

A STUDY OF CUSTOMER ATTITUDE TOWARDS RO WATER PURIFIER WITH REFERENCE IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

By

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DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MARCH 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VIVITHA.M (38280100)** who carried out the project entitled “**A STUDT OF CUSTOMER ATTITUDE TOWARDS RO WATER PURIFICATION WITH REFERENCE IN CHENNAI**” under my supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

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VIVITHA.M

38280100

DECLARATION

I **VIVITHA.M (38280100)** hereby declare that the Project Report entitled **“A STUDY OF CUSTOMER ATTITUDE TOWARDS RO WATER PURIFICATION WITH REFERENCE IN CHENNAI”** done by me under the guidance of **Dr. ILANKADHIR. M** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree

DATE: 17.03.2021

VIVITHA.M

PLACE: CHENNAI

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	I
	LIST OF TABLES	li
	LIST OF CHARTS	lii
	INTRODUCTION	1
1	1.1 Introduction About The Study	3
	1.2 Industry Profile	5
2	REVIEW OF LITERATURE	7
	2.1 Review Of Literature	9
3	RESEARCH METHODOLOGY	11
	3.1 Need For Study	13
	3.2 Objective of Study	15
	3.3 Research design	17
	3.4 Structure of questionnaire	19
	3.5 Sampling technique	21
	3.6 Period of study	23
	3.8 Sampling size	25
	3.9 Sampling area	27
4	DATA ANALYSIS AND INTERPRETATION	29
	4.1 Percentage Analysis	29
5	5.1 Findings	30
	5.2 Suggestions And Recommendations	31
	5.3 Conclusions	32
	APPENDIX – 1 (Questionnaire)	
	BIBLIOGRAPHY	9

ABSTRACT

Water purification is the process of removing undesirable chemicals, biological contaminants, suspended solids and gases from contaminated water. In India both rural and urban areas are suffering from scarcity of clean water for domestic purpose. To fulfill a very high demand for water purifiers of health conscious customers, several companies like KENT, HUL, Tata, Eureka, Forbes, LG, Bajaj etc. have entered into a segment and have launched various brands of water purifiers. Existing demand has also attracted to local players who have entered in the market and assembling water purifier in minimum cost which are named differently such as: Aqua fresh, Aqua plus, Aqua grand, Aqua care, Aqua pearl, Aqua pure, Liv pro, etc. They vary in size purification technology, price, color, pattern, usage, etc. The proposed USP a local company's is after sales service, which is easy to avail because of their locality this study is conducted in Chennai city in Tamilnadu. The study mainly aims to analyze the customer's attitude and impact of brand performance on local water purifier and brand purifier available in market. The study also focuses on the perception of consumer awareness towards water purifier. This research is based on both primary data and secondary data about RO water purifier.

LIST OF TABLES

S.NO	PARTICULARS	PG.NO
4.1.1	AGE OF RESPONDENTS	5
4.1.2	QUALIFICATIONS RESPONDENTS	6
4.1.3	OCCUPATION RESPONDENTS	7
4.1.4	INCOME RESPONDENTS	8
4.1.5	KIND OF PURIFIER USING RESPONDENTS	9
4.1.6	IDEA TO USE PURIFIER IN FUTURE RESPONDENTS	10
4.1.7	WHAT TYPE OF PURIFIER RESPONDENTS	11
4.1.8	EXISTING DRINKING WATER AT PRESENT RESPONDENTS	12
4.1.9	WHICH METHODS THAT MOSTLY USED RESPONDENTS	13
4.1.10	HOW LONG THEY USING PURIFIER RESPONDENTS	14
4.1.11	WHO SUGGESTED TO USE PURIFIER RESPONDENTS	15
4.1.12	AWARE OF TECHNOLOGY USED IN PURIFIER RESPONDENTS	16
4.1.13	TECHNOLOGY LIKE RO AND UV ARE BENEFICIAL IN CLEANING GEMS RESPONDENTS	17
4.1.14	CAPACITY OF THE WATER PURIFIER RESPONDENTS	18
4.1.15	ISSUES IN WATER PURIFIER RESPONDENTS	19
4.1.16	IN WHICH SCENARIO WOULD YOU USE WATER PURIFIER RESPONDENTS	20
4.1.17	SATISFACTION LEVEL TOWARDS PRICE RESPONDENTS	21
4.1.18	SATISFACTION LEVEL TOWARDS HEALTH SAFETY RESPONDENTS	22
4.1.19	SATISFACTION LEVEL TOWARDS STATUS RESPONDENTS	23
4.1.20	SATISFACTION LEVEL TOWARDS QUALITY RESPONDENTS	24
4.1.21	SATISFACTION LEVEL TOWARDS BRAND RESPONDENTS	25
4.1.22	SATISFACTION LEVEL TOWARDS TASTE OF WATER RESPONDENTS	26

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4.1.5	KIND OF PURIFIER USING REpondENTS	9
4.1.6	IDEA TO USE PURIFIER IN FUTURE RESPONENTS	10
4.1.7	WHAT TYPE OF PURIFIER RESPONDENTS	11
4.1.8	EXISITING DRINKING WATER AT PRESENT RESPONDENTS	12
4.1.9	WHICH METHODS THAT MOSTLY USED RESPONDENTS	13
4.1.10	HOW LONG THEY USING PURIFIER RESPONDENTS	14
4.1.11	WHO SUGGESTED TO USE PURIFER RESPONDENTS	15
4.1.12	AWARE OF TECHNOLOGY USED IN PURIFIER RESPONDENTS	16
4.1.13	TECHNOLOGY LIKE RO AND UV ARE BENEFICIAL IN CLEANING GEMS RESPONDENTS	17
4.1.14	CAPACITY OF THE WATER PURIFFER RESPONDENTS	18
4.1.15	ISSUES IN WATER PURIFIER RESPONDENTS	19
4.1.16	IN WHICH SCENARIO WOULD YOU USE WATER PURIFIER RESPONDENTS	20
4.1.17	SATISFATION LEVEL TOWARS PRICE RESPONDENTS	21
4.1.18	SATISFACTION LEVEL TOWARDS HEALTH SAFETY RESPONDENTS	22
4.1.19	SATISFACTION LEVEL TOWARDS STATUS RESPONDENTS	23
4.1.20	SATISFACTION LEVEL TOWARDS QUALITY RESPONDENTS	24
4.1.21	SATISFACTION LEVEL TOWARDS BRAND RESPONDENTS	25
4.1.22	SATISFACTION LEVEL TOWARDS TASTE OF WATER RESPONDENTS	26

CHAPTER -1

INTRODUCTION

1.1 Introduction

Access clean water is a vital issue in the world today, spanning across multiple dimensions, including environmental policy, industry, technology, and of course, poverty. More than 1/3 of the world's renewable fresh water is used for agricultural, industrial or domestic purposes. The majority of these uses release compounds back into the water that make it unsafe; we have become addicted to the method that poisons surrounding bodies of water.

Several million tons of Pesticides, fertilizers and synthetic compounds from industrial and consumer products find the way into natural water every year. It is now widely accepted that for many people, access to clean and safe water in sufficient quantities is the most serious challenge of survival in the twenty first century. Even in small amount, these compounds can have detrimental effects on sanitation, with proven long term consequences for aquatic stability and human health. Now let's consider the fact that 1/3 of the world's population lives without access to clean water; clearly, we have a problem.

Technology must be paired with the concern for the environment and public health in order to deal with the need for a fast, inexpensive, and energy conserving method of water purification. Purified water provides cleaner water for household needs. Cooking with and drinking purified water helps to ensure a family's peace of mind knowing there is no foreign matter in their water. Many people prefer the flavor of pure water. Around 80% of diseases in India are caused due to water borne microorganisms. This is true in urban as well as in rural India. However, awareness of health risks linked to unsafe water is still very low among the rural population. In comparison the urban sector is definitely more health conscious and understands the necessity of purifying water before it is fit for consumption. This is one of the reasons purifiers are most widely used in India.

The purification process of water may reduce the concentration of particulate matter including suspended particles, parasites, bacteria, algae, viruses, fungi; and a range of dissolved and particulate material derived from the surfaces that water may have made contact with after falling as rain. It is forecasted that the water purifier market in India will witness compounded annual growth rate of 30% till 2019. There are three types of water purifiers marketed in India - the ultra-violet, reverse osmosis (RO) and resin-based one. RO-based purifiers are the most expensive, while UV-based purifiers are quite less expensive. Non Electric water purifiers are more affordable. Water purifier usage is rapidly increasing in big cities, towns, educational institutions, hospitals, heavy industries etc. So to conduct a research on the usage and effect of branded water purifiers on local manufacturer is inevitable.

The concept involves various categories including company image, price, service, installation, size etc. Brand preference, which refers to a buyer's first choice of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights. In the normative model of decision making, the customer collects information about local alternatives, evaluates them based on their features and makes a decision that will maximize the value of that decision. The local manufacturers who assemble RO system to compete well known brands are used to follow the seven stage purification process.

It includes pre sediment filter, sediment filter, pre carbon filter, reverse osmosis membrane, UV chamber, post carbon silver purification, ultra filtration. Storage capacity of the purifier is another major characteristic of both branded and non branded product. The success of this product depends upon the preference and satisfaction of the consumers. The preference of this product, in turns depends upon many factors such as quality, price offer, brand, service etc. This study helps in obtaining the right and adequate information about the brand preference of the prospective customers who are planning to purchase water purifier due to consciousness as increasing trend today.

