A STUDY ON CONSUMER BEHAVIOUR TOWARDS BOTTLED DRINKING WATER WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract:
Packaged drinking water means water derived from any source of portable water, which is, subjected to treatments namely decantation filtration, combination of filtration, accretions, filtration with membrane filter, depth filter, cartridge filter activated carbon filtration, demineralization, re-mineralization reverse osmosis packed. In marketing, consumers and their behaviour are viewed more carefully because of their importance. The individual consumer can change the entire market with his/her buying activities. Hence this study focuses the consumer behaviour towards bottled drinking water, to explain it the researchers have collected primary data through questionnaire and finally recommendations are provided in this study. The study concludes that quality is the most important factor influencing the consumers to go for a particular brand of bottled water. They believe that compared to the tap water, consuming Bottled Drinking water is a hygienic one. Therefore it is suggested to the manufacturers to give due consideration for the hygienic aspect while manufacturing Bottled Drinking water.

Introduction:
'Water, water everywhere, but not a drop to drink' from the rhyme of the ancient mariner is perhaps a fitting description of the attitude of many consumers living in urban areas today who are increasingly looking towards bottled water as a means of meeting some or all of their daily requirements.

Water is a scarce commodity today and an UN International Children's Education Fund document says that in India by 2017 there would be an acute shortage of not only ground water but of drinking water too particularly in summer months. As of now, 44 million people suffer the consequences of contaminated water, thereby seriously affecting the health of future generations who would be vulnerable to serious water borne diseases.

Objectives of the Study:
- ✓ To analyze the factors that influences the consumers in the purchase of bottled drinking water.
- ✓ To study the consumer satisfaction towards the consumptions of bottled drinking water.
- ✓ To know the consumer's preferences about the braded bottled drinking water.

Methodology of the Study:
Area of the Study: The area of the study refers to Coimbatore.
Sources of data: The study uses both primary data and secondary data. For the purpose of collection of data, a detailed Questionnaire has been prepared and data were collected from the consumers.
Sample Design: For the purpose of the study, 300 questionnaires were collected from the consumers of bottled drinking water. Convenient random sampling method is administered in this study.
Tools for Analysis:
- ✓ Percentage Analysis.
- ✓ Two-Way Anova
- ✓ Chi – Square Analysis.
- ✓ Correlation Analysis.
- ✓ Garrett Ranking Analysis.
- ✓ Loyalty Matrix

The entire tests were carried out at 5% level of significance.

Review of Literature:
Margaret (2006) has conducted a study to detail the convergent findings of two separate researches in which purchase behaviour in a controlled consumer advertising environment was focused. The findings indicate that advertising works more often for new brands than for established one.

Lynn Berry (2008) in this article 'The True Cost of Drinking Bottled Water' found that growing at a rate of 10% a year. A report by the Earth Policy Institute (in Washington) reports that in 2004, people were drinking 154 billion litres compared to the 98 billion litres in 1999.

Carlos Greene (2011) in his study 'Drink water from safe containers' states that water constitutes roughly sixty percent of the human body. The maintenance of water levels is necessary to avoid dehydration and critical for the survival of human life.

Bhadran (2004) in his study stated that the Government lab analyses the samples of only 1-litre, 1.5 litre and 2 litres bottles bulk containers of drinking water are never subjected to lab analyses due to the inconvenience of transporting them. Hence the quality of such bulk containers cannot be assured or analysed.

Findings:

Two-Way Anova:
- ✓ There is a variance in Satisfaction on different aspects of bottled drinking water while comparing with Age Group.
- ✓ There is no variance in Satisfaction on different aspects of bottled drinking water while comparing with Gender.
- ✓ There is no variance in Satisfaction on different aspects of bottled drinking water while comparing with Educational Level.
- ✓ There is a variance in Satisfaction on different aspects of bottled drinking water while comparing with Frequency of Consuming.
- ✓ There is a variance in Satisfaction on different aspects of bottled drinking water while comparing with Brand Used.

