

Water Bottle Feasibility Study



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Executive Summary

The Water bottle feasibility study is a study conducted by University of North Texas (UNT) students to determine and educate other students on what criteria students use when choosing water bottles. The study was conducted on 32 different UNT students. We chose six different water bottle brands and eight questionnaires to evaluate how and why student choose their water bottles. The water brands used in this study includes Ozarka, Nestle, Dasani, Great Value, and Smart Water. Our study used options and criteria such as price, size, taste, looks, bottle design, and type of water using checklist survey approach. The checklist approach made it easy to evaluate and organize the selections visually to identify which options and criteria selected the most. We arranged our survey results into visual bar charts for an easier recommendation.



Introduction

We have put together a feasibility study on brand name water bottles. The goal of this study, provides University of North Texas students with valuable information on which water bottle student's favor. The types of water chosen for the study include, Ozarka, Nestle, Dasani, Great Value, and Smart Water. These brands have the greatest accessibility to UNT students on and off campus. We believe that Dasani water bottle brand will exceed expectations and come out as the most desirable among students because of its branding power. Next, you will see our methods of evaluation, followed by our results from UNT students.



Method of Evaluation

Options

- Smart Water
- Ozarka
- Nestle
- Dasani
- Great Value

Criteria

- Design of bottle
- Size
- Price
- Taste
- Number of bottles per case

The criteria were specifically chosen to evaluate the ways in which students chose a type of water they like to drink. Each aspect of the criteria describes something that students consider when choosing which water bottle to buy.

We took a survey on students around the campus of the University of North Texas, and the following questions were asked on the survey:

- Do you have a preference when buying water bottles?
- Does price matter when you buy bottled water?
- Does Design play a factor in buying bottled water?
- Does size matter when buying a water bottle?

The following three questions gave the students a choice between Ozarka, Nestle, Dasani, Great Value, and Smart Water:

- Which one tastes better?
- Which bottle looks the best?
- Which one is easier to hold?

The last question stated “Do you chose water based on” and the students were given the following answer choices:

- Distilled Water
- Purified Water
- Spring Water
- Do Not Care

After collecting the 30 surveys, each question was tallied to show how many students answer “yes”, “no”, or “I don’t know” for the first four questions. Statistics were made by counting how many students chose “yes”, “no”, and “I don’t know” for the question, and dividing the number of the answer choice, by the number of the total students given the survey, then multiplying it by 100 to create percentages for each answer choice on each question. The students are given specific answers to keep the study within a controlled grouping of waters.

The opinion based criteria used in the study consists of the taste, and the design of the bottle. The students were given specific choices for which bottle of water they believe tastes better, and which one they believe looks the best. The results of the opinion based questions were evaluated in the same way as the other questions. The results were tallied together to create a percentage of the 30 students who chose different bottles. A chart was created to show which brands of water were chosen the most and how many students out of the 30 chose each brand.

