

A

PROJECT REPORT

ENTITLED

**“TO STUDY CUSTOMER BUYING BEHAVIOR OF
CRYSTAL PACKAGED DRINKING WATER IN
AHMEDMAGAR & SHIRDI”**

On

**KRISHNA BEVERAGES
AHMEDNAGAR**

SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE.

IN THE PARTIAL FULFILLMENT OF

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

VAIRAGAR SAGAR RAMDAS

Under the Guidance of

PROF. SAYYAD L.R



Mula Education Society's

Art's Commerce and Science College, Sonai

414105

Academic Year 2019-2020



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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Vairagar Sagar Ramdas** student of T.Y.B.B.A of our institute has successfully completed the project and submitted a report on **“To Study Customer Buying Behavior Of Crystal Packaged Drinking Water In Ahmedmagar & Shirdi” On Krishna Beverages Ahmednagar.** as partial fulfillments of BBA degree of Savitribai Phule Pune University, Pune for the academic year 2019-20.

He displayed high level of inter personal skill during the project.

We wish him all the very best for his future endeavours.

Project Guide

External Examiner

H.O.D.



Ref. No. :KB/ST /0574

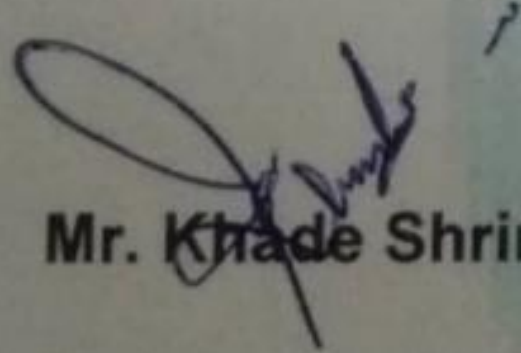
Date :

CERTIFICATE
TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Vairagar Sagar Ramdas** Student of B.B.A. from Mula Education Society Arts Commerce and science College, Sonai has successfully completed the project entitled "**To Study Customer Buying Behavior of Crystal Packaged Drinking Water in Ahmednagar and Shirdi**" in our organisation .

Certificate is issued as per his request.

We wish him all the best for his future endeavors.



Mr. Khade Shrinivas

Manager – Sales

DECLARATION

I undersigned **Mr. Vairagar Sagar Ramdas** here by declare that this project work entitled on **“TO STUDY CUSTOMER BUYING BEHAVIOR OF CRYSTAL PACKAGED DRINKING WATER IN AHMEDMAGAR & SHIRDI”** On **KRISHNA BEVERAGES, AHMEDNAGAR**, is my work, carried out under the guidance of my faculty guide **Prof. Sayyad L.R.** This report neither full nor in part has ever been submitted for award of any other degree

of either this university or any other university.

Place: Ahmednagar

Date:

Mr. Vairagar Sagar Ramdas

ACKNOWLEDGEMENT

Every coin has two sides that are "Success" and "Failure". Today, what it to be successful for me is the support of our mentor.

It gives me great pleasure in expressing my gratitude and thanks towards all those who have helped and encouraged me during my project.

I would like express my sincere thanks to Mr. Khade Shrinivas Marketing professor for giving me their valuable time, help, knowledge and provide an excellent platform for me to complete my project within time. Without them I would not be able to complete my tasks effectively.

I express my deep sense of gratitude to Dr.Sayyad L.R. (Project Guide) for guiding me with keen interest in successful completion of this project work.

And last but not the least my thanks goes to my parents and all my friends who have supported me in their own many little but valuable ways.

DATE:

PLACE: Ahmednagar.

Mr. Vairagar Sagar Ramdas

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INTRODUCTION

Marketing is everywhere. Formally or informally, people and organizations engage in a vast number of activities that could be called marketing. Good marketing has become an increasingly vital requirement for business success and marketing profoundly affects our day to day life. It is extended in everything we do. The American Marketing Association defines marketing as "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals."

SCOPE

Buyer's behavior is a comparatively new field of study. It is an attempt to understand and predict human action in the buying role. Buying behavior is influenced from numerous ways through past purchase experience, advertising, socialization of consumers.

INTRODUCTION

Customer's behavior analysis is based on consumer buying behavior, with the customer playing the three buying roles of user, payer and buyer. Customer behavior analysis aims to ultimately improve business performance through an understanding of past and present customers so as to determine and identify future customers and their behavior.

Market share analysis is an important marketing control. Marketing control is the tool for ensuring that the marketing programmes and activities of the firm are always directed towards its marketing objectives. Company sales do not reveal how well the company is performing relative to competitors. For this the management needs to track its market share. It is also believed that a definite minimum market share is the goal and aim of the firm.

Marketing share analysis can be utilized for evaluating the performance of a firm. By using market share analysis, the firm can identify its strengths and weaknesses and develop long term sales forecasts. Market share can be

INTRODUCTION

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SCOPE

Buyer's behavior is a comparatively new field of study. It is an attempt to understand and predict human action in the buying role. Buying behavior is reflected from awareness right through post purchase evolution indicating satisfaction or non-satisfaction from purchases. The analysis of buying behavior is one of the most important key to successes marketing.

Customer's behavior analysis is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Customer behavior analysis aims to ultimately improve business performance through an understanding of past and present customers so as to determine and identify future customers and their behavior.

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Marketing share analysis can be utilized for evaluating the performance of a firm, for setting targets and developing long term sales forecasts. Market share has to be

measured on rational grounds. Comparison may be made with most efficient firm in the industry, or the industry leader or a group of growing firm.

LIMITATIONS

- ❖ Unavailability of owner/managers in the Outlet.
- ❖ Non-Entertainment BY the owner/ managers towards other brands.
- ❖ Emotional Attachments of owner/ managers towards other brands.
- ❖ Responses given by the respondent were assumed to be true.
- ❖ Time Constraints was of 60 days.

INDUSTRY
PROFILE

INDUSTRY PROFILE

KRISHNA BEVERAGES, ANDHRA PRADESH has been manufacturing Packaged Drinking Water in the year 2001 under the brand 'Crystal Aqua'. The company started with an investment of 2000 Crores. The company has a production capacity of 100000000. Its selling and distribution is done through its own, direct, distribution.

Crystal Aqua has earned a great name, position in the market and has made a good place in the market. Crystal Aqua is brought to you with the introduction of the Krishna Beverages. Crystal Aqua is the promise of delivering trust in every drop. The growth of the company is

INDUSTRY

Crystal Aqua is available in 200ml, 500ml, 1.5l, 2l, 5l, 10l, 20l, 30l, 40l, 50l, 60l, 70l, 80l, 90l, 100l. The sales figures of Crystal Aqua are as follows. The sales figures of the company are as follows.

PROFILE

Year	SALES (IN LAKHS CRORES)
2006	1.50,000
2007	4.50,000
2008	8.50,000
2009-2011 (TILL JULY)	4.00,000

INDUSTRY PROFILE

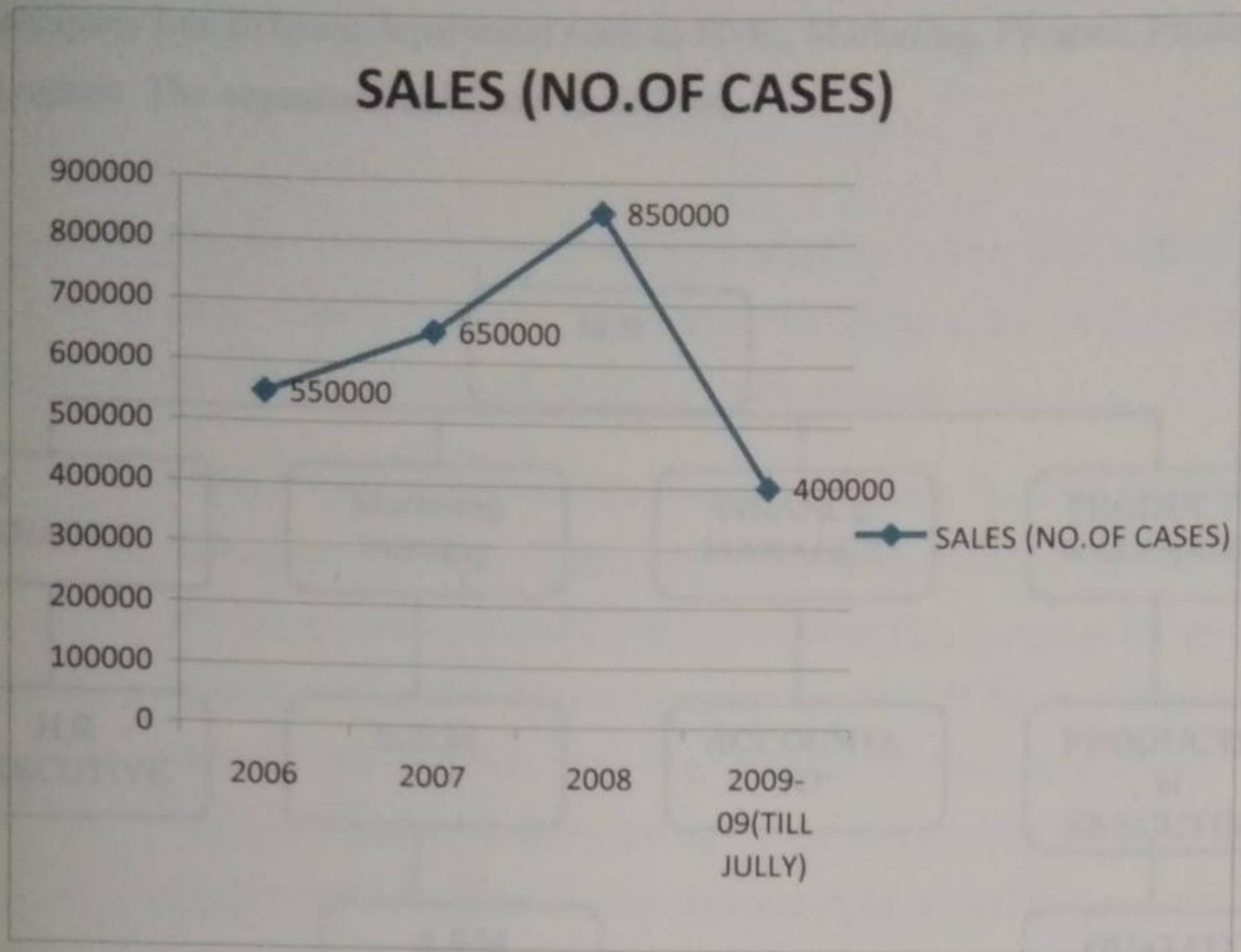
KRISHNA BEVERAGES, AHMEDNAGAR has start manufacturing Packaged Drinking water in the year 2005 under the brand "Crystal Aqua". The company-bottling unit is situated at MIDC, Ahmednagar. The company has a production capacity of 15000 lit/day. Its selling and distribution unit is situated in Mumbai, Pune, Shirdi, Ahmednagar and

Crystal Water has earned a good name, goodwill in the market and has made a good place in the market. Crystal Water is brought to you with the time-tested expertise of the Krishna Beverages. Crystal Water is the promise of delivering trust in every drop'. The punch line for Crystal is

"BOOND BOOND MEIN VISHVAS"

Crystal water is available in 500ml, 1 litre, 2 litre, &20 litre. The sales figures of Crystal packaged Drinking Water for last three years & the present year are as shown in the table below.

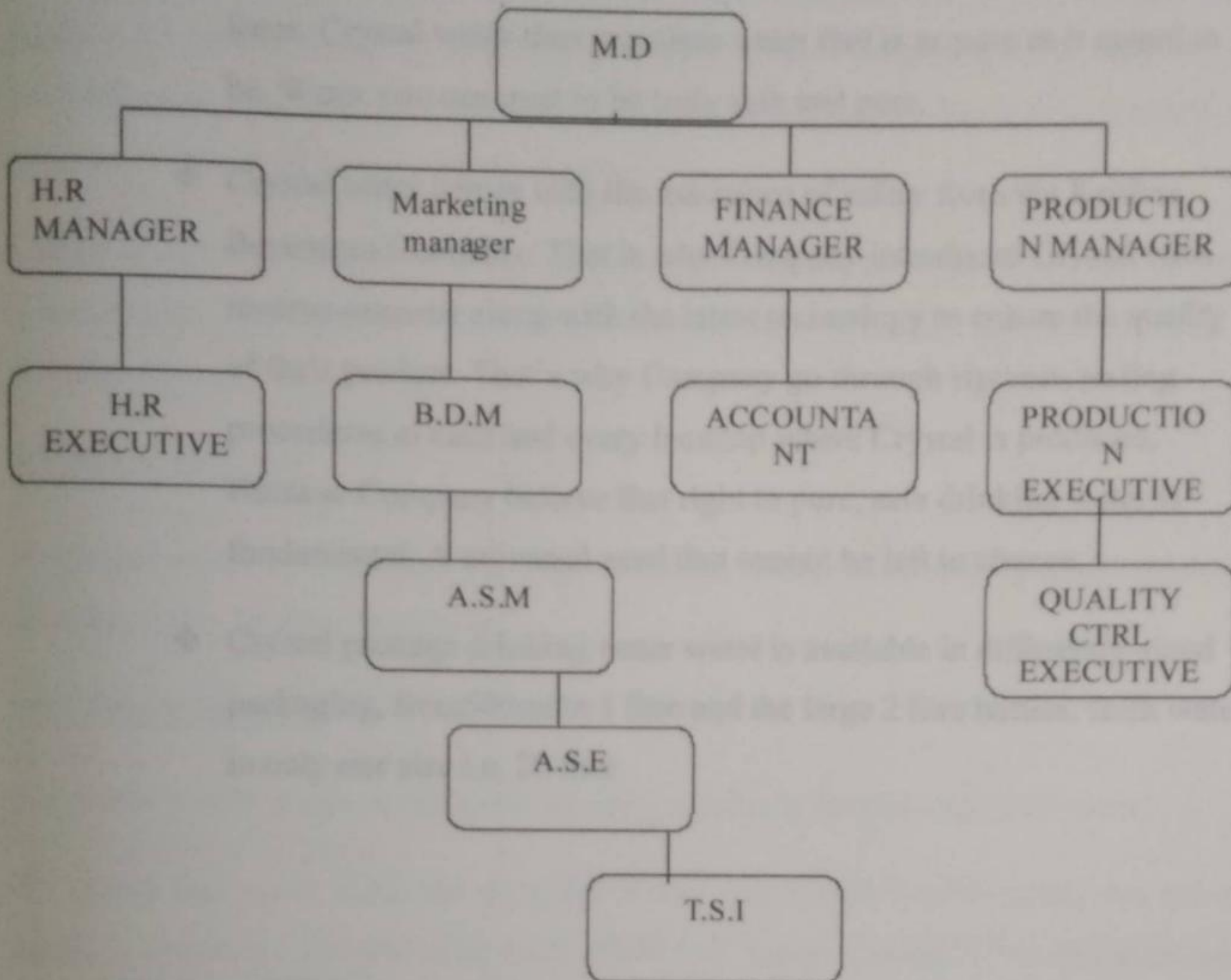
Year	SALES (NO.OF CASES)
2006	5,50,000
2007	6,50,000
2008	8,50,000
2009-09(TILL JULY)	4,00,000



The above graph shows that the sales of Crystal packaged drinking water are growing continuously from last 3 years.

- T.S.U. stands for Territory Sales In-charge.
- A.S.M stands for Area Sales Manager.
- A.S.E stands for Area Sales Executive.
- S.S.M stands for Sales Supervisor.

The company has different department such as H>R., Marketing, Finance, Production, and Logistic. The organizational Chart as follows.



In the organizational chart:

- B.S.M stands for Business developer manager.
- A.S.M stands for Area Sales Manager.
- A.S.E stands for Area sales Executive.
- T.S.E stands for Terrority Sales In charge.

PRODUCT PROFILE

- ❖ Crystal water understands the importance and value of this life giving force. Crystal water thus promises water that is as pure as it meant to be. Water you can trust to be truly safe and pure.
- ❖ Crystal water comes with the assurance of safety from the Krishna Beverages Company. That is why Company introduced Crystal with reverse-osmosis along with the latest technology to ensure the quality of their product. That's why Company go through rigorous testing procedures at each and every location where Crystal is produced. Because Company believe that right to pure, safe drinking water is fundamental. A universal need that cannot be left to chance.
- ❖ Crystal package drinking water water is available in differently-sized packaging, from 500ml to 1 litre and the large 2 litre bottles. Bulk water in only one size i.e. 20 litre



CRYSTAL MANUFACTURING PROCESS

By the time that Crystal's pure drinking water reaches you, it has taken a long journey of quality from its pristine source, through stringent quality tests to its polycarbonate can. Here is a brief account the Crystal waters fascinating journey to your dispenser. It all being with the Source.

Source of water is surface water. We are pumping the surface water from nearby dam (Mula Dam). The surface water is tested as per ISI00500-1991 standard, which is portable for use.

SOURCE WATER

Municipal water or water from springs, streams, rivers, lakes underground aquifers, artesian wells, or other reservoirs.

POTABLE WATER

The water which is safe or palatable for consumption is termed as potable water.

We pump this water from the dam into a raw water tank located inside the plant, which is internally covered with tiles, which are "epoxy coated" (No chemical and micro biological harm).

RAW WATER

The incoming source water before being processed by a water treatment system (multiple barrier or reverse osmosis) in the plant.

