A STUDY ON CONSUMER PERCEPTION AND SATISFACTION OF WATER PURIFIER IN KUMBAKONAM TOWN

Dr. V. Maheswari

Asst. Professor in Commerce, PC.PT. MGR.

Govt. Arts and Science College, Puthur, Sirkazhi, Tamilnadu, India

ABSTRACT

Clean water is a matter of universal importance. Like all; water is not a choice we need it to survive. So it is deeply disturbing to learn that drinking is the main health hazard in India. In India nearly 80% people die due to water related diseases. Both urban and rural areas in India are suffering from scaring of clean water for domestic use. Water purifier is necessary now a day especially if underground water is used for drinking. 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. The study focus on the perception of respondent's factor that influence them to buy water purifier for their own health. The present study aims at analysing that the respondents face the problems while using the water purifier.

Key words: Consumer behaviour, consumer awareness, consumer satisfaction, water purification

Cite this Article: Dr. V. Maheswari, A Study on Consumer Perception and Satisfaction of Water Purifier in Kumbakonam Town, *Journal of Management*, 6(2), 2019, pp. 240–246.

<http://www.iaeme.com/JOM/issues.asp?JType=JOM&VType=6&IType=2>

1. INTRODUCTION

1.1. Statement of the Problem

Purified drinking water is essential to every citizen. The government cannot provide this to the entire population of a country. In a democratic century, the different producers of different water purifier machines are entering the market with varied features. The consumer may not aware of the suitable machines depending on their acceptability. It is pertinent to know how far the consumer use the RO machines and to what extent? And whether they are contended with the available machines. Now a days the pollution is in every form and ever increasing with adulteration. In these alarming situations, it is imperative to study the impulse of using purifier machines. The study aims to address by analysing the following research questions. 1. The

factors which affect the purchase decision 2. Buying behaviour of different segment 3. In depth analysis of important attributes, which can help in serving the customers.

1.2. Objectives of the study

The following are the important objectives of the study

- To identify the factors influencing the respondents to buy water purifier
- To know the level of satisfaction on water purifier users in the study area
- To know the problem faced by the respondents in using the water purifier

1.3. Research Methodology

The research is based upon primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from the Books, Journal, Magazines and Websites.

2. SAMPLING DESIGN

2.1. Sample size and area

Samples were collected from consumers of water purifier. The total sample consists of 150 respondents. The researcher were collected the primary data from kumbakonam town, Thanjavur district. Therefore, the researcher adopted convenience sampling for the purpose of collecting the primary data.

2.2. Period of the study

Primary data were collected during the month of Jan 2017 to march 2017.

2.3. Statistical Tool

The collected data were properly classified, arranged, coded, segregated, tabulated and summarized in to master table. From the master table, the values were taken in to the concerned tables. The entire collected data were then analyzed by using simple percentage analysis, weighted score analysis, chi- square test and cross tabulation.

2.4. Hypothesis of the study

The following are the important hypothesis of the study.

- There is no significant relationship between gender and level of satisfaction with water purifier.
- There is no significant relationship between income and level of satisfaction with water purifier.
- There is no significant relationship between mode of buying and the source of knowing about the water purifier.

2.5. Limitation of the study

The following are the important limitation of the study

- The time limit is one of the main factors to conduct the study effectively.
- The data collection is applicable in kumbakonam town only.
- The time period of research was restricted to limited day.
- The study was only confined to 150 respondents and profile of water purifier brand only select for the study.

- The reliability of the data may not be dependable.

3. CHAPTER SCHEME

- The first chapter deals with the profile of the study area and an overview of water purifier machine.
- The second chapter deals with this part entirely covered with review of literature of the past studies.
- The third chapter deals with research design. It includes statement of the problem, objectives of the study, hypothesis of the study, limitation of the study and chapter scheme.
- The fourth chapter deals with analysis and interpretation of the data.
- The fifth chapter deals with findings, suggestion and conclusion.

4. DATA ANALYSIS AND INTERPRETATION

Table 4.1 Gender wise classification of respondents

Gender	No of respondents	Percentage
Male	101	67.00
Female	49	33.00
Total	150	100.00

Source: Primary Data

The above table shows that the gender wise group of the respondents.

Among them, 67 percent of the respondents were male and 33 percent of them were female of the study.

