

## Consumer Attitude towards Packaged Drinking Water with Special Reference to Coimbatore District

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### Abstract

Consumer Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his , his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their consumers, brands have the opportunity to develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its consumers and increase sales.

**KEYWORDS:** Consumer, strategy and marketing message.

### INTRODUCTION- CONSUMPTION OF WATER

Consumption of packaged water is increasing worldwide. Prior research shows many consumers believe packaged water is convenient and has better taste than tap water, despite reports of a number of water quality incidents with packaged water. This study explore the demographic and social factors associated with packaged water users in the Coimbatore and the relationship between packaged water use and perceptions of the quality of local water supply. Consumers are more likely to report, packaged water as their primary drinking water source.

Water is a priceless gift of nature. Without water, there is no life on earth. None can deny that water is a friend to human race but it also acts as a foe by way of harboring disease producing micro-organisms and containing some substances that may lead to ill health. The introduction of packaged drinking water for human consumption at recent times 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. Keeping in view the utmost important of quality, bureau of Indian standards has, promulgated standards for packaged drinking intended for human consumption. Ensuring safe drinking water remains a big challenge in developing countries where waterborne diseases cause havoc in many communities. A major challenge is limited knowledge, misinformation and attitudes that work against ensuring that drinking water is safe.

## STATEMENT OF THE PROBLEM

Packaged drinking water is getting familiar as the aspect of convenience and quality has been guaranteed. The consumers 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., packaged, bubble top, can, and so on. But when the aspect of brand influences the purchase there comes the threat on domestic brand. Hence a research has been carried over to analyze the attitude, perception and behavior of consumers consuming packaged drinking water.

## OBJECTIVES OF THE STUDY

Specifically the objectives framed for the present study are:

- ❖ To what extent is there a relationship between demographic factors and packaged water buying behavior in study area?
- ❖ To identify if psychological factors are directly related to the buying behavior of packaged water.
- ❖ To analyze the factors influencing purchase of packaged drinking water.
- ❖ To assess the level of awareness and satisfaction of packaged drinking water among the consumers.

## HYPOTHESES OF THE STUDY

In the light of the various issues and objectives discussed, the study is intended to test the following Null Hypotheses.

- **(H<sub>0</sub>) 1:** There is a relationship between Age and Consumer Behavior.
- **(H<sub>0</sub>) 2:** There is no relationship between Income and Consumer behavior.
- **(H<sub>0</sub>) 3:** There is a relationship between Education and consumer behavior.
- **(H<sub>0</sub>) 4:** There is no relationship between Family members and consumer behavior.

## RESEARCH METHODOLOGY

Both primary and secondary data are used for the present study. The primary data are collected from 150 sample respondents from Coimbatore district. For collecting the first-hand information from the selected Consumers, 150 of them were chosen by simple random sampling method.

## REVIEW OF LITERATURE

**Harishchandra, S. B.(2013)<sup>1</sup>**, To be successful, organizations must look into the needs and wants of their customers. Customer satisfaction is important because many researchers have shown that customer satisfaction has a positive effect on an organization's profitability. There is also a positive connection between customer satisfaction, loyalty and retention. Therefore, customer satisfaction, loyalty and retention are all very important for an organization golden research thoughts.

**Ramesh Kumar.S and N.Vanitha(2013)<sup>2</sup>** The study examine the brand preferences of the consumers in buying packaged drinking water. Interviews of 607 randomly selected consumers representing four districts in the southern district of Tamilnadu. The respondents give first preference for the more quantity and service quality. The change of service quality is a key factor to retain or switch over to on the brand.. It is suggested that government should take steps to create awareness in checking of quality marks in the packaged drinking water amongst the people.

**STATISTICAL TOOLS**

The statistical tools like simple percentage analysis, chi-square and Factor analysis are applied.

**ANALYSIS & INTERPRETATION**

**Chi square test**

A family of probability distribution, differentiated by their degree of freedom is used to test a number of different hypotheses about, proportions and distributional goodness of fit.

$$\text{Chi square test } (\chi^2) = \text{sum } \frac{(O - E)^2}{E}$$

$$\text{Degrees of freedom} = (R-1) (C-1)$$

Where as,

O = Observed frequency  
C = Number of columns

R = Number of rows  
E = Expected frequency

**Table No :1**

**AGE AND ATTITUDE TOWARDS PACKAGED WATER**

AGE	Attitude towards Packaged water			TOTAL
	LOW	MEDIUM	HIGH	
Below 20 years	9 (32.1%)	11 (39.3%)	8 (28.6%)	28
21-30 years	12 (44.4%)	9 (33.3)	6 (22.2%)	27
31-40 years	23 (46%)	12 (24.0%)	15 (30.0%)	50
Above 40	17 (37.8%)	16 (35.6%)	12 (26.7%)	45
<b>Total</b>	<b>61</b>	<b>48</b>	<b>41</b>	<b>150</b>

**Source:** Primary Data

It is observed from the above table that the percentage of satisfaction of bottled water was the highest (30.0%) among the respondents of 31-40 years age group and the same was the lowest (22.2%) among the respondents of above 21-30 years age group. The percentage of medium Opinion towards packaged water of packaged water attitude towards packaged water was the highest (39.3%) among the respondents of Below 20 years of age category and the same was the lowest (24.0%) among the respondents of above 31-40 years age category. The percentage of low Opinion towards packaged water of packaged water attitude towards packaged water was the highest (46.0%) among the respondents of 31-40 years of age category and the same was the lowest (32.1%) among the respondents of below 20 years. It was found from the analysis that the maximum Opinion towards packaged water belongs to the age group of '31-40' years.

In order to find the relationship between the age of the respondents and their Opinion towards packaged water, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

**NULL HYPOTHESIS ( H<sub>0</sub> ) :**

There is no significant relationship between age of the respondents and their Opinion towards packaged water.

**Age and Attitude towards packaged water**

**TABLE NO -1.1**

<b>Factor</b>	<b>Calculated <math>\chi^2</math> Value</b>	<b>Table Value</b>	<b>D.F</b>	<b>Remarks</b>
Age	7.5033	12.6	6	Not Significant

It is clear from the above table that the calculated chi-square value is less than the table value and the result is not significant. Hence, the hypothesis “Age of the respondents and Opinion towards packaged water are not associated”, holds well. From the analysis, it is concluded that there is no relationship between the age of the respondents and their attitude towards packaged water.

**FINDINGS**

1. Age does not have any significant relationship with and their attitude towards packaged water
2. The study proves that there is no relationship between the income of the respondents and their attitude towards packed water.

3. The study reveals that attitude towards packaged water does not varies significantly among the respondents having different range of monthly income.
4. It is concluded that there is a close relationship between the education of the respondents and their level of opinion towards packed water.

### **SUGGESTIONS**

1. As the drinking water is very essential, the manufactures should concentrate on the factors of quality, so that the proposition of buying packaged drinking water will get increase.
2. The water is sourced by the manufactures by the nearby rivers and wells; hence proper water treatment has to be made.
3. The aspect of price has been always the influencing factor on purchase for common different slabs of price has been fixed by different manufacturers, but a common proportion of price has to fix on account of different packed liters of bottles.

### **CONCLUSION**

As the failure of monsoon has highly thrift the common public to pressure water by large. The advent of packaged drinking water has gained popularity in many of the corporate, living rooms and in flats. The town has been stuffed with numerous shops witnessing huge market completely relies on packaged drinking water to quench thirst, hence there lies a profound demand of the packaged drinking water to quench thirst. If proper plans, strategies are made; there will be an absolute tapping of market can be made enhancing a positive attitude on the minds of common public.

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