

## **CONSUMER SATISFACTION TOWARDS PACKAGED DRINKING WATER WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**Dr. M. KALIMUTHU**

Professor

Department of Commerce with Professional Accounting

Dr. N. G. P. Arts and Science College

Coimbatore - 641048.

**Mail id:** [kalimuthusujanias@gmail.com](mailto:kalimuthusujanias@gmail.com)

**SUJEET. S**

Student of III B.Com (PA), Department of Commerce with Professional Accounting

Dr. N. G. P. Arts and Science College

Coimbatore - 641048.

### **ABSTRACT**

The study gives a brief description of the people's opinion about the satisfaction towards packaged drinking water. Water is the most important necessity for life. Consumer prefer packaged drinking water for hygiene aspect and convenient packing. The aim of the study is to find the consumers satisfaction level towards packaged drinking water. The study used both the primary data and secondary data for analysis.

**Key Words:** Consumer satisfaction, Packaged drinking water, brands.

### **INTRODUCTION**

Consumer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass consumer expectation. Consumer satisfaction is defined as "the number of consumers, or percentage of total consumers, whose reported experience with a firm, its products, or its services(ratings)exceeds specified satisfaction goals". In a competitive market place where businesses compete for consumers, consumer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

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. Consumers choose to drink bottled water for several reasons. In many cases, it is because the consumers think bottled water tastes better than tap water, which they think is a sign for better quality. Furthermore, consumers are very health conscious, so they perceive bottled water as safer and of better quality. The increasing usage of bottled water represents a change in ways of life, for example, the increasing urbanization deteriorates the quality of tap water, but at the same time, the increasing standard of living enables people to drive far and bring home heavy and expensive bottled water. The last 7 percent chose bottled water for other reasons such as taste and convenience.

## 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. There evolution 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 with various styles viz., bottled bubble top, can, and so on. Hence research has been carried over to analyse the satisfaction level of consumer consuming the packaged drinking water.

## SCOPE OF THE STUDY

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 into digestive component is determined by intake of drinking water. The business world today has been accorded in large consumption of packaged drinking water. The present study brings out a clear insight about the customer satisfaction towards various brands endorsing mineral 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.

## OBJECTIVES OF THE STUDY

- To study the customer's brand awareness about the packaged drinking water.
- To identify the level of customer satisfaction towards packaged drinking water.
- To identify the brands which is most popularly preferred by the consumers?

## RESEARCH METHODOLOGY

**Area of the study:** The study area was restricted to Coimbatore City.

**Primary data:** The primary data was collected with the help of a structured questionnaire among 120 respondents.

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

**Sample design:** Convenient sampling method was used for selecting respondents from the population.

**Sample size:** Sample size refers to the number of items to be selected from the universe the size of sample taken for the study is 120.

**Statistical tools used:** The Simple percentage analysis and Rank analysis are used in this article.

## LIMITATIONS OF THE STUDY

- The results and findings are based on the opinion of the respondents.
- The respondents' views and opinions may hold good for the time being and may vary in future.

## REVIEW OF LITERATURE

**S. Selvi (2017)<sup>1</sup>**, The literature review in this study focused on the usage and satisfaction of consumers towards Hindu newspaper and packaged drinking water. The study was conducted in Coimbatore city and involved a sample size of 150 respondents. The data collected was both primary and secondary and was analysed through a formal interview and a questionnaire. The results of the study provided valuable insights into the consumer behaviour and preferences towards Hindu newspaper and packaged drinking water, and highlights the need for companies to strive towards it providing high quality products and services to satisfy their customers.

**M. Sangeetha and K Brindha (2017)<sup>2</sup>**, In this paper marketing, consumers and their behaviour are viewed more carefully because of the importance. They believe that compared to the tap water, consuming bottled water is a hygienic one. As of now, 44 million of people suffer the consequences of contaminated water, thereby seriously affecting the health of future generations who would be vulnerable to serious water borne diseases, in the area of Coimbatore.