4.1. Gender and Level of Satisfaction with Water Purifier

Null Hypothesis (H₀): There is no significant relationship between gender of the respondent and level of satisfaction with water purifier

Table 4.2 Chi-Square Test Gender and Level Of Satisfaction

O	E	(O-E)	(O-E) ²	(O-E) ² /E
18	22	-4	16	0.73
15	11	4	16	1.45
74	70	4	16	0.23
30	34	-4	16	0.47
9	9	0	0	0.00
4	4	0	0	0.00
			Total	2.88

Degree of Freedom: (Row-1) (Column-1)

$$(2-1) (3-1)$$

$$(2) = 2$$

$$\chi^2_{0.05} = 5.991$$

4.2. Result of tested Hypothesis

In chi square test calculated value is 2.88. Table value is 5.991. The degree of freedom is 2 and significance level is 0.005 the calculated value is less than the table value. Hence the hypothesis

is accepted. We conclude that there is no significant relationship between gender of the respondents and the level of satisfaction with the water purifier. The study found that gender is not influenced by the overall satisfaction with the water purifier.

4.3. CHI SQUARE TEST INCOME OVERALL SATISFACTION WITH WATER PURIFIER

Null Hypothesis (H₀): There is no significant relationship between income and overall satisfaction with water purifier.

Table 4.3 Income and Overall Satisfaction With Water Purifier

O	E	O-E	(O-E) ²	(O-E) ² /E
5	3.3	1.7	2.89	0.88
7	6	1	1	0.17
12	16	-4	16	1.00
9	8	1	1	0.13
8	11	-3	9	0.82
11	18	-7	49	2.72
60	51	9	81	1.59
25	24	1	1	0.04
2	1	1	1	1.00
8	2	6	36	18.00
2	7	-5	25	3.57
1	3	-2	4	1.33
			Total	31.25

$$\chi^2_{0.05} = 12.592$$

4.4. Result of tested Hypothesis

In the chi square test, the researcher found that the calculated value is 31.25. Table value is 12.592. The degree of freedom is 6 and the significant level is 0.005. Therefore null hypothesis is rejected so there is relationship between income and overall satisfaction with water purifier. Form the study it was found that there is significant relationship between income and overall satisfaction with water purifier. Income is influenced by the overall satisfaction.

Table 4.4 Mode of Buying and Source of Knowing About the Water Purifier (Cross Tabulation)

	Particulars	Mode of Buying			Total
		Dealer	Direct sales	Retail shop	
Source of knowing	Advertisement	18.0	12.0	6.0	36
		12.96	14.64	8.4	
	Market representative	18.0	35.0	8.0	61
		21.96	24.81	14.23	
	Word of mouth	11.0	7.0	17.00	35
		12.6	14.23	8.17	
	Friends and relatives	7.0	7.0	4.0	18
		6.48	7.32	4.2	
	Total	54	61	35	150

Source: Primary Data

4.5. CHI – Square Test Mode of Buying and Source of Knowing about the Water Purifier Brand

Null Hypothesis (H₀): There is no significant relationship between mode of buying and source of knowing about the water purifier.

4.6. Result of tested Hypothesis:

In the chi square test, the researcher find that the calculated value is 24.2332 higher than the table value is 12.592. The degree of freedom is 6 and the significant level is 5% is 0.005. Therefore null hypothesis is rejected. Form the study it was found that there is relationship between mode of buying and source of knowing about the water purifier. Mode of buying is influenced by the source of knowing water purifier from the table it is clear that the market representative affect the buying behavior.

Weighted score Analysis: To know the reasons for selecting the particular brand of water purifier.

Table 4.5 Reason for Selecting Particular Brand of Water Purifier

Factors	1	2	3	4	5	Total score	Rank
Purification	25	43	48	19	15	491	2
Brand name	68	32	25	20	5	588	1
Technology	34	39	31	25	21	489	3
Price	19	23	35	45	28	412	4
Model	11	11	12	44	72	294	5

Source: Primary Data

From the study, we concluded that a maximum of the respondents are influence by brand name motivates to buy water purifier.

Weighted score Analysis: To know the problem faced by the respondents while using the water purifier.

