A STUDY ON CONSUMER BRAND PREFERENCE OF PACKAGED DRINKING WATER IN KANNIYAKUMARI DISTRICT

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Abstract

Water is a key to social equity to environmental stability and to cultural diversity. Water is also firmly linked with health pure and safe drinking water has always been a necessity. The tradition and style of serving drinking water in India, has however changed quite dramatically during the last decade. Almost a decade ago, the introduction bottled water or packaged mineral water has changed the tradition of serving and consuming drinking water. This has ushered in very strongly, the use of polymers or plastics as minerals for water storage and distribution.Contrary to the benefits, some substances may prove more difficult to manage in bottled than tap water. This is generally because bottled water is stored for longer periods and at higher temperatures that water distributed in piped distribution systems. Brand preference means selection of a particular brand. Branding not only gives separate identify and easy recognition to the product but it alsocreates special brands preference and brand loyalty. Branding is a powerful instrument of demand creation and demand retention. This paper intends to understand the Consumer Brand Preference of Packaged Drinking Water. The study has been made by conducting a survey in Kanniyakumari District of Tamil Nadu State. For that, the researcher collected 140 samples from the respondents andPercentages, Weighted average technique, Garrett ranking technique and Chi – square test used for this study.

Key words: Natural Resources, Urbanization, Rural Drinking Water and Public Health.

Introduction

Water is an indispensable matter in the life process. In fact the origin of life itself started in its deep sea. Out of all natural resources water has got a specific role to play. Without water there is no life or energy. Water plays a vital role in human beings day to day life. The presence of water in human body is 85 percent in blood, 70 percent in brain and 90 percent in lungs. Overall human body consists of 70 percent of water. Water is everywhere in the form of ocean, ice fields, lakes and rivers. It covers nearly three quarters of earth's surface. As a substance water is odorless, colorless and tasteless, yet it plays an unusual role in the affairs of the world. Among the nine planets, the earth is uniquely endowed with large quantity of water in its liquid state. Water is the only common material that exists naturally in all three states on earth and the earth is apparently the only planet in the solar system that sustains water in this way.

Water is necessary to all forms of life, from the mankind down to the very minute organism in existence and of all the in organic substances it may truly be said to be most wonderful. Its adaptation to the preservation of animal and vegetable life and to the various needs of man and men's adaptation of it to higher uses even than utilitarian form a chapter of incomparable interest and importance in the story of the human race.71 percent of the earth's surface, mostly in oceans and other large water bodies, with 16 percent of water below ground in aquifers and 0.001 percent in the air as vapour and precipitation salt water ocean hold 97 percent of surface, water, glaciers and polar ice caps 2.4% and other land surface water such as rivers, lakes and ponds 0.6 percent.

Statement Of The Problem

Water is one of the components of actual strategies. It is the duty of human being to protect the water resources, but our society does not concentrate on the proper usage of water. A hundred years ago no one probably that one day buy water abundantly available and therefore the thought of paying for it did not arise. Most of the under developed countries have failed miserable in their quest for solving drinking water problem. Hence the modern people are in a position to buy water by making payments. The mineral water culture gains the fashion of the day. There are many brands are available in the present market. The present study analyzed the brand preference of packaged drinking water from consumer point.

Research Paper

Review Of Literature

Heenal Bhandari & Ms Nimisha Jariwala (2021), "A Study on Consumer Buying Behavior towards Packed Water Bottles", the main purpose to work on this research project is to find out the consumer buying behavior towards packed water bottles. By analyzing the data, researcher can surely say that consumer buying behavior towards packed bottled water is positive. From the study it is derived that the respondents/consumers are consuming and also preferring bottled drinking water mostly. Respondents are mostly buying bottled drinking water during travelling and are highly influenced on taste, shape & size, easy availability, quality, quantity and safe for health for purchasing a bottled drinking water. Packed water bottle is a product, which people buy not only when they undertake travelling or stay out of their own place but also during the stay in their own places. The consumption of packed water bottles is also based on the reliability that the consumers will have in terms of quality and hygienic aspect because these are the parameters consumers prefer while buying packed water bottles. It is found that customers preferred quality and price in packed water bottles. It is concluded that customers are satisfied with packed water bottles. Hence it becomes evident that those brands that show importance to aspects like cost, quality, quantity, visual inspection, easy accessibility, size and convenience will sell more in the market and capture more number of customers. Customers will have in terms of quality and hygienic aspect because packaged water is a product on which these aspects are expected.

