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Measuring Bottled Water Service Quality in Kallakurichi

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ABSTRACT

This research focuses on measuring the service quality of bottled water providers in the region of Kallakurichi. With the increasing demand for bottled water as a primary source of drinking water, ensuring the quality and reliability of these services becomes crucial. The study aims to assess the key factors that contribute to customer satisfaction and identify areas for improvement in the bottled water industry in Kallakurichi. The questionnaire focuses on various dimensions of service quality such as reliability, responsiveness, assurance, empathy and tangibility. The finding can guide the bottled water service providers in identifying areas where they can enhance their service offerings and improve customer satisfaction.

Keywords: Bottled Water, Service Quality, Customer Satisfaction

INTRODUCTION

Bottled water refers to water that is packaged in plastic or glass bottles for individual consumption. It is a widely available and convenient option for people to access clean drinking water on the go. Bottled water has gained popularity over the years due to concerns about the quality and safety of tap water in certain areas, as well as the convenience factor it offers. The history of bottled water dates back centuries, with early examples of bottled mineral water being sold for medicinal purposes. However, it wasn't until the 20th century that bottled water became more commonly consumed for general hydration. Initially, it was primarily sold in glass bottles and often sourced from natural springs. The growth of the bottled water industry accelerated in the latter half of the 20th century, particularly in developed countries. Plastic bottles became the preferred packaging material due to their affordability, durability, and lightweight nature, making them easier to transport. This shift to plastic also facilitated the widespread distribution of bottled water across various regions and made it more accessible to a larger consumer base.

The reasons people choose bottled water vary. Some individuals prefer the taste and perceived purity of bottled water, while others opt for it as a convenient alternative to tap water. Bottled water is often consumed when tap water is unavailable or of questionable quality, such as during travel or in emergency situations. Critics of bottled water raise concerns about its environmental impact. The production, transportation, and disposal of plastic bottles contribute to plastic waste and pollution. Efforts to address these concerns have led to the development of more sustainable packaging options, such as biodegradable or recyclable materials.

In recent years, there has been a growing awareness about the environmental impact of single-use plastic bottles, leading to increased emphasis on reusable water bottles and filtered tap water as alternatives. Some regions and organizations have also implemented measures to reduce the consumption of bottled water, such as implementing bottle-refilling stations or promoting tap water as a safe and cost-effective option.

Overall, bottled water continues to be a popular choice for many individuals seeking portable and convenient hydration, although its environmental implications and sustainability considerations are now being increasingly taken into account.

SERVQUAL

SERVQUAL is a popular model used to measure and evaluate the quality of services provided by organizations. It was developed by Valarie A. Zeithaml, A. Parasuraman, and Leonard L. Berry in the 1980s. SERVQUAL is based on the idea that customer perceptions of service quality are influenced by the gap between their expectations and their actual experiences.

The model consists of five dimensions that are used to assess service quality:

Tangibles: This dimension relates to the physical aspects of the service environment, such as the appearance of facilities, equipment, and personnel. It includes factors like cleanliness, appearance, and professional demeanor of service providers.

Reliability: Reliability refers to the ability of the service provider to perform the promised service accurately and dependably. It involves factors such as delivering services on time, keeping promises, and providing consistent service performance.

Responsiveness: Responsiveness refers to the willingness of service providers to help customers promptly and provide a timely service. It includes factors like the willingness to answer customer queries, provide assistance, and resolve customer issues effectively.

Assurance: Assurance refers to the knowledge, competence, and credibility of the service providers. It includes factors such as the competence of staff, their ability to instill trust and confidence, and their willingness to communicate and listen to customers.

Empathy: Empathy refers to the caring and personalized attention shown to customers. It involves factors such as understanding customer needs, providing individualized service, and showing concern for customer well-being.

LITERATURE REVIEW

Eboli and Mazzulla (2007) measured customer satisfaction in the context of public transportation on various factors including availability of shelter and benches, cleanliness, overcrowding, information system, safety, personnel security, helpfulness of personnel and physical condition.

Vanniarajan and Stephen (2008) explored the attributed that are used to evaluate the service quality of Indian Railways which are reliability, assurance, empathy, tangibles and responsiveness. It was found that passengers were moderately satisfied on these dimensions.

Khan Rubayet Rahaman Md. Arifur Rahaman (2009) studied the service quality attributed which effects satisfaction of Railway passenger findings show that overall service satisfaction depends on eight distinct service quality attributes. It implies the service with worst situation, overall satisfaction of service and need for priority improvement to support further orientation, addition and betterment of service to draw maximum economic and development benefit for those linking regions.

David Y. Chang (2009) this study empirically assessed customers' perceptions of services provided to measure service quality of a chain steakhouse in Taiwan. Twenty-seven service attributes were identified and, by conducting factor analysis and multiple regression analysis coupled with the three-column approach, the study was able to a) obtain six factors for managing service quality and b) analyze the service gaps existing in the service delivery process to measure service quality and customer satisfaction

Fazlina Waris et al. (2010) identified that the factors that most influence the good services were punctuality, frequency, speed, space, reliability, comfort, safety, train operation, service status.

Geetika, Shefali Nandan (2010) identified components of service quality of Indian Railways at Railways platforms on the basis of sufficiency of seating space, lighting, fans, drinking water and sanitation, clarity of announcements, reservation chart display, affordability of refreshments, quality of refreshments, security of self, security of luggage, behaviour of porters, behaviour of railway staff, management of parking.

C N Krishna Naik (2010) this research uses SERVQUAL to analyze the gap between perceptions and expectations of the customer, concerning with the service at retail units in the South Indian state of Andhra Pradesh. Customer Satisfaction level is assessed for the services offered at select retail units in the city of Hyderabad. Five dimensions in service quality (servqual), tangibility, reliability, responsiveness, empathy, and assurance (Parasuraman, Zeithaml, & Berry, 1985) have been considered for this empirical research. General purpose of this research to know some factors that impact customer satisfaction. The purpose are (1) to describe applied of service quality (servqual) dimension in retail Business (2) to know service quality (servqual) dimensions that make customers satisfied, and (3) to know service quality (servqual) dimensions that are dominant in influencing customer satisfaction.

PERCENTAGE ANALYSIS AND INTERPRETATION

The responses of the customers are valued in this analysis to find the satisfaction of the bottled water and percentage of the respondents' satisfaction regarding to the various components using SPSS version 29.

PERCENTAGE ANALYSIS

Table No: 4.1.1

Table Name: Respondents based on gender

S.no	Factors	No. of respondent	Percentage
1	Male	54	39
2	Female	86	61
	Total	140	100

Source: Primary data INTERPRETATION

From the tables 4.1.1, it is inferred that 39% of the respondents are male and 61% of the respondents are female.

INFERENCE

Majority 61% of the respondents are female.

Chart No: 4.1.1

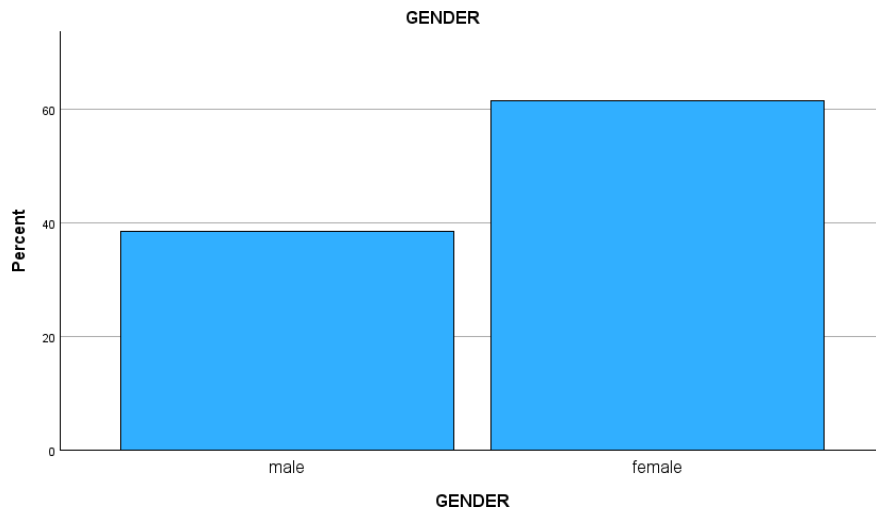


Table No. 4.1.2

Table Name: Respondents based on age

S. no	Factors	No. of respondent	Percentage
1	26 - 35	64	46
2	36 - 45	46	33
3	above 45	30	21
	Total	140	100

Source: Primary data INTERPRETATION

From the tables 4.1.2, it is inferred that 46 % of the respondents are 26-35 years, 33% of the respondents are 36 – 45 years and 21% of the respondents are above 45.

INFERENCE

Majority 46% of the respondents are from the 26-35 age people.

Chart No: 4.1.2

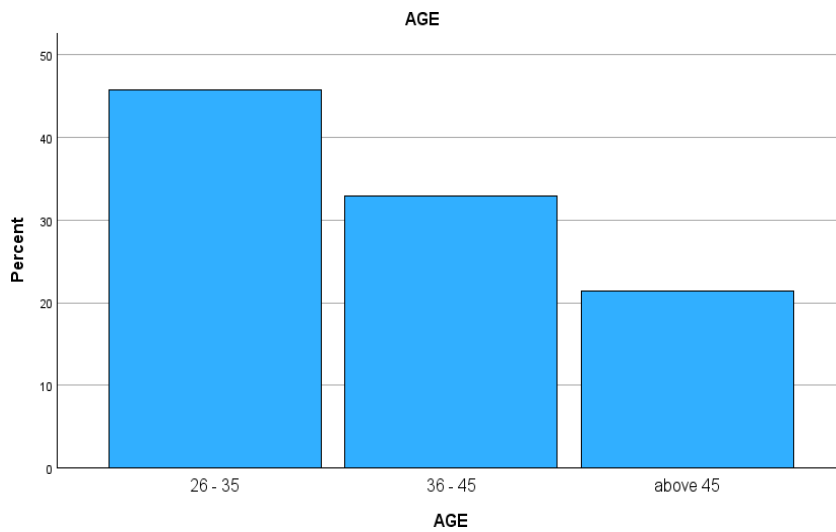


Table No. 4.1.3

Table Name: Respondents based on education

S.no	Factors	No. of respondent	Percentage
1	HSC	34	24
2	UG	58	41
3	PG	9	6
4	Others	39	28
	Total	140	100

Source: Primary data INTERPRETATION

From the tables 4.1.3, it is inferred that 24% of the respondents are HSC, 41% of the respondents are UG, 6% of the respondents are PG and 28% of the respondents are others.

INFERENCE

Majority 41 % of the respondents are from the Under Graduate.

