

QUENCHING THIRST: THE BOTTLED WATER IN EVERYDAY LIFE



In our bustling modern world, where life is a constant race against, bottled water emerges as a steadfast companion, readily available to quench our thirst. But what makes this seemingly simple choice of hydration so appealing? We embarked on a journey to explore the bottled water preferences of individuals and uncover the reasons behind their choices.

THE THIRSTY TALE: WHY BOTTLED WATER?

Bottled water isn't just a drink; it's a lifestyle choice for many. The choice to grab a bottle of water is often driven by immediate needs – thirst, convenience, and practicality. In moments when individuals find themselves away from home comforts, bottled water provides a quick solution to quench thirst and stay hydrated.

Bottled water often becomes the first choice in situations that demand convenience and mobility. Whether it's the start of a busy day, mid-journey, or during outdoor activities, the ready availability and portability of bottled water make it an ideal companion.

"When I'm out and about, it's just easier to grab a bottle rather than worry about refilling a reusable one." (Female, 28)

"During long car journeys, I find bottled water is convenient to have on hand." (Male, 55)

"If I'm hiking or doing outdoor activities in hot weather, bottled water is my first choice because it's easy to carry." (Male, 49)
are fresh and superior in quality." (Female, 31)

TAPPING INTO CONTEXT

The environment plays a critical role in the decision to reach for bottled water over tap. The decision to choose bottled water is often swayed by the quality and reliability of the available tap water, which varies from location to location. In familiar environments like home, where water filtration is an option, tap water is more commonly consumed.

"If I'm at home, I use my water filter, but when out like at work or wherever I may go, I choose bottled water." (Male, 35)

"When I'm not at home, I usually filter my tap water and most don't, so I'd prefer bottled in those situations." (Male, 25)

"In a dusty environment where the air is polluted, I prefer bottled over tap." (Male, 27)

THE NOT-SO-FIRST CHOICE: WHEN BOTTLED WATER TAKES A BACK SEAT

While bottled water frequently surfaces as a preferred choice, there are scenarios where it takes a back seat. Bottled water is not always the go-to choice, especially in settings where tap water is readily available and trusted. At home, with the availability of water filters, or in familiar places like a favorite restaurant or a relative's house, tap water suffices.

"I don't buy bottled water when I'm at home because it's easier and more eco-friendly to choose filtered or tap water." (Male, 27)

"I might not drink bottled water if I am in a restaurant having dinner." (Female, 54)

"When mixing drinks like juice, tap water is sufficient." (Female, 24)

THE NOT-SO-FIRST CHOICE: WHEN BOTTLED WATER TAKES A BACK SEAT

The quality of tap water is often viewed through a lens of skepticism, with many individuals harboring doubts about its purity despite assurances of safety. The presence of minerals or discoloration can trigger concerns, leading some to question its suitability for consumption.

"Although we are constantly told it is safe, I still have the psychological barrier of thinking it's still dirty, especially when seeing it discolored." (Male, 53)

"I wouldn't drink the water where I live due to hard water and the minerals." (Female, 24)

"Personally, I don't think the water quality is safe enough; I know it's safe to drink but not safe enough." (Female, 31)

THE TASTE FACTOR

Flavor is a key determinant in the preference for bottled over tap water. Many individuals report an aversion to the taste of tap water, often describing it as metallic or unpleasant.

"I buy it every week as I don't like the taste of water where I am." (Female, 23)

"The local tap water was not tasting nice, so I opted to buy bottled water." (Female, 38)

"I find tap water tastes awful, so I always drink bottled water." (Female, 54)

SIP, SIP, HOORAY! UNBOTTLING THE TRUTH

For many, bottled water is synonymous with purity and cleanliness. This perception often elevates it above its tap counterpart, establishing it as a beacon of safety and refinement.

"I feel it is cleaner and purer than tap water and that is why I drink it often." (Male, 53)

"I assume packaged water is purified and free from germs." (Male, 29)

"I always choose bottled over tap because it's treated and has less contamination." (Female, 31)

Bottled water's role in daily life is supported by assumptions of safety, convenience, and neutrality. Many consumers see it as a reliable, no-fuss option for hydration, seamlessly integrating it into their routines.

"It's just water, but I experience a feeling of comfort and pampering." (Male, 55)

"Bottled water is safer and since I spend most of my time in the office I'll choose it over tap water." (Female, 31)

SIP IT LIKE YOU MEAN IT: A DEEP DIVE INTO BOTTLED WATER BRAND PREFERENCES

Water may be a basic necessity, but when it comes packaged in sleek bottles with enticing labels, it transforms into a lifestyle choice. Bottled water brands have managed to carve out identities and loyal followings, each offering a unique promise—whether it's mineral-rich goodness, refreshing taste, or sheer elegance.

