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The Impact of Marketing, Commercial, Social, Economic, Environmental and Statutory Factors on Customers Pre-Purchase and Post-Purchase Behaviors "The Case of Bottled Water Consumption in the Govern ate of Ma'an, Jordan"

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Abstract
There is an increasing trend in the consumption of bottled water as alternative to ordinary municipality tap water. Fear of contamination, health risks, quality, and product attributes of bottled water, change in live styles or ways of life, marketing strategies, urbanization and improved standards of living are among the diverse factors that may explain such tendency. Increase in bottled water consumption has boosted the bottled water industry and marketing tends show very promising perspectives for the future. Hence, the purpose of this study was to investigate the impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase and post-purchase behaviors "The Case of Bottled Water Consumption in the Govern ate of Ma'an, Jordan". The study is based on a set of null hypotheses that hypnotizes no significance impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase and post-purchase behaviors. A quantitative approach is used and relevant data was collected through structured questionnaire. Subjects for the study consisted of 500 people out of total target population of 144082. 500 structured questionnaires were distributed to residents in the govern ate of Ma'an, Jordan, 445 questionnaires were returned and only 400 were suitable for statistical analysis. SPSS version 16 was used to for data analysis. Descriptive and inferential statistics were used for data analysis. Statistical tools were aligned with objective of the research. For this purpose, frequency tables, percentages, means and standard deviations were computed and then substantively interpreted. Inferential statistics like Pearson product moment correlation coefficient (r) and linear regression were used to determine if there is a significant positive relationship existed between the independent variables (marketing, commercial, social, economic, environmental and statutory) and dependent variables (customers' pre-purchase and post-purchase behaviors). The findings indicate that marketing, commercial, social, economic, environmental and statutory factors were found to be positively correlated and claimed statistically significant relationship with customers' pre-purchase and post-purchase behaviors. Analysis and interpretations made at 0.05 level of significance. The study concluded that beverages companies should concentrate on all product attributes to gain competitive advantages and at the same time satisfy their customers.
Keywords: Marketing, commercial, social, economic, environmental statutory, factors, Customers, pre-purchase, post-purchase behaviors

1. INTRODUCTION

Water is important necessity for the wellbeing of all creatures on earth. Humans needs and requirements for water is continuous and on the increase. For the satisfaction of these needs and requirements, people normally refer to two sources of water. The first common source of supply is tap water that people normally receive through municipality water. The second source of water is bottled water, which is normally provided to customers by ever-increasing beverages companies. Worldwide noticeable increase in bottled water consumption has triggered a call for serious academic research in order to scientifically explain the reasons of tendencies that "goes beyond simple fashion and turns to be a real social phenomenon" Catherine Ferrier (2001). Recent research on the topic shows that, in 2012 the global bottled water consumption reached more than 288 billion liters and it is forecasted to exceed 492 billion liters for 2017. According to Fidelis and others (2015), in 2012 the forecasted value for global market consumption is expected to have a value of $ 94.2 billion, an increase of %41 since 2007. Until recently, bottled water is considered as Anish product and it was then regarded as "the rich people's choice but now it is penetrated even in rural areas." A. Iyappan &S. Kaliymoorthy (2016). Moreover, deeper insight into beverages markets has shown the following facts: there is an exponential rise in the consumption of bottled water in spite of its excessively high price compared to tap water. Drinking bottled water has become a trivial habit in many people's lives and many bottled water consumers regarded bottled water as an alternative to ordinary tap water in spite of its safety to drink. In support of this is the work of Emily& Janet (2006) in which they stated that, the demand for bottled water has been increasing, even in places where tap water is safe to drink. In this regard, the vast amount of research gives enormous number of reasons for such trend. According to Durga (2010) the reasons for bottled water increased consumption seem to vary among researchers and vary from one country to another. Many studies emphasized multiple reasons that determine the choice for bottled water. The multiple set of reasons include Changes in style of life, increased standards of

living, urbanization, deterioration of tap water, quality and taste of bottled water and is regarded as better than ordinary tap water, health conscious customers consider bottled water as a healthy alternative to other beverages or soft drinks and so on. Doria (2010), has investigated a variety of factors that influence customer's perceptions of water quality. These factors include, risk perception, health concern, attitudes towards water chemicals, contextual cues provided by the supply system, familiarity with water properties, trust in suppliers, experience with past problems attributed to water quality and sources of both personal and interpersonal information provided by the mass media. According to Kotler et al. (2008), economic, cultural, social, personal, demographic and psychological factors are among the important factors that have strong influence on consumers' purchase decisions.

2. STATEMENT OF THE PROBLEM

Jordan is a Middle Eastern country with a population of approximately 11 million people. As with other Middle Eastern countries, Jordan suffers from low rainfalls and therefore; it is considered as a water scarce country and it is therefore ranked as one of the four most water scarce countries in the World. Recent statistical reports show that population of Jordan is rising at approximately 3%-4% annually. More than three-quarters of this population lives in urban areas, and this number is rising due to factors such as population growth, the move to cities to search for employment, and the influx of refugees from other countries. Yet large cities, such as Amman and Ma'an are not located near sources of water, which means that water costs of shipments and transportation can be extremely high Melissa von Mayrhauser (2012). The limited water resources of Jordan are under extreme pressure due to increased demand. In Jordan water is used for irrigation, industrial, household and drinking purposes. According to WHO (2017), water scarcity will become an even greater problem over the next two decades as the population doubles and climate change potentially makes precipitation more uncertain and variable, particularly in this region. Besides that, these valuable scarce resources are exposed to both environmental and human caused pollutions. Wikipedia (2015). Pollution and factors mentioned above had created a consumer tendency towards the consumption of bottled water. Jordanian market is crowded with numerous numbers of bottling companies, some of which are local companies, while others are foreign companies operating in Jordan. Jordanian companies are facing high Competition on many grounds such as pricing reductions, cost savings, superior quality, branding, stylish packaging, customers' services, continuous products improvements and distinguished customers relations. In order to gain competitive advantages over rivals and gain reasonable share of the market, Jordanian companies should adopt effective marketing strategies especially improved water quality standards, production of value for money products, better marketing logistics managements and effective customer relation management. Based on that it became necessary to determine the impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase and post-purchase behaviors "The Case of Bottled Water Consumption in the Govern ate of Ma'an, Jordan".

3. PURPOSE OF THE STUDY

The main purpose of this study was to investigate the impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase and post-purchase behaviors "The Case of Bottled Water Consumption in the Govern ate of Ma'an, Jordan". Furthermore, the study is purposed to investigate consumers' responses based on different demographic factors. Such factors include gender, age, education marital status, nationality, occupation, experience, income level, family size etc. In addition, the study proposed to (Identifies, analyses, discusses) possible correlations between independent and dependent variables, and consequently, propose set of suggestions and recommendations of practical nature for government authorities, producers and consumers of bottled water in Jordan.

4. OBJECTIVES OF THE RESEARCH

In line with statement of the problem and using detailed quantitative data from respondents in, Ma'an govern ate, this study has the following specific objectives:

1. Determine the impact of marketing factors on customers' pre-purchase and post-purchase behaviors.
2. Determine the impact of commercial factors on customers' pre-purchase and post-purchase behaviors.
3. Determine the impact of social factors on customers' pre-purchase and post-purchase behaviors.
4. Determine the impact of economic factors on customers' pre-purchase and post-purchase behaviors.
5. Determine the impact of environmental factors on customers' pre-purchase and post-purchase behaviors.
6. Determine the impact of statutory factors on customers' pre-purchase and post-purchase behaviors.
7. Provide valuable input to the production, marketing, consumption and decision makers in this promising industry.
8. Provide practical suggestions and recommendations for government authorities, producers and consumers of bottled water in Jordan.

5. STUDY RESEARCH QUESTIONS

To accomplish the objectives of the study, the following central questions were addressed:

1. Is there a relationship between marketing factors and customers' pre-purchase and post-purchase behaviors for bottled water consumption in the Govern ate of Ma'an?
2. Is there a relationship between commercial factors and customers' pre-purchase and post-purchase behaviors for bottled water consumption in the Govern ate of Ma'an?
3. Is there a relationship between social factors and customers' pre-purchase and post-purchase behaviors for bottled water consumption in the Govern ate of Ma'an?
4. Is there a relationship between economic factors and customers' pre-purchase and post-purchase behaviors for bottled water consumption in the Govern ate of Ma'an?
5. Is there a relationship between environmental factors and customers' pre-purchase and post-purchase behaviors for bottled water consumption in the Govern ate of Ma'an?
6. Is there a relationship between statutory factors and customers' pre-purchase and post-purchase behaviors for bottled water consumption in the Govern ate of Ma'an?

6. SIGNIFICANCE OF THE STUDY

The bottled water industry is booming worldwide. Bottled water consumption trends are expecting to increase in upcoming years as customers are overwhelmed with a vast of choices in the beverage-marketing environment. The population of Jordan in general and residents of Ma'an Govern ate in particular are no different to worldwide customers. Clear understanding of the bottled water marketing mechanisms has not received the proper attention either by the beverages companies, the customers themselves or by researchers. Therefore, it is hoped that this study would provide a systematic insight and understanding of the bottled water segment of the market. The topic in question has not been fully investigated in any of the Jordanian Governates, hence, it is hoped that it will provide additional contribution to existing literature on the topic. Unlike other broad view studies, this study has explicitly considered exhaustive list of demographic factors that may explain the buying decisions and selection of bottled water. The methodology of research followed in this study can be used or followed by other researchers in studies relating to selecting of each independent variable, measuring and analyzing its impact on not only on bottled water consumption but also in other consumer goods categories. Finally, it was hoped that the findings of this study would be of great benefits to researchers, scholars and anybody who have interest in this topic.

7. SCOPE OF THE STUDY

It is evident from the vast amount of research that the increased bottled water consumption is a reflection of the fastest growing segment of the beverages and food making industries. Effective marketing strategies, strategic planning, better understanding of customers' needs and wants, accurate diagnoses of customers buying behavior, advanced management of customers' relations and careful considerations of social, economic, environmental and statutory factors are crucial to the understanding of this rising markets. Investigating the impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase and post-purchase behaviors "The Case of Bottled Water Consumption in the Govern ate of Ma'an is the subject scope of this study. The extended list of Demographic factors is considered as categorical variables in the study. The geographical scope of the study is the Govern ate of Ma'an. Govern ate of Ma'an is the largest in terms of its area and geographical spread compared to other Gove nates of Jordan; and it is considered as the fourth commercial city. Govern ate of ma'an has a population of 144082 people, which is about 2% of Jordan's 11 million, DPS (2016). The target respondents involved in this study are 400 residents of Govern ate of ma'an and are selected randomly. The targeted respondents are composed of people of all ages and different backgrounds such as income, education, class and so on. Time constraints, logistical issues, financial resources, geographical representation of scattered areas, respondents' literacy levels and over all respondents' cooperation were important constraints that affected the conduction of the study. However, these constraints with help of expert colleagues were adequately dealt with so as not to pre-determine or compromise the overall findings of the study.