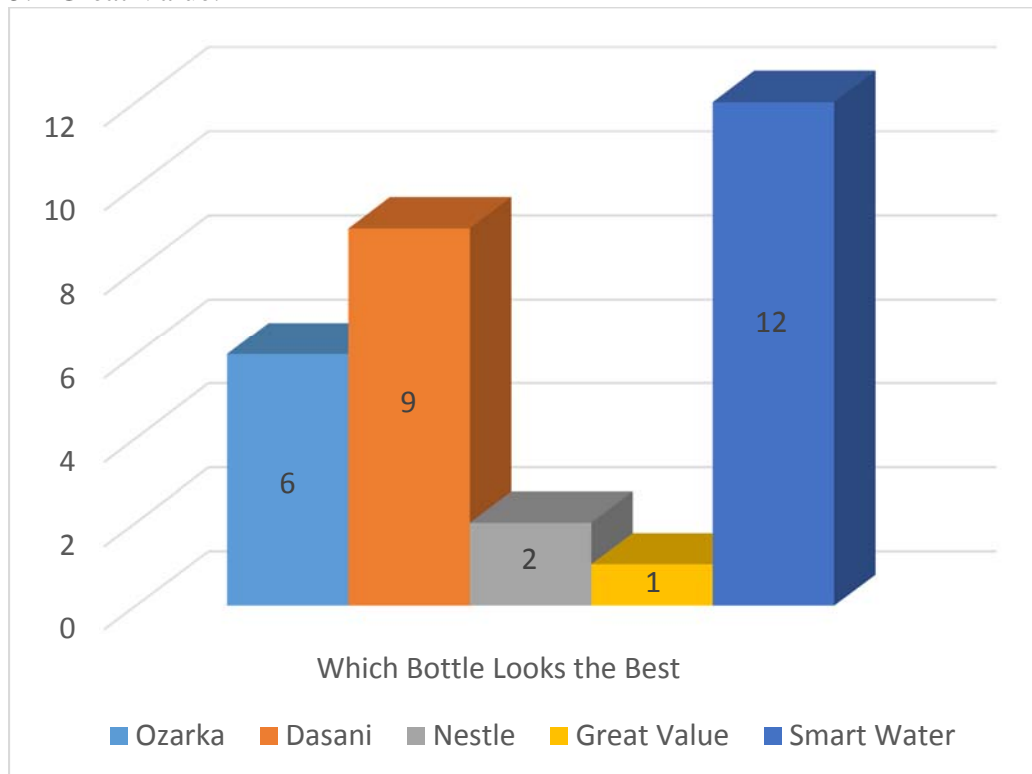
Results of Evaluation

Design of Bottle

The design of a bottle could have a big impact if people purchase it. During our survey, we asked students which bottle they think looked the best and which one was the best for holding/carrying. After carrying out our research, we concluded that the Smart Water bottle looks the best, and our results showed Ozarka as easiest bottle to hold. Great Value scored the worst in looks and ability to hold.

