Customer's Satisfaction Towards Packaged Drinking Water in Sivakasi

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ABSTRACT

Water is a precious gift of nature. There is no life on earth without water. Water is imperative to inclusive daily life and to sustain our body health. Drinking pure water is an essential mandatory for the proper execution and healthy working of the body. The introduction of packaged drinking water for human utilization at recent times is a fortunate thing to mankind and more handiness are realized. Packaged drinking water is getting recognizable as the characteristic of convenience and quality has been assured. The customers are having several brands in selecting the packaged drinking water, and the variety of packaged drinking water is also like mushroom with various styles viz., bottled, bubble top, cane, and so on. But when the aspect of brand influences the purchase there comes the threat on domestic brand also. Hence, a research has been carried out to analyze the customer's satisfaction level towards various brands of packaged drinking water.

Keywords: Packaged Drinking Water, Quality, Brand, Satisfaction.

INTRODUCTION:

All living things require water. The Earth is full of water. Water is the most important component, next to air, to our survival. Water makes up more than two thirds of the weight of the human body, and without it the living things would die in a few days. Water is the fundamental need of a human which is also the requirement to gratify his thirst as well as water should be pure and safe to drink[7]. Water is important to complete daily life and to maintain our body health[1]. Drinking pure water is an essential obligatory for the proper functioning and healthy working of the body. The preamble of packaged drinking water for human consumption at recent times is a boon to mankind and more convenience are realized[4]. Packaged drinking water (other than packaged natural mineral water) is the drinking water of agreeable quality derived from any source, and packed in suitable containers and sealed properly[2]. Packaged drinking water is any day a safe bet when it comes to cleanliness, trustworthiness and affordability. Whenever a common man acquires packaged water, he believe that the quality is assures and it is safe water[8]. Such guarantee should be given to consumer by each and every manufacturer of packaged mineral water and packaged drinking water[5]. Keeping in view the extreme significant of quality, bureau of Indian standards has, promulgated standards for packaged drinking intended for human consumption[3]. The quality of packaged drinking water is marked by the ISI trademark specification which is like IS14543:1998[9].

LITERATURE REVIEW:

Water quality association (2001), eighty six percent of Americans have concerns about their home drinking water against cardiovascular diseases.
Andrew Szasz (2007), shopping our way to safety: how we can changed from protecting the environment to protecting ourselves. He point out the bottled water and the inverted quarantine concept.
Wagner M and oehlmann J (2009), in this study the results indicated that a broader range of foodstuff may be contaminated with endocrine disruptors when packed in plastics.

In April, 2013, mineral water project information web site release an article on five mistakes can avoid in mineral water business like 1. Not doing proper market research 2. Not deciding product mix properly, 3. Not properly deciding land, building size, machinery properly, 4 not doing plant layout, 5. Not executing plan properly. This indicates that we must focus on market research and consumer perception towards mineral water product.

Adlin Kanisha, K.S., Princy, J., and Subramani, A.K., (2015) the research concluded that the demographic variables such as age group, gender and occupation are having no impact on the factors of consumer satisfaction. It is found that there is overall satisfaction and loyalty of the consumer towards Bisleri water is also good

Shalini, S. and Lavanya, R (2016) study considered that packaged drinking water is a product which people buy not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The reasons is that people are becoming health conscious in the present day environment. However the cost aspect of packaged water cannot be over looked in this process because for some people.

Vijaya Venkateswari, K., Jeevitha, P., Jacquelin Mercy, A., (2016) in their research suggested that most of the respondents are giving priority to the factor hygienic condition of the packaged water. So the marketers should ensure that the packaged water is hygienic before it is offered in order to create brand loyalty among consumers.

Sangeetha, M & Dr. K. Brindha (2017) study concludes that quality is the most important factor influencing the consumers to go for a particular brand of bottled water. They believe that compared to the tap water, consuming Bottled Drinking water is a hygienic one. Therefore the study suggested to the manufacturers to give due consideration for the hygienic aspect while manufacturing Bottled Drinking water.

Vanitha, S., (2017), in her study found out that majority of the respondents do not have adequate awareness about the adding and removing of minerals from the packaged drinking water. They trust the content and the safety of packaged drinking water. Further this study suggested that the Food Safety and Consumer Protection Department should make frequent visit to the water producing industry to ensure the quality of water.

