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A study on customer satisfaction towards packaged drinking water

Dr. S Shalini and R Lavanya

Abstract

Water is the most important necessity for life. Traditionally, pipe water distributed by the municipalities has been the trusted water supply for drinking purpose. In the earlier days, bottled water business just like other consumer items. Scarcity of potable and wholesome water at railway stations, tourists spots, and role of tourism crop etc., has also added to the growth and different types of bottles are available to filling the water.

Packaged drinking water is easy to handling and customer buy the water bottles before they think many about quality, price, comfortable etc., Since, water has the ability to reach the customer's home. For the present study, the data was collected with the help of a structured questionnaire from 120 respondents.

The study brought to the fore that customers are un educated, students and business people, customers prefer various brands of packaged drinking water that the brands are bisleri, Aquafina, kingfisher and customer prefer to buy 1 liter, or 2 liter to 3 liters, or above 3 liters it depending on income. Some of the customer buy occasionally like at the time of function, meeting and at the time of travelling. Purchase pattern of packaged drinking water is vary from customer like once in a week, once in a 15 days once in a month. Generally customers spend very low amount to purchase of packaged drinking water. The detailed findings and implications are discussed in the paper.

Keywords: Packaged water, purchase, customer, brands

Introduction

Water is key to social equity to environment stability and to culture diversity. If one goes back to the culture of ancient times, with all the great religions of the world, it will be seen that water is much more than an economic issue. Water is directly linked with spiritual values, with respect to mankind towards nature. Water is also firmly linked with health. According to the estimate of world health organisation (WHO) 80% of all diseases approximately 25 million deaths per year in the developing countries are caused by contaminated water.

Pure and safe drinking water has always been a necessity. Traditionally, pipe water distributed by the municipalities has been the trusted water supply for drinking purpose. In the earlier days, water available from the wells and springs used to be considered safe and was stored in earthen posts or brass containers. This water was considered safe for drinking and serving to guests and visitors. The tradition and style of serving drinking water in India has however changed quite drastically during the last decade. Almost a decade ago, the introduction of "bottled water" or packaged mineral water has changed the tradition of serving and consuming drinking water. This has ushered in very strongly, the use of polymers or plastics as materials for water storage and distribution.

Water is the most important necessity for life. The drinking water needs for individuals vary depending on the climate, physical activity and the body culture. But for average consumers it is estimate to be about two to four liters per day. The growing number of cases of water borne diseases, increasing water pollution, increasing urbanization, increasing scarcity of pure and safe water etc. have made the bottled water business just like other consumer items. Scarcity of potable and wholesome water at railway stations, tourists spots, and role of tourism crop etc., has also added to the growth.

Statement of the Problem

Today, packaged drinking water is an industry in India. This is growing market in India as quality consciousness among the consumers is on the rise. Every year an estimate 800 million liters of bottled water are marketed in plastics and the demand continues to grow. Besides bottled water, there is also a large market for plastic pouches.

In India, the quality of drinking water is very poor in comparison to other countries. Treatment of water is required for purification. To produce high quality drinking water as prescribed by the world health organisation (WHO), conventional processing methods like coagulation, flocculation of reverse osmosis, ion exchange. Filtration and oxidation etc. are not sufficient, a combination of reverse osmosis and deionization can be used to produce high quality water.

The revolution of the last few decades has promoted fast and efficient ways of demand of water on a global scale. Packaged drinking water is getting familiar as the aspect of convenience and quality has been guaranteed. The customers are having numerous 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, can, and so on. Hence a research has been carried over to analyse the awareness and behaviour of customer consuming by packaged drinking water.

Objective of the Study

To study the customer's brand awareness about the packaged drinking water.

Scope of the Study

Competition is rife, in today's complex world, the aspect of considering the food as the prime concept has been eliminated in the fastest world, every person who live in the fast growing complex world would like to consume food not by large but by mean. Hence the aspect of considering the leverage of mixing food items in to digestive component is determined by intake of drinking water. No matter where the water procured viz., ground water, rain water, distilled water, purified water and by any other mean. It is recapitalization that the vitality of water is the need of any aspect of digestive function. Hence the intake of water has accumulated his necessity in the consumption of normal man. The failure of monsoon, no availability of pure water has necessitated to invent packaged drinking water. Now the older of the day is to consume packaged drinking water whereby it substances the aspect quality, worth, affordable price and easy carrying. The business world today had been accord in large consumption of packaged drinking water as it eliminates disease like dengue, cold, fever, metropolis attacks, dysentery and other viral infections. Due manufacture step in to the process of inventing packaged drinking water which is of sterilized ultra violet treated, concrete absorption and cleaning of virus.

Research Methodology

In due consideration of the above mentioned objectives, the following methodology has been adopted for conducting the present study

Area of the Study

The study area was restricted to Mettupalayam town.

