



## **Crystal Clear Choices: Navigating Awareness and Making Informed Purchase Decisions with LG Water Purifiers**

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### **ABSTRACT**

This study investigates the awareness and key features of LG water purifiers in the Odisha market. With a growing emphasis on water quality and health-conscious consumers, LG's water purifiers play a pivotal role in meeting these demands. The research employs a mixed-methods approach, combining surveys and interviews to gauge consumer awareness and preferences. The study reveals that LG water purifiers are gaining traction in Odisha, with notable features such as advanced filtration technologies, user-friendly interfaces, and energy efficiency contributing to their popularity. Understanding the consumer perception and awareness of these key features is crucial for both marketers and policymakers to enhance water purifier adoption and promote public health in the region.

*Key words: Adoption, Consumer Awareness, Filtration, LG, Perception, Water Purifiers*

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### **Introduction**

In an era marked by an escalating global awareness of the critical role water quality plays in public health, the market for water purifiers has become a focal point for innovation and consumer-driven solutions.

The state of Odisha, situated on the eastern coast of India, is no exception to this trend, grappling with both urban and rural water challenges that underscore the urgency of ensuring access to safe and clean drinking water.

Amidst the myriad of brands entering the water purification landscape, LG has emerged as a formidable player, leveraging its technological prowess to address the evolving needs of consumers. As Odisha undergoes rapid socio-economic changes and an increasing urbanization trend, understanding the dynamics of consumer awareness and the factors influencing the adoption of water purification technologies becomes imperative.

This study endeavours to unravel the intricacies of the Odisha market, focusing specifically on LG water purifiers, and aims to contribute valuable insights into the determinants of consumer preferences, the level of awareness surrounding LG's offerings, and the significance of key features shaping the market landscape.

By employing a comprehensive mixed-methods research approach, which combines quantitative surveys and qualitative interviews, we seek to not only provide a nuanced understanding of consumer behaviour but also to offer actionable recommendations for marketers, policymakers, and public health advocates seeking to enhance the adoption of water purifiers and promote water safety in the region.

Furthermore, the research aims to explore the socio-economic factors influencing consumer decisions, including income levels, education, and urbanization. These factors play a crucial role in shaping consumer perceptions and preferences regarding water purifiers.

Additionally, the study will delve into the environmental implications of water purifier usage, assessing the eco-friendliness of LG's technologies and their alignment with the region's sustainability goals.

As LG water purifiers stand at the intersection of technological innovation and public health, this research holds broader implications for shaping regional market strategies and advancing the broader agenda of ensuring access to safe drinking water.

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### **Literature Review**

Thilagavathi. P and Ramya. S [March 2015]: This study is about to know the factors influencing the choice of buyers while making the purchase of water purifier and to 5 measure the level of satisfaction of the customer determine the factors influencing satisfaction and to know what are all the problems that are faced by customer while using the water purifier.

M. Nandhini [2012]: Brand Preference towards Water Filters – An Analysis, discussed about the Importance of using a Water Filter in recent years, home water filters have gained widespread popularity. As the logical, most convenient and most economical solution for high quality water, water filters offer many benefits over tap water and bottled water. Home water filtration offers a higher quality water product than bottled water and the convenience of tap water. Point of use water filters remove lead from drinking water immediately prior to consumption, thus preventing this harmful substance from entering the body. The purchase of a countertop filter results in a source of clean, healthy water that costs much less than bottled water.

Nirmala Das [2013]: A Study on Factors Affecting Consumer Purchase Decision of Water Purifier, Indian Journal of Marketing, A study on the topic “A Study on Factors Affecting Consumer Purchase Decision of Water Purifier”, concludes that behaviour of consumers is affected by various factors like price of product, technology, health and safety, brand name, marketing activities as well as their own characteristics.

Prakashetal [2007]: Design & Development of Ultra Low-Cost Water Purifier for Indian Rural Market, the study has explained about the importance of water purifiers. Water is the vital source of existence of life on earth. Drinking pure water has changed from luxury to necessity for the past few years. In general, the people living in urban areas have access to good drinking water by having water purifier and at times can afford for packaged drinking water. However, if we look at scenario in rural India, most of the people do not have a source of clean drinking water and because of illiteracy, they are not aware of the hazards caused by drinking unclean water.

