

**A Study of Key Factors Affecting to Consumer Buying Behavior on
Bottled Drinking Water
(Special Reference to North Central Province in Sri Lanka)**

D.M.N.H.Wijethunga¹ and P.I.N. Fernando¹

¹*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka*

Drinking water is the basic need of the human life. So consumer should select most suitable source of the water to drink for the betterment of their life. As this industry growing and competition is intensifying, the companies have to know the factors that influence consumers in buying bottled drinking Water. In some of the areas of North central province is poor in quality due to the presence of high levels of Fluoride. Therefore, rural people in these areas face many problems due to lack of safe and clean water, especially for drinking purposes. 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 householders in Padaviya, Medawacchiya and Medirigiriya town areas. A multi-stage cluster sampling method was used. Data were analyzed using descriptive statistics, correlation analysis and multiple regression analysis to test the proposed hypotheses. The findings suggest that beliefs and attitude, health appearance, lifestyle, income and perception are positively related to Consumer buying behavior on bottled drinking water. Therefore the result is a positive and significant relationship between key factors and buying behavior on bottled drinking water. The findings suggest that beliefs and attitude, health appearance, lifestyle, income and perception are positively related to consumer 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.

Keywords: Key Factors, Consumer Buying Behavior, Bottled Drinking Water, North Central Province