Chart No: 4.1.3

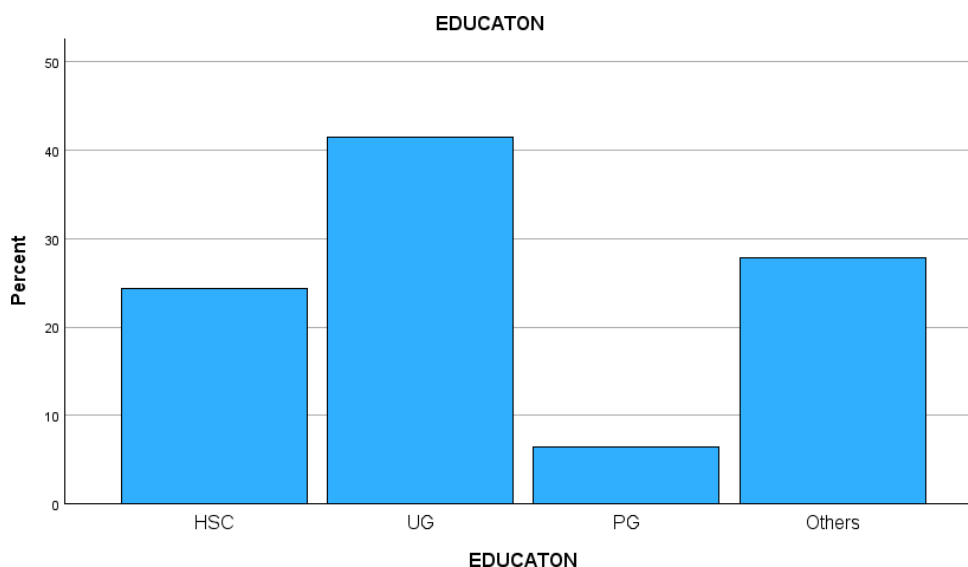


Table No 4.1.4

Table Name: Respondents based on using bottled water services

S.no	Factor	No. of respondent	Percentage
1	1 -3 years	29	21
2	3 - 5 years	62	44
3	above 5 years	49	35
	Total	140	100

Source: Primary data INTERPRETATION

From the tables 4.1.4, it is inferred that 21% of the respondents are 1-3 years, 44% of the respondents are 3-5 years and 35% of the respondents are above 5 years.

INFERENCE

Majority 44 % of the respondents are using bottled water services.

Chart No: 4.1.4

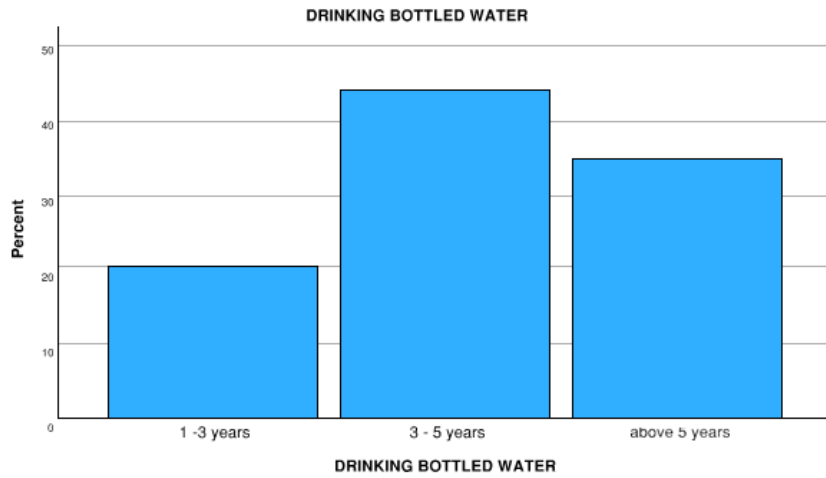


Table No 4.1.5

Table Name: Respondents based on purchasing bottled water

S.no	Factors	No. of respondent	Percentage
1	Rarely	8	6
2	Once a week	33	24
3	Few times a week	69	49
4	Daily	30	21
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.5, it is inferred that 6% of the respondents are rarely, 24% of the respondents are once a week, 49% of the respondents are few times a week and 21% of the respondents are daily.

INFERENCE

Majority 49% of the respondents are few times a week purchasing the bottled water.

Chart No: 4.1.5

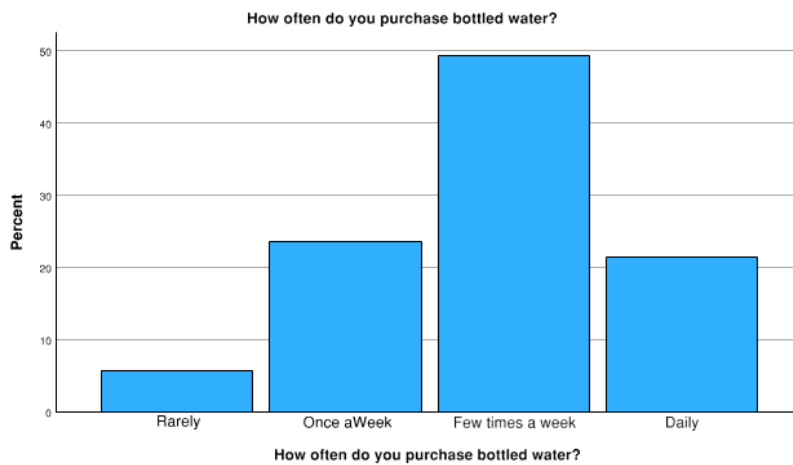


Table No 4.1.6

Table Name: Respondents based on choosing bottled water instead of RO water

S.no	Factors	No. of respondent	Percentage
1	Health concern	40	29
2	Quality	10	7
3	Taste	20	14
4	Convenience	70	50
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.6, it is inferred that 29% of the respondents are health concern, 7% of the respondents are quality, 14% of the respondents are taste and 50% of the respondents are convenience.

INFERENCE

Majority 50% of the respondents are convenience to choosing bottled water.

Chart No: 4.1.6

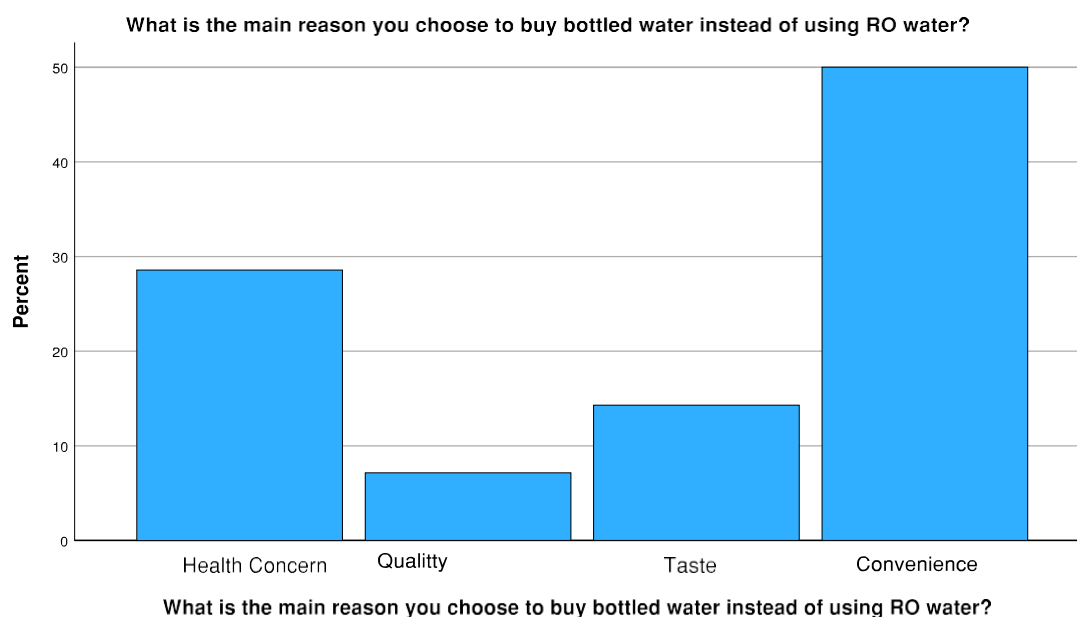


Table No. 4.1.7

Table Name: Respondents based on spending in bottled water per month

S.no	Factors	No. of respondent	Percentage
1	Below 100	10	7
2	100-200	22	16
3	200-300	62	44
4	Above 400	46	33
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.7, it is inferred that 7% of the respondents are below 100, 16% of the respondents are 100-200, 44% of the respondents are 200-300 and 33% of the respondents are above 44.

INFERENCE

Majority 44% of the respondents are 200-300 spending money in bottled water per month.

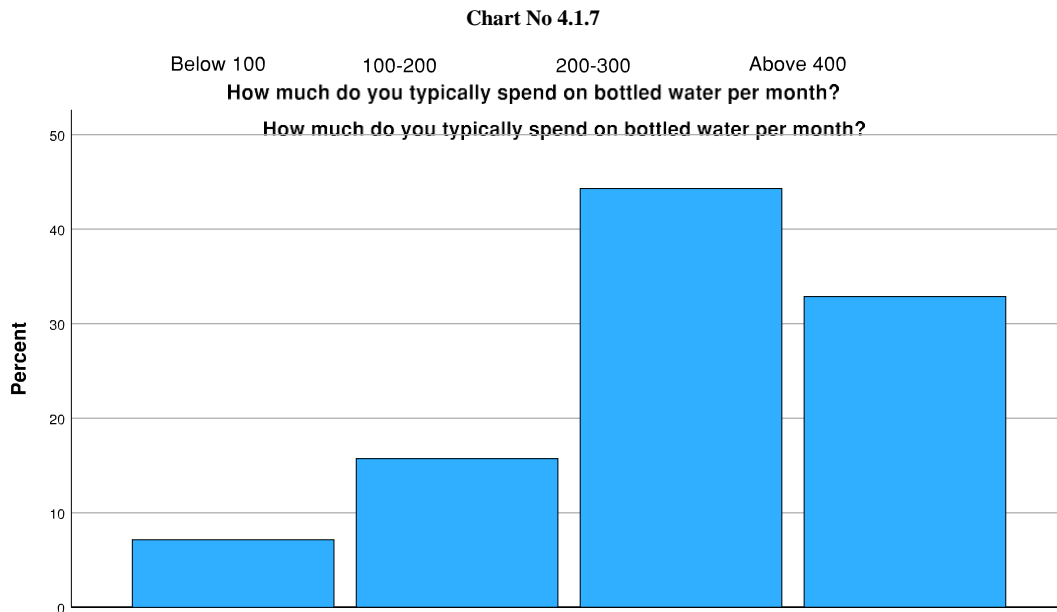


Table No. 4.1.8

Table Name: Respondents based on using bottled water to a reusable water bottle

S.no	Factors	No. of respondent	Percentage
1	Not at all likely	100	71
2	Not very likely	5	4
3	Somewhat likely	23	16
4	Very likely	12	9
	Total	140	100

