

Research of bottled water



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1. 0 Introduction

Water is one of the people basic demands. All people need H₂O to last and no 1 can populate without it. So. they are willing to pay the money to buy H₂O. From the secondary information market research. most of the American consumers drink bottled H₂O more than tap H₂O because they feel that tap H₂O non safe. Many companies are repute have filtered H₂O until pure. So. the bottled H₂O will convey safe and attractive bundle that make really people when drink something that is healthy for their organic structure (Department of Health. 2006) .

Besides. in order to allow consumer more convenience. most of the company will supply bottled H₂O in everyplace. Hence. all consumers will pay the attending about the bottled H₂O. This study is to look into attitudes towards three taking trade names in a bottled H₂O merchandise. This is because the most of import properties in the bottled H₂O merchandise class. their comparative influence on consumer determination devising and consumer perceptual experience of the taking trade names.

Harmonizing Ajzen (1988) and Werner (2004) . Theory of Reasoned Action (TRA) is an effort to supply consistence in surveies of the relationship between behavior. beliefs. purposes and attitudes (Ajzen 1988 ; Fishbein & A ; Ajzen. 1975 ; Werner 2004) . In TRA. there are 2 chief constructs which are “ principles of compatibility” and “ behavioural intention” (Ajzen 1988 ; Fishbein & A ; Ajzen. 1975) . The rules of compatibility will necessitate that in order to calculate a specific behavior directed to a specific mark in a given

circumstance and period. specific attitudes that identify to the specific mark. clip and circumstance should be assessed.

For the construct of behaviour purpose provinces that a personal's motive to prosecute in behavior is defined by the attitudes that influence the behavior. Behaviour purpose indicates how much accomplishment an person would wish to perpetrate to finish such behavior. Higher committedness which means that behavior performs will more likely. Behaviour purpose is determined by attitudes and subjective norms (Ajzen1988 ; Fishbein & A ; Ajzen. 1975) . An attitude refers to an individual's perceptual experience toward specific behavior (Werner. 2004) . ' Subjective norm' refers to the individual's subjective judgement sing others' penchant and support for a behavior (Werner. 2004) .

2. 1 Research Aims

The aim of this research is to look into attitudes towards three taking trade names in a bottled H2O merchandise class. Besides this research besides determine which of the trade names in a bottled H2O merchandise class that most of the consumers interested because different trade names provide bottled H2O will impact the picks of consumers.

2. 2 Research Questions

During this research. there are happen out the factors that affect taking the bottled H2O. Besides. this research besides can happen out how to advancing the trade names of bottled H2O to consumers. Furthermore. this

research finds out the effectual manner to success the trade names provide bottled H₂O.

2. 3 Significance of the Research

The major significance of the survey sing the “ Attitudes towards three taking trade names in a bottled H₂O merchandise category” is hope through the research to place the most of import properties in the peculiar class. their comparative influence on consumer’s determination devising and consumer’s perceptual experience of the three taking trade names public presentation in term of those properties.

Properties in the bottled H₂O class is an of import that can impact on consumer’s purchasing determination devising. This is because the between brand’s monetary value of bottled H₂O is merely a spot different. so most of the consumers will take the best quality trade name. Besides. the research will examined the three taking trade names company able to better their public presentation in order to pull more people to purchase their merchandise.

2. 0 Review of Literature3. 4 Issues of utilizing bottled H₂O

The chief issues of utilizing bottled H₂O is because convenience. When the consumer drive in the auto or hike in the mountain. bottled H₂O is really comfy to provide imbibing of H₂O for them. The size of bottled H₂O will do it easy to suited allow consumer transport to everyplace. Furthermore. bottled H₂O can be purchase at anyplace. The consumer can purchase the bottled H₂O at convenience shop. supermarket. hypermarket and food market shop.

In some states, the tap H₂O is insecure to imbibe due to H₂O pollution and contaminations.