STATEMENT OF THE PROBLEM:

Water is a precious gift of nature. There is no life on earth without water. No matter where the water acquired viz., ground water, rain water, distilled water, purified water and by any other mean. It is recapitalized that the vitality of water is the necessitate of any portion of digestive function. Hench the intake of water has mounted up his necessity in the usage of normal man. The failure of monsoon, no availability of pure water has necessitated inventing packaged drinking water[6]. Now the order of the day is to consume packaged drinking water whereby it substances the aspect quality, worth, affordable price and easy carrying.

Packaged drinking water is getting recognizable as the characteristic of handiness and quality has been assured. The customers are having several brands in choosing the packaged drinking water, and the variety of packaged drinking water is also like mushroom with various styles viz., bottled, bubble top, can, and so on. But when the facet of brand influences the purchase there come the threat on domestic brand also. Hence, a research has been carried out to analyze the customer's satisfaction level towards various brands of packaged drinking water.

OBJECTIVES OF THE STUDY:

1. To study and analyze on the tremendous growth of packaged drinking water.
2. To analyze the factors influencing purchase of packaged drinking water.
3. To analyze the level of awareness and satisfaction of packaged drinking water among the customers, on pre and post purchase.

SCOPE OF THE STUDY:

The present study brings out a clear insight about the customer satisfaction towards various brands packaged drinking water. An attempt is also made to find out the brands, which is most popular helps to understand the factors, which influence the consumers to purchase a particular brand and measuring the level of satisfaction towards various brands.

HYPOTHESES:

A. Demographic Variables vs. Brand Loyalty
   H0: There is no relationship between demographic variables and brand loyalty of packaged drinking water
   H1: There is a relationship between demographic variables and brand loyalty of packaged drinking water
B. Monthly Income Vs. Occasion of purchasing

H0: There is no relationship between monthly income and occasion of purchasing packaged drinking water

H1: There is a relationship between monthly income and occasion of purchasing packaged drinking water

METHODOLOGY:

The methodology of the study is mainly based on the primary data collected through interview schedule from the consumers of packaged drinking water in Sivakasi. The non-probability sampling technique is adopted for the unknown population of the consumers of the packaged drinking waters.

Primary Sources:

Primary data is first-hand information which has been collected by the researcher directly through instruments such as interview schedule.

In this study, primary data has been collected through an interview schedule designed exclusively for the study. The interview schedule was designed to collect information about demographic profile of the respondents such as age, gender, education.

Secondary Data:

The secondary data have been collected from various studies, books, journals and magazines.

SAMPLING DESIGN:

The researcher has adopted convenient sampling method for selecting respondents from the population.

Sample Size:

Sample size refers to the number of item to be selected from the universe the size of sample taken for the study is 60.

STATISTICAL TOOLS:

The researcher proposes to use the following statistical tools for analyzis.

They are:

❖ Table
❖ Percentage
❖ Diagram
❖ Weighted Arithmetic Mean

ANALYSIS AND INTERPRETATION OF DATA:

Table 1: Demographic Profile of the respondents

S. No	Particulars		No. of Respondents	Per cent	Total
1	Gender	Male	25	41.67	100% (60)
		Female	35	58.33	
2	Age	Below 20	13	21.67	100% (60)
		21 to 30	20	33.33	
		31 to 40	12	20.00	
		41 to 50	10	16.67	
		Above 50	5	8.33	
3	Education Status	Literate	46	76.67	100% (60)
		Illiterate	14	23.33	
4	Educational Qualification	Elementary	4	8.69	100% (60)
		Higher Secondary	8	17.39	
		Diploma	4	8.69	
		Graduate	20	43.47	
		Post Graduate	8	17.39	
		Professional	2	4.37	
5	Nature of Occupation	Private employee	21	35.00	100% (60)
		Government Employee	10	16.67	
		Business Man	6	10.00	
		Professional	12	20.00	
		Students	7	11.66	
		Housewife	4	6.66	