Source: Primary data

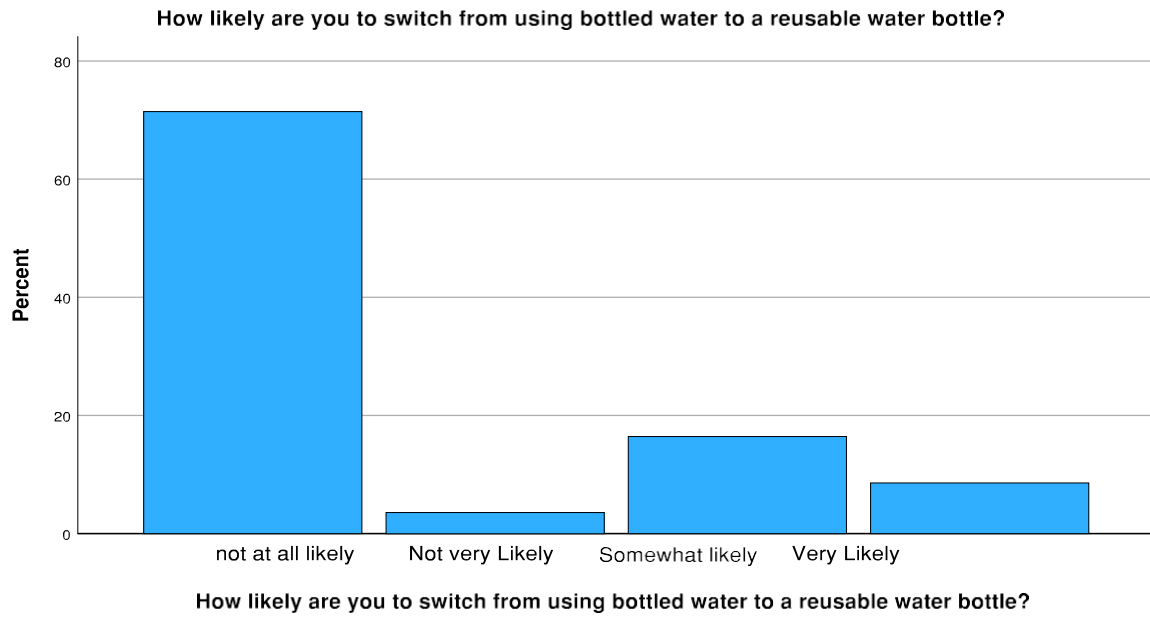
INTERPRETATION

From the tables 4.1.8, it is inferred that 71% of the respondents are not at all likely, 4% of the respondents are not very likely, 16% of the respondents are somewhat likely and 9% of the respondents are very likely.

INFERENCE

Majority 71% of the respondents are not at all likely to reusable the bottled water

Chart No: 4.1.8

**Table No 4.1.9****Table Name: Respondents based on price of the bottled water**

S.no	Factors	No. of respondent	Percentage
1	Extremely dissatisfied	5	4
2	Somewhat dissatisfied	12	9
3	Neither satisfied nor dissatisfied	39	28
4	Somewhat satisfied	50	36
5	Extremely satisfied	34	24
	Total	140	100

Source: Primary data

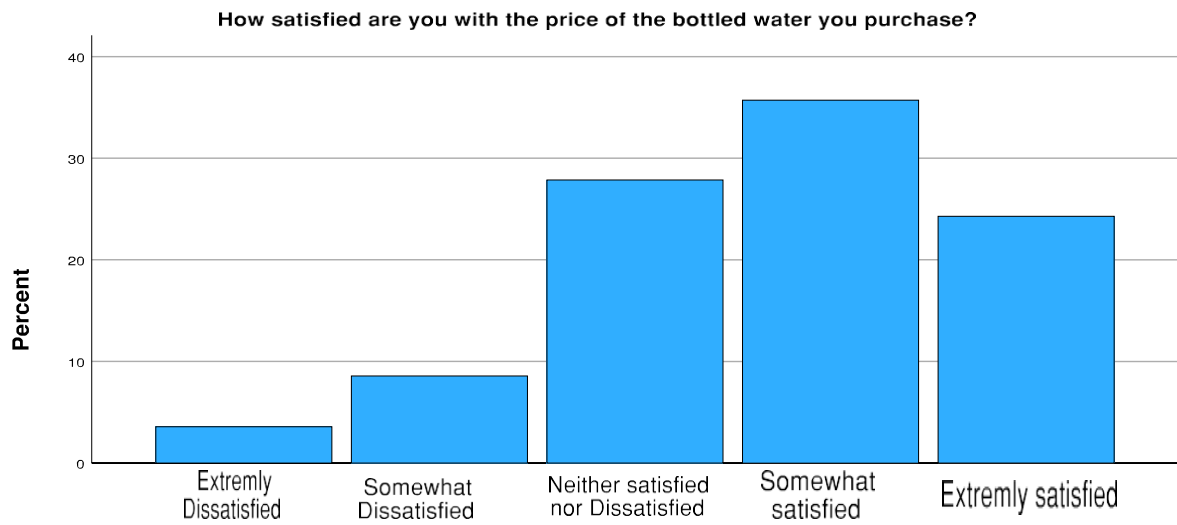
INTERPRETATION

From the tables 4.1.9, it is inferred that 4% of the respondents are extremely dissatisfied, 9% of the respondents are somewhat dissatisfied, 28% of the respondents are neither satisfied nor dissatisfied, 36% of the respondents are somewhat satisfied and 24% of the respondents are extremely satisfied.

INFERENCE

Majority 36% of the respondents are somewhat satisfied with the price of the bottled water.

Chart No: 4.1.9



How satisfied are you with the price of the bottled water you purchase?

Table No . 4.1.10

Table Name: Respondents based on issues in bottled water

S.no	Factors	No. of respondent	Percentage
1	Others	20	14
2	Leaking or damaged packing	80	57
3	Unpleasant taste or odour	40	29
	Total	140	100

Source: Primary data

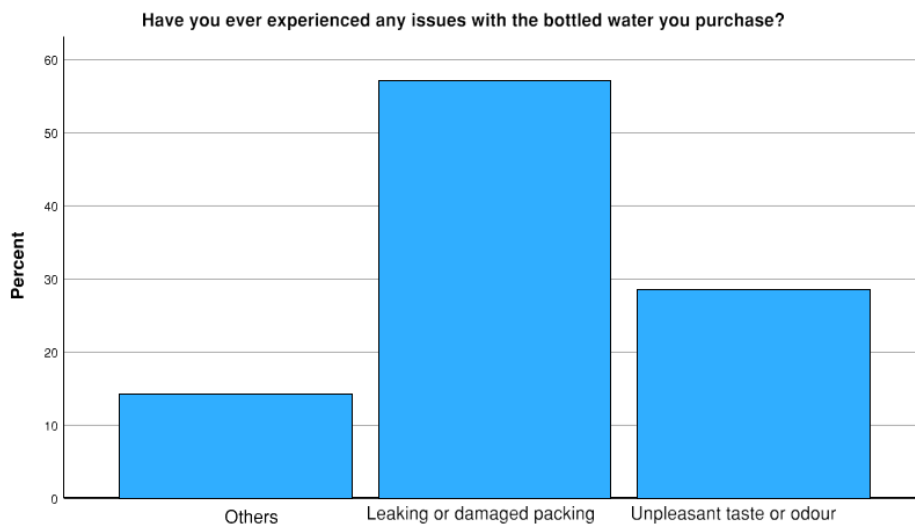
INTERPRETATION

From the tables 4.1.10, it is inferred that 14% of the respondents are others, 57% of the respondents are leaking or damaged packing and 29% of the respondents are unpleasant or odour.

INFERENCE

Majority 57% of the respondents are facing leaking or damaged packing issues in bottled water.

Chart No: 4.1.10



Have you ever experienced any issues with the bottled water you purchase?

Table No. 4.1.11

Table Name: Respondents based on recommending brand of bottled water to a friend or colleague

S.no	Factors	No. of respondent	Percentage
1	Very unlikely	5	4
2	Somewhat unlikely	15	11
3	Neutral	31	22
4	Somewhat likely	50	36
5	Very likely	39	28
	Total	140	100

Source: Primary data **INTERPRETATION**

From the tables 4.1.11, it is inferred that 4% of the respondents are very unlikely, 11% of the respondents are somewhat unlikely, 22% of the respondents are neutral, 36% of the respondents are somewhat likely and 28 % of the respondents are very likely.

INFERENCE

Majority 36% of the respondents are somewhat likely to recommending brand of bottled water to a friend or colleague.

Chart No: 4.1.11

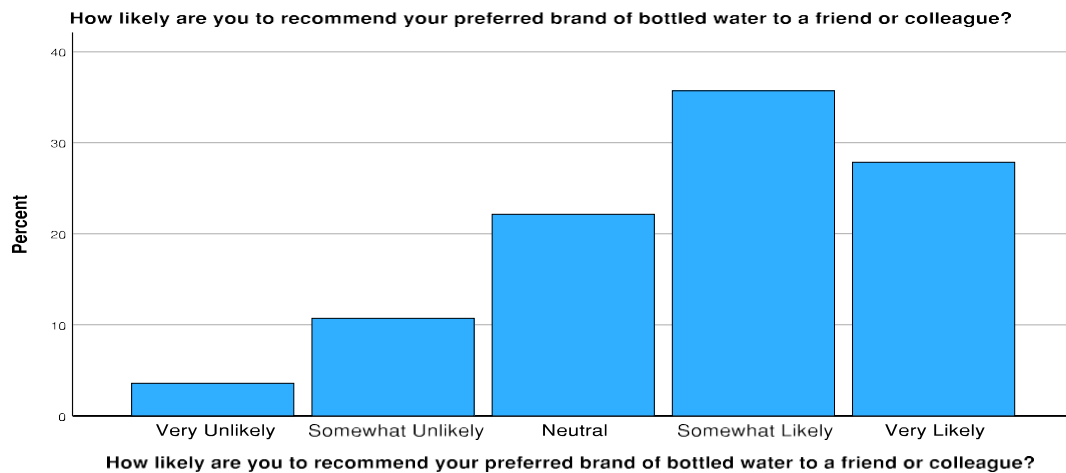


Table No. 4.1.12

Table Name: Respondents based on overall satisfaction of the bottled water

S.no	Factors	No. of respondent	Percentage
1	Extremely dissatisfied	5	4
2	Somewhat dissatisfied	15	11
3	Neither satisfied nor dissatisfied	8	6
4	Somewhat satisfied	32	23
5	Extremely satisfied	80	57
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.12, it is inferred that 4% of the respondents are extremely dissatisfied, 11% of the respondents are somewhat dissatisfied, 6% of the respondents are neither satisfied nor dissatisfied, 23% of the respondents are somewhat satisfied and 57% of the respondents are extremely satisfied.

INFERENCE

Majority 57% of the respondents are extremely satisfied with the overall satisfaction of the bottled water.

