

Marketing Analysis of Packaged Drinking Water in Uzbekistan

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Abstract: Water as a food product occupies a significant place in the human diet. As such factors can be different properties of the product: retail price, volume and design of packaging, the presence of additional elements, costumer attitude to this product, product recognition, etc. Consumers have various requirements for the product. Putting a product on the market, the manufacturer should know the consumer attitude towards to this product: factors that are decisive when buying a product, awareness of its brands, recognition of the product of other manufacturers, impression to advertising. Before the marketing research conducted by me, the next tasks were set: determining the attitude of costumers to the use of bottled drinking water, assessing the factors influencing the choice of the consumer when getting drinking water, assessing the prospects for the presence of bottled drinking water on the market of Uzbek producers. The high demand for bottled water can be got by educating the public about the advantages of using bottled drinking water in their daily diet. On the part of local manufacturers, it is required to use the available means of persuasion in the purchase of this product.

The research, that I have conducted, was carried out by the method of a questionnaire survey, which allows obtaining sufficiently complete information about the opinions, ideas, preferences and behavior of costumers. This survey involved 80 people of different age groups, income levels and social status in the city Samarkand.

Keywords: Water, marketing, survey, market, consumer, preference, price, quality, advertising.

Introduction

When forming the consumer market for any food product, first of all, it is necessary to focus on the preferences and expectations of buyers, the identification of which is carried out on the basis of sociological research. Sociological research must be carried out in order to competently saturate the consumer market and promote its product offer by the manufacturer. In this case, the use of marketing research makes it possible to solve specific problems in the formation of the food market and is an integral part of sociological research, which has an applied nature. First of all, marketing research allows us to determine the desires and preferences of consumers in the food market and form the correct behavior of the manufacturer when releasing a particular product.

In this case, the manufacturer must take into account the factors that are significant for costumers when purchasing. When putting a product on the market, the manufacturer needs to deal with different factors so that they meet consumer expectations to the maximum extent and provide the value of the trade proposal. As such factors can be different properties of the product: retail price, volume and design of packaging, the presence of extra elements, consumer behavior to this product, product recognition, etc. Potential consumers have various requirements for the product. Launching a product on the market, a manufacturer must know the consumer attitude towards this product: factors that are decisive when buying a product, awareness of its trade marks, awareness and recognition of a product from other manufacturers, reaction to advertising. Providing people with water is one of great social importance and in modern conditions of the state of the environment plays an important role in protecting public health. With high development of various industrial enterprises, pollution of water bodies becomes more serious. The use of natural drinking water obtained from natural sources cannot give a complete guarantee of its safety when consumed. Therefore, in recent

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decades, many international events dedicated to research on water problems. It is noted that both developing and industrialized countries face a wide range of water pollutants, ranging from traditional compounds such as heavy metals, fluorides and deadly waterborne pathogens. That's why; the problems on making the efforts necessary to eliminate or mitigate the problems of contaminated drinking water sources in conditions of limited resources through water purification methods and water quality monitoring are being actively discussed.

Therefore, more and more people are using household purifiers to obtain high-quality water. Research showed that household cleaners are effective in removing contaminants from water. However, there are many problems such as high cleaning prices, short material life, and unsatisfactory cleaning effect. There is a quite obvious trend towards an increase in consumers who are inclined to switch to the consumption of bottled drinking water. Despite the higher cost and potential environmental impact compared to tap water, the consumption of bottled water has increased in the last years. As the water enters to the human body through food, food industry enterprises are engaged in its preparation, using modern technical solutions and water treatment technologies. Within the framework of this work, an applied sociological study of the consumer market of bottled drinking water was carried out. To solve issues related to the formation of the drinking water market, a marketing research was carried out, the purpose of which is to determine the attitude of consumers to the use of bottled drinking water, an assessment of factors affecting the choice of a consumer when buying drinking water, an assessment of the prospects for the presence of bottled drinking water on the market of Uzbek producers.

Literature Review

Miguel de Franca Doria (1996) showed in his research that a better getting of the processes that influences public perception can help make better the water management, consumer services, acceptability of water reuse, and risk communication, among other places. This paper shows some of the major variables involved in public perceptions of drinking water quality. The research on this topic shows that perceptions of water quality are the result of a complex interaction of various factors. In many ways, perceptions of water quality are mainly influenced by oleptic properties, in particular taste. In addition, a variety of other factors also influence the perception of water quality. These include perceptions of risk, attitudes toward water chemicals, contextual cues provided by the water system, familiarity with specific water properties, trust in suppliers, past problems with water quality, and information provided to consumers. Water quality, as well as data provided by media and interpersonal sources.

Dr. G.B. Karthikeyan and T.M.R Surya Vardh (2000) in their research was found that monsoon crop failure greatly reduced the population's need for water. The emergence of pre-packaged drinking water has gained popularity in many corporations, living rooms, and apartments. Medics also recommend the society to drink purified water to ensure brilliant physical and mental health.

Kalaiselvi.S (2014) conducted a study on "Consumer Preferences and Satisfaction with Amway Nutrition Products" for this study. Today, most of us lead hectic and sedentary lifestyles, have poor eating habits and do not get healthy food, and are exposed to adverse environmental conditions. We have bad meal habits and don't eat healthy foods, and we are exposed to unfavorable environmental conditions, face stress at many stage, and have different health problems. All of these people strive for good health. Consequently, the present study was undertaken to find out the customer preferences for Amway Nutrition Products by different consumers in the city of Coimbatore. The present study revealed that Consumers' preferences and satisfaction towards the products. They are mainly motivated by the quality of the products. The popularity of the brand is also one of the factors that motivate costumers to make a purchase decision. We can say, that consumers are satisfied with the quality and content of the vitamins, but they expect more at reasonable costs. Vitamin content, but they expect more at a reasonable price.

