently good things rather than brand and only 27 percent people strictly stuck for brand. Commonly people go for the best looking items instead of quality; this is why most of the people buy extraordinary and expensive mobile phones not because of advanced functions but because they look great and by and large they rarely become familiar of all functions. Packaging Material, especially for edible goods, are used as a tool to prolong products life. Unlike old days, when a huge part of edible goods used to be wasted because of insufficient packaging materials, now days edible goods in bulk quantities are manufactured and stored for a long time, which leads to maintain timely supply as well as reduces products cost. Packaging is a tool to form good relationship between Retailers and Food Manufacturers because both work more closely to create products designed for current lifestyles, based on the latest technology. A Retailer, having direct link with end users, can easily be well aware of the Perception of consumers. On the other hand manufacturers modify packaging style and product quality on the basis of information provided by manufacturers.

Competitive based

Competitive strategies are the method by which you achieve a competitive advantage in the market. There are typically three types of competitive strategies that can be implemented. They are cost leadership, differentiation and a focus strategy.

Cost leadership

The aim of this strategy is to be a low-cost producer relative to your competitors and is particularly useful in markets where price is a deciding factor. Cost leadership is often achieved by carefully selecting suppliers and production techniques to minimize production, distribution and marketing costs. However you need to be

aware of any serious loss in quality that may render low cost ineffective.

Differentiation

A differentiation strategy seeks to develop a competitive advantage through supplying and marketing a product that is in some way different to what the competition is doing. If developed successfully this strategy can potentially reduce price sensitivity and improve brand loyalty from customers.

Focus strategy

This strategy recognizes that marketing to a homogenous customer group may not be that effective a strategy for the product the business is selling. Instead the business focuses its marketing efforts on a different selected market segments. That is, identify the needs, wants and interests of the particular market segments and customize marketing techniques to reflect those characteristics.

Loyalty based

Loyalty marketing is an approach to marketing, based on strategic management, in which a company focuses on growing and retaining existing customers through incentives. Branding, product marketing and loyalty marketing all form part of the customer proposition – the subjective assessment by the customer of whether to purchase a brand or not based on the integrated combination of the value they receive from each of these marketing disciplines.

Collectable prizes produced (and sometimes numbered) in series are used extensively—as a loyalty marketing program—in food, drink, and other retail products to increase sales through repeat purchases from collectors. Prizes have been distributed through bread, candy, cereal, chips, crackers, laundry detergent, popcorn, and soft drinks.

Prize based

Prizes are sometimes referred to as "in-pack" premiums, although historically the word "premium" has been used to denote (as opposed to a prize) an item that is not packaged with the product and requires a proof of purchase and/or a small additional payment to cover shipping and/or handling charges. Prizes are promotional items—small toys, games, trading cards, collectables, and other small items of nominal value—found in packages of brand-name retail products (or available from the retailer at the time of purchase) that are included in the price of the product (at no extra cost) with the intent to boost sales.

2. LITERATURE REVIEW

The industry is in the early 1800s; amongst the early sellers of bottled water are names that are still known today. According to the world health organization, drinking water is generally not a significant contributor to daily dietary nutrition, but could be important in case of dietary insufficiency; none the less, some drinking water minerals have been shown to have favorable effects.

In April, 2013, mineral water project information web site release an article on five mistakes can avoid in mineral water business like 1. Not doing proper market research 2. Not deciding product mix properly, 3. Not properly deciding land, building size, machinery properly, 4 not doing plant layout, 5. Not executing plan properly. This indicates that we must focus on market research and consumer perception towards mineral water product.

In October 2011, Business insider In fact, it still is -- at least in nations blessed with plentiful clean tap water like the U.S. -- but that doesn't stop the world from spending over \$100 billion on bottled water a year. This strange industry is exploding overseas as well.

In 2014, Indian water industry has released a press note that the water industry must follow the BIS standard 14543 specifications. This shows that the market potentiality is there in India as well as Asian countries.

Szasz A(2007), shopping our way to safety: how we can changed from protecting the environment to protecting ourselves. He point out the bottled water and the inverted quarantine concept.