1.2 INDUSTRY PROFILE

Reverse osmosis (RO) has been known for more than a century, but it did not become a commercial process until the early sixties when a special membrane was developed (1, 2, 3, 4). Because RO operates at a comparatively low temperature and is relatively energy efficient, it is employed in various applications, e.g., desalination, treatment of waste water, reclamation of minerals, concentration of whey and other food products, and purification of water (5, 6). In years it is the most cost effective methods of treating boiler feed water, cooling tower makeup water and industrial process water. Reverse osmosis may also be used to produce demineralized water, negating the need to handle and dispose of hazardous chemicals. The application of recent years, RO has been used increasingly in making processed water for dialysis in hospitals and for certain cosmetics and drugs by pharmaceutical manufacturers (7, 8). In addition to these applications, RO is capable of producing water of sufficient purity to be used as Water For Injection (WFI) and for the preparation of parenteral solutions (9, 10, 11, 12). This ITG will focus on the chemical and microbiological quality of water produced by reverse osmosis. In recent reverse osmosis is the food Industry.

CHAPTER-2

REVIEW OF LITERATURE

Dr.V.Maheswari [April 2019]: Clean water is the matter of universal importance .like all; water is not a choice we need it to survive. So it deeply distributing to learn that drinking is the main health hazard in India. In India NEARLY 80% people die due to water related diseases. Both urban and rural areas in India are suffering from scaring of clean water for domestic use. Water purifier is necessary now a day especially if underground water is used for drinking. The study focus on the perception of respondent factor that influence them to buy water purifier for their own health. The present study aims at analyzing that the respondent face the problems while using the water purifier.

A.Gunasundari [2018]: Water purification is the process of removing undesirable chemical, biological contaminants suspended solid and gases from contaminated water. The study mainly aims to analyze the impact of brand performance on local water purifier and brand purifier available in market. The study also focuses on the perception of consumer awareness towards water purifier. This research is based on both primary data and secondary data.

C.Prabha [June 2016]: India has rich and varied culture. It will be interesting to understand the nature and characteristics of Indian consumers. Whose buying decision will be based on the influence of the values, belief, customs and practices and behavior of the particular of which they are apart. Right from the time there has been exchange of goods and services between the buyers and sellers, the ultimate success of all the economic activities has primarily depend on the producer manufacturing and selling goods and services decide by the target consumer. This only goes to show the marketers have to revolve every marketing activity around the ultimate consumers. Since the focus of attention is on the consumer, the marketer is always probing and trying to learn.

Thilagavathi.P and Ramya.S [March 2015]:This study is about to know the factors influencing the choice of buyers while making the purchase of water purifier and to

measure the level of satisfaction of the customer determine the factors influencing satisfaction and to know what are all the problems that are faced by customer while using the water purifier.

Asian J. Exp. Biol. Sci. Volume 1 [2010]:Examines that non electrical water purification system (WPS), comprised of a non woven sediment filter followed by activated carbon and disinfectant, was evaluated for chemical as well as microbial disinfection efficacy following the general guidelines of the United States Environmental Protection Agency Guide Standard and Protocol for Testing Microbiological Water Purifiers.

Emmanuel K. Boon and Luc Hens Tribes and Tribals, Special Volume No. 1 [2007]:Explored the link between water supply problems and traditional water purification knowledge and how this information could be applied to improve water supply situation and enhance sustainable development in rural communities.

Alvaro E. Gil, Kevin M. Passino [2004]: Control for drinking water purification expressed the disinfection of raw water plays an important role in environmental engineering. In this document we overview several feedback controllers proposed by different authors to purify the water contained in water distribution systems.

Dana M. Johnson [2007]: Feasibility of water purification technology in rural areas of developing countries, Journal of environment management, in this research study on “Feasibility of Water Purification Technology in Rural Areas of Developing Countries” revealed that water scarcity is threatening social and economic growth in rural areas of developing countries.

Elisa Giacosa and Guido Giovando [2012]: Bottled Water Consumption: The Case of Italy, World Journal of Social Sciences, A study entitled “Bottled Water Consumption: The Case of Italy”. The aim of this research is to analyze the beverage sector, with particular reference to the bottled water sector.

Hrudey, S. Hrudey, E. and Pollard, S., [2006]: Risk Management for Assuring Safe Drinking Water, the study explains that safety does not mean. The absence of any risk

since to demand an absolute standard would mean that no Water would ever meet this standard and thus no water could ever be considered safe. While it is clear from the literature that consumers want water supplies that are 100% Safe, what is less clear is what proportion of the population expect some uncertainty and thus accept less than 100% safety. It is not clear what levels of risk are Acceptable To different types of consumers.

Jeya [2007]: In her dissertation, “A Study on consumer attitude towards branded mineral water at Kovilpatti town”, concludes that water is a main part of human being’s daily life. The consumers have their choices towards the mineral water brand names. Mineral water plays an important role in designing the attitude of the consumers. Different attributes of the mineral water influence the purchase decision of consumers. Buyer behavior is the psychological, social and physiological behavior of potential consumer as they are able to evaluate, purchase consume and tell other people about the products and services. It is that act of considering different facts of benefits expected from the product before affecting the purchase of the product .

M. Nandhini [2012]: Brand Preference towards Water Filters – An Analysis, discussed about the Importance of using a Water Filter in recent years, home water filters have gained widespread popularity. As the logical, most convenient and most economical solution for high quality water, water filters offer many benefits over tap water and bottled water. Home water filtration offers a higher quality water product than bottled water and the convenience of tap water. Point of use water filters remove lead from drinking water immediately prior to consumption, thus preventing this harmful substance from entering the body. The purchase of a countertop filter results in a source of clean, healthy water that costs much less than bottled water.

Nirmala Das [2013]: A Study on Factors Affecting Consumer Purchase Decision of Water Purifier, Indian Journal of Marketing, A study on the topic “A Study on Factors Affecting Consumer Purchase Decision of Water Purifier”, concludes that behavior of consumers is affected by various factors like price of product, technology, health and safety, brand name, marketing activities as well as their own characteristics.

Prakashetal [2007]: Design & Development of Ultra Low Cost Water Purifier for Indian Rural Market, the study has explained about the importance of water purifiers. Water is the vital source of existence of life on earth. Drinking pure water has changed from luxury to necessity for the past few years. In general the people living in urban areas have access to good drinking water by having water purifier and at times can afford for packaged drinking water. However, if we look at scenario in rural India, most of the people do not have a source of clean drinking water and because of illiteracy, they are not aware of the hazards caused by drinking unclean water.

Poulos Cetal, [2012]: Consumer preferences for household water treatment products in Andhra Pradesh, India, he has discussed that over 5 billion people worldwide are exposed to unsafe water. Given the obstacles to ensuring sustainable improvements in water supply infrastructure and the unhygienic handling of water after collection, household water treatment and storage (HWTS) products have been viewed as important mechanisms for increasing access to safe water. This paper reports the results of the first state-of-the-art conjoint analysis study of HWTS products. In 2008, they conducted a conjoint analysis survey of a representative sample of households in Andhra Pradesh (AP), India to elicit and quantify household preferences for Commercial HWTS products.

Rajeswari V. and Ayisha Millath M. [2003]: Brand Preference towards Water Purifier - A Study published in the Indian Journal of Marketing, An Article on “Brand Preference towards Water Purifier” indicated that consumer preferences are based on their personal background, experience, quality, reliability and service available for a specific purifier.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience, attitude, perception and satisfaction base for the product. This time research methodology is framed for the purpose of finding that the customers are have adequate knowledge about water purification.

3.2 OBJECTIVES OF THE STUDY

This project is mainly to identify and evaluate the customer's response towards the water purification system.

3.2.1 PRIMARY OBJECTIVE

A study of customer attitude towards RO water purifier.

3.2.2 SECONDARY OBJECTIVE

1. To know the factors influencing the choice of buyers while making the purchase of water purifier.
2. To measure the satisfaction level of the consumers and determine the factors influencing satisfaction.
3. To know the problems faced by the consumers of water purifier.

3.3 RESEARCH DESIGN

3.3.1 Descriptive research design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3.2 Sources of data

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA

Questionnaire given to 150 respondents

SECONDARY DATA

Websites and online journals, published reports and review of literature from published articles.

3.4 Structure of questionnaire

Questionnaire was divided into two categories. First part was designed to know the general information about the customers and the second part contained the respondent's options about customer experience.

3.5 Sampling technique

3.5.1 Type of sampling method

A convenience sample data collection method is used for the study. A convenience sample is the one of the main type of non probability sampling method. A convenience sample is made up of people who are easy to reach.

3.6 Period of study

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.7 Sampling area

This study is mainly done with the preference of customers in Chennai.

3.8 Sampling size

A survey is collected as a questionnaire as a size of containing 150 samples through Google form

CHAPTER-4

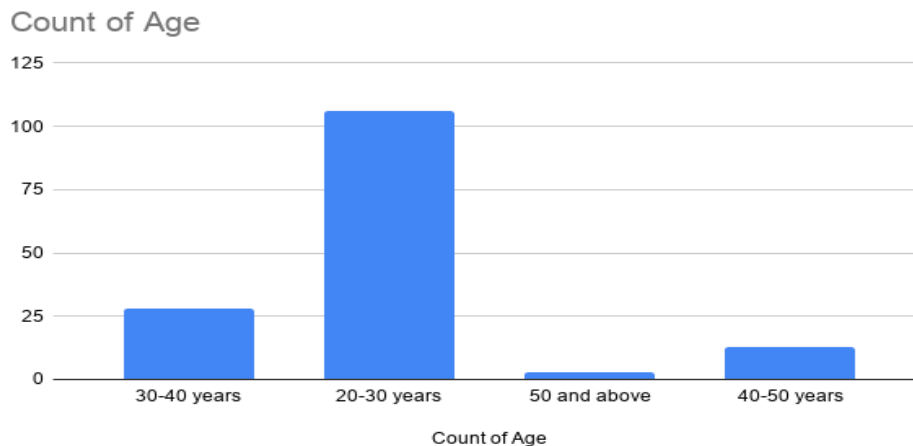
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1: AGE OF RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONSE	PERCENTAGE
1	20-30 YEARS	106	70.66
2	30-40 YEARS	28	18.67
3	40-50 YEARS	13	8.67
4	50 AND ABOVE	3	2.0
	TOTAL	150	100.0

CHART 4.1.1



INTERPRETATION

From the above table it is interpreted that the number of responsible between 20 to 30 age of respondents are 70.66%, between 30 to 40 age of respondents are 18.67%, between 40 to 50 age of respondents are 8.67%, 50 and above age of respondents are 2.0%.

