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A STUDY ON CUSTOMER SATISFACTION TOWARDS WATER PURIFIER (With special reference to Coimbatore city)

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ABSTRACT

The purification of water is a creative name for a group of A proper process for drinking water, medical use, industrial use, and so on. A water purification process is designed to remove or reduce existing water contaminants to the point where the water is fit for use. This document provides a revision of water purification, filtering techniques and techniques that are practiced to date. The purification of water is focused on one of the survival sources of all creatures for mainly sensitive reasons. Water is found in many forms on the surface of the Earth, and a large amount of drinking water is from the lake and the river.

Keywords: Purification, Techniques , Survival.

INTRODUCTION

The process of removing all unwanted chemicals, biological impurities, suspended solids, and gas from water is known as water filtration. The goal is to produce water that is suitable for a specific purpose. Physical processes such as filters, sediments, and distillation are used. Slow sand filters and carbon biological activities are examples of biological processes.

Cleaning water reduces seeds, parasites, bacteria, algae, and fungi, as well as the concentration of a variety of dissolved and particles..

OBJECTIVES

1.Must find important sources by which people know about water cleaners
2.To provide a basic overview of the technology selection.
3.Find the most preferred water purifier of the water purifier in coimbatore City.

SCOPE OF STUDY

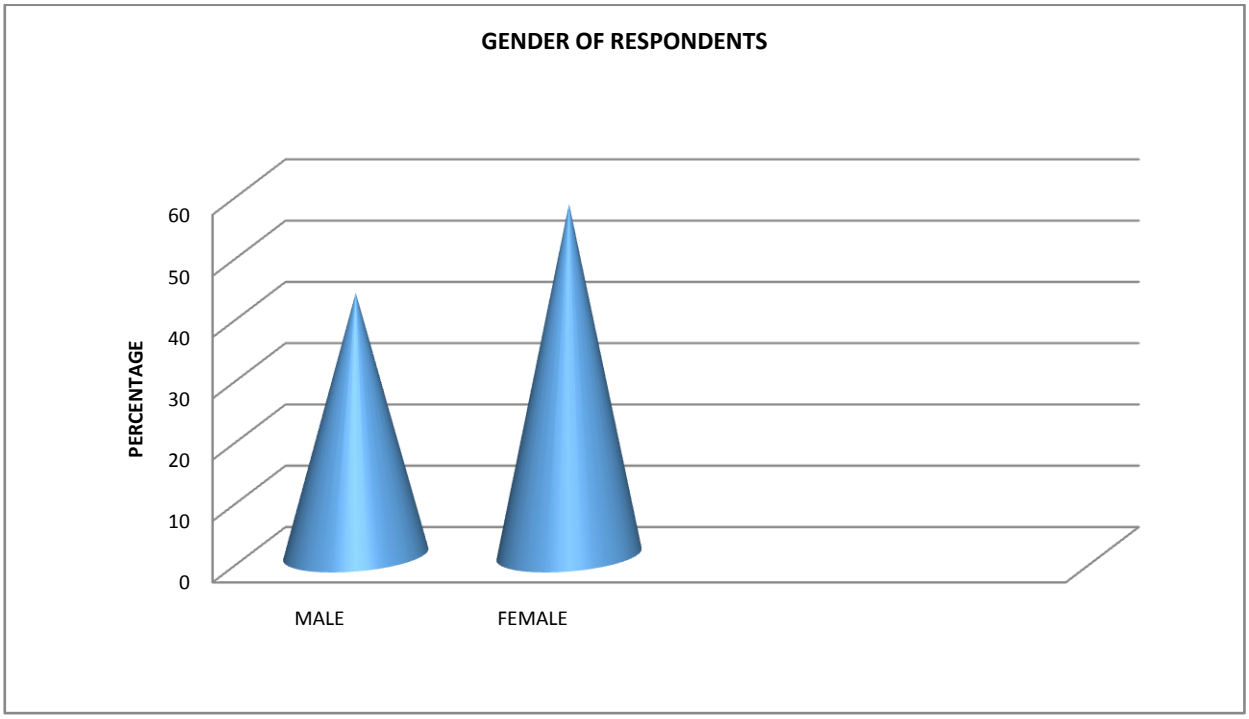
- In India water purifier market is likely to touch rs.7, 000 crore.
- By 2015 from the current level of about Rs.3, 200 crore, an assocham study has said.
- It is a segment in India growing a annual growth rate of about 25% and is largely driven by rising sales of low-cost variants triggered by extreme shortage of drinking.
- The growth in the water industry/drinking industry over the last few years has been incredible, and it is expected to continue as companies integrate more purified water.

REVIEW OF LITERATURE

- **Benjamin Arnold and John Colford (2001)**carried out a systematic analysis of the major effects of using mineral water The study found that the purity of water had no effect on the children, and it is useful to keep the quantity at a good level so that the children are not harmed. However, research indicates that annual persecution is required to assess the long-term acceptability and sustainability of the health effects..
- **Senthilkumar** (2015) In his research concentrates the understanding of the cognitive sources of the consumer for mineral water and personal mineral water. He found out that advertising was the best source of information because all respondents were aware of mineral water

ANALYSIS & INTERPRETATION

Sl.no	**Gender**	**No.of Respondents**	Percentage
1	Male	47	42.73
2	Female	63	**57.27**
3	Total	110	100



FINDINGS

- Majority of the respondents 57.27% are Female.
- Majority of the respondents 55.45% are 20-30 years.

SUGGESTION

- Efforts are still needed to draw attention to people on water cleaners
- People may have the option to choose the options even though many water filters should be introduced into the city.

CONCLUSION

We learned that chlorine was most effective in bringing water's pH level to neutrality. We took the pH levels of the control and treated water. That gave a percentage which we averaged for each method.

Unfortunately, most shops no longer bring with iodine solution for cleaning water. In addition, our experiments run smoothly. Some errors can occur in data, the temperature change of water, the pH meter does not mean for scientific research, the safety of drinking water is not tested for security reasons. For a future experiment, we can check more water samples. We can also measure other aspects of water purity such as salinity and chlorine content.s

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