Wagner M and oehlmann J (2009) endocrine disruptor in bottled mineral water total estrogengle burden and migration from plastic bottles. Environmental science pollution research

Water quality association (2001), eighty six percent of Americans have concerns about their home drinking water against cardiovascular diseases.

3. OBJECTIVE

The article based on the following objectives is as follows:

1. H1: To determine the market share of Branded of Bottle Water.
2. H2: To find out the preference level of respondents regarding Brand of Bottle.
3. H3: To assess the brand awareness of the Kinley in the Mineral Water Segment.
4. H4: To Study the brand positioning of Kinley.

4. RESEARCH DESIGN

The research design which has been used in the project report is descriptive in nature. The survey was conducted in Bhubaneswar; Odisha from 1s may to 30th June 2014. The research was exploratory in nature. Primary data was collected through self-administered questionnaire. 100 respondents were contacted for the collection of primary data, but only 40 questionnaires were obtained completely and the rest were nullified due to incomplete responses. The responses were taken through personal interaction. To analyze the data, descriptive statistical technique were used. To ensure convergence validity of the variables, Factor analysis was done to check whether the factors and components of variables taken for investigation are appropriate or not and to check the adequacy of the sampling plus for data reduction and summarization. SPSS is used for analysis.

Sample Design:

The sample design which has been used in this project report is simple random sampling. The respondents comprised working graduates and post-graduate professionals (male and female both) working with different companies. Random sampling technique was used to select the respondents from the population. Sample size of 100 was taken for the study but the analysis was done on the complete responses from 40 respondents while rest was nullified due to incomplete responses.

Sampling Unit:

A decision has to be taken concerning a sample unit before selecting the number of samples. It may be geographical as well as individual. Here all BBSR regions have been taken as a geographical unit and retailers as an individual unit.

Size of Sample:

This refers to the number of items (Outlets) to be selected from the finite universe to constitute a sample size. The survey was conducted of 100 outlets.

Data Collection Design:

This questionnaire is meant for the retailer of mineral water distribution in Orissa exclusively for Bhubaneswar. This has been designed for the fulfillment of a summer intensive program for Management course. The response is in rank scaled which has been defined as follows: Strongly agree=1, Partially agree=2, Neutral=3, Partially disagree=4, Completely Disagree=5.

Reliability

Reliability is the overall consistency of a measure. A measure is said to have a high reliability if it produces similar results under consistent conditions. It refers to the ability to reproduce the results again and again as required. This is essential as it builds trust in the statistical analysis and the results obtained. The use of statistical reliability is extensive in psychological studies, and therefore there is a special way to quantify this in such cases, using Cronbach's Alpha. This gives a measure of reliability. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale

5. RESULT ANALYSIS

Statistical reliability is extensive in psychological studies, and therefore there is a special way to quantify this in such cases, using Cronbach's Alpha. This gives a measure of reliability or consistency. Here we have taken 42 samples of which 0 data are excluded.

reliability. A "high" value for alpha does not imply that the measure is one-dimensional. If, in addition to measuring internal consistency, you wish to provide evidence that the scale in question is one-dimensional, additional analyses can be performed. Exploratory factor analysis is one method of checking dimensionality. Technically speaking, Cronbach's alpha is not a statistical test – it is a coefficient of reliability (or consistency).

ANOVA & Factor Analysis

Analysis of variance (ANOVA) is a collection of statistical models used to analyze the differences between group means and their associated procedures. The analysis of variance has been studied from several approaches, the most common of which uses a linear model that relates the response to the treatments and blocks. Note that the model is linear in parameters but may be nonlinear across factor levels. Interpretation is easy when data is balanced across factors but much deeper understanding is needed for unbalanced data. ANOVA is used in the analysis of comparative experiments, those in which only the difference in outcomes is of interest. The statistical significance of the experiment is determined by a ratio of two variances. This ratio is independent of several possible alterations to the experimental observations: Adding a constant to all observations does not alter significance. Multiplying all observations by a constant does not alter significance. So ANOVA statistical significance results are independent of constant bias and scaling errors as well as the units used in expressing observations. In the era of mechanical calculation it was common to subtract a constant from all observations (when equivalent to dropping leading digits) to simplify data entry. The factor analysis has been applied to find out the factors affecting the customers for purchasing a mineral water product.

