



A STUDY ON CONSUMER SATISFACTION TOWARDS PACKAGED DRINKING WATER CONSUMERS IN ARIYALUR TOWN

P. Louis Alphonse

Ph.D., Research Scholar & Guest Lecturer, PG & Research Department of Commerce,
Govt. Arts College, Ariyalur, Tamil Nadu, India

(Affiliated to the Bharathidasan University, Trichy Tamil Nadu, India)

Dr. P. Rajangam

Assistant Professor & Research Supervisor. PG & Research Department of commerce,
Govt. Arts College, Ariyalur, Tamil Nadu, India

(Affiliated to the Bharathidasan University, Trichy Tamil Nadu, India)

ABSTRACT

Water is a precious gift of nature. It is obtained from various sources such as river, lakes, streams, well, bore well etc. Nearly (70%) of the earth is covered with water. There is no life on earth without water. The demand for the Packaged Drinking Water is always an increasing trend due to its uses of all types of instance. The main objectives of the present study are to analyse the level of satisfaction among the consumer towards Packaged Drinking Water. Packaged Drinking Water is easy to handling and customer buying the water bottles increasing in population the need for pure and safe water is rising due to increasing population. The Packaged Drinking Water is available in 300ml, 500 ml, 1 litre and 2 litre bottles and in 20 litre cans. Hence this study has been carried out to examine the consumer satisfaction towards Packaged Drinking Water.

Key words: Packaged Drinking Water, Consumer

Cite this Article: P. Louis Alphonse and P. Rajangam, A Study on Consumer Satisfaction Towards Packaged Drinking Water Consumers in Ariyalur Town, *International Journal of Management (IJM)*, 11(11), 2020, pp. 3170-3177.

<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11>

1. INTRODUCTION

Water is a distinct valuable gift to all living beings. Water is the most important component to our survival. Packaged drinking water has become an indispensable part of human life.

It is needless to mention that water, a component of Hydrogen and Oxygen is a precious natural gift, which is very essential for the survival of the human kind and the animals (Gopinath & Kalpana, 2011a). The water available from untreated sources such as wells, boreholes and springs is generally not hygienic and safe for drink. Thus it is desirable and necessary to purify the water and supply under hygienic conditions for human drinking purposes (Usharani & Gopinath, 2020b). To meet the drinking water requirements of people, many business concerns have started purifying water. Bisleri is the first Italian-based bottled water company in India. The detailed findings and implications are discussed in the chapter.

2. LITERATURE REVIEW

- 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 released an article on five mistakes that can be avoided 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 products (Usharani & Gopinath, 2020a).
- 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 reason is that people are becoming health conscious in the present-day environment. However, the cost aspect of packaged water cannot be overlooked in this process because for some people (Gopinath & Kalpana, 2011b).
- Sangeetha, M & Dr. K. Brindha (2017) study concludes that quality is the most important factor influencing consumers to go for a particular brand of bottled water. They believe that compared to tap water, consuming bottled drinking water is a hygienic one. Therefore, the study suggested to manufacturers to give due consideration for the hygienic aspect while manufacturing bottled drinking water.
- Water quality association (2001), eighty-six percent of Americans have concerns about their home drinking water against cardiovascular diseases.

3. STATEMENT OF THE PROBLEM

The innovation of the last few decades has promoted fast and efficient ways of demand of water on a global scale. Packaged Drinking Water is becoming familiar as the aspects of convenience and quality have been guaranteed. Packaged Drinking Water has become an essential customer product in the recent Packaged Drinking Water industry has given choices in selecting with various styles of containers like bottle top, can etc. The people realized the need for pure drinking water convenient for travel and safe for health (Unnamalai & Gopinath, 2020). Hence the study has been carried out to answer the level of consumer satisfaction towards Packaged Drinking Water.

4. OBJECTIVES OF THE STUDY

- To Analyze the demographic profile of the consumer in Ariyalur town.
- To analyze the level of satisfaction of consumers using packaged Drinking water in Ariyalur Town.

5. SCOPE OF THE STUDY

The present study has been limited to consumer satisfaction towards package Drinking water consumers in Ariyalur town.

6. METHODOLOGY

6.1 Sampling Design

The methodology of the study is mainly based on the primary data collected through interview schedule from the Package Drinking water Consumer. The non probability sampling technique is adopted for the study.

6.2 Sampling Procedure

The researcher has adopted convenience sampling method. The total sample size is 150 respondents. A well structured interview schedule was used to collect the relevant data from the population.

7. AREA OF THE STUDY

The study area was restricted to Ariyalur town only.

7.1 Statistical Tools Used

To collect data were analyzed by using the appropriate statistical tools.

- Percentage Analysis
- Two – way Table
- Chi – square Test.

7.2 Hypothesis

Hypothesis means more assumption or some suppositions to be proved or disproval.

- 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.

8. LIMITATION OF THE STUDY

- The present study was conducted in Ariyalur town only.
- Data were collected by random basis only.
- The sample respondent are restricted to 150 only.