Best Looking Bottles

1. Smart Water: 12
2. Dasani: 9
3. Ozarka: 6
4. Nestle: 2
5. Great Value: 1

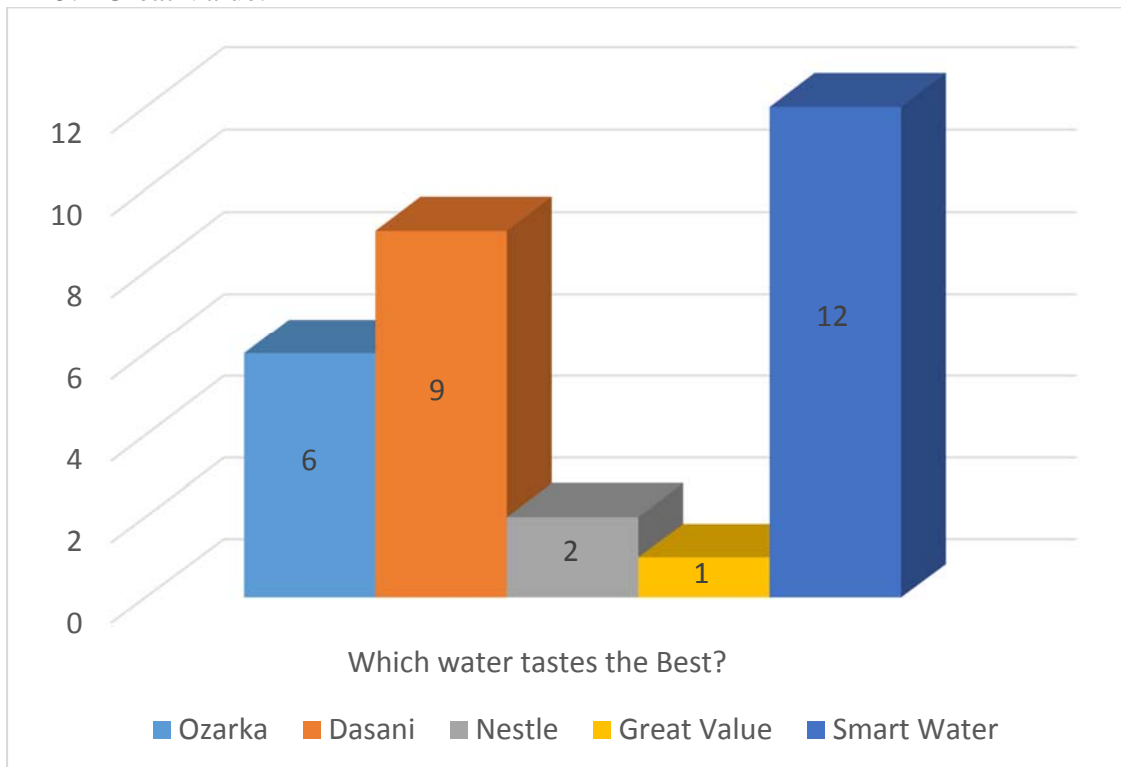


Taste

No matter how many times someone says “All water tastes the same”, people are still going to favor a brand of water. We asked 30 students which brand of water they think tasted the best. Ozarka had the most votes with 13, and Great Value had the least votes with 1.

Taste Results

1. Ozarka: 13
2. Dasani: 8
3. Smart Water: 6
4. Nestle: 2
5. Great Value: 1

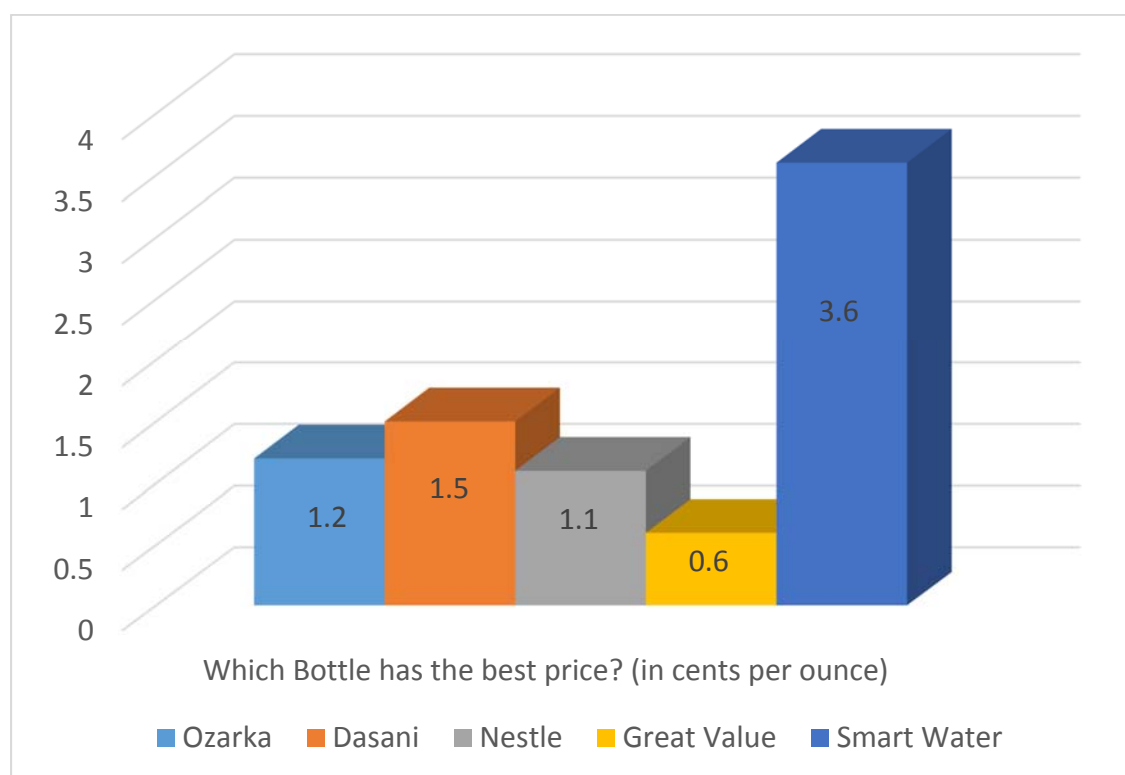


Price

People are not going to buy a water bottle if they go broke buying it. They are going to buy something that is reasonably cheap. The least expensive water bottle, in terms of price per bottle, is Great Value, and Smart Water as the most expensive. We went to Walmart.com to get these prices.

