

**A Study On Consumer Behaviour Among Packaged Drinking
Water In Krishnagiri, Tamilnadu**

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Abstract

Water is most precious in human life and also plants and animals. Now a day's people getting water from different ways and different sources. In olden days people had water from natural ways like ground water, river water etc. But now people are getting water from packaged water and bottled water. Because of style, hygienic, taste, easy availability, water demand in urban area and also demand in rural areas. Consumers buy water in different situation like at the time of travelling, on visiting of guest, staying outside areas from home, at the time of family functions, cooking purpose and so on. Consumer behavior differs from areas to areas, customers to customers and economically. Economically wellled people regularly purchased packaged drinking

water for routine uses, but economically backward people purchase the packaged drinking water at visit of guest, sickness time and travelling time. And rich people purchase costly packaged drinking water and economically poor people purchase low price product. Packaged drinking water companies sold the water in different ways, different qualities and different quantities in the preference of consumers. The consumer prefers different type of packaged drinking like metal container, plastic container and fiber container. And also consumer influenced to buy quality, quantity and good packaged product. In Krishnagiri, natural ground water is very high. The present study was identifies the behavior of consumer in packaged drinking water in the study area.

Keywords: *Consumer Behavior, Consumer Preference, Consumer satisfaction and packaged drinking water.*

Introduction

Water is an important social problem. Packaged drinking water is well clean water packaged by bottles for sale. In India mostly peoples are buying packaged drinking water in the purpose of hygienic, style and satiation. Traditionally, peoples are getting the drinking water from ground water and pipe water. Now a day's any where any case peoples are like packaged drinking water. Consumers buy water in different situation like at the time of travelling, on visiting of guest, staying outside areas from home, at the time of family functions, cooking purpose and so on. Consumer behavior differs from areas to areas, customers to customers and economically. Economically welled people regularly purchased packaged drinking water for routine uses, but economically backward people purchase the packaged drinking water at visit of guest, sickness time and travelling time. And rich people purchase costly packaged drinking water and economically poor people purchase low price product.

Objectives

The present study has been following major objectives. They are;

1. To study the consumer behavior of the packaged drinking water.
2. To find out the consumer preference of packaged drinking water.
3. To study the consumer satisfaction of packaged drinking water.

Statement of the problem

Water is important elements of life. Now a day's packaged drinking water is most important role for solving the drinking water problem. In India water is a major problem for agriculture and drinking purpose. The rural people getting the drinking water from ground water, river water etc. And the urban peoples are getting drinking water mostly from packaged drinking water. Because, insufficient of drinking water. The consumer buying the packaged drinking water is at the time of travelling, stay outside the home, and regular use. Consumers are buying the packaged drinking water for various commodities like 1 liter, 2 liter, 5 liter and 20 liter bottles. Packaged drinking water is important marketable goods in India. Packaged drinking water is hygienic and clean water. So peoples are mostly liked

packaged drinking water. Hence a research has been analyzed the behavior and satisfaction of consumer in packaged drinking water at Krishnagiri.

Research methodology

Descriptive research was followed in this research. Samples were selected among the consumer of packaged drinking water in Krishnagiri for this research. Survey method was used for data collection. The primary data was collected using the Questionnaire method. The present study was conducted at Krishnagiri at Tamilnadu.

Collection of data

The primary data was collected for the first time and original. It was collected from Questionnaire method were selected 125 samples. Secondary data was collected from journals, magazines, news papers and websites.

Sample design

The research has used convenient sampling method for primary data collection from the respondents. The primary data were collected from various places in Krishnagiri and 10 respondents was conveniently selected for testing the pre-test.

Review of the literature

Shalini, S and Lavanya, R., the study indicates the consumer satisfaction of

packaged drinking water. We are studied packaged drinking water is a product customer was buying at the time of travelling or stay outside of their home. The customer was expected the packaged drinking water is the terms of quality and hygienic aspects.

Adlin Kanisha, K.S., Princy, J and Subramani, A.K., the study indicates most of the consumers were satisfying towards the chosen of packaged drinking water at any case. In this study also indicates the consumer loyalty of the packaged drinking water.

Saha, S.K., most of the packaged water companies are have their own distribution channels. Customers are like a brand when they getting the product on time and good quality products.

Analysis and interpretation of the data

The primary data was collected from the respondents are classified and presented with table under different headings and used percentage analysis. And some of the table was presented with chart and diagrams.

