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RESEARCH ARTICLE

CONSUMER ATTITUDE TOWARDS WATER PURIFY WITH SPECIAL REFERENCE TO DEHRADUN CITY

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Abstract

One can survive without food but not without water. A human body is comprised of 70% of water which helps in other activities of the body like digestion and metabolic processes. Water is the most critical issue in today's world and its purity is the second. Currently, Watertreatmentmethodsincludefiltrationandheatathightemperatretokillthebacteria inside it. As a result, consumer demand for water purifier has been increases. Several companies like KENT, HUL, Tata, Eureka Forbes, LG, Bajaj etc. have entered this segment and have launched various brands of water purifiers. Existing demand has also attracted to local players who have entered in the market and assembling water purifiers in minimum cost such as; Aqua fres h, Aqua plus, Aqua grand, Aqua care, Aqua pearl, Aqua pure, Liv pro, etc. They vary in size, purification technology, price, color, patterns, usage etc. This study is conducted in Dehradun city a popular tourist place in Uttarakhand. The study mainly aims to analyze the impact of brand preference of respondents on various local water purifiers available in the market. The study also focuses on the consumer behavior towards water purifiers. This research is based on both Primary Survey, 2020 and secondary data. Study finds that, maximum of the respondents is influenced by design and comfortable size of water purifier.

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Introduction:-

The process of obtaining clean water is a vital issue in the world today. More than one third of the world's recoverable fresh water is used for cultivating, mechanical, or nearby purposes that releases compounds back into the water making it impure for purposes like drinking, bathing, washing, eating and for all other major purposes. Every year, large quantity of pesticides and fertilizers from industries and consumers are dumped into several natural water bodies like oceans, small surrounding rivers and seas, making water injurious and unhealthy which effects sanitation with substantiate long-term consequences on marine stability and human health. Thus, the most serious challenge to survive with the issue of unhealthy and impure water is realized in the 21st century. One third of the world's population lives without access to clean water which is a problem.

Advancement must be coordinated with stress for the earth and general prosperity to deal with the necessity for a fast, efficient, and energy conserving strategy for water filtration. Refined water gives cleaner water to nuclear family needs. Using purified water also helps in maintaining peace of mind of family that they are drinking purified

water and cooking with purified water. Many people prefer the flavor of pure water and support the sort of unadulterated water.

Water purifiers is a convenient way of filtering all unwanted chemicals, and other pollutants that may contaminate water and this process of removing undesirable chemicals from water is called Water Purification. A large amount of water is purified in purifiers and which is suitable for drinking and cooking. With new emerging and advanced technology, water purifiers have come up with better new features. The business of water purifiers is increasing rapidly as the consumers are now more aware of drinking impure water which is resulting in increase in demand of water purifiers. The contaminated tap water includes germ, viruses, fungi, and other microorganisms that causes skin diseases and stomach infections. In the ancient times, the most used methods of water purification were boiling and candle water filters but boiling killed most of the microorganisms. In today's world, reverse osmosis (RO) is the most common method as it removes heavy metals and dissolved salts easily by forcing water molecules to pass through a semi permeable membrane to remove unwanted particles. RO can remove up to 90 per cent of unwanted particles.

Materials and Methods: -

The study uses the quantitative approach. A questionnaire has been developed that consists two sections- section A contains personal profile of respondents whereas; section B contains statements designed on Feature, service and easy access, so that the perception of the respondents could be measured. Response, for this section, has been taken in five-point Likert scale ranging from 1 for strongly disagree to 5 for strongly agree.

Data Collection and Statistical Tools:

The samples are collected using the random sampling method. Data collected through the questionnaire has been given a proper code in MS Excel sheet. The data collected is carefully analysed and processed. Statistical tools such as percentage Analysis and weighted Score Analysis applied to interpret the data to draw meaningful interpretations.

Results and Discussion:-

Percentage Analysis:

Age, Gender, Educational qualification, Occupation, Nature of the family, Number of members in the family, Monthly incomes, Source of drinking water, Brand of water purifier, Source of information about the brand, Period of usage, Level of satisfaction with respect to quality, taste, price, brand, service cost and Overall level of satisfaction are presented using percentage analysis.

Table 1:- Age of the Respondent.

| Age | No. of Respondents | Percentage |
|----------------|--------------------|------------|
| 18-30 years | 115 | 65.7 |
| 31-40 years | 24 | 13.7 |
| 41-50 years | 23 | 13.2 |
| Above 51 years | 13 | 7.4 |
| Total | 175 | 100 |

Source: Primary Survey, 2020.