## DATA ANALYSIS AND INTERPRETATION

### RANK ANALYSIS

A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a "ranking" is the assignment of the label "First", "second", "third" etc., to different observations of particular variable. A Rank analysis measure the degree of similarity two rankings, and can be used to assess the significance of the relation between them.

**Table 1**

### **RANK BASED ON THE SATISFACTION LEVEL**

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<sup>1</sup>Selvi.S (2017), "A study on consumer's satisfaction towards packaged drinking water with reference to Coimbatore city", International Journal of current research and modern education, ISSN2322 -083X, volume2, issue 2,2017, pp.no. 252-255.

<sup>2</sup>M. Sangeetha 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, ISSN:2455-5428, volume-2, issue 2,2017, pp.no.252 - 255.

S.No	Brands	Rank	Rank	Rank	Rank	Rank	Rank	Total	Rank
		1	2	3	4	5	6		
1.	Bisleri	57(6)	16(5)	10(4)	21(3)	7(2)	9(1)	548	1
2.	Aquafina	22(6)	48(5)	22(4)	13(3)	7(2)	8(1)	521	2
3.	Himalayan Mineral Water	7(6)	9(5)	10(4)	11(3)	53(2)	30(1)	296	5
4.	Bailey	14(6)	11(5)	23(4)	46(3)	16(2)	10(1)	411	4
5.	Kinley	12(6)	21(5)	48(4)	23(3)	8(2)	8(1)	462	3
6.	Tata Water Plus	8(6)	14(5)	7(4)	6(3)	29(2)	56(1)	278	6

(Source: Primary Data)

**Interpretation:**

The table shows that out of 120 respondents, Bisleri is in the rank 1, Aquafina is in the rank 2, Kinley is in the rank 3, Bailey is in the rank 4, Himalayan mineral water is in the rank 5, Tata water plus is in the rank 6.

**Inference:**

This is resulted that Bisleri is in the Rank 1 among the respondents.

**FINDINGS**

**SIMPLE PERCENTAGE ANALYSIS:**

- Majority 58% of the respondents are between the age of 18-25.
- Majority 68% of the respondents are UG degree holders.
- Majority 64% of the respondents belongs to the family size of 3-5.
- Majority 63% of the respondents are unmarried.
- Majority 40% of the respondents had chosen Rarely.
- Majority 23.3% of the respondents are from the business sector
- Majority 31% of the respondents had a monthly income below 10000.

- Majority 47% of the respondents from Urban.
- Majority 61% of the respondents are Male.
- Majority 81% of the respondents prefer Water while Thirsty.
- Majority 39% of the respondents are when drinking water is not available.
- Majority 41% of the respondents prefer direct purchase.
- Majority 64% of the respondents are preferred 1ltr bottle.
- Majority 31% of the respondents have preferred Bisleri.
- Majority 21% of the respondents have preferred Aquafina.
- Majority 33% of the respondents have chosen T.V Ads.
- Majority 29% of the respondents chosen in Office.
- Majority 44% of the respondents chosen Wholesalers.

#### **RANKING ANALYSIS:**

- This is resulted that Bisleri is in the Rank 1 among the respondents.

#### **SUGGESTION**

- The company should have to go for advertising campaigning through various Medias such as newspapers, brochures, wall paintings, hoardings, media, website.
- Company should have to more focus to their distribution channels and also should have to develop their transportation system with efficient staff.
- Price of product of company is comparatively high than the other competitors in some products, it is directly affecting the sales of other products.
- Company has up-to-date with the function halls and marriage places with contacts.
- Company has to give attractive offers and seasonal schemes for retailers as well as customers to increase the sales.

#### **CONCLUSION**

This study shows clearly that the packaged drinking water satisfies the customers and its uniqueness in the market. Bisleri water bottle is highly preferred by the consumers when compared to the brands. The other service providers can look up on improve the purification.

## REFERENCE

- Selvi.S (2017), “**A study on consumer’s satisfaction towards packaged drinking water with reference to Coimbatore city**”, International Journal of current research and modern education, ISSN2322 –083X, volume2, issue 2,2017, pp.no. 252-255.
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