Analysis of the study

Table - 1
Gender

Gender	No of respondents	%
Male	81	64.8
Female	44	35.2
Total	125	100

Sources: Primary Data

Indicates the out of total respondents, 64.8% of the respondents are male and the remaining 35.2% of the respondents are female.

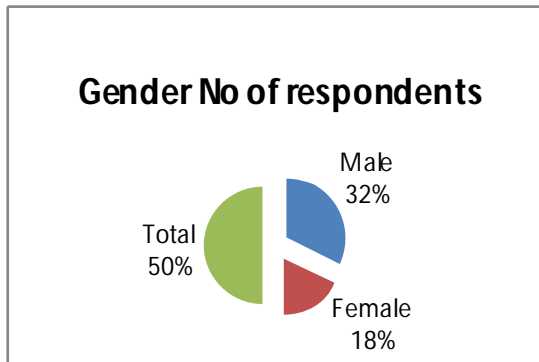


Table - 2

Purchases of packaged drinking water

Opinion	No of respondents	%
Household purpose	76	60.8
Travelling time	18	14.4
Occasionally	21	16.8
Others	10	8
Total	125	100

Source: Primary data

The above table indicates, 60.8 of the respondents are household consumption of packaged drinking water, 16.8% of the

respondents are occasionally, 14.4% of the respondents are travelling time and the remaining 8% of the respondents are others.

Table - 3
Preference of Brand

Opinion	No of respondents	%
Water Quality	19	15.2
Quantity of water	37	29.6
Low price	61	48.8
High price	8	6.4
Total	125	100

Source: Primary data

Indicates the out of 125 respondents, 48.8% of the respondents are low price of branded, 29.6% of the respondents are quantity of water, 15.2% of the respondents are water quality and the remaining 6.4% of the respondents are higher price of the brand.

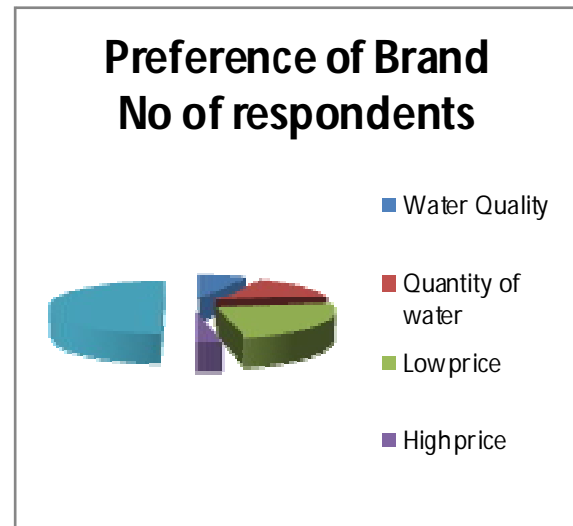


Table - 4

Preference of packaged drinking water

Opinion	No of respondents	%
Health care	11	8.8
Doctors opinion	6	4.8
Not availability of clean water	83	66.4
Shortage of drinking water	25	20
Total	125	100

Source: Primary data

The above table mentioned, 66.4% of the respondents are not availability of clean water, 20% of the respondents are shortage of drinking water, 8.8% of the respondents are for health care and the remaining 4.8% of the respondents are doctors' opinion.

Table - 5

Opinion about Quality

Satisfaction	No of respondents	%
More satisfied	34	27.2
Satisfied	51	40.8
Not satisfied	17	13.6
Highly not satisfied	23	18.4
Total	125	100

Source: Primary data

From the above table, 40.8% of the respondents are between satisfied, 27.2% of the respondents are more satisfied, 18.4% of the respondents are highly not satisfied and

the remaining 13.6% of the respondents are not satisfied of the quality of the packaged drinking water.