Crisp and refreshing taste, perceived as high-quality and premium, associated with natural imagery like mountains.

"Evian has a crisp and refreshing taste that other brands just can't match." (Male, 35)



Refreshing taste, feels clean and original, associated with natural imagery.

"Volvic tastes more refreshing than the others. It's how I feel whenever I take it." (Female, 31)



Unique taste that gives a sweet sensation, trusted brand with a long-standing reputation, affordable.

"Nestlé has a unique taste that gives me a sweet sensation." (Male, 27)



Superior taste with a hint of zing, softer bubbles, elegant packaging that exudes sophistication.

"The taste of San Pellegrino is pure with just a hint of zing." (Male, 55)



Clean taste, sleek glass bottle design, perceived as luxurious and stylish.

"Voss just tastes clean and comes in a sleek glass bottle, which makes it feel luxurious." (Male, 35)



Exotic appeal with a unique square bottle design, perceived as premium and pure.

"Fiji Water has that exotic appeal, and it looks premium with its unique square bottle design." (Female, 38)



Reliable and affordable, trusted for consistent quality, associated with simplicity and practicality.

"I've been buying Highland Spring for years because it's reliable and affordable." (Male, 53)



Branding emphasizes purity and innovation, appealing to health-conscious consumers.

"Smartwater's branding is all about purity and innovation, which I find very appealing." (Male, 55)



TASTE TRIUMPH

When quenching thirst, flavor is king. For many, the taste of the water is the ultimate decider, tipping the scales in favor of one brand over another.

Consumers often describe their preferred water with vivid adjectives like "crisp," "refreshing," and "pure," suggesting that a distinct and pleasant taste experience is vital.

"Evian has a crisp and refreshing taste that other brands just can't match." (Male, 35)

"I like Evian and find it tastes crisper and more refreshing than other brands." (Male, 35)

"Nestlé has a unique taste that gives me a sweet sensation. It's like I shouldn't put the bottle down." (Male, 27)

PRICE PRINCIPLE

Price, while often a straightforward consideration, plays a pivotal role in choosing a bottled water brand.

The role of price in bottled water selection is nuanced. For some, a lower price signifies value, leading them to favor supermarket brands or bulk options. Yet, others are wary of compromising on taste for cost savings, sticking to known brands within their budget.

"The price per litre is important and also the brand has to be one I am aware of." (Male, 53)

"If it's rather expensive in comparison to others I wouldn't buy as the taste isn't dissimilar enough." (Female, 24)

"I always go for the cheapest option, and Highland Spring is affordable and tastes good." (Male, 36)

BRAND BRILLIANCE

Brand image can be the deciding factor in a consumer's choice, with reputation and marketing creating perceptions of quality and prestige.

A brand's image is a powerful influence on consumer preferences. Premium brands like San Pellegrino and Voss leverage their upscale imagery to attract consumers seeking elegance.

Meanwhile, stalwarts like Nestlé draw on their longstanding reputations. The appeal of innovative branding, as seen with Smartwater, and exotic presentations, like Fiji Water, further underscore how brand perception can sway consumer choice.

"My preferred brands are San Pellegrino and Voss; they feel more premium and high-end." (Male, 27)

"I trust Nestlé because it's a brand that's been around forever and has earned its reputation." (Male, 27)

"Evian's branding and taste make it feel like a high-quality choice." (Female, 24)

CONVENIENCE AND ACCESSIBILITY: THE EASE OF ACQUISITION

Sometimes the deciding factor is as simple as reach and availability. Convenience and ease of access can make one brand more appealing than another.

"I always choose the affordable brand like Nestlé, it's reliable and not pretentious."
(Female, 24)

"When I can't afford the premium brands, supermarket own brands are my go-to."
(Female, 41)

"Costco's bottled water is a staple for me because it's both cheap and good quality."
(Male, 25)

"I just get the cheapest; for me, bottled water is about practicality, not prestige." (Female, 23)

UNPACKING BUDGET-FRIENDLY BOTTLED WATER PREFERENCES

Budget-friendly bottled water often seems like the logical choice for those looking to save a buck. Despite their attractive price points, some budget-friendly brands fail to instill confidence among consumers. Supermarket own brands, often perceived as lacking in quality, fail to meet the premium expectations of certain consumers.

"I always avoid supermarket own brands; they just feel cheap and not as trustworthy." (Female, 24)

"Supermarket brands because I have the perception of them being poor quality." (Male, 53)

"I avoid the discount store's brand. It feels like a compromise on quality." (Female, 54)

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