Communalities:

Communality is a squared variance-accounted-for statistic reflecting how much variance in measured variables is reproduced by the latent constructs (e.g., the factors) in a model. Conversely, communality can be conceptualized as how much of the variance of a measured/observed variable is useful in delineating the latent/composite variables in the model. The symbol typically used for a communality coefficient is h^2 . Communality coefficients are commonly used in FACTOR ANALYSIS, including both EXPLORATORY FACTOR ANALYSIS (EFA) and confirmatory factor analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.814	40

Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when you have multiple Like questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable. Here Cronbach's Alpha is 0.817 which is highly reliable data, of 39 samples.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig
Between People	99.436	41	2.425		
Between Items	359.212	38	9.453	21.355	.000
Within People Residual	689.659	1558	.443		
Total	1048.872	1596	.657		
Total	1148.308	1637	.701		

Analysis of Variance (ANOVA) is a statistical method used to test differences between two or more means. It may seem odd that the technique is called "Analysis of Variance" rather than "Analysis of Means." As you will see, the name is appropriate because inferences about means are made by

Factor Analysis:

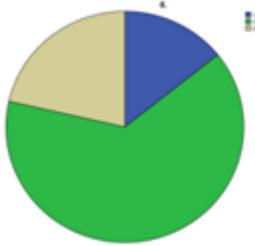
Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in four observed variables mainly reflect the variations in two unobserved variables. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modeled as linear combinations of the potential factors, plus "error" terms. The information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset. Computationally this technique is equivalent to low rank approximation of the matrix of observed variables. Factor analysis originated in psychometrics, and is used in behavioral sciences, social sciences, marketing, product management, operations research, and other applied sciences that deal with large quantities of data.

Q-The cost of kinley water is affordable to all segments of customers.

From this question analysis we get that most of the people are satisfied with the price of the Kinley water as it us an affordable price. Through this questioner we get 34% are loyal customers to the product. 53% are desired to pay the price to some extent they are loyal to our product.15% of customers are neutral in there behavior. There choice can be changed with respect to price.

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	33.3	33.3	33.3
2	20	52.4	52.4	85.7
3	6	14.3	14.3	100.0
Total	40	100.0	100.0	

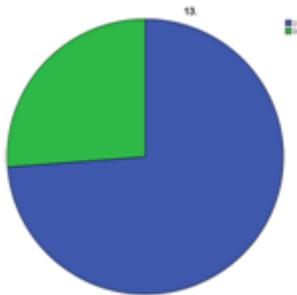
Q-The taste of kinley water is better then all packaged water.



	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	14.3	14.3	14.3
2	27	64.3	64.3	78.6
3	9	21.4	21.4	100.0
Total	42	100.0	100.0	

From this questioner we get 64% of the people like taste of the kinley water which are among the loyal customers. This data tells us that people prefer kinley for its taste too. 22% are the customers who are some how appreciate the taste and some extent loyal. 15% of customers are not loyal they are new to taste of kinley. These segment of customers are may be loyal to bisleri or any other brand. This shows that kinley water taste is preferred among the customers.

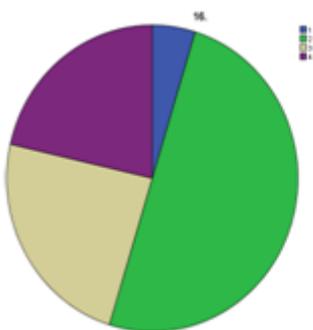
Q- Kinley have better delivery mechanism then others.



	Frequency	Percent	Valid Percent	Cumulative Percent
2	31	73.8	73.8	73.8
3	11	26.2	26.2	100.0
Total	42	100.0	100.0	

From this questioner we get that 73% of retailers are not much satisfied with the delivery mechanism of the coca-coal company. 26% are some how can't say about delivery system as they some time get delivery and some time not in time.

