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# Attitude and Satisfaction of Packaged Drinking Water Brands: A Research with Special Reference to Krishnagiri District, Tamil Nadu

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## Abstract

*The purpose of the present research was to identify and analyze of consumer attitude, satisfaction and behavior of packaged drinking water users in Krishnagiri District of Tamilnadu. This research solved consumer fears among the packaged drinking water needs. The research used convenient sampling method for collecting the primary data from various users of Krishnagiri district. And it is used interview schedule method and also used various statistical tools for analyzing and interpreting research such as Analysis of Variance test, multiple regression analysis, Chi-square test and structural equation model. It is tested for sampling reliability, pre-test and pilot study before collecting the primary data. There is no significant difference between the age group in years of packaged drinking water users with regard to factors of consumer attitude, since the P value is greater than 0.05. Hence the null hypothesis is accepted at 5% level with regard to factors of consumer attitude. The research work was purely original and not copied from any other articles, magazines, news papers or thesis.*

**Keywords:** Brand, Consumer Attitude, Consumer Behaviour, Consumer Satisfaction, Consumer Loyalty and Packaged Drinking Water

## Introduction

Packaged drinking water was first introduced by United Kingdom in the year 1961, followed by America in the year 1967 and in India Bisleri brands are launched in the year 1990. The packaged drinking water is accounted 67% of market share in India and 160 billion sales in the year 2018. Indian markets are reached 22% Compound Annual Growth Rate (CAGR). The Packaged drinking waters are available in the different size such as, 20 liter jar, 5 liter bottle, 2 liter bottle, 1 liter bottle, 500 ml bottle, 350 ml bottle and 250 ml bottle. The most popular water industries in India are Bisleri, PepsiCo, Coca-Cola and Parle. In Krishnagiri District available packaged drinking water are Bisleri, Kinley, Aquafina, Kingfisher. Bailley, Qua, Himalayan Water, Manikchand Oxyrich, Tata Water Plus and Railneer. Some reasons consumers mostly prefer the packaged drinking water like hygienic, taste, style, easy availability and safety for health.

## Objectives of the Study

The article has been following major objectives. They are,

1. To study the consumer buying attitudes of the packaged drinking water.
2. To find out the consumer Satisfaction of branded packaged drinking water

3. To find the consumer loyalty of packaged drinking water.

### **Statement of the Problem**

Packaged drinking water consumers are having different buying attitudes. The economically rich consumers are buying only branded product and the economically poor consumers are buying both branded and local companies product. The branded products are giving full satisfaction to the consumers because of taste, style and quality, but the local companies are not given full satisfaction to the consumers. Branded packaged drinking water companies are producing quality product, it is safety and purity. It is certified by government of India and also is licensed product. The branded waters are only acquiring loyal consumers. Consumers are bought packaged drinking water is at the time of travelling, stay outside the home, meeting, conference and household use. Packaged drinking water is most important commercial product in India it gives vital role in economic development of the country. It hence the research has been analyses the attitude of consumer in packaged drinking water brands at Krishnagiri District of Tamil Nadu. Consumers are changing their product time to time in the effect of quality, rate, availability, delivery and quantity. Their attitudes are changing at the time of purchasing. The attitudes of the consumers are most important for marketing. So the analyses need for product retaining of the company, consumer satisfaction, consumer loyalty and economic development of the Krishnagiri district.

### **Literature Review**

(Adlin Kanisha et al.) The study concluded that the demographic variables such as age group, gender and occupation are having more impact on the factors of consumer satisfaction. It indicates most of the consumers were satisfied towards Bisleri to the chosen factors.

(Sangeetha and Brindha), Their study found that people are buying bottled water during the stay in their own places in the research is becoming health conscious. Peoples are expecting quality of the bottled water.

(Selvam), The study finds that consumers are having special place in mind for packaged drinking water in health conscious aspects. The study also finds that manufactures of packaged drinking water should offer quality product at competitive price.