INFERENCE

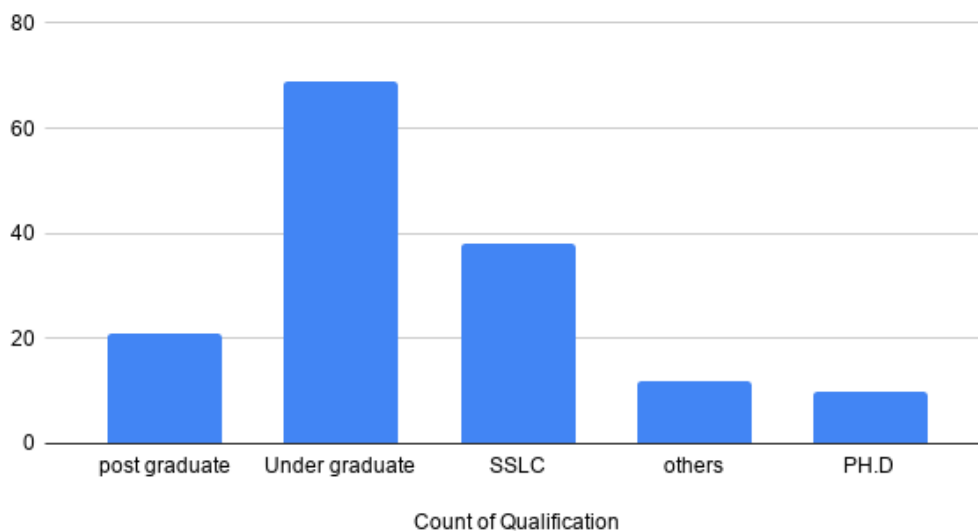
Majority (70.66%) of the respondents are age between 20 to 30 years.

Table 4.1.2: QUALIFICATION RESPONDENTS

S.NO	QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	SSLC	38	25.3
2	UNDER GRADUATE	69	46.0
3	POST GRADUATE	21	14.0
4	PH.D	10	6.7
5	OTHERS	12	8.0
	TOTAL	150	100.0

CHART 4.1.2

Count of Qualification



INTERPRETATION

From the above table it is interpreted that the number of respondents SSLC is 25.3%, Under graduate is 46.0%, Post graduate 14.0%, PH.D is 6.7%, Others 8.0%.

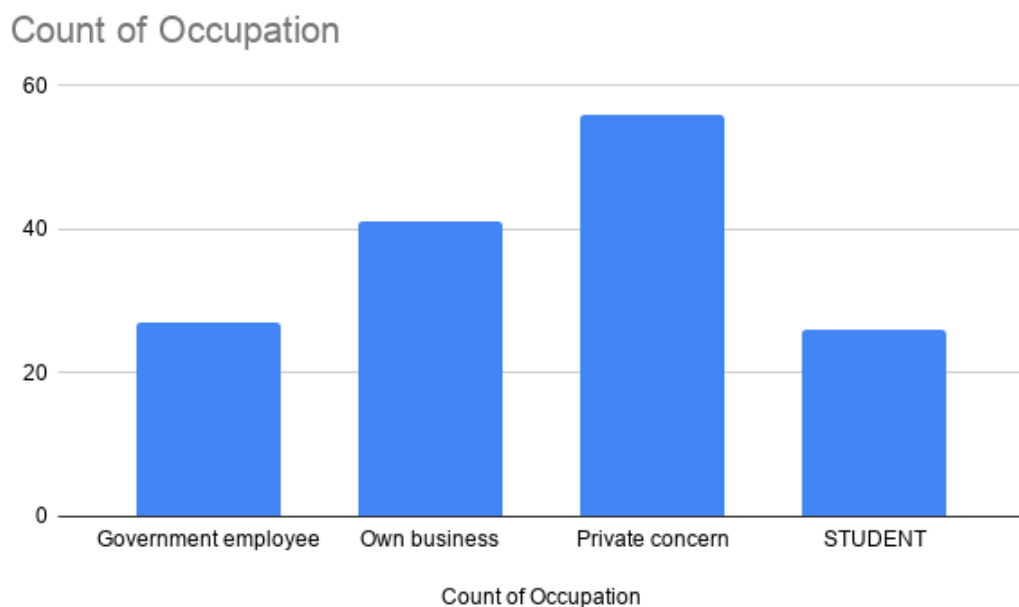
INFERENCE

Majority (46.0%) of the respondents are graduated.

TABLE 4.1.3 OCCUPATION OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	STUDENT	27	18.0
2	PRIVATE CONCERN	54	36.0
3	OWN BUSINESS	42	28.0
4	GOVERNMENT EMPLOYEE	27	18.0
	TOTAL	150	100.0

CHART 4.1.3



INTERPRETATION

From the above table it is interpreted that the number of respondents were 17.3% are students, 37.3% are private concern, 27.3% are own business, 18.0% are government employee.

INFERENCE

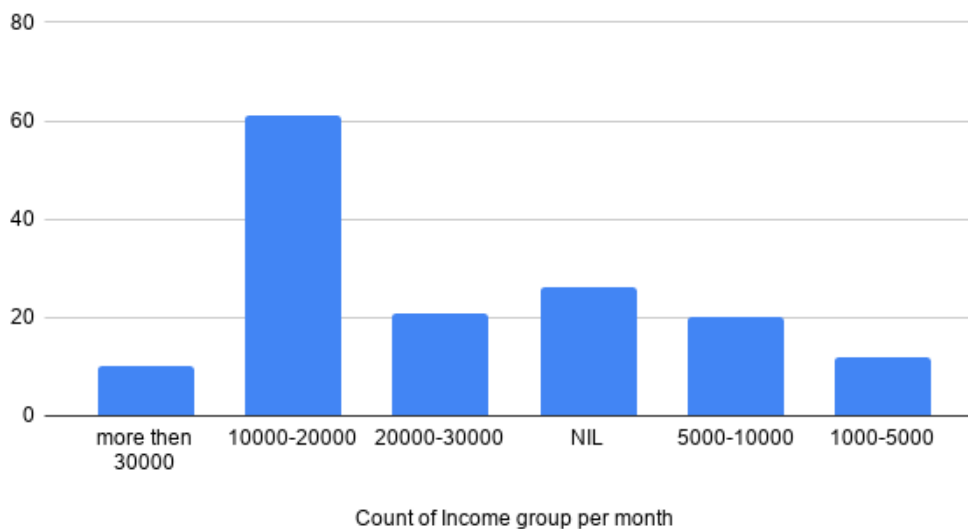
Majority (37.3%) of the respondents are in private concern.

TABLE 4.1.4 INCOME RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	1001-5000	12	8.0
2	5001-10000	20	13.3
3	10001-20000	61	40.7
4	20001-30000	21	14.0
5	30001AND ABOVE	10	6.7
6	LESS THAN 1000	26	17.3
	TOTAL	150	100.0

CHART 4.1.4

Count of Income group per month



INTERPRETATION

From of the above table it is interpreted that the number of respondents were 8.0% earned by 12people, 13.3% earned by 20 members, 40.2% is earned by 61 people, 14.0% is earned by 21 people, 6.7% were earned by 10 people, 17.3% were earned by 26 people.

INFERENCE

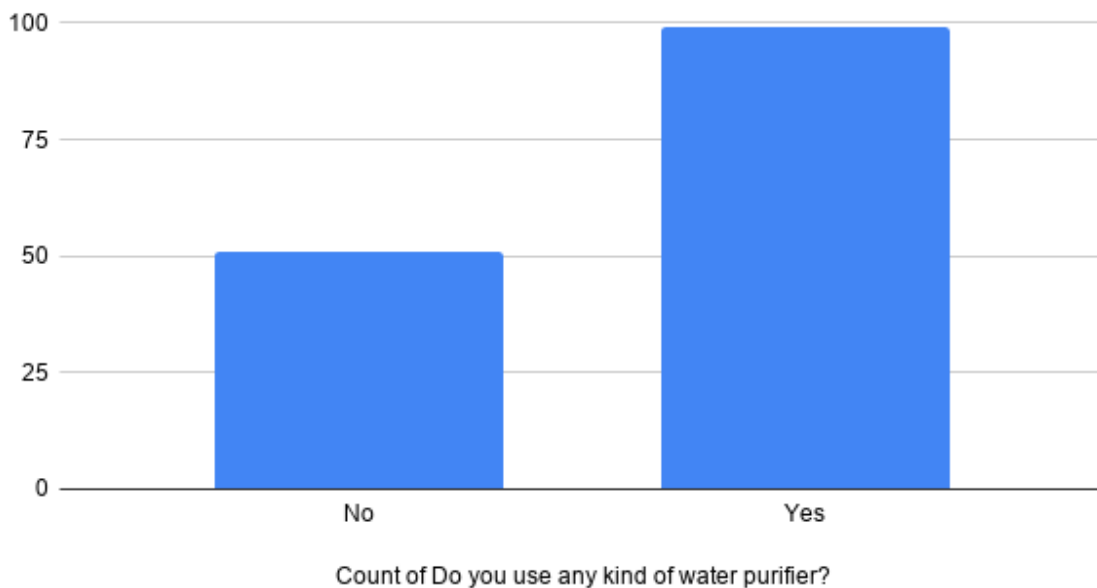
Majority (40.2%) of respondents were earned 10001-20000 salary per month.