Dr. S. Murugan & Dr. G. Venkatesan, (2020) "Consumers' Attitude towards Packaged Drinking Water – A Study with reference to Vellore City", The study was an attempt to analyze the consumers' attitude towards packaged drinking water in Vellore City. The researcher has identified the socioeconomic status and usage profile of the people who responded. And further, he analysed the satisfaction, attitude of buying and impact of satisfaction on the attitude of buying of Consumers' consuming packaged drinking water. The findings will help the producers and marketers to take remedial measures to promote their business of packaged drinking water. The issues identified in the present study would provide a sound theoretical and analytical background for future researches in the area of packaged drinking water. With regard to this, it is hoped that the present study will provide a spring board that will provide an impetus for empirical research in this area.

Objectives Of The Study

➢ To find Preference given to the Brand of Packaged Drinking Water
➢ To study the factors influencing the consumers choice of mineral water
➢ To study the opinion of consumers about price, quality and package size of the mineral water
➢ To offer suggestions on the basis of findings of the study

Sampling Designand Tools For Analysis

The study has been confined to Kanniyakumari district. The sampling size is 140. The interview schedule was given to the respondents and the data was collected. The information thus obtained are analysed and calculated using various statistical tools such as Percentages, Weighted average technique, Garrett ranking technique and Chi – square test. The collected data are given in the form of tables, graphs, charts and diagrams.

Limitations Of The Study

➢ The sample size of respondents is limited to 140 respondents.
➢ The usage of consumer's drinking water islimited to domestic packages.

AGE – WISE CLASSIFICATION OF THE RESPONDENTS

Table 1: Age-wise classification of respondents

Sl. No.	Age	No. of respondents	Percentage
1	Up to 20	17	12
2	21 – 35	33	24
3	36 – 50	51	36
4	Above 50	39	28
	Total	**140**	**100**

Source: Primary data

The above table 1 shows that 17(12 percent) of the respondents come under the age group up to 20 years, 33(24 percent) of the respondents come under the age group of 21 to 35 years,51(36 percent) of them come under the age group 36 to 50 and the remaining 39(28 percent) of them belongs to the age group of above 50 years.

GENDER- WISE CLASSIFICATION OF RESPONDENTS

Table 2: Gender - wise classification of respondents

Sl. No.	Gender	Respondents	Percentage
1	Male	77	55
2	Female	63	45
	Total	**140**	**100**

Source: Primary Data

The above table 2 shows that majority 77(55 percent) of the respondents are Male and the remaining 63(45 percent) of the respondents are Female.

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF MARITAL STATUS

Table 3: Marital status of the respondents

Sl. No.	Marital status	No. of respondents	Percentage
1	Married	92	66
2	Un married	48	34
	Total	**140**	**100**

Source: Primary Data

The above table 3 reveals that 92(66 percent) of the respondents are married and the remaining 48(34 percent) of them are unmarried.

NATURE OF FAMILY WISE DISTRIBUTION OF THE RESPONDENTS

Table 4: Nature of the family of the respondents

Sl. No.	Nature of the family	No. of respondents	Percentage
1	Nuclear	86	61
2	Joint family	54	39
	Total	**140**	**100**

Source: Primary data

It is inferred from the above table 4 we came to know that the majority of the respondents 86 (61 percent) belongs to the nuclear family and the remaining 54 (39 Percent) respondents belongs to joint family.

EDUCATIONAL QUALIFICATION WISE CLASSIFICATION OF THE RESPONDENTS

Table 5: Education - wise classification of the respondents

Sl. No.	Qualification	No. of respondents	Percentage
1	Illiterate	8	6
2	SSLC	16	11
3	HSC	31	22
4	Graduate	49	35
5	Professional	36	26
	Total	**140**	**100**

Source: Primary data

It is inferred from the above table 5 we came to know that 8(6 Percent) respondents are illiterates, 16(11 Percent) of them having the qualification up to SSLC, and 31(22Percent) of them having the qualification up to HSC, the majority of the respondents 48 (35 percent) are graduates and the remaining 36(26 Percent) of the respondents are professionals.

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF OCCUPATION

Table: 6: Classification of the respondents on the basis of occupation

Sl. No.	Occupation	No. of respondents	Percentage
1	Business person	43	31
2	Govt. Employee	21	15
3	Private employee	52	37

4	Student	8	6
5	House wife	16	11
	Total	**140**	**100**

Source: Primary Data

Table 6 reveals that out of 140 respondents, 43 (31 Percent) of them are Business persons, 21(15 Percent) of them are Government employees and 52 (37 Percent) of the respondents are private employees. 8 (6 Percent) of the respondents are students and the remaining 16(11 Percent) of the respondents are housewives.

MONTHLY INCOME-WISE CLASSIFICATION OF THE RESPONDENTS

Table 7: Monthly Income of the respondents

Sl. No.	Monthly income	No. of respondents	Percentage
1	**Up to 5000**	12	9
2	**5001 – 10000**	37	26
3	**10001 – 15000**	48	34
4	**Above 15000**	43	31
	Total	**140**	**100**

Source: Primary Data

The above table 7 shows that out of 140 respondents 12(9 Percent) of the respondents get monthly income up to Rs.5000, 37(26 percent) of them earning Rs.5001-10000, 48(34 percent) of the respondents getting Rs.10001-15000 as their monthly income and the remaining 43(31 percent) of the respondents earning above Rs.15000 per month.