S. No	Particulars		No. of Respondents	Per cent	Total
6	Marital Status	Married	27	45.00	100% (60)
		Unmarried	33	55.00	
7	Family Type	Joint	44	73.33	100% (60)
		Nuclear	16	26.67	
8	Number of Family members	Below 3	23	38.33	100% (60)
		3 − 5	26	43.33	
		Above 5	11	18.34	
9	Monthly Income	Below Rs.10,000	22	36.67	100% (60)
		Rs.10,000 to Rs.20,000	20	33.33	
		Rs.20,001 to Rs.30,000	6	10.00	
		Above Rs.30,000	12	20.00	

Source: Primary Data

Interpretation:

From Table 1, it is identified that the most of the respondents are female (58.33%), majority (33.33%) of the respondents belongs to the age group of 21 – 30, majority of the respondents (76.67%) are Literate, majority (43.47 %) of the respondents are graduates, most of the respondents (35%) are private employees, majority of the respondents (45%) are married, majority of the respondents (73.3%) belongs to joint family, most of the respondents (43.33%) have 3-5 members in their family and majority of the respondents (61.70 %) family earned a monthly income of below Rs10,000.

Brand Preference Vs. Reason for Preference:

In order to find out the most reason for preferring various brands of packaged drinking water, cross tabulation has been applied. The results are shown in Table 2

Table 2: Cross Tabulation for Brand Preference Vs. Reason for preference

Brand Preference / Reasons	Good taste	Easy availability	Best quality	Convenient Package	Brand loyalty	Total
Kinley	1	1	2	1	4	**9**
Tata plus	1	1	5	1	2	**10**
Aquafina	4	5	1	1	4	**15**
Rajco	2	1	3	3	3	**12**
Sugapriya	1	4	-	1	2	**8**
Amma	1	2	-	2	1	**6**
Total	**10**	**14**	**11**	**9**	**16**	**60**

Source: Calculated Data

Brand loyalty is the main reason for purchasing the brand Kinley. Because of best quality in the product, Tata plus has been purchased by the customers. Most of the customers purchased Aquafina due to easy availability. Rajco is the local brand so the customers influenced to buy it due to its convenient package, best quality and brand loyalty. Easy availability is the main factor influence to buy Sugapriya brand. Amma brand of water is preferred by majority of the respondents because of its easy availability and convenient package.

Over All Satisfaction About Packaged Drinking Water – WAM:

In order to analyze the respondents overall opinion regarding packaged drinking water their opinion were classified as Highly Satisfied, Satisfied, Neutral, Dissatisfied, Highly Dissatisfied. Weighted average has been used points for this analysis. Table 3 shows the result of the weighted arithmetic mean

Table 3: Satisfaction About Packaged Drinking Water

Factors	Points	Average	Rank
Quantity	220	3.66	I
Brand Loyalty	200	3.33	II
Quality	195	3.25	III

Factors	Points	Average	Rank
Availability	194	3.23	IV
Advertisement	192	3.2	V
Taste	189	3.15	VI
Packaging	182	3.03	VII
Price	174	2.9	VIII

Source: Calculated Data

Quantity is the first factor influenced respondents to buy packaged drinking water followed by the factor Brand Loyalty 3.33. The third factor influenced respondents to buy packaged drinking water is Quality and Availability is the fourth factor. The fifth factor influenced respondents to buy packaged drinking water is Advertisement and Taste is the sixth factor. The next factor influenced respondents to buy packaged drinking water is Packaging and the last factor influenced respondents to buy packaged drinking water is Price**.**

HYPOTHESES TESTING:

ANOVA for Demographic Variables Vs. Brand Loyalty:
Null Hypothesis: There is no significant difference between the brand loyalty and demographic variables of Gender, Age, Income, Literacy and Occupation of the respondents.

Table 4: ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Gender	Between Groups	1.685	4	.421	1.875	.121
	Within Groups	21.355	95	.225		
	Total	**23.040**	**99**			
Age	Between Groups	2.963	4	.741	1.534	.199
	Within Groups	45.877	95	.483		
	Total	**48.840**	**99**			
Literacy	Between Groups	.398	4	.100	.631	.642
	Within Groups	14.992	95	.158		
	Total	**15.390**	**99**			
Occupation	Between Groups	29.356	4	7.339	5.187	.001
	Within Groups	134.404	95	1.415		
	Total	**163.760**	**99**			
Income	Between Groups	4.281	4	1.070	1.355	.262
	Within Groups	41.874	53	.790		
	Total	**46.155**	**57**			

Source: Primary Data

Table 4 shows the results of F test. The hypothesis has been tested at 5% level of significant. It is predicted that there is no significant difference between the brand loyalty and demographic variables of gender, age, literacy and income of the respondents. Therefore, null hypothesis get accepted. But, there is a significant difference between the occupation and brand loyalty of packaged drinking water. For this, alternate hypothesis get accepted.