8. LITERATURE REVIEW / OPERATIONAL DEFINITIONS

With no doubt, water is the most important element of life. This statement stands true for humans, animals and plants. Applying this to humans, water is necessary for life due to its natural elements. These natural elements are positive constituents of humans' nutrition and food system, which make life, happen. Having this extreme edge of importance. Water, must therefore be provided to all in enough quantities, in accessible manner and on top of all must cause no health hazards to consumers what so ever. Tap water provided through municipality system is still the main source of water for many consumers all around the world. Despite this fact, vast majority of consumers switched to bottled water as an alternative to normal tap water. Many studies have outlined many factors, which justify the preference of bottled water over ordinary tap water. In this instance, Doria (2006)

outlined dissatisfaction with tap water characteristics such as taste, odor, and transparency; and health & risk concerns as the reasons why consumers choose to drink bottled water. In support with the above factors, is the work of Palmer, (2009) whereby he agreed that bottled water industry is just taking advantage of the growing health and well-being consciousness of consumers. He also added that consumers in developing Countries perceive bottled water as alternative to unsafe tap water and other beverages drinks such as a carbonated soft drinks and juices. Demographic factors such as age, income, education, occupation and so on can influence the tendency towards the consumption of bottled water. According to Doupont.et.al. (2009), demographic factors are important determinants of choices. In particular, households with children tend to consume more bottled water compared with households without children.

8. Independent variables Operational Definitions

8.1. Marketing Factors

Marketing is the place where both sellers and buyers meet to exchange benefits. Sellers sell goods and services for the sake of making profit. Customers on the other hand, buy for the sake of consumption. Marketing is defined as a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products that have value to others." Kotler and Strong (2012). Effective marketing, planning, strategies and management are essential to the success of any business venture. This is supported by ljiljana Elmazi (2010), in her book marketing strategy in which she states that" to be successful, every organization requires effective planning and a marketing strategy in order to achieve its goals and objectives and to satisfy customers. Successful organizations engage marketing strategic planning process to utilize their powers in order to provide goods and services that satisfy consumer needs and desires". The whole philosophy of market is to create organizations with ability to serve customers in return for profit, increasing sales and achieving a sustainable competitive advantage Baker, (2008). Marketing factors that might affect consumers' buying behavior are extensive. For the sake of moderation, the present study will consider the following elements that might clearly explain the impact of marketing factors on consumers' buying behavior; these elements include product packaging, branding, brand image, brand equity, product quality, product differentiation, proliferation, product development, product diversification and development of services. Brief outline of these elements includes the following:

8.1.1. Product Packaging

In general, the terms packaging is the physical element that contains or surrounds the product. According to Abbott, (1989), "The primary roles of consumer product packaging include containment, protection, communication and utility". Product containment and protection relate to functional performance. Product communication acts as informative tool that provides consumers with information on contents and facilitates. Utility on the other hand is concerned with attributes that make the product easy to use. These attributes include "ease of opening, consumption and disposal" Singh (2005). Measuring the effectiveness of these roles are shown in the study of Singh.et.al. (2014), in which they claimed that, "Measuring the effectiveness of containment, protection or even communication is relatively straightforward. Packaging either meets physical containment or protection standards or stimulates Sales and complies with informational requirements". However, measuring the effectiveness of package utility is more ambiguous and best measured by the post-consumption attitudes or satisfaction they engender.

8.1.2. Product branding, images and equity

The fundamental objective of any product branding is to create continuous and lively relationships with customers. A brand can preset techniques, invention, or relationships that the customer can use to differentiate a particular product from other competing products. According to Story and Hess, (2006), these relationships are more profitable than disconnected transactions, and imply a more efficient marketing costs benefits equation, and offer some protection and idiosyncratic product failure and competitive activity. Aaker. (1991) asserted that, consumer brand connections and associations are largely mediated by brand attributes reflective of experience and expected product performance, as well as by idiosyncratic personal connections to the brand. Brand Image is defined as: "a name, word, mark, symbol of any other characteristic used to identify manufacturer's product or service, and then distinguish with product or service of competitors. (Source: American Marketing Association). The dimensions (functional, symbolic and experiential brand images) that are used to measure brand image are beyond the scope of this study. On the other hand, brand, brand equity can be defined as "the value that consumers associate with a brand and it reflects the consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands." Aaker, (1999). Dimensions that are commonly used to explain the association between brand equity and consumers' choices are best explained by the work of Reuben. K et.al (2014), in which they claimed that brand equity dimensions could be grouped into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that are readily understood by consumers.

8.1.3. Product Quality

Customer's perception of quality is important for the success of products especially when competition is high. According to quality research, quality means using the most economical methods to produce the most useful product that satisfies customer needs and demands. According to Sirdeshmukh,et.al (2002), product quality can reflect a response to a discrete consumption incident or reside as a cumulative construct resulting from a series of experiences, but once established, transforms into beliefs about a brand's competence beyond evaluated attributes, or brand trust.

8.1.4. Product differentiation, Proliferation and diversification

Product differentiation is a distinctive strategy used in marketing to give a particular product a unique identity. This normally helps in reducing competition with products that have the same unique features. David and Ronald (1992), refer to product differentiation as "the establishment of special identity for one product which helps to set it apart from other competing product and to achieve a particular place in the market". They also added that; product differentiation could be achieved using distinctive packaging, brand imaging, brand names, and product sizes and so on. However, Product proliferation "occurs when organizations market many variations of the same products, this can be done through different color combinations, product sizes and different product uses. These factors produce diversity for the firm, as it is able to capture its sizable portion of the market." wikipedia.org (2016). Diversification means creating or producing numerous products that meet different customers in different market segments, with the purpose of gaining more market share.

8.1.5. Product and Service Development

Product development means the introduction of completely new, different and modified products. Product development is a marketing strategy that intends to meet needs of different customers. Service development is essential for the success of marketing strategies. Changes in the rhythm of life force companies to reconsider the level service provision. According to Sadeh &Arumugam (2010), improvements or updates in service have become challenges for acceptable marketing products and improvement of the competitiveness.

8.2. Commercial Factors

Commercial factors refer to all factors that facilitate the marketing, the purchase decision making and the consumption of bottled water. The present study will consider the following elements that might clearly explain the impact of commercial factors on consumers' buying behaviors; these elements include convenience, availability, accessibility, reliability, portability, cleanliness/ purity, taste, color, odor/smell and trust. A note that worth mentioning here is that, some of these elements are self-explanatory. Nevertheless, brief outline of these elements are included in the following:

8.2.1. Convenience, availability and accessibility

As I have mentioned earlier on some of these elements are self-explanatory. In general, convenience means the availability of bottled water in convenient stores, supermarkets and local shops. Availability and accessibility mean the presence of bottled water at any time the customer wish to make a purchase.

8.2.2. Reliability and Trust

The terms reliability and trust are interrelated. Reliability means the source of water supply is safe to drink, while trust relates to those beverages companies who make the final product. Literature on bottle water consumption concludes that, if water supply is safe, and the element of trust exist in such dealings then consumption of bottled water increases. According to Pidgeon et al. (2003)], "Trust in companies and institutions is often linked to the perception of quality and risk, but the causal order of this relationship is not entirely clear and may vary according to the case. Trust is often considered to be an antecedent of risk perception, influencing the selection and impact of information about risk, the acceptability of potential hazards and the acceptability of regulators". Furthermore, a series of other factors compose or potentially influence trust, including perceptions of care, value similarity, competence, integrity, cooperation and openness Poortinga & Pidgeon, (2003).

8.2.3. Clearness/ purity, taste, color and odor

Clearness means the bottled water must be clean, clear and pure, with no distinctive taste or smell. According to Olson, (1999), the leading reason for the explosion in bottled water consumption is people's perception of bottled water as purer and healthier. This is largely caused by the heavy industry advertisement of bottled water being pure and pristine, and is healthier than tap water.

8.3. Social Factors

According to many research papers the increased consumption of bottled water is to large extent is associated to social factors. The habit of drinking bottled water is becoming acceptable society tradition not only in rich countries but also for countries with low-income levels. The present study will consider the following elements that might clearly explain the impact of social factors on consumers' buying behavior; these elements include changes in the ways of live, new life styles, standards of living, urbanization, increased customers' mobility, changes in working habits and health consciousness. The following is compiled brief definitions of the above-

mentioned elements:

8.3.1. Changes in ways of life, new life style, standards of living, urbanization, customers' mobility and changes in working habits

Ways of life has changed. New life styles have emerged. Standards of living have improved. Many people moved from rural areas to urban and sub urban areas. According to Ferrier, (2001), consumers are very health conscious, so they perceive bottled water as safer, better quality and is a good alternative to tap water and soft drinks. The researcher has also added that the increasing usage of bottled water represents a change in ways of life, for example, the increasing urbanization deteriorates the quality of tap water, but at the same time, the increasing standard of living enables people to drive far and bring home heavy and expensive bottled water. The consumption of water also increased in the working place because of improvements in the delivery service. For homes and offices, it is a convenient way to receive cost effective, high quality drinking water on a regular basis. Empirical studies show that use of purified water in the workplace increases productivity and improve the overall health of the workforce. Inter net, (2017).

8.4. Economic Factors

As the case with many consumption goods, buying behavior in general and the consumption of bottled water in particular is influenced by a set of economic factors. Such factors include price, disposal income, Value for money and transportation/logistics costs. The following is compiled brief definitions of such factors:

8.4.1. Price

Price is the amount of money paid by customers in return for a good or service. Marketing Prices are important part of the complicated marketing mix. Prices given to customers must be fair, acceptable, justifiable and flexible. According to Boone and Kurtz (1980), pricing strategy is one of the most difficult areas of marketing decision making that deals with the methods of selling with profitable and justified prices. Otherwise, customers will express sense of rejection or dissatisfaction. According to McCarthy.et.al (1996), without customer acceptance of the price, all the planning effort is wasted. In general, the price of bottled water is noticeably high all over the word and Jordan is no different. This statement is supported by the work of Ferrier, (2001), where he argued that "the price of bottled water is tremendously high, compared to tap water. The production cost of one bottle of water, whatever its capacity, is extremely low: under 0.05 FF for one bottle of Evian. Most of the price of a bottled water consumers actually pay corresponds to its transport, marketing and retailers' profits. Bottled waters end up being an average 500 to 1000 times more expensive than tap water".

8.4.2. Disposable income

Disposable income is the amount of money left for purchasing goods and services. According to Kotler et.al. (2001)], Product choice is greatly affected by economic circumstances: spendable income (level, stability, and time pattern), savings and assets (including the percentage that is liquid), debts, borrowing power, and attitudes toward spending and saving.