We are adding chlorine to the raw water tank for oxidizing organic matters and microbes present in the water , then we check the raw water parameters, like Hardness, TDS, Alkalinity, chlorine, sulphate, chloride as per the guidelines provided by coca- cola, and accordingly chemical dosage are designed to treat the water, then we pump the raw water into Clarifier. Clarifier carries out a process of Coagulation, Flocculation and chlorination.

COAGULATION & FLOCCULATION

Coagulation & flocculation is the combination of two processes working together to destabilize stable particular suspension in water and combine these destabilized particles into particles large enough for sedimentation and filtration. Thus coagulation is particle destabilization and flocculation is the process of combining these de stabled particles.

The clear water goes to clear water tank, which is also internally covered with "epoxy coated" tiles. This water is then passed through pressured sand filter. This sand filter contains different layers of this water is then passed through pressured sand filter. This sand filter contains different layers of sand for filtrations. After sand filtration water passes through activated carbon filter. This filter is used for dechlorination, colour & odor removal. Then water is passed through another set of carbon filters, which is called as lead, & lag carbon filters, which is especially and designed into the line for pesticide removal. Then water passes through 5-micron filter, if there is any piratical having size more than 5 microns is removed (polishing filter).

POLISHING FILTERS

Polishing filters are mostly used as last piece of water control equipment. The granulated activated carbon particulate. Flakes or scales or rust which gets break loose and passes through the granulated activated carbon media are removed by polishing filters. Then this water is passed through ultra violet (UV) sterilizer, which removes all microorganisms if present in the water.

UV TREATMENT

This is the method to disinfect water UV radiation (260- 265 nm) to kill or inactivate microorganisms in the water. In addition to direct destruction of cells, cells absorb UV, nucleic acid causing the genetic code rearrangement; destroying cell's normal ability to reproduce. Then this UV treated water is passed through a reverse osmosis (RO) unit.

REVERSE OSMOSIS

The passage of liquid from higher concentration to lower concentration by applying pressure across the semi-permeable membrane, which allows passage of water but not dissolved solids. Treated water is passed through R.O unit and the output must have TDS less than 10mg/lit and PH in the range of 8 to 85 is stored in a 2R.O. Tank, which is mad up of SS316 material, which is food grade stainless steel material.

All process pipe and tanks are made-up of SS316 material.

Minerals that are added in the water the R.O. water is mixed with minerals and passes through 1 micron and then 0.2-miron filters. Then this water goes into a holding tank. In a holding tank Ozone is added. This Ozonated water is filled into the jars.

OZONATION:-

Ozonation is the process to treat water ozone to disinfect it. (Ozone is a powerful oxidizing agent and eco friendly gas which has half- life of 20 mins when dissolved in water) Similarly caps are also rinsed with ozonate water.

The capping of the jar takes place. Then this filled jar passes through a date coding process, which print batch no., manufacturing date and time of inspector checks the jar against a inspection glass for

- a) Proper date coding
- b) Proper packing
- c) Leakages
- d) Foreign particles
- e) Labeling

JAR CLEANING

Empty jar received from the market are checked for off smell foreign material and then stored into empty jar storage. Before starting the production these empty market return jars are pass through jar pre-washer for internal & external cleaning of jars. In a pre-washer there is a three stage washing of jars. Before sending to the pre-washer the jars are again inspected for off smell foreign material.

BOTTLE INSPECTION

The process of checking empty containers or finished product by dedicated inspectors (gone through eye checkup) against the laid down parameters in front of fixed light source. Jars are subjected to pre-washing before being put to main jar washer unit in three stages first two stages washing is done with chlorinated water. The 3rd stage washing is done with P3 oxinia, which are 300% more powerful oxidizing agent than chlorine.

Then again the jars are being checked for off smell, leakages and foreign material at the inspection station. This jars goes into the main jar fillen. In this machine the jars get rinsed 13 times.

The jar is pressure washed with chlorine water. The jar is pressure washed with soft water to remove any chlorine contain in the jar. The jars go through 6 station detergent wash. In this the jars are pressure washed with detergent like polybrite/polypro at around 70⁰c to 80⁰ c.

Only Polycarbonate water jars can sustain the water wash

Then this jar is pressure washed with soft water to remove any presence of detergent in the jar. Then this jar is pressure washed with R.O. treated water. This jars is pressure washed with Ozonised water.

In the pressure wash the pressure of the water is minimum 2.8Kg/Cm².

Then the treated jar goes for refilling.

Difference between PET & Polycarbonate Material

Pet Disadvantages

1. Transparency poor
2. Pet cannot sustain to high temperature wash.
3. Not recyclable.

Poly Carbonate Jars Advantages

1. Eco friendly
2. 100% recyclable
3. Better Visibility of Packaged Drinking Water
4. Eye Applying Scratch proof
5. Sustainability at high temperature- Better clean ability
6. Lightweight- handling Easier

Health and Safety Measures

3 Stages CIP (Clean in place without dismantling the equipment) of all process equipment) of all process equipments every 24hrs with 90⁰ hot water for 15 to 20 mints.

Tests to be carried out from EXTERNAL LABORATORY		
Sr.No.	Test to be carried out from	frequency
	Source water analysis	
1	All constituents of IS 10500	Quarterly
2	32 Pesticides as per Amendment 6 of IS 14543	Quarterly
3	Parameters other than radioactive residues	3 times a year
4	For radioactive residues	Once in 2 years
	Treated Water	
	THM after each carbon purifier	Quarterly from TSL
	Final Ro permit	
	Product water Analysis (Finished Product)	
1.	IS14543	1 Monthly
2	IS14543	3 Months
3	IS14543	6 Months
4	IS14543	2 Years
5	IS14543	4 Years
	All parameters as per BO-RQ-481	1 Year

Objectives of study

- To find the market share of Crystal package drinking water in Ahmednagar & Nashik region.
- To study the buying behavior of consumers & retailer with respect to packaged drinking water.

OBJECTIVE TO STUDY

Objective to study

- ❖ To find the market share of Crystal package drinking water in Ahmednagar & Shirdi market.
- ❖ To study the buying behavior of customer & retailer with respect to packaged drinking water.
- ❖ To study the satisfaction level of customer & retailer with respect to Crystal packaged drinking water.

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Water is often perceived that it is clean, safe and good for health. However, it is not always so. In many parts of the world, water is contaminated with various pollutants, which can cause serious health problems. The importance of water can be understood. Particularly in a nation such as India where water governs the lives of billions, the lack of clean water is a part of everyday struggle. It is the progress which gives life to the world.

In India, the water supply and distribution is growing rapidly. It has grown at a rate of 20-25% annually over the past 4 years.

REVIEW OF LITERATURE

India is the world's second largest country with 1.2 billion people. The water supply and distribution is growing rapidly. It has grown at a rate of 20-25% annually over the past 4 years. The standard for packaged drinking water, which is being followed all over the world, is more flexible in terms of water.

The current Indian market size of bottled water industry is Rs. 15 billion and is poised to grow at a staggering rate of 40 percent per annum.

The history of bottled drinking water dates back to the year 1803. The first bottled water was sold at the invention of bottled drinking water, which first reported it was bottled water.

REVIEW OF LITERATURE

Water, a thirst quencher that refreshes, a life giving force that washes all the toxins away. A ritual purifier that cleanses, purifies, transforms. Water, the most basic need of life, the very sustenance of life, a celebration of life itself. The importance of water can be understood. Particularly in a nation such as India where water governs the lives millions, be it as part of everyday rituals or as the monsoon which gives life to the sub-continent

In India, Corporate consumption of water and water distribution is growing rapidly. It has grown at a rate of 40- 50% annually over the past 4 years or so.

'Packaged drinking water', the official notification defines as water derived from any source of potable water, which subjected to treatment such as filtration, activated carbon filtration, demineralization and reverse osmosis. The standard for packaged drinking water, which is being introduced for the first time, is more flexible in terms of source and processing

India is set to become the third largest economy after the US & China by the year 2020 with its current growth rate. Given the scenario, I would say boom times are ahead for packaged drinking water. As per the available data the total number of ISI certified packaged drinking water companies in India are close to 1450; and unauthorized companies are over 2000. In India the southern state of Tamil Nadu is the biggest market. Roughly, in Tamil Nadu alone there are about 450 authorized and 300+ unauthorized companies selling water to this water scarce state and making one-fourth of total sales in India.

The current Indian market size of bottled water industry is Rs. 18 billion and is poised to grow at a staggering rate of 40 percent per annum.

The history of bottled drinking water dates back to the year 1583. The Romans are said to be the inventors of bottled drinking water, who first exported it to King Henry

II of France. It became more popular in the West during the 1920s and developed rapidly.

In India, bottled/packaged water is still not perceived as a product for masses; so what, look at the facts, it gives you a totally different picture. It is the world's fastest growing market; the per-capita bottled water consumption is less than five liters a year as compared to the global average of 24 liters.

The industry has seen many new entrants, year on year several small players have entered the trade in India to capitalize on the craze, there has hardly been any involvement of statutory body in defining specific standards. Recently, the Bureau of Indian Standards (BIS), the highest governing authority in India, has got involved in the process to provide check on the new entrants. Some serious doubts also have been raised about the safety of so-called bottled water available.

The new entrants with their low pricing and aggressive marketing strategy, are here to capture the huge middle class population of our country, I would be wrong in saying middle class, in fact it's all section of people who are being targeted. Can you believe that in a survey conducted it has found that truck drivers form major consumers of packaged drinking water? Penetration in rural areas is another significant factor that is likely to play a key role in the development of the bottled water trade.

In comparison to global standards India's bottled water segment is largely unregulated. However, with the stringent measures adopted by BIS would make this industry a more regulated and would see more growth in the near future.

RESEARCH METHODOLOGY

A. RESEARCH DESIGN

(a) TYPE OF DATA

Both primary and secondary data were collected and used for the study

❖ Primary Data

Primary Data was collected from Customers and Retailers of Ahmednagar and Shirdi.

❖ Secondary Data:-

Primary data was collected from websites, interacting company Employees and dealers, Company brochures etc.

(b) DATA COLLECTION METHOD

Survey method was used for collecting the data

(c) RESEARCH INSTRUMENT

- ❖ Research instrument used was structure Questionnaire as well as unstructured questionnaire. Structured questionnaire having both open ended and close ended questions the questionnaire was designed by keeping the objectives in mind.
- ❖ Two separate Questionnaires were prepared to gather the information from the retailers and Customers.
- ❖ In Customers Questionnaire there was 7 Close Ended Questions and 1 open ended Question whereas in retailer Questionnaire there were 7 Close ended questions and 5 Open ended question

(d) SAMPLING PLAN

I. SAMPLING METHOD

Convenience sampling Method was used to do the research

II. POPULATION

- Retailers in Ahmednagar & Shirdi
- Customer in Ahmednagar & Shirdi

III. SAMPLE SIZE

Sample size is as follows

Sampling Unit	Sample Size
Customer	75
Retailer	85
Total	160

(e) RESEARCH TOOLS

Appropriate mathematical and statistical tool were made use for analyzing the data collected. Graphs are used to give clear account and precise of a problem. It includes **Percentages method, weighted average method, and Graphical presentation: Bar diagram and Pie diagram**

(f) RESEARCH TERRITORY:-

Ahmednagar & Shirdi (Maharashtra)

(g) DURATION

2 MONTHS

INTERPRETATION FOR CUSTOMER

Which Brand of Drinking Water brand are you using off?

Table - 1 Unweighted of answers for EDW 2012

Brand	Frequency (%)	%
Brand 1	34	51%
Brand 2	15	23%
Brand 3	21	32%
Brand 4	14	21%
Brand 5	16	24%
Other	17	26%

DATA ANALYSIS AND INTERPRETATION

OTHER BRANDS include all companies like Aqua, Aqua, Aquafina, and others and brands etc.

INTERPRETATION

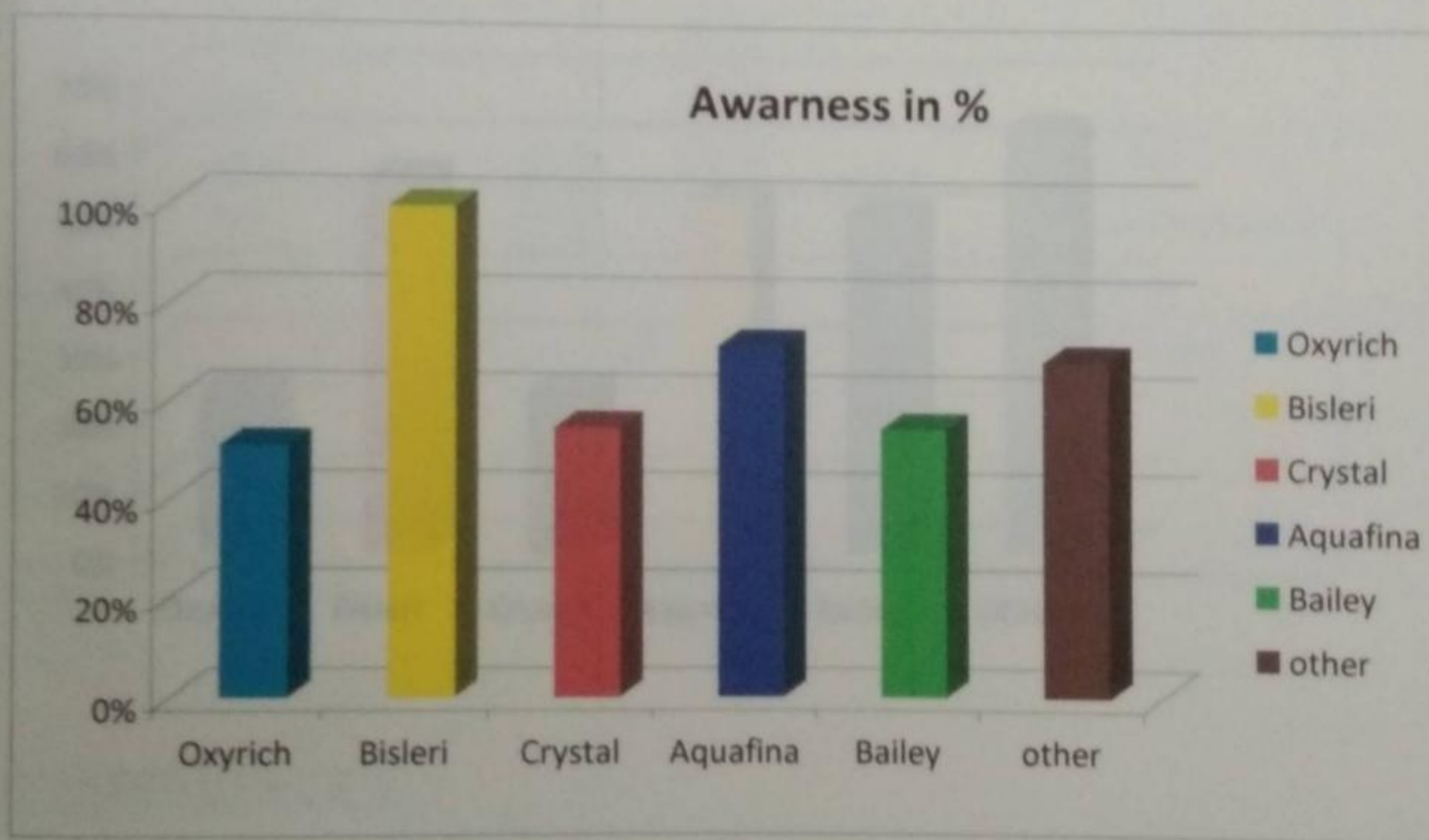
The above bar diagram shows that 51% of Customers are users of Brand 1, Brand 2 is 23%, Brand 3 is 32%, Brand 4 is 21% & Brand 5 is 24%.

INTERPRETATION FOR CUSTOMER

1. Which Packed Drinking Water brand are you aware of?

Table – 1 (Awareness of customer for PDW in %)

Products	Frequency (75)	%
Oxyrich	38	51%
Bisleri	75	100%
Crystal	41	55%
Aquafina	54	72%
Bailey	41	55%
Other	52	69%



OTHER BRAND : It includes local company like Aqua Aura, Krushnai, Real Aqua and Sujal etc.