9. ANALYSIS AND RESULTS

Table 1 Gender Classification

Gender	Frequency	Percentage
Male	114	76
Female	36	24
Total	150	100

Table 2 Marital Status

Status	Frequency	Percentage
Married	93	62
Unmarried	57	38
Total	150	100

Table 3 Educational Qualification

Educational	Frequency	Percentage
SSLC/HSC	15	10
Under Graduate	90	60
Post Graduate	29	19
Professionals	16	11
Total	150	100

Table 4 Occupational Status

Occupational	Frequency	Percentage
Business	40	27
Professional	35	23
Employed	55	37
House wife	20	13
Total	150	100

Table 5 Monthly Income

Income	Frequency	Percentage
Upto 10000	11	7
10001 to 20000	34	23
20001 to 30000	62	41
Above 30000	43	29
Total	150	100

Table 6 Satisfaction Factor

Factor	Frequency	Percentage
Price	23	15
Quality	45	30
Durability	27	18
Model / Design	20	13
Brand Loyalty	35	24
Total	150	100

Table 7 Sources of Awareness

Sources	Frequency	Percentage
Advertisement	58	39
Friends and Relatives	46	31
Neighbours	27	18
Shopkeeper	19	12
Total	150	100

The table showing the distribution of respondents based on overall satisfaction of Packaged Drinking water Consumers.

Table 8 Satisfaction Level

Satisfaction	Frequency	Percentage
Highly Satisfied (Yes)	124	83
Not Satisfied (No)	26	17
Total	150	100

Table 9 Two way table showing the relationship between gender and level of satisfaction about the Packaged Drinking water Consumer

Gender	Level of Satisfaction		
	Satisfied (Yes)	No Satisfied (No)	Total
Male	83 (66.93)	09 (34.61)	92
Female	41 (33.07)	17 (65.39)	58
Total	124 (82.67)	26 (17.33)	150

Table 10 Two way table showing the Relationship between marital status and level satisfaction about the Packaged Drinking water Consumers

Marital Status	Level of satisfaction		
	YES	NO	Total
Married	78 (62.90)	15 (57.69)	93
Unmarried	46 (37.10)	11 (42.31)	57
Total	124 (82.67)	26 (17.33)	150

CHI Square Table Showing the Relationship between Martial Status and Level of satisfaction of Packaged Drinking water Consumers

Null Hypothesis

There is significant relationship between Martial Status and Level of stratification of Packaged Drinking water consumers.

Table 11 calculate chi – square value of 0.2467 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 Martial Status and Level of stratification of Package Drinking water Consumers.

CELL	F ₀	F _e	F ₀ - F _e	(F ₀ - F _e) ²	(F ₀ - F _e) ² / F _e
R1C1	78	76.88	+1.12	1.25	0.0162
R1C2	15	16.12	-1.12	1.25	0.0775
R1C1	46	47.12	-1.12	1.25	0.0265
R1C2	11	9.88	+1.12	1.25	0.1265
Total	150				0.2467

Calculate chi-square value = 0.2467

Degree of freedom = 1

Level of significance = 5%

Chi-square table value = 3.84

CHI Square Table Showing the Relationship between Gender and Level of satisfaction of Packaged Drinking water Consumers.

Null Hypothesis

There is significant relationship between Gender and Level of satisfaction of Packaged Drinkingwater Consumers

Table 12 calculate chi – square value of 9.4674 is greater than the table value of 3.84 at 5% level of significance. So the null hypothesis is rejected. Hence there is significant relationship between Gender and Level of stratification of Packaged Drinkingwater Consumers.

CELL	F_0	F_e	$F_0 - F_e$	$(F_0 - F_e)^2$	$(F_0 - F_e)^2 / F_e$
R1C1	83	76.05	6.95	48.3025	0.6351
R1C2	09	15.94	-6.94	48.1636	3.0215
R1C1	41	47.94	-6.94	48.1636	1.0046
R1C2	17	10.05	+6.95	48.3025	4.8062
Total	150				9.4674

Calculate chi-square value = 9.4674

Degree of freedom = 1

Level of significance = 5%

Chi-square table value = 3.84

9.1 Results of Percentage Analysis

- 76% of the respondents are male.
- 62% of the respondents are married.
- 60% of the respondents are under graduate.
- 37% of the respondents are employees.
- 41% of the respondents monthly income is between 20,001-30,000.
- 30% of the respondents satisfied with quality.
- 39% of the respondents awareness of Packaged Drinking Water was through advertisement.

10. TWO – WAY TABLE

10.1 Gender and Level of Satisfaction.

Indicates out of total respondents 82.67% of the respondent have satisfied about Packaged Drinking Water. Among them 66.93% of the respondent are male and only 33.07% of the respondents are female (Gopinath & Kalpana, 2019).

10.2 Marital Status and Level of Satisfaction

This table shows that out of 150 respondents 17.33% of the respondents have not satisfied awareness about packaged drinking water. Among them 57.69% of respondents are married and 42.31% of the respondents are unmarried(Gopinath, 2019a).

11. CH1-SQUARE TEST

- There is significant relationship between gender and level of satisfaction aboutPackage Drinking water Consumers.