8.4.3. Value for money

In theory, products purchased should be value for money, otherwise money spent on such purchase is wasted. According to Smith, (2010), "Consumer research shows that there is a huge question mark over whether bottled water is value-for-money, even among its drinkers. For example, only one in ten thinks of it as value for money, a third think it is "a bit of a con", four in ten think it is no healthier than tap water and only 35% of its drinkers think that it tastes better than tap water".

8.4.4. transportation/logistics costs

Such costs are becoming dominant and growing in most manufacturing sector including bottled water industry**.** According to Thompson. (2009), "the most important concern in mineral water marketing are the issues related to cost of transportation and supply to the interested consumers. The cost of transportation of mineral water from the production facility is a significant fraction of the total cost of mineral water. With increasing fuel prices and labor cost. This cost is increasing sharply".

8.5. Environmental Factors

People are becoming more concerned about the environment that surrounds them. They prefer to live in less hazard and safer environment and therefore they are becoming have more aware in what they eat and drink. This research, concentrates on two elements that may express consumers concern regarding the environment, these are recycling and contamination.

8.5.1. Recycling

Recycling means the ability to reuse materials repeatedly. In the case of bottled water, customers prefer to buy bottles that they can dispose easily. For example, PET bottles are best alternative to PVC bottles. According to Ferrier (2001), pet bottles are increasingly chosen instead of PVC because of their properties: they are light, easy to work on and are very transparent. Bottles can be re-manufactured into many different products, such as fibers for the clothing industry. When burnt, it does not release chlorine into the atmosphere, contrary to PVC,

whatever type of incinerator is used. Negative environmental impacts, in particular energy consumption, are reduced if PET, aluminum and glass packages are washed and re-filled rather than re-manufactured. Organizations, on the other hand are under "growing pressure to reduce their rates of consumption of nonrenewable natural resources and in parallel, to also reduce the release of post-production and post-consumption waste to landfills, water bodies and air, thereby causing damage to the environment. To respond to the pressure, it is necessary that organizations' operations prioritize the "3R" goals: Reduce, Reuse and Recycle." Correa Henrique.et.al, (2013).

8.5.2. Contamination

Non-contaminated drinking water is necessary for all. Unfortunately, contamination comes from contaminated water supply sources due to "urbanization, damaged pipelines, cross contamination with sewerage lines, industrial chemicals, non-controlled manufacturing sites and so on." Kiani&Qadeer (2006).

8.6. Statutory Factors

People prefer to consume things that go in accordance with law requirements. Compliance with the law regarding consumption acts as a sense of protection to consumers. Humans build up their knowledge (statutory and general) from self and exposure to others experiences. This research, concentrates on two elements that may be of particular concern regarding the statutory factors, these elements are information provision and safety.

8.6.1. Information provision

Information provision refers to the sources of information that customers use in order to make rational decisions regarding the purchase of a particular commodity. According to Doria. (2010), information about water come from a variety of impersonal and interpersonal sources. The importance of particular information sources varies geographically and is influenced by demographics and other factors such as culture, legislation and so on. She also added that such Information may lead to changes in knowledge and emotions, having a potential effect on the way drinking water quality and risks are perceived. Impersonal information sources include mass media such as, TV, newspapers, internet, magazines and so on. On the other hand, interpersonal information sources include family members, relatives, pressure groups and society in general. Imperial research on this issue states that, the impact of impersonal information on perception and consumption of bottled water is of limited impact as compared to the strong impact of interpersonal information sources. Zeyu Yao, (2011).

8.6.2. Safety

Safety refers to the safety of water sources or extractions sites. The majority of published research findings confirm that attributes such as purity, safety, taste and quality in general are the main drivers for consumers to use bottled water. According to Emily & Janet, (2006), "the demand for bottled water has been increasing; even in places where tap water is safe to drink, in this regard, consumers choose to drink bottled water for several reasons: in many cases, it is because the consumers think bottled water tastes better than tap water, which they think is a sign for better quality. Furthermore, consumers are very health conscious, so they perceive bottled water as safer and of better quality".

9. Dependent variables Operational definitions

9.1. Pre-purchase behavior

Pre-purchase behavior is one of the buying process steps that involve the acquiring of information about the product they intend to buy to satisfy their needs. Sources of information include advertisements, brochures, catalogues, personal experience of customers and the influence of others like friends relatives and so on. This research concentrates on elements like preferences, consumer choice, consumer's purchase decision and consumer investment.

9.1.1 Preferences

Changes in the ways of life, new life styles, rising concerns on quality and health concern have led to increasing trends of customers' preferences Matiwos Ensermu (2012). For example, preference of bottled water to tap water, preference of bottled water to fizzy drinks and finally preference of mineral water to filtered tap water.

9.1.2 Consumer choice

Consumers' choices mean that consumers exposed to varieties of goods and services and therefore have to make final decisions to meet their needs. According to Ruben.et.al, (2014), "consumers are overwhelmed with a vast array of choices in today's retail marketing environment. This is especially because they exposed to so many items in the market and they have to make quick decisions based on the items they ought to buy and can be catered for by their disposable income. The decision the consumers make determines the item they select and eventually buy. The manufacturers, on their part, have to be innovative and creative to ensure that customers get to pick their items if their firms have to be remain competitive in the market".

9.1.3 Consumer purchase decisions

Purchase decision is a process that consist many steps. These steps involve identifying needs and wants, search for information (that include price, quality, safety, technical specification and after sales service and so on),

evaluation of alternatives, selection of an alternative, purchase decision, post purchase experience (customers' satisfaction or otherwise) and finally re-evaluation. In marketing practice, the degree of search behavior is normally undertaken by the prospective buyers will vary according to many a number of considerations such as the total cost of production, the technical complexity of the product and the buyers' previous experience of the product free directory (2012).

9.1.4 Consumer investment: Investment is the actual act of purchasing. Here the customer decides how much money to spend and where to spend it. Investment decision is sub- process of the overall decision-making process.

9.2. Post-purchase behavior

This behavior appear after the customer has actually purchased and consumed the product or service. At this end, the customer may experience mixed feelings of satisfaction or dissatisfaction. This research concentrates on elements like consumption, satisfaction, loyalty; re-purchase intention, introduction, and recommendation to others.

9.2. 1. Consumption

Consumption refers to the actual use of the product. After consumption, the customer reveals his negative or positive feelings in the form of satisfaction or dissatisfaction.

9.2.2. Satisfaction

According to Lin.et.al, (2015), satisfaction is regarded as multiple, comprehensive evaluation process that uses various projects as measurement tools. Satisfaction may appear during or after consumption. Satisfaction can be used as an effective measurement of management performance and a signal for profit acceptable range.

9.2.3. Loyalty & Repurchase intention

The concepts of satisfaction, loyalty and repurchase intention can be linked together. For example, if customers are satisfied, then the chance, they will buy regularly the same brand is high and loyalty will be developed Rajarajan & Priyanga, (2013). According to Anderson and Jacobsen (2000), loyalty "is actually the result of an organization creating a benefit for a customer so that they will maintain or increase their purchases from the organization". On the other hand, Zineldin (2000), said that retention could be defined as, "a commitment to continue to do business or exchange with a particular company on an ongoing basis".

9.2.4. Introductions and Recommendations to others

Positive experience with the product or service acts as a promotion to the brand. Methods used include direct words of mouth or advices to friends or families and so on.

10. LITRITURE REVIEW / EMPERICAL STUDIES

Bottle water is becoming a boost business for many companies. There is a tendency to drink bottled water instead of tap water. This pattern of consumption is becoming a social phenomenal across many rich and poor countries. Bottled water markets are facing great competition locally and internationally. According to Ferrier,(2001) " Bottled water is a particularly competitive market, hence companies need to develop diverse marketing strategies, such as accessing new markets by owning or developing partnership with regional brands, developing new products (e.g.: flavored water) or by-products (e.g. Cosmetics) and developing services (e.g.: home and office delivery of carboy water)". There is strong agreement a among many researchers that changes in life style, health concern, poor quality of tap water, cultural changes, improved standards of living and higher income levels are some of the factors that may explain the increasing demand for bottled water. Doria, M.F. (2006), stated that, there are two main drivers for bottled water consumption. These drivers are organoleptic (water characteristics that affect the senses of taste, odor and sight) and health and risk concerns (risk concerns may be seen as safety). In the same article, it was argued that, many consumers in these developed countries are neither satisfied nor dissatisfied with the quality of the tap water. Moreover, in communities that have serious problems with their tap water, bottled water consumption has often been high. These problems create new opportunities for bottled water producers and marketers, who package and present their products as 'pure', 'safe' and 'healthy'. He argued further that consumers are sensitive to the marketing of the business. Not only the advertisement, but also the packaging influences their buying behavior. He also added that the bottled water industry is just taking advantage of the growing health and well-being consciousness of consumers. On the other hand, it was stated that consumers in developed countries perceive bottled water as a good and healthy alternative to other beverages, such as carbonated soft drinks and juices. In line with this argument is Farmguiden (2014), which concluded that, that use of purified water in the workplace increases productivity and improve the overall health of the workforce.

Vast range of research on bottled water confirmed that product attributes and elements such as branding and packaging, pricing, quality and so on, play a great role in shaping the buying behavior of bottle water. In addition to that, consumer purchases are influenced strongly by cultural, social, personal, psychological, and demographic factors Iyappan &Kaliymoorthy, (2016). Finally, product attributes such as, taste, odor, purity, convenience and

strict manufacturing and industrial control measures are among the logical explanation for increased bottled water consumption. Emily &Janet, (2006).

11. RESERCH THORITICAL FRAMEWORK

There is tendency among customers to buy bottled water. Customers shift towards bottled water is due to many factors starting from lack of trust of tap water, safety, health awareness and so on. The research framework is graphically drawn based on the grounds of literature review that the researcher has conducted. In this research, it is theorized that, the independent variables such as marketing, commercial, social, economic, environmental and statutory factors had a positive impact on the dependent variables that include customers' pre-purchase and post-purchase behaviors. Figure (1) below shows the framework of this study.