Data Sources

The study based on primary data and secondary data

i) Primary data

The data are those which are collected a fresh and for the first time and thus happen to be original in character. It was collected with the help of a structured interview schedule were administered to the selected 120 respondents.

ii) Secondary data

The secondary data related to the study has been collected from the information published in journals, magazines, newspapers and websites.

Sampling Design And Technique

Design of the study

The present study is empirical based on the opinion of the respondents.

Sample 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 120.

Statistical Tools Used

The collected data were analysed by using the appropriate statistical tools and techniques. The tools applied for the purpose of the analysis are

1. Percentage Analysis
2. Two – Way Table
3. Chi – square Test
4. Anova Table
5. Garret ranking Technique

Hypothesis

Hypothesis means mere assumption or some suppositions to be proved on disproved.

Null hypothesis (Ho)

There is no significant relationship between the dependent and independent variables.

Alternative hypothesis (H1)

There is a significant relationship between the dependent and independent variables.

Review of Literature

Mukesh dhunna analysed. The consumer behaviour for soft drinks among the respondents representing fairly various categorise of people. He studied the brand highly awareness and preference value and the consumption pattern of packaged drinks. Tata was found to be important of soft drinks. Most of the respondents showed interest in packaged drinks advertisement. Most specifically by those who were in the teenage group

Deepa her study focused to find out consumer preference towards. Mineral water and factors influencing to purchase of mineral water. She found that majority of the respondents are graduates who are quality conscious and aware of mineral water through advertisement and for bisleri. Majority of the respondents accept quality water at the time

of travelling. She also stated that the problem faced by the consumers of mineral water and offered suggestions to improve mineral water business.

Analysis and Interpretation of Data

The data collected from the respondents are classified and presented as table under various heading in the following pages. They are research also arranged in such a way that a detailed analysis can be made so as to preset interpretation for the same.

The following test were applied to analysis the data collected

1. Percentage analysis
2. Two – way Table
3. Chi – square Test
4. Anova Table
5. Garret ranking Techniques

Percentage Analysis

Table Showing the Distribution of Respondents Based On Their Brand Awareness of PDW

Table 1: implies that out of 120 respondents, 76% of the respondents have an awareness about packaged drinking water and only 24% of the respondents have no any awareness about the packaged drinking water.

S. No	Awareness	No. of Respondents	Percentage (%)
1.	Yes	91	76%
2.	No	29	24%
	Total	120	100%

Table Showing the Distribution of Respondents Based On Their Sources of Awareness about PDW

Table 2: depicts that out of 91 respondents, majority (38%) of the respondents have an awareness through advertisement, 34% of the respondents have an awareness through friends and only 28% of the respondents have an awareness about the packaged drinking water through their relatives.

S. No	Sources of Awareness	No. of Respondents	Percentage (%)
1.	Advertisement	35	38%
2.	Relatives	25	28%
3	Friends	31	34%
	Total	91	100

Two – Way Table Showing the Relationship between Gender and Awareness about the Packaged Drinking Water

Table 3: indicates that out of total respondents, 75.83% of the respondents have awareness about packaged drinking water. Among them 50.55% of the respondents are female and only 49.45% of the respondents are male.

Gender	Awareness of PDW		
	Yes	No	Total
Male	45(49.45)	11(37.93)	56
Female	46(50.55)	18(62.07)	64
Total	91(75.83)	29(24.17)	120

Out of the total respondents 24.17% of the respondents have no awareness about PDW. Among them 62.07% of the respondents are female and only 37.93% of the respondents are male.

Two – Way Table Showing the Relationship between Marital Status and Awareness about the PDW

Table 4: Shows that out of 120 respondents, majority (75.83%) of the respondents have an awareness about PDW. Among them 50.04% of the respondents are married and only 43.96% of the respondents are unmarried.

Marital Status	Awareness of PDW		
	Yes	No	Total
Married	51(56.04)	17(58.62)	68
Un married	40(43.96)	12(41.38)	52
Total	91(75.83)	29(24.17)	120

Out of total respondents, 24.17% of the respondents have no awareness of PDW. Among them 58.62% of the respondents of the respondents are married and only 41.38% of the respondents are unmarried.

CHI Square Table Showing the Relationship between Gender and Awareness of PDW

Null hypothesis

There is no significant relationship between gender and awareness of packaged drinking water.

Table 5: calculate chi – square value of 1.091 is less than the table value of 3.84 at 5% level of significance. So the null hypothesis is accepted. Hence there is no significant relationship between gender and awareness of packaged drinking water.

CELL	Fo	Fe	Fo - Fe	(Fo – Fe) ²	(Fo – Fe) ² /Fe
R1C1	45	42.46	2.54	6.4516	0.1519
R1C2	11	13.53	-2.53	5.5225	0.4081
R1C1	46	48.53	-2.53	5.5225	0.1137
R1C2	18	15.46	2.54	6.4516	0.4173
	Total				1.091

Calculate chi – square value = 1.091

Degree of freedom = 1

Level of significance = 5%

Chi – square table value = 3.84

CHI Square Table Showing the Relationship between Marital Status and Awareness of PDW

Null hypothesis

There is no significant relationship between gender and awareness of packaged drinking water.