Monthly Income Vs. Occasion of purchasing:
Chi-Square statistical tool has been used by the researcher to test the relationship between monthly income and occasion of purchasing packaged drinking water. Table 5 shows the cross tabulation for monthly income and occasion of purchasing.

Table 5: Cross Tabulation for Monthly Income and Occasion of purchasing

S.No	Monthly Income	Occasion of Purchasing				
		Travels	Festivals	Functions & Parties	Water Scarcity	Total
1	Less than Rs.10,000	10	-	8	4	**22**
2	Rs.10,001 to Rs.20,000	2	2	1	15	**20**

S.No	Monthly Income	Occasion of Purchasing				
		Travels	Festivals	Functions & Parties	Water Scarcity	Total
3	Rs.20,001 to Rs.30,000	5	1	-	-	**6**
4	Above Rs.30,000	4	3	2	3	**12**
	Total	**21**	**6**	**11**	**22**	**60**

Source: Calculated Data

The results of Chi-square are displayed in Table 6

Table 6: Chi Square Tests

Particulars	Value	D.f	Asymp. Sig (2-sided)
Pearson Chi-Square	$9.796E2^a$	875	.008
Likelihood Ratio	327.19	875	1.000
Linear-by-Linear Association	10.657	1	.001
N of Valid Cases	60		

Source: Calculated Data

The hypothesis has been tested at 5% level of significance. It is clear from the Table, that the significant value is less than 0.05. Therefore, the alternate hypothesis gets accepted. There is a significant relationship between monthly income and occasion of purchasing packaged drinking water.

FINDINGS:

➢ Purity and good for health is the main reason for preferring packaged drinking water as it is stated by 46.67 percent of the respondents.

➢ From the analysis of media influenced in purchasing packaged drinking water, it concluded that, majority of the respondents (33.34 percent) are influenced by television.

➢ The study found regarding occasion of purchasing packaged drinking water concluded that 36.67 percent of the respondents prefer to buy it at the time of water scarcity.

➢ Frequency of purchase packaged drinking water reveals that, majority of the respondents (41.67 percent) purchase it weekly.

➢ An analysis of place of purchase of packaged drinking water found that 46.67 percent of the respondents purchase it at dealers point.

➢ It can be concluded that, majority of the respondents (45 percent) prefer to buy more than 1 litre of packaged drinking water.

➢ The result of the analysis of amount spent by the respondents per month for purchasing packaged drinking water found that, 35 percent of the respondents spent less than Rs-200.

➢ The survey shown the result of type of package preferred by the respondents, majority (51.67 percent) of the respondents prefer water cane type.

➢ An analysis of brand preference of packaged drinking water shows that, most (21.67 percent) of the respondents are prefer Aquafina.

➢ Brand loyalty is the main reason for purchasing particular brand of packaged drinking water.

➢ Most (60 percent) of the respondents verify the ISI mark on packaged drinking water.

SUGGESTIONS:

❖ The manufacturers of the packaged drinking water should concentrate on the perfect ingredients denote by the BIS as per the water board of India in their process of purification of the water.

❖ Time should be allotted to receive and rectify the complaints.

❖ Proper care should be taken that supply is made regularly to the shops.

❖ The package of water bottles are more convenient to handle.

❖ Of all the advertisement, TV advertisement is highly popular than other medias. Hence producers should focus their attention on TV advertisement rather than other media.

CONCLUSION:

Packaged drinking water is a product which people buy not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The reason is that people are becoming health conscious in the present day environment. However the cost aspect of packaged water cannot be over looked in this process. It is difficult for them to make up their mind to pay for water is small quantity but it has become the order of the day if not for all at least for people who are living, in city to use packaged water is also based on the reliability that the consumers will have in terms of quality and hygienic aspect because packaged water is a product on which these aspects are expected. Hence it becomes evident that those brands that show importance to those aspects will sell more in the market and capture more number of consumers.

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