

## A Study on Consumer Perception towards Packaged Drinking Mineral Water with Special Reference to Coimbatore City

<sup>1</sup> Dr. K Vijaya Venkateswari, <sup>2</sup> P Jeevitha, <sup>3</sup> A Jacquelin Mercy

<sup>1</sup> Associate Professor, Dept. of Commerce, Sri Ramakrishna College of Arts & Science for Women, Coimbatore, Tamil Nadu, India

<sup>2,3</sup> Assistant Professor, Dept. of Commerce, Sri Ramakrishna College of Arts & Science for Women, Coimbatore, Tamil Nadu, India

### Abstract

In Indian scenario it is proved that packaged drinking water have special impact on consumer life. Because of low rainfall and water scarcity in almost all the parts of the country packaged drinking water has been introduced for human consumption. In recent times it is a boon to mankind and more convenience are realized. Whenever a common man purchases packaged water, he thinks that the quality is assures and it is safe water. 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. But when the aspect of brand influences the purchase behavior of the customers influences the selection of brand, hence this study has been carried out to analyse the preference and buying behavior of customers consuming packaged drinking water.

**Keywords:** Packaged drinking water, Customers, Buying behavior, Preference

### 1. Introduction

Water is the nature's free gift to the human being. Water forms an essential part of every human being. Since it is a human necessity it makes best sense to do business in. As a normal human being requires an average of 2-3 liters of water every day and world population is more than one billion (growing at 2-3% annually) the business opportunity is enormous and the potential is largely untapped. The bottled water industry is estimated to be a whopping Rs. 1600 crores business. It has grown at a rate of 38-40% annually over the past four years. Initially bottled water brands like the French manufactured Damone were promoted at clubs, fitness centers, cinemas, department stores, malls, ice-cream parlors, cafes and retail sports outlets, besides restaurants, hotels and supermarkets with a price tag of Rs.70/- for 1 litre bottle. Other brands later began pitching for the larger middle class and lower middle class markets. It is available in various sources such as lakes, ponds, wells, streams etc.

Earlier bottled drinking water was privileged to high class, foreign tourist and highly health conscious people but the present decade has witnessed increasing popularity among average consumers, increasing living standards, disposable income, education and awareness among the consumers domestic and foreign tourist, sophisticated business houses and offices has increased rapidly the sales of bottled water in recent years. The growing demand for bottled water speaks volumes of the scarcity of clean drinking water and the quality of tap water. It has become an icon of healthy lifestyle emerging in India. Selling – 'safety' – i.e. pure and simple water has now become one of the fastest growing industries in India despite the harsh truth it is build on the foundation of bad governance, inequality and obvious exploitation.

### 3. Objectives of the Study

The main objective of this paper is to study the level of

perception of consumers towards the packaged drinking water.

### 3. Methodology of the Study

A research methodology will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analysing data collected.

#### 3.1 Data Sources

Primary and secondary data are used for the study purpose. Primary data were collected directly from the respondents through questionnaire and secondary data has been collected from published articles, reports, websites etc.

#### 3.2 Sampling Method

It refers to number of respondents selected for study from the study area. The study in conducted with 250 customers. Respondents are selected using convenience sampling method.

#### 3.3 Tools for Analysis

Percentage analysis and Chi-square analysis are the tools used for the analysis of data.

### 4. Review of Literature

1. Mr. S. Prithivi raj (1997) in his project entitled "A study on perception of consumer towards soft drinks" attempted to study perception and behaviour of consumers towards the soft drinks. His findings were the majority of respondents prefer to consume soft drinks in bakeries.
2. Mr. Avinashgupta (1991) conducted a survey on "A consumer preference analysis of soft drinks in the city of Coimbatore". In this study the researcher has attempted to find out the consumer preference of soft drinks. He has found out consumer awareness level of pepsi and thumps up are more or less equal and among them pepsi is a most

- popular drink.
- K. Kamalakannan (2001) in the Hindu said that the ozonized mineral water converts back into oxygen after its oxidizing process, this market is the most ecofriendly treatment known today. Ozone is the ultimate in disinfections. When drinking water is treated with chlorine (chlorine is a highly carcinogenic chemical), the residual chlorine in water is also consumed along with the water. K.

Kamala kannan, from the newspaper “The Hindu” on 10<sup>th</sup> august 2001 pg. 12

**5. Limitations of the Study**

- The study is mainly dependent on primary data.
- The sample size is limited to 250.
- The result of this study is applicable to Coimbatore city only.

**6. Analysis & Interpretation**

**Table 1**

|                       |                     | No. of Respondents | Percentage (%) |
|-----------------------|---------------------|--------------------|----------------|
| <b>Age Group</b>      | Below 20            | 22                 | 10.4           |
|                       | 20-30               | 149                | 59.6           |
|                       | 31-40               | 58                 | 23.2           |
|                       | 41-50               | 33                 | 13.2           |
|                       | Above 50            | 9                  | 3.6            |
|                       | Total               | 250                | 100.0          |
| <b>Occupation</b>     | Professional        | 36                 | 14.4           |
|                       | Government Employee | 31                 | 12.4           |
|                       | Private Employee    | 106                | 42.4           |
|                       | Business            | 26                 | 10.4           |
|                       | Students            | 51                 | 20.4           |
| <b>Type of Family</b> | Joint Family        | 62                 | 24.8           |
|                       | Nuclear Family      | 188                | 75.2           |
|                       | Total               | 250                | 100.0          |

Source: Primary data

- 59.6% of the respondents are from the age group of 20 to 30 years.
- 42.4% of the respondents are from the category of private employees.
- 75.2% respondents are from the type of nuclear family.