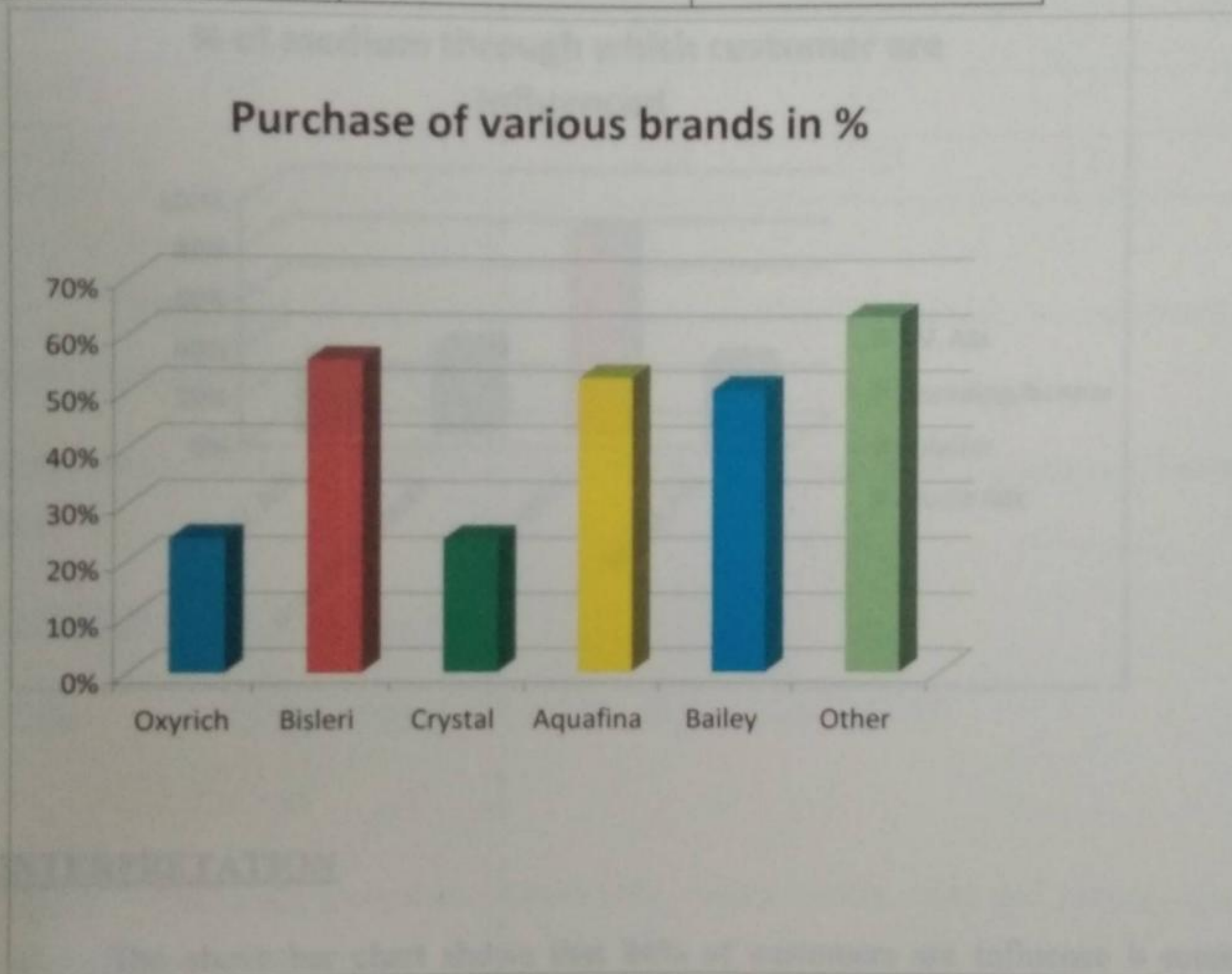
INTERPRETATION

The above bar diagram shows that 100% of Customers are aware of Bisleri followed by Aquafina 72%, Local 69%, Crystal & Bailey at 55% & Oxyrich at 51%.

2. Which Packed Drinking Water brand do you purchase?

Table – 2 (Customer preference with respect to different PDW in %)

Products	Frequency (75)	%
Oxyrich	38	24%
Bisleri	75	56%
Crystal	41	24%
Aquafina	54	53%
Bailey	41	51%
Other	52	64%



OTHER BRAND : It includes local company like Aqua Aura, Krushnai, Real Aqua, Sual etc.

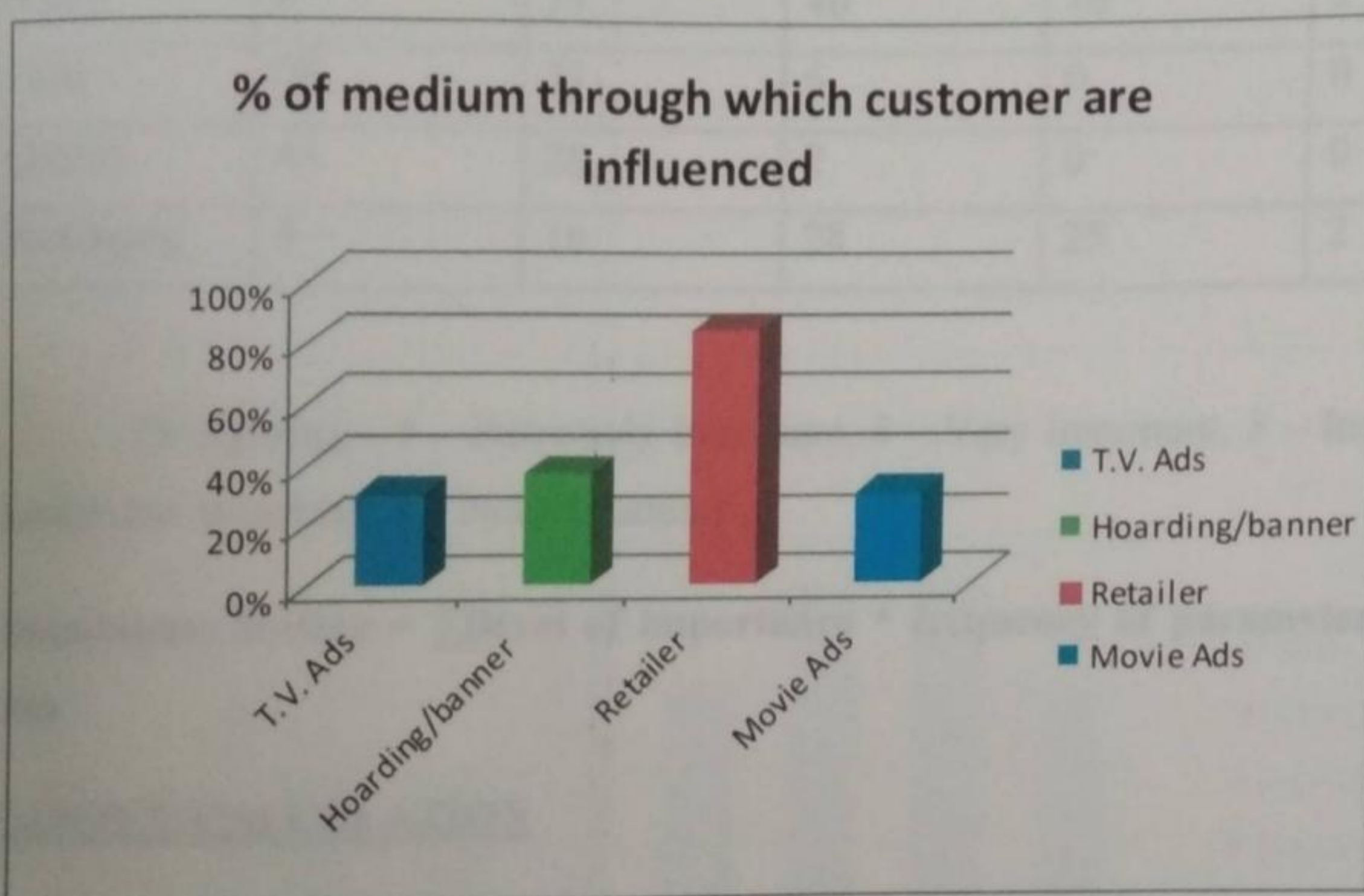
INTERPRETATION

The above bar diagram shows that 64% of customer Purchases Local brand followed by Bislerei 56%, Aquafina and bailey with 53% and 51%, Crystal & Oxyrich at 24% each.

3. Which medium influences to buy the Packaged Drinking Water?

Table – 3 (% of Medium influencing customer to buy PDW)

Products	Frequency (75)	%
T.V. Ads	22	30%
Hoarding/banner	28	37%
Retailer	63	84%
Movie Ads	22	30%



INTERPRETATION

The above bar chart shows that 84% of customers are influence b retailer followed by Hoarding/Banner i.e. 37%. Whereas T.V. & movie influenced by 30% of customer.

4. Which factors affect the purchase of PDW?

Table – 4.1 (Customer rating for the factors which affect their purchasing decision)

Level of imp Parameter	Extremely important (5)	Very important (4)	Important (3)	Somewhat Important (2)	Not at all Important (1)
Price	2	4	19	15	35
Promotion	-	7	17	13	38
Availability	58	13	4	0	0
Brand	8	11	40	14	2
Taste	38	31	6	0	0
Quality	45	28	2	0	0
Packaging	4	16	28	25	2

[Weighting; - 5 – Extremely Important, 4 – Very Important, 3 – Important, 2 somewhat important, 1 – Not Important]

Importance Rating = $\sum(\text{level of importance} * \text{frequency of parameter}) / \text{Sample size}$

SAMPLE CALCULATION

Price :-
$$= [(5 \times 2) + (4 \times 4) + (3 \times 19) + (2 \times 15) + (1 \times 35)] / 75$$

$$= 1.97$$

NOTE :- Rating for promotion, Availability, brand, quality, taste and packaging are calculated in similar way.

INTERPRELADON

The above bar chart shows the quality & quality of PDW is extremely important with 4.77 & 4.57 weighting respectively, followed by Taste that is being the importance with 4.41 weighting. Brand name is equally important parameter with 4.12 weighting which affect the purchase of PDW.

Table – 4.2 (Customer rating calculated by WAM for the factors which affect there purchasing decision)

PARAMETER	IMPORTANCE RATING
Price	1.97
Promotion	1.91
Availability	4.72
Brand name	3.12
Taste	4.43
Quality	4.57
Packaging	2.93



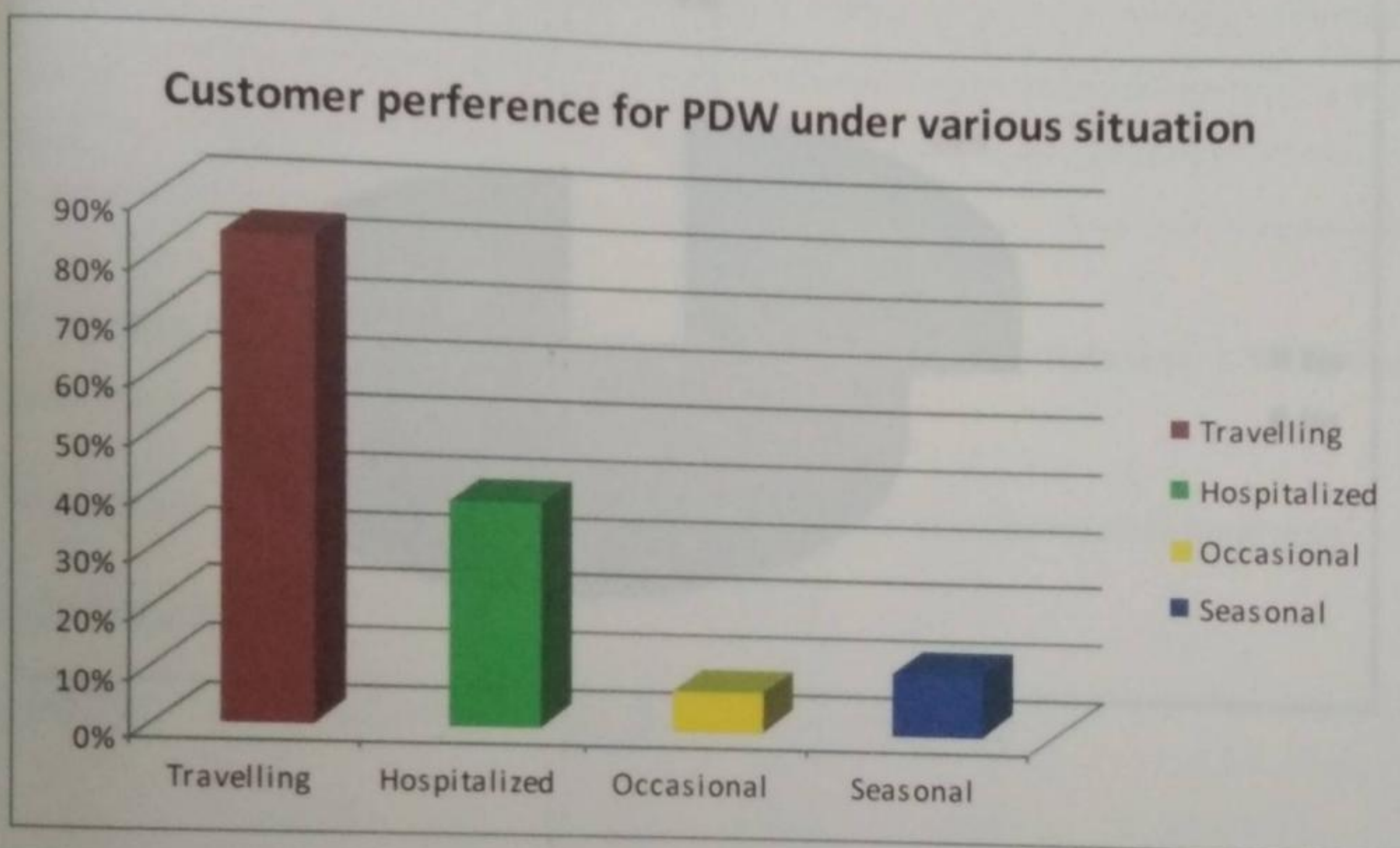
INTERPRETATION

The above bar chart shows that availability & quality of PDW is extremely important with 4.72 & 4.57 weighting respectively, followed by Taste that is having very importance with 4.43 weighting. Brand name is equally importance parameter with 3.12 weighting which affect the purchase of PDW.

5. When do you purchase PDW?

Table – 5 (Preference of PDW under various conditions)

Parameter	Frequency	%
Travelling	63	84%
Hospitalized	29	39%
Occasional	5	7%
Seasonal	8	11%



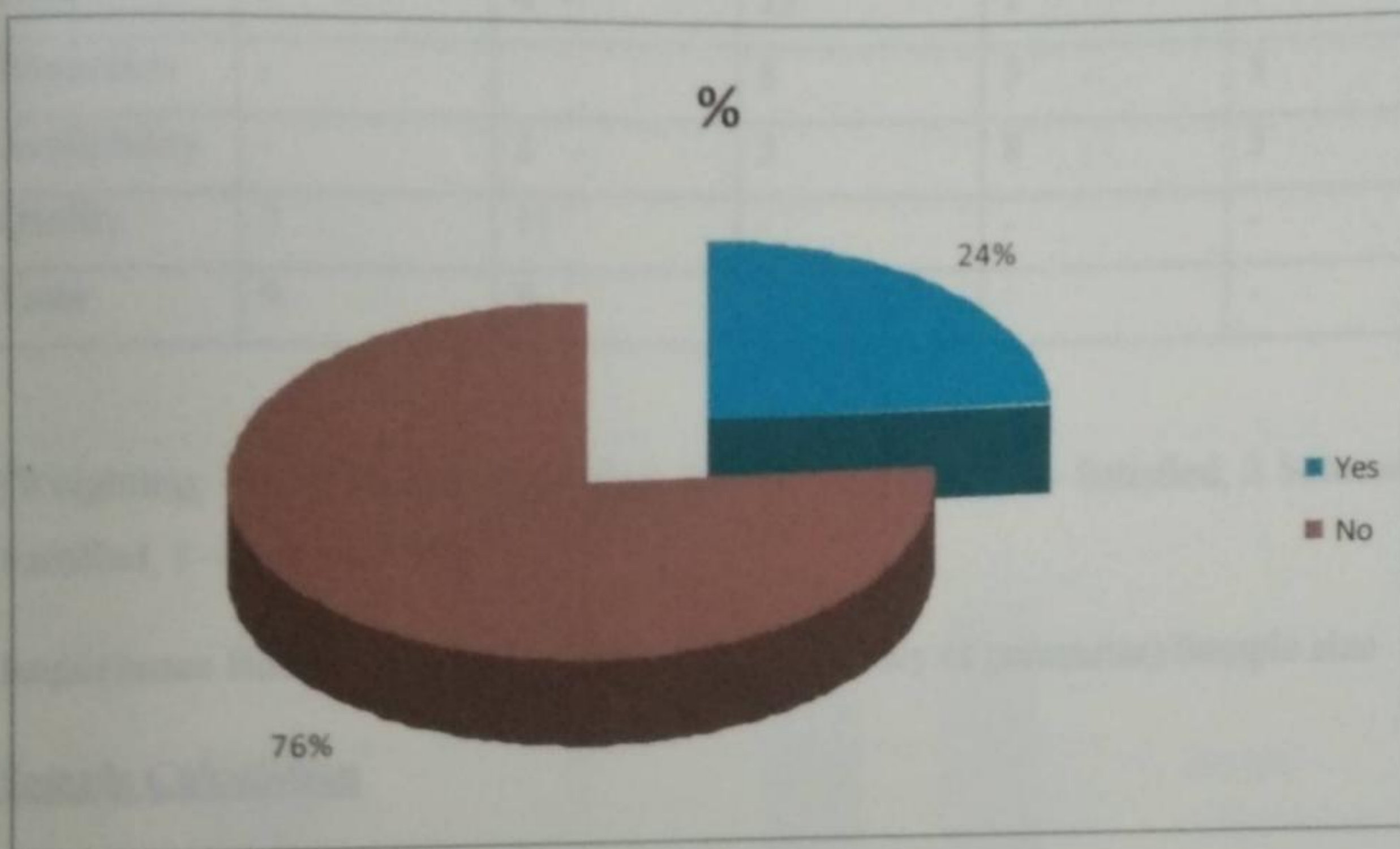
INTERPRETATION

The above bar chart shows that 84% of the customer purchase PDW while Travelling followed by Hospitalization i.e. 39%. 11% of customer purchase seasonally whereas just 7% purchase during occasion.

6. Did you use Crystal ever before?

Table – 6 (% of customer whether using Crystal PDW or not)

Response	Frequency	%
Yes	18	24%
No	57	76%



INTERPRETATION

The above pie diagram shows that 76% of customer had not used Crystal while 24% of them had used Crystal.

