



Title: water tariff between social justice and economic efficiency,

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Abstract:

In the recent years, it has been observed that there is an increase of consumption of bottled drinking water in Palestine. In addition, many households have installed water purification equipment to protect against inferior (real or perceived) public water quality. In the past 10 years mainly, the consumption of bottled water and the installation of home water purification apparatuses have noticeably increased in the Ramallah and Al-Bireh governorate.

This research examines two categories of influencing factors of the consumer buying decision process: Demographic (personal) and psychological factors. More specific, the researcher tests if there is a relationship between the factors 'gender', 'age', 'education', 'income', 'beliefs' and 'perception' and 'consumers' buying behavior of bottled water'.

The results of this research have shown that there is no effect of income, age, education, gender, family size, advertisement, lifestyle, and health on drinking bottled water.

But there is a clear effect of Health, Place of residence and family member on drinking of bottled water.