Rajeswari V. and Ayisha Millath M. [2003]: Brand Preference towards Water Purifier - A Study published in the Indian Journal of Marketing, An Article on “Brand Preference towards Water Purifier” indicated that consumer preferences are based on their personal background, experience, quality, reliability and service available for a specific purifier.

C. Prabha [June 2016]: India has rich and varied culture. It will be interesting to understand the nature and characteristics of Indian consumers. Whose buying decision will be based on the influence of the values, belief, customs and practices and behaviour of the particular of which they are apart. Right from the time there has been exchange of goods and services between the buyers and sellers, the ultimate success of all the economic activities has primarily depend on the producer manufacturing and selling goods and services decide by the target consumer. This only goes to show the marketers must revolve every marketing activity around the ultimate consumers.

Jeya [2007]: In her dissertation, “A Study on consumer attitude towards branded mineral water at Kovil Patti town”, concludes that water is a main part of human being’s daily life. The consumers have their choices towards the mineral water brand names. Mineral water plays an important role in designing the attitude of the consumers. Different attributes of the mineral water influence the purchase decision of consumers. Buyer behaviour is the psychological, social and physiological behaviour of potential consumer as they can evaluate, purchase consume and tell other people about the products and services. It is that act of considering different facts of benefits expected from the product before affecting the purchase of the product.

M. Nasrin Sultana and Dr. M. Sakthivel Murugan [2011]: [The study reveals](#) that consumer buying behaviour is influenced by internal factors such as demographic, psychographic (lifestyle), personality, motivation, knowledge, attitude, beliefs and feelings. Consumer behaviour is concerned with consumer need for action in the direction of satisfying his needs. The external factors which influence consumer behaviour were as follows: culture, subculture, locality, royalty, ethnicity, family, experience, reference groups, lifestyle and gender.

Vijayalakshmi, S and Mahalakshmi, V (2013): They have made an attempt on, “An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study”, which presents consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

### *Scope of the Study*

This research endeavours to comprehensively explore and analyse the awareness and key features of LG water purifiers in the Odisha market. The study's scope encompasses a multifaceted examination, including consumer awareness levels, preferences, and the factors influencing the adoption of water purification technologies.

### *Objective of the Study*

Awareness of LG water Purifiers and their key features in the Odisha Market.

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## **Data Analysis and Interpretation**

A “Conditional Questionnaire” named “General Awareness Form on LG Water Purifiers” was spread among customers and consumers as well as personal interviews were taken to gather relevant data. Two hundred thirty responses from residents of Odisha were collected via the questionnaire and 30 from personal interviews and after screening 203 responses were selected which helped in the formulation of this paper.

The conditional Questionnaire was structured such that the respondents can be divided into 5 Major Categories:

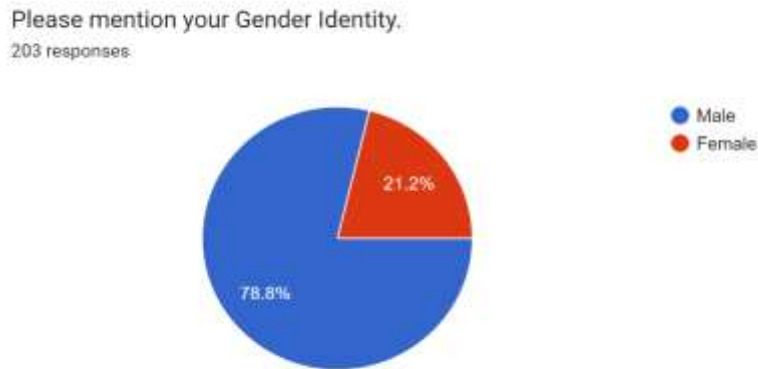
1. Users of LG Water purifiers.
2. Users of other brand Water purifiers.

3. Nonusers of water purifiers.
4. Nonusers of water purifiers but planning on purchasing soon.
5. Nonusers of LG water purifier but know about LG water purifier’s major features.