7. Rate Crystal PDW in following attributes.

Table – 7 (Customer rating for how satisfied they are after experiencing Crystal PDW)

Level of imp Parameter	Extremely important (5)	Very important (4)	Important (3)	Somewhat Important (2)	Not at all Important (1)
Price	-	4	13	1	-
Promotion	-	-	8	5	5
Availability	-	2	3	8	5
Quality	7	11	-	-	-
Taste	9	8	1	-	-

[Weighting; - 5 – Extremely Satisfied, 4 – Very Satisfied, 3 – Satisfied, 2 Somewhat Satisfied, 1 – Not Satisfied]

Importance Rating = $\sum(\text{level of Satisfied} * \text{frequency of parameter}) / \text{Sample size}$

Sample Calculation

PRICE: - = $[(5 \times 0) + (4 \times 4) + (3 \times 13) + (2 \times 1) + (1 \times 0)] / 18$
 = 3.17

NOTE :- Rating for promotion, Availability, Quality and taste are calculated in similar way.

INTERPRETATION

The above bar diagram shows that customer are very satisfied with the taste & quality of Crystal packaged drinking water weighed at 4.47 & 4.33, whereas they are satisfied with the price i.e. 3.17 customer are somewhat satisfied with the Promotion & availability of Crystal packaged drinking water.

Table – 7.2 (Customer satisfaction level calculated by W.A.M. about how satisfies they are)

Parameter	Satisfaction level
Price	3.17
Promotion	2.17
Availability	2.11
Quality	4.38
Taste	4.45



INTERPRETATION

The above bar- diagram shows that customer are very satisfied with the taste & quality of Crystal packaged drinking water weighed as 4.45 & 4.38, whereas they are satisfied with the price i.e. 3.17 customer are somewhat satisfied with the Promotion & availability of Crystal packaged drinking water.

8. Any Suggestion

Table - 8 (% of customer suggestion on Crystal PDW)

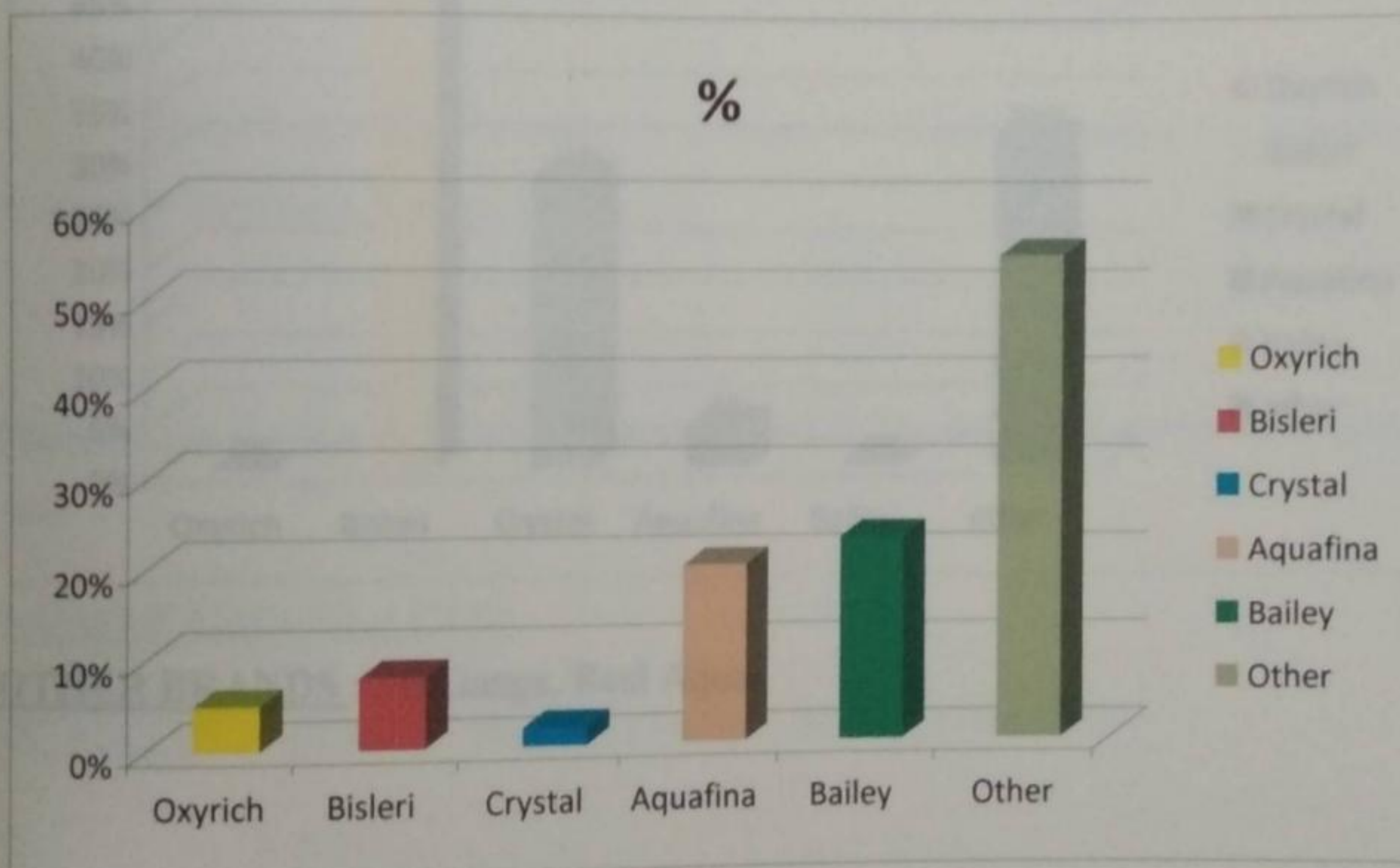
Sr. No.	Suggestion	Frequency	Percentage
1.	Increase no. of outlet	27	36%
2.	Make availability of product in existing outlet	18	24%
3.	No suggestion	30	40%

INTERPRETATION FOR RETAILER

1. Which Packed Drinking Water brand do you sell?

Table – 9.a (% of retailer selling brand of PDW in Ahmednagar)

Products	Frequency (60)	%
Oxyrich	3	5%
Bisleri	5	8%
Crystal	1	2%
Aquafina	12	20%
Bailey	14	23%
Other	33	55%



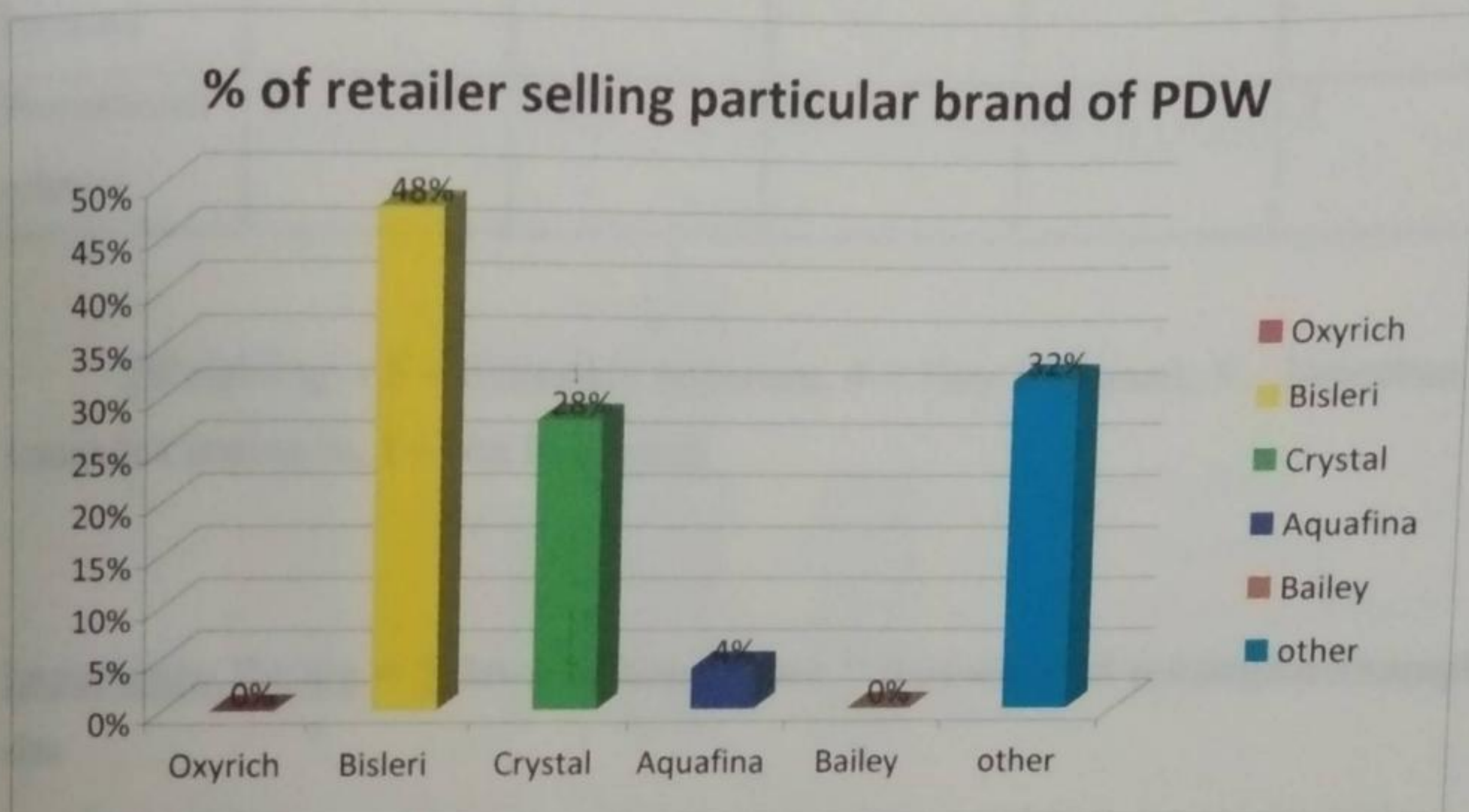
OTHER BRANDS : - Aqua Aura, Krushnai, Real Aqua and Sujal.

INTERPRETATION

- ❖ 55% of retailer prefer Local brand for sales.
- ❖ In National Branded PDW Bailey and Aquafina are most preferred brands with 23% & 21% respectively.
- ❖ Whereas Crystal is a distant Loser with just 2% preference rate.

Table – 9.b (% of retailer selling particular brand of PDW is Shirdi)

Products	Frequency (25)	%
Oxyrich	0	0%
Bisleri	12	48%
Crystal	7	28%
Aquafina	1	4%
Bailey	0	0%
Other	8	32%



OTHER BRANDS : Sai Ganga, Real Aqua

INTERPRETATION

- ❖ 48% of retailer prefers Bisleri for sales.
- ❖ Local Brand i.e. 32% and Crystal i.e. 28%.
- ❖ Whereas Aqafina is a distant Loser with just 4% preference rate.

2. Which factor do you consider while purchasing of PDW?

Table – 10.a (Retailer rating for factors affecting their purchasing decision of PDW in Ahmednagar)

Level of imp Parameter	Extremely important (5)	Very important (4)	Important (3)	Somewhat Important (2)	Not at all Important (1)
Quality	12	10	30	8	0
Trade price	0	7	17	26	10
Customer Demand	52	7	1	0	0
Promotional scheme	0	10	25	23	2

[Weighting: - 5 – Extremely Important, 4 – Very Important, 3 – Important, 2 somewhat important, 1 – Not Important]

Importance Rating = $\sum(\text{level of importance} * \text{frequency of parameter}) / \text{Sample size}$

SAMPLE CALCULATION

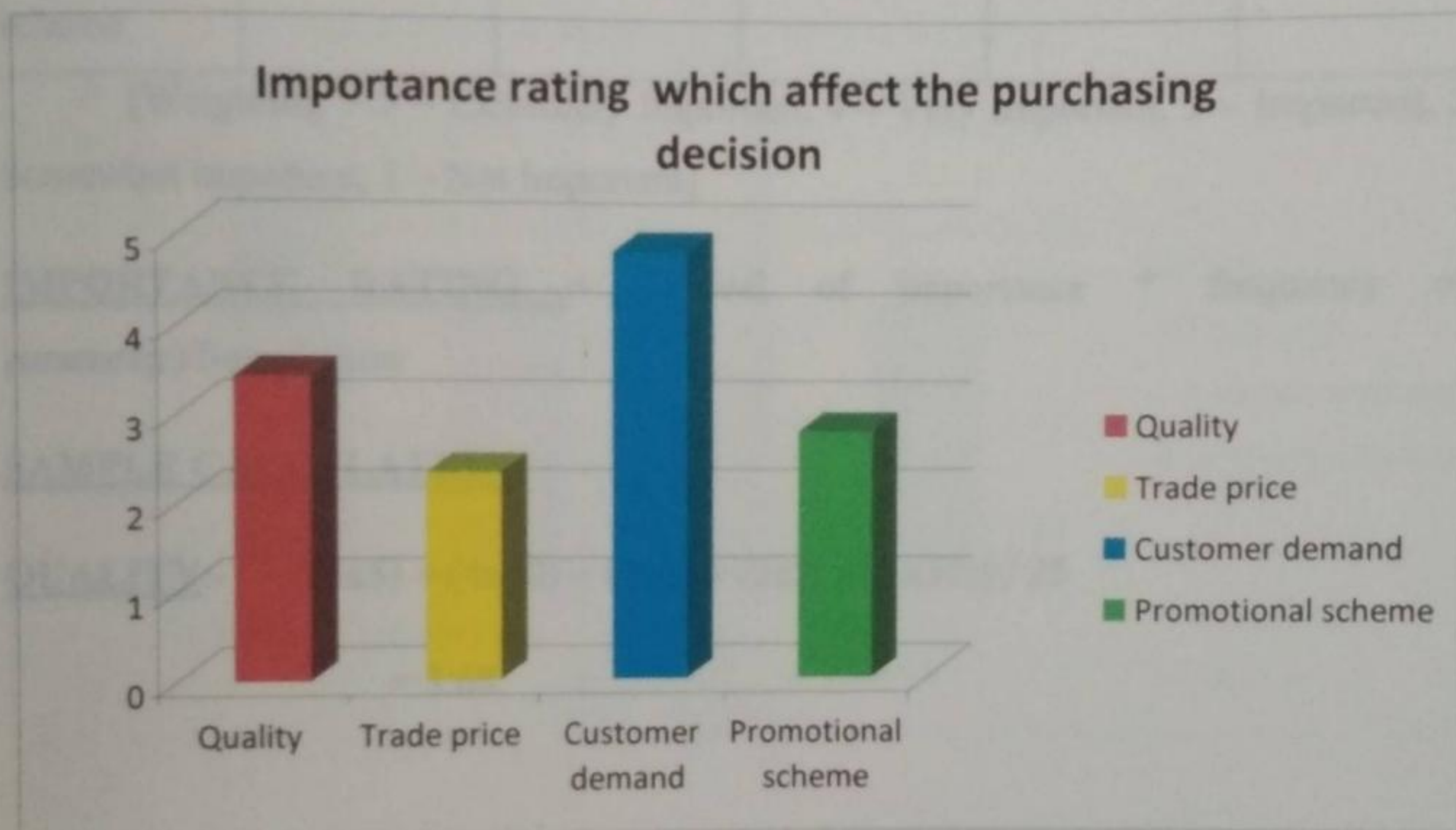
QUALITY:- $[(5 \times 12) + (4 \times 10) + (3 \times 30) + (2 \times 8) + (1 \times 10)] / 60$
 $= 3.43$

DISCUSSION

- Customer demand is the primary important factor affecting the purchasing decision of retailer with frequency 52.
- Quality is the 2nd important factor affecting the purchasing decision of retailer with frequency 30.

Table – 10.2.a (retailer importance rating calculated by W.A.M. for factors affecting their decision on PDW in Ahmednagar)

PARAMETER	IMPORTANCE RATING
Quality	3.43
Trade price	2.35
Customer demand	4.85
Promotional scheme	2.81



INTERPRETATION

- ❖ Customer demand is the extremely important factor affecting the purchasing decision of retailer, which is weighted as 4.85.
- ❖ Quality i.e. 3.43 followed by Promotional scheme 2.81 & trade price 2.35 is the important factor affecting the purchasing decision of retailer.