Therefore, the Food and Drug Administration (FDA) controls the production of bottled H₂O in order to allow all people can be certain the H₂O in the bottle is safety, cleaner and free of contaminations. In add-on, the gustatory sensation of bottled H₂O is better than tap H₂O because bottled H₂O does non hold Cl (Melanie, N. D) . When the natural catastrophes, it may be cause H₂O pollution, which mean that the H₂O supply into people home will foul or wholly non-existent. So, in these instances, bottled H₂O will go a lifeguard for those people. As the secondary information market research worker, the inclination in bottled H₂O ingestion in the planetary support addition about 10 consecutive old ages now (Rodwan, 2009) .

Furthermore, the monetary value of bottled H₂O is really inexpensive. Most of the consumers besides can afford it. For illustration like the 500ml size of bottled H₂O is about RM1. 00 and 1. 5 litre size of bottled H₂O is about RM2. 00. Compare with soft drink, there are more expensive than bottled H₂O and unhealthy for consumer organic structure. Therefore, this is a ground why most of the consumer will buy bottled H₂O.

Last, the bottled H₂O can be cut down, reuse and recycle (3R) . Therefore, the bottled H₂O can salvage the environment and clean. Most of the shopping Centres, they will set a recycle bin in order to allow consumer convenience to drop their bottled H₂O when they are finish their H₂O.

Besides, most of the consumers will buy bottled H₂O and replenish it from the tap H₂O in order to salvage cost and the environment.

3. 5 Consumer purchasing behavior

The consumer purchasing determination is really of import. Understanding the consumer purchasing behavior is non really easy. Consumer purchasing behavior is mentioning the people make the determination purchasing procedure of the terminal consumers like personal and family who buy goods and services for ain ingestion (Kotler. Armstrong. Wong & A ; Saunders. 2008) . Harmonizing to selling guru Philip Kotler (2008) . consumer will go through through several phases before buy the goods and services. Some consumers will change their determination devising is because in age. instruction degree. gustatory sensations. income. and other factors. Some consumers will change their determination devising is because the trade name name. quality. repute. and monetary value.

Consumer behavior will do the consumer features and the consumer purchasing determination procedure. There are 4 chief factors in consumer features such as cultural. societal. personal and psychological. The civilization is the most basic cause the consumer wants and behavior. Every group or society besides have a civilization and cultural to do on purchasing behaviour determination may change greatly from state to state.

Furthermore. each civilization has contains subculture such as racial group. faith. nationalities and geographic part. Most of the subculture will stress the market sections. Therefore. the seller must frequently to plan merchandise in order to carry through their demands.

Furthermore. societal category is besides one of the factors to act upon consumer purchasing behavior. For the societal category. there are contain

high category. medium category and lower category. The seller must to understand which societal category is their mark market. This is because when the merchandise is high monetary value. lower category people won't purchase it. For the societal factors. there are include little groups. household and societal functions and position. The societal factors are one of the factors to act upon consumer behavior. Most of the little groups influence consumer behavior.

The seller should place the group of their mark market. Furthermore. household is strongly impacting consumer behavior. The seller must to do hubby. married woman. and kids interested on the merchandise in order to increase rate of success. Besides. the place of individual in each group can be defined to functions and position. The personal factors besides are one of the factors to act upon consumer behavior. The personal features like age. life style and business. The purchaser age will related with gustatory sensations in nutrient. fabric and diversion. The seller must to develop selling program for them. Furthermore. the life style will change is because the age.

Some consumer will wish to eat McDonald. but alterations along with age. the consumer will alter their life style and disfavor to eat McDonald. Besides. the seller must to concentrate on business factor. This is because a purchaser business will act upon the goods and services purchase. The seller must to cognize which business will more purchase which merchandise. Furthermore. psychological factors besides can act upon consumer purchasing determination which is motive. perceptual experience. acquisition and beliefs and attitudes. For the consumer perceptual

experience. they are obtained information through their 5 senses such as touch. sight. odor. gustatory sensation and hearing. Therefore. they will follow their perceptual experience make a concluding determination.

Besides. some of the consumer will make a determination doing through acquisition. For illustration once the consumer has tried Starbucks java. they will see their following purchase based on the first experience. The consumer purchasing determination procedure have 5 phases which is need acknowledgment. information hunt. rating of options. purchase determination and station purchase behavior. For illustration like the people acknowledgment want to purchase something. Then the people will make information hunt.

