



A STUDY ON CONSUMER BRAND AWARENESS TOWARDS THE PACKAGED DRINKING WATER CONSUMERS WITH SPECIAL REFERENCE TO ARIYALUR TOWN

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ABSTRACT

Packaged Drinking Water has special impact on consumer consumption. Today one million people are drinking unhealthy water in the world. Every year nearly 5 million people world wide die due to the diseases caused by unhealthy drinking water Today the consumption of Packaged Drinking Water increasing world wide. Because of the increase in population the need for pure and safe water. To fulfill the people requirements of Packaged Drinking Water so many business concerns have started mineralizing the water. Many varieties of Packaged Drinking Water brands are available in the market. Hence this study has been carried out to analyze the brand awareness about the packaged drinking water.

Key words: Internal Migration, Informal Labour Market, Migration Workers, Seasonal unemployment

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1. INTRODUCTION

Water is a nature's unique and valuable gift to living being. It is a essential part of every human being next to air. Unhealthy water creater a great risk, particularly for children because of their weak immune system. In the marbown hierarchy of needs water is stated as abasic need (Gopinath & Kalpana, 2016). In the earlier period branded bottled water were used in the restaurant, clubs, cinemas, malls, hotels etc. In the later period Packaged Drinking Water is highly consumer by tourist for the purpose of health (Gopinath & Kalpana, 2011b). At present

Packaged Drinking Water popularity has been increased among all classes of consumers which consequently raised the rapid growth in the production and sales of Packaged Drinking Water.

2. STATEMENT OF THE PROBLEM

Packaged Drinking Water has become an essential consumer product in the recent era. The impurities in the nature water caused by pollution leads to variety of health problem. Packaged Drinking Water is getting familiar as the aspect of convenience and quality has been provided. The mushroom growth of Packaged Drinking Water provides the consumers variety of brands available for selecting the drinking water. The increasing demand for Packaged Drinking Water is due to the deficit of healthy water and lack of quality of tap water. Hence a research has been carried out to analyze the awareness of Packaged Drinking Water.

3. 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.
- 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.
- Vijaya Venkateswari, K., Jeevitha, P., Jacquelin Mercy, A., (2016); Gopinath (2019) 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.
- Vanitha, S., (2017); Karthick et al. (2020a), 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.

4. OBJECTIVES OF THE STUDY

To study the consumers brand awareness of the Packaged Drinking Water.

5. SCOPE OF THE STUDY

This study covers the awareness towards Packaged Drinking Water in the Ariyalur District which helps to find out the factor that influence the consumer to purchase a particular brand.

6. RESEARCH METHODOLOGY

Source of Data

Primary and secondary data are used for this study. Primary data were collected from the respondents through questionnaire and secondary data were collected from Reports, Journals and articles.

Sampling Method

The study was carried out using 120 respondents using convenience sampling method.

Tools for Analysis

The collected data were analyzed by using appropriate statistical tools and techniques.

For analytical purpose the following tools were used.

- Percentage Analysis.
- Two-way Table.
- Chi-Square Test.

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.

7. LIMITATION OF THE STUDY

- The present study was conducted in Ariyalur town only.
- Data were collected by random basis only.
- The sample respondents are restricted to 120 only.

8. ANALYSIS AND RESEARCH

Gender of the Respondent

Table 1

Gender	No of Respondent	Percentage
Male	82	68
Female	38	32
Total	120	100

Marital Status

Table 2

Status	No of Respondent	Percentage
Married	72	60
Unmarried	48	40
Total	120	100

Educational Qualification

Table 3

Educational Level	No of Respondent	Percentage
HSC/Diploma	10	8
UG	72	60
PG	23	19
Professionals	15	13
Total	120	100

Occupational Status

Table 4

Occupational	No of Respondent	Percentage
Business	36	30
Professional	27	23
Employed	46	38
House wife	11	09
Total	120	100

Monthly Income

Table 5

Income	No of Respondent	Percentage
Upto 10,000	09	8%
10,001-20,000	28	23%
20,001-30,000	46	38%
Above 30,000	27	31%
Total	120	100

Source of Awareness

Table 6

Sources	No of Respondent	Percentage
Advertisement	48	40
Friends and Relatives	36	30
Neighbours	22	18
Shopkeeper	14	12
Total	120	100