Table – 10.1.b (Retailer rating for factors affecting three purchasing decision on PDW in Shirdi)

Level of imp Parameter	Extremely important (5)	Very important (4)	Important (3)	Somewhat Important (2)	Not at all Important (1)
Quality	5	10	7	3	0
Trade price	0	4	10	9	2
Customer Demand	25	0	0	0	0
Promotional scheme	0	3	11	9	2

[Weighting :- 5 – Extremely Important, 4 – Very Important, 3 – Important, 2 – Somewhat important, 1 – Not Important]

IMPORTANCE RATING = $\frac{\sum(\text{level of importance} * \text{frequency of parameter})}{\text{Sample size}}$

SAMPLE CALCULATION

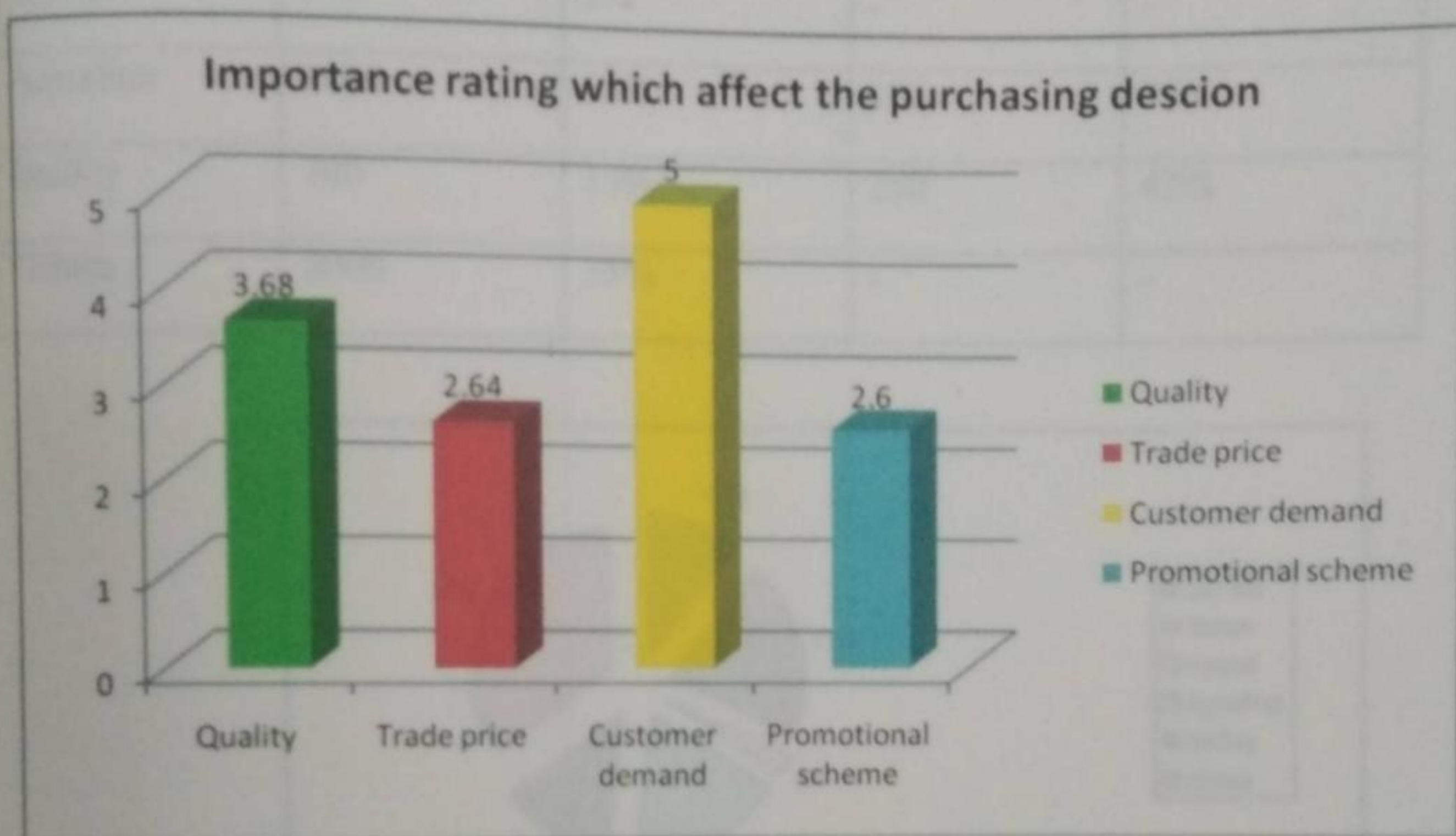
QUALITY:- = $[(5 \times 5) + (4 \times 10) + (3 \times 7) + (2 \times 3) + (1 \times 10)] / 25$
 = 3.68

INTERPRETATION

- Customer demand is the relatively important factor affecting the purchasing decision of retailer, which is assigned as 5.
- Quality i.e. 3.68 followed by promotional scheme 2.0 & trade price 2.64 is the important factor affecting the purchasing decision of retailer.

Table 10.2.b (Retailer importance rating calculated by W.A.M. for factors affecting three purchasing decision on PDW in Shirdi)

Parameter	Importance rating
Quality	3.68
Trade price	2.64
Customer demand	5.0
Promotional scheme	2.6



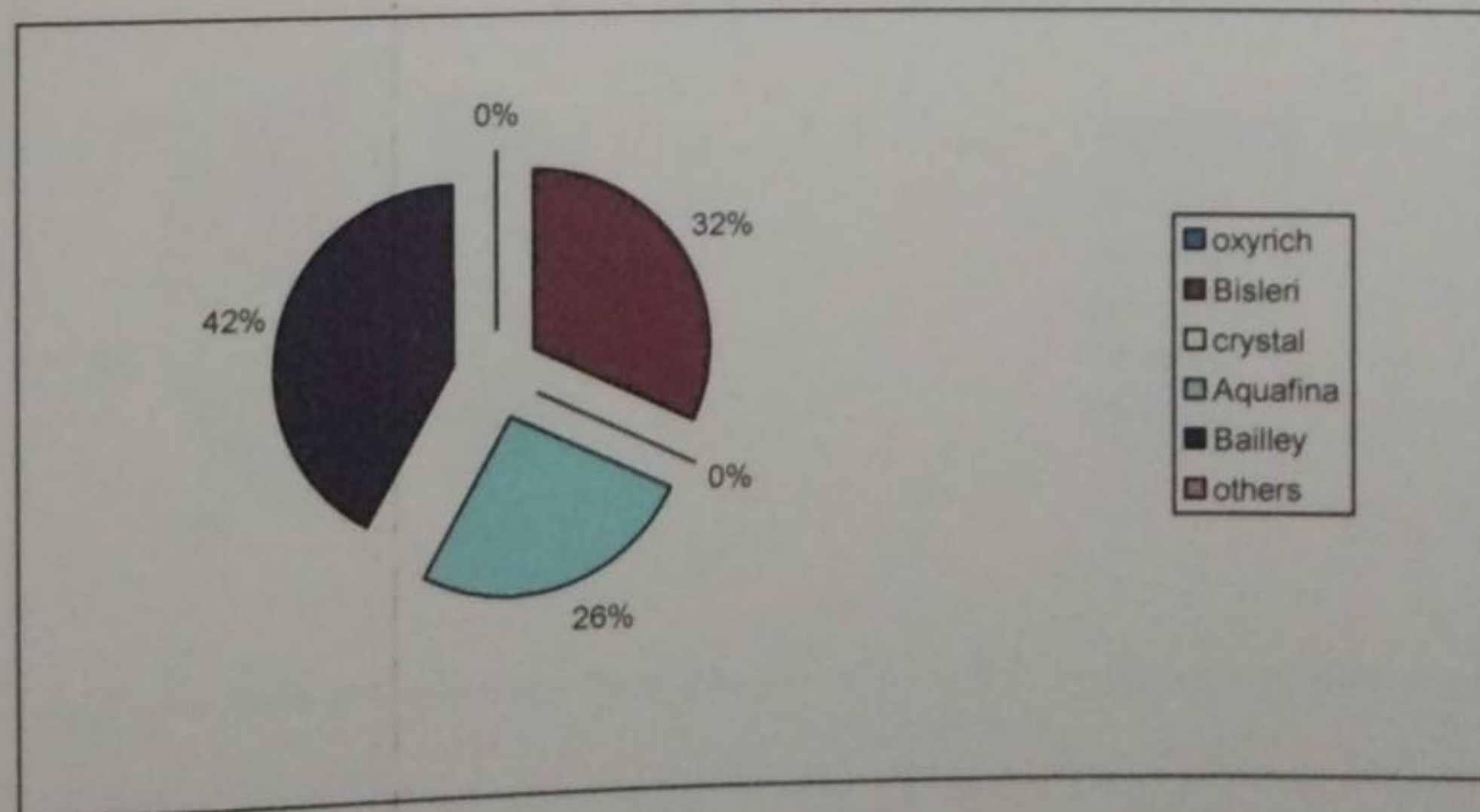
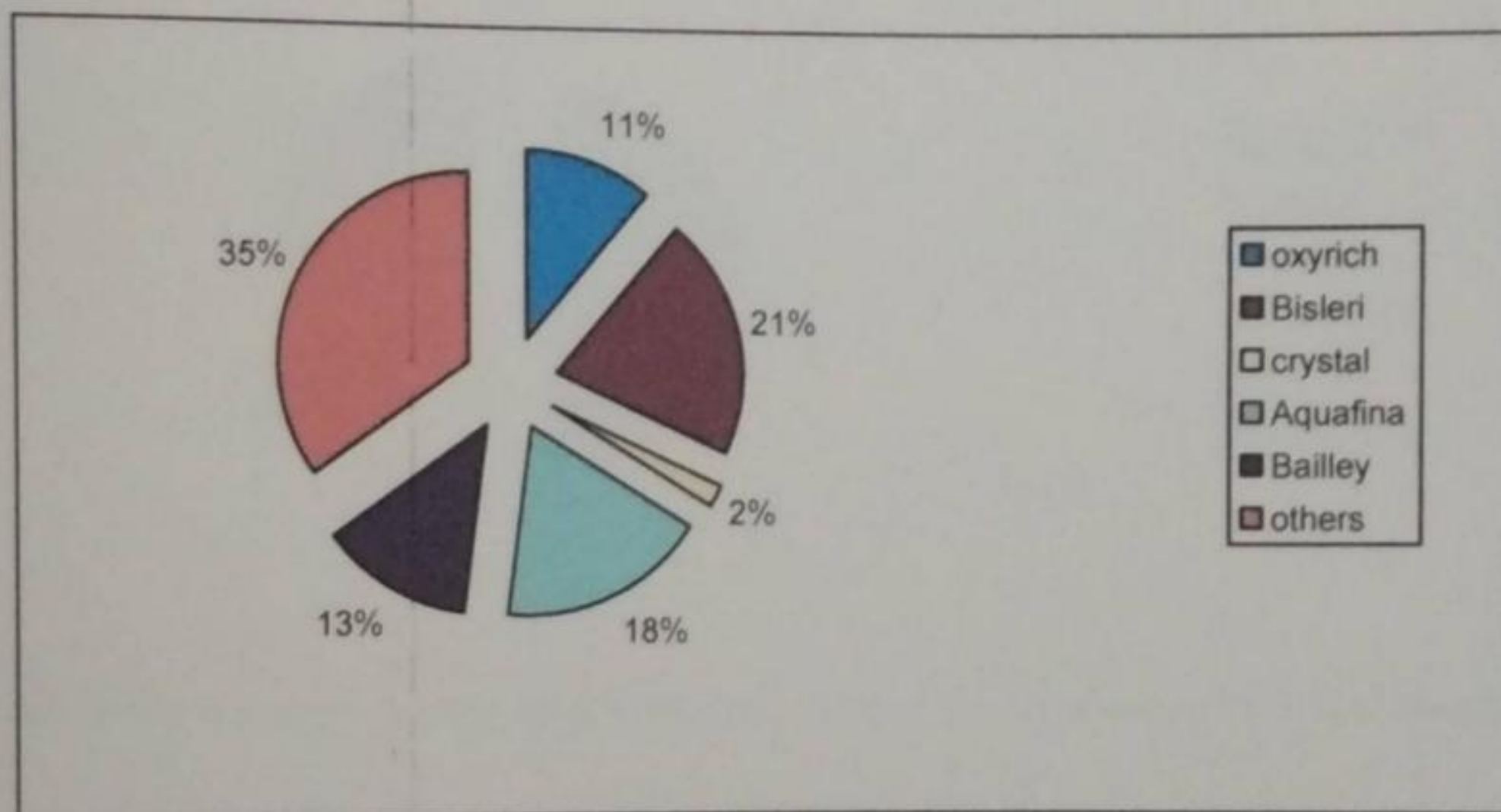
INTERPRETATION

- ❖ Customer demand is the extremely important factor affecting the purchasing decision of retailer, which is weighted as 5.0.
- ❖ Quality i.e. 3.68 followed by promotional scheme 2.6 & trade price 2.64 is the important factor affecting the purchasing decision of retailer.

3. What is the average daily sale of each brand of PDW?

Table - 11.a (Average sale of different brand of PDW in retailer counter of Ahmednagar)

In Liters Brand	1 lit	Percentage	2 lit	Percentage
Oxyrich	600	11%	-	-
Brisleri	1200	21%	150	32%
Crystal	100	2%	-	-
Aquafina	1000	18%	120	26%
Bailley	700	13%	200	42%
Others	2000	35%	-	-



INTERPRETATION

The above Pie chart shows that in 1 liters segment Local brand captures the market with 35%, which is followed by Brisleri & Aquafina with 21% & 18%, whereas Bailley 13%, Oxyrich 11% & Crystal 2% are far behind.

The above Pie chart shows that in 2 liters segment the market is captured by Bailley with 42% which is followed by Bisleri with 32%. Whereas Aquafina is at 26%.

Brand	1 Liter	2 Liter
Local	35%	0%
Bisleri	21%	32%
Aquafina	18%	26%
Bailley	13%	42%
Oxyrich	11%	0%
Crystal	2%	0%

