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A Study on Consumer Attitude towards Water Purifier with Special Reference to Erode City

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Abstract

Access to clean water is a vital issue in the world today, spanning across multiple dimensions, including environmental policy, industry, technology, and of course, poverty. Several million tons of pesticides, fertilizers and synthetic compounds from industrial and consumer products find their way into natural waters every year. Cooking with and drinking purified water helps to ensure a family's peace of mind by knowing there is no foreign matter in their water. In this respect, the present study is focused on the above said aspect. The investigator collected data with the help of well-structured questionnaire. Two hundred and fifty samples were taken in Erode city for this study. The data subjected to analysis and the findings of the study reveals that the maximum of the respondents face the problems of electricity charges while using the water purifier and maximum of the respondents are influenced by quality of the water purifier while selecting the brand.

Keywords: Water purifier, consumer attitude, consumer satisfaction.

Introduction

Access to 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 methods that poison surrounding bodies of water. Several million tons of pesticides, fertilizers and synthetic compounds from industrial and consumer products find their way into natural waters 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[1].

Even in small amounts, 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 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 by knowing there is no foreign matter in their water. Many people prefer the flavor of pure water.

The success of any product mainly depends upon the preference and satisfaction of the consumers. The preference of a product, in turns depends upon many factors such as quality, price offer, brand, taste etc. This study helps in obtaining the right and adequate information about the behavior of the consumers using water purifier as the market growth is on an increasing trend today.

Objectives of the Study: The following are the objectives of the study. i. To know the factors influencing the choice of buyers while making the purchase of water purifier. ii. To measure the satisfaction level of the consumer and determine the factors influencing satisfaction. iii. To know the problems faced by the consumers' of water purifier.

Methodology

Aim of the study: To know the awareness level of consumers towards water purifier.

Research design: The researcher had adopted descriptive research design for the present study in order to describe the awareness level of consumers towards water purifier.

Universe: The universe of the study comprises all the consumers' who are using water purifier residing in Erode town.

Sampling technique: For this study both primary data and secondary data has been used. The primary data was collected from respondents through questionnaire that contain list of questions related to this study. Convenient sampling method was adopted in selecting the respondents. Information has been collected from a sample of 250 respondents. The secondary data required for the study have been collected from the books, magazines, journals and websites.

Independent variables: Demographic variables such as age, gender, occupation and monthly income are taken as independent variable.

Dependent variables: In this study, level of satisfaction in price, taste, brand and performance is taken as dependent variable.

Statistical analysis of data: The data collected were carefully analyzed and processed. Statistical tools such as percentage Analysis, Chi-square Test and weighted Score Analysis were applied to interpret the data to draw meaningful inferences.

Review of Literature: Rajeswari V. and Ayisha Millath M.[2] in their 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 brand. The study revealed that quality ranked first place among the criteria in the selection of water purifier.

Dana M. Johnson[3] in his 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. There are potential markets for water purification technologies in these regions. The study also reveals that rural areas of the developing world are populated with poor people unable to fulfill the basic needs for clean water and sanitation.

Elisa Giacosa and Guido Giovando[4] made 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. The main findings suggest there is a connection between trends in bottled water consumption and the economic status of a given country. The study reveals that the country's GDP is not the only economic indicator influencing bottled water consumption. The study concludes that the annual per capita bottled water consumption of a certain geographic area does not depend only on the availability of drinkable water, but also on other factors such as economic, natural, commercial and cultural aspects.

Nilima Das[5] made a study on the topic "A Study on Factors Affecting Consumer Purchase Decision of Water Purifier", This study is conducted in an urban area named Bhubaneswar, capital city of Odisha and revealed that consumer behavior in India is always unexpected and dynamic. The study 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.

Vinay K.B.[6] made a study on the title "Design of a Water storage and Purification system for Rural India". He revealed that at present purifiers help to deliver pure water which is 100 percent free from impurities, but in rural areas lack of knowledge, affordability and usability issues have impacted the effective usage of purifiers. The study made an attempt to resolve the issues of purifier through product design so that an efficient and affordable purifier is developed for use by the rural people.

Veerendra Kumar[7] in his article entitled "Solar Water Purifier for Indian Villages" identified that the solar distillation proves to be both economical and eco-friendly technique particularly in rural areas. Many active distillation systems have been developed to overcome the problem of lower distillate output in passive solar stills. The study concludes that solar still is a useful device that can be used for the distilling of brackish water for the drinking purposes.