Price Results

1. Great Value: 0.6¢/oz.
2. Nestle: 1.1¢/oz.
3. Ozarka: 1.2¢/oz.
4. Dasani: 1.5¢/oz.
5. Smart Water: 3.6¢/oz.

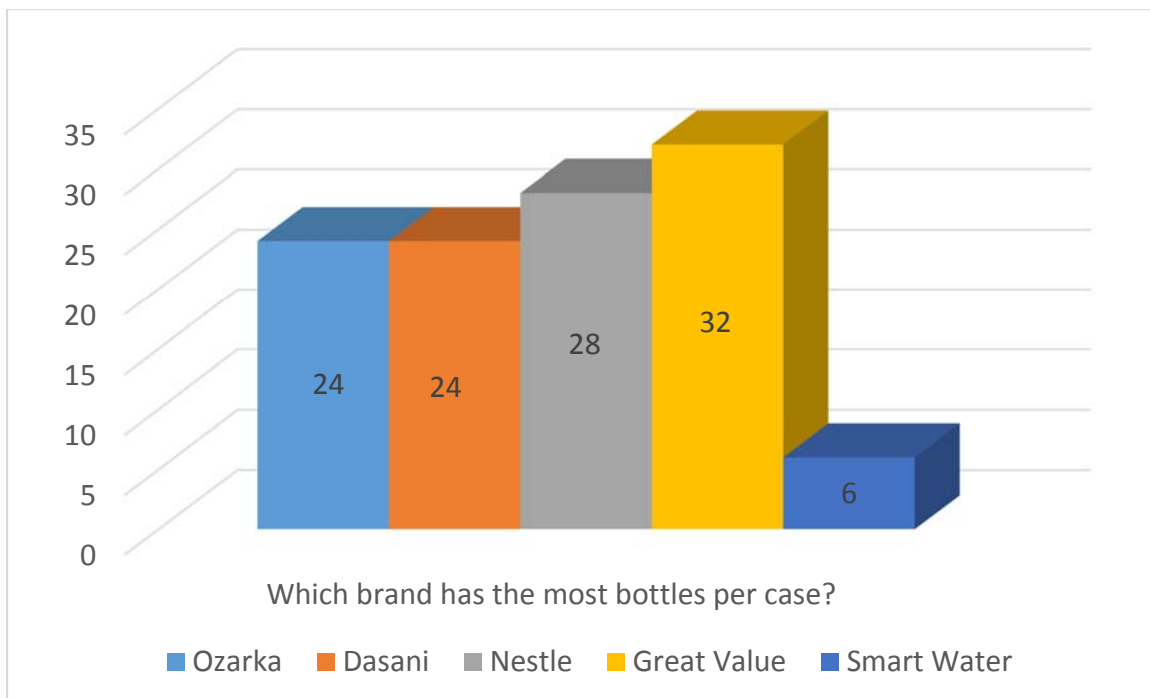


Number of Bottles per Case

Nowadays, people want more. The more bottles in each case, the more people want to buy that water. Great Value had the most bottles per case, and Smart Water had the least number of bottles per case. Listed below, you can see the brands we chose:

Bottles per Case Results

1. Great Value: 32
2. Nestle: 28
3. Ozarka: 24
4. Dasani: 24
5. Smart Water: 6

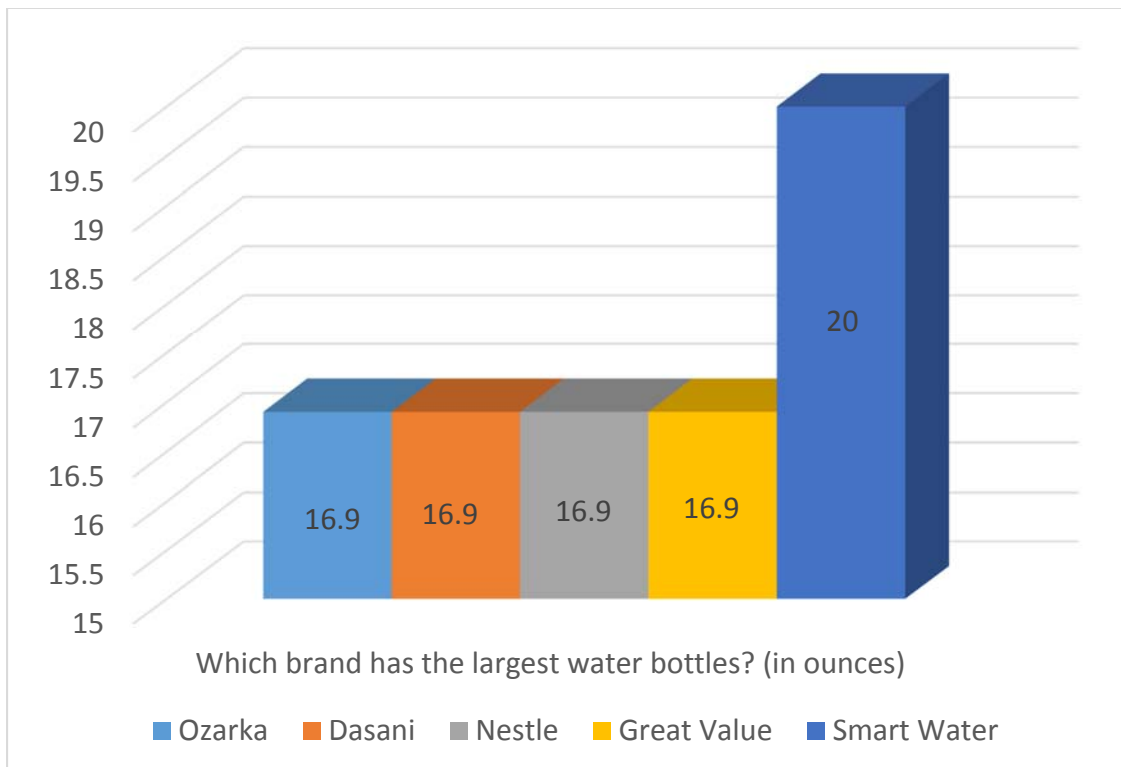


Size

People tend to look for the largest water bottles. Who would want the least water per bottle? Smart Water leads with the title of largest water bottle sold in the market. The smallest however, tied between the others.