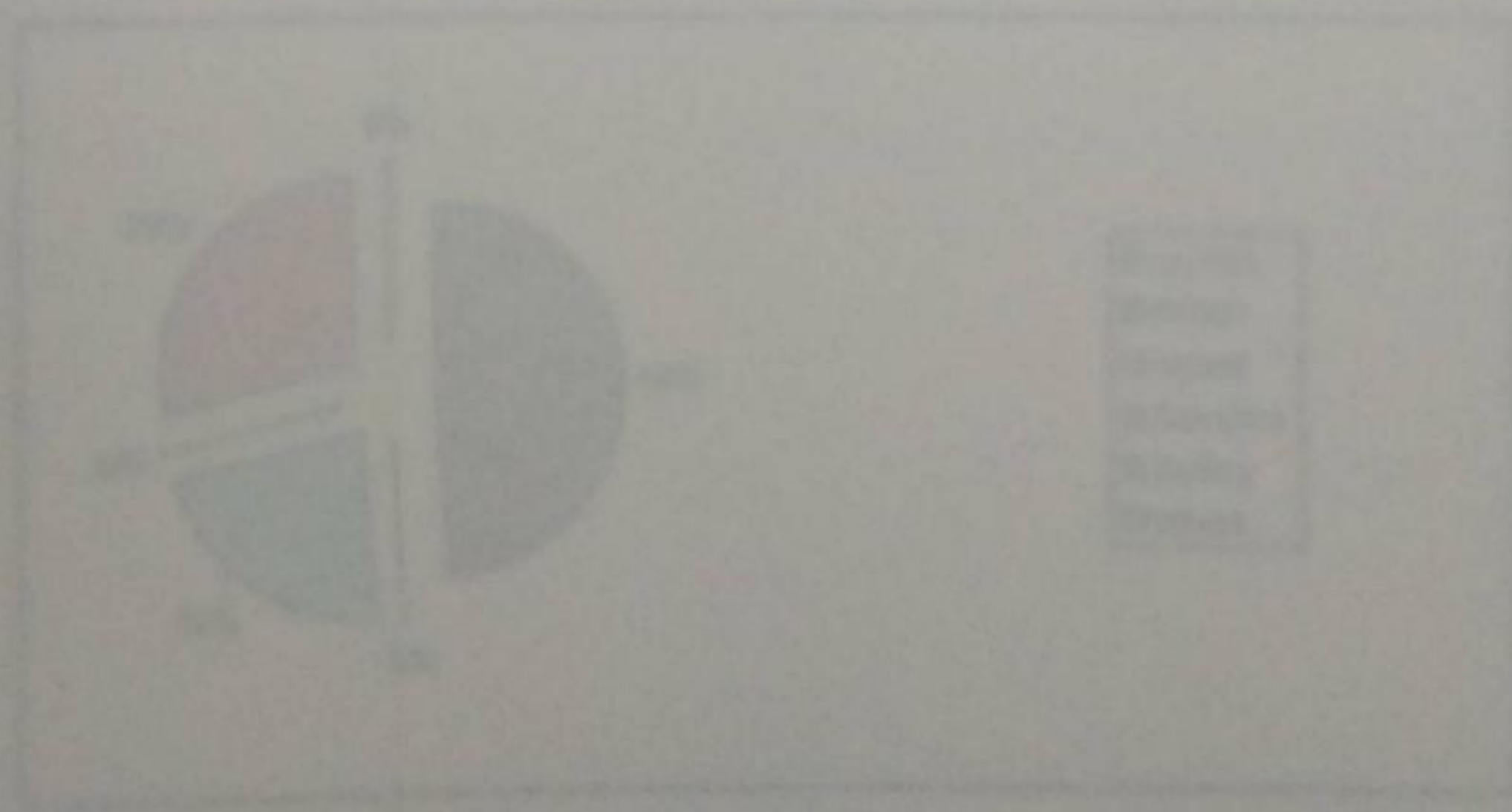
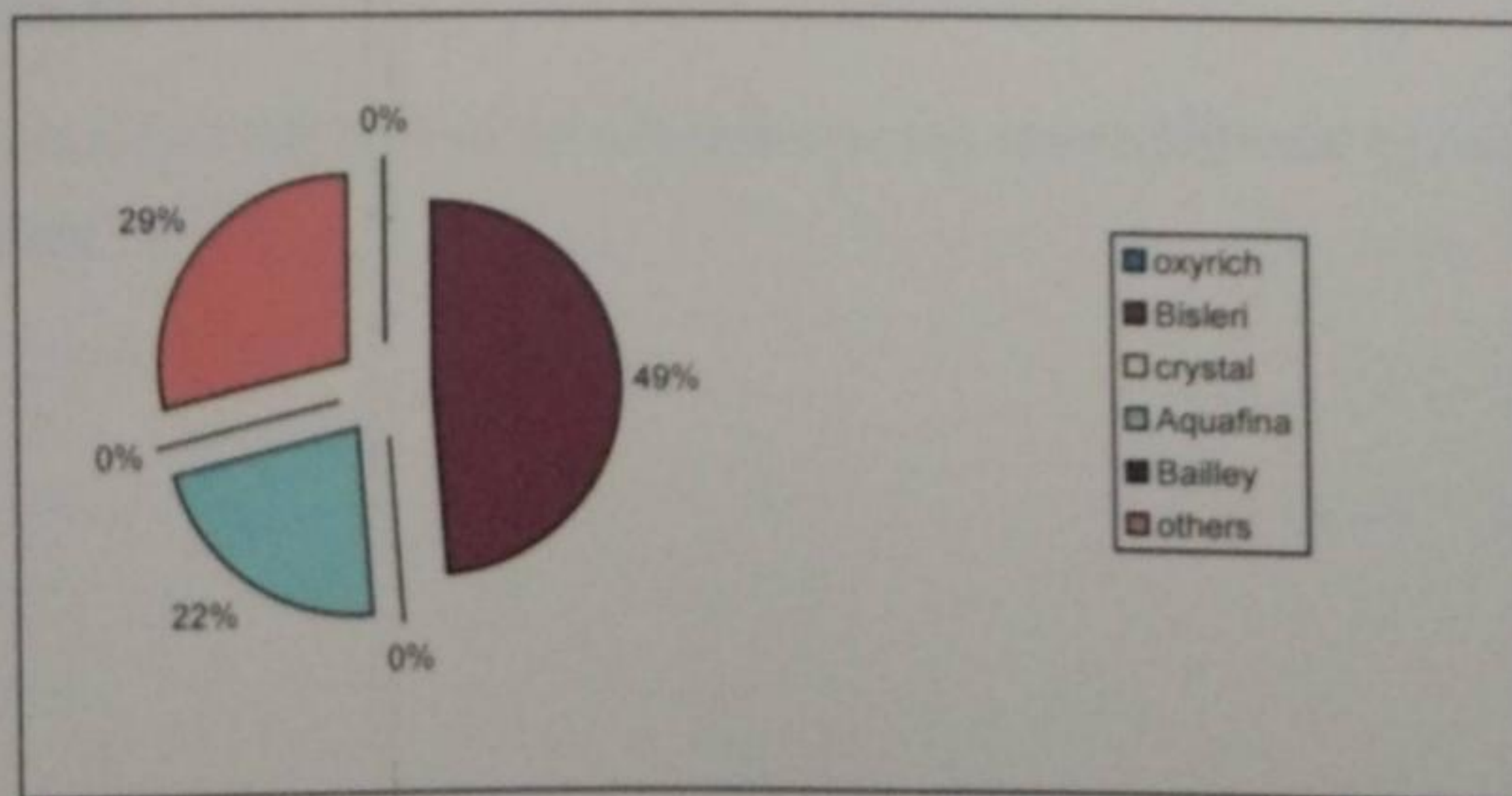
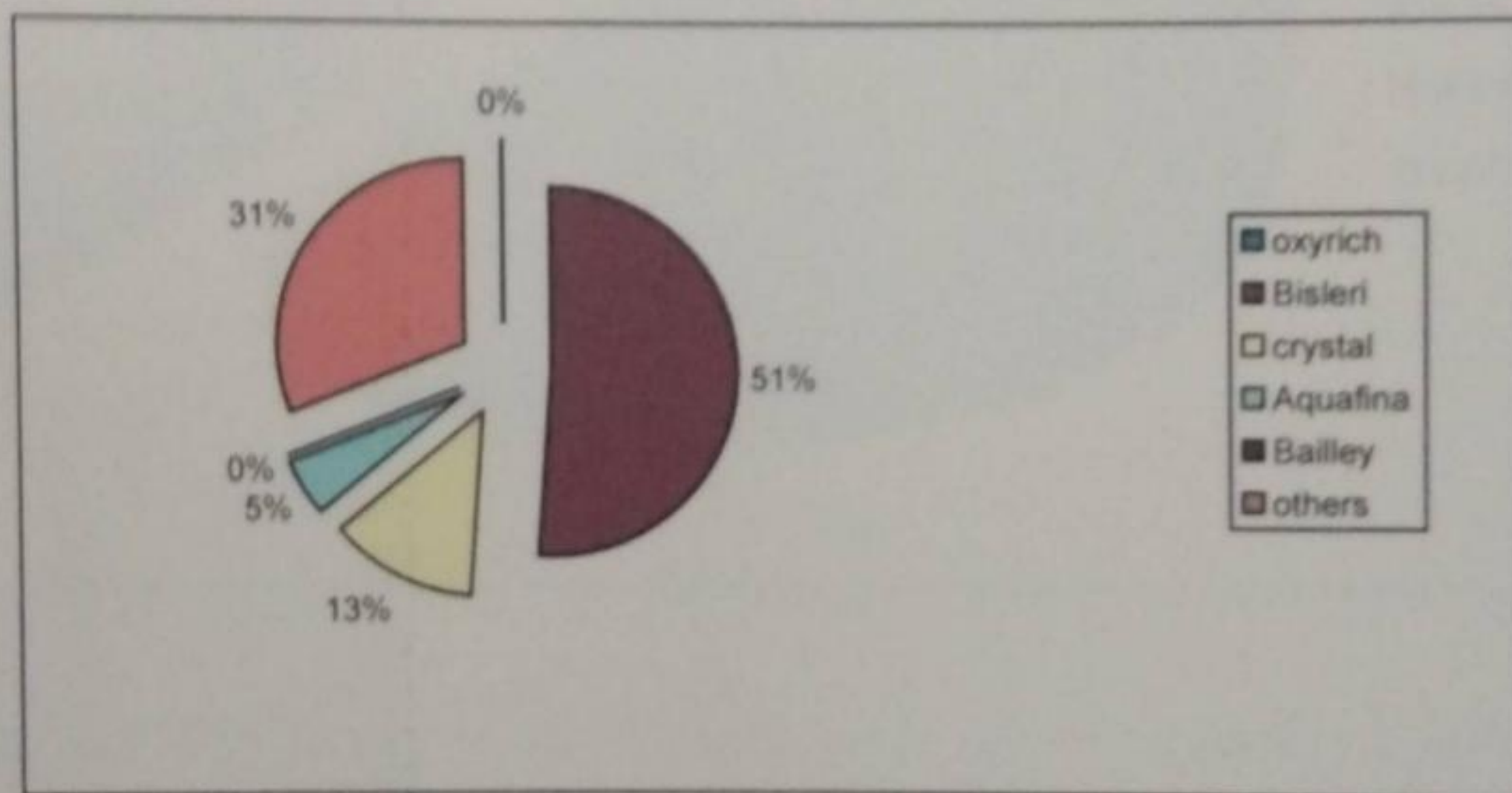


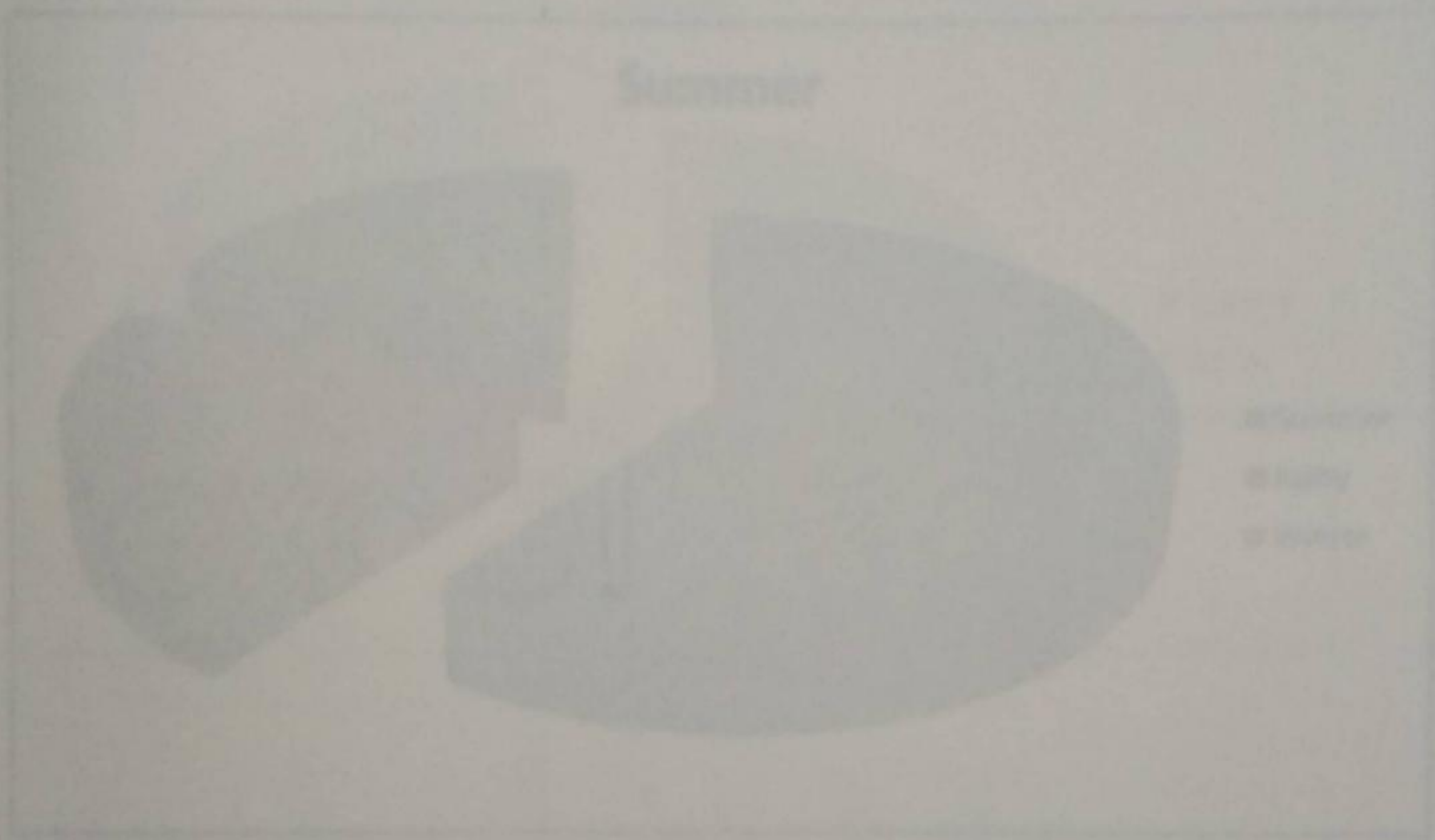
Table – 11.b (Average sale of different brand of PDW in Retailer counter of Shirdi)

In Liter \ Brand	1 liter	Percentage	2 liter	Percentage
Oxyrich	-	-	-	-
Bisleri	10000	51%	500	49%
Crystal	2500	13%	-	-
Aquafina	1000	5%	225	22%
Bailley	-	-	-	-
Others	6000	31%	300	29%



INTERPRETATION

- ❖ The above pie-chart shows that in 1 liters segment the market is captured by Bisleri with 1% having competition with Local brand with 31%, whereas Crystal is far behind with just 13%, and Aquafina is market loser with 5%.
- ❖ The above pie chart show that in 2 liters segment that market is captured by Bisleri with 49% which is followed by Local brand with 29%. Whereas Aquafina is at 22%.



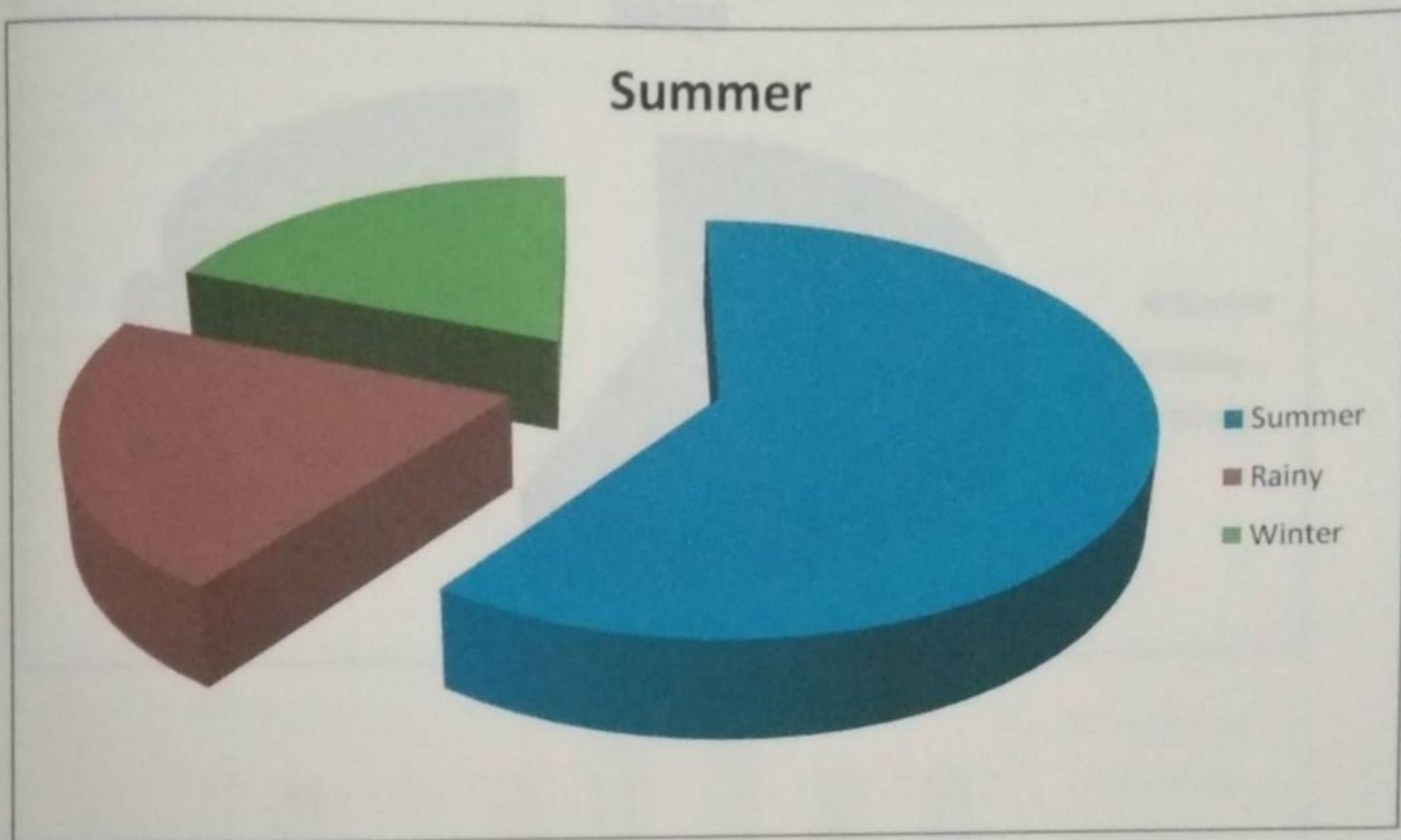
INTERPRETATION

The above pie chart shows that 49% of the market is captured by Bisleri, followed by Local brand with 29% and then Aquafina with 22%.

4. What is the average seasonal sale of PDW?

Table – 12.a (Average seasonal sale (in %) of different brand of PDW in Retailer counter of Ahmednagar)

Season	Summer	Rainy	Winter
Percentage	60%	21%	19%

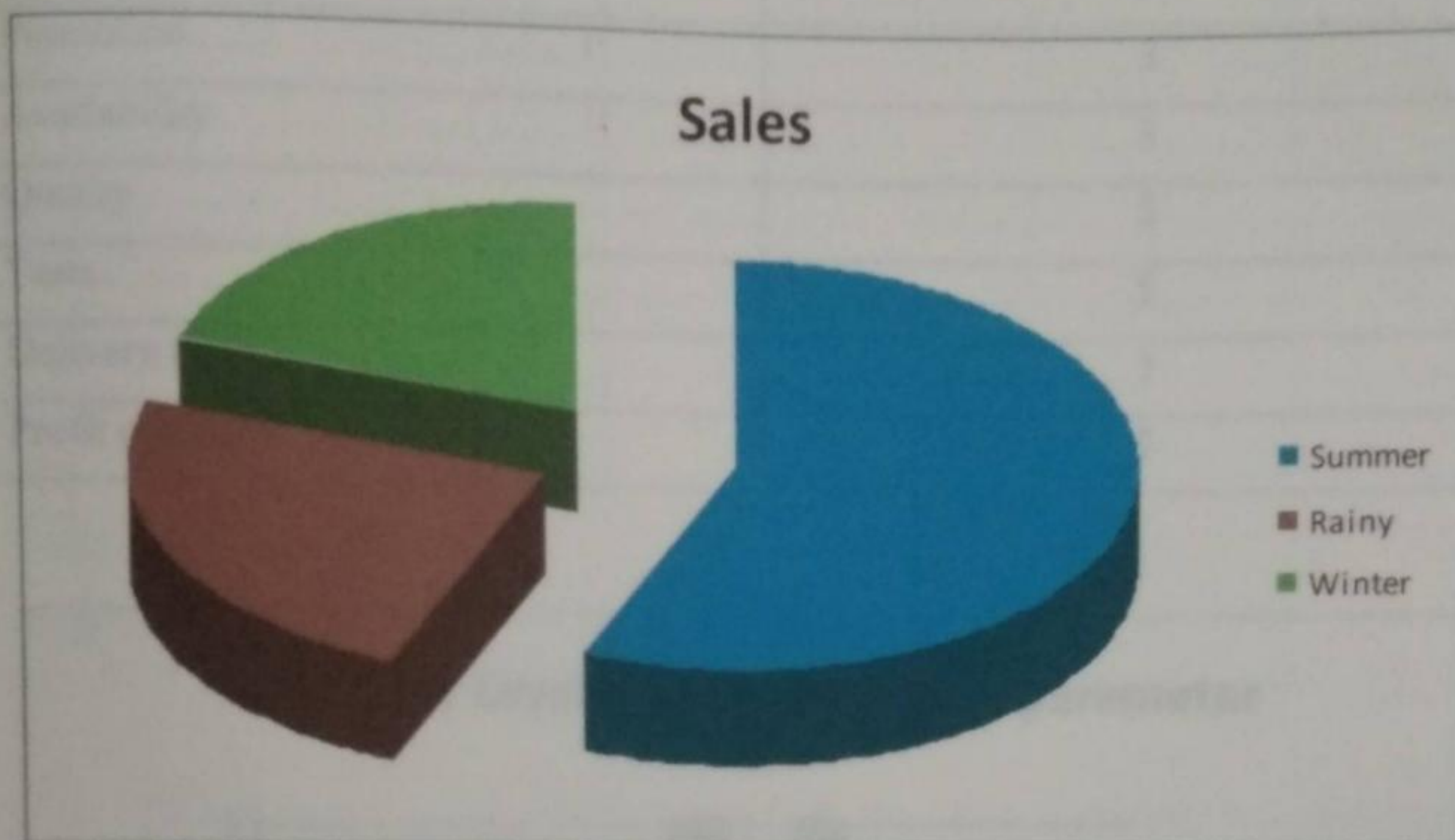


INTERPRETATION

The above pie chart shows that 60% of the sale is in summer season followed by rainy 21% and then winter 19%.