Chart No: 4.1.12

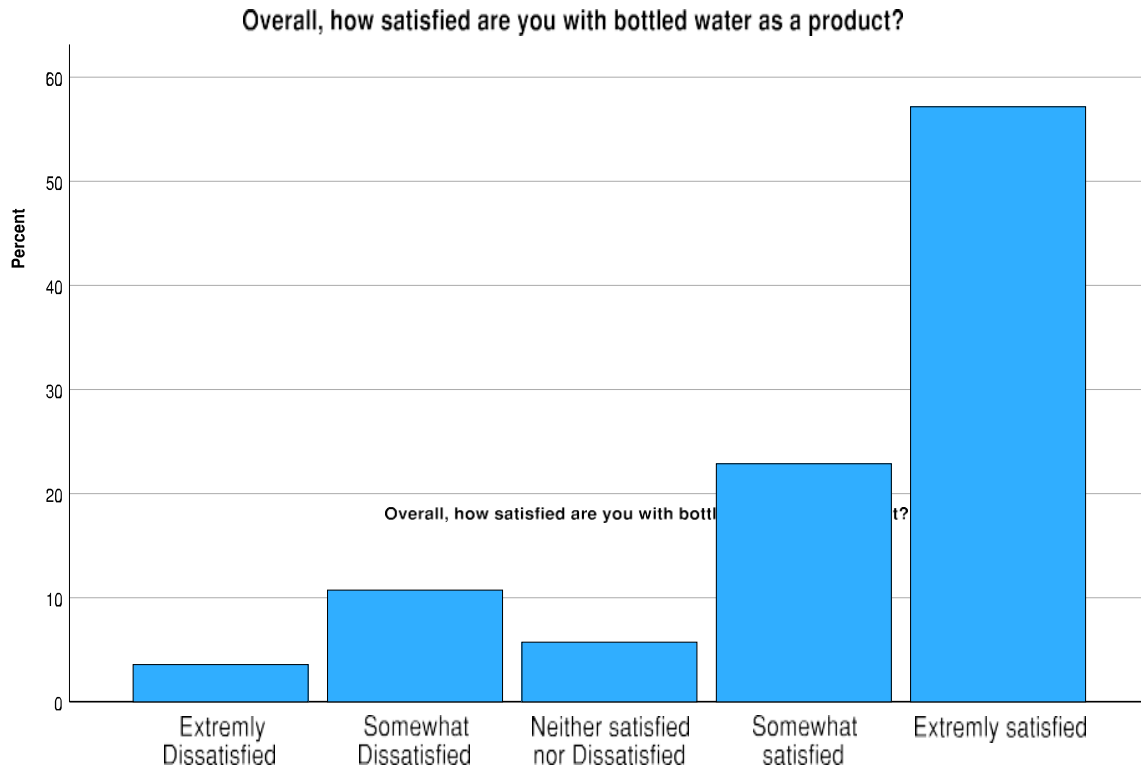


Table No. 4.1.13

Table Name: Respondents based on the company has enough modern facilities and equipment to ensure customer’s service.

S.no	Factors	No. of respondent	Percentage
1	Neutral	6	3
2	Agree	62	44
3	Strongly agree	72	51
	Total	140	100

Source: Primary data INTERPRETATION

From the tables 4.1.13, it is inferred that 3% of the respondents are neutral, 44% of the respondents are agree and 51% of the respondents are strongly agree.

INFERENCE

Majority 51 % of the respondents are strongly agree with the company has enough modern facilities and equipment to ensure customer’s service.

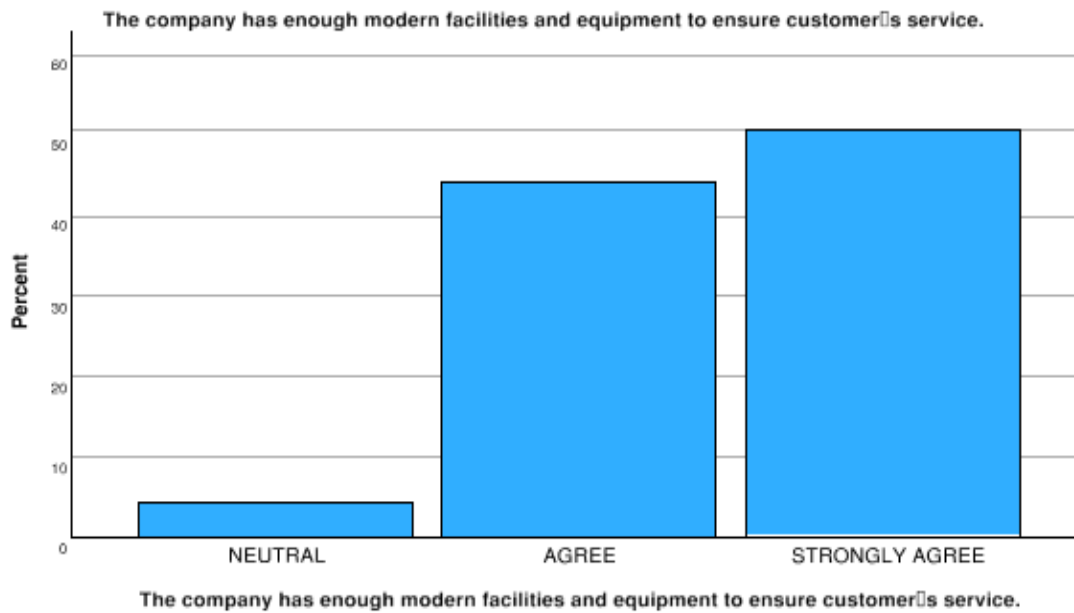
Chart No: 4.1.13

Table no 4.1.14

Table Name: Respondents based on the driver's uniform is neat and clean.

S.no	Factors	No. of respondent	Percentage
1	Neutral	17	12
2	Agree	54	38
3	Strongly agree	69	49
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.14, it is inferred that 12% of the respondents are neutral, 38% of the respondents are agree and 49% of the respondents are strongly agree.

INFERENCE

Majority 49% of the respondents are strongly agree with the driver's uniform is clean and neat.

Chart No: 4.1.14

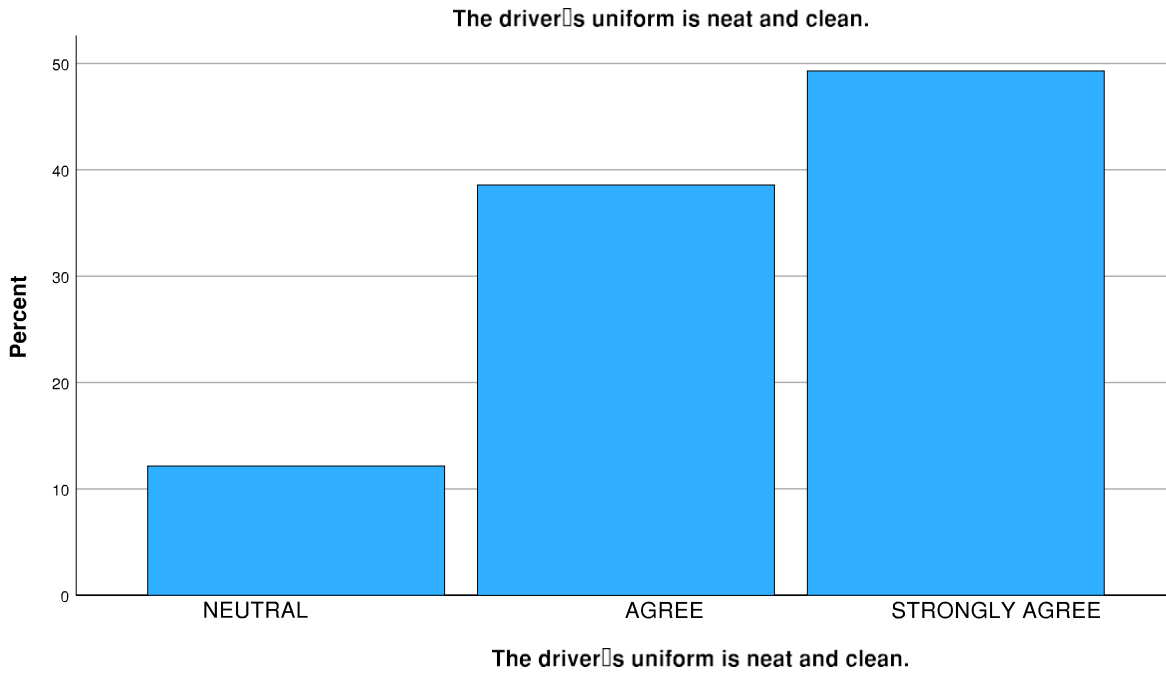


Table Name: Respondents based on the company uses appropriate vehicle for water transportation.

S.no	Factors	No. of respondent	Percentage
1	Disagree	1	1
2	Neutral	1	1
3	Agree	82	59
4	Strongly agree	56	40
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.15, it is inferred that 1% of the respondents are disagree, 1% of the respondents are neutral 59% of the respondents are agree and 40% of the respondents are strongly agree.

INFERENCE

Majority 59% of the respondents are agree with the company uses appropriate vehicle for water transportation.

Chart No: 4.1.15

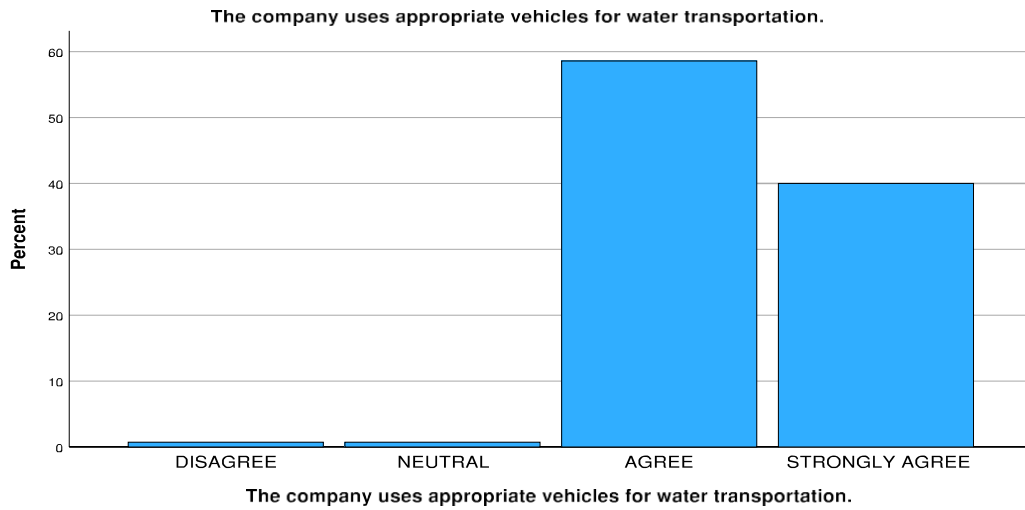


Table Name: Respondents based on the company has appropriate and effective equipment for protecting water and avoiding damage during transportation

S.no	Factors	No. of respondent	Percentage
1	Neutral	45	32
2	Agree	84	60
3	Strongly agree	11	8
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.16, it is inferred that 32% of the respondents are neutral, 60% of the respondents are agree and 8% of the respondents are strongly agree.