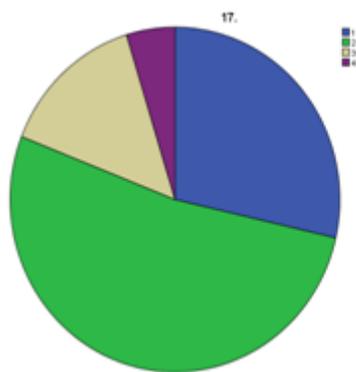
Q-Kinley have good quality of packaging.



	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	5.0	5.0	5.0
2	21	50.0	50.0	54.8
3	10	23.8	23.8	78.6
4	9	21.4	21.4	100.0
Total	42	100.0	100.0	

From this questioner analysis shows that 5% are completely satisfied with the packaging of the kinley water, 50% are partially satisfied with the packaging of the kinley water. as some of the packages may be damaged.21% of respondents completely disagree with the packaging.10% are not satisfied with the packaging.22% of respondents are completely not satisfied with the packaging as they don't like the quality of the packaging. This segment belongs to retailers who don't keep the product.

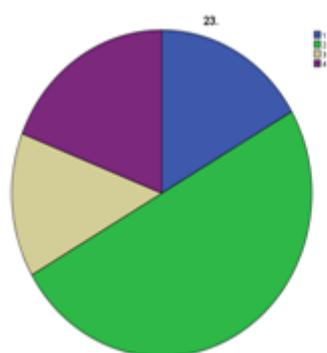
Q- Brand mineral water most preferred.



	Frequency	Percent	Valid Percent	Cumulative Percent
1	12	28.6	28.6	28.6
2	22	52.4	52.4	81.0
Valid 3	6	14.3	14.3	95.2
4	2	4.8	4.8	100.0
Total	42	100.0	100.0	

Here 28% of the customers prefer bisleri water.53% of people prefer kinley mineral water 15% of people preferring Aquafina. Rest of them prefer local brand. Here most people prefer kinleywater; with loyal customers.28% bisleri customers are loyal to them.

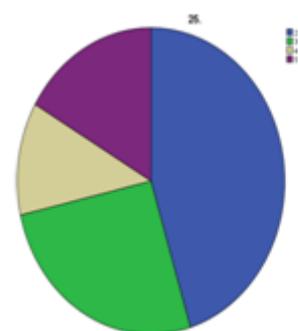
Q-Customer prefer quality based water over non-quality based water.



	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	16.7	16.7	16.7
2	21	50.0	50.0	66.7
Valid 3	6	14.3	14.3	81.0
4	8	19.0	19.0	100.0
Total	42	100.0	100.0	

From this analysis we get that more then 60% prefer brand based mineral water rather then local brand. Rest of the respondents don't prefer to brand. They could use any type purified water to control their thirst.

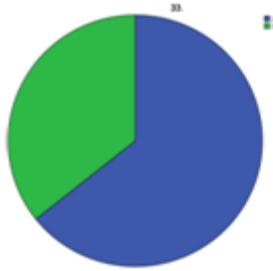
Q-Durability of product doesn't it effects its quality impression.



	Frequency	Percent	Valid Percent	Cumulative Percent
2	19	45.2	45.2	45.2
3	11	26.2	26.2	71.4
Valid 4	5	11.9	11.9	83.3
5	7	16.7	16.7	100.0
Total	42	100.0	100.0	

Here respondents preferred higher expiry date stock .Higher is durability of the product most preferred. Here there is good quality impression among the respondents as it has higher durability. This encourages them to keeping the stock regularly.

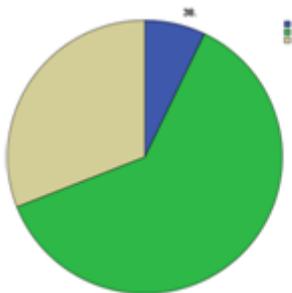
Q-Branding makes sells of water more.