(Shalini and Lavanya), The study find that peoples mostly prefer packaged drinking water in city side, because packaged drinking water is quality and hygienic. Price of the packaged drinking water is high compare to small quantity of water.

(Vijaya Venkateswari et al.), Their study find that the consumer purchase decisions are relating to purification, taste, packaging of product, media of advertisement and brand reputation of the packaged drinking water.

### **Research Methodology**

The present research was used descriptive research method. Samples were selected from Krishnagiri District of Tamil Nadu. Interview Survey method was used for primary data collection. The primary data were collected randomly from various Taluks like Bargur, Hosur, Shoologiri, Denkanikottai, Krishnagiri and Udhanakari of Krishnagiri District. And various statistical tools were used for analysis of primary data such as regression analysis, chi-square test and structural equation model. The research also used tables, percentage and interpretation for explaining the results of the study.

### **Indian Packaged Drinking Water Market**

Indian packaged drinking water market was valued at Rs.160 billion in the year 2019 and it has around 6000 licensed packaged drinking water companies. Some of the packaged drinking water companies are giving services and delivery from online market particularly Bisleri, Bailley and Aquafina brands. The revenue of the packaged drinking water market segment amounts in to US\$ 5.55 billion in 2022. And the market value is expected to grow annually by 4.84% CAGR in 2022-2027.

### **Popular Brands of Krishnagiri District**

Consumers are majority 90% prefer packaged drinking water usually and have more knowledge

about the package drinking water. It is hygienic and good for health. In the study area consumers buying attitude is different like huge numbers of consumers prefer Bisler, Aquafina, Kinley and Bailley brands. The Bisleri and Aquafina packaged drinking water bottle are covered highest market value in the district. The packaged drinking water 50% is sold at offices, institutions, hotels, restaurants, motels and catering. All the popular brads of the packaged drinking water products are available in both local and modern markets. the market value of the packaged drinking water increasing every day market at Krishnagiri district.

### Statistical Analysis

The collected data was analyses by two different statistical methods like Multiple Regression analyses, Chi-square test and structural equation model. The study used tabulation, percentage and interpretation for research explanations. The research also analyses three different hypotheses.

**Table 1 Consumer Attitude**

Consumer Attitude	Yes		No		Total
	Frequency	%	Frequency	%	
Availability of various Quantities	395	63.20	230	36.80	625
Cheapest rate	411	65.76	214	34.24	625
Novelty considered	354	56.64	271	43.36	625
Easy availability	471	75.36	154	24.64	625
Product design	383	61.28	242	38.72	625
Quality of package	484	77.44	141	22.56	625
Family brand	337	53.92	288	46.08	625
Taste of water	414	66.24	211	33.76	625
Hygienists	450	72.00	175	28.00	625
Easy door delivery	325	52.00	300	48.00	625
Less toxic content	481	76.96	144	23.04	625
Post sale	237	37.92	388	62.08	625

All packaged drinking water is hygienic	262	41.92	363	58.08	625
Packaged drinking water is expensing	362	57.92	263	42.08	625
Packaged drinking water is must to children, elders and pregnant	318	50.88	307	49.12	625
Preference to shape	299	47.84	326	52.16	625
Easy available brand	444	71.04	181	28.96	625
Prefer carbonated container	237	37.92	388	62.08	625
Prefer glass container	172	27.52	453	72.48	625
Prefer plastic container	396	63.36	229	36.64	625

The table 1 shows that the attitude of the users of packaged drinking water 63.20% of the users said Yes and 36.80% of users said for the available of various qualities, 65.76% of users said Yes and 34.24% of udders are said for availed cheapest rate of packaged drinking water, 56.64% of users said Yes and 43.36% of users said for availed Novelty Considered, 75.36% of users said Yes and 24.64% of users said for easy availability of water, 61.28% of users said Yes and 38.72% of users said for availed product design, 77.44% of users said Yes and 22.56% of users said for availed quality of package, 53.92% of users said Yes and 46.08% of users said for availed family brand, 66.24% of users said Yes and 33.76% of users said for availed taste of water, 72% of users said Yes and 28% of users said for availed hygienists, 52% of users said Yes and 48% of users said for availed easy door delivery, 76.96% of users said Yes and 23.04% of users said for less toxic contents, 37.92% of users said Yes and 62.08% of users said for availed post sale, 41.92% of users said Yes and 58.08% of users said for availed all packaged drinking water is hygienic, 57.92% of users said Yes and 42.08% of users said for availed