INFERENCE

Majority 60% of the respondents are strongly agree with the company has appropriate and effective equipment for protecting water and avoiding damage during transportation

Chart No: 4.1.16

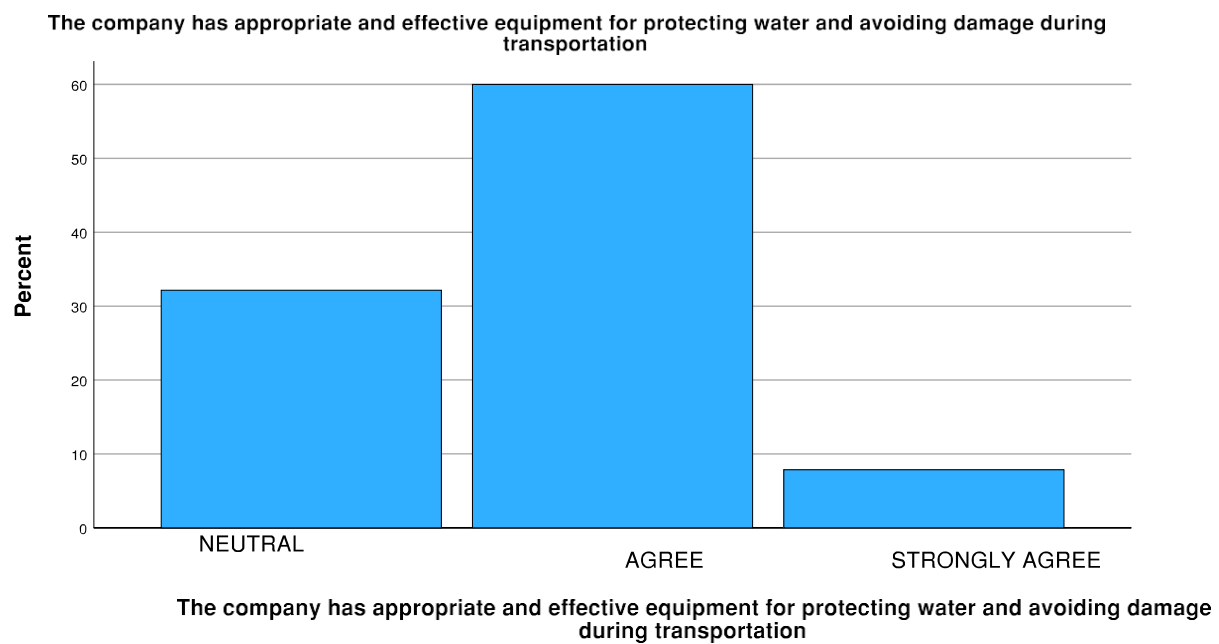


Table Name: Respondents based on the company vehicles both inside the container and outside are clean and sanitary.

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	65	46
3	Agree	73	52
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.17, it is inferred that 46% of the respondents are neutral, 52% of the respondents are agree and 1% of the respondents are disagree.

INFERENCE

Majority 52% of the respondents are agree with the company vehicles both inside the container and outside are clean and sanitary

Chart No: 4.1.17

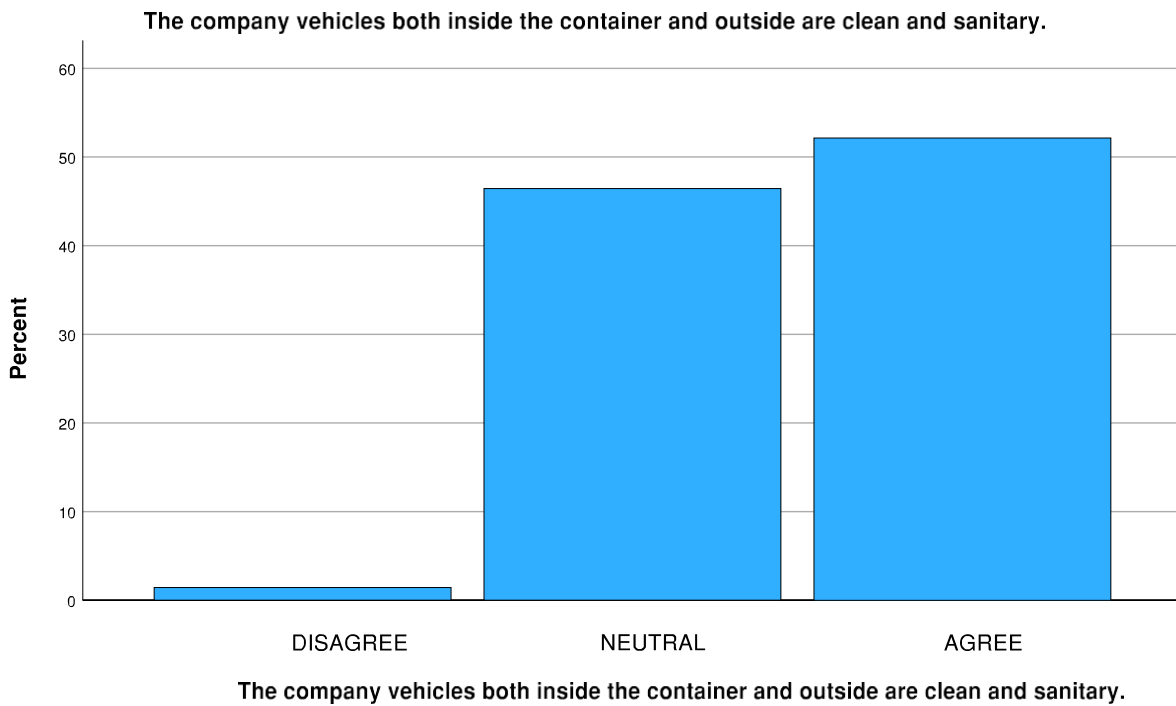


Table Name: Respondents based on the company employs information technology and a communication system to facilitate the ordering process

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	72	51
3	Agree	64	46
	Total	140	100

Source: Primary data

INTERPRETATION

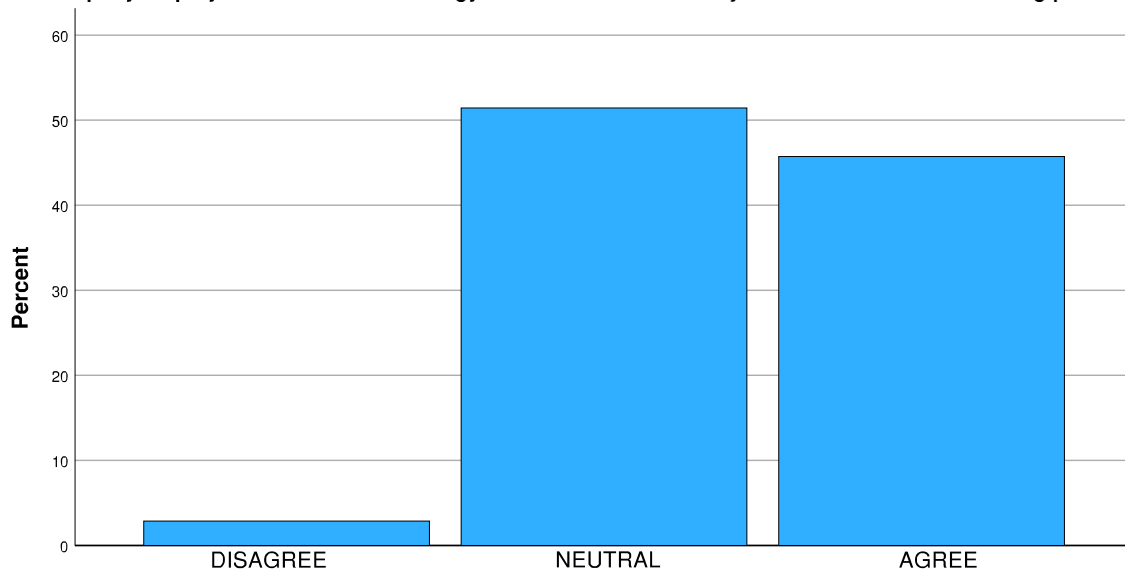
From the tables 4.1.18, it is inferred that 51% of the respondents are neutral, 3% of the respondents are disagree and 46% of the respondents are agree.

INFERENCE

Majority 51% of the respondents are neutral with the company employs information technology and a communication system to facilitate the ordering process.

Chart No: 4.1.18

The company employs information technology and a communication system to facilitate the ordering process.



The company employs information technology and a communication system to facilitate the ordering process.

Table Name: Respondents based on after the bottled water is ordered, it reach the destination correctly

S.no	Factors	No. of respondent	Percentage
1	Disagree	5	4
2	Neutral	9	6
3	Agree	80	57
4	Strongly agree	46	33
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.19, it is inferred that 4% of the respondents are disagree, 6% of the respondents are neutral, 57% of the respondents are agree

and 33% of the respondents are strongly agree.

INFERENCE

Majority 57% of the respondents are agree with that it reach the destination correctly.

Chart No: 4.1.19

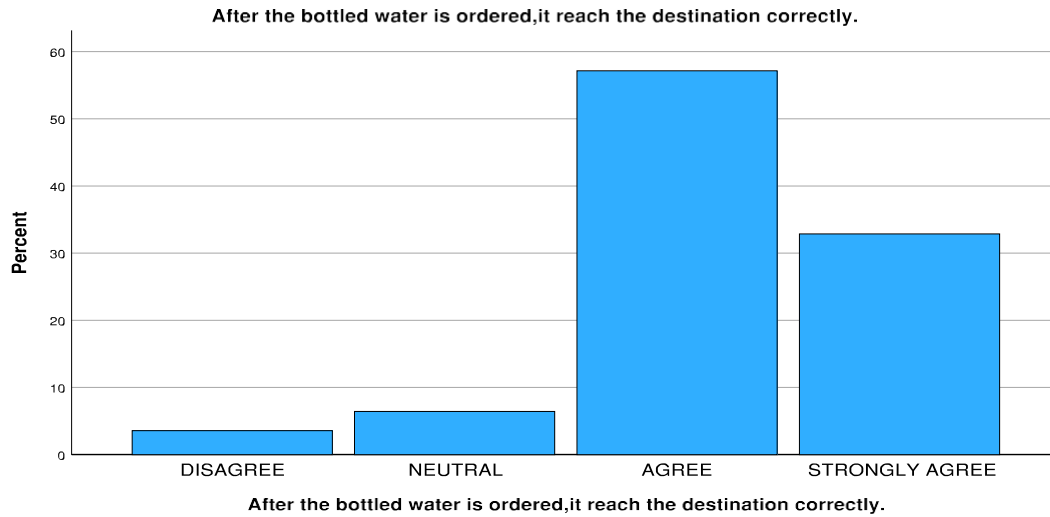


Table Name: Respondents based on the bottled water are handled in proper way

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	17	12
3	Agree	57	41
4	Strongly agree	62	44
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.20, it is inferred that 3% of the respondents are disagree, 12% of the respondents are neutral, 41% of the respondents are agree and 44% of the respondents are strongly agree.

INFERENCE

Majority 44% of the respondents are strongly agree with that bottled water are handled in proper way.