TABLE 4.1.5 DO YOU UDE ANY KIND OF WATER PURIFIER RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	YES	99	66.0
2	NO	51	34.0
	TOTAL	150	100.0

CHART 4.1.5

Count of Do you use any kind of water purifier?



INTERPRETATION

From the above table it is interpreted that the number of respondents using water purifier is 66.0%, the number. of. responses not using water purifier is 34.0%.

INFERENCE

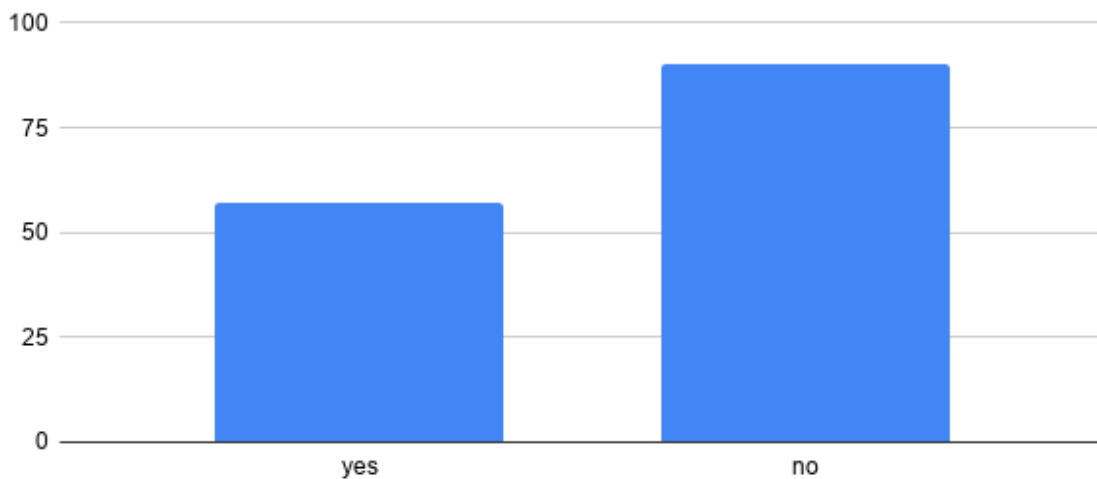
Majority (66.0%) of the respondents are using water purifier.

TABLE 4.1.6 HAVING AN IDEA TO USE WATER PURIFIER RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	YES	58	38.8
2	NO	92	61.2
	TOTAL	150	100.0

CHART 4.1.6

Count of IF NO MEANS YOU HAVE AN IDEA TO USE WATER PURIFIER?



Count of IF NO MEANS YOU HAVE AN IDEA TO USE WATER PURIFIER?

INTERPRETATION

From the above table it is interpreted that the number of respondents have idea to use water purifier is 38.8%, the number of respondents are not having no idea to use water purifier is 61.2%.

INFERENCE

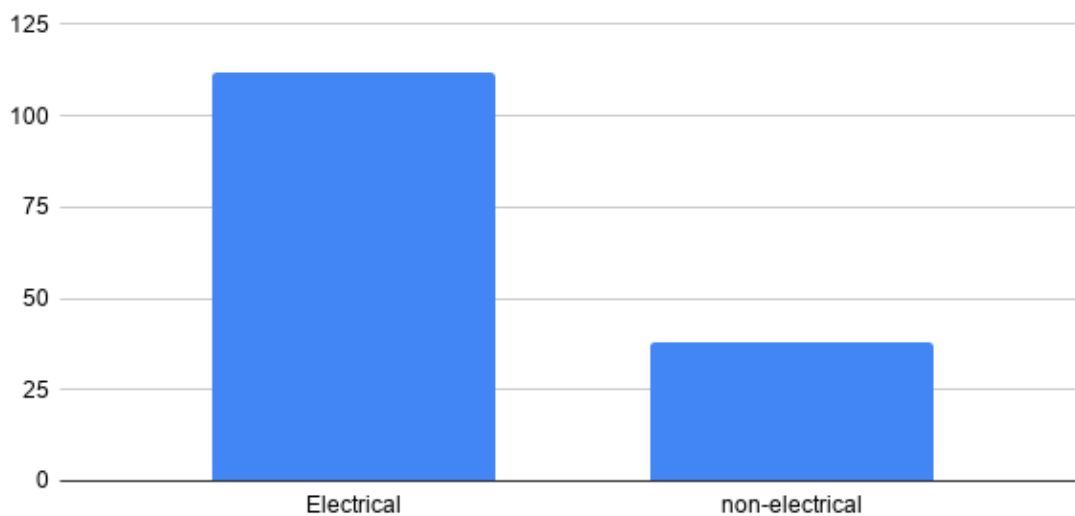
Majority (61.2%) are not having an idea to use water purifier.

TABLE 4.1.7 TYPE OF PURIFIER USING RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	ELECTRICAL	112	74.7
2	NON ELECTRICAL	38	25.3
	TOTAL	150	100

CHART 4.1.7

Count of WHAT TYPE OF PURIFIER DO YOU USE?



Count of WHAT TYPE OF PURIFIER DO YOU USE?

INTERPRETATION

From the above table 74.7% are using electrical water purifiers, 25.3% are using non electrical water purifier.

INFERENCE

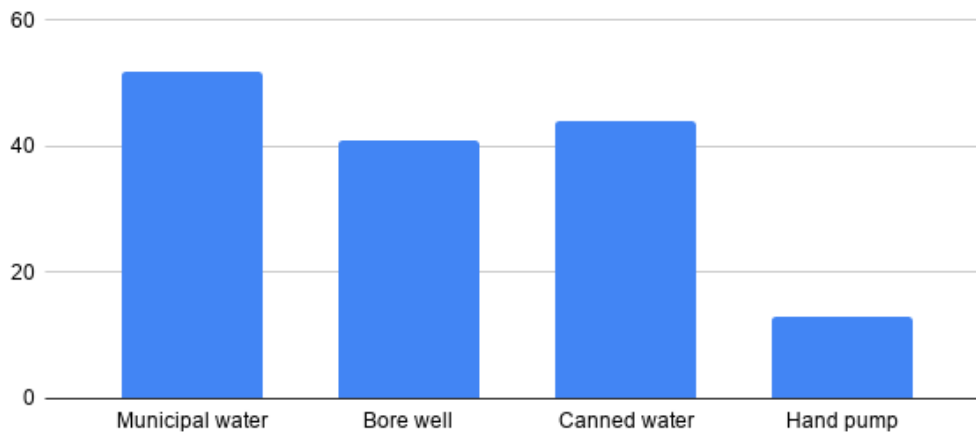
Majority (74.7%) are using electrical water purifiers.

TABLE 4.1.8 EXISTING DRINKING WATER SOURCE

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	MUNICIPAL WATER	52	34.7
2	BORE WELL	41	27.3
3	CANNED WATER	44	29.3
4	HAND PUMP	13	8.7
	TOTAL	150	100

CHART 4.1.8

Count of WHAT IS YOUR EXCISTING DRINKING WATER SOURCE?



Count of WHAT IS YOUR EXCISTING DRINKING WATER SOURCE?

INTERPRETATION

From the above table 34.7% are using Municipal water, 27.3%are using bore well, 29.3% are using canned water, 8.7% are using hand pump.

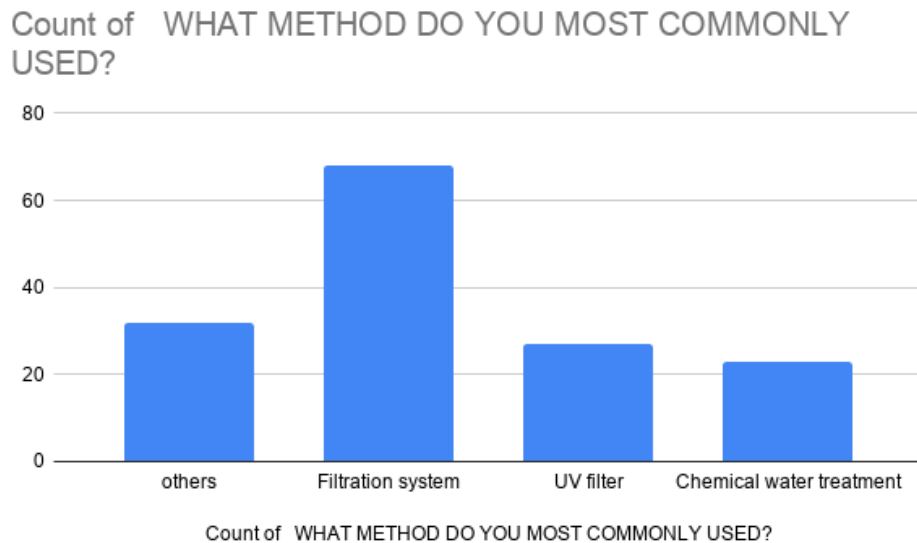
INFERENCE

Majority (34.7%) are using municipal water.

