
A STUDY ON IMPACT OF BOTTLED WATER ON CUSTOMERS IN DINDIGUL CITY

Article Particulars

Received: 28.03.2018

Accepted: 06.04.2018

Published: 28.04.2018

Dr.V.DAVID RAJ

*Head & Assistant Professor in Commerce**Sacred Heart College of Arts and Science, Dindigul, Tamil Nadu, India*

Abstract

India's huge and growing population is putting a severe strain on all the country's natural resources. Most water sources are contaminated by sewage and agriculture run off. India has made progress in the supply of safe water to its people but still gross disparity exists in coverage across the country. Due to health awareness among the communities, the need for the use of purified drinking water is keenly felt. As a result, much number of commercial Bottled water manufacturing units and new entrepreneurs are coming forward to process water and sell in the market for drinking and domestic needs.

Introduction

Bottled water is one of the reliable healthy drinking water in any part of the world including India having undergone a series of treatments. Therefore, bottled water is widely accepted as potable and thereby free from physical, chemical and microbiological contaminants that could cause adverse health effects in human beings when consumed. Despite the World Health Organization's guidelines for drinking water quality, water pollution in various sources has been increasing over recent decades in most countries. The local people depend on tap water, surface water, and groundwater which unfortunately are polluted. In addition, bottled water has been widely accepted as potable and healthy drinking water; thereby free from contaminants that could cause adverse human health effects.

Statement of Problems

All living organisms in the universe needs concern and awareness over safe drinking water. Hence, the increase the demand for packaged drinking waters among Indian customers has arisen. The National water commission has stated that "water gets polluted, if it is not of sufficiently high quality to be suitable for the highest uses, people wish to make of it at present or in future". For safe and hygienic drinking water, people use bottled water. People go for bottled water depending on their background and

experience. Customers may have various reasons for purchasing bottled-water such as taste, convenience or fashion, but for many consumers, safety and potential health benefits are important considerations because they believe packaged drinking water is safer than tap water. There are concerns about chlorine by-products, pollutants such as lead, nitrates, and bacterial contamination in municipal water supplies. In this study the researcher made an attempt to know the impact of bottled water on customer and will also help to know various factors are affecting for purchase bottled waters in Dindigul city.

Objectives

- To study the demographic profile of the respondents who are purchase and using bottled water in Dindigul Town.
- To study about impact of bottled waters on customers
- To offer suggestions on the basis of findings

Scope of the Study: The study focus is bottled waters with the people. Many of the people every day buying, consuming but we don't about their opinion regarding bottled water. Hence, we completely focus on factors influence intention to purchase bottled water by customers in Dindigul City.

Area of the Study: The researcher has chosen Dindigul as the study area. 75 sample respondents of customer were selected in Dindigul.

Methodology: The present study is based on both primary and secondary data; requirement primary data were collected from the customer with the help of interview schedule. Secondary data collected from website.

Statistical Tools for Analysis: The present study used statistical tool as simple percentage analysis only.

Demographic Classification: Demographic classification is based on demographic factors like gender, age; Education, Major Subject and residence were described in Table.

Table 1 Classification of Respondents Based on their Gender

Sex	No of Respondents	%
Male	61	81.33%
Female	14	18.67%
Total	100	100.00

Source: Primary data

The above table shows the respondents on the basis of sex. The table inferred that 81.33% of the respondents are male and 18.67% of the respondents are Female. Thus, it concluded that majority of the respondents are female.

Table 2 Classification of Respondents Based on their Age

Age	No of Respondents	%
Below 20	5	6.67
21 – 30	21	28.00
31 – 40	25	33.33
41 – 50	15	20.00
Above 50	9	12.00
Total	75	100.00

Source: Primary data

The table revealed that 33.33% of the respondents belong to the age group of 31- 40 years. 28% of the respondents belong to the age group of 21-30. 12% of the respondents belong to the age group of below40.Hence it may be understood that majority of the respondents belong to age group of 31-40 category.

Table 3 Classification of Respondents Based on their Educational Qualification

Educational qualification	No of Respondents	%
Illiterate	4	5.33
School Level	9	12.00
Graduate	30	40.00
Post Graduate	11	14.67
Professional	21	28.00
Total	75	100.00

Source: Primary data

The above table reveals that the distribution of respondents on the basis of educational qualification. The table shows that 40% of the respondents are graduates. 28.00% of the respondents are professional. 14.67% of the respondents are post graduates. 4% of the respondents are illiterate.

Table 4 Classification of Respondents Based on their Occupation

Occupation	No of Respondents	%
Government	16	21.33
Private	20	26.67
Business	27	36.00
Professionals	12	16.00
Total	75	100.00

Source: Primary data

The table revealed that 36% of the respondents are businessman.26.67% of the respondents are private employee.21.33% of the respondents are government employee and 16% of the respondents are professionals.

Table 5 Classification of Respondents Based on their Size of Family

Size of the family	No of Respondents	%
Below 3 members	8	10.67%
3 – 6 members	56	74.67%
Above 6 members	11	14.66%
Total	75	100.00

Source: Primary data

The table observed that 74.67% of the respondents have family with 3-6 members.14% of the respondents has family with above members and 8% of the respondents have family with below 3 members .Hence, majority 74.67 % of the respondents have family with 3-6

members.