Based on these Categorisations, the analysis is done.

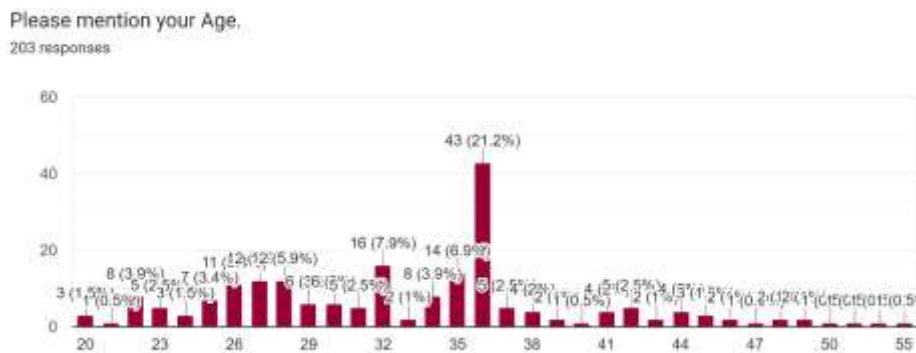
Some general questions were asked first to analyse the Demographics and then the Conditional questionnaire was handed out.

The analysis was done after organising the data in proper format and creating various kinds of charts for better and clear understanding.



Pie Chart 1

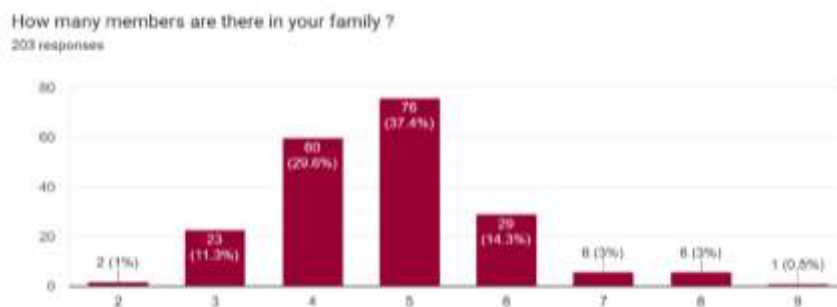
From the 203 respondents, about 78.8% people are Male and 21.2% are female.



Bar Graph 1

Most of the respondents fall under the Age group of 25-40.

It can be interpreted that this age group consists of the working-class people who generally make the purchase decisions for them and their family.



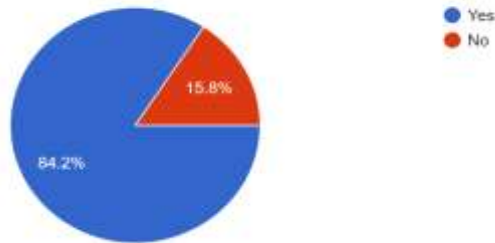
Bar Graph 2

67% of the respondents have 4-5 members in their family.

As per the data collected during personal interview, it was noted that most of the four and five member families consists of:

1. Father-Mother-Son-Daughter.
2. Father-Mother-Son-Son's wife.
3. Father-Mother-Son-Son's Wife- Son's child.

Are you currently using any Water Purifiers at home ?  
203 responses

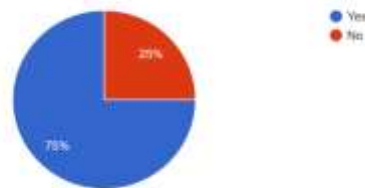


Pie Chart 2

From the 203 respondents, about 84.2% people are currently using water purifiers and only 15.8% of people are not using water purifiers.

It can be interpreted that the general concept and use of water purifiers have reached most of the audience, the only thing that remains is Brand awareness and Feature awareness.