packaged drinking water are expensing, 50.88% of users said Yes and 49.12% of users said for availed packaged drinking water is must to children, elders and pregnant, 47.84% of users said Yes and 52.16% of users said for availed preference to shape, 71.04% of users said Yes and 28.96% of users said for easy available brand, 37.92% of users said Yes and 62.08% of users said for availed prefer carbonated container, 27.52% of users said Yes and 72.48% of users said for availed prefer glass container and 63.36% of users said Yes and 36.64% of users said for availed prefer plastic container of packaged drinking water. Maximum number of packaged drinking water users said Yes are quality of packaged and maximum number said No are prefer glass container. Minimum numbers said Yes are preferred glass container and minimum numbers said No are quality of package in packaged drinking water.

### Multiple Regression Analyses

There is no relationship between factors of consumer attitude and factors of consumer satisfaction. In this study, the dependent variable is Adjustment (Y), Independent variables are Depression ( $X_1$ ) and Anxiety ( $X_2$ ) and analyses are discussed as follows,

- Dependent variable: Consumer Satisfaction (Y)
- Independent variables:
  - Consumer Attitude ( $X_1$ )
  - Consumer Behaviour ( $X_2$ )
- Multiple R value : 0.649
- R Square value : 0.421
- F value : 226.049
- P value : <0.001\*\*

The multiple correlation coefficient 0.649 measures the degree of relationship between the actual values and the predicted values of the consumer satisfaction (Y), because the predicted values are obtained as a linear combination of consumer attitude ( $X_1$ ) and consumer behaviour ( $X_2$ ), the coefficient value of 0.649 indicates that the relationship between consumer satisfaction (Y) and the two independent variables is quite strong and positive.

**Table 2 Variables in the Multiple Regression Analyses**

Variables	Unstandardized Co-efficient	SE of B	Standardized Co-efficient	t value	P value
Constant	33.246	1.257	-	26.458	<0.001**
$X_1$	0.941	.081	0.431	11.585	<0.001**
$X_2$	0.215	.027	0.297	7.992	<0.001**

The coefficient of determination R-Square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of R Square is 0.421 simply means that about 42.1% of the variation in consumer satisfaction (Y) is explained by the estimated SRP that uses consumer attitude ( $X_1$ ) and consumer behaviour ( $X_2$ ) as the Independent variables and R Square value is significant at 1% level.

The multiple Regression equation is  $Y = 33.246 + 0.941 X_1 + 0.215 X_2$

Here the coefficient of  $X_1$  is 0.941 represents the partial effect of consumer attitude ( $X_1$ ) on consumer satisfaction (Y), holding the other variables as constant. The estimated positive sign implies that such effect is positive that consumer satisfaction (Y) would increase by 0.941 for the increase of every unit in consumer attitude ( $X_1$ ) and the coefficient value is significant at 1% level. The coefficient of  $X_2$  is 0.215 represents the partial effect of consumer behaviour ( $X_2$ ) on consumer satisfaction (Y), holding the other variables as constant. The estimated positive sign implies that such effect is positive that consumer satisfaction (Y) would increase by 0.215 for the increase of every unit in consumer behaviour ( $X_2$ ) and this coefficient value is not significant at 5% level.

Based on the standardized coefficient, consumer attitude ( $X_1$ ) (0.431) is the most important factors to extract consumer satisfaction (Y), followed by consumer behavior ( $X_2$ ) (0.297). Consumer behaviour is extracting consumer attitude because continuous changes of behaviour makes attitude. Hypothesis is good to fit.

**Chi- Square Analysis**

between the mode of income earning and the level of consumer attitude.