Chart No: 4.1.20

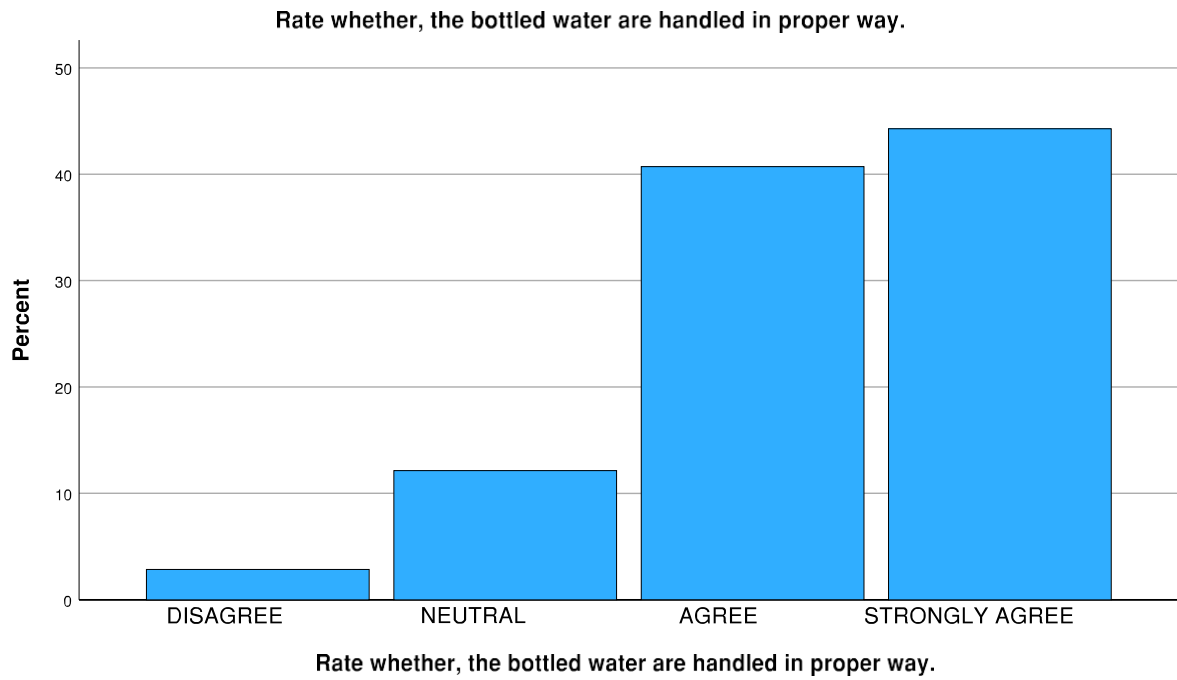


Table Name: Respondents based on the staff are well dressed and appear neat

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	10	7
3	Agree	89	64
4	Strongly agree	39	28
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.21, it is inferred that 1% of the respondents are disagree,7% of the respondents are neutral, 64% of the respondents are agree and 28% of the respondents are strongly agree.

INFERENCE

Majority 64% of the respondents are agree with the staff are well dressed and appear neat.

Chart No: 4.1.21

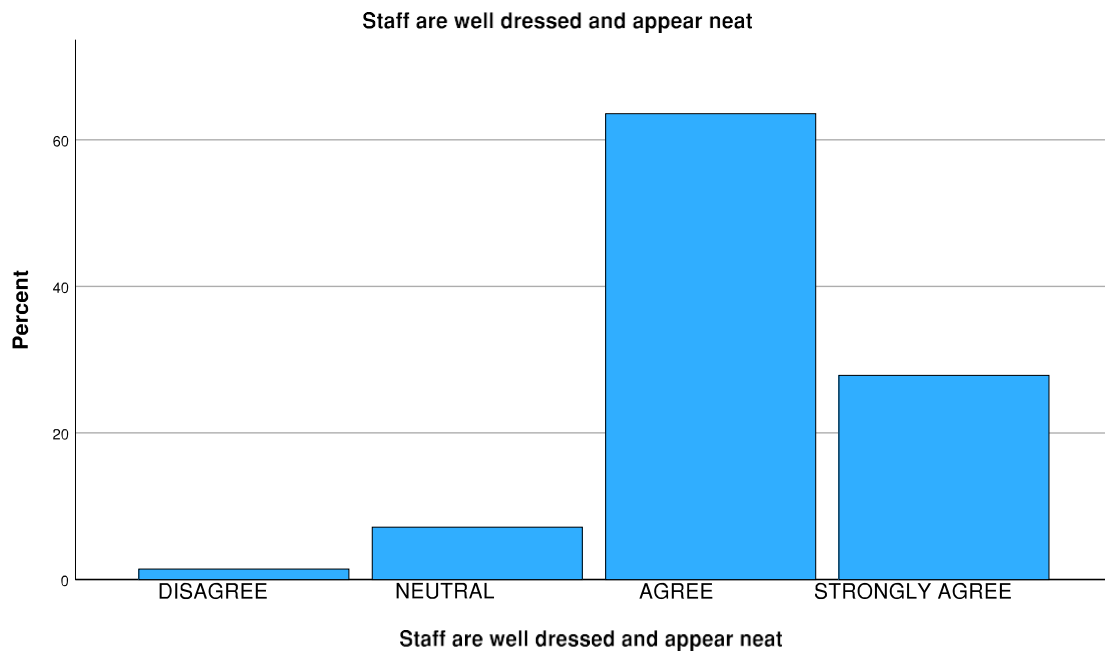


Table Name: Respondents based on the measure the service provider meeting the customer need on time

S.no	Factors	No. of respondent	Percentage
1	Neutral	6	4
2	Agree	84	60
3	Strongly agree	50	36
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.22, it is inferred that 4% of the respondents are neutral, 60% of the respondents are agree and 36% of the respondents are strongly agree.

INFERENCE

Majority 60% of the respondents are agree with that service provider meeting the customer need on time

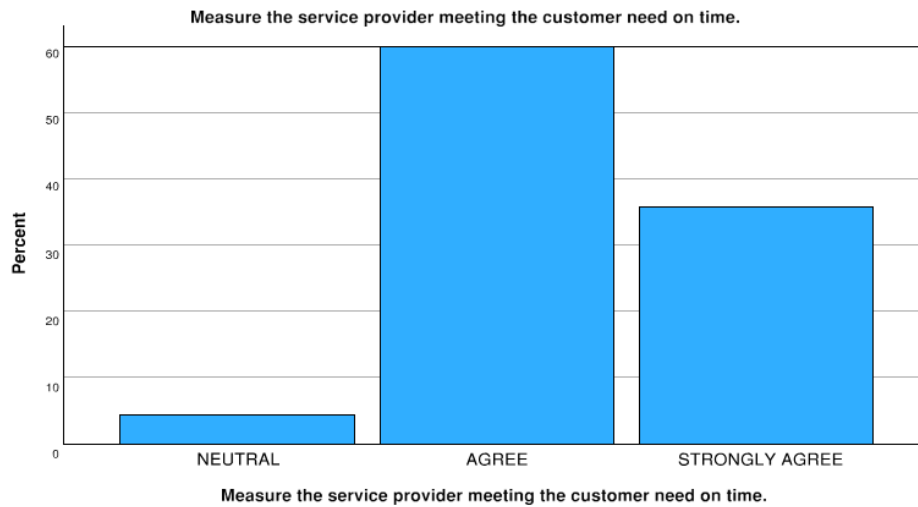
Chart No: 4.1.22

Table Name: Respondents based on the company visually appealing and well-maintained in their packaging and labels used in the bottled water

S.no	Factors	No. of respondent	Percentage
1	Neutral	6	4
2	Agree	73	52
3	Strongly agree	61	44
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.23, it is inferred that 4% of the respondents are neutral, 52% of the respondents are agree and 44% of the respondents are strongly agree.

INFERENCE

Majority 44% of the respondents are strongly agree with that maintain visual packing and labels in the bottled water.

Chart No: 4.1.23

The company visually appealing and well- maintained in their packaging and labels used in the bottled water.

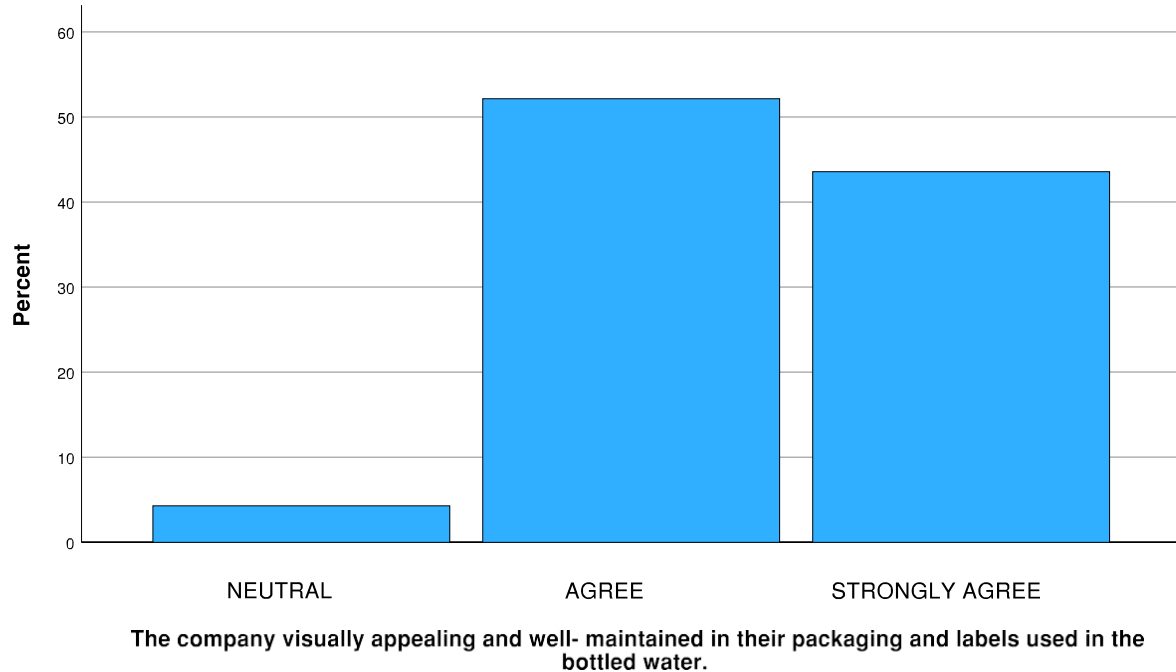


Table Name: Respondents based on the 2PL service provider provides accurate and timely information regarding the delivery.

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	14	10
3	Agree	69	49
4	Strongly agree	55	39
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.24, it is inferred that 1% of the respondents are disagree, 10% of the respondents are neutral, 49% of the respondents are agree and 39% of the respondents are strongly agree.

INFERENCE

Majority 49% of the respondents are agree with that 2PL service provider provides accurate and timely information regarding the delivery.

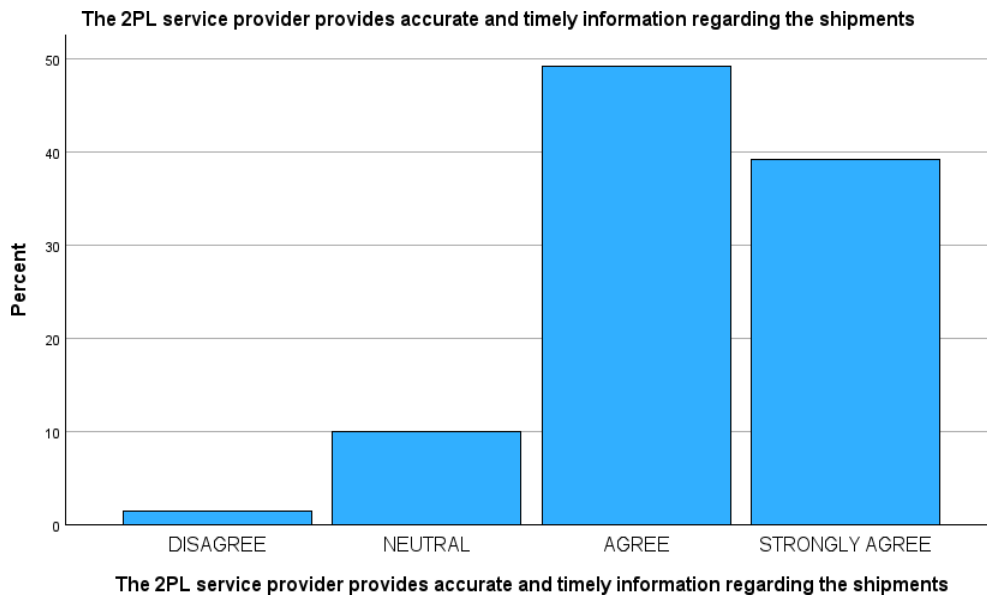
Chart No: 4.1.24

Table Name: Respondents based on the 2PL Service provider has sufficient resources to handle the volume of delivery

S.no	Factors	No. of respondent	Percentage
1	Disagree	3	2
2	Neutral	24	17
3	Agree	53	38
4	Strongly agree	60	43
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.25, it is inferred that 2% of the respondents are disagree, 17% of the respondents are neutral, 38% of the respondents are agree and 43% of the respondents are strongly agree.