Table 6: Calculated chi – square value of 0.0596 is less than the table value of 3.84 at 5% level of significance. So the null hypothesis is accepted. Hence there is no significant relationship between gender and awareness of packaged drinking water.

CELL	Fo	Fe	Fo - Fe	(Fo – Fe) ²	(Fo – Fe) ² /Fe
R1C1	51	51.56	-0.56	0.3136	0.0068
R1C2	17	16.43	0.57	0.3249	0.0197
R1C1	40	39.43	0.57	0.3249	0.0082
R1C2	12	12.56	-0.56	0.3136	0.0249
	Total				0.0596

Calculate chi – square value = 0.0596

Degree of freedom = 1

Level of significance = 5%

Chi – square table value = 3.84

Anova Table Showing the Relationship between Age and Level of Satisfaction Regarding PDW

Null hypothesis

There is no significant relationship between age and level of satisfaction regarding PDW.

Table 7: Calculated the value of 8.30 is more than the table value of 5.14 at 5% level of significance. So the null hypothesis is rejected. Hence there is a significant relationship between age and level of satisfaction regarding PDW.

Sources of variation	Sum of square	Degree of freedom	Mean square	Variance ratio	5% of limit
Between column	515	2	256	8.30	5.14
Between rows	480	3	160	5.18	4.76
Residual factor	185	6	30.38		

Between columns

Calculated value = 8.30
 Table value = 5.14
 Level of significance = 5%

Between rows

Calculated value = 5.18
 Table value = 4.76
 Level of significance = 5%
 The calculated value of 5.18 is more than the table value of 4.76 at 5% level of significance. So the null hypothesis is rejected. Hence there is a significant relationship between age and level of satisfaction regarding PDW.

Garret Ranking Table Showing the Factors Influencing the Purchase of PDW

Table 8

S. No	Factors	Rank						Total
		1	2	3	4	5	6	
1.	Taste	31	27	19	24	10	9	120
2.	Price	16	26	31	12	17	18	120
3.	Quantity	18	12	27	24	26	13	120
4.	Quality	33	39	7	24	7	10	120
5.	Appearance	4	4	12	17	28	55	120
6.	Package	18	12	24	19	32	15	120
	Total	120	120	120	120	120	120	

Calculation of the Factors That Influence the Purchase of PDW

Table 9: highlight that garret scores which helps to decide the most important factors. The researcher has identified 6 factor and asked to the respondents to rank them more over to identify which factor is important. The researcher has used garret ranking test.

Percentage Value	Calculated Value	Garret Table Value
100(1- 0.5)/6	8	77
100(2 - 0.5)/6	25	63
100(3- 0.5)/6	42	54
100(4- 0.5)/6	58	46
100(5- 0.5)/6	75	37
100(6- 0.5)/6	92	22

Table Showing the Garret Score

Table 10: present the garret score awarded of each factors. The highest score is awarded to quality, that the least score is appearance.

S. No	Factors	1	2	3	4	5	6	Garret Score
1.	Taste	1674	1458	1026	1296	540	486	6480
2.	Price	736	1196	1426	552	782	828	5520
3.	Quantity	1134	756	1701	1512	1638	819	7560
4.	Quality	2541	3003	539	1848	539	770	9240
5.	Appearance	88	88	264	374	616	1210	2640
6.	Package	666	444	888	703	1184	555	4440

Table Showing the Garret Ranking

Table 11: Shows garret scores and the average scores. are ranked according to their value. The first rank is given to quality and the last rank is given to the appearance. Thus it is inferred that quality is the major factor for purchasing the PDW.

S. No	Factors	Garret Score	Garret Rank	Average Score
1.	Taste	6480	III	64.80
2.	Price	5520	IV	55.20
3.	Quantity	7560	II	75.60
4.	Quality	9240	I	92.40
5.	Appearance	2640	VI	26.40
6.	Package	4440	V	44.40

Findings

Percentage Analysis

- Majority (76%) of the respondents have an awareness about the PDW.
- 38% of the respondents have an awareness through advertisement.

Two – Way Table Awareness of PDW

- 50.55% of the respondents are female.
- 56.045 of the respondents are married.

CHI – Square Test

- There is no significant relationship between gender and awareness about the packaged drinking water.
- There is no significant relationship between marital status and awareness about the packaged drinking water.

Anova Table

- There is a significant relationship between age and level of satisfaction regarding the packaged drinking water.

Suggestions

- The quality of mineral water should be improved.
- The package of water bottles can be made more attractive.
- Attractive advertisement should be made.
- 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.
- The water is sourced by the manufactures from nearby rivers and wells. Hence the proper water treatment has to be made.

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 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. 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 consumer.

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