**Null Hypothesis:** There is no association

**Table 3 Association Between the Mode of Income Earning and the Level of Consumer Attitude**

Mode of Income Earning	Level of Consumer Attitude			Total	Chi-Square Test	P value
	Low	Moderate	High			
Daily	25 (19.80) [16.20]	55 (43.70) [19.00]	46 (36.50) [25.40]	126 (100.00) [20.20]	9.08	0.17*
Weekly	18 (19.80) [11.70]	46 (50.50) [15.90]	27 (29.70) [14.90]	91 (100.00) [14.60]		
Monthly	83 (26.50) [53.90]	151 (48.20) [52.10]	79 (25.20) [43.60]	313 (100.00) [50.10]		
Business Profit withdraw	28 (29.50) [18.20]	38 (40.00) [13.10]	29 (30.50) [16.00]	95 (100.00) [15.20]		
Total	154 (24.60) [100.00]	290 (46.40) [100.00]	181 (29.00) [100.00]	625 (100.0) [100.00]		

Since the P value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is an association between the mode of income earning and the level of consumer attitude of the packaged drinking water users. Based on the row percentage, mode of income earning in daily, 19.80% of consumers are low level of consumer attitude, 43.70% of consumers are moderate level of consumer attitude and 36.50% are high level of consumer attitude. The mode of income earning in business profit withdraw, 29.50% of consumer are low level of consumer attitude, 40% of consumer are moderate level of consumer attitude and 30.50% of consumer are high level of consumer attitude. Hence mode of income earning of daily are low level of consumer attitude of packaged drinking water users and business profit withdraw of income are high level of consumer attitude of packaged drinking water users. Hypothesis is accepted.

Mean square Residuals (RMR) and Root Mean Square Error of Approximation (RMSEA) value is 0.063 which is less than 0.08 which indicated it is perfectly fit. Hypothesis is accepted.

**Table 4 Model Fit Summary of Structural Equation Model**

Indices	Value	Suggested Value
Chi-square value	42.041	-
DF	12	-
Chi-square value/ DF	3.503	< 5.00 (Hair et al., 1998)
GFI	0.981	> 0.90 (Hu and Bentler, 1999)
AGFI	0.955	> 0.90 (Hair et al. 2006)
NFI	0.978	> 0.90 (Hu and Bentler, 1999)
CFI	0.984	> 0.90 (Daire et al., 2008)
RMR	0.078	< 0.08 (Hair et al. 2006)
RMSEA	0.063	< 0.08 (Hair et al. 2006)

**Structural Equation Model Analysis**

From the table 4 it is found that the calculated P value of Chi-square value/ DF is less than the 5.00 which indicates perfectly fit. Here Goodness of fit index (GFI) value (0.981) and Adjusted Goodness of Fit Index (AGFI) value (0.955) is greater than 0.90 which represent it is a good fit. The calculated Normed Fit Index (NFI) value (0.978) and Comparative Fit Index (CFI) value (0.984) indicates that it is a perfectly fit and also it is found that Root

**Suggestions and Recommendations**

Packaged drinking water manufacturers are needed to have more marketing analyses about consumer attitude among the product satisfaction. Low quality products are affecting the borne and health. The producers and government should create awareness about borne diseases. The branded waters are safety for health and it is standardized by the International Organization for Standardization (ISO) and Bureau of Indian Standards (BIS). The local

water brands are affecting the health and it is unsafe. The produces want to have research and development center for improve the quality of the water.

### Discussion and Conclusion

Consumers are having more awareness about packaged drinking water purity and safety. And the maximum number of consumer attitudes prefers branded packaged drinking water products. Consumer attitudes are support to the packaged drinking water is good for health. Consumers are mostly like branded products in the effects of style, taste, availability and for health conscious. Packaged drinking water is occupied the vital role for solving the drinking water shortage in urban areas. It concludes that the attitude of the consumers is fully satisfied with packaged drinking water and also mostly liking branded products. It is only affecting quality products.

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