- There is no significant relationship between marital status and level of satisfaction about Packaged Drinking water Consumers.

12. SUGGESTION

The Demand for purified water increase day by day. So that the quality to be maintained in their product.

The company should create awareness among the rural area. So that it help to increase the sales in such areas.

The container is playing a key role. Hence the producer have to concentrate more convenient.

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

13. CONCLUSION

Due to the scarcity of pure drinking water, packaged Drinking water plays an important role in the society. packaged drinking water occupies a special place in the minds of consumer. Consumer determine the existence of business (Gopinath, 2019b). The manufacturing date, expiry date and content should be Printed in a visible way. The government should make Frequent visit to the water producing industry to ensure the quality of water.

SCOPE FOR FURTHER RESEARCH

A review of the past research studies and literature available relating to the study are presented in this chapter. The review facilitated the researcher to have a comprehensive knowledge on the subject taken for the study. The definitions and reviews of the concept used helped the researcher as steering to perform the study in the correct direction (Kathick et al., 2020a).

The review of the past research studies and literature evidenced that most of them have focused on the phenomenon of consumer satisfaction and attitude towards Packaged Drinking water, but only a few studies have attempted to study the attitude to select the branded packaged drinking water. There is substantial empirical evidence that the consumers have varied satisfaction and attitude towards packaged drinking water, but the findings are not clear and enough (Kathick et al., 2020b). It is clear from the above mentioned studies that there is no research on the level of satisfaction of Packaged Drinking water in Ariyalur District.

The above aspects expose the gaps in the research on consumers' level of satisfaction towards packaged drinking water in Ariyalur District. In this context, the researcher aims to analyze the level of satisfaction of the consumers' towards packaged drinking water. The study also aims to analyse the impact of consumers' level of satisfaction towards the packaged drinking water in Ariyalur District.

REFERENCES

- [1] Bottled Water in India (2013). Region: Asia, India, Euromonitor International Published: July 2013 56 pages.
- [2] G8 Action Plan Decisions (2003). http://www.g8.fr/evian/english/navigation/2003_g8_summit/summit_documents/water_-_a_g8_action_plan.html.
- [3] Gopinath, R. (2019a). Factors Influencing Consumer Decision Behaviour in FMCG. *International Journal of Research in Social Sciences*, 9(7), 249-255.

- [4] Gopinath, R. (2019b). Online Shopping Consumer Behaviour of Perambalur District, *International Journal of Research*, 8(5), 542-547
- [5] Gopinath, R., & Kalpana, R. (2011a). A Study of Select Discount Store Retail for the purpose of identifying factors in regards to Shopping Motives in Tamil Nadu. *Inventi Rapid: Retailing & Consumer Services*, 2(2).
- [6] Gopinath, R., & Kalpana, R. (2011b). A Study on Customer Satisfaction Survey in Organic Food Retail Trade in Tamil Nadu. *Inventi Rapid: Retailing & Consumer Services*, 2(2).
- [7] Gopinath, R., & Kalpana, R. (2019). A Study on Consumer Perception towards Fast Food Retail Outlet in Perambalur District. *International Journal for Research in Engineering Application & Management*, 5(1), 483-485
- [8] Karthick, S., Saminathan, R., & Gopinath, R. (2020a). A Study on the Problems faced by Farmers in Paddy Marketing of Cauvery Delta Region, Tamilnadu, *International Journal of Management*, 11(10), 2155-2164.
- [9] Karthick, S., Saminathan, R., & Gopinath, R. (2020b). Agricultural Marketing – An Overview, Tamilnadu, *International Journal of Management*, 11(11), 3007-3013
- [10] King, M., (2008). Bottled Water—Global Industry Guide, New Research Report on Companies and Markets. Retrieved January 4, 2011
- [11] Kothari CR. Research Methodology, WiswhaPrakashan, New Delhi, 1998.
- [12] Murali D. and Ramesh, C. (2007). Packaged Drinking Water Industry –What we see is the Tip of the Ice Berg, *Business Line –e.paper*, Friday, July 27-2007
- [13] Philip Kotler. Principles of Marketing, Prentice Hall of India Pvt Ltd., New Delhi, 1983. Indian Journal of Rural development.
- [14] Sangeetha, M. and Dr. K. Brindha (2017). A Study on Consumer Behaviour Towards Bottled Drinking Water With Special Reference to Coimbatore City, *International Journal of Current Research and Modern Education*, Vol. 2(2), 252 –255.
- [15] Unnamalai, T., & Gopinath, R. (2020). Brand preferences and level of satisfaction in consuming noodles among working women in Tiruchirappalli district. *International Journal of Management*, 11(11), 2909-2917.
- [16] Usharani, M., & Gopinath, R. (2020a). A Study on Consumer Behaviour on Green Marketing with reference to Organic Food Products in Tiruchirappalli District, *International Journal of Advanced Research in Engineering and Technology*, 11(9), 1235-1244.
- [17] Usharani, M., & Gopinath, R. (2020b). A Study on Customer Perception on Organized Retail Stores in Tiruchirappalli Town, Bangalore, *International Journal of Management*, 11(10), 2128-2138.