They will obtain information from other people such as household. friend and neighbors. Besides. they besides will obtain information from commercial beginnings like advertisement. sales representative and web sites. All of information will be used to measure of alternate which trade name should to take. After rating. the people already have purchase determination. After purchase the merchandise. the people will be satisfaction or dissatisfaction station purchase behavior of the seller. If the seller hold given the people after gross revenues services. the people will satisfaction when purchase that merchandise.

3. 0 Methodology4. 6 Problem Statement

In this research. the sellers should place the factor influence taking the shampoo. Furthermore. the sellers besides should place the consumer

purchasing behavior procedure when purchasing shampoo. Last, the sellers should place the effectual manner to better quality of shampoo.

4. 7 Sampling Technique

Adopt a good sampling technique. it is one of the of import can non be overemphasized. The non-probability sampling technique is used when the single members of the population do non hold an equal likeliness of being selected to be a member of the sampling. Normally, this technique is used is because it tends to be less expensive, fast, easier and the respondents were readily available (Castillo, 2009) . Furthermore, the convenience trying involves acquiring participants wherever the person can happen them and typically wherever is convenient (Sherri, 2008) . This research wants a sample of 150 respondents, so the person should stand at exterior of the shopping Centres and asks people who pass by to take part.

4. 8 Questionnaire

Questionnaire on Appendix 1 were used in this research to roll up informations from respondents. This research was divided into four subdivisions at where Section 1 is respondent's item, Section 2 is trade names, Section 3 is purchasing behavior and Section 4 is choice improves. In Section 1, respondents will required to make full in their personal demographics which is gender, age, race, faith, academic making, business and income degree.

In Section 2, the research examined the attitudes towards three taking trade names in bottled H₂O, what are the factors that affect taking the bottled

H2O. In Section 3. the research will analyze the consumer purchasing behavior when choose the trade names of bottled H2O. how to advancing the trade names of bottled H2O to consumers. In Section 4. the research will analyze the consumer make some quality improves. what the effectual manner to success the trade names provide bottled H2O.

4. 9 Method of informations aggregation

The method of informations aggregation is used by paper based study and face-to-face questionnaire. For the paper based study. it will be sent to a big figure of people in order to salvage clip and cost. Most of the people are more true when reacting to the questionnaires about controversial issues in peculiar due to the fact that their responses are anon. . 4. 10 Restriction of the research

As the research. it is limit to the Malayan consumer who between the age of 18 to 58 old ages old. because different portion of universe may be hold different cultural factors. Besides. this research that show all the information information and consequence are merely available in Malaysia. Furthermore. this research is merely placing the consumer purchasing behavior of bottled H2O. because different merchandise may different ingestion form. Last. this research merely selects some demographic and psychological factors. Even other types of factors besides will act upon consumer purchasing behavior. but this research merely limit two type to be probe.

4. 0 Finding

Table 4. 1: Demographic Factors of 150 respondents

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In this research, the 150 respondents have 21 % female and 79 % male. Besides, the age between 18-28 old ages old have 57 % . 29-39 twelvemonth old have 23 % . 40-50 twelvemonth old have 18 % and 51-58 twelvemonth old have 2 % . So, from this information information can cognize more adolescents are like do study. For race of respondents, Chinese respondents have occupied about half of per centum. Malay respondents have 33 % . and Indian respondents have 17 % .

The faith of Buddha has 43 % . Islam has 33 % . Hindu have 17 % and Christian have 7 % . For academic making, SPM respondents have 30 % . certification respondents have 5 % . sheepskin respondents have 29 % . degree respondents have 25 % . graduate student have 8 % . and others have 3 % . About business of respondents, pupil occupied 63 % . non-executive have 16 % . executive have 11 % and professional have 10 % . Most of the respondents are pupil. Therefore, the income degree less than RM1500 respondents have 63 % . RM1501-RM2500 respondents have 29 % . RM2501-3500 respondents have 6 % . and above RM3500 have 4 % .

Figure 4. 2: Percentage Trade names Bottled Water take by 150 respondents

Figure 4. 3: What type of Bottled Water usually purchased by respondents?