Table 4.6 Problem Faced By the Respondents

Problems	1	2	3	4	5	6	7	Total score	Rank
Price	9	16	38	29	15	18	25	570	4
Wastage of water	40	44	22	10	12	13	9	765	2
Electricity charges	51	43	9	9	15	14	9	794	1
Maintenance	20	14	29	20	25	25	17	587	3
Size	5	13	24	34	28	25	21	520	6
Quality	9	17	16	23	27	28	30	532	5
Service	17	9	13	29	19	30	33	501	7

Source: Primary Data

We concluded that, from the study maximum of the respondents face the problem of electricity charges while using the water purifier.

5. FINDING OF THE STUDY

- From the study it was found that 67 percent of the respondents were male.
- From the study it was found that 36 percent of the respondents belonged to the age group 41 to 50 years.

- From the study it was found that 40 percent of the respondents were post graduations.
- From the study it was found that 48 percent of the respondents were business man.
- From the study it was found that 49 percent of the respondents were earning annual income of ₹.300000 to ₹.500 000.
- From the study it was found that 74 percent of the respondents were belonged to nuclear family.
- From the study it was found that majoring 62 percent of the respondents were belonged to 3 to 6 member's family.
- From the study it was found that 39 percent of respondent's source of water was municipal water.
- From the study it was found that 54 percent of the respondent's quality of drinking water was impure and unhygienic.
- From the study it was found that 56 percent of the respondents were reasons to buy for protection from water borne diseases.
- From the study it was found that 39 percent of the respondents were using Pure it brand water purifier.
- From the study it was found that majority 63 percent of the respondents were price of water purifier belonged to ₹.10,001 to ₹.15000/-
- From the study it was found that 50 percent of the respondent were using the purifier for 2 years.
- From the study it was found that majority 41 percent of the respondents were source of knowing about the brand through market representative.
- From the study it was found that 41 percent of the respondents were mode of buying water purifier through direct sales.
- From the study, we conclude that mode of buying is influenced by the source of knowing about the brand. It was found that the market representative affect the buying behavior.
- From the study it was found that reasons for selecting the particular brand of water purifier majority of the respondents were gives first rank to brand name.
- From the study that majority of the respondents were face the problems while using the water purifier given first rank to electricity charges
- From the study, it was found that 48 percent of the respondents were less aware about other water purifier brand.
- From the study it was found that majority 69 percent of the respondent were satisfied overall performance of the brand.

6. SUGGESTION

- In the study area, respondents have pointed the protection form water borne disease for buying the water purifier machine so, companies must have to be improved the purification quality of their water purifier machine.
- Companies should be considered manufacturing of water purifier for lower class families that is at price which is affordable.
- Companies should be reduced the electricity charges cost as it is the major burden of the respondents.
- Most of the respondents have pinpointed to reduce wastage of water in the purification process.

7. CONCLUSIONS

From the study, It is apparent that a large section of public are spending a lot on installation of purifier or buy purified water for their survival. The lower strata of the public are not affordable for installation of purifier or buy purified water. The basic reason is high pollution. Due to this, the drinkable water is contaminated for this, government intervention is very much needed to promote the energy saving and conservation of natural resources and take precautionary steps for providing protected water to the plastic. So that the public could save their health and money.

REFERENCES

- [1] Nilima Das, A Study on Factors Affecting Consumer Purchase Decision of Water Purifier, International Journal of Management & Business Studies, 3 (2), 2013, pp 59-62.
- [2] Bhuyan Mayurakshi, Husain Zahid, Shortage of Domestic Water in Jorhat Town, Assam, India, International Research Journal of Social Sciences, 2 (6), 2013, pp 24-29.
- [3] Thilagavathi P, and Ramya S, A Study on Consumer Attitude Towards Water Purifier with Special Reference to Erode City, International Research Journal of Social Science, 4 (6), 2015, pp 1-6.
- [4] Prasaath G.N, Brand Preference in Water Purifiers, International Journal of Engineering, Business and Enterprise Applications, 11 (2), 2015, pp 185-188.
- [5] Maheswari. V, A study on Customer Purchase Behavior towards Online Shopping, International Journal of Advanced Research, 6 (11), 2018, pp 362-366.
- [6] S.P. Gupta Statistical Methods 43rd Edition Published by Sultan Chand & Sons.