Table 6 Classification of Respondents Based on their selection of the brand

News papers	No of Respondents	%
Branded	6	8.00
Local branded	40	53.33
Both	29	38.67
Total	75	100.00
Source: Primary data		

The above table shows that selection of the brand by the respondents. 53.33% of the respondents using local branded water. 38.67% of the respondents take both branded and 8% of the respondents take only branded water. Hence, understand from the above table that the large no. of respondents

(53.33%) is consuming local branded drinking water

Table 7 Classification of Respondents Based on their Local brand acquisition

News papers	No of Respondents	%
Raj	24	32.00
Orine	31	41.33
Others	20	26.67
Total	75	100.00
Source: Primary data		

The above table shows that local brand acquisition by the respondents. 41.33% of the respondents buying Orine local brand water. 32.00% of the respondents buying Raj company water and 24% of the respondents buying only other local company water. Hence clearly understand from the above table that the large no. of respondents (41.33%) is buying Orine

company bottle water only.

Table 8 Classification of Respondents Based on size of purchase

News papers	No of Respondents	%
5 Litres	0	0.00%
20 Litres	70	93.33
Both	5	6.67
Total	75	100.00
Source: Primary data		

The above table shows that size of water bottle purchase by the respondents.93.33% of the respondents purchase 20 litre water bottles.6.67 % of the respondents purchase both 5 litres ,20 litres water bottles and No respondents purchase only 5 litres water bottles .

Table 9 Classification of Respondents Based on frequently purchase water

News papers	No of Respondents	%
Daily	39	52.00
Weekly three times	34	45.33
Weekly four times	2	2.67
Total	75	100.00
Source: Primary data		

The above table illustrates that frequently purchase bottle water by the respondents. 52.00% of the respondents purchase daily. 45.33 % of the respondents purchase two three in a week and 2.67% of the respondents purchase bottle water four times in a week.

Table 10 Classification of Respondents Based on cost of bottle water purchase

News papers	No of Respondents	%
Rs. 90	33	44.00
Above Rs.90	42	56.00
Total	75	100.00

Source: Primary data

The above table exemplifies that the respondents spent amount for purchase bottle water. 56.00% of the respondents spent above Rs.90 for obtain bottle water and 44.00% of the respondents spent Rs. 60 for acquire bottle water.

Table 11 The factor influencing intention to purchase bottled water

S.No	Statement	SA	A	U	D	SD	Score	Rank
1	Unavailability of water	51	18	1	3	2	338	1
		68.00%	24.00%	1.33%	4.00%	2.67%		
2	Irregular Tap water	36	29	3	5	2	317	2
		48.00%	38.67%	4.00%	6.67%	2.67%		
3	No tap water facilities	22	31	7	9	6	279	4
		29.33%	41.33%	9.33%	12.00%	8.00%		
4	Clean and filtered	49	6	11	4	5	315	3
		65.33%	8.00%	14.67%	5.33%	6.67%		
5	Less contamination	12	17	21	10	15	226	5
		16.00%	22.67%	28.00%	13.33%	20.00%		

Source: Primary data

Note: SA- Strongly Agree, A- Agree, U- Un Decided, D –Disagree, SD – Strongly Disagree,

It is observed from the table that, it explains the opinion of respondents regarding the various impact of bottled water on customers for purchase it. This analysis shows that the factor 'Un availability of water" gets the maximum score of 338. The factor "Irregular tab water" stands second with a score of 317. The factors of 'Clean and filtered' and No tab water facilities less scores of 315 and 279 respectively and takes the third and fourth position. The lowest score is factors of ' Less contamination" which scores 226; this is due to the fact that all the nutrition entirely destroyed when filtered the natural water . It is inferred that the maximum score of 338 is secured by the factor Un availability of water, this is because of the fact that water is important one of the human being but we have no water as well as others sources. Hence the customers must purchase bottle water for consuming in regular life due to the lack of water .

Findings

- The majority of the respondents are male i.e. 81.33%
- Majority of the respondents fall in the age group of 31-40 i.e. 33.33%
- 40% of the respondents are under the educational qualification in Graduation level.
- 36% of the respondents are business man.
- 74.67% of the respondents are family size is 3-6 members.

- Majority of the respondents are selected Local brand bottle water i.e. 53.33%
- Most of the respondents 41.33% are preferring Orine company bottle water
- 93.33% of the respondents' buying 20 litres bottle waters.
- 80% of the respondents has habit of news papers reading daily.
- Majority of the respondents 52.00% of the respondents purchase bottle water in daily.
- 56% of the respondents spent above Rs.90 for purchase bottle water .
- Larger number of the respondents secured score of 338 for Unavailability of water. This is main factor for purchase bottle water by the customers.

Suggestions

- Only local brand Water Company allow 20 litre bottle waters but no in branded company. Hence, Branded company may offer 20 litre bottle water for customers.
- All the water companies may well offer 50 litres or more to the customers.
- All the water companies possibly will charge for water at minimum level

Conclusion

This study was conducted to find out impact of bottle water on customers in Dindigul city and it was carried out among 75 customers. The different factors that influence the customers were found to be "Un availability of water, irregular tap water, o tab water facilities, clean filtered and less contamination". The Customer only considered the factor of unavailability of water because, water is our part of the life and irregular tap water is possible factor for purchase bottle water, the customers always seeking water in different places due to irregular tap water. Hence the customers come decision for buying bottle water.