INFERENCE

Majority 43% of the respondents are strongly agree with the 2PL Service provider has sufficient resources to handle the volume of delivery.

Chart No: 4.1.25

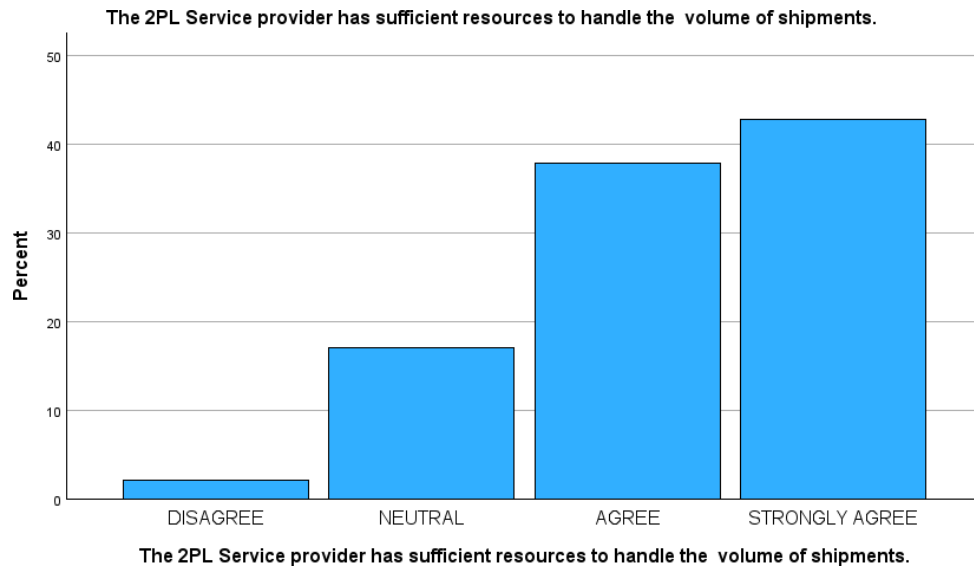


Table Name: Respondents based on the staffs are always willing to help customer's needs.

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	4	3
3	Agree	69	49
4	Strongly agree	63	45
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.26, it is inferred that 3% of the respondents are disagree, 3% of the respondents are neutral, 49% of the respondents are agree and 45% of the respondents are strongly agree.

INFERENCE

Majority 49% of the respondents are agree with that staffs are always willing to help customer's needs.

Chart No: 4.1.26

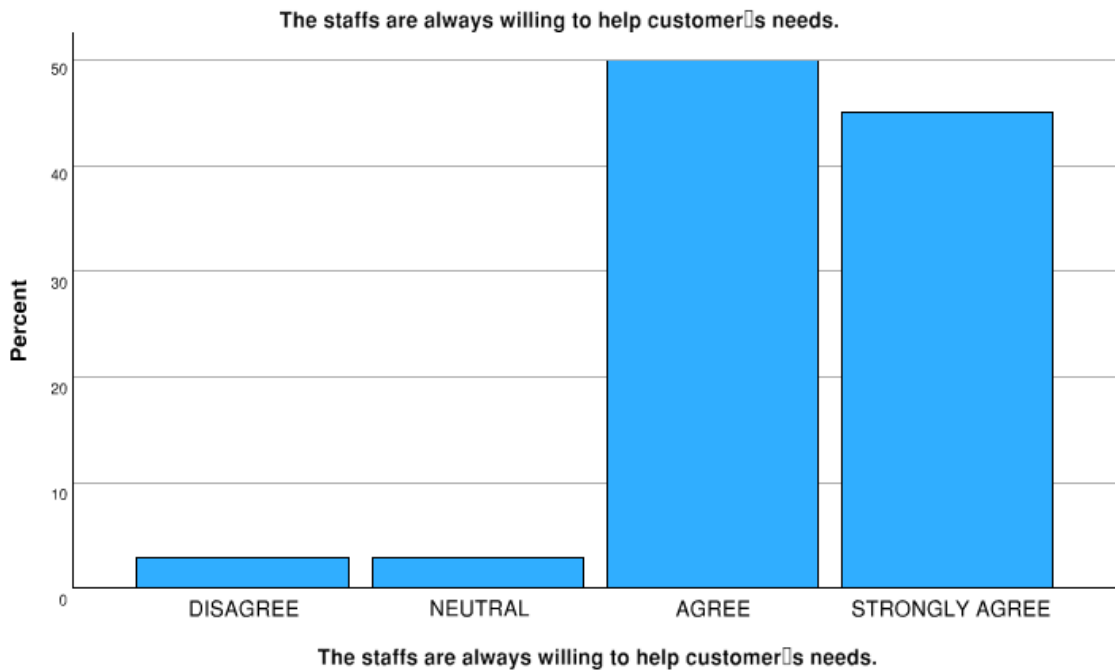


Table Name: Respondents based on the company transportation is fast after receiving the order

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	4	3
3	Agree	51	36
4	Strongly agree	83	59
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.27, it is inferred that 1% of the respondents are disagree, 3% of the respondents are neutral, 36% of the respondents are agree and 59% of the respondents are strongly agree.

INFERENCE

Majority 59% of the respondents are strongly agree with the company transportation is fast after receiving the order.

Chart No: 4.1.27

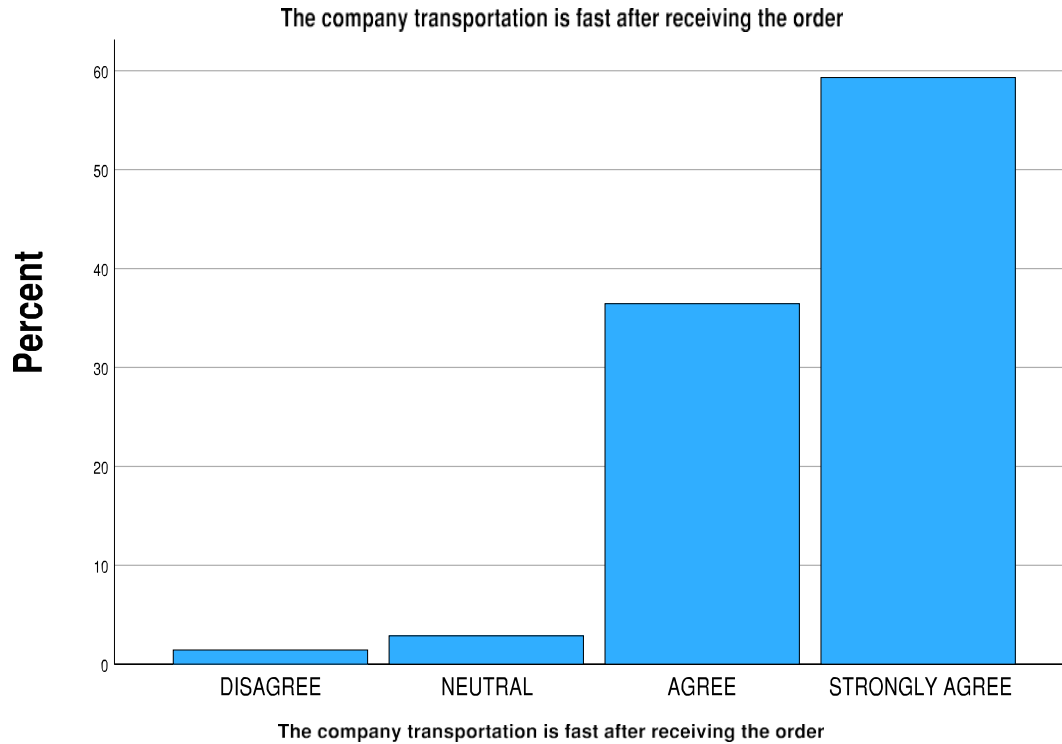


Table Name: Respondents based on the company can fastly respond to any unexpected or urgent order

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	4	3
3	Agree	85	61
4	Strongly agree	49	35
	Total	140	100

Source: Primary data

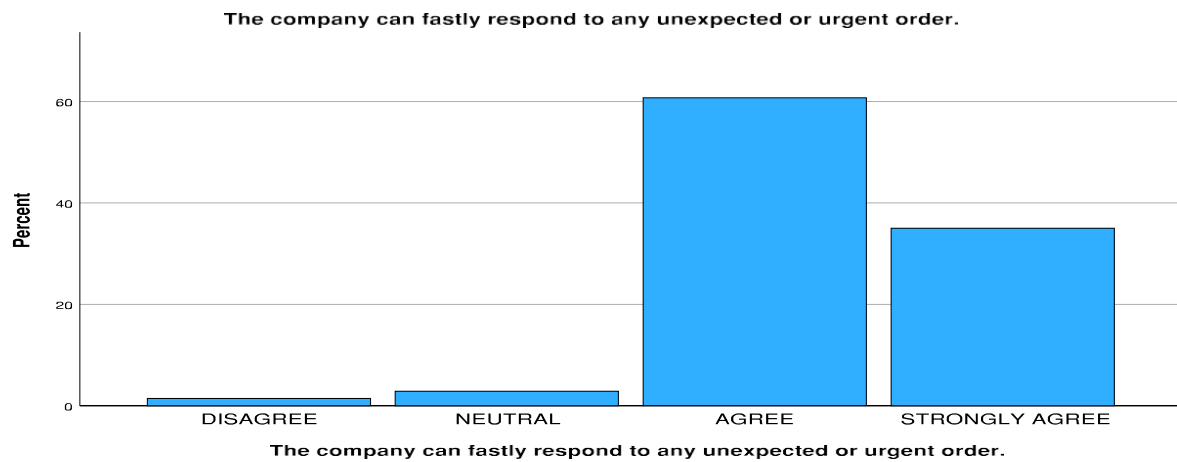
INTERPRETATION

From the tables 4.1.28, it is inferred that 1% of the respondents are disagree, 3% of the respondents are neutral, 61% of the respondents are agree and 35% of the respondents are strongly agree.

INFERENCE

Majority 61% of the respondents are agree with the company can fastly respond to any unexpected or urgent order.

Chart No: 4.1.28

**Table Name: Respondents based on the company is flexible about payments methods**

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	4	3
3	Agree	90	64
4	Strongly agree	44	31
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.29, it is inferred that 1% of the respondents are disagree, 3% of the respondents are neutral, 64% of the respondents are agree and 31% of the respondents are strongly agree.

INFERENCE

Majority 64% of the respondents are agree with the company is flexible about payment methods.