Table 4.1.9 METHODS THAT MOSTLY USED

S.NO	PARTICULARS	NO OF RESPODENTS	PERCENTAGE
1	UV FILTER	27	18.1
2	CHEMICAL WATER TREATMENT	23	15.3
3	FILTRATION SYSTEM	68	45.3
4	OTHERS	32	21.3
TOTAL		150	100.0

CHART 4.1.9



INTERPRETATION

From the above table 18.1% using UV filter, 15.3% using chemical water treatment, 45.3% using filtration system, 21.3% are used some other methods.

INFERENCE

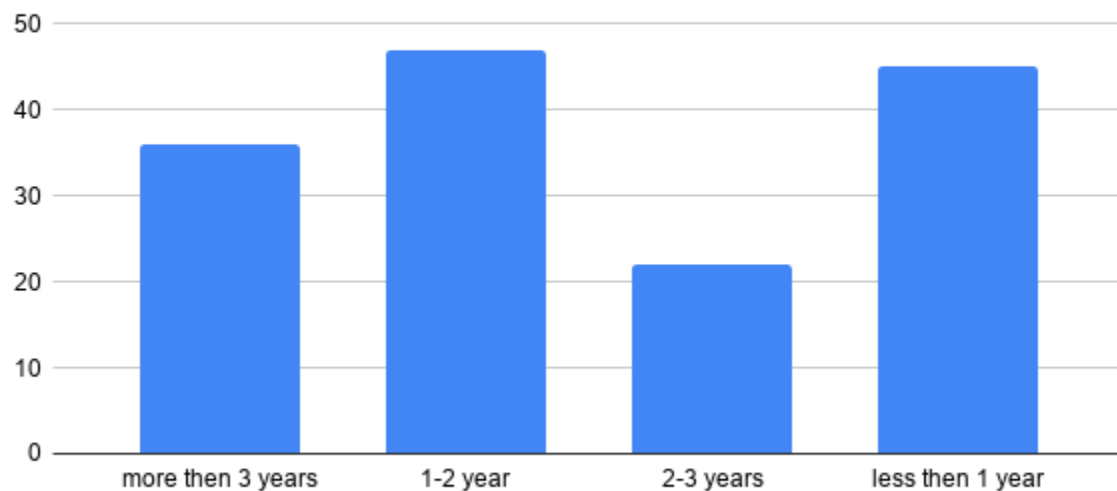
Majority 45.3% are using filtration system.

TABLE 4.1.10 SINCE HOW LONG YOU ARE USING WATER PURIFIER

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	LESS THAN 1 YEAR	45	30.0
2	1-2 YEARS	47	31.3
3	2.5-3 YEARS	22	14.7
4	MORE THAN 3 YEARS	36	24.0
	TOTAL	150	100

CHART 4.1.10

Count of SINCE HOW LONG YOU ARE USING WATER PURIFIER?



Count of SINCE HOW LONG YOU ARE USING WATER PURIFIER?

INTERPRETATION

From the above the table 30.0% are using purifier less than one year, 31.3% are using 1-2 years, 14.7% are using 2.5-3 years, 24.0 are using more than 3years.

INFERENCE

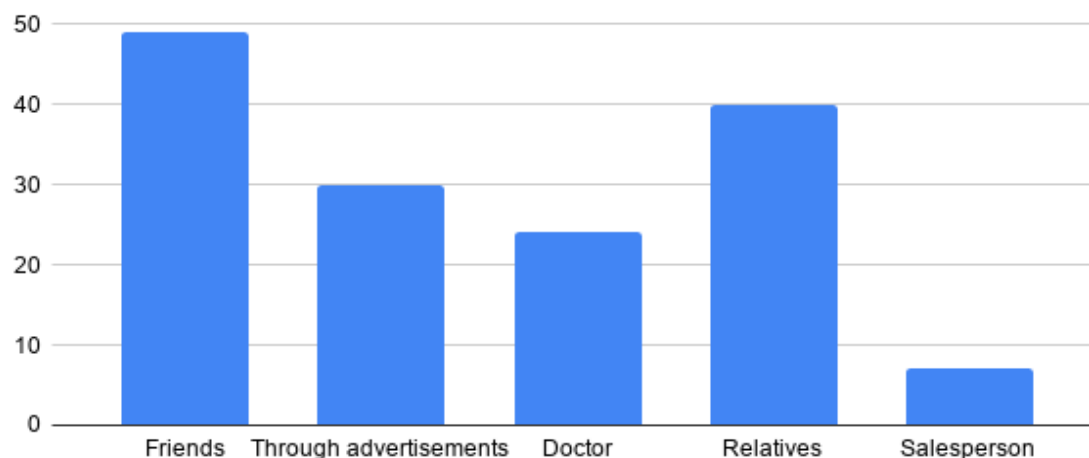
Majority 31.3% of people using water purifier for 1-2 years.

TABLE 4.1.11 WHO SUGGESTED YOU TO USE WATER PURIFIER

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	FRIENDS	49	32.7
2	THROUGH ADVERTISEMENT	30	20.0
3	DOCTER	24	16.0
4	RELATIVES	40	26.7
5	SALESPERSON	7	4.6
	TOTAL	150	100.0

CHART 4.1.11

Count of WHO SUGESSTED YOU TO USE WATER PURIFIER?



Count of WHO SUGESSTED YOU TO USE WATER PURIFIER?

INTERPRETATION

From the above table 32.7% of people use water purifier by the suggestion of friends, 20.0% of people used by the suggestion through advertisement, 16.0% of people used by the suggestion given by Doctors, 26.7% are used by the suggestion given by relatives, 4.6% are used by the suggestion given by salesperson.

INFERENCE

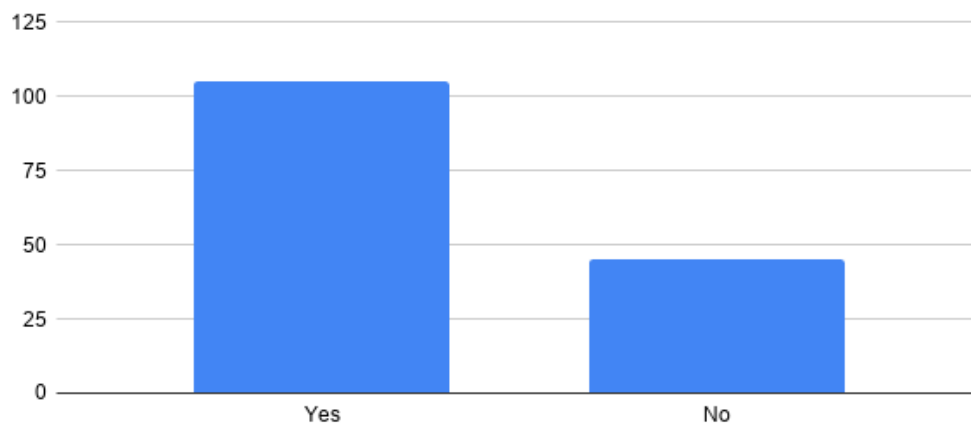
Majority 32.7% of people using water purifier that suggested given by their friends.

TABLE 4.1.12 ARE YOU AWARE OF WATER PURIFIER

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	YES	105	70.0
2	NO	45	30.0
	TOTAL	150	100

CHART 4.1.12

Count of ARE YOU AWARE OF THE TECHNOLOGY USED IN YOUR PURIFIER?



Count of ARE YOU AWARE OF THE TECHNOLOGY USED IN YOUR PURIFIER?

INTERPRETATION

From the above table 70.0% are aware of the technology used in water purifiers, 30.0% are not aware of the technologies.

INFERENCE

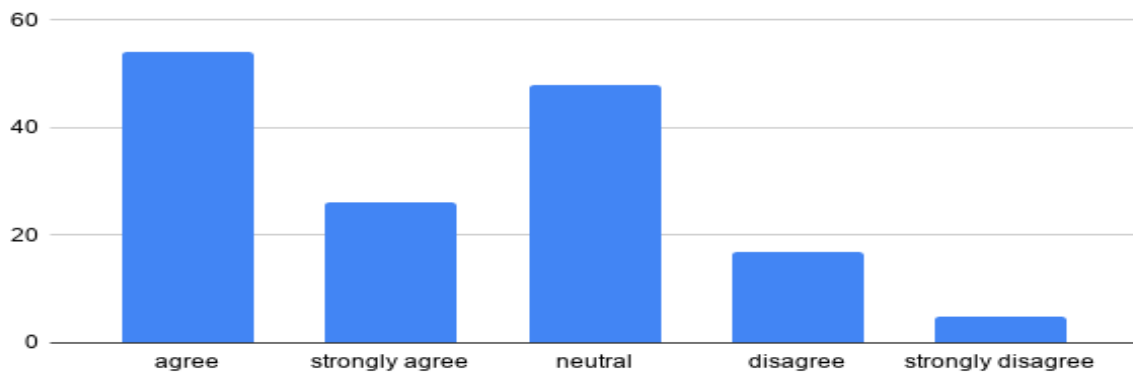
Majority 70.0% are aware of the technologies used in water purifiers.

Table 4.1.13 DO YOU AGREE THAT THE TECHNOLOGIES LIKE RO AND UV ARE BENEFICIAL FOR CLEANING GEMS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	25	16.7
2	AGREE	52	34.4
3	NEUTRAL	50	33.3
4	DISAGREE	16	10.4
5	STRONGLY DISAGREE	7	5.2
	TOTAL	150	100

CHART 4.1.13

Count of DO YOU AGREE THAT THE TECHNOLOGIS LIKE RO AND UV ARE BENEFICIAL FOR CLEANING GEMS



Count of DO YOU AGREE THAT THE TECHNOLOGIS LIKE RO AND UV ARE BENEFICIAL FOR

INTERPRETATION

From the above table 16.7% of people strongly agree that RO cleans gems, 34.4% of people agrees that RO cleans gems, 33.3% of people are neutral about the RO cleaning the gems, 10.4% of people disagrees about the RO cleaning the gems, 5.2% of people strongly disagree that the RO doest clean gems.