Muhammad Nisar Khan, Hassnain Shah, Akhtar Ali and Saqib Shakeel Abassi[8] in their study entitled "Characterization and Water Productivity of Irrigated Farms at Project Site," revealed that the sorghum has the lowest water productivity followed by the maize and methi while turnip has the highest water productivity followed by the radish and wheat. They also revealed that there is an enormous gap in water productivity of most crops between the highest and the lowest productive farmers. He is also concluded that, there is an immense capacity to increase the water productivity by adopting proper parameter of water and non-water inputs up to assured levels without compromising on the yield.

Results and Discussion

Percentage Analysis: Age, Gender, Educational qualification, Occupation, Nature of the family, Number of members in the family, Monthly incomes, Source of drinking water, Brand of water purifier, Source of information about the brand, Period of usage, Level of satisfaction with respect to quality, taste, price, brand, service cost and Overall level of satisfaction are presented using percentage analysis.

Table–1
Age of the Respondents

Age	No. of Respondents	Percentage
20-30 years	132	53
30-40 years	68	27
40-50 years	26	10
Above 50 years	24	10
Total	250	100

Source: Primary data

Table-1, shows that majority (53%) of the respondents were in the age group of 20 to 30 years.

Table–2
Gender of The Respondents

Gender	No. of Respondents	Percentage
Male	112	45
Female	138	55
Total	250	100

Source: Primary data

Table-2, reveals that majority (55%) of the respondents are female.

Table–3
Educational Qualification of the Respondent

Educational Qualification	No. of Respondents	Percentage
Illiterate	40	16
School level	50	20
Graduates	95	38
Professional	65	26
Total	250	100

Source: Primary data

Table-3, denotes that majority (38%) of the respondents are graduates.

Table–4
Occupation of the Respondents

Occupation	No. of. Respondents	Percentage
Business man	68	27
Professional	55	22
Employed	44	18
Others	83	33
Total	250	100

Source: Primary data

Table-4, refers that majority (33%) of the respondents are belonging to other occupation (student, housewife, etc).

Table–5
Nature of the family

Nature of the Family	No. of Respondents	Percentage
Nuclear Family	147	59
Joint Family	103	41
Total	250	100

Source: Primary data

Table-5, shows that majority (59%) of the respondents are belonging to Nuclear family.

Table–6
Number of members in the family

Number of members	No. of Respondents	Percentage
Below 3 members	51	20
3 to 6 members	155	62
Above 6 members	44	18
Total	250	100

Source: Primary data

Table-6, refers that majority (62%) of the respondents are belonging to 3 to 6 members' family.

Table–7
Monthly income of the respondents

Monthly income	No. of Respondents	Percentage
Below Rs.25,000	98	39
Rs.25,000 to Rs. 50,000	111	44
Rs. 50,000 to Rs. 75,000	32	13
Above Rs.75,000	9	4
Total	250	100

Source: Primary data

Table-7, reveals that the majority (44%) of the respondents were earning monthly income of Rs. 25,000 to Rs. 50,000.

Table–8
Source of drinking water

Water source	No. of Respondents	Percentage
Municipal Water	59	24
Bore Well	126	50
Well Water	37	15
Other Sources	28	11
Total	250	100

Source: Primary data

Table-8, shows that majority (50%) of the respondent's source of water is Bore well.

Table–9
Brand of water purifier

Using of brand	No. of Respondents	Percentage
Aquaguard	76	30
Pureit	85	34
Kent	36	15
Wave	25	10
Others	28	11
Total	250	100

Source: Primary data

Table-9, reveals that majority (34%) of the respondents are using Pureit water purifier.

Table–10
Source of information about the brand

Information about the brand	No. of Respondents	Percentage
Advertisement	71	28
Dealers and Representatives	99	40
Friends and Relatives	64	26
Others	16	6
Total	250	100

Source: Primary data

Table-10, shows that majority (40%) of the respondent's source of information about the brand is through Dealers and Representatives.

Table–11
Period of usage

Period of usage	No. of Respondents	Percentage
Less than one year	45	18
1 to 2 years	87	35
2 to 3 years	62	25
More than 3 years	56	22
Total	250	100

Source: Primary data

Table-11, shows that majority (35%) of the respondents are using the purifier for 1 to 2 years.