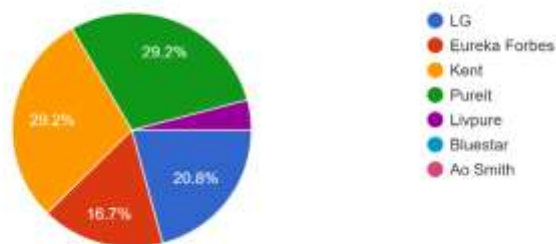
Do you plan on purchasing and using Water Purifiers in the near Future ?  
32 responses



Pie Chart 3

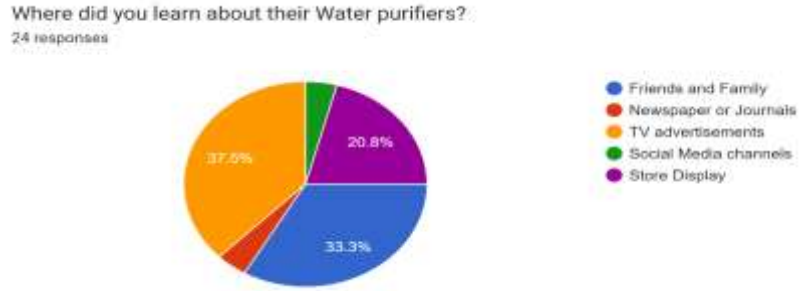
Among the Minority 15.8% (32 respondents) of the total respondents who didn't have water purifiers, 75% of them are planning on purchasing the water purifiers soon.

Which Brand comes into your mind when you think about water purifiers ?  
24 responses



Pie Chart 4

Among the 75% (24/32 respondents) of the people who are planning on purchasing the water purifiers, the interests, brand awareness and brand recall values are varied so there is no clear brand who comes out on top of the other.

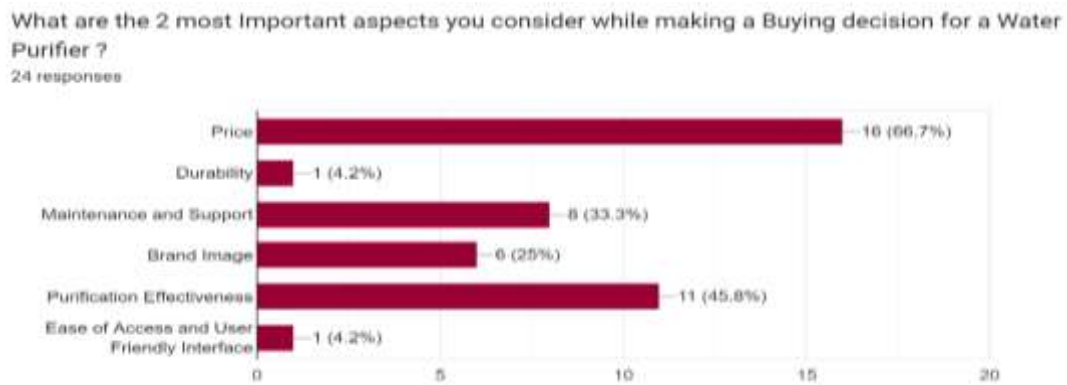


Pie Chart 4

91.6% of the people come to know about water purifiers from TV advertisements.

(37.5%), Friends and family (33.3%) and Store Display (20.8%).

So, brands can target these channels of advertisement to create a Brand awareness sustainable advertisement campaign.



Bar Graph 3

Among those 24 people who are planning on purchasing a water purifier Price, Purification effectiveness and Maintenance are the Key aspects that the respondents will consider before making the purchase decision.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
LG	35	166	4.742857	0.54958
KENT	43	199	4.627907	0.286822
AQUAGUARD	53	234	4.415094	0.516691

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.460918	2	1.230459	2.734346	0.068731524	3.066952
Within Groups	57.60015	128	0.450001			
Total	60.06107	130				

Table: 1

H0: There is no significant difference between the mean ratings provided by the customers towards different brands of water purifier.

To know the difference between the mean ratings provided by the customers towards various brands of water purifier, we have done an ANOVA single factor test. Output of which is shown in Table-1 above. We can see that the p value is 0.068, which is greater than 0.05. This indicates that the null hypothesis is accepted.