To analyse the relationship between the occupation and level of perception chi-square analysis has been made. Following table shows the results of chi-square analysis

**Ho1:** There is no significant relationship between Occupation and level of perception.

**Table 2**

| Preferences           | Pearson chi -square value | Df | p-value    | Accepted/Rejected |
|-----------------------|---------------------------|----|------------|-------------------|
| Purification          | 17.124                    | 8  | 0.029(S)   | Rejected          |
| Taste                 | 22.043                    | 8  | 0.005(S)   | Rejected          |
| Health aspect         | 36.140                    | 12 | 0.000(S)   | Rejected          |
| Brand reputation      | 29.723                    | 12 | 0.003(S)   | Rejected          |
| Price                 | 12.163                    | 12 | 0.433(NS)  | Accepted          |
| Advertisement         | 15.556                    | 8  | 0.049(S)   | Rejected          |
| Quantity              | 10.640                    | 8  | 0.223(NS)  | Accepted          |
| Quality               | 9.554                     | 8  | 0.298(NS)  | Accepted          |
| Container cleanliness | 14.506                    | 12 | 0.270(NS)  | Accepted          |
| Package               | 22.477                    | 12 | 0.033(NS)  | Rejected          |
| Easy availability     | 19.305                    | 12 | 0.081(NS)  | Accepted          |
| Easy supply           | 14.371                    | 12 | 0.0278(NS) | Accepted          |

**H1:** There is significant relationship between Type of family and level of perception.

**Table 3**

| Preferences      | Pearson chi -square value | Df | p-Value   | Accepted/Rejected |
|------------------|---------------------------|----|-----------|-------------------|
| Purification     | 0.959                     | 2  | 0.619(NS) | Accepted          |
| Taste            | 0.639                     | 2  | 0.727(NS) | Accepted          |
| Health aspect    | 9.585                     | 3  | 0.022(S)  | Rejected          |
| Brand reputation | 9.971                     | 3  | 0.019(S)  | Rejected          |
| Price            | 1.422                     | 3  | 0.700(NS) | Accepted          |
| Advertisement    | 4.576                     | 2  | 0.101(S)  | Accepted          |
| Quantity         | 1.174                     | 2  | 0.556(NS) | Accepted          |
| Quality          | 2.854                     | 2  | 0.240(NS) | Accepted          |

|                       |       |   |           |          |
|-----------------------|-------|---|-----------|----------|
| Container cleanliness | 4.327 | 3 | 0.228(NS) | Accepted |
| Package               | 7.008 | 3 | 0.072(NS) | Accepted |
| Easy availability     | 8.607 | 3 | 0.035(S)  | Rejected |
| Easy supply           | 8.623 | 3 | 0.035(S)  | Rejected |

Chi-square analysis has been made to measure the relationship between occupation and level of perception of the respondents. Occupation has significant influence on perception over purification, taste, price, advertisement and brand reputation. Occupation has no significant influence over price, quantity, quality, container cleanliness, package, easy availability and easy supply.

Chi-square analysis has been applied to study the relationship between type of family and level of perception of the respondents. Type of family has no significant influence over purification, taste, price advertisement, quantity, quality, container cleanliness and package. Type of family has significant influence over health aspects, brand reputation, easy availability and easy supply.

## 7. Findings of the Study

### Results of Percentage Analysis

- 59.6% of the respondents are from the age group of 20 to 30 years.
- 42.4% of the respondents are from the category of private employees.
- 75.2% respondents are from the type of nuclear family.

### Results of Chi-Square Analysis

- Occupation has significant influence on perception over purification, taste, price, advertisement and brand reputation. Occupation has no significant influence over price, quantity, quality, container cleanliness, package, easy availability and easy supply.
- Chi-square analysis has been applied to study the relationship between type of family and level of perception of the respondents. Type of family has no significant influence over purification, taste, price advertisement, quantity, quality, container cleanliness and package. Type of family has significant influence over health aspects, brand reputation, easy availability and easy supply.

## 8. Suggestions

The sales promotional activities should be based on the consumers need, buying behaviour and their preference over the product attributes. 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.

## 9. Conclusion

This study has been made to find out the consumers' perception on packaged drinking water at Coimbatore city. The various factors which influence the purchase decisions are purification, taste, packaging of product, media of advertisement and brand reputation. Consumer's perception and the researcher's suggestions may be considered in practice for the development of the business of packaged drinking water suppliers and also to ensure customer satisfaction.

## 10. References

1. Mr. Avinashgupta. A consumer preference analysis of soft drinks in the city of Coimbatore, M. Phil., dissertation submitted to Bharathiar University, 1991.
2. Mr. Prithiv raj S. A study on perception of consumer towards soft drinks, dissertation submitted to Bharathiar University, 1997.
3. Dr. Sampathkumar R. Submitted the research report entitled brand preference. A study on soft drinks market" Indian journal of marketing, 2003.