Chi-Square Analysis:
- ✓ There is an association between the Occupational Status and Satisfaction in different aspects of bottled drinking water.
- ✓ There is an association between the Monthly Income and Satisfaction in different aspects of bottled drinking water.
- ✓ There is no association between the Quantity of Bottled drinking Water preferred to buy and Satisfaction in different aspects of bottled drinking water.
- ✓ There is an association between the Buying Place of Bottled drinking Water and Satisfaction in different aspects of bottled drinking water.

Garrett Ranking Analysis:
- ✓ Quality' is the most important factor influencing the consumers to go for a particular brand of bottled water.

Loyalty Matrix:
- ✓ Respondents who are using Bisleri are loyal to their brand followed by Kingfisher and Kinley

Recommendations:
- ✓ **Awareness:** The respondents are aware of Bottled Drinking water through advertisements and particularly through T.V. advertisements. This indicated clearly that the advertisement create awareness of the consumers among the available media, TV. Played a significant role when compared to any other media and hence the manufacturers have to pay attention on media choice with due care.
- ✓ **Price:** As the majority of the respondents feel that the price of the Bottled Drinking Water is moderate, the companies takes steps to offer at a lower price, so that the product will attract more consumers.
- ✓ **Hygienic:** Consumers generally go for Bottled Drinking water for its hygienic aspect. They believe that compared to the tap water, consuming Bottled Drinking water is a hygienic one. Therefore it is suggested to the manufacturers to give due consideration for the hygienic aspect while manufacturing Bottled Drinking water.
- ✓ **Availability:** The Bottled Drinking water companies shall try to increase production and enhance the dealers' chain so as to have a good reach to the consumers. Through this, an effective sale of Bottled Drinking water can be made.
- ✓ **Consumer Satisfaction:** The study reveals that the consumers are just satisfied with the brand of Bottled Drinking water they use. Again it is observed that the satisfactory level of consumer is not at the higher side. Therefore it is suggested to the manufacturers to take appropriate steps to ensure that the customers are highly satisfied.
- ✓ **Quantity Preferred:** Majority of the consumers prefer to buy 1 litre bottle. Therefore it is suggested that the manufacturers should take steps to offer 1 litter bottle without any shortage.
- ✓ **Expiry Date:** Majority of the respondents verify the date of manufacturing. Hence, the companies should take necessary steps to deliver the water bottles to the sales outlets in time.

Data Analysis and Interpretation:

1. Two-Way Anova:

H_0 - Null Hypothesis: There is no relationship between personal factor of the consumer and satisfaction level.

H_1 - Alternative Hypothesis: There is relationship between relationship between personal factor of the consumer and satisfaction level.

Table 1.1: Satisfaction of Bottled Drinking Water Based On Personal Factor

S.No	Parameter	Computed Value		Table Value	Result	Hypothesis Acceptance
		B.R.	B.C.			
1	Satisfaction on Bottled Drinking Water while comparing with Age group	6.67	3.56	3.01	Significant	Alternative Hypothesis
2	Satisfaction on Bottled Drinking Water while comparing with gender	5.47	4.92	6.39	Not Significant	Null Hypothesis
3	Satisfaction on Bottled Drinking Water while comparing with education level	2.46	4.21	3.26	Not Significant	Null Hypothesis
4	Satisfaction on Bottled Drinking Water while comparing with Frequency of Consuming	4.75	2.35	3.01	Significant	Alternative Hypothesis
5	Satisfaction on Bottled Drinking Water while comparing with Brand Used	5.16	5.71	2.78	Significant	Alternative Hypothesis

Note: Level of signification are 5%.