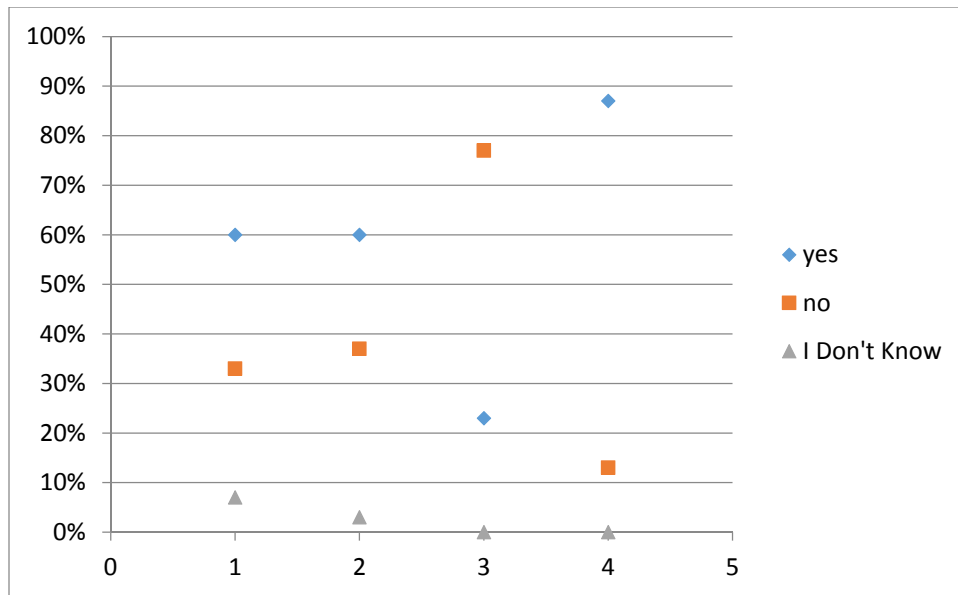
Size Results

1. Smart Water: 20oz
2. Ozarka: 16.9oz
3. Nestle: 16.9oz
4. Dasani: 16.9oz
5. Great Value: 16.9oz



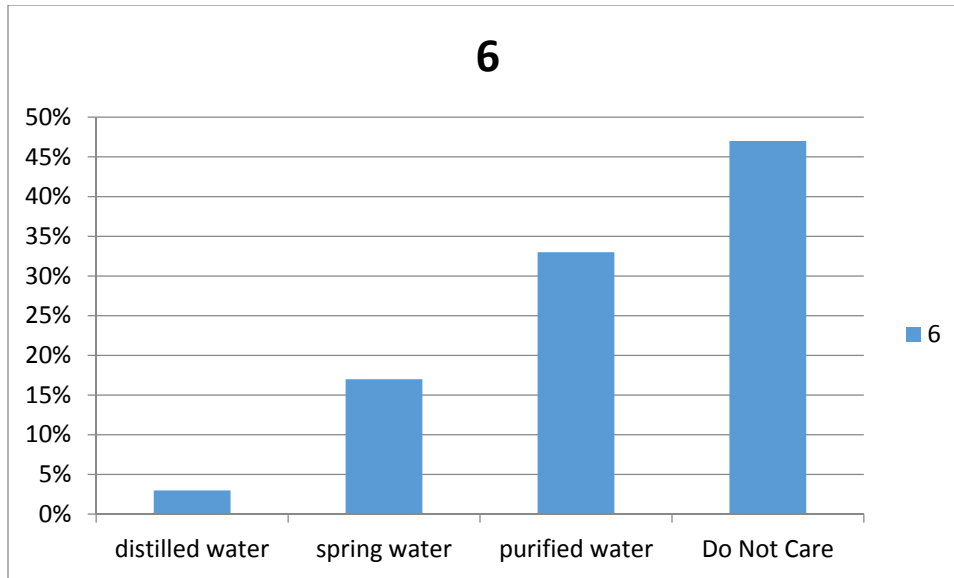
Conclusion

Results show the following:



The results of the surveys show important things about student's choice making when buying water. From the first question we established that most students have a preference when buying water bottles. The next questions help to describe what the student's preferences involve. For the second and fourth questions, the majority of the students answered yes showing that price and size matter when they choose which water bottle to buy. But for the third question, the majority of the students answered no, showing design as an irrelevant factor. Most students chose Ozarka as the water choice that tastes the best, and also as the easiest to hold. Smart water was chosen by the majority of students as the bottle that looked the best.

Students claim that design lacks importance in the decision making process of purchasing water. The design aspects of a bottle include the shape, color, and pictures presented on the bottles. The bottle that was voted as the best looking bottle was the smart water. The Smart Water seemingly obtains a more sturdy plastic in a long thin tube. The water bottle consists of a clear bottle with a small blue design on the bottle. The bottles that were the least chosen by the students were Nestle and Great Value. The designs of the bottle for Nestle and Great Value look similar and have a similar shape.



According to this chart, the majority of the students answered that they do not have a preference over purchasing distilled, purified, or spring water. This shows significance because the question of which water tasted the best, the majority of the people answered that Ozarka had the best tasting water of all the options. Ozarka offers the only water choice given to the students that contains spring water, while all the other options have distilled and/or purified. This shows that most students preferred spring water over distilled and purified water without directly recognizing the orientation of the water. This study concludes that most students consider price, size, and taste when choosing a water bottle to buy.

Recommendation

We recommend the water bottle brand Ozarka over the other brands tested, due to its proven accessibility as well as cost effectiveness in comparing of all the brands.