Table – 12.b (Average seasonal sale (in %) of different brand of PDW in retailer counter of Shirdi)

Season	Summer	Rainy	Winter
Percentage	56%	24%	20%



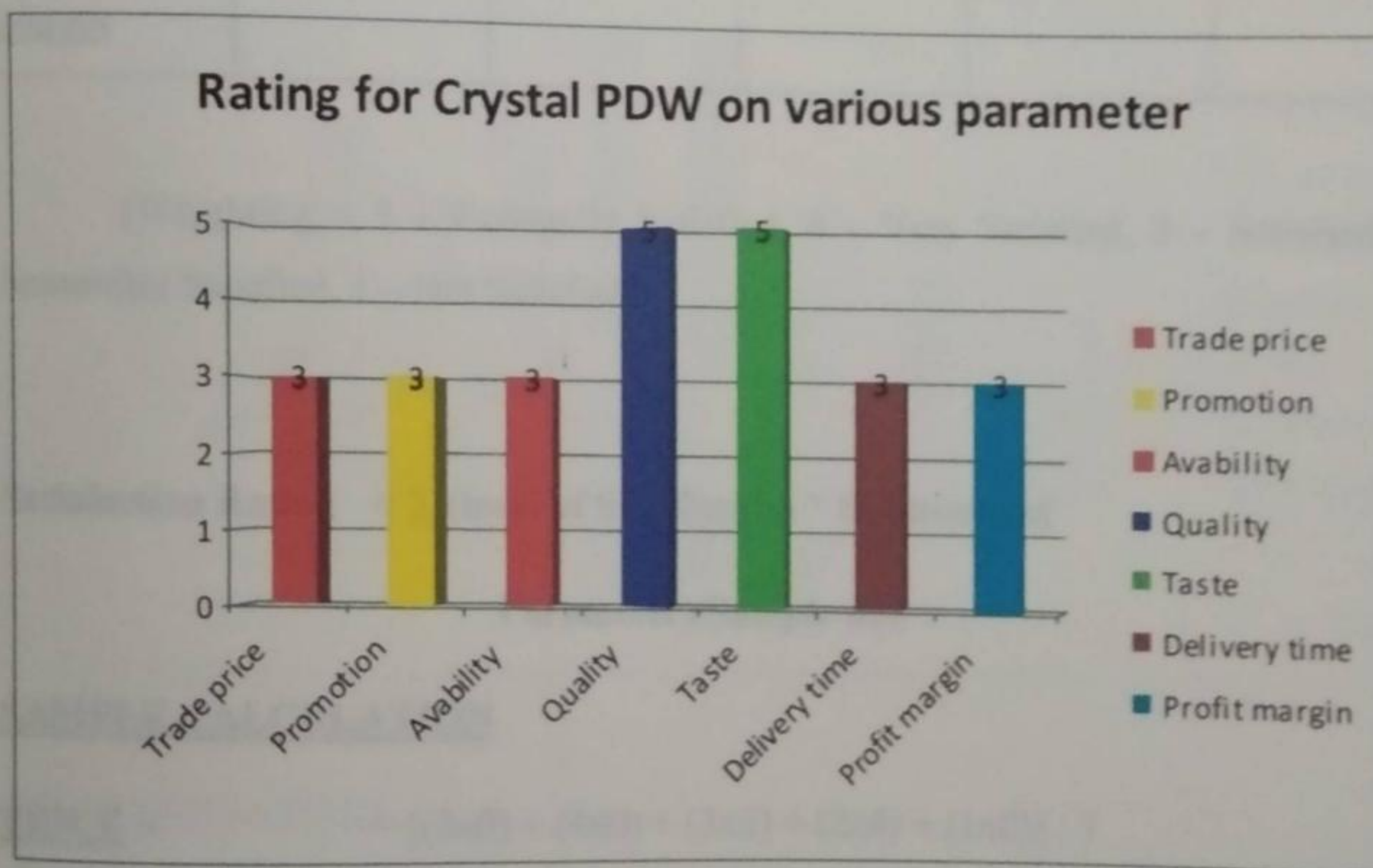
INTERPRETATION

- ❖ The above pie chart shows that 56% of the sale is in summer season followed by rainy 24% and then winter 20%.

5. Rate Crystal PDW in following attributes

Table – 13.a (Retailer satisfaction level calculated by WAM about how satisfied they are after experiencing Crystal PDW in Ahmednagar)

Parameter	Satisfaction level
Trade price	3
Promotion	3
Availability	3
Quality	5
Taste	5
Delivery time	3
Profit margin	3



INTERPRETATION

❖ The above bar diagram shows that retailer is extremely satisfied by the Quality & Availability of Crystal weighted as 5 and is satisfied by the other parameter weighted as 3.

Table 13.b (Customer rating for how satisfied they are after experiencing Crystal PDW in Shirdi)

Level of Satisfaction Parameter	Extremely satisfaction (5)	Very satisfaction (4)	Satisfied (3)	Somewhat Satisfied (2)	Not at all satisfied (1)
Trade price	-	-	3	4	-
Promotion	-	-	-	2	5
Availability	-	3	4	-	-
Quality	5	2	-	-	-
Taste	6	1	-	-	-
Delivery time	-	-	4	3	-
Profit margin	-	-	-	6	1

[Weighting; - 5 – Extremely Satisfied, 4 – Very Satisfied, 3 – Satisfied, 2 Somewhat Satisfied, 1 – Not Satisfied]

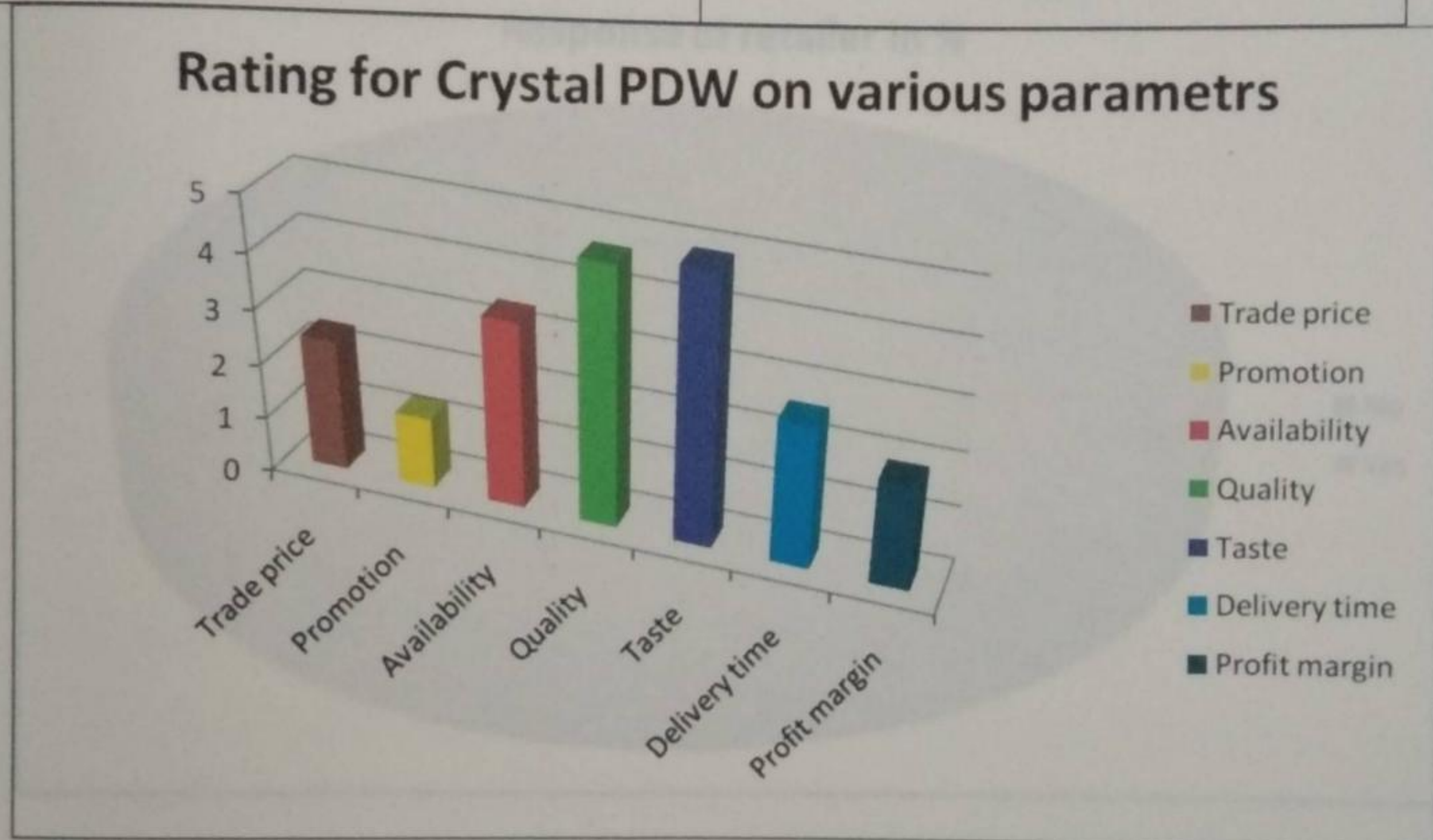
$$\text{Satisfaction Rating} = \frac{\sum (\text{level of Satisfaction} * \text{frequency of Parameter})}{\text{Sample size}}$$

SAMPLE CALCULATION

PRICE :- $[(5 \times 0) + (4 \times 0) + (3 \times 3) + (2 \times 4) + (1 \times 0)] / 7$
 $= 2.42$

Table – 13.2b (Customer satisfaction level calculated by WAM about how satisfied they are after experiencing Crystal PDW)

Parameter	Satisfaction level
Trade price	2.4
Promotion	1.3
Availability	3.4
Quality	4.7
Taste	4.9
Delivery time	2.6
Profit margin	1.9



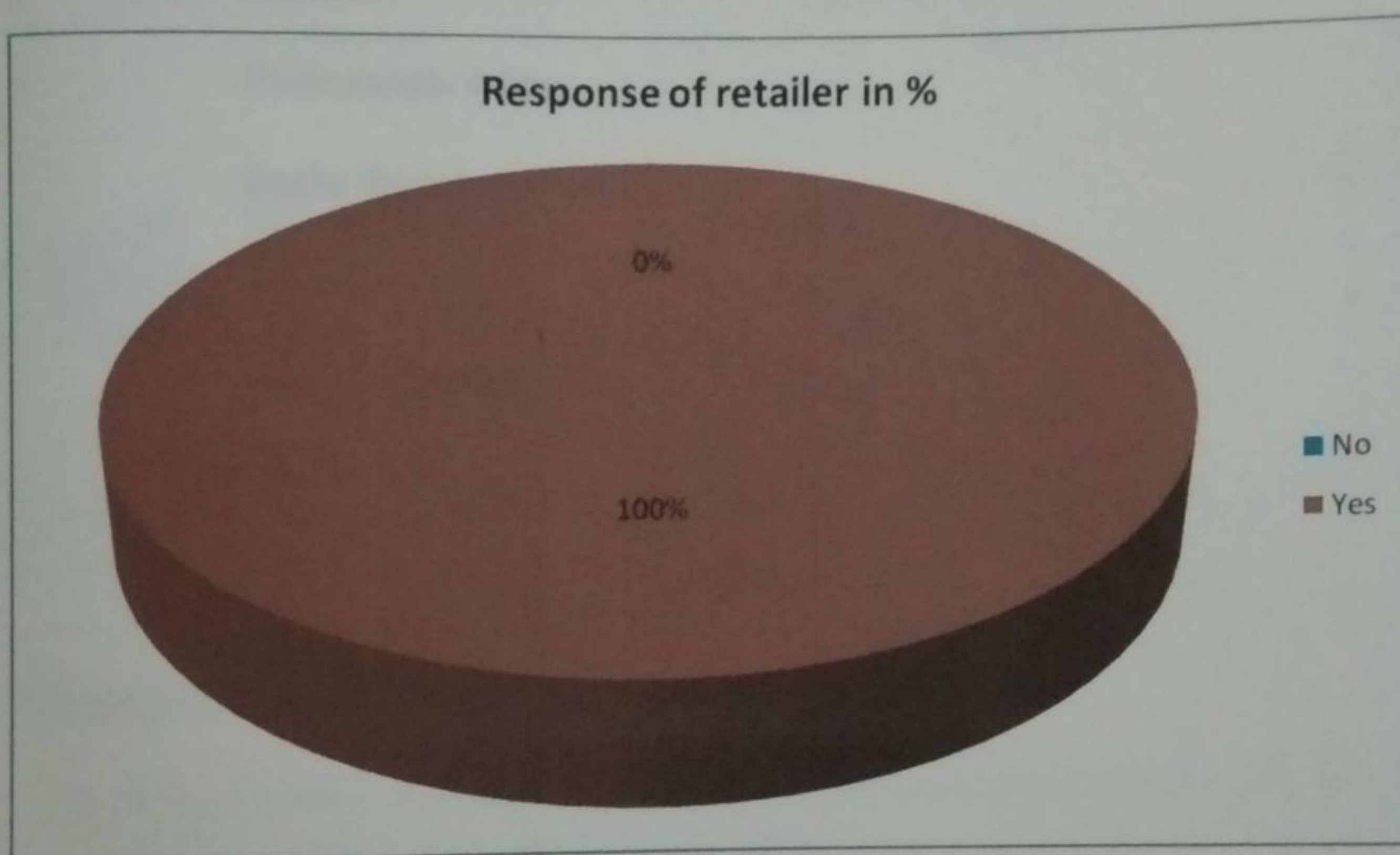
INTERPRETATION

- ❖ The above bar diagram show that the retailers are extremely satisfied by the taste & quality of Crystal weighted as 4.9 & 4.7 and is satisfied by the availability i.e. 3.4 whereas by Delivery time they are just satisfied weighted as 2.6. By other parameter retailer are somewhat satisfied.

6. Does the dealer of Crystal offer you any additional promotional scheme?

Table – 14 (retailer response (in %) for Crystal PDW dealer offering an promotional scheme in Ahmednagar & Shirdi)

City	Yes	No
Ahmednagar	0%	100%
Shirdi	0%	100%



INTERPRETATION

- ❖ No dealer offers any additional scheme.

7. Why didn't you experience Crystal till now?

(a) **AHMEDNAGAR**

Profit margin is less.

Dealer did not approach.

No range

Delay in Delivery

(b) **SHIRDI**

Profit margin is less.

Dealer did not approach.