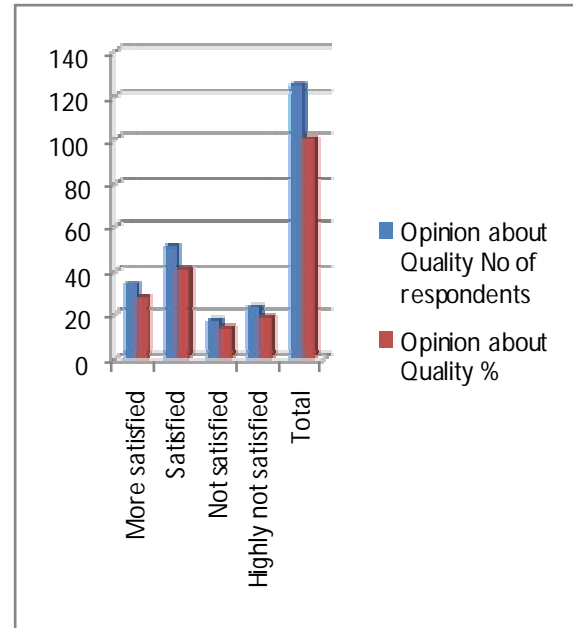


Table - 6

Opinion about Price

Opinion	No of respondents	%
High price	58	46.4
Reasonable price	39	31.2
Low price	12	9.6
Economy price	16	12.8
Total	125	100

Source: Primary data

Implies that out of 125 respondents, 46.4% of the respondents are saying price of the packaged drinking water is high price, 31.2% of the respondents are reasonable price, 12.8% of the respondents are

economy price and the remaining 9.6% of the respondents are low price.

Table - 7

Sources of awareness

Awareness	No of respondents	%
Personal awareness	63	50.4
Media advertisement	41	32.8
By Doctors	15	12.0
By health organization	6	4.8
Total	125	100

Source: Primary data

Depicts that the out of 125 respondents, 50.4% of the respondents are have awareness from personal, 32.8% of the respondents are media advertisement, 12% of the respondents are by doctors and the remaining 4.8% of the respondents are by health organization.

Table - 8

Opinion about Service

Opinion	No of respondents	%
More satisfied	21	16.8
Satisfied	71	56.8
Not satisfied	18	14.4
Highly not satisfied	15	12
Total	125	100

Source: Primary data

The above table is mentioned, 56.8% of the respondents are saying opinion about of service in packaged drinking water is satisfied, 16.8% of the respondents are more

satisfied, 14.4% of the respondents are not satisfied and remaining 125 of the respondents are highly not satisfied.

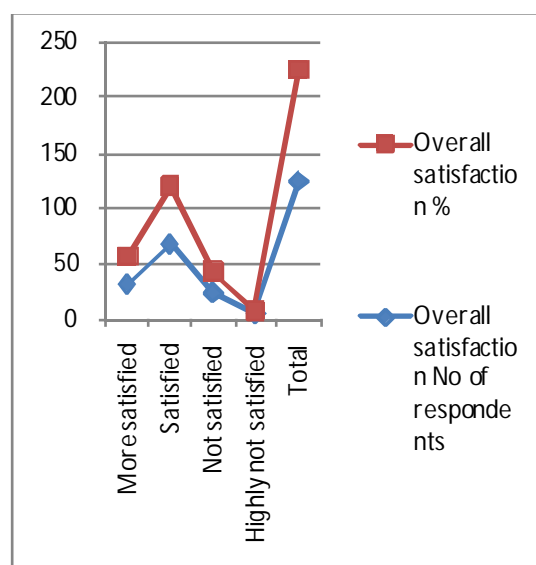
Table - 9

Overall satisfaction

Satisfaction	No of respondents	%
More satisfied	31	24.8
Satisfied	67	53.6
Not satisfied	23	18.4
Highly not satisfied	4	3.2
Total	125	100

Source: Primary data

The above table indicates, 53.6% of the respondents are satisfied, 24.8% of the respondents are more satisfied, 18.4% of the respondents are not satisfied and the remaining 3.2% of the respondents are highly not satisfied.



Findings of the Study

1. The most of the people are male in this study.
2. The consumers are mostly used the packaged drinking water is household purpose.
3. Consumers prefer low price of packaged drinking water.
4. The consumers are purpose of buying the packaged drinking water is not availability of cleaned drinking water.
5. The packaged drinking water quality is more satisfied.
6. The price of the packaged drinking water is high price.
7. The awareness of the packaged drinking water is personal awareness.
8. The service of the packaged drinking water is mostly satisfied.
9. The overall satisfaction of the packaged drinking water is satisfied.

Conclusion

Packaged drinking water is a quality product compare to ground water. The consumers are consuming the packaged drinking water in the time of travelling, stay outside of the home and regular household use. Consumers are like quality, quantity

and reasonable rate of the product. Hence, the present study was concluded that the consumers are mostly satisfied with brand and quality of the packaged drinking water in Krishnagiri.

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