There is a variance in Satisfaction on different aspects of bottled drinking water while comparing with Age Group. There is no variance in Satisfaction on different aspects of bottled drinking water while comparing with Gender. There is no variance in Satisfaction on different aspects of bottled drinking water while comparing with Educational Level. There is a variance in Satisfaction on different aspects of bottled drinking water while comparing with Frequency of Consuming. There is a variance in Satisfaction on different aspects of bottled drinking water while comparing with Brand Used.

2. Chi-Square Analysis:

H_0 - Null Hypothesis: There is no relationship between personal factor of the consumer and satisfaction level.
H_1 - Alternative Hypothesis: There is relationship between relationship between personal factor of the consumer and satisfaction level.

Table 2.1: Satisfaction of Bottled Drinking Water Based On Personal Factor

S.No	Parameters	Computed Value	Table Value	Result	Hypothesis Acceptance
1	Satisfaction of Bottled Drinking Water with Occupation	62.92	26.30	Significant	Alternative Hypothesis
2	Satisfaction of Bottled Drinking Water with Monthly Income	40.47	26.30	Significant	Alternative Hypothesis
3	Satisfaction of Bottled Drinking Water with Quantity water	25.03	26.30	Not Significant	Null Hypothesis
4	Satisfaction of Bottled Drinking Water with buying place	45.74	26.30	Significant	Alternative Hypothesis

Note: Level of signification are 5%.

There is an association between the Occupational Status and Satisfaction in different aspects of bottled drinking water. There is an association between the Monthly Income and Satisfaction in different aspects of bottled drinking water. There is no association between the Quantity of Bottled drinking Water preferred to buy and Satisfaction in different aspects of bottled drinking water. There is an association between the Buying Place of Bottled drinking Water and Satisfaction in different aspects of bottled drinking water.

3. Brand Loyalty Matrix:

Table 3.1: Brand Loyalty of the respondents towards existing brand

Brand Consuming	Changed	Not Changed	Total
Kinley	20(68.97)	9(31.03)	29
Bisleri	42(55.26)	34(44.74)	76
Aquafina	92(70.77)	38(29.23)	130

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Sabols	7(77.78)	2(22.22)	9
Siruvani	14(77.78)	4(22.22)	18
Kingfisher	24(68.57)	11(31.43)	35
Others	3(100.00)	0(0.00)	3
Total	**202(67.33)**	**98(32.67)**	**300**

From the above table that more number of (44.74 %) of the respondents who are using Bisleri are not interested to change their brand followed by (31.43 %) of Kingfisher, (31.03%) of Kinley are loyal to their existing brand. The remaining respondents are in favour of shifting the loyalty to other brands.

4. Henry Garrett Ranking Technique:

Table 4.1: Brand Loyalty of the respondents towards existing brand

Factors	Garrett Score	Garrett Mean	Garrett Rank
Quality	17858	59.53	I
Quantity	15264	50.88	IV
Utility	16054	53.51	III
Price	14771	49.24	V
Availability	16443	54.81	II
Package	13541	45.14	VI
Others	10352	34.51	VII

From the above table that the factor 'Quality' is ranked first with the Garrett score of 17858 points. This is followed by the factor 'Availability' with the Garrett score of 16443 points. The factor 'Utility' stands in the third and the factor 'Quantity' in the fourth with the respective scores of 16054 and 15264. On the other hand the factors 'Price' , 'Package' and 'Others' ranked in the fifth, sixth and seventh place with the respective scores of 14771, 13541and 10352.

Conclusion:

Bottled Drinking water 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 reason is that people are becoming health conscious in the present day environment. However the cost aspect of Bottled Drinking water cannot be overlooked in this process because for some people, it is difficult for them to make up their mind to pay for water in small quantity. But it has become the order of the day if not for all, at least for people who are living in the city to use Bottled Drinking water due to larger pollution problems. The consumption of Bottled Drinking water is also based on the reliability that the consumers will have in terms of quality and hygienic aspect because Bottled Drinking water is a product on which these aspects are expected. Hence it becomes evident that those brands that shows importance to these aspects will sell more in the market and capture more number of consumers.

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