Research methodology

The main subjects of the drinking water market in the study were: consumers of drinking water and their attitude to bottled water and producers who present their product on the market of Uzbekistan. The study was conducted by the method of a questionnaire survey. The questionnaire includes 13 questions, the answers to which allow you to get fairly complete information about the opinions, preferences and behavior of consumers. This question presents different categories of consumers. A total of 80 respondents of different age groups, income level and social status took part. Therefore, this question can be extended to all residents of the city of Samarkand and consider its results as the closest to the real situation on the market.

Findings

The survey was conducted in personal contact with consumers of these products, among whom there were 60% of women and 40% of men. Overall 80 people have participated. The age categories of respondents were distributed as follows: 26 % of respondents were under the age of 20; 13 % of respondents were aged from 21 to 30 years old; 30.6 % of the respondents were aged from 41-50 years old; 14.5 % were over 50 years old. The type of occupation of the respondents was also determined: among them, 15.3 % are students; the largest percentage of respondents was workers-31.1 %; 8.6 % - managers among the respondents; on the share of pensioners accounted for 19.4 %.

Water is a product that is consumed by all residents on a daily basis. Therefore, we were interested in the question of how many consumers use prepared i.e. bottled water in their diet. In our time, drinking water on the shelves is no surprise, and the market for distilled water has been developing for many years. Nevertheless, the survey results showed that most of the respondents still use drinking water available from the centralized water supply. This is what 56.6% of the respondents in the city of Samarkand do. One of the reasons for this preference is satisfaction with the quality of water that is available in Samarkand from centralized water supply sources, and the possibility of using individual water treatment systems at home. However, 43.4 % of the total number of respondents is regular consumers of bottled water; some of them (23.9 %) use self-purchased water in their diet. The remaining 13.5 % either consume water purchased by other family members, or use bottled water from coolers installed in public places, as well as at home. Other sources of water consumption, in particular water drawn from natural sources, are used by a smaller part of the population. So they answered 6.0 % of respondents. 78.4 % of respondents buy water to quench their thirst while out of the house. In the second place, the reason for purchasing water is the use of it for home consumption. This was the response of 13.0 %. Of all respondents, 3.6 % of respondents prefer use the purchased water for cooking. The purpose of obtaining the necessary trace elements together with the consumption of drinking water is to 5.0 % of respondents. However, the reason why the majority of the population of the city of Samarkand uses water from the centralized water supply may be not only the confidence in the quality of this source. In order to answer this question, the respondents were asked to choose the reason for such a choice and refusal to use bottled water. The part of the population that really prefers quality water from a centralized source and therefore does not use bottled water, is 15.8 %. Thus, the rest of the population, which is almost 84.2 % of the number of consumers who currently consume water from a centralized source, can be a potential consumer of bottled water. It is worth paying attention to the fact that 55.9% of the respondents said that they simply do not have a habit of buying drinking water. To determine the volume of drinking water consumption by real and potential consumers, the questionnaire includes a question about the amount of water consumed daily. According to the results of the survey, it turned out that 34.8 % of people use 0.5 to 1.5 liters daily to quench their thirst. A larger percentage of respondents – 41.8% - said that they use 1.5 to 3.0 liters daily. There are consumers who use more than 3.0 liters in their diet. As a rule, these are people who lead an active lifestyle, and also use purchased bottled water when preparing home meals. The rest 7.2 % of respondents said that they consume less than 0.5 liters of water during the day. It is known that water occupies an important place in the human diet and when choosing it, the consumer is guided by a number of criteria that determine the inclination to choose water of a particular brand. To assess their significance, consumers are asked to make a choice among the proposed criteria. The main criterion of importance for consumers of drinking water is the price, since its share in the total importance of all criteria was 42,8 %. Such a high assessment of significance is associated with the fact that water is needed for consumption on a daily basis and the cost of purchasing it in the required amount is

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very significant for buyers. This is followed by the quality of the water consumed. The quality indicator for consumers consists of certain characteristics: the absence of taste, smell, turbidity, water transparency, alkalinity, hardness, as well as bacterial contamination and the absence of harmful impurities. 16.7% of respondents attach importance to this criterion. It is this indicator that makes the consumer's choice in favor of purchasing water and distinguishes it from water available to people from other countries sources of centralized water supply. Thus, after evaluating the main criteria, we can conclude that the main indicators of consumer preference are the price of water, the volume of packaging. It can grow by informing the public about the benefits of drinking bottled water, the range of products offered and the price policy of the manufacturer. The work carried out in this direction on the part of local producers requires the use of available means of persuasion in the purchase of this product, such as placement advertising in the mass media, conducting advertising campaigns at points of sale, placing outdoor advertising, conducting promotions, etc. Such actions will allow manufacturers to be more recognizable in the market and increase the demand for their products.

Conclusion

My marketing research allows us to assess the preferences of consumers of bottled drinking water and can be used in the development of the marketing strategy of existing manufacturers, as well as in the organization of new production and its introduction to the market. Increasing the demand for bottled water can be achieved by informing the public about the benefits of using bottled drinking water in the daily diet. The main factors when choosing drinking water they are the price and confidence in the quality of water. Compliance with these criteria, as well as price preferences and preferences for packaging volume, allows us to conclude that there is a potential for increasing demand for drinking water from local producers. Recommendations of friends, brand awareness and availability of information about the manufacturer, as well as the influence of advertising, make a significant contribution to the choice of goods. Therefore, In order to promote their products, Uzbek producers are recommended to pay more attention to conducting activities to inform the population about the benefits of drinking bottled water.

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