CLASSIFICATION ON THE BASIS OF MONTHLY EXPENSES FOR DRINKING WATER

Table 8: Monthly Expenses-wise classification of the respondents

Sl. No.	Monthly expenses	No. of respondents	Percentage
1	**Up to 500**	48	34
2	**501 – 1000**	59	42
3	**Above 1000**	33	24
	Total	**140**	**100**

Source: Primary Data

It is inferred from the above table 8 that 48 (34 Percent) of the respondents spending up to Rs.500 per month for drinking water and 59(42 Percent) of the respondents spending Rs.501 to 1000 per month and the remaining 33(24 Percent) of the respondents spends above Rs. 1000 for the drinking water purpose.

PREFERENCE GIVEN TO THE BRAND OF PACKAGED DRINKING WATER

The following Table 9 indicates the classification of the respondents on the basis of the brand of packaged drinking water they prefer. The ranks assigned by the respondents are converted into scores using Garrett ranking technique.

Table 9: Brand preferred by the respondents; Ranking Table

Sl. No.	Brands	Garrett mean score	Rank
1	Sabol	42.72	**VIII**
2	Futect	41.73	**IX**
3	Grace Aqua	47.27	**VII**
4	Iswarya	47.97	**V**
5	Quibell	47.8	**VI**
6	Beryl	56.52	**II**
7	Quadra	56.00	**III**
8	Aquafina	58.70	**I**
9	Others	51.21	**IV**

Source: Computed Data

From the above table it is inferred that the Aquafina brand of packaged drinking water scores 58.70 and holds the first rank, the brand Beryl hold the second rank with 56.52 mean score and the brand Quadra scores 56.00 and hold third rank respectively.

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF REASON FOR PREFERRING THE PARTICULAR BRAND

The following Table 10 indicates the classification of the respondents on the basis of the reasons for which the respondents prefer the particular brand of packaged drinking water. The ranks assigned by the respondents are converted into scores using Garrett ranking technique.

Table 10: Reason for preferring particular brand:Ranking Table

Sl. No.	Reasons	Garrett mean score	Rank
1	Good quality	59.90	**I**
2	Taste	53.62	**III**
3	Easy availability	55.67	**II**
4	Less cost	53.32	**IV**
5	Service	50.32	**V**
6	Recommended by doctor	40.42	**VI**
7	Others	37.71	**VII**

Source: Computed Data

From the table 10 it is inferred that the good quality of the branded packaged drinking water hold first rank with 59.90 mean score and the easy availability holds second rank with 55.67 mean score. The reason taste holds third rank with 53.62 mean score for the reason for preferring the particular brand of packaged drinking water.

OPINION ABOUT THE PRICE OF THE PACKAGED DRINKING WATER THEY USE

Table 11: Opinion regarding the price of the drinking water

Sl. No.	Opinions	No. of respondents	Percentage
1	**Very high**	24	17
2	**High**	42	30
3	**Reasonable**	61	44
4	**Low**	12	9
	Total	**140**	**100**

Source: Primary Data

It is inferred from the above table 11 in which, 24 (17 Percent) of the respondents says that the price of the drinking water they are using is very high and 42(30 Percent) of them says that the price is high and the majority 61(44 Percent) of them says that the price of the drinking water is reasonable and the remaining12 (9 Percent) of respondents says that the price of the drinking water they are using is low.

OPINION ABOUT THE QUALITY OF DRINKING WATER

Table 12: Opinion regarding the quality of the drinking water

Sl. No.	Opinions	No. of respondents	Percentage
1	**Highly satisfied**	29	21
2	**Satisfied**	54	39
3	**Fair**	31	22
4	**No opinion**	17	12
5	**Dissatisfied**	9	6
	Total	**140**	**100**

Source: Primary Data

It is inferred from the above table 12 in which, 29 (21 Percent) of the respondents are highly satisfied and the majority 54(39 Percent) of them are satisfied with the quality of the drinking water. 31(22 Percent) of them says that the level of satisfaction is fair. 17 (12 Percent) having no opinion and the remaining 9(6 Percent) of the respondents are dissatisfied with the quality of the packaged drinking water they are using.

OVERALL OPINION ABOUT THE PACKAGED DRINKING WATER

The below table shows theoverall opinion regarding the packaged drinking water used by the respondents. The scores given by the respondents are assessed using the Weighted average technique and given below in the table.