Age is an important factor that must be considered while studying the level of satisfaction of the ultimate users of the product because it considers by different stages (young, middle and old) of family. There is a difference between what young generation think and perceive, and what old generation think and perceive. Thus, from the above table 1, it is concluded that a majority of 65.7% of the respondents is young generation that lies between 18 – 30 years of age as this generation is more aware of new technology and upcoming products than respondents of other stages of lifecycle. And only 7.4% of the respondent's are above 51 years that use water purifier.

Table 2:- Gender of the Respondents.

| | | |
|---------------|------------|------------|
| Female | 106 | 60.6 |
| Male | 69 | 39.4 |
| Total | 175 | 100 |

Source: Primary Survey, 2020.

Gender plays a very important role in buying behavior process as the opinion of both female and male users is considered while buying any product. With rapid change in world, females are now considered as the ones that highly influence buying behavior of users while purchasing a costly product as they are more educated and aware now. Male users also play an important role but females dominate buying decision. Thus, from the above table 2, it is concluded that female respondents are higher (60.6%) than the male respondents (39.4%).

Table 3:- Educational Qualifications of the Respondents.

| Educational Qualification | No. of Respondents | Percentage |
|----------------------------------|---------------------------|-------------------|
| Illiterate | 38 | 21.7 |
| Graduate | 84 | 48 |
| Professional | 32 | 18.3 |
| School Level | 21 | 12 |
| Total | 175 | 100 |

Source: Primary Survey, 2020.

Education holds a very important position in everyone's life that influences one's personality and helps them to establish awareness. Education also helps to build opinions that influence one's decision making process. The uneducated users are also changing with change in time and are upgrading themselves. The users at school level are also affecting purchase decisions. Thus, from the above table 3, it is concluded that 48% of the respondents are graduates, 21.7% of the respondents are illiterate but some of them are still using water purifier, 18.3% are professionals and the rest 12% of the respondents are qualified at school level only.

Table 4:- Occupation of the Respondents.

| Occupation | No. of Respondents | Percentage |
|---------------------|---------------------------|-------------------|
| Businessman | 48 | 27.4 |
| Housewife | 35 | 20 |
| Student | 73 | 41.7 |
| Employee | 15 | 8.5 |
| Tutor | 1 | 0.6 |
| Press Correspondent | 1 | 0.6 |
| Vella | 1 | 0.6 |
| Self Employed | 1 | 0.6 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

Social awareness also plays a part in the decision-making process of the users. One's occupation is considered as a status symbol in the society and it is also a basic financial support for the family as a whole. From the above table 4, a majority of 41.7% of the respondents are students, 27.4% of the respondents are businessman, 20% of the respondents are housewives, 8.6% are employees and the rest are tutors, self-employed and others.

Table 5:- Number of family members in their family.

| No. of Family Members | No. of Respondents | Percentage |
|------------------------------|---------------------------|-------------------|
| 2 | 42 | 24 |
| 3-5 | 76 | 43.4 |
| 6-8 | 25 | 14.3 |
| Above 8 | 32 | 18.3 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

A family is a family that consist of parents, children, and grandchildren. The number of family members plays a very important role when it comes to buy something for the family collectively. The health awareness among the family members plays an important role too. Thus, from the above table, it is evident that the maximum respondents (43.4%) have 3-5 family members in the family, 24% of the respondents have 2 family members,

14.3% of the respondents have 6-8 family members and the remaining 18.3% have more than 8 family members in the family.

Table 6:- Monthly family income of the respondents.

| Monthly Family Income | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Less than 20,000 | 47 | 26.9 |
| 20,001 – 40,000 | 27 | 15.4 |
| 40,001-60,000 | 40 | 22.9 |
| Above 60,000 | 61 | 34.9 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

Monthly family income is another important factor that must be considered while studying the satisfaction level of the users as the income of the users only decide whether they will buy the product or not. An income of the family is the crucial factor while taking any purchasing decision. It is not necessary that family with high income will spend more because they would have different plans to spend their income and maintain their status. From the above table 6, it is concluded that the maximum respondents (34.9%) have Rs. 60,000 and above monthly family income, 26.9% of the respondents have less than Rs. 20,000 monthly family income, 15.4% of the respondents have monthly family income between Rs. 20,001- Rs. 40,000 and the remaining 22.9% of the respondents have monthly family income between Rs. 40,001 – Rs. 60,000.