Chart No: 4.1.29

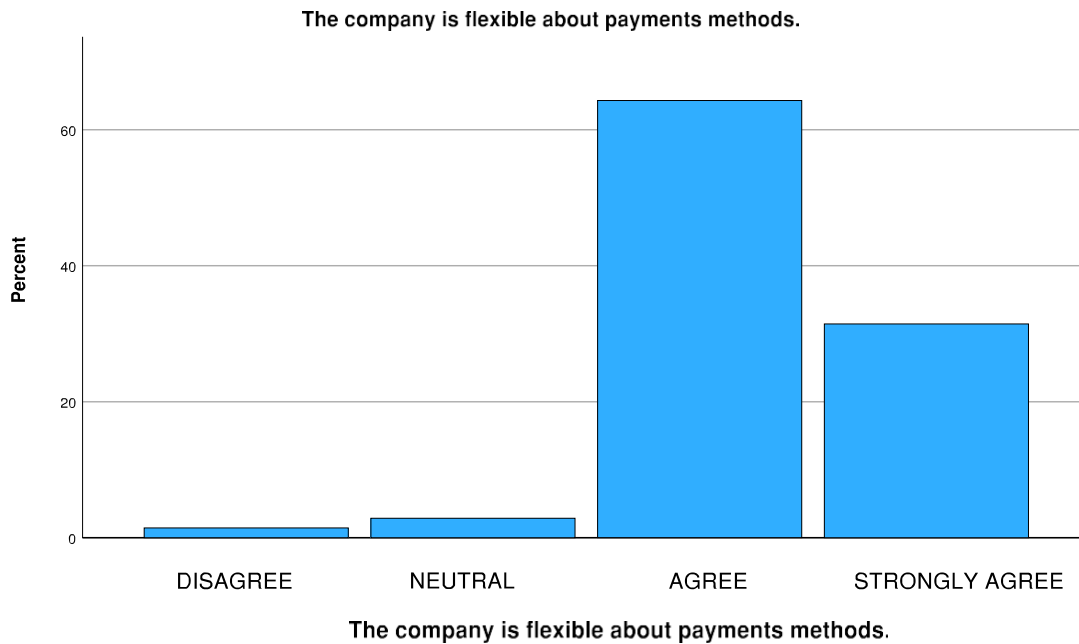


Table Name: Respondents based on the staffs are good at solving emergency problem and situation.

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	3	2
3	Agree	85	61
4	Strongly agree	50	36
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.30, it is inferred that 1% of the respondents are disagree, 2% of the respondents are neutral, 61% of the respondents are agree and 36% of the respondents are strongly agree.

INFERENCE

Majority 61% of the respondents are agree with the staffs are good at solving emergency problem and situation.

Chart No: 4.1.30

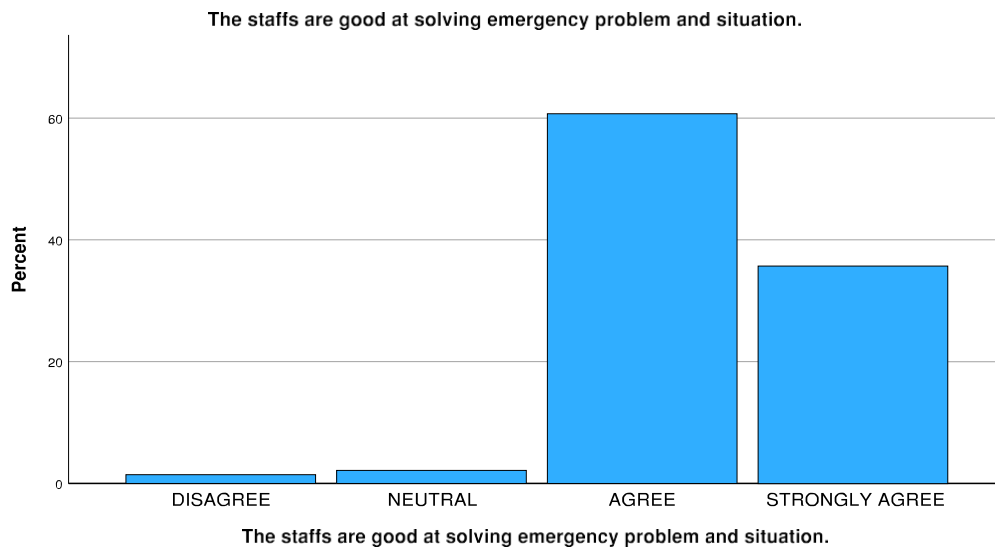


Table Name: Respondents based on the staffs are available to respond to customer request and never

S.no	Factors	No. of respondent	Percentage
1	Neutral	2	1
2	Agree	87	62
3	Strongly agree	51	36
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.31, it is inferred that 1% of the respondents are neutral, 62% of the respondents are agree and 36% of the respondents are strongly agree.

INFERENCE

Majority 62% of the respondents are agree with the staffs are available to respond to customer request and never.

Chart No: 4.1.31



Table Name: Respondents based on the service provider is easy to get in touch with when I need bottled water

S.no	Factors	No. of respondent	Percentage
1	Neutral	11	8
2	Agree	105	75
3	Strongly agree	24	17
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.32, it is inferred that 8% of the respondents are neutral, 75% of the respondents are agree and 17% of the respondents are strongly agree.

INFERENCE

Majority 75% of the respondents are agree with the service provider is easy to get in touch with when I need bottled water.

Chart No: 4.1.32

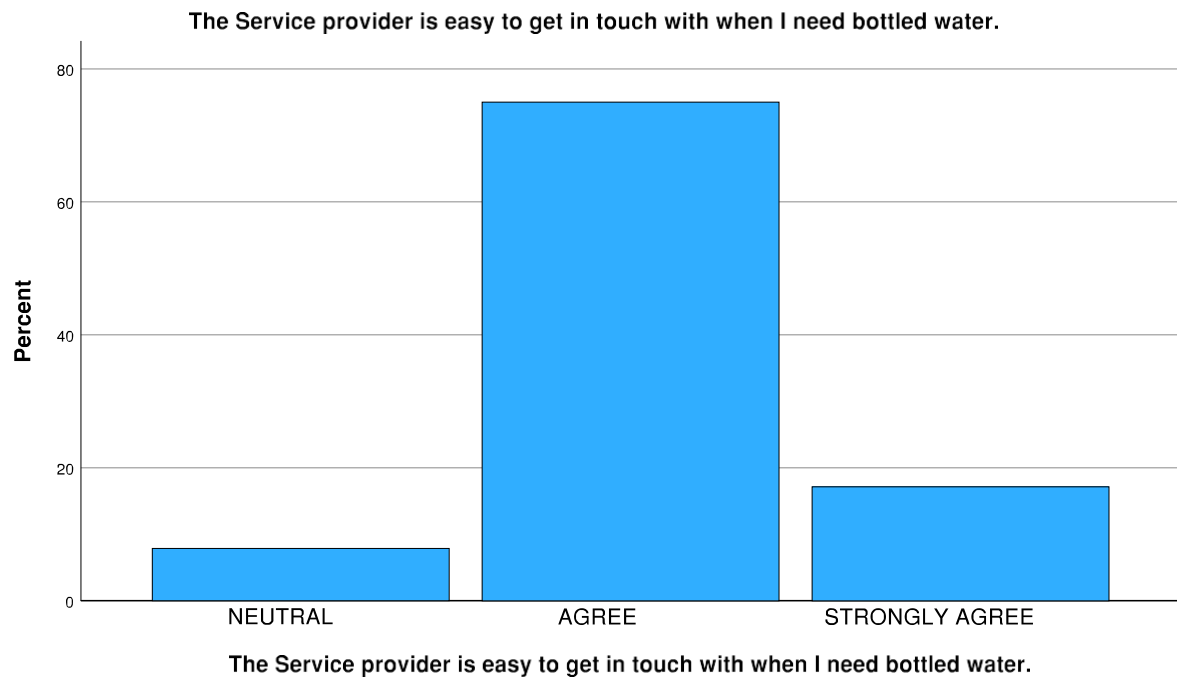


Table Name: Respondents based on the company staff always provider's services on -time and in the expected manner

S.no	Factors	No. of respondent	Percentage
1	Disagree	17	12
2	Neutral	18	13
3	Agree	85	61
4	Strongly agree	20	14
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.33, it is inferred that 12% of the respondents are disagree, 13% of the respondents are neutral, 61% of the respondents are agree and 14% of the respondents are strongly agree.

INFERENCE

Majority 61% of the respondents are agree with the company staff always provider's services on -time and in the expected manner.

Chart No: 4.1.33

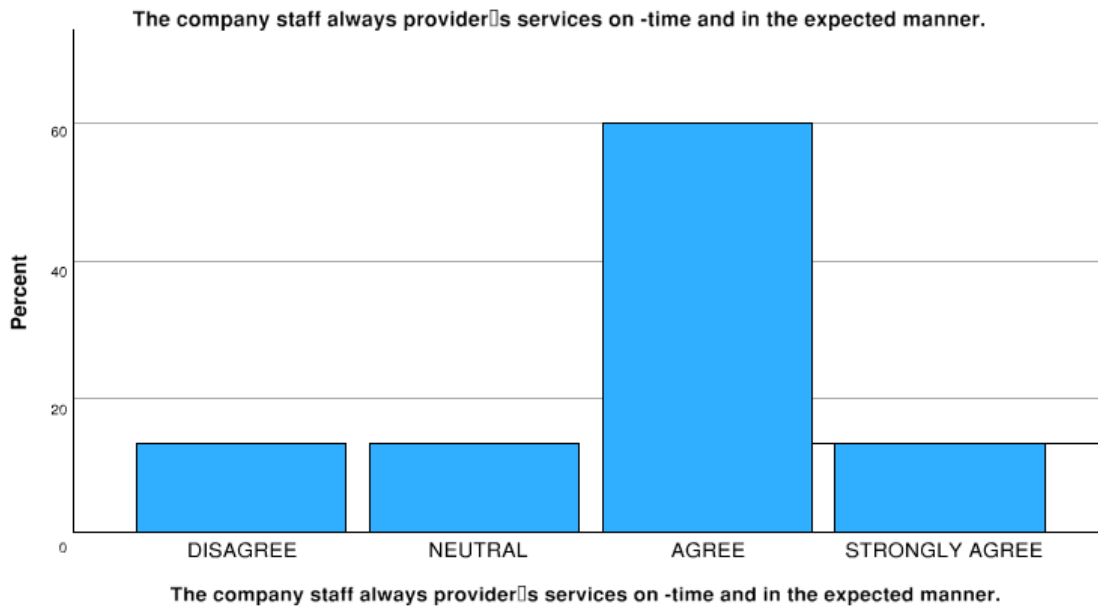


Table Name: Respondents based on the company staffs deliver the water accompanied by an invoice

S.no	Factors	No. of respondent	Percentage
1	Disagree	5	4
2	Neutral	5	4
3	Agree	85	61
4	Strongly agree	45	32
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.34, it is inferred that 4% of the respondents are disagree, 4% of the respondents are neutral, 61% of the respondents are agree and 32% of the respondents are strongly agree.

INFERENCE

Majority 61% of the respondents are neutral with the company staffs deliver the water accompanied by an invoice.

Chart No: 4.1.34