Table showing the distribution of respondents

Table 7

Awareness	No of Respondent	Percentage
Yes	93	78
No	27	22
Total	120	100

Two way table showing the Relationship between gender and awareness about the packaged drinking water consumers

Table 8

Gender	Awareness of PDW		
	YES	NO	Total
Male	48 (51.61)	10 (30.03)	58
Female	45 (48.39)	17 (62.97)	62
Total	93 (77.50)	27 (22.50)	120

Two way table showing the Relationship between marital status and Awareness about the Packaged Drinking Water consumers

Table 9

Marital Status	Awareness of PDW		
	YES	NO	Total
Married	53 (56.98)	15 (55.55)	68
Unmarried	40 (43.02)	12 (44.45)	52
Total	93 (77.50)	27 (22.50)	120

CHI Square Table Showing the Relationship between Gender and Awareness of Packaged Drinking Water Consumers

Null hypothesis

There is significant relationship between gender and awareness of packaged drinking water consumers.

Table 10: calculate chi – square value of 4.3730 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 awareness of packaged 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	68	63.55	4.45	19.8025	0.3116
R1C2	14	18.45	-4.45	19.8025	1.0733
R1C1	25	29.45	-4.45	19.8025	0.6724
R1C2	13	8.55	4.45	19.8025	2.3160
Total	Total				4.3730

Calculate chi-square value = 4.373 Degree of freedom = 1

Level of significance = 5% Chi-square table value = 3.84

CHI Square Table Showing the Relationship between Martial Status and Awareness of Packaged Drinking Water consumers

Null hypothesis

There is significant relationship between marital status and awareness of packaged drinking water consumers.

Table 11: calculate chi – square value of 17.5155 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 awareness of Packaged 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	53	52.70	+.30	0.09	1.7077
R1C2	15	15.30	-.30	0.09	5.8823
R1C1	40	40.30	-.30	0.09	2.2332
R1C2	12	11.70	+.30	0.09	7.6923
Total	Total				17.5155

Calculate chi-square value = 17.5155 Degree of freedom = 1

Level of significance = 5% Chi-square table value = 3.84

9. RESULTS OF PERCENTAGE ANALYSIS

- 68% of the respondents are male.
- 60% of the respondents are married.
- 60% of the respondents under graduate.
- 38% of the respondents are employees.
- 38% of the respondents monthly income is between 20001 to 30000.
- 40% of the respondents awareness of Packaged Drinking Water was through advertisement.

Two – way Table

Gender and awareness

Indicates out of total respondents 77.5% of the respondent have awareness about Packaged Drinking Water. Among them 55.61% of the respondent are male and only 48.39% of the respondents are female (Karthick et al., 2020b)

Marital status and awareness

This table shows that out of 120 respondents 22.5% of the respondents have no awareness about packaged drinking water. Among them 55.55% of respondents are married and 44.45% of the respondents are unmarried.

CHI – Square Test

- There is significant relationship between gender and awareness about the Packaged Drinking Water.
- There is significant relationship between marital status and awareness about the Packaged Drinking Water.

10. SUGGESTION

- The quality of mineral water should be improved.
- The company should give a free sample pack of drinking water to attract the new customer at the time of festivals and exhibition.
- The government should take necessary steps to prevent the sale of unrecognized brands.
- Proper care should be taken that supply is made regularly to the steps.
- Special container for children can be introduced to attract low age group.

11. CONCLUSION

Packaged Drinking Water occupies a special place in the minds of consumer, proper care should be taken for health conscious (Unnamali & Gopinath, 2020). In this study majority of the respondents do not have adequate awareness about the adding and extraction of minerals from the Packaged Drinking Water. They trust the content and the safety of Packaged Drinking Water. Consumer determine the growth, prospects and even the existence of a business (Usharani & Gopinath, 2020a). Necessary act should be erected to inform the consequences of Packaged Drinking Water. The government should ensure safe water to all over the Nations.

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.

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 (Usharani & Gopinath, 2020b). 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. It is clear from the above mentioned studies that there is no research on the brand awareness of Packaged Drinking water in Ariyalur District.

The above aspects expose the gaps in the research on consumers' brand awareness towards packaged drinking water in Ariyalur District. In this context, the researcher aims to analyse the brand awareness of the consumers' towards packaged drinking water (Gopinath & Kalpana, 2011b). The study also aims to analyse the impact of consumers' brand awareness towards the packaged drinking water in Ariyalur District.

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