Table 7:- Source of Drinking water.

| Source | No. of Respondents | Percentage |
|-----------------|--------------------|------------|
| Municipal Water | 128 | 73.1 |
| Bore Well | 13 | 7.4 |
| Hand Pump | 16 | 9.1 |
| Others | 18 | 10.4 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

From the above table 7, it is concluded that a majority of 73.1% respondent's source of drinking water is Municipal water because these respondents belong to the developed part of the city where the water is supplied to households and industries using underground pipes. And 7.4% of the respondent's source of drinking water is bore well because these respondents belong to the rural area of the city and a majority of the respondent's source of drinking water is Hand Pump because these respondents think that hand pump water contains less impurities and provides fresh water. And the rest 10.4% respondents have other sources of water.

Table 8:- Source of information about the water purifier.

| Source | No. of Respondents | Percentage |
|--------------------|--------------------|------------|
| TV Commercials | 53 | 30.3 |
| Newspapers | 14 | 8 |
| Friends/ Relatives | 85 | 48.6 |
| In Shop Branding | 23 | 13.1 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

Every purchased decision is also influenced by the source of information about the product from where the users are influenced to buy and use that product. The main sources of information are TV commercials, newspapers, friends, or relatives, shop branding and others. A user may hear about the product from any of these sources and then try to buy the product. From the above table 8, a majority of 48.6% respondent's source of information about the product is either their friends or relatives, 30.3% respondent's source of information is TV commercials, 8% of the respondent's source of information is newspapers and the remaining 13.1% of respondent's source of information is in shop branding.

Table 9:- Period of usage of water purifier.

| Period of Usage | No. of Respondents | Percentage |
|--------------------|--------------------|------------|
| Less than one year | 36 | 20.6 |
| 2-3 years | 19 | 10.9 |
| 3-5 years | 22 | 12.6 |
| More than 5 years | 98 | 56 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

A user may use a product for many years, or he may dispose of the product another hour of purchased decision. It is important to consider how many years a user is using a product in order to check brand image and brand loyalty. From this it can be concluded whether the product is according to the users or not and whether the product is still running in the market or not. From the above table 9, maximum respondents (20.6%) are using water purifier from more than 5 years.

Table 10:- Overall level of satisfaction.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 101 | 57.8 |
| Highly Satisfied | 42 | 24 |
| Neutral | 25 | 14.3 |
| Dissatisfied | 5 | 2.8 |
| Highly Dissatisfied | 2 | 1.1 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

The quality is the most important feature while purchasing a water purifier. it is a product of everyday use and cannot be replaced every week. Therefore, the quality of the water purifier should be supreme. The above table 10 denotes that the maximum respondents (57.8%) are satisfied about the quality of the water purifier they use.

Table 11:- Level of satisfaction with respect to Taste of water.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 104 | 59.4 |
| Highly Satisfied | 33 | 18.9 |
| Neutral | 33 | 18.9 |
| Dissatisfied | 4 | 2.3 |
| Highly Dissatisfied | 1 | 0.5 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

The taste of water changes after it is purified. The taste of water also depends on the type of water purifier the user is using and the brand he has preferred. The above table 11 denotes that maximum respondents (59.4%) are satisfied about the taste of the water purifier they use.

Table 12:- Level of satisfaction with respect to Brand Image of water purifier.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 106 | 60.6 |
| Highly Satisfied | 33 | 18.9 |
| Neutral | 30 | 17.1 |
| Dissatisfied | 5 | 2.9 |
| Highly Dissatisfied | 1 | 0.5 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

A brand name is the most important factor in all the purchase decisions. Different users prefer different brands according to brand image and brand loyalty. The above table denotes that maximum respondents are satisfied about the brand's image of the water purifier.

Table 13:- Level of satisfaction with respect to Price of water purifier.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 93 | 53.2 |
| Neutral | 46 | 26.3 |
| Highly Satisfied | 29 | 16.6 |
| Dissatisfied | 6 | 3.4 |
| Highly Dissatisfied | 1 | 0.5 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

The price of a product is most important feature to buy any product and in case of water purifier it is important because it is an expensive product that is purchased for the family. The above table 13 denotes that maximum respondents (53.2%) are satisfied about the price of the water purifier.

Table 14:- level of satisfaction with respect to Service Cost.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 88 | 50.3 |
| Neutral | 49 | 28 |
| Highly Satisfied | 26 | 14.9 |
| Dissatisfied | 10 | 5.7 |
| Highly Dissatisfied | 2 | 1.1 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

All the products require some type of maintenance. There are some products that require a regular service which is only provided by the company. The above table 14 denotes that maximum respondents (50.3%) are satisfied about the service cost of the water purifier.

Table 15:- Level of satisfaction with respect to Features of water purifier .