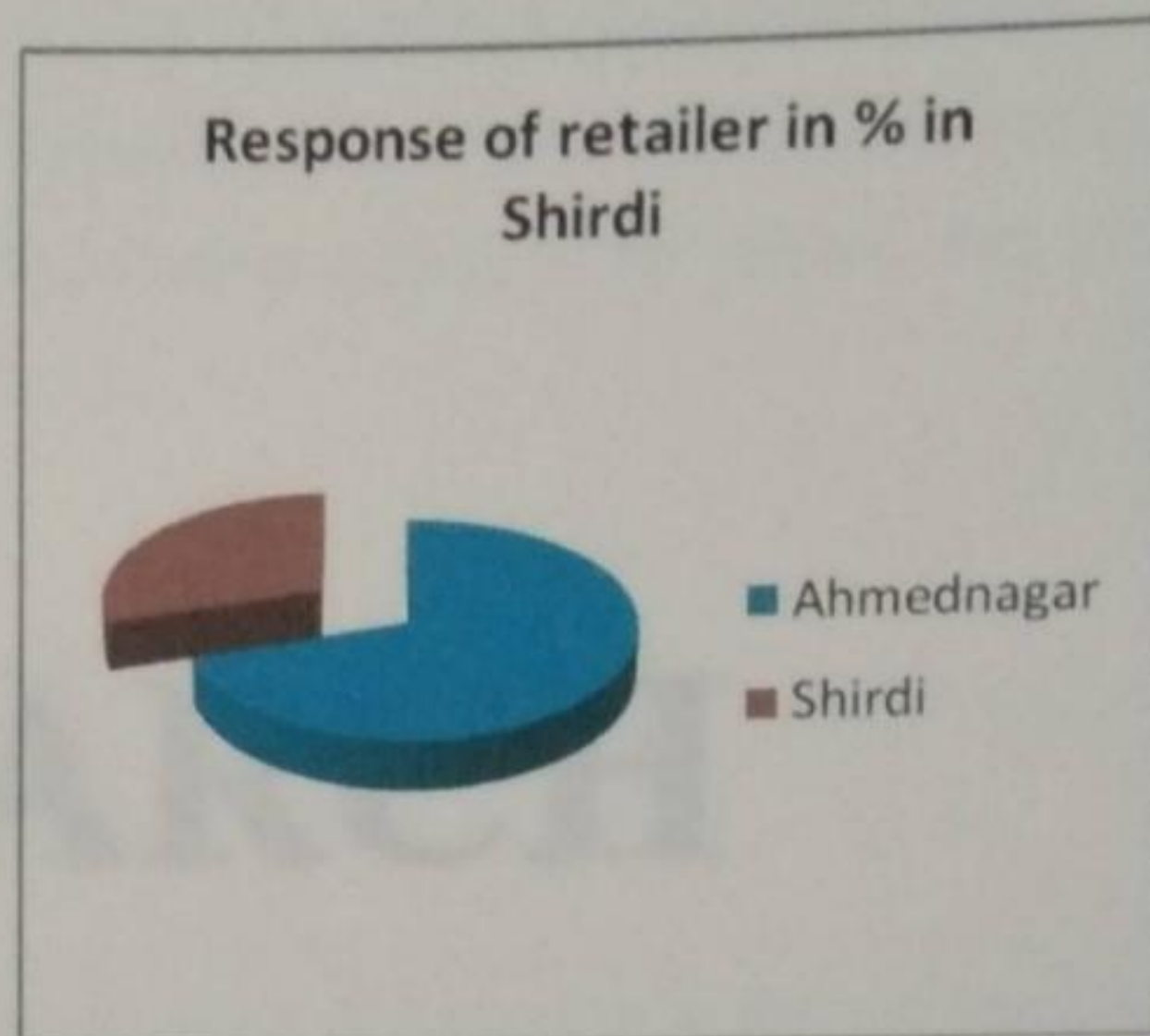
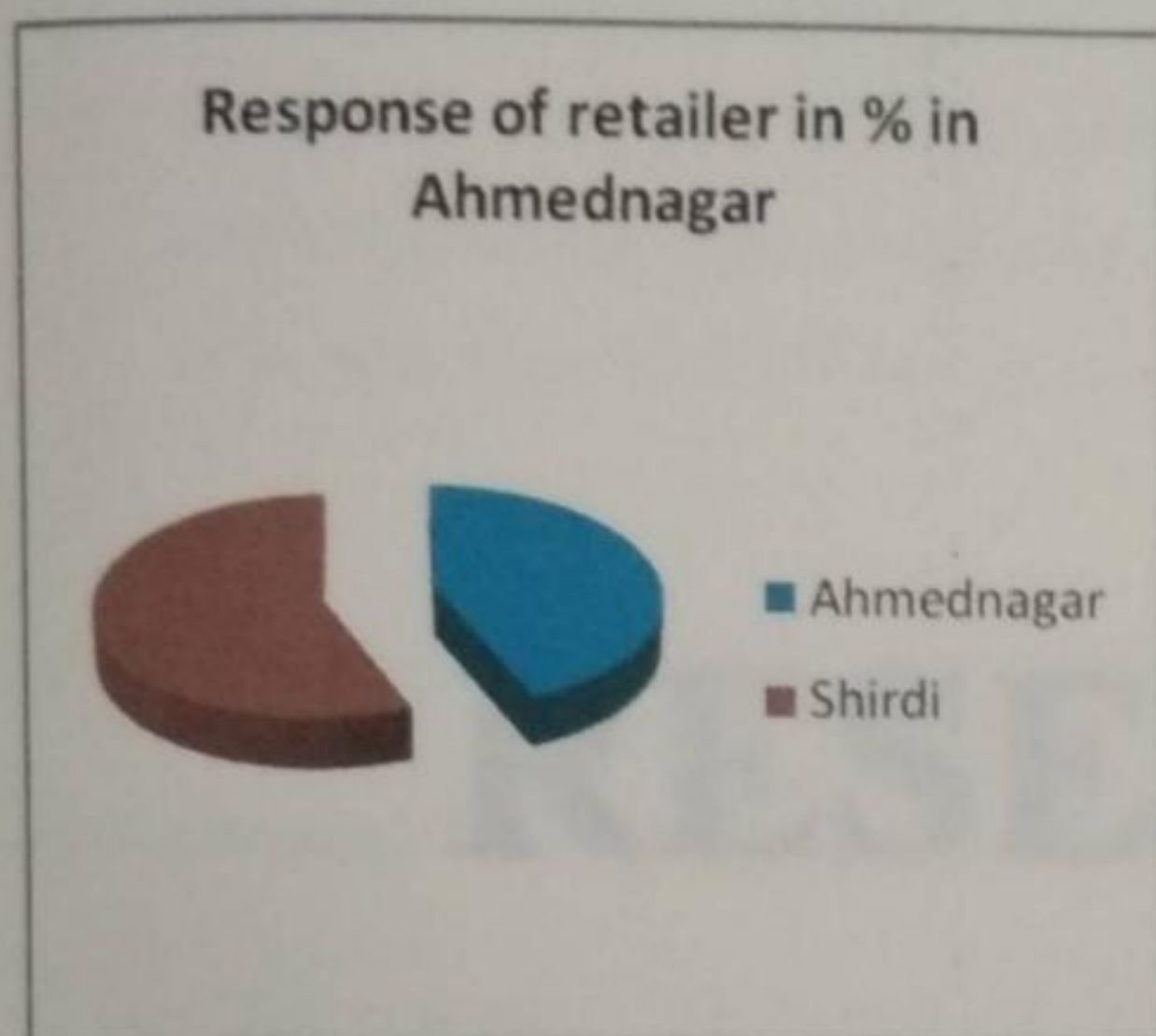
No range

Delay in Delivery

8. Do you require maintenance stand for PDW?

Table – 15 (Retailer response (in %) on requirement of maintenance stand for PDW in Ahmednagar & Shirdi)

City	Yes	No
Ahmednagar	67%	33%
Shirdi	86%	14%



INTERPRETATION

- ❖ 67% of retailer in Ahmednagar requires maintenance stand whereas 86% of retailer in Shirdi requires maintenance stand.

9. Any suggestion

Ahmednagar & Shirdi

- ❖ Improve delivery service
- ❖ Increase profit margin
- ❖ Provide credit facility

RESEARCH FINDINGS

1. To find the market share of crystal packaged drinking water in Abimbade and Sarda market.

- In Abimbade, in 1 liter segment local brand captures the market with 25% volume, which is followed by Dukan & Aquafina with 21% & 18%, whereas Bubbly, Osmosis & crystal are distributed with 13%, 11% & 2% respectively.
- In Sarda, in 1 liter segment local captures the market with 50% having competition with local brand with 11%, whereas crystal is not sold with just 1%, and remaining is market share with 3%.

2. To study the

A) Customer

- The parameter that affects the buying decision of customer is the availability & Quality with 4.72 & 4.57 respectively with 4.43 weighted respectively.
- Brand and packaging are the most important parameter affecting the buying decision with 3.12 & 2.93 weighting respectively.

B) Retailer

- In Abimbade & Sarda market availability customer demand is the extremely important factor affecting the buying decision, which is weighted as 4.43 & 4.0 respectively.
- Quality is 3.43 & 3.43 followed by promotional scheme 2.81 & 2.6 & Trade price 2.35 & 2.04 is the most important factor affecting the buying decision of retailer.

RESEARCH FINDINGS

1. To find the market share of crystal packaged drinking water in Ahmednagar and Shirdi market.

- In Ahmednagar, in 1 litre segment local brand captures the market with 35, which is followed by Bisleri & Aquafina with 21% & 18% . Whereas Bailey, Oxyrich & crystal are far behind with 13%, 11% & 2% respectively.
- In Shirdi, in 1 litre segment Bisleri captures the market with 51% having competition with local brand with 31%, whereas crystal is far behind with just 13%, and aquafina is market loser with 5%.

2. To study the buying behavior of customer & retailer.

A] Customer

- The parameter that affects the buying decision of customer is the availability & Quality of PWD, which is having extremely importance with 4.72 & 4.57 weighting respectively, followed by Taste, which is having very importance with 4.43 weighted respectively.
- Brand and packing are the most important parameter affecting the buying decision with 3.12 & 2.93 weighting respectively.

B] Retailer

- In Ahmednagar & Shirdi retailers considered customer demand as the extremely important factor affecting the buying decision, which is weighed as 4.85 & 5.0 respectively.
- Quality i.e. 3.43 & 3.68 followed by promotional scheme 2.81 & 2.6 & Trade price 2.35 & 2.64 is the most important factor affecting the buying decision of retailers.

3. To study the satisfaction of CUSTOMER & RETAILER with respect to CRYSTAL packaged drinking water.

A] Customer

- Customers are very satisfied with the taste & quality of Crystal packaged drinking water weighted as 4.45 & 4.38, whereas are satisfied with price i.e. 3.17. Customers are somewhat satisfied with the promotion and availability of Crystal packaged drinking water.

B] Retailer

- Retailer in Ahmednagar, are satisfied by the availability of Crystal weighted as 5 and is satisfied by the other parameter weighted as 3.
- Retailers in Shirdi are extremely satisfied by the quality and taste of Crystal weighted as 4.8 and satisfied by the availability i.e. 3.1 whereas by other parameter they are somewhat satisfied.

SUGGESTIONS

- Company should appoint territory sales in charge to increase their approach in the market.
- Make availability of the product in existing outlets.
- Increase number of retailer's outlets.
- Company should increase their frequency of T.V. advertisements.
- Company should reduce its price which can compete with competitor's price.
- Company should provide maintenance stand & more Credit period.
- Company should monitor the dealers whether they maintain the minimum stock i.e. recorder level which can help company to solve there logistic problem.

CONCLUSION

CONCLUSION

This project is undertaken for YASHONA BEVERAGES, AJMERGRAD. The objective of this research is to study Market share for Crystal packaged drinking water, customer & retailer buying with respect to packaged drinking water in Alwar nagar & Shirdi. Besides, the study aims to find out customers & Retailer satisfaction from crystal packaged drinking water.

The primary data collection done for this research was restricted to Alwar nagar and Shirdi. Survey Method was used for collecting the data. The research instrument used is Questionnaire. Appropriate mathematical and statistical tools such as Percentage method, weighted average method, Graphical method, graphical representation, etc. were made use for analyzing the data collected.

While studying market share for Crystal in Alwar nagar, it was found that 1. The segment Crystal is the leader with just 2%. Similarly, in Shirdi market, it was found that 1. The segment Crystal is the leader with just 2%.

While studying Customer & Retailer satisfaction level about Crystal PWD, it was found that customers are very satisfied with the taste. Whereas retailer in Alwar nagar is extremely satisfied by the quality & taste of Crystal. Similarly, retailer considered Customer demand as the extremely important factor affecting the buying decision. Similarly, the parameters that affect the buying decision of customer is the availability & Quality of PWD.

While studying Customer & Retailer satisfaction level about Crystal PWD, it was found that customers are very satisfied with the taste. Whereas retailer in Alwar nagar is extremely satisfied by the quality & taste of Crystal.

The market for the packaged drinking water is being dominated by different local brands. But there is a huge scope for Crystal PWD to increase its market in the Alwar nagar and Shirdi. As the most the retailers are using branded packaged PWD due to high competition in the hotel industry. There is a great opportunity for the company to increase their PWD sales.

Feedback at regular interval should be conducted by company by which would help in providing maximum satisfaction to the customer & retailer. Through the feedback, a record of various problems can also be kept.

CONCLUSION

This project is undertaken for KRISHNA BEVERAGES, AHMEDNAGAR. The objective of this research is to study Market share for Crystal packaged drinking water, customer & retailer buying with respect to packaged drinking water in Ahmednagar & Shirdi. Besides, the study aims to find out customers & Retailers satisfaction from crystal packaged drinking water.

The primary data collection done for this research was restricted to Ahmednagar and Shirdi. Survey Method was used for collecting the data. The research instrument used in Questionnaire. Appropriate mathematical and statistical tools such as Percentage method, weighted average method, Graphical method, graphical presentation, were made use for analyzing the data collected.

While studying market share for Crystal in Ahmednagar, it was found that 1 litre segment Crystal is far behind with just 2%. Similarly, for Shirdi market, it was found that in 1 litre segment Crystal is having market share 13%.

While studying Customer & Retail buying behavior, it was found that in Ahmednagar & Shirdi, Retailers considered Customer demand as the extremely important factor affecting the buying decision. Similarly, the parameter that affects the buying decision of customer is the availability & Quality of PWD.

While studying Customers & Retail satisfaction level about Crystal PWD. It was found that customers are very satisfied with the taste. Whereas retailer in Ahmednagar is extremely satisfied by the quality & taste of Crystal.

The market for the packaged drinking water is being dominated by different local brands. But there is a huge scope for Crystal PDW to increase its market in the Ahmednagar and Shirdi. As the most the hoteliers are using National branded PWD due to high competition in the hotel industry. There is a Great opportunity for the company to increase their PWD sales.

Feedback at regular interval should be conducted by company by which would help in providing maximum satisfaction to the customer & Retailer. Through the feedback, a record of various problems can also be kept.

APPENDIX

QUESTIONNAIRE FOR THE CUSTOMER

1. Which packaged drinking water brand do you use most often?

- a) Cannon
- b) Bisco
- c) Crystal
- d) Aquafina
- e) Bally
- f) Other

2. Which packaged drinking water brand do you purchase most often?

- a) Cannon
- b) Bisco
- c) Crystal
- d) Aquafina
- e) Bally
- f) Other

APPENDIX

3. Which medium influenced you to buy the product?

- a) TV
- b) Direct publicity
- c) Retailer
- d) Other

APPENDIX

QUESTIONNAIRE FOR THE CUSTOMER

1. Which packaged drinking water brand are you aware of?

- | | | |
|-------------|------------|------------|
| a) Oxyrich | b) Bisleri | c) Crystal |
| d) Aquafina | e) Bailley | d) Others |

2. Which packaged drinking water brand do you purchase mostly?

- | | | |
|-------------|------------|------------|
| a) Oxyrich | b) Bisleri | c) Crystal |
| d) Aquafina | e) Bailley | d) Others |

3. Which medium influences you to buy the product?

- | | |
|-------------|---------------------|
| a) T.V | b) Direct publicity |
| c) Retailer | d) Other |

	Extremely satisfied	Very satisfied	Satisfied	Dissatisfied	Not at all
Price	(1)	(2)	(3)	(4)	(5)
Availability	(1)	(2)	(3)	(4)	(5)
Quantity					
Quality					

4. Which factors affect mostly the purchase of PDW?

[Rate the factors]

Level of imp Parameter	Extremely important (5)	Very important (4)	Important (3)	Somewh at importa nt (2)	Not at all importa nt (1)
Price					
Promotion					
Availability					
Brand name					
Quality					
Quality					
Packaging					

5. When do you purchase PDW?

- a) Travelling b) Hospitalized c) Occasional d) Seasonal

6. Did you use Crystal ever before?

- a) Yes b) No

7. Rate Crystal PDW in the following attribute

Level of satisfaction Parameter	Extremely satisfied (5)	Very satisfied (4)	satisfied (3)	Somewhat Satisfied (2)	Not at all Satisfied (1)
Price					
Promotion					
Availability					
Quality					
Quality					

8. Any suggestion

Name:

Age : Occupation:

Add :

9. Why didn't you experience Crystal till now?

10. Are you provided with credit facility?

Period / Brand	Days	Month
Oxyrich		
Bisleri		
Crystal		
Aquafina		
Bailley		
Others		

11. Do you require maintenance stand for PWD/

a) Yes b) No

12. Any suggestion

Name:

Add :

QUESTIONNAIRE FOR RETAILER

1. Which Packed Drinking Water brand do you sell?

- a) Oxyrich b) Bisleri c) Crystal
 d) Aquafina e) Bailley d) Others

2. Which factor do you consider while purchasing of PWD?

Level of imp Parameter	Extremely important (5)	Very important (4)	Important (3)	Somewhat important (2)	Not at all importa nt (1)
Quality					
Trade Price					
Cust. demand					
Promotional scheme					
Others					

3. What is the average monthly sale of each brand of PWD?

In	500 ml	1 lit	2 lit
litres			
Brand			
Oxyrich			
Bisleri			
Crystal			
Aquafina			
Bailley			
Others			

4. In which season PDW sales more?

Season	Summer	Rainy	Winter
Percentage			

5. What is your purchasing capacity?

Offer	Scheme	Non - Scheme
Box		

6. How often does the PWD salesman visit?

Period Brand	Once a week	Twice a week	Once a month	Twice a month
Oxyrich				
Bisleri				
Crystal				
Aquafina				
Bailley				
Others				

7. Rate Crystal PDW in following attribute:

Level of imp Parameter	Extremely Satisfied (5)	Very satisfied (4)	Satisfied (3)	Somewhat satisfied(2)	Not at all satisfied (1)
Trade Price					
Promotion					
Availability					
Quality					
Taste					
Delivery Time					
Profit Margin					

8. Are you offered any additional promotional scheme by the dealer of Crystal?

- a) Yes b) No

If yes then, what?

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