

Attitudes of Consumers Towards Bottled Water

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The reason for this research is to investigate the influence that environmental factors, such as the weather and water related diseases, and consumer lifestyle factors, such as health, fitness, and occupation, have on water quality needs. By combining water quality needs with the cost and availability of bottled water, in consideration of environmental influences, one can predict bottled water consumption. Using the Water Perceptions Indicator, one will be able to predict bottled water consumption. **Objectives:** 1. To investigate the influence that environmental factors and consumer lifestyles have on water quality needs, combined with cost and availability, so that one can predict bottled water consumption patterns. 2. To learn how the Water Perceptions Indicator can predict bottled water consumption patterns.