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## Results and Findings

- 80% of the people who make the purchase decision for a water purifier are male.
- 25-40 Age Group consists of most of the buyers.
- Most of the families using water purifiers have 4 to 5 members.
- 85/100 people are using water purifiers and 10/100 people are planning on purchasing water purifiers.
- For all brands altogether, TV advertisements was found out to be the most effective way of creating brand awareness followed by word of mouth and then store display.
- Affordability came out as the Major factor influencing the Purchase decision.
- The reason behind 5/100 people not using water purifiers and not even planning on purchasing one is also Price and affordability.
- Only 10/100 people have been using water purifier for less than 1 year the rest have been using water purifiers for more than a year which depicts that the concept of water purifier is well known among different segments of market.
- In our survey of 203 respondents, among 175 users of water purifiers only 20% of them were using LG water purifiers, which showcases lack of brand awareness.
- 60% of the people came to know about LG water purifiers from Store Display rather than Advertisements.
- LG need to work on their Maintenance and Servicing part.
- Most of the people are satisfied with their current water purifiers which is going to make it tough for LG to switch them to their water purifiers.

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## Suggestions

- Since most of the families have 4-5 members in them, an ideal water purifier with specific water capacity should be designed or an existing model can be modified to meet their requirements as well as also slightly exceed their budget as price was the most important factor affecting the buying behaviour of respondents.
- LG seems to have no Online presence as compared to its competitors in the Water purifier segment, so it must come up with necessary steps to create an image in the minds of their audience.
- As LG has already positioned itself as a technologically superior brand providing premium and better products than its competitors and has adopted a premium pricing for all other segment of products so it should continue doing the same. However, to counter the Price difference with their competitors they need to offer some kind of discounts or conduct some kind of activities where winning will grant the participant some kind of Coupons.
- The Brand Awareness is very low so running BAC (Brand awareness campaigns) would be very helpful for creating a buzz about LG water purifiers.
- TV advertisements creates an Image in the minds of customers. In the current scenario people are going to the shop and asking for “Aqua Guard” rather than water purifiers as they have positioned themselves as such using mass media advertisement campaigns.
- Most of the complaints on LG service is arising due to third party involvement, they can reduce it by training their service staff rather than hiring third party service providers.
- As most of the people using other brand water purifiers are satisfied with their current water purifiers, it will be very tough to persuade them to switch to LG water purifiers, so it will be beneficial if they target people who are currently using LG water purifiers, who are planning on purchasing, unsatisfied customers who gave bad rating to their other brand water purifiers and the untapped market.

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## Conclusion

The study on the awareness and key features of LG water purifiers in the Odisha market has provided valuable insights into consumer preferences, market dynamics, and areas for improvement. The research employed a mixed-methods approach, combining surveys and interviews, to comprehensively analyse the factors influencing the adoption of water purification technologies in the region.

The findings indicate that LG water purifiers are facing challenges in terms of brand awareness and market share in Odisha. Despite the increasing emphasis on water quality and health-conscious consumers, only a minority of respondents currently use LG water purifiers, with Eureka Forbes (Aqua Guard) dominating the market. The study identifies several key areas that require attention and strategic interventions from LG to enhance its market presence.

Demographic analysis revealed that most water purifier purchase decisions are made by males in the age group of 25-40, representing the working-class population. Most families using water purifiers have 4 to 5 members. Affordability emerged as a critical factor influencing purchasing decisions, emphasizing the importance of pricing strategies in the market.

One notable aspect is the low online presence of LG in comparison to its competitors in the water purifier segment. Creating a strong online image and implementing necessary steps for digital marketing could be instrumental in reaching a wider audience and improving brand visibility.

Brand awareness campaigns (BAC) and TV advertisements were identified as effective channels for creating awareness about water purifiers. However, the study suggests that LG needs to work on strengthening its maintenance and servicing capabilities, as customer dissatisfaction in this area could hinder brand loyalty.

The study recommends that LG consider targeting specific consumer segments, such as those currently using LG water purifiers, potential customers planning to purchase, and unsatisfied customers using other brands. Offering discounts or conducting promotional activities to counter price differences with competitors could be explored to attract more consumers.

In conclusion, the research underscores the importance of addressing brand awareness, pricing strategies, and service quality for LG to carve a more significant niche in the Odisha water purifier market. Implementing the suggested strategies could contribute to improved consumer perception, increased market share, and the promotion of public health through the adoption of reliable water purification technologies.

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