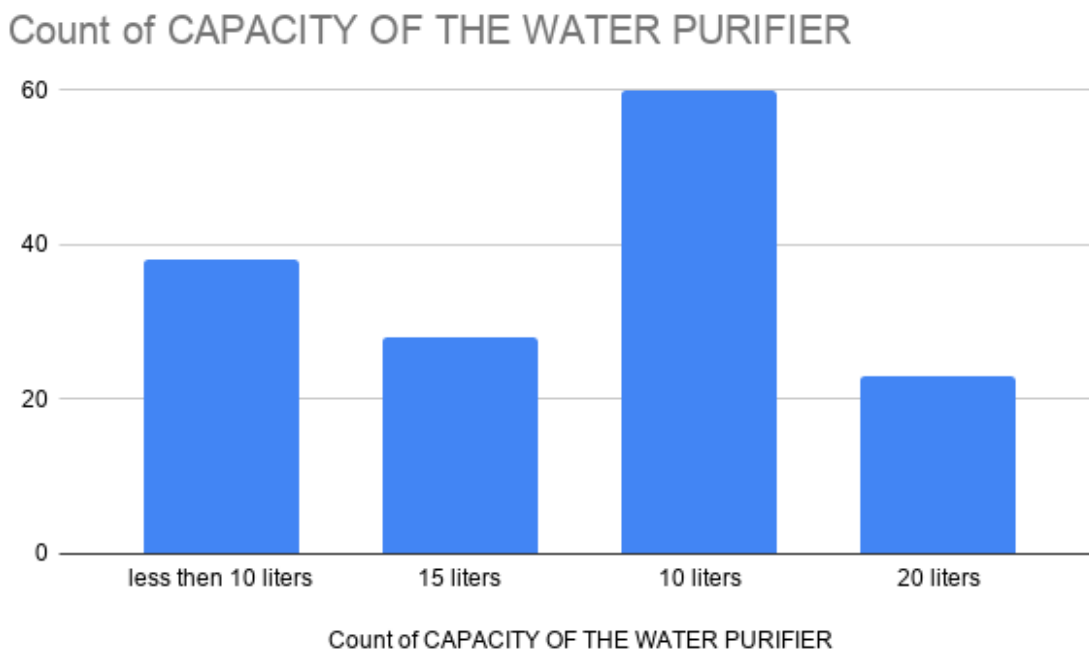
INFERENCE

Majority 34.4% of people agree that the RO and UV are beneficial in cleaning water.

**TABLE 4.1.14 HOW MUCH CAPACITY DOES YOUR WATER PURIFIER HAVE
RESPONDENTS**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	LESS THAN 10 LITERS	38	25.5
2	10 LITERS	60	40.3
3	15 LITERS	27	18.8
3	20 LITERS	23	15.4
	Total	150	100

CHART 4.1.14



INTERPRETATION

From the above table 25.5% of people using less than 10 liters, 40.3% are using 10 liters, 18.8% are using 15liters, 15.4% are using 20liters.

INFERENCE

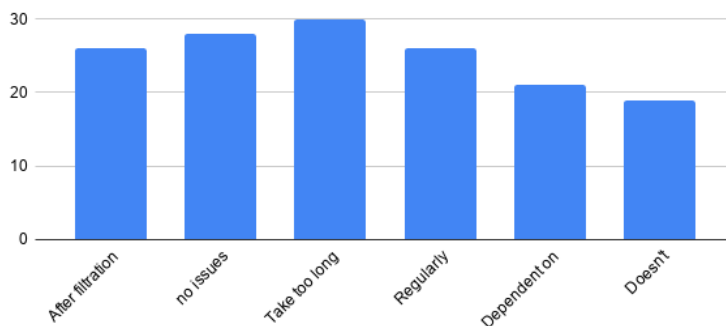
Majority 40.3% of people are using 10 liters water purifier.

TABLE 4.1.15 IF YOU FOUND ANY ISSUES IN WATER PURIFIERS RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Regularly leaks	26	17.3
2	Doesn't provide clean water	19	12.7
3	Take too long to convert	30	20.0
4	Dependent on power source	21	14.0
5	Water is having abnormal taste or color	26	17.3
6	No issues	28	18.7
7	Others	0	0.0
TOTAL		150	100

CHART 4.1.15

Count of IF YOU FOUND ANY ISSUES WITH YOUR WATER PURIFIER WHICH OF THE BELOW DESCRIBES . THE



Count of IF YOU FOUND ANY ISSUES WITH YOUR WATER PURIFIER WHICH OF THE BELOW

INTERPRETATION

From the above table 17.3% are said purifier is regularly leaks, 12.7% said it doesn't provide clean water, 20.0% said it takes too long to convert, 14.0% said it dependent on power source, 17.3% said it have abnormal taste, 18.7% said that they don't have any issues, 0.0 are others.

INFERENCE

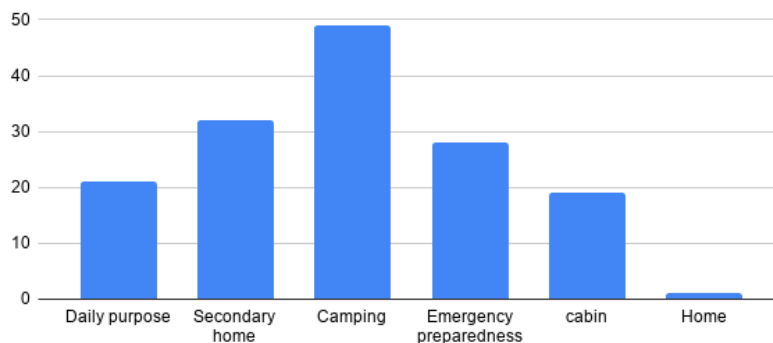
Majority 20.0% of people said they have an issue that the purifier takes too long to convert into a drinking water.

TABLE 4.1.16 WHICH SCENARIO WOULD YOU USE WATER PURIFIER RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	DAILY PURPOSE	21	14.0
2	SECONDARY HOME	32	21.2
3	CAMPING	49	32.7
4	EMERGENCY PREPAREDNESS	28	18.7
5	CABIN	19	12.7
6	HOME	1	0.7
	TOTAL	150	100.0

CHART 4.1.16

Count of UNDER WHICH OF THE FOOING SCENARIOS WOULD YOU USE A WATER FITERATION SYSTEM.



Count of UNDER WHICH OF THE FOOING SCENARIOS WOULD YOU USE A WATER

INTERPRETATION

From the above table 14.0% are used filtration daily purpose, 21.2% are used for secondary homes, 32.7% are used for camping, 18.7% are used for emergency preparedness, 12.7% are used for cabin, 0.7% are used in home.

INFERENCE

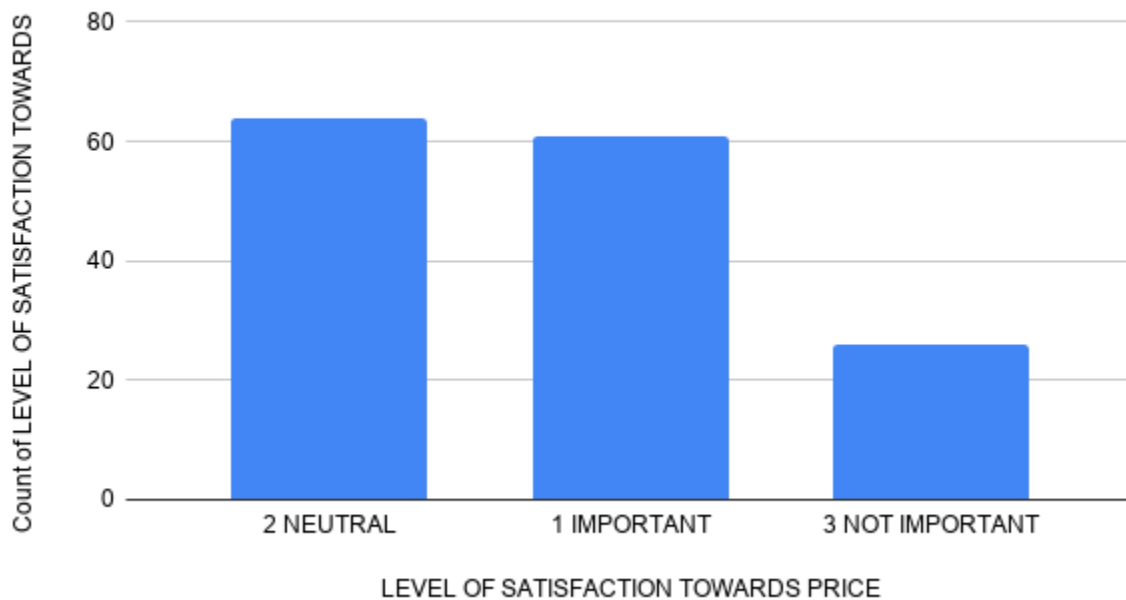
Majority 32.7% of people using filtration process for camping purpose.

TABLE 4.1.17 LEVEL OF SATISFACTION TOWARDS PRICE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	IMPORTANT	61	40.7
2	NEUTRAL	64	42.7
3	NOT IMPORTANT	25	16.6
	TOTAL	150	100.0

CHART 4.1.17

Count of LEVEL OF SATISFACTION TOWARDS PRICE



INTERPRETATION

From the above table 40.7% are said important towards price, 42.7% are neutral about the price, 16.6% are said not important for the price.