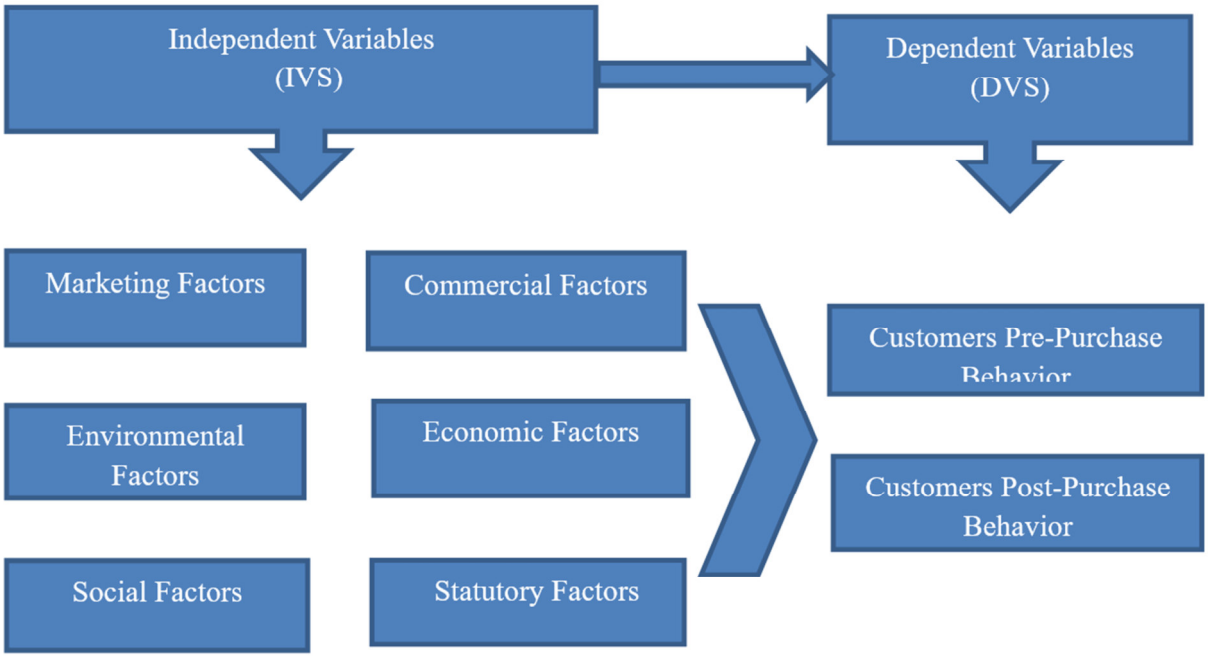

Figure (1): Research Theoretical Framework

12. HYPOTHESES OF THE STUDY

Hypothesis development is very crucial. Hence, the acceptance and the rejection of the hypothesis show the significance of the study. Based on the stated literature review and the above theoretical framework the hypotheses of this study are as follows:

Ho: there is no significance impact of marketing factors on customers' pre-purchase and post-purchase behaviors
H1: there is a significance impact of marketing factors on customers' pre-purchase and post-purchase behaviors
Ho: there is no significance impact of commercial factors on customers' pre-purchase and post-purchase behaviors
H2: there is a significance impact of commercial factors on customers' pre-purchase and post-purchase behaviors
Ho: there is no significance impact of social factors on customers' pre-purchase and post-purchase behaviors
H3: there is a significance impact of social factors on customers' pre-purchase and post-purchase behaviors
Ho: there is no significance impact of economic factors on customers' pre-purchase and post-purchase behaviors
H4: there is a significance impact of economic factors on customers' pre-purchase and post-purchase behaviors
Ho: there is no significance impact of environmental factors on customers' pre-purchase and post-purchase behaviors
H5: there is a significance impact of environmental factors on customers' pre-purchase and post-purchase behaviors
Ho: there is no significance impact of statutory factors on customers' pre-purchase and post-purchase behaviors
H6: there is a significance impact of statutory factors on customers' pre-purchase and post-purchase behaviors

13. RESERCH METHODOLOGY

13.1. Research Design

Current research has used the survey research design and quantitative approaches. Structured questionnaire is used as instrument for the sake of data collection. Quantitative approach; on the other hand, is intended to find answers to questions through quantitative analyses of data; and presented in figures and numbers. Quantitative

research allows researchers to interact and gather data directly from participants. In addition to that, real life references and phenomena regarding the impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase and post-purchase behaviors are also considered. The chosen method is known for its compatibility regarding the study problems and questions; its ability to reach and collect empirical evidence from a wider group of the population and finally the used method is known for its economies in terms of time and resources.

13.2. Target Population

According to Saunders et.al, (2003) a "population" relates to the entire set of data that is of interest to the researcher, and the "target population" refers to the group of people or objects from which the sample is be taken. As it is not feasible to collect data for the entire statistical population. The sample, that thought to be a representative of the population, was drawn from the population of Ma'an Governate. Based on that, the target population is set at 500 people, and it includes all categories that represent the population of Ma'an Govern ate. The population comprises usual citizens; students at school and university levels, expatriates, housewives and workers were all targets of the study. The target population characteristics are summarized as shown in table (1).

Table (1): Distribution of Target Population

Population Composition	Numbers	Percent
1. Jordanians	127989	89.000
2. Palestinians	668	0.0050
3. Syrians	8450	6.0000
4. Egyptians	5322	4.0000
5. Iraqis	67	0.0005
6. Yemenis	344	0.0023
7. Libyans	--	--
8. Others	1242	0.0090
9. Total of non-Jordanians	16093	--
Total Population	**144082**	**100**

Source: Prepared by the researcher 2017

13.3. Study Sample Size

Sample size is defined as, the appropriate number of respondents that should be selected from the target population. The selected sample size should be considered convenient, sufficient and representative of the target population. The sampling procedure used in this study is Non- probability sampling and for that purpose, convenience sampling is adopted. According Rao soft, (2004), 200 respondents or more is considered convenient, sufficient and representative for confidence level of 95% with a margin of error of 5% for a sample population size of 250,000. Applying this to the present study with target population size of 144082, the sample size of 500 respondents is considered sufficient and meets the above criteria.

13.4. Research Instrument

This study used two instruments for collecting relevant and needed data from respondents:

13.4(a) Primary Data: primary data is collected using well-structured questionnaire that contain relevant questions regarding the consumption of bottled water. The questionnaire used in this study, is intended to allow the response of the respondents to be standard, direct, unbiased, and objective. The use of questionnaire allows the presentation of information in a numeric way. Despite of these benefits; questionnaire methods have several limitations, for example lackadaisical attitude of respondents, non-attendance and lack of cooperation. This instrument was referred for external judgment to ensure consistency, objectivity and validity. The questionnaire comprises seven sections:

Section (1): Contains fourteen (14) items seeking demographic data such as gender, age, education; marital status, nationality occupation, working experience, income levels, family size, consumption frequency, social class, health consciousness, residence location and point of purchase.

Section (2): Consist of ten (10) items that seek to collect data about the impact of marketing factors on customers' pre-purchase and post-purchase behaviors.

Section (3): Consist of ten (10) items that seek to collect data about the impact of commercial factors on customers' pre-purchase and post-purchase behaviors.

Section (4): Consist of seven (7) items that seek to collect data about the impact of social factors on customers' pre-purchase and post-purchase behaviors.

Section (5): Consist of four (4) items that seek to collect data about the impact of economic factors on customers' pre-purchase and post-purchase behaviors.

Section (6): Consist of two (2) items that seek to collect data about the impact of environmental factors on

customers' pre-purchase and post-purchase behaviors.
Section (7): Consist of two (2) items that seek to collect data about the impact of statutory factors on customers' pre-purchase and post-purchase behaviors.
Section (8): Consist of four (4) items that seek to collect data about customers' pre-purchase behaviors.
Section (9): Consist of five (5) items that seek to collect data about customers' post-purchase behaviors.
Items included in section (2-9) are shown in table (2).

Table (2): List of Instrument Items Used for Seeking Information

Marketing Factors			Commercial Factors		
Section	**Item #**	**Description**	**Section**	**Item #**	**Description**
2	1.	Product Packaging	**3**	1.	Convenience
	2.	Branding		2.	Availability
	3.	Brand Image		3.	Accessibility
	4.	Brand Equity		4.	Reliability
	5.	Product Quality		5.	Portability
	6.	Product differentiation		6.	Cleanness and Purity
	7.	Product Proliferation		7.	Taste
	8.	Product Development		8.	Color
	9.	Product Diversification		9.	Odorless
	10.	Development of Services		10.	Trust

Social Factors			Economic Factors		
Section	**Item #**	**Description**	**Section**	**Item #**	**Description**
4	1.	Changes in The way of life	**5**	1.	Price
	2.	New Life Styles		2.	Disposable Income
	3.	Standard of Living		3.	Value For Money
	4.	Urbanization		4.	Transportation
	5.	Use of cars.			
	6.	Changes in Working Habits			
	7.	Health Consciousness			

Environmental Factors			Statutory Factors		
Section	**Item #**	**Description**	**Section**	**Item #**	**Description**
6	1.	Recycling	**7**	1.	Information Provision
	2.	Contamination		2.	Safety

Pre-Purchase Behavior			Post-Purchase Behavior		
Section	**Item #**	**Description**	**Section**	**Item #**	**Description**
8	1.	Preferences	**9**	1.	Consumption
	2.	Consumer Choice		2.	Satisfaction
	3.	Consumers Purchases Decision		3.	Loyalty
		Consumer Investment		4.	Re- Purchase Intention
	4.			5.	Introduction & Recommendation to Others

Source: Prepared by Researcher 2017
13.4(b) Secondary Data: Secondary information include all sources that searched the topic of bottled water consumption and present it to others in the form of publications, periodicals, essays, standard reports prepared by dependent and independent bodies, evaluation reports and other relevant documentaries.

13.5. Validity and Reliability of the instrument

In research practices, the instrument is valid if it measures what it is intended to measure and accurately achieves the purpose for which it designed. To ensure validity of the instrument, face, and content; the questionnaire was forwarded to professionals for judgment, appropriateness and over all evaluation. Reliability, on the other hand relates to the consistency of collected information. In order to maintain the reliability of the instrument used a pilot study was conducted on a sample of fifty (50 = 10% of the sample size 500) bottled water consumers in the govern ate of Ma'an. The researcher scored the responses of respondents and the result of the reliability test was 0.838 showing that the instrument used in this study is sound, valid, consistent, and reliable.

13.6. Data Collection

Five hundred (500) questionnaire is distributed randomly among bottled water consumers living in the govern ate of Ma'an. The total number of returned questionnaires is 445. Returned questionnaires were subjected to strict checking and consequently 45 questionnaires were excluded and regarded as unsuitable for statistical analyses. Exclusion of questionnaires is due to the fact that, they do not meet the conditions and criteria of correct filling and answering. Based on that, the total number of useable returns is 400. None response is 55. It was assumed that the non-respondents were either unwilling to cooperate or uninterested in the survey. Summary of distributed, returned, useable, non-responses questionnaires are shown in table (3).

Table (3): Summary of Distributed, Returned, Useable, Non-responses Questionnaires

Condition	Distributed Questionnaires		Returned Questionnaires		Useable Questionnaires		Un- Useable Questionnaires		Non -Response	
Number of employees	Number 500	% 100	Number 445	% 89	Number 400	% 80	Number 45	% 10	Number 55	% 11

Source: Prepared by researcher 2017

13.6. Procedures

Structured questionnaire (with 58 items) is used to collect all empirical and needed data for this study. The questionnaires were distributed randomly among bottled water consumers in the govern ate of Ma'an. Respondents were given simple instructions and assistance to help them in correctly fill in the questionnaires. Confidentiality of information is assured. The scoring of responses is carried out as follows:

Section (1): No scores were attached (i.e. bio- data)

Sections (2-9): Contain both independent and dependent variables. Respondents were required to provide their rating on their perception using a Five-point Likert scale (5-Strongly Agree, 4-Agree, 3-Undecided, 2- Disagree 1- Strongly Disagree). This scale best describes the extent to which the respondents agree with each item in the questionnaire. The mean ratings of questionnaire items responses are shown in table (4).