In this research, there are 3 trade names bottled H₂O to look into which are Sea Master, Dasani and Spritzer. In figure 4. 2, the most respondents to buy trade name is Sea Master which is 55 % . The Dasani trade name is 24 % and Spritzer is merely 21 % . Besides, from the figure 4. 3 show most of the respondents will buy mineral H₂O more than imbibing H₂O. This is because

they think mineral H₂O is nature H₂O and more healthy for their organic structure.

Figure 4. 4: Factors boost respondents buy Bottled Water The figure 4. 4 show which factor will impact respondents to buy bottled H₂O. Bottle design have 36 % is the chief factor to act upon respondents to buy bottled H₂O. Brand repute has 21 % . bottle quality has 14 % . trade name name has 13 % . gustatory sensation has 11 % . and monetary value have 5 % . Therefore, the bottle design will act upon consumer purchasing behavior. The seller must understand the bottle design to pull their mark market in order to increase gross revenues.

Figure 4. 5: Where respondents purchase bottled H₂O?

The figure 4. 5 shows where the respondent will purchase bottled H₂O. Topographic point is the 1 of the factors to act upon consumer purchasing determination. In order to go successful seller. the seller must set their merchandise at the right topographic point and at the right clip. From the figure 4. 5. the convenience shop which is 44 % is most popular to buy bottled H₂O. The food market shop has 22 % . hypermarkets have 19 % and supermarkets have 15 % . Therefore, convenience will impact consumer purchasing behavior.

Figure 4. 6: Which factors will do respondents exchange cost? The figure 4. 6 shows the factors affect respondents exchange cost. From the figure 4. 4. bottle design will impact consumer purchasing behavior. Hence, bottle design besides will impact respondents to exchange cost. Besides, some respondents will take bottle quality. This is because some respondents will

recycle their bottle when finish H₂O. Therefore. the seller must understand consumer demands and wants in order to forestall client to exchanging to competitor merchandise.

Figure 4. 7: What respondents expected from Bottled Water?

The figure 4. 7 shows what are the respondents expected. Most of the respondents will buy bottled H₂O is because healthy. This is because most of the respondents will care their organic structure wellness. Besides. some respondents will wish make athletics. so they need some energy come from bottled H₂O.

Figure 4. 8: Wage supernumerary for addition quality of Bottled Water

Figure 4. 9: Addition ingestion for Quality of Boxing

The figure 4. 8 shows how many respondents will hold pay excess to increase quality of bottled H₂O. 74 % of respondents will hold to pay excess to increase quality. This is because the respondents will care about their wellness. In add-on. the respondents will believe money of import than healthy. On the other manus. some respondents will increase ingestion because the quality of bottled H₂O. The figure 4. 9 shows how many respondents will increase ingestion because the quality of bottled H₂O. The consequence show merely 25 % will take yes. 75 % respondents choose no is because quality of bottled H₂O is merely can recycle. Therefore. it doesn't addition ingestion is because the quality of bottled H₂O.

Figure 4. 10: Re-use and Recycle Bottled Water

The figure 4. 10 shows the per centum of respondents to recycle and recycle of bottled H₂O. As the consequence. most of the respondents will recycle and recycle the bottled H₂O. This mean most of the respondents will cognize 3R reuse. recycle and cut down. This is because all people have responsible to protect Earth. 3R will assist everyone hold a healthy environment and felicity.

Figure 4. 11: Consumption family of Bottle Water

The figure 4. 11 shows the ingestion family of bottle H₂O. As the consequence shows 33 % of respondents will buy bottled H₂O more than their household. Besides. female parent have 25 % . This may be because she take care their wellness of household. Some respondents comment their female parent will buy 15litre per twenty-four hours. It is because one individual at least must imbibe 8 cup of mineral H₂O (Peter 2005) . Therefore. respondents will buy more H₂O is because they take care their ain organic structure.

Figure 4. 12: Spokesperson will impact determination devising of respondents? The figure 4. 12 shows spokesperson influence determination devising of respondents. 85 % have agreed interpreter will hold because respondents will believe can same healthy and felicity with the interpreter in the hereafter. So. the seller must engage interpreter to assist them make consciousness and increase gross revenues. Besides. interpreter besides can pull and convert more consumers to purchase their company merchandise.