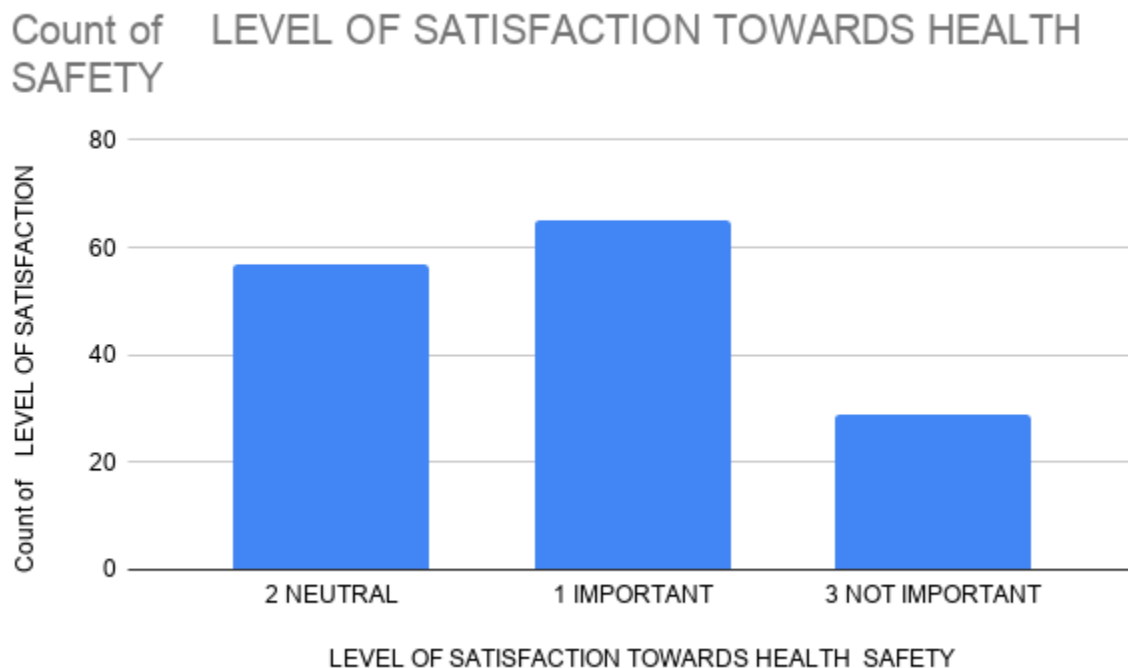
INFERENCE

Majority 42.7% people are said neutral about the price of the product.

TABLE 4.1.18 LEVEL OF SATISFACTION TOWARDS HEALTH SAFETY RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	IMPORTANT	65	43.3
2	NEUTRAL	57	38.0
3	NOT IMPORTANT	28	18.7
	TOTAL	150	100.0

CHART 4.1.18



INTERPRTATION

From the above table 43.3% said important about the health safety, 38.0% are neutral towards health safety, 18.7% are said that health safety is not important.

INFERENCE

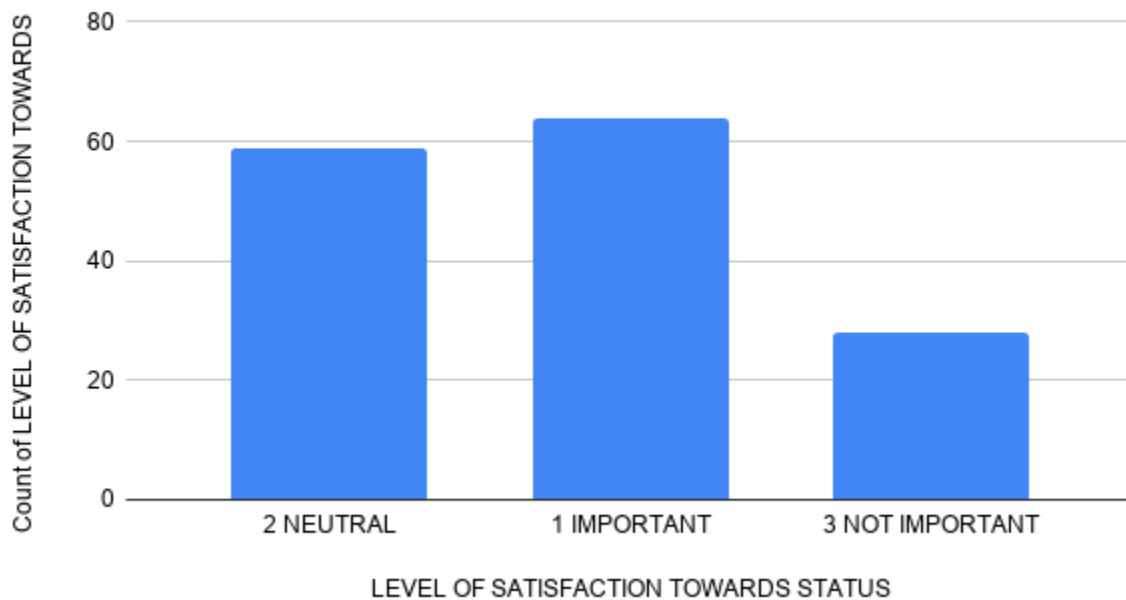
Majority 43.3% are said health safety is important.

TABLE 4.1.19 LEVEL OF SATISFACTION TOWARDS STATUS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	IMPORTANT	63	42.4
2	NEUTRAL	59	39.1
3	NOT IMPORTANT	28	18.5
	TOTAL	150	100.0

CHART 4.1.19

Count of LEVEL OF SATISFACTION TOWARDS STATUS



INTERPRETATION

From the above table 42.4% are said important towards the status, 39.1% are said neutral towards the status, 18.5% are said not important towards the status.

INFERENCE

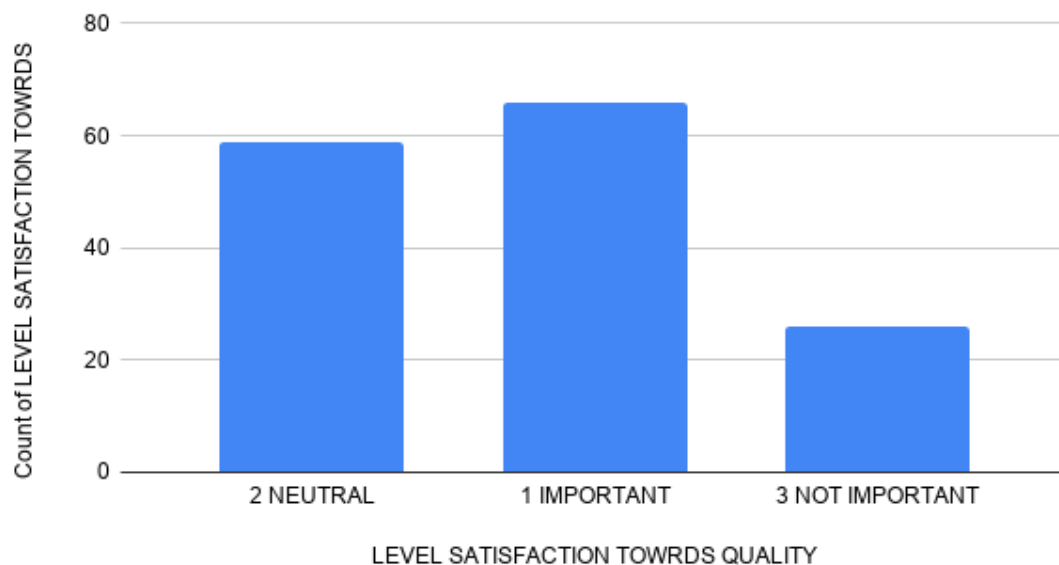
Majority 42.4% are satisfied towards the status.

TABLE 4.1.20 LEVEL OF SATISFACTION TOWARDS QUALITY RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	IMPORTANT	65	43.7
2	NEUTRAL	59	39.1
3	NOT IMPORTANT	26	17.2
	TOTAL	150	100.0

CHART 4.1.20

Count of LEVEL SATISFACTION TOWRDS QUALITY



INTERPRETATION

From the above table 43.7% are satisfied with the quality, 39.1% are neutral about the quality, 17.2% are not satisfied with the quality.