Table (4): Mean Rating of responses to questionnaire items

Response Category	Abbreviation	Points	Bounding Unit
Strongly Agree	(SA)	5	4.40 - 5.00
Agree	(AG)	4	3.40 - 4.39
Undecided	(UN)	3	2.40 - 3.39
Disagree	(DI)	2	1.40 - 2.39
Strongly Disagree	(SD)	1	1.00 - 1.39

Source: Prepared by researcher 2017

14. Data Analysis & Main Findings

In order to ensure completeness and logical consistency of responses, data editing was carried out each day by the researcher. Identified mistakes and data gaps were rectified as soon as possible. After editing, the data were analyzed using quantitative techniques. Data analysis was carried out using Statistical Package for Social Sciences (SPSS Version16). The use of this package is made with the intension to produce both descriptive and inferential statistics. The summary of results was presented using frequency distribution and percentages that was used to determine the proportion of respondents choosing the various responses. Tables, charts and graphs can be used to ensure easy understanding of the analyses. Inferential Statistics such as Pearson Correlation, and Linear Regression statistical model were used to identify and evaluate the causal relationship between dependent and independent variables and to test the hypotheses of the study.

14.1. Respondents Demographic Profile

Table 5: Frequency Distribution for Respondents Demographics

Sequence	Demographic items	Frequency	Percent	Valid %	Cumulative %
1	**Gender**				
	Male	220	55.00	55.00	55.00
	Female	180	45.00	45.00	100.00
	Age				
2	Under 20 years	102	25.50	25.50	25.50
	20-29 years	128	32.00	32.00	57.50
	30-39 years	56	14.00	14.00	71.50
	40-49 years	45	11.25	11.25	82.75
	50-59 years	36	9.00	9.00	91.75
	Above 60 years	33	8.25	8.25	100.00
	Marital Status				
3	Single	169	42.25	42.25	42.25
	Married	201	50.25	50.25	92.25
	Separated	15	3.75	3.37	96.25
	Divorced	10	2.50	2.50	98.75
	Widow	05	1.25	1.25	100.00
	Nationality				
4	Jordanians	195	48.75	48.75	48.75
	Arab Nationals	117	29.25	29.25	78.00
	Asians	40	10.00	10.00	88.00
	Europeans	23	5.75	5.75	93.75
	Americans	14	3.50	3.50	97.25
	Others	11	2.75	2.75	100.00
	Education Level				
5	Primary School	37	9.25	9.25	9.25
	Secondary School	66	16.50	16.50	25.75
	Diploma (HND)	85	21.25	21.25	47.00
	Bachelor (BSC)	103	25.75	25.75	72.75
	Post. G. Diploma	43	10.75	10.75	83.50
	Masters	38	9.50	9.50	93.00
	PHD	28	7.00	7.00	100.00
	Occupation Sector				
6	Students	103	25.75	25.75	25.75
	Service Sector	72	18.00	18.00	43.75
	Manufactory Sector	63	15.75	15.75	59.50
	House Keepers	143	35.75	35.75	95.25
	Others	19	4.75	4.75	100.00
	Work Experience				
7	1-5 years	76	19.00	19.00	19.00
	6-10 years	113	28.25	28.25	47.25
	11-15 years	107	26.75	26.75	74.00
	16-20 years	65	16.25	16.25	90.25
	21 years and above	39	9.75	9.75	100.00
	Income level 9 (JD)				
8	100-400	97	24.25	24.25	24.25
	500-800	171	42.75	42.75	67.00
	900-1200	57	14.25	14.25	81.25
	1300-1600	45	11.25	11.25	92.50
	1700 and above	30	7.50	7.50	100.00
9	**Family Size**				
	Couples	30	7.50	7.50	7.50
	1-2 Children	49	12.25	12.25	19.75
	3-4 Children	137	34.25	34.25	54.00
	Above 4 Children	184	46.00	46.00	100.00

10	**Consumption Frequency (weekly)**				
	Never	11	2.75	2.75	2.75
	0-1	29	7.25	7.25	10.00
	2-3	163	40.75	40.75	50.75
	4-5	143	35.75	35.75	86.50
	6 and above	54	13.50	13.50	100.00
11	**Social Class**				
	Low class	95	23.75	23.75	23.75
	Middle class	194	48.50	48.50	72.25
	High Class	111	27.75	27.75	100.00
12	**Health Consciousness**				
	Conscious	242	60.50	60.50	60.50
	Un-Conscious	158	39.50	39.50	100.00
13	**Residence Location**				
	Urban Area	151	37.75	37.75	37.75
	Sub urban Area	113	28.25	28.25	66.00
	Rural Area	106	26.50	26.50	92.50
	Remote Area	21	5.25	5.25	97.75
	Other Areas	09	2.25	2.25	100.00
14	**Point of Purchase**				
	Local Shops	112	28.00	28.00	28.00
	Supermarkets	116	29.00	29.00	57.00
	Cafes & Restaurants	83	20.75	20.75	77.75
	Moll & Recreation Centers	46	11.50	11.50	89.25
	High ways & Road Side Stations	43	10.75	10.75	100.00
Total	**--**	**400**	**100**	**100**	**100**

Table 5 above gives the following demographic indications:

1) **With respect to gender:** Table 5 indicates that the representation of male respondents is 220 (55%) and female representation is 180 (45). The logical explanation for such tendency is that, males are easier to approach compared to females given the strict culture of Ma'an govern ate and most work places are male dominated. The reflection of this on results shows that both males and females tend to drink bottled water. Relevant explanation for males' higher presentation may stem from the different nature of men's jobs and their associated working conditions. The findings of this study is in line with the findings of Quansah.et.al, (2015), in which they found that, buying behavior and consumption of bottled water is no gender-related product.
2) **With respect to age:** Table 5 indicates that young aged groups up to the age of 49 (82.75%) are the dominant buyers of bottled water who are willing to be sampled. This finding is of no surprise to the researcher because the majority of Jordan's population fall within the young category. Such group perceive bottled water as safer, and healthier than tap water. In accordance with this is the findings of Njuguna. et.al, (2014). According to them age is significant factor influencing brand choice of bottled water especially in the middle-aged respondents.
3) **With respect Marital Status:** Table 5 indicates that married respondents are the dominant category and have the highest representation 201(50.25%). The logical explanation for such tendency is that Jordanians tend to encourage marriage at younger age as per the rules of traditions and religion. Support to this finding comes from the study of Dupont.et.al (2009). In this instance, researchers claimed that married and household respondents are more likely to consume bottled or filtered water especially if they have children.
4) **With respect to Nationality:** Table 5 indicates that the dominant respondent group is Arab Jordanians 195(48.75%) and less representation of ethnic minorities among the respondents. Possible explanation for such tendency is that, Ma'an gover-nate is not attractive place to live in. Still both Arabs and ethnic minorities are concerned about safety and hygienic conditions of water they drink. Supportive evidence is found in the work of Griffin. et.al (2000). Here it was evident that ethnic minorities are concerned about water safety, risks and tend to seek information about water contents and contents health value.
5) **With respect to educational level:** Table 5 indicates that the dominant respondent groups are holder of higher education degrees and in particular hold bachelor degree 103(25.75). This indicates that

literacy level in the govern ate of Ma'an is high and literate educated people tend to drink bottled water. This finding is supported by the work of Quansah.et.al, (2015), in which they found that, most respondents and in particular, the holder of higher degrees tend drink-bottled water.

6) **With respect to occupation sector:** Table 5 indicates that the dominant respondent groups are students 103(25.75) and household keepers 143(35.75) are willing to be represented to reflect their desire to drink bottled water. Likely explanation of this tendency is the increased level of bottled water accessibility and the ease and least cost of delivery.
7) **With respect to working experience:** Table 5 indicates that all groups with minor and working experiences are drinkers of bottled water. Maturity in terms of age and experience may be the clean-cut explanation for such tendency. Supporting evidence comes from the work of A.Oberiri (2016), in which he claimed that working experience of respondents relates to bottled water buying consumption and satisfaction.
8) **With respect to income level:** Table 5 indicates that the dominant respondent groups 268(67%) earn income between 100-800 JD and high-income earners are the least in number with representation of only 30(7.5). Income distribution is a fair reflection of the state of economy in the governate of Ma'an. Research findings shows that as level of income increase, then standard of living improves and consequently people tend to experience changes of habits and therefore select bottled water as their drinking water. According to Njuguna. et.al, (2014), income of the respondents is a factor, which directly affects the quality and quantity of consumer choice intentions among brand of bottled water.
9) **With respect to family size:** Table 5 indicates that the dominant respondent groups are families with three children and above with representation of 321(80.25%). This representation is fair because Jordanians prefer to have large families with many children. Not only that, but also pay more concern on their families' health and hence tend to purchase bottled water. This finding is supported by Dupont. et.al, (2009). According to them respondents living in a household with children are more likely to consume filtered tap water or bottled water than respondents that live in a household without children.
10) **With respect to weekly consumption frequency:** Table 5 indicates that the dominant respondent groups 306(86.50%) are frequent consumers of bottled water. Here the major consumption frequency is 2-5 time per weekly. High representation and frequent use reflects customer's phenomena that tap water is no longer safe to drink. Supporting evidence comes from Quansah.et.al, (2015). According to their findings, consumers who believe that bottled water is healthier, safer and it is a product of higher quality standards compared to sachet water. Therefore, they tend to purchase more bottled water.
11) **With respect to Social Class:** Table 5 indicates that the dominant respondent groups are respondents that belong to both middle and high class with total representation of 305(76.25%). The logical explanation is that these two class can afford to buy bottled water as compared to lower class who tend to have less income and therefore have different spending priorities. A point worth mentioning is that, income increments act as up-grader factor in a culture like Jordanian culture. Hence, as income increases then buying behavior certainly differs.
12) **With respect to Heath Consciousness:** Table 5 indicates that the dominant respondent groups are heath conscious 242(60.50%). This trend common worldwide. People (males and females) are taking health matters more **seriously** compared to older days. In line with this is the findings of Shih. et.al, (2015), which showed that groups who pay more attention on healthy and formula drinks prepare their own drinks or purchase bottled water from quality beverages producers.
13) **With respect to Residence Location:** Table 5 indicates that the dominant respondent groups are residents in either Urban, Suburban or rural areas with total representation of 370(92.50%). This is clear evidence that Jordan and govern-ate of Ma'an have benefited from cities modernization and development. However, the use of sewage network has polluted water supply sources. Hence, people lost trust in municipality water as safe water to drink. According to Yao, (2011), permanent residents of larger cities with poor tap water quality tend to drink more bottled water.
14) With **respect to Point of Purchase:** Table 5 indicates that the dominant respondent groups purchase bottled water from local shops, supermarkets and roadside station shops with total representation of 271(67.75%). This is clear evidence that customers benefit from improvements in services, branding and accessibility. According to Leighton, (2012), branding and display are effective strategies to be used to ensure that these goods are picked and re-picked easily.