Figure 4. 13: Recommend to friends or household

The figure 4. 13 shows the respondents would urge their friends or household purchase bottled H₂O. The consequence shows 84 % of respondents will urge their friends and household. This is because sharing is caring. So when the respondents caring their friends and household organic structure wellness and felicity. they will portion their cognition and ain perceptual experience to them. On the other manus. 16 % of respondents would non urge to their friends or household is because they think bottled H₂O is merely low involvement merchandise. Therefore. they would non blow their cherished of clip to portion information.

Figure: 4. 14: Ads act upon Decision Making

The figure 4. 14 shows advertizement would impact the respondent's determination devising. In this consequence. most of the respondent will hold and strongly agree advertizement will act upon their determination devising when purchase bottled H₂O. The advertizements will be use such as Television. wireless. newspaper. magazine and broadcast medium. Most of the respondents comment Television is chief factors influence their purchasing determination. This is because the advertisement of bottled H₂O is originative and attractive. Therefore. entire 62 % of respondents have agreed advertizement will do their determination devising.

Figure 4. 15: Event and Activities impact Consumers Behaviour The figure 4. 15 shows event and activities influence respondent's determination devising. As the consequence. there are entire 56 % agree some event and activities will act upon their determination devising. For illustration like publicity. function drama. and some competition. The publicities such as bargain 1 get

one free (BOGOF) . free gift and free sample. Some respondents remark sometimes the free gift and sample will impact their switch cost and influence determination devising. Therefore, the seller must make some promotional and advertisement in order to increase rate of sale.

Furthermore, promotional and advertisement besides can assist company to wrinkle trade name image and long term relationship (Wayne, 1983) .

5. 0 Conclusion & A ; Recommendations

In this research, it can look into the attitudes towards three taking trade names in a bottled H2O merchandise class which is Sea Master, Dasani and Spritzer. Besides, this research will find which factors will impact the consumer purchasing behavior. This is because the consumer purchasing behavior is one of the of import to increase the company gross revenues. The seller must understand their mark market demands and wants. They need to make a concern program in order to carry through their mark market demands and wants. Therefore, the seller wants to utilize consumer purchasing determination procedure which is need acknowledgment, information hunt, rating of options, purchase determination and station purchase behavior to finding the consumer.

Furthermore, the Fishbein theoretical account besides is one of the of import factors. Harmonizing Ajzen (1988) and Werner (2004) . Theory of Reasoned Action (TRA) is an effort to supply consistence in surveies of the relationship between behavior, beliefs, purposes and attitudes. For the recommendation, the seller must supply more publicity and advertisement to make consciousness and trade name image. This is because most of the

respondents will exchange cost is because the promotional. Besides. H2O quality is besides of import.

The seller must better their H2O quality and do certain their H2O is filter until pure. This is because most of respondents want healthy life. Last. the seller must utilize the chromium steel steel to make bottle H2O. This is because 3R reuse. recycle and cut down is all people responsible. In add-on. the consumers purchase will recycle and replenish H2O once more in order to salvage cost and cut down pollution. Finally. all bottlers of H2O should be controlled by a separate institute to vouch the quality of the merchandise and prevent deceptive advertizement.

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Appendix 7. 1 Theory of Reasoned Action (adopted from Fishbein & A ; Ajzen 1975)

Beginning: [hypertext transfer protocol: //systemscraft. wordpress. com/2009/12/30/theory-of-reasoned-action-tra-and-theory-of-planned-](http://systemscraft.wordpress.com/2009/12/30/theory-of-reasoned-action-tra-and-theory-of-planned-)

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behavior-tpb/ (Accessed on 23rd March 2012) Appendix 7. 2 Consumer
Buying Decision Process

Beginning: [hypertext transfer protocol: //marketingfaq.](http://marketingfaq.net/2011/12/consumer-buying-decision-process/)

[net/2011/12/consumer-buying-decision-process/](http://marketingfaq.net/2011/12/consumer-buying-decision-process/) (Accessed on 23rd March
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