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**A STUDY OF KEY FACTORS AFFECTING TO
CONSUMER BUYING BEHAVIOR ON BOTTLED
DRINKING WATER**

(Special reference to North Central Province in Sri Lanka)

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ABSTRACT

There are various types of bottled drinking water in Sri Lankan market. Water is essential for human life. Nowadays, to meet people needs in daily life to drink water, many companies provide bottled drinking water. As this industry growing and more competition happen, the companies have to know the things that influence consumers to buy the products which are bottled drinking water. There is very limited research regarding bottled drinking water in North central province. The aim of this study was to find out the relationship between key factors and consumer buying behavior through that identify the most significant factors which affecting to consumer buying behavior on bottled drinking water in North central province. Data were gathered from 100 Family holders in Padaviya, Medawacchiya and Medirigiriya town areas. A Cluster sampling and simple random sampling method was used. Data were analyzed using descriptive statistics, Correlation analysis and multiple regression analysis to test the formulated hypotheses and the significance and reliability of the findings. The findings suggest that beliefs and attitude, Health appearance, Lifestyle, Income and Perception are positively related to Consumer buying behavior on bottled drinking water. So the result is a positive and significant relationship between key factors and buying behavior on bottled drinking water. Further findings reveal that Health appearance is most significant factor towards consumer buying behavior on bottled drinking water. Thus, this research result can be used by entrepreneurs who are currently in bottled drinking water business and also for those who want to open the business in this industry.

Key words: key factors, Consumer Buying behavior, bottled drinking water, North central province