14.2. Reliability Analysis

This part presents the background information of the respondents. Analysis of findings are based on the objectives of the study that identifies the impact of marketing, commercial, social, economic, environmental and statutory factors on customer's pre-purchase and post-purchase behaviors. The study targeted a sample size of 500 respondents and from which 400 questionnaires were considered as relevant for statistical analysis and

reaching a response rate of 80%. This response rate was satisfactory to make conclusions on the effect of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase and post-purchase behaviors. After that responses were scored and reliability of the tool was determined using Cronbach's Alpha. Accordingly, when reliability values of questionnaire items are more than alpha value then it indicates that the scale is consistent, sound and reliable. For the sake of internal consistency, soundness and reliability, SPSS (version 16) was used to carry out reliability analysis. Cronbach's Alpha reliability analysis are shown in table 6.

Table (6): Reliability Analysis

SN	Scale	Number of items	Cronbach's Alpha
1	Marketing Factors	10	0.893
2	Commercial Elements	10	0.882
3	Social Factors	07	0.879
4	Economic Factors	04	0.884
5	Environmental consideration	02	0.852
6	Statutory Requirements	02	0.843
7	Pre-Purchase Behavior	04	0.889
8	Post-Purchase Behavior	05	0.887
The Entire Questionnaire		44	0.876

In general, a higher value shows a more reliable generated scale. According to Cooper & Shindler (2007). value of 0.70 is an acceptable reliability coefficient. In table 6, the reliability values of the stated variables (ranges from 0.843 to 0.893) are greater than the prescribed threshold of ($\propto = 0.70$) and in comparison, Cronbach's Alpha values are compatible to reliability test of the conducted pilot study with Cronbach's Alpha value ($\propto = 0.861$); hence, the scale is sound and reliable.

14.3. Descriptive Statistics

Descriptive Statistics in the forms of means and standard deviations for all variables and responses were computed. The computed means signifies levels of agreeableness and disagreeableness of the respondents. Whereas the values of standard deviations serve as fundamental measures of variability. Computations of means and standard deviations are shown in table (7).

Table (7): Rates of Marketing, Commercial, Social, Economic, Environmental and Statutory Factors on Customer's Pre-Purchase and Post-Purchase Behaviors

Marketing Factors				Commercial Factors			
Section	**Description**	**Mean**	**SD**	**Section**	**Description**	**Mean**	**SD**
	Product Packaging	4.32	0.68		Convenience	4.36	0.67
	Branding	4.17	0.69		Availability	4.15	0.65
	Brand Image	4.11	0.62		Accessibility	4.02	0.62
	Brand Equity	3.98	0.68		Reliability	4.26	0.60
2	Product Quality	3.58	0.65	**3**	Portability	3.93	0.71
	Product Differentiation	4.02	0.58		Cleanliness & Purity	4.27	0.66
	Product Proliferation	3.87	0.59		Taste	3.92	0.70
	Product Development	3.93	0.72		Color	3.78	0.73
	Product Diversification	4.03	0.61		Odor	3.94	0.68
	Development of Services	3.14	0.688		Trust	4.21	0.66
Social Factors				**Economic Factors**			
Section	**Description**	**Mean**	**SD**	**Section**	**Description**	**Mean**	**SD**
	Changes in the ways of life	4.03	0.58		Price	3.97	0.59
	New life Styles	3.92	0.61		Disposable Income	4.01	0.63
4	Standards of living	3.56	0.59	**5**	Value for money	4.03	0.64
	Urbanization	3.99	0.60		Transportation	3.93	3.71
	Use of Cars	4.19	0.62				
	Changes in working habits	3.93	0.69				
Environmental Factors				**Statutory Factors**			
Section	**Description**	**Mean**	**SD**	**Section**	**Description**	**Mean**	**SD**
	Recycling	3.82	0.71		Information Provision	4.01	0.63
6	Contamination	3.91	0.69	**7**	Safety	3.99	0.72
Pre-Purchase Behavior				**Post-Purchase Behavior**			
Section	**Description**	**Mean**	**SD**	**Section**	**Description**	**Mean**	**SD**
	Preferences	4.14	0.59		Consumption	4.13	0.65
	Consumer Choice	4.03	0.61		Satisfaction	3.99	0.59
8	Consumers Purchase Decision	3.92	0.74	**9**	Loyalty	3.98	0.58
	Consumer Investment	4.06	0.67		Re-Purchase	4.17	0.63
					Intention	3.97	0.57
					Introduction & Recommendation to Others		

Table7 shows all ranking of respondent's answers concerning the impact of marketing, commercial, social, economic, environmental and statutory factors on customer's pre-purchase and post-purchase behaviors. "Marketing factors" as independent variable has means that ranges from (3.87-4.58) and standard deviation that ranges from (0.58-0.72). These statistics show that most respondents agree on the statement that marketing factors has impact on customer's pre-purchase and post-purchase behaviors. The independent variable "commercial factors" has means that ranges from (3.78-4.36) and standard deviation that ranges from (0.60-0.73). These statistics show that most respondents agree on the statement that commercial factors has impact on customer's pre-purchase and post-purchase behaviors. The independent variable "Social factors" has means that ranges from (3.56-4.17) and standard deviation that ranges from (0.58-0.69). These statistics show that most respondents agree on the statement that social factors has impact on customer's pre-purchase and post-purchase behaviors. The independent variable "Economic factors" has mean that ranges from (3.93-4.03) and standard deviation that ranges from (0.59-0.71). These statistics show that most respondents agree on the statement that social factors have impact on customer's pre-purchase and post-purchase behaviors. The independent variable "Environmental factors" has means that ranges from (3.82-3.91) and standard deviation that ranges from (0.69-0.71). These statistics show that most respondents agree on the statement that environmental factors have impact on customer's pre-purchase and post-purchase behaviors. The independent variable "Statutory factors" has means that ranges from (3.99-4.01) and standard deviation that ranges from (0.63-0.72). These statistics show that most

respondents agree on the statement that statutory factors have impact on customer's pre-purchase and post-purchase behaviors. The dependent variable "customer's pre-purchase behavior" has means that ranges from (3.92-4.14) and standard deviation that ranges from (0.59-0.74). These statistics show that most respondents agree on the statement that customer's pre-purchase behavior is influenced by all independent variables mentioned in the study. Finally, the dependent variable "customer's post-purchase behavior" has means that ranges from (3.97-4.17) and standard deviation that ranges from (0.57-0.65). These statistics show that most respondents agree on the statement that customer's post-purchase behavior is influenced by all independent variables mentioned in the study. Descriptive Statistics in the form of overall means and standard deviations for the independent and dependent variables for respondents were computed and presented in table (8).

Table (8): Over all means and standard for Marketing, Commercial, Social, Economic, Environmental and Statutory Factors on Customer's Pre-Purchase and Post-Purchase Behaviors

Variables	Means	Standard Deviations
Marketing Factors	4.10	0.64
Commercial Factors	4.08	0.67
Social Factors	3.96	0.62
Economic Factors	3.99	0.64
Environmental Factors	3.87	0.70
Statutory Factors	4.00	0.68
Customer's pre-purchase behavior	4.04	0.65
Customer's post-purchase behavior	4.05	0.60

Table 8 above shows that the overall means for all variables ranged from a low value of 3.87 a high value of 4.10. Results of descriptive statistics reveal that the impact of marketing, commercial, social, economic, environmental and statutory factors on customer's pre-purchase and post-purchase behaviors is considerable. Table 8, reveals that, the means for all independent variables (marketing, commercial, social, economic, environmental and statutory factors.) are relatively high, and are a above the mean value of first dependent variable (customer's pre-purchase behavior). Expressed in figures 4.10, 4.08, 3.96, 3.99, 3.87 and 4.00 > 4.04; this indicates that customer's pre-purchase behavior is influenced by marketing, commercial, social, economic, environmental and statutory factors. The same statement is true for the second dependent variable. The means for all independent variables (marketing, commercial, social, economic, environmental and statutory factors) are relatively high, and are a above the overall mean value of second dependent variable (customer's post-purchase behavior); expressed in figures 4.10, 4.08, 3.96, 3.99, 3.87 and 4.00 > 4.05 this indicates, that customer's post-purchase behavior is influenced by marketing, commercial, social, economic, environmental and statutory factors.

14.4. Inferential Statistics

14.4(a). Factor Analysis

Factor analysis were carried out before inferential analysis of the results on marketing, commercial, social, economic, environmental and statutory factors as the independent variables and customer's pre-purchase and post-purchase behaviors as the dependent variables. The purpose of such analysis is to describe variability between the observed theme and check for any correlated variables with the aim of reducing data that found redundant. Forty-four items were analyzed and shown on table 9. Items should score more than 0.3, which is the minimum requirement for inclusion of variables into the final model as per the recommendation of Hair, et.al (2010). In line with this recommendation, any item not scoring above 0.3 should be dropped from the model; and not to be analyzed. By application, no item was redundant and therefore all items retained in the model and further analyzed. Factor analysis are shown in table (9).

Table (9): Factor Analysis on Marketing, Commercial, Social, Economic, Environmental and Statutory Factors on Customer's Pre-Purchase and Post-Purchase Behaviors

Items No	Variables Measures			
	Marketing Measures	Commercial Measures	Social Measures	Economic Measures
1	.722	.763	.631	.713
2	.751	.743	.711	.594
3	.682	.683	.675	.494
4	.701	.691	.684	.552
5	.683	.712	.552	--
6	.581	.712	.653	--
7	.520	.684	.558	--
8	.493	.740	--	--
9	.542	.593	--	--
10	.501	.621	--	--

Items No	Variables Measures			
	Environmental Measures	Statutory Measures	Pre-Purchase Behavior Measures	Pre-Purchase behavior Measures
1	.443	.422	.532	.712
2	.643	.667	.688	.708
3	--	--	.701	.665
4	--	--	.621	.543
5	--	--	--	601

14.3(b). Pearson Correlation Coefficients

Pearson's correlation coefficient (r) is a measure of the strength of the association between set of variables. Research studies normally include several variables; beyond knowing the means and standard deviations of the dependent and independent variables, the researcher would often like to know how one variable relates to another. Statistically, correlation ranges between -1.0 and+1.0. Furthermore, the researcher needs to know if correlation exists between variables is significant or not (i.e.; if it has occurred solely by chance or if there is a high probability of its actual existence). In social sciences research both significance levels of p=0.01 and p=0.05 are generally accepted conventional levels. This indicates that 99 and 95 times out of 100, the researcher can be sure that there is a true or significant correlation between the variables and there are only 1% or 5% chances that the relationship does not truly exist. The correlation matrix between dependent and independent variables are exhibited in table (10).