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 99 | 56.6 |
| Neutral | 39 | 22.3 |
| Highly Satisfied | 30 | 17.1 |
| Dissatisfied | 5 | 2.9 |
| Highly Dissatisfied | 2 | 1.1 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

The features of a product differ from brand to brand. Every brand must survive in the competitive market and therefore, it must come up with new features and technology. The table 15 above, denotes that maximum respondents (56.6%) are satisfied about the features of the water purifier.

Table 16:- Level of satisfaction with respect to Warranty.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 99 | 56.6 |
| Neutral | 36 | 20.6 |
| Highly Satisfied | 29 | 16.6 |
| Dissatisfied | 9 | 5.1 |
| Highly Dissatisfied | 2 | 1.1 |
| Total | 175 | 100 |

Source: Primary Survey, 2020

The company provides some year's warranty to the user of the product. This factor is an attractive factor of the water purifier as the company attracts the users by offering them long time warranty. The table above denotes that maximum respondents (56.6%) are satisfied about the warranty of the water purifier.

Table 17:- Level of satisfaction with respect to Capacity.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Satisfied | 98 | 56 |
| Neutral | 41 | 23.4 |
| Highly Satisfied | 30 | 17.1 |
| Dissatisfied | 5 | 2.9 |
| Highly Dissatisfied | 1 | 0.6 |
| Total | 175 | 100 |

Source: Primary Survey, 2020.

The need of the water per day for the user's family is an important factor. A nuclear family may need a water purifier with less capacity where as on the other hand a joint family with more family member needs a water purifier that has more capacity. Because members in a nuclear family are comparatively low than that in a joint family. The table 17 above denotes that maximum respondents (56%) are satisfied about the warranty of the water purifier.

Table 18:- Level of satisfaction with respect to after sales service.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Highly Satisfied | 28 | 16 |
| Satisfied | 96 | 54.9 |
| Neutral | 41 | 23.4 |
| Dissatisfied | 6 | 3.4 |
| Highly Dissatisfied | 4 | 2.3 |
| Total | 175 | 100 |

Source: Primary Survey, 2020.

A company is obliged for after sales service. A company who is devoted towards its customers always have a chance to get successful. Every product is designed for the user to buy and use it. The table 18 above denotes that maximum respondents (54.9%) are satisfied about the after sales of the water purifier.

Table 19:- Overall performance of water purifier.

| Level of Satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| Highly Satisfied | 33 | 18.9 |
| Satisfied | 99 | 56.6 |
| Neutral | 33 | 18.9 |
| Dissatisfied | 9 | 5.1 |
| Highly Dissatisfied | 1 | 0.5 |
| Total | 175 | 100 |

Source: Primary Survey, 2020.

The overall performance includes all the features and attributes of a product. The table 19 above denotes that maximum respondents (56.6%) are satisfied about the overall performance of the water purifier.

Suggestions/Recommendations:-

The study shows that the respondents face problems of water wastage while using water purifier as the purifiers use membrane technology to filter dissolved impurities and the impure water is filtered out because of the high level of impurities which is not fit for drinking.

The company's image is important while purchasing water purifier as the customers do not consider a brand that has

a negative image.

1. It is observed that maximum respondents are satisfied with the quality of the water purifier they used due to its long-lasting body. And taste of the water purifier they use as the taste is not sour after the purified water.
2. The price of water purifier machine should be reduced so that even the lower middle-class families can afford water purifiers.
3. The companies should increase awareness of water purifiers in the backward and underdeveloped areas by concentrating more on advertising.
4. To gain publicity, the companies are advised to participate more in social services by encouraging people and creating awareness among the public, giving away water purifiers either free or at lower to the needy people and in backward areas, and other such measures.

Conclusion:-

Large part of the society is using water purifiers due to many reasons including pollution which makes water contaminated and impure for drinking. The lower class of the society cannot afford to buy this product as it is comparatively very costly and the brands that are providing same product at low cost is giving very low-quality product which is anyway of no use. The consumers want to adopt new technology and therefore, the competitors in the market are adopting new technology and upgrading their product and services. The competitors must be innovative and keep modifying their products according to tastes and preferences of the customers. The young generation is more aware about the latest technology and the new products in the market that are coming every day. Not only young generation but also females are aware about the products these days as they move out of the house and see others using different products. A person anyhow learns more in a society than at home. The purpose of water purifiers is to remove all the impurities from the water which is done through a solid particle filter that catches the simple particles easily. The water purifiers also extract wastewater in large quantity that is very impure which is not fit for drinking at all. Kent RO brand water purifier is having good image among the consumers.

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