

Consumers' perceptions on tap water quality and relationship to sustainable behavior

Dacinia Crina Petrescu

PhD, Associate professor, Babeş-Bolyai University, Faculty of Business, Cluj-Napoca,
Romania, crina.petrescu@tbs.ubbcluj.ro

ABSTRACT

The perceptions on the tap water quality are studied in order to use them for stimulating a sustainable behavior related to water. The water characteristics tested were taste and safety. The dominant evaluations were positive and average. The propensity to change the tap water quality was tested and it was low. Consumers concerned about water quality, aware of the relationship water quality – human health – natural environment are more likely to develop or enhance a sustainable behavior.