Table (10): Correlation Matrix for all variables involved *

Variables Coding	1	2	3	4	5	6	7	8
1	1.000							
2	0.521	1.000						
3	0.652	0.644	1.000					
4	0.596	0.583	0.601	1.000				
5	0.582	0.572	0.596	0.601	1.000			
6	0.641	0.633	0.613	0.599	0.588	1.000		
7	0.532	0.562	0.562	0.587	0.575	0.563	1.000	
8	0.512	0.532	0.544	0.520	0.548	0.568	0.565	1.000

Note: Coding of Variables include *(1=Pre-Purchase Behavior, 2= Post-Purchase Behavior, 3= Marketing Factors.4= Commercial Factors, 5=Social Factors, 6= Economic Factors, 7= Environmental Factors, 8= Statutory Factors)*

Table 10 above depicted positive correlation between marketing, commercial, social, economic, environmental and statutory factors and customer's pre-purchase and post-purchase behaviors. Results indicate that, correlation exists between marketing, commercial, social, economic, environmental and statutory factors and customer's pre-purchase behavior. Correlation range is 0.652 to 0.532. Highest to lowest positive correlation in this study were depicted between marketing, economic, commercial, social, environmental and statutory factors and customer's pre-purchase behaviors (r =0.652, 0.641, 0.596, 0.582, 0.532, 0.512 p<0.01). In other words, the results indicate that all these variables have significant correlation with customer's pre-purchase behaviors. In addition; there exists correlation between marketing, commercial, social, economic, environmental and statutory factors and customer's post-purchase behavior. Correlation range is 0.644 to 0.512. Highest to lowest positive correlation in this study were depicted between marketing, economic, commercial, social, environmental and statutory factors and customer's post-purchase behaviors (r =0.644, 0.633, 0.583, 0.572, 0.562, 0.532 p<0.01). In other words, the results indicate that all these variables have significant correlation with

customer's post-purchase behaviors.

Table (11): Coefficients for marketing, commercial, social, economic, environmental and statutory factors on customer's pre-purchase behaviors

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error	Beta		
Constant	0.286	0.321	0.368	3.462	0.001
Marketing Factors	0.521	0.080	0.052	5.621	0.035
Commercial Factors	0.481	0.060	0.451	5.421	0.031
Social Factors	0.430	0.058	0.401	4.272	0.030
Economic Factors	0.428	0.047	0.403	5.221	0.032
Environmental Factors	0.417	0.044	0,393	4.280	0.029
Statutory Factors	0.414	0.043	0.389	4.137	0.026

Table 11 above shows the exact relationship between marketing, commercial, social, economic, environmental and statutory factors and customer's pre-purchase behaviors. The results depict that customer's pre-purchase behaviors is 0.286. A unit modification of marketing factors would affect customer's pre-purchase behaviors by 0.521. A unit improvement in commercial factors would affect customer's pre-purchase behaviors by 0.481. A unit increase in social factors would affect customer's pre-purchase behaviors by 0.430. A unit alteration of economic factors would affect customer's pre-purchase behaviors by 0.428. A unit concern of environmental factors would affect customer's pre-purchase behaviors by 0.417. Finally, a unit improvement in statutory factors would affect customer's pre-purchase behaviors by 0.414. Marketing factors have the greatest impact on customer's pre-purchase behaviors. While the statutory factors have the lowest impact customer's pre-purchase behaviors. At 5% level of significance and 95% level of confidence, marketing factors had 0.035 level of significance. Commercial factors had 0.031 level of significance. Social factors had 0.030 level of significance. Economic factors had 0.032 level of significance. Environmental factors had 0.029 level of significance. Finally, statutory factors had 0.026 level of significance. The sequence of the most significant factors is marketing, economic, commercial, social, environmental and statutory factors. Hence, all variables found significant and had positive impact on customer's pre-purchase behaviors.

Table (12): Coefficients for marketing, commercial, social, economic, environmental and statutory factors on customer's post-purchase behaviors

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error	Beta		
Constant	0.294	0.331	0.352	3.164	0.001
Marketing Factors	0.531	0.078	0.501	5.412	0.046
Commercial Factors	0.466	0.059	0.438	5.115	0.042
Social Factors	0.417	0.052	0.420	4.170	0.039
Economic Factors	0.412	0.045	0.412	5.186	0.041
Environmental Factors	0.408	0.043	0,406	4.312	0.038
Statutory Factors	0.402	0.041	0.401	4.083	0.036

Table 12 above shows the exact relationship between marketing, commercial, social, economic, environmental and statutory factors and customer's post-purchase behaviors. The results depict that customer's post-purchase behavior is 0.294. A unit modification of marketing factors would affect customer's post-purchase behaviors by 0.531. A unit improvement in commercial factors would affect customer's post-purchase behaviors by 0.466. A unit increase in social factors would affect customer's post-purchase behaviors by 0.417. A unit alteration of economic factors would affect customer's post-purchase behaviors by 0.412. A unit concern of environmental factors would affect customer's post-purchase behaviors by 0.408. Finally, a unit improvement in statutory factors would affect customer's post-purchase behaviors by 0.402. Marketing factors have the greatest impact on customer's post-purchase behaviors. While the statutory factors have the lowest impact customer's post-purchase behaviors. At 5% level of significance and 95% level of confidence, marketing factors had 0.046 level of significance. Commercial factors had 0.042 level of significance. Social factors had 0.039 level of significance. Economic factors had 0.041 level of significance. Environmental factors had 0.038 level of significance. Finally, statutory factors had 0.036 level of significance. The sequence of the most significant factors is marketing, commercial, economic, social, environmental and statutory factors. Hence, all variables found significant and had positive impact on customer's post-purchase behaviors.

14.3(c). Regression Analysis (Hypothesis Testing)

Regression analysis is a statistical procedure used for estimating the strength of relationships amongst the independent and dependents variables Lane (NA). Linear regression model is used for testing the above-mentioned hypothesis.

14.3. c.1. Marketing, Commercial, Social, Economic, Environmental and Statutory and Customer's Pre-Purchase Behavior

Table (13): Model Summary for Marketing, Commercial, Social, Economic, Environmental and Statutory and Customer's Pre-Purchase Behavior

Model. No	R	R Square	Adjusted R square	Std. Error	(β) Beta	F Value	T Value	Sig Levels
(1) Marketing Factors & Pre.P. Behavior	.593	.372	.312	.946	.522	18.662	5.61	.000
(2) Commercial Factors & Pre.P. Behavior	.585	.361	.298	.929	.451	18.373	5.421	.000
(3) Social Factors & Pre.P. Behavior	.563	.348	.322	.923	.401	18.202	4.272	.000
(4) Economic Factors & Pre.P. Behavior	.588	.370	.331	.945	.403	17.901	5.221	.000
(5) Environmental Factors & Pre.P. Behavior	.556	.342	.337	.920	.393	17.834	4.280	.000
(6) Statutory Factors & Pre.P. Behavior	.548	.330	.313	.981	.389	16.733	4.137	.000

Note: The beta column indicates the value of standardized regression coefficient. Beta represents the effect that standard deviation difference in the independent variable would have on the dependent variable in standard deviation (the standardized scores of the dependent variable).

Table 13 has deflected the following regression analysis as per models (1-6):

Models (1-6): The values of R Square imply that (37%,36% ,34%,37%,34% and 33%) variations in the dependent variable customer's pre-purchase behaviors is because of independent variables influence (marketing, commercial, social, economic, environmental and statutory factors). The values of F (18.66, 18.37,18,22,17,90,17,83, and 16,73) implies that the model possess significant overall strength. This ensures the correctness of models (1-6). Based on Beta coefficients the models imply that (marketing, commercial, social, economic, environmental and statutory factors) cause (52%, 45%, 40%, 40%, 39%, and 38%) positive variations in customer's pre-purchase behavior and t values (5.621, 5.421, 4.272, 5.221, 4,280, and 4.137 with $p<0.001$). So H0s (1-6) which declares that, "there is no significance impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase behavior" are rejected and H1s(1-6) which declares that "there is a significance impact of marketing, commercial, social, economic, environmental and statutory factors on customers' pre-purchase behavior" are accepted.

14.3.c.2. Marketing, Commercial, Social, Economic, Environmental and Statutory and Customer's Post-Purchase Behavior

Table (14): Model Summary for Marketing, Commercial, Social, Economic, Environmental and Statutory and Customer's Post-Purchase Behavior

Model. No	R	R Square	Adjusted R square	Std. Error	(β) Beta	F Value	T Value	Sig Levels
(7) Marketing Factors & Post.P. Behavior	.599	.382	.322	.950	.501	19.328	5.412	.000
(8) Commercial Factors & Post.P. Behavior	.596	.370	.310	.948	.438	18.756	5.115	.000
(9) Social Factors & Post.P. Behavior	.558	.351	.313	.931	.420	17.665	4.170	.000
(10) Economic Factors & Post.P. Behavior	.593	.381	.312	.946	.412	18.660	5.186	.000
(11) Environmental Factors & Post.P. Behavior	.561	.353	.319	.933	.406	17.850	4.312	.000
(12) Statutory Factors & Post.P. Behavior	.549	.332	.316	.979	.401	16.742	4.083	.000

Note: The beta column indicates the value of standardized regression coefficient. Beta represents the effect that standard deviation difference in the independent variable would have on the dependent variable in standard deviation (the standardized scores of the dependent variable).

Table 14 has deflected the following regression analysis as per models (7-12):

Models (7-12): The calculated values of R Square imply that (38%,37% ,35%,38%,35% and 33%) variations in the dependent variable customer's post-purchase behavior is because of independent variables influence (marketing, commercial, social, economic, environmental and statutory factors). The values of F (19.32, 18.75,17,66,18,66,17,85, and 16,74) implies that the model possess significant overall strength. This ensures the

correctness of models (7-12). Based on Beta coefficients the models imply that (marketing, commercial, social, economic, environmental and statutory factors) cause (50%, 43%, 42%, 41%, 40%, and 40%) positive variations in customer's post-purchase behavior and t values (5.412, 5.115, 4.170, 5.186, 4,312, and 4.083 with $p<0.001$). So H0s (7-12) which declares that, "there is no significance impact of marketing, commercial, social, economic, environmental and statutory factors on customers' post-purchase behavior" are rejected and H1s(7-12) which declares that "there is a significance impact of marketing, commercial, social, economic, environmental and statutory factors on customers' post-purchase behavior" are accepted.

