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A STUDY ON CONSUMER PERCEPTION TOWARDS PACKAGED DRINKING WATER WITH SPECIAL REFERENCE TO PATTUKKOTTAI TOWN

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Abstract

Life can only exist if it has access to water. Consumers in the Indian context have found that bottled drinking water has a significant influence. Historically, the most reliable source of drinking water has been municipally provided piped water. Like other consumer goods, bottled water was once a big industry. Water scarcity at train stations and tourist destinations, as well as the role of tourism crops and other factors, have all contributed to the expansion of this industry, and a variety of bottles are available for filling with water. Because of the assurance of both convenience and quality, bottled drinking water is becoming more common. Customers may choose from a wide selection of bottled, bubble-top, can, and other types of packaged drinking water, as well as a wide choice of brands. Customers buy water bottles because they are convenient to handle and because they don't have to think about other factors like quality, price, or comfort when they buy packaged drinking water. This study was done to better understand how customers feel about packaged drinking water brands and how they influence their purchasing decisions.

Introduction

A gift from the natural world, water is a need for human life. Every human being's body is made up of a significant portion of water. Businesses make the most sense since they are a necessary part of human life. Until recently, bottled water was only available to the wealthy, tourists, and those with a strong interest in health; but, as living standards have risen, disposable money has increased, and consumers have become more educated and aware, demand for bottled water has grown significantly. The sale of bottled water has skyrocketed in recent years thanks to an influx of local and international tourists, as well as sophisticated businesses and workplaces. That people are buying more bottled water shows just how poor tap water quality and availability have become. More people are becoming ill from drinking water that is contaminated with bacteria and viruses due to an increase in urbanisation, the lack of clean and safe drinking water as well as the role of tourism in the expansion of bottled water.

Objectives

To conduct a comparative study of bottled drinking water in the marketplace.
To learn how satisfied customers are with these companies.

To find out which firms have the most market share in the packaged drinking water industry.

To learn about the many pattukkottai-market bottled water brands accessible.

The study's methodology

The technique by which data will be gathered is often included in a study methodology. What equipment will be utilised, how they will be used, and how the data will be analysed are all questions that must be answered.

Sources of data

Both primary and secondary data sources are used in this investigation. Secondary data was gathered through published publications, papers, and websites, as well as information obtained directly from survey respondents.

Method of sampling

It refers to the number of people that were chosen to participate in the research. The research was carried out with the help of 250 participants. The convenience sampling approach is used to pick the respondents.

Annotated Bibliography

His research, "A study on the perspective of consumers towards soft drinks," was aimed at examining the perception and behaviour of soft drink customers. According to his research, most people like to drink soda in bakeries.

"A consumer preference study of soft drinks in the city of Coimbatore" was undertaken by Mr. Avinashgupta (1991).

The goal of this study was to learn more about soft drink drinkers' taste preferences. Pepsi and thamps have a similar degree of consumer awareness, although Pepsi is the more popular.

Ozone-treated mineral water, according to K.Kammalakannan (2001) in the hindu, turns back to oxygen following the oxidising process, making it the most environmentally friendly treatment currently available. Ozone is the most powerful disinfectant in the world. Remaining chlorine is also ingested when drinking water is treated with chlorine, which is a highly carcinogenic agent.

Analysis& Interpretation

❖ Age Group

Particular	No. of Respondents	Percentage (%)
Below 20	20	8%
20-30	130	52%
31-40	50	20%
41-50	30	120%
Above 50	20	8%

Total	250	100%
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❖ **Occupation& Type of Family**

particular	No.of Respondents	Percentage (%)
Professional	25	10%
Government Employee	15	6%
Private Employee	20	8%
Business	32	12.8%
Students	53	21.2%
Joint Family	65	26%
Nuclear Family	40	16%
Total	250	100%

Percentage analysis findings from the research

Among the survey participants, 52% are between the ages of 20 and 30.

2.8% of those who took the survey are employed by private companies.

Approximately 16 percent of those polled are members of a nuclear family.

Suggestions

Mineral water's quality has to be enhanced.

2. Water bottles may be packaged in a more appealing manner.

Complaints should be handled in a timely manner.

It's important to create eye-catching marketing materials.

The proper vehicle should be used to ensure that regular deliveries to the stores are accomplished.

Conclusion

People purchase packaged drinking water not just when they travel or stay away from home, but they also buy it while they are at home. In today's world, more individuals are concerned about their health. However, the cost of packed water cannot be ignored in this case since for certain individuals it is more expensive than bottled water. It is tough for them to come to terms with the fact that they would have to pay for a tiny amount of water, but it has been the norm for people living in the city to use packaged water since it is a product that is supposed to have a high level of quality and hygiene. As a result, it is clear that businesses that place a high value on these elements will be more successful in the market and attract a larger audience.

Reference

Frank RR and WilliamJC (2000) Everyone's business is market water. vision for the world's water resources.

Two years from now, India's market for packaged bottled water will be worth 160 billion rupees.

In 1997, Mr. Prothiv raj S. conducted a research on the perceptions of consumers toward soft frinks.