Table–12
Level of satisfaction with respect to quality

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	107	43
Satisfied	141	56
Dissatisfied	2	1
Total	250	100

Source: Primary data

Table-12, denotes that majority (56%) of the respondents are satisfied about the quality of water purifier.

Table–13
Level of satisfaction with respect to taste

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	131	52
Satisfied	115	46
Dissatisfied	4	2
Total	250	100

Source: Primary data

Table-13, denotes majority (52%) of the respondents are highly satisfied about the taste of water in the water purifier.

Table–14
Level of satisfaction with respect to price

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	49	20
Satisfied	165	66
Dissatisfied	36	14
Total	250	100

Source: Primary data

Table-14, denotes that the majority (66%) of the respondents are satisfied about the price of the water purifier.

Table–15
Level of satisfaction with respect to brand

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	70	28
Satisfied	170	68
Dissatisfied	10	4
Total	250	100

Source: Primary data

Table-15, denotes that majority (68%) of the respondents are satisfied about the brand of the water purifier.

Table–16
Level of satisfaction with respect to service cost

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	70	28
Satisfied	112	45
Dissatisfied	68	27
Total	250	100

Source: Primary data

Table-16, denotes that majority (45%) of the respondents are satisfied about the service cost of the water purifier.

Table–17
Overall level of satisfaction

Level of satisfaction	No. of Respondents	Percentage
Highly satisfied	101	40
Satisfied	137	55
Dissatisfied	12	5
Total	250	100

Source: Primary data

Table-17, denotes that majority (55%) of the respondents are satisfied about the overall level of satisfaction.

Chi-Square Test: To find out the association between the age and level of satisfaction in performance, gender and level of satisfaction in performance, monthly income and level of satisfaction in performance, the age and level of satisfaction in taste, occupation and level of satisfaction in price and monthly income and level of satisfaction in price, the monthly income and level of satisfaction in brand the chi-square test was used and findings of the chi-square test is as follows: i. There is close relationship between the age and level of satisfaction in performance. ii. There is close relationship between the gender and level of satisfaction in performance. iii. There is close relationship between the monthly income and level of satisfaction in performance. iv. There is no significant relationship between the age and level of satisfaction in taste. v. There is close relationship between the occupation and level of satisfaction in price. vi. There is close relationship between the monthly income and level of satisfaction in price. vii. There is close relationship between the monthly income and level of satisfaction in brand.

Weighted Score Analysis: To know the reasons for selecting the particular brand of water purifier and the problem faced by the respondents the weighted score analysis are used.

It is concluded from the above analysis that the maximum of the respondents face the problems of electricity charges while using the water purifier.

Suggestions: i. Most of the people are not much aware of the Water purifier. Hence, manufactures should create awareness about water purifier through more colorful advertisements and free gifts. These advertisement measures attract more number of people to buy the water purifier and this in turn would boost up volume of sales. ii. Better advertisement and awareness about the quality of water has to be created among the people residing in rural areas. iii. Cost of the service has to be reduced. Quality and warranty period should be increased. iv. There is more wastage of water in the purification process. So the wastage should be reduced.

Conclusion

In today's world of rapidly changing technology consumer's preference are frequently changing. 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 purpose for water purifiers is to remove solid particulate matter form water. Solid particle filters are designed to catch solid particles and remove them from drinking water. Purified water provides cleaner water for household needs. Cooking with and drinking purified water helps ensure a family's peace of mind by knowing there is no foreign matter in their water.

Table–18
Reason for selecting particular brand

Factors	1	2	3	4	5	Total Score	Rank
Brand name	41	71	80	31	27	818	2
Quality	114	53	41	33	9	980	1
Price	56	65	52	42	35	815	3
Guaranty	32	39	58	75	46	686	4
Model	18	18	20	74	120	490	5

Source: Primary Data

It is concluded from the above analysis that a maximum of the respondents are influenced by quality of the water purifier.

Table–19
Problems faced by the respondents

Problems	1	2	3	4	5	6	7	Total Score	Rank
Price	15	26	64	48	25	30	42	950	4
Wastage of Water	67	73	37	16	20	22	15	1275	2
Electricity Charges	85	71	15	15	25	24	15	1324	1
Maintenance	33	23	48	33	41	42	30	978	3
Size	8	21	40	56	47	42	36	867	6
Quality	15	28	27	38	46	46	50	886	5
Service	28	15	21	48	32	50	56	835	7

Source: Primary Data

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