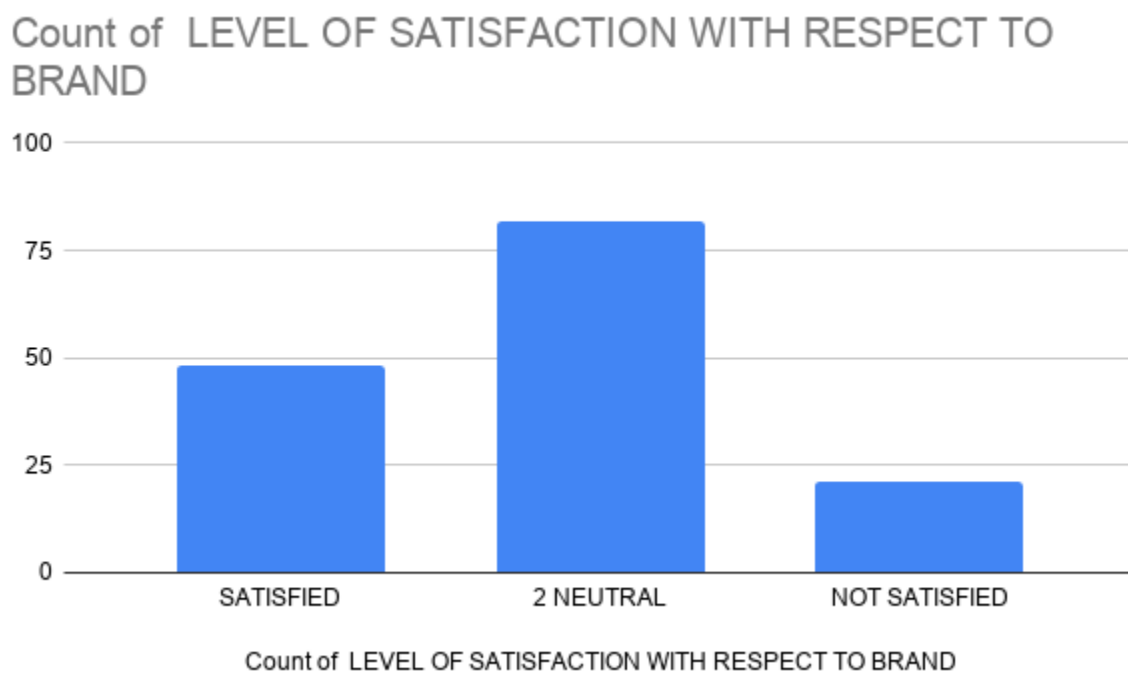
INFERENCE

Majority 43.7% are satisfied with the quality of the product.

TABLE 4.1.21 LEVEL OF SATISFACTION TOWARDS BRAND

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	SATISFIED	48	31.8
2	NEUTRAL	81	54.3
3	NOT SATISFIED	21	13.9
	TOTAL	150	100.0

CHART 4.1.21



INTERPRETATION

From the above table 31.8% are satisfied with their brands, 54.3% are neutral with their brands, 13.9% are not satisfied with their respective brands.

INFERENCE

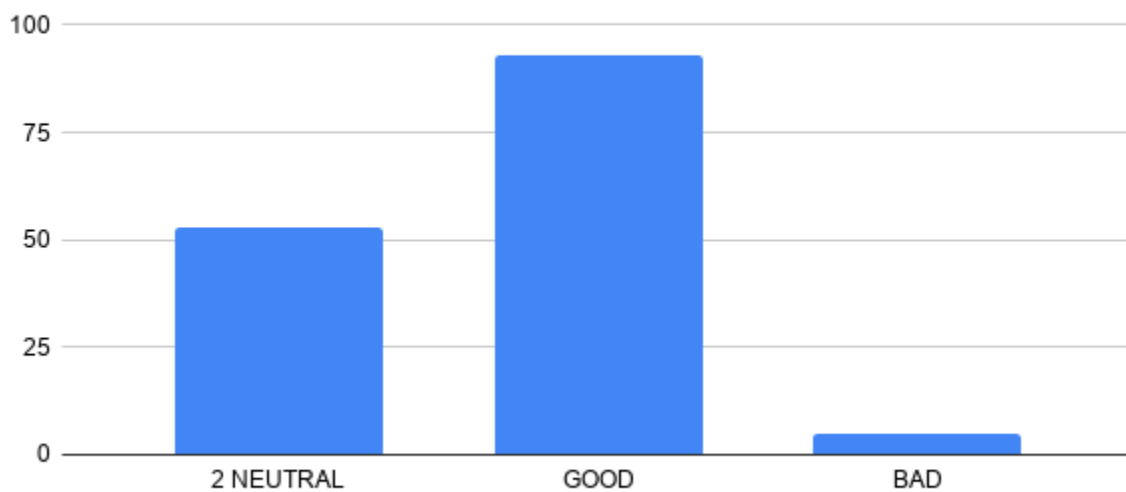
Majority 54.3% of people is neutral about their respective brands.

TABLE 4.1.22 LEVEL OF SATISFACTION TOWARDS TASTE OF WATER RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	GOOD	92	61.6
2	NEUTRAL	53	35.1
3	BAD	5	3.3
	TOTAL	150	100

CHART 4.1.22

Count of RATE YOUR LEVEL OF SATISFACTION WITH RESPECT TO TASTE OF WATER.



Count of RATE YOUR LEVEL OF SATISFACTION WITH RESPECT TO TASTE OF WATER.

INTERPRETATION

From the above table 61.6% are said that the taste of water is good, 35.1% are neutral about the taste of water, 3.3% are said bad about the taste of water.

INFERENCE

Majority 61.6% are said good about the taste of water purification.

CHAPTER-5

5.1 FINDINGS

- Majority 70.66% of respondents are the age between 20-30 years.
- Majority 46.0% of respondents are graduates.
- Majority 37.3% of respondents are working under private concern.
- Majority 40.2% of respondents are earned 10001-20000 per month.
- Majority 66.0% of respondents says they are using a purifier at present.
- Majority 61.2% of respondents says they don't have an idea to use purifier.
- Majority 74.7% of respondents says that they are using electrical purifiers.
- Majority 34.7% of respondents says they are using municipal water as existing drinking water source.
- Majority 45.3% of respondents says they are using filtration method .
- Majority 31.3% of respondents says they are using a purifier for 1-2 years.
- Majority 32.7% of respondents says that their friends suggested them to use purifiers.
- Majority 70.0% of respondents says they are aware of the technologies used in purifiers.
- Majority 34.4% of respondents agrees that the technology like RO and UV are beneficial in cleaning gems.
- Majority 40.3% of respondents says that they are using capacity of 10liters purifier.
- Majority 20.0% of respondents says that they have an issue that it take too long to convert into a drinking water.
- Majority 32.7% of respondents says they are using purifier at the time of camping.
- Majority 42.7% of respondents says their satisfaction level towards price of the purifier is neutral.
- Majority 43.3% of respondents says that the health safety in purifier is important.

- Majority 42.4% of respondents says that they are satisfied with the status while using purifier.
- Majority 43.7% of respondents says they are satisfied with the quality of the purifier.
- Majority 54.3% of respondents says their satisfaction level towards the respective brand is neutral.
- Majority 61.6% of respondents says that the taste of the purified water is good.

5.2 SUGGESTIONS

- In the study area, respondents have pointed the protection from water borne disease for buying the water purifier machine so, companies must have to be improved the purification quality of their water purifier machine.
- Companies should be considered manufacturing of water purifier for lower class families that is at price which is affordable.
- Companies should be reduced the electricity charges cost as it is the major burden of the respondents.
- Most of the respondents have pointed the health safety as the main reason for buying water purifiers. So the water purifier machine should contain TDS [Total Dissolved Solids] meter is must.

5.3 CONCLUSION

In today's world of rapidly changing technology consumer's perception is frequently changing, as a result, their preference for the particular brand also getting change. The various competitors in this market are adopting new marketing strategies to retain their market share. Majority of the consumers have locality for their own brand and for meeting the changing environment the firm has to be constantly innovative and understand the consumer's needs and wants. The implication of this study will be in two forms. First, it will contribute to the existing literature on related field and second, it will give a brief knowledge to the existing and potential producers in the market

APPENDIX (QUESTIONNAIRE)

1. Name:_____
2. Address:_____
3. Age:
 - 20-30 years
 - 30-40 years
 - 40-50 years
 - 50years and above
4. Qualification:
 - SSLC
 - Under graduate
 - Post graduate
 - PH.D Others
5. Occupation
 - Government employees
 - private concern
 - own business
6. Income per month
 - 1000-5000
 - 5001-10000
 - 10001-20000
 - 20001-30000
 - more than 30000
7. Do you use any kind of water purifier?
 - yes
 - no
8. If no means you have an idea to use water purifier
 - Yes
 - no

9. Which water purifier are you using currently [name]_____
10. What type of purifier do you use?
- Electrical
 - non electrical
11. What is your existing drinking water source?
- Municipal water
 - bore well
 - canned water
 - hand pump
12. What method do you most commonly used?
- Filtration system
 - chemical water treatment
 - UV filter
 - others
13. Since how long you are using water purifier?
- Less than 1 year
 - 1-2 years
 - 2-3 years
 - More than 3 years
14. Who suggested you to use water purifier?
- Docter
 - Relatives
 - Friends
 - Salesperson
 - Through advertisement
15. Are you aware of the technology used in your purifier?
- Yes
 - no
16. Do you agree that the technologies like RO and UV are beneficial for cleaning gems? more effectively?

- Strongly agree
- agree
- Neutral
- Disagree
- Strongly disagree

17. How much capacity does your water purifier have?

- Less than 10 liters
- 10liters
- 15lters
- 20liters

18. If you found any issues with your water purifier which of the below describes the issues most accurately

- Regularly leaks
- doesn't actually provide clean safe drinking water
- take too long to convert into drinking water
- dependent on power source [electricity or batteries]
- after filtration water having an abnormal taste or colour
- no issues
- others

19. Under which of the following scenario would you use a water purifier.

- emergency preparedness
- camping
- secondary home
- cabin
- other

20. Rate your level of satisfaction with respective price on the scale of 1-3 where [1.important, 2.neutral, 3.not important].

- 1
- 2
- 3

21. Rate your level of satisfaction with respective health safety on the scale of 1-3 where [1.important, 2.neutral, 3.not important].

- 1
- 2
- 3

22. Rate your level of satisfaction with respective status on the scale of 1-3 where [1.important, 2.neutral, 3.not important] .

- 1
- 2
- 3

23. Rate your level of satisfaction with respective quality on the scale of 1-3 where [1.important, 2.neutral, 3.not important] .

- 1
- 2
- 3

24. Rate your level of satisfaction with respective brand.

- satisfied
- neutral
- not satisfied

25. Rate your level of satisfaction with respective taste of water.

- good
- neutral
- bad

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