

Survey of Demand for Bottled Water Consumption in YanTai

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Abstract

The purpose of this study is to analyze the consumption demand of bottled water through the population questionnaire information of Yantai City. The main content of the research is to analyze the questionnaire information, and to carry out descriptive statistical analysis on the data in five aspects, namely Purchase basics, Brand packaging and design, Advertising, Consumer subjective perception and basic information. In the final conclusion, the research shows that most people do not pay attention to the packaging and brand effect of bottled water, and more of them are more concerned about whether the product is easy to carry and the price of the product.

Keywords

Sonsumption demand; Product; Price.

1. INTRODUCTION

Water is an indispensable resource for human society, and most countries in the world are committed to providing people with safe and healthy drinking water. [1] But in recent decades, global sales of bottled water have risen rapidly, especially in some countries where drinking directly from the tap. In the United States, sales of bottled water in 2015 were several times higher than in previous years, with per capita annual consumption reaching 138.17 liters. [2, 3] And in the same year, the total consumption of bottled water reached 329.33 billion liters, an increase of more than one third per capita in five years. [4] Bottled water first emerged as a large mainstream commercial beverage category in Europe, and was first promoted from a non-potable water perspective. It later expanded significantly in the US market. Several Asian markets have emerged as major bottled water markets over the past few decades. In fact, Asia itself became the largest regional market in 2011, overtaking North America and easily overtaking Europe[5]. In Asia, Singapore, Hong Kong and Macau are places where local water authorities can confidently claim that municipal tap water is safe and potable [6-8]. However, despite the availability of potable tap water, people living in these three regions still consume large amounts of bottled water. The annual per capita consumption of bottled water in Hong Kong has long ranked among 20 countries and regions in the world, reaching as high as 123.78 L in 2014. In Singapore, bottled water sales reached \$134 million in 2015, 24% increase from five years earlier[9]. As the scale of bottled water continues to grow in the world, the demand for bottled water sales has always been concerned in the world. In order to study the willingness of consumers under this demand, this study will conduct a questionnaire survey on the population in a region. To analyze the consumption demand for bottled water.

2. METHODOLOGY

2.1. Data Source

The data in this study were analyzed through a questionnaire survey of 370 people in YanTai City, of which 16 invalid questionnaires were removed. The content of the questionnaire is mainly based on basic personal information such as age, salary, occupation, etc., to ask users

their views on bottled water brand, price, material packaging, etc. It also includes the user's judgment on the quality and purchasing factors of bottled water. In this study, the main group of the questionnaire is college students, and also includes ordinary employees and unemployed people. The main content of the questionnaire includes five aspects: basic situation of bottled water purchase, packaging and packaging design, promotion and publicity of bottled water, consumers' subjective perception, and suggestions for improvement of bottled water.

2.2. Statistical Analysis

2.2.1 Purchase basics

In the study, we obtained the specifications of bottled water purchased, among which 330-550ml is the most popular among most people, and with the growth of the economy, most people will not limit the price in order to save, and most people are not interested in bottled water. The price range of water is 2-5. For the post-purchase use, more than 90% of the people are to quench their thirst, while other similar bubble tea mouthwash accounts for a small number of people. In the choice of water quality, people usually want to choose pure water without any impurities. In addition, mineral water and natural mineral water are also very popular. When asked about the main way to buy, convenience stores were cited as the most important way to buy bottled water.

2.2.2 Brand packaging and design

For bottled water brands, half of the people say they don't care about them, but when it comes to specific purchases, some more common brands will be more favored when they are purchased. They think that even if there are no special requirements for it, in When making a real choice, there will still be convincing people, they are not willing to try new things, and they are unwilling to buy some less common brands in most cases. When it comes to packaging, most people do not have more requirements on whether the appearance is beautiful. Most of them want to be more convenient to carry. Because most of the buyers only want to quench their thirst, if it is not easy to carry and has a strange appearance, it will affect the user experience. adversely affect. Simplicity and compactness are the main requirements of most people for packaging. Water quality requirements were also mentioned in the questionnaire. Since ChangBai Mountain and Kunlun Mountain are relatively familiar to people, most are also more willing to buy water sources of this quality.

2.3.3 Advertising

In order to sell their products more easily, bottled water brands hope to advertise. However, with the rise of the Internet era, radio advertising has become the main reason. Attraction, so they try to buy products, and supermarket promotions other than the first time are also a very important reason. When most people encounter cheap products, even if they don't need them, they will be motivated by benefits and buy the company's products. Even if the general public encounters publicity, what they are more willing to accept in their hearts is the purchase under the star effect and brand effect.

2.3.4 Consumer subjective perception

In the study, a matrix scale was used to investigate the price, taste, brand and water source of bottled water. Among them, the higher scores are mainly for price and water source, and there is also a high degree of attention to the brand. Through the analysis of water quality, whether it contains toxic substances and taste is more important, and people are less concerned about acidity, alkalinity and oxygen content. When it comes to whether they will contribute to the development of bottled water in the region in the future, most people say they are willing, but whether they accept commodity price increases, etc., most people say they are unwilling.

2.3.5 Basic Information

For the basic research information survey, it is divided into two categories, the first is an open-ended question, and the respondents are expected to provide suggestions for the improvement of bottled water. The second item is to investigate the gender, age, occupation and salary of the masses. Among them, male and female students are basically the same in the survey, and most of them are between 18 and 35 years old, with a relatively young age structure, and more than 40% of the population information is students, and most of them are government and migrant workers. Most of the wages in the survey are between 2,000 and 6,000.

3. CONCLUSION

It can be seen from this research that most people's attitude towards bottled water is simple, they do not need to hype the product, nor the aesthetics of the packaging, no matter what age they are. The men and women of the paragraph are all ifs about this. They prefer that everything can be done in an easier way. For example, when they are thirsty after exercising, they hope that there is a convenience store or supermarket nearby and they can buy a bottle of water right away, rather than going to a certain Buy a bottle for the product, not for yourself. Therefore, in order to increase consumer demand for products, bottled water merchants in the future should pay more attention to product quality and ease of carrying, and should not deliberately attract customers in order to create brand effects.

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