Table: 13: Overall opinion about the packaged drinking water

Sl. No	Options	Highly satisfied	Satisfied	No opinion	Fair	Not satisfied	Total	Rank
1.	Availability	24	28	21	40	27	**140**	V
		120	112	63	80	27	**402**	
2.	Quality	45	30	30	7	28	**140**	I
		225	120	90	14	28	**477**	
3.	Taste	12	28	22	35	43	**140**	III
		60	112	66	140	43	**421**	
4.	Price	19	27	36	42	16	**140**	IV
		95	108	108	84	16	**411**	
5.	Service	40	27	31	16	26	**140**	II
		200	108	93	32	26	**459**	

Source: Primary Data

Table: 14: Ranking Table

Sl. No.	Options	Score	Rank
1	Availability	402	**V**
2	Quality	477	**I**
3	Taste	421	**III**
4	Price	411	**IV**
5	Service	459	**II**

Source: Computed Data

From the table,it is inferred that the good quality of the branded packaged drinking water hold first rank with 477 score and the service offered by the workers holds second rank with 459 score. The option taste holds third rank with 421 score for the overall opinion regarding the packaged drinking water available in the market.

ANALYSIS OF DEGREE OF SATISFACTION OF THE RESPONDENTS TOWARDS PACKAGED DRINKING WATER
Level of satisfaction of respondents towards packaged drinking water

Table No. 15 shows the level of satisfaction of respondents towards the packaged drinking water in Kanyakumari District.

Table 15: **Level of satisfaction of respondents towards packaged drinking water**

Sl. No.	Level of satisfaction	No. of respondents	Percentage
1.	**High**	42	30
2.	**Medium**	73	52
3.	**Low**	25	18
	Total	**140**	**100**

Source: Primary Data

Null Hypothesis

The null hypothesis is framed to find out whether the demographic factors of the respondents are independent of their level of satisfaction.

AGE AND LEVEL OF SATISFACTION

Table 16 clearly shows the age of the respondents and their level of satisfaction.

Table 16: Age and level of satisfaction

Sl. No.	Age	Level of Satisfaction			Total
		High	Medium	Low	
1.	Up to 20	5	10	2	17
2.	21 – 35	9	16	8	33
3.	36 – 50	21	19	11	51
4	Above 50	7	28	4	39
	Total	42	73	25	140

Source: Primary Data

Age and level of satisfaction -Chi-square Test

Sl. No.	Particulars	Values
1.	Calculated value (x^2)	12.157
2.	Degrees of freedom	6
3.	Table value	12.592
	Inference	**Insignificant**

From the above analysis it is seen that the calculated value (12.157) of Chi-square is less than the table value (12.592), and hence the null hypothesis is accepted. Thus the age of the respondents is independent to the level of satisfaction towards packaged drinking water.

GENDER AND LEVEL OF SATISFACTION

Table 17: Gender and level of satisfaction

Sl. No.	Gender	Level of Satisfaction			Total
		High	Medium	Low	
1.	Male	17	41	19	77
2.	Female	25	32	6	63
	Total	42	73	25	140

Source: Primary data

Chi-square Test

Sl. No.	Particulars	Values
1.	Calculated value (x^2)	8.07
2.	Degrees of freedom	2
3.	Table value	5.99
	Inference	**Significant**

It is inferred from the above table that the calculated value (8.07) of Chi-square is greater than the table value (5.99), and hence the null hypothesis is rejected. Thus the gender of the respondents is dependent to the level of satisfaction towards packaged drinking water.

Findings

Majority 51(36 percent) of the respondents comes under the age group of 36 – 50 years.

Most 77(55 percent) of the respondents are male.

From the total 140 respondents 92(66 percent) of them are married.

Majority 86(61 percent) of the respondents belongs to nuclear family.

From the total respondents 43(31 percent) of them having four members in their family.

Most of the respondents 49(35 percent) are Graduates.

Majority 52(37 percent) of the respondents are private employees.

The monthly income of 48(34 percent) of the respondents are Rs 10001 – 15000.

Suggestions

1. Quality is an important aspect for choosing a brand of packaged drinking water. So that the company should take care to improve the quality of the packaged drinking water.

2. Packaged water companies should follow the standard and recommendations fixed by the national authorities.
3. Government should take necessary steps to prohibit the fraud companies who mix the ordinary tap water with purified water.
4. Consumers should examine the closures bottled water before purchase.

Conclusion

Having done extensive research on the topic "A study on consumer brand preference of packaged drinking water in Kanniyakumari District" the researcher has highlighted the findings of the study and offered a few suggestions for the improvement of the water industry and awareness for the consumers. When researcher compare with socio-economic factors and level of preference, age were rejected and at the same time socio economic factor of gender were accepted. The most of the respondents selected Aquafina brand because it is Good quality. So, it is suggested that for each consumer, based on self-condition, prefers using a specific drinking water source, the standards should be designed based on the protection of human health and satisfaction of consumers.

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