	Frequency	Percent	Valid Percent	Cumulative Percent
2	27	64.3	64.3	64.3
Valid 3	15	35.7	35.7	100.0
Total	42	100.0	100.0	

Here 65% respondent's wants branding of kinley water as they think that branding would enhance the sale of water and rest 35% think that somehow we will get success if we do branding of the kinley water.

Q-Want prizes for exceptional sells of goods.



	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	7.1	7.1	7.1
Valid 2	26	61.9	61.9	69.0
3	13	31.0	31.0	100.0
Total	42	100.0	100.0	

Here the respondents wants prizes for exceptional sell of goods.70% of retailers wants prizes for sell of water.so that they will be encouraged to keep water. Will sell less competitor's product

31% don't want prizes are they are satisfied with selling competitors goods.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.643
Approx. Chi-Square	1054.402
Bartlett's Test of Sphericity df	703
Sig.	.000

ANOVA table shows that the experiment is highly significant for the study. KMO and Bartlett's test shows that the data validity and reliability for research analysis. Both KMO and Bartlett's value is more that 0.5 which signifies that.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Variance	of Cumulative %	Total	% Variance	of Cumulative %
1	7.295	19.197	19.197	7.295	19.197	19.197
2	3.252	8.557	27.754	3.252	8.557	27.754
3	2.765	7.277	35.030	2.765	7.277	35.030
4	2.424	6.380	41.410	2.424	6.380	41.410
5	2.196	5.780	47.190	2.196	5.780	47.190
6	2.086	5.490	52.680	2.086	5.490	52.680
7	1.697	4.467	57.146	1.697	4.467	57.146
8	1.610	4.236	61.382	1.610	4.236	61.382
9	1.548	4.074	65.456	1.548	4.074	65.456
10	1.381	3.634	69.090	1.381	3.634	69.090
11	1.240	3.264	72.354	1.240	3.264	72.354
12	1.129	2.972	75.326	1.129	2.972	75.326
13	.997	2.623	77.949			
14	.986	2.594	80.543			
15	.823	2.166	82.709			
16	.794	2.088	84.798			
17	.761	2.003	86.800			
18	.681	1.792	88.593			
19	.587	1.544	90.137			
20	.553	1.454	91.591			
21	.469	1.234	92.825			
22	.430	1.131	93.956			
23	.393	1.034	94.990			
24	.378	.994	95.985			
25	.296	.780	96.765			
26	.246	.648	97.413			
27	.226	.594	98.007			
28	.176	.464	98.471			
29	.137	.360	98.831			
30	.133	.349	99.180			
31	.115	.302	99.482			

Total variance explained table shows that thirty one factors will not be helpful for the experiment that can be explained through twelve factors. Further these factors can be explained through rotated component matrix. The factors can be explained through Eigen value. The more Eigen value indicates more influential factors for the research.

Rotated Component Matrix												
	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
31	0.426	-0.29	0.057	0.199	0.174	0.351	0.255	0.219	0.27	0.061	0.071	0.213
32	-0.031	-0.047	0.044	0.031	0.029	-0.004	0.061	-0.005	0.099	-0.88	0.071	0.022
33	0.594	0.07	-0.02	-0.104	-0.03	-0.221	0.018	-0.115	0.219	-0.208	0.098	0.204
34	0.596	0.355	-0.146	0.112	-0.184	-0.099	0.186	-0.091	0.236	0.213	0.199	0.146
35	-0.187	0.396	-0.033	-0.083	-0.372	-0.041	0.025	0.483	-0.296	0.027	-0.214	-0.122
36	0.561	-0.024	-0.239	0.278	-0.001	-0.216	0.185	0.172	0.011	0.32	0.151	-0.228
37	-0.055	0.346	0.407	0.154	0.487	-0.084	0.046	0.361	-0.122	0.229	0.036	-0.047
38	0.038	0.055	-0.109	-0.042	0.814	0.076	-0.119	0.132	-0.036	0.122	-0.049	-0.024
39	-0.245	-0.023	0.722	0.133	-0.213	-0.046	0.015	-0.175	0.047	0.099	-0.219	0.209
22	-0.041	0.115	-0.206	0.075	-0.024	0.68	-0.14	0.013	0.182	-0.144	0.146	0.077
23	-0.224	-0.16	0.596	-0.047	-0.261	-0.046	-0.121	0.254	-0.233	-0.105	0.001	-0.002
24	0.193	0.156	0.398	0.297	0.124	-0.244	-0.05	0.028	0.457	0.252	0.242	0.128
25	0.166	0.746	0.142	0.019	0.096	0.342	-0.029	0.045	-0.027	0.039	0.041	-0.02
26	0.291	0.001	0.047	0.837	0.057	-0.181	-0.035	0.015	-0.128	-0.014	0.182	0.035
27	0.55	0.199	0.004	-0.034	0.153	0.494	0.11	0.22	-0.211	0.011	-0.276	-0.149
28	0.258	-0.063	0.68	0.291	0.215	0.153	-0.003	-0.012	0.03	-0.034	0.249	-0.09
29	0.027	0.537	-0.016	-0.17	0.202	0.334	0.093	0.376	0.104	0.32	-0.075	0.024
30	0.279	0.394	-0.012	0.01	-0.193	0.23	0.271	0.27	0.526	0.159	-0.036	-0.059
13	-0.032	0.001	0.026	-0.072	-0.045	0.187	0.073	-0.098	-0.009	-0.057	0.869	0.014
14	0.336	-0.229	-0.032	-0.462	0.191	-0.096	0.336	0.339	-0.05	0.054	0.209	-0.297
15	0.134	0.04	-0.001	0.123	0.784	0.087	0.095	-0.123	0.102	-0.2	-0.016	0.08
16	0.612	0.106	0.04	-0.029	0.146	0.033	0.021	0.079	0.274	0.23	0.111	0.364
17	-0.222	-0.049	-0.059	0.026	-0.083	-0.021	0.699	-0.087	0.201	-0.105	0.213	0.023
18	0.204	-0.029	-0.008	-0.005	0.038	0.115	0.165	-0.063	-0.079	-0.042	0.018	0.868
19	0.025	-0.011	0.324	0.613	0.237	0.076	0.04	-0.103	0.334	-0.255	-0.152	0.234
20	0.345	0.354	-0.036	-0.188	0.036	0.03	0.601	-0.05	-0.122	-0.079	-0.259	0.202
21	0.386	0.176	0.585	-0.243	0.039	0.012	-0.003	-0.081	0.054	-0.205	0.038	-0.18
5	0.13	0.015	0.022	-0.679	-0.011	-0.182	-0.146	-0.076	-0.015	-0.106	0.353	0.313
6	0.165	0.049	-0.072	-0.048	0.051	0.064	0.03	-0.013	0.82	-0.193	-0.03	-0.086
7	0.031	0.184	0.182	-0.073	0.14	0.701	0.17	0.017	-0.019	0.102	0.096	0.091
8	0.124	-0.194	0.362	-0.25	0.211	0.372	0.271	-0.468	-0.196	0.305	0.209	-0.113

Each factor can be calculated through rotated matrix. The factor has shown through rotated factor matrix. The coefficient whose value is more than 0.5 can be taken together for finding a parameter. All twelve factor can be evaluated with this techniques.

6. CONCLUSION

The consumers are ready to use mineral water product in large scale irrespective of branded or non-branded product. The Price of branded mineral water product is prefer able to all segment of people in Bhubaneswar people are satisfied with the price of the mineral water and they are ready to pay for it. The company must support retailers by providing them PET bottle hanger. The test of branded product is well accepted by the consumer in large scale. The retailers like more durability product like kinley have durability 12 months, so the retailers are happy to maintain stocks. Survey demands more advertisements and branding more people can be aware of quality and brand. The people preferring local brands can be changed to branded product. The retailer could be encouraged to sell more branded product if new prizes scheme will introduce.

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