15.1. Discussion of Findings

The general objective of this research was to assess the impact of marketing, commercial, social, economic, environmental and statutory factors on customer's pre-purchase and post-purchase behaviors "The case of bottled water consumption in the govern ate of Ma'an, Jordan". Most of the respondents through their answers confirmed that marketing, commercial, social, economic, environmental and statutory factors have impact on their pre-purchase and post-purchase behaviors. Researcher on the other hand had noticed that most demographic factors are of considerable importance because they had shown tendency of respondents to drink bottled water produced by many beverages companies operating in Jordan. However, demographic factors weight of importance is not the same for such factors especially gender which came parallel to many research that confirmed the weak relationship between gender and consumption of bottled water. Descriptive statistics in the form of means, standard deviation and percentages and cumulative percentages provide evidence that respondents demographic profile, marketing, commercial, social, economic, environmental and statutory factors have impact on customer's pre-purchase and post-purchase behaviors. Inferential statistics, on the other hand generated tabulated statistics that shows the results of correlations, coefficients and regressions on the data collected from 400 respondents through valid returned questionnaires. After applying the linear regression on the collected data to check the cause and effect relationship between marketing, commercial, social, economic, environmental and statutory factors (the independent variables) and customer's pre-purchase and post-purchase behaviors (the dependent variables) the above mentioned result has been drawn. The probability of f-statistic shows the significance level of the research. According to standard practice if p value is < 0.05 so then it is significant. In this study, the above given tables demonstrate the p value is 0.000 which is < 0.05 thus the model of the research is statistically significant. Therefore, the independent variables of the study, has significant relationship with dependent variables of the study. Finally, the standardized values in the tables above clearly illustrate that listed factors such as marketing, commercial, social, economic, environmental and statutory factors have a positive impact on customer's pre-purchase and post-purchase behaviors. Supportive evidence comes from many research papers that studied bottled water consumption. One of which is Hess, et.al (2014). Their research demonstrates that quality of water, quality of bottles used and packaging strategies are key determinant in producing enduring profitable consumer-brand relationships. They also added that qualities of water ingredients and the bottle itself impacts post-consumption experience, evaluations and subsequent behavioral intentions. Current research findings are consistent to Doria, (2010) suggestions in that, perception of water quality result from a complex interaction of diverse factors. She also added that, in many circumstances, the estimation of water quality is mostly influenced by organoleptic properties, in particular flavor. In addition, a variety of other factors also has an influence on perceptions of quality. These according to her include risk perception, attitudes towards water chemicals, contextual cues provided by the supply system, familiarity with specific water properties, trust in suppliers, past problems attributed to water quality and information provided by the mass media and interpersonal sources.

Confirmation to present findings was clearly stated in Qansah, et.al (2015). In this study, the results show that there is a relationship between demographic factors and bottled water buying behavior in the Ghanaian market. Again, the study found a relationship between perception and beliefs of bottled water usage. Furthermore, quality, brand price, availability and package were found to influence consumers' choice of bottled water. Further support is found in the study of Lin et.al (2015). Their study showed significant and positive interrelation between brand image, quality of products, customer's satisfaction and loyalty. It was evident from findings that customers of bottled water in the govern ate of Ma'an have to some extent a sense of loyalty to certain brand names like Gadeer. Gadeer brand name is long established mineral water company with moderate pricing, so that most citizens can afford to buy it and never think to switch to other brands. This finding is consistent with Azmat &Subzwari,(2015), in which they indicated that "the main reason that the demand for mineral water has sky rocketed is the lack of quality drinking water from municipal water supply. The quality and reliability of mineral water as safe for drinking has been the main driving force in increasing demand of mineral water, the alternates such as filtered bottled water or the wide variety of water filters have proved unreliable and therefore have no intension to switch".

15.2. Practical implications of the Study

Customers are surrounded by many changes. Changes are apparent at all levels, at personal levels, market level, family level, society level and worldwide level. These changes have influenced customers' perceptions and attitudes towards the way the want to live their life. The intension of this study is to produce a detailed account of all possible factors that might have effect on customer's pre-purchase and post-purchase behaviors when considering buying and consuming bottled water. It was hoped that this detailed study would provide a solid ground explanation for customers and manufacturer for buying and producing bottled water. Therefore, it is conducted with extreme concern to the adequacy of data. Measures of relevancy, comprehensively and quality of information are strictly adhered to in order to make the research genuine and fulfilling its objectives. The research shows that the average people in Jordan and elsewhere are heath conscious and want decent water to be provided for all purposes of live (cooking, drinking, cleaning etc.). Customer's perceptions of water quality is based on a multiple set of factors that include safety, accessibility, cost, health hazard, style and many other influential factors. This signals a clear message to all bottled water-manufacturing companies to take the matters of quality, packaging, customers' needs, preferences and loyalty as the top points in their checklist. Appreciation of such matters is fundamental in building and supporting enduring relationships with customers. Otherwise, local beverage companies may lose against regional and overseas competitors who have competitive edge in this business and consequently lose gains from this promising sector with potential increase in sales volume. Finally, this extended research also intends to provide valuable opportunity for consumers' protection associations and associations of beverages industries to collaborate in producing decent drinking water.

15.3. Conclusions

Findings of this research work and empirical findings of large number of reviewed research papers revealed that, demand for bottled water across the world is on the increase due to less trust and confidence in the quality and reliability of municipality tap water. The researcher emphasized that nearly all demographic characteristics are important determinants of tendency towards the purchase and consumption of bottled water. Moreover, marketing, commercial, social, economic, environmental and statutory factors have significant impact on customer's pre-purchase and post-purchase behaviors. The researcher concluded that any company considering entering into this competitive market need to adopt effective marketing strategies, introduce new products, improve their services, act & react quickly to market needs and consumer taste changes, improve logistical services, adopt new production methods and introduce new bottle designs that are environment friendly. Doing so, will achieve its aims and objectives of customers' satisfaction and profit maximization.

15.3. Recommendations

Since the impact of marketing, commercial, social, economic, environmental and statutory factors on customer's pre-purchase and post-purchase behaviors is confirmed to be strong, positive, and significant then the researcher is in a position to give the following recommendations as per the findings of the study:

15.3. (1) Recommendations for Customers

1. Customers pre-purchase and post purchase behaviors should be based on effective decision-making process, which in turn is based on reliable source of information about quality of water sources, content, contamination and safety levels.
2. Customers should buy bottled water from beverages companies that have stringent regulations in all their manufacturing process, i.e. from collecting water from wells, treatment of water, bottling, packaging and distribution to points of sales.
3. Customers should pay more attention to healthy considerations like mineral levels, bacteria levels, general hygienic conditions of water used and read companies quality test release before purchase.
4. Customers should base their brand loyalty based on criteria such as companies' competitive marketing strategies, environmental issues, recycling of bottles, social responsibility and adherence to general rules and regulations that protect society against all types of violations.
5. Customers should critically evaluate advertising campaign of commercial firms especially those who introduce their beverages drinks as the ultimate choice and at the same time convince them that tap water is no longer safe to drink as this not always the case.

15.3. (2) Recommendations for Beverages companies

1. Companies should have stringent rules and regulations in their manufacturing process i.e. from collecting water from wells, treatment of water, bottling, packaging and distribution to points of sales.
2. Companies should use reveres cycling methods for recycling plastic packages of bottled water. This will protect the environment; reduce wastage, save capital expenditure. At the same time, give competitive market prices.
3. Companies should be innovative in improving existing services and introduce new bottled water in various package sizes that satisfy needs and wants of all types of customers. In this instance, they need to produce

packages that suit all uses styles like workplaces, meetings, homes, recreation facilities and hotel services centers.
4. Companies should determine which effective marketing strategies that generate customers' satisfaction and at the same time concentrate on products that yield continuity in sales and maintain brand loyalty.
5. Companies should creatively expand their product portfolio by offering a wide range product choices to their customers while contributing positively to their community they serve.
6. Companies should consider home delivery because many customers are reluctant to buy and carry large bottles. Home delivery leads to larger market share.
7. Companies should make their information regarding quality, safety, health benefits, reliability and availability of bottled water accessible to all customers as customers are sensitive to this information.

15.3. (3) Recommendations for Government authorities

1. Government authorities should impose stringent rules and regulations on existing and potential beverages companies regarding the production and safe distribution of bottled water.
2. Government authorities should initiate updated and modern laws to cope with the increased levels in production and consumption of bottled water. The main concern of such laws is reuse, recycling, less wastage, preservation and sustainability of the environment.
3. Government authorities should learn from other developed countries in the matter of management and decomposition of plastic waste. This is true for smaller sized bottles that are immediately consumed; and thrown carelessly in the streets. In this instance, the application of reveres logistics is highly recommended.
4. Government authorities should work closely with managers and policy makers of private sector to deal with all diverse factors that may influence customers' perceptions of bottled water.
5. Government authorities should have rigid laws that stop building sewage infrastructure near drinking water wells or sources. Urbanization plans should coincide with customer welfare policies.
6. Government authorities should control the increasing wave of new beverages entrants into the market. Controls criteria may include strict quality standards in water extraction, bottling, transportation, contamination frequent tests and control in overall logistical issues.
7. Government authorities should keep the public informed about conditions and safety of water. Lecturing, posters, leaflets, school and higher educational institutes' visits and mass media are all good means of communication and passing information.

16.1. Limitations of the Study

Similar to other research studies, this study has the following prominent limitations: Firstly, the measurement of study variables and their effect on customer's pre-purchase and post-purchase behaviors are based on respondents' perceptions and attitudes while filling the questionnaires. Thus, errors might exist in the data set. Secondly, the study covered only Ma'an govern ate. This study concentrated on consumers' characteristics for those respondents living in Ma'an, therefore, in terms of spread, numbers, behavior and characteristics, respondents in other governates may react differently to same questions, hence concluding with different results; Thus, the present findings cannot be generalized to all Jordan's citizens living across different geographical areas. Thirdly, despite the fact that the literature search was extensive, potentially valuable studies may not have been included, looked at and hence, the selection of literature sources may have some elements of bias and subjectivity. Fourthly, the sample size is relatively small for this debatable kind of study this is due to time, resources and willingness to respond constraints. Regarding the willingness to respond the researcher assured respondents that the confidentiality of the information provided will be maintained and such information will only be used for the study purpose. Finally, the study used only quantitative approach to find answer to questions through analysis of quantitative data, i.e., the data shown in figures and numbers. Qualitative research methodology on the other hand can help researchers approach fieldwork without being constrained by any predetermined categories of analysis, i.e. qualitative research carries the uniqueness because it does not give conclusions in advance; therefore, qualitative research could be used in foreseeable future research.

16.2. Future research Directions

This study has confirmed the positive impact of marketing, commercial, economic, environmental and statutory factors on customer's pre-purchase and post-purchase behaviors. However, researchers are highly encouraged to conduct studies on each independent variable to produce more specific and applicable conclusions on the field of bottled water. There is scope to conduct comparative studies across all govern-ates of Jordan or across regional countries in the Middle East. Finally, the researcher recommends the expansion of foreseeable future research in all types of beverages produced nationally or internationally.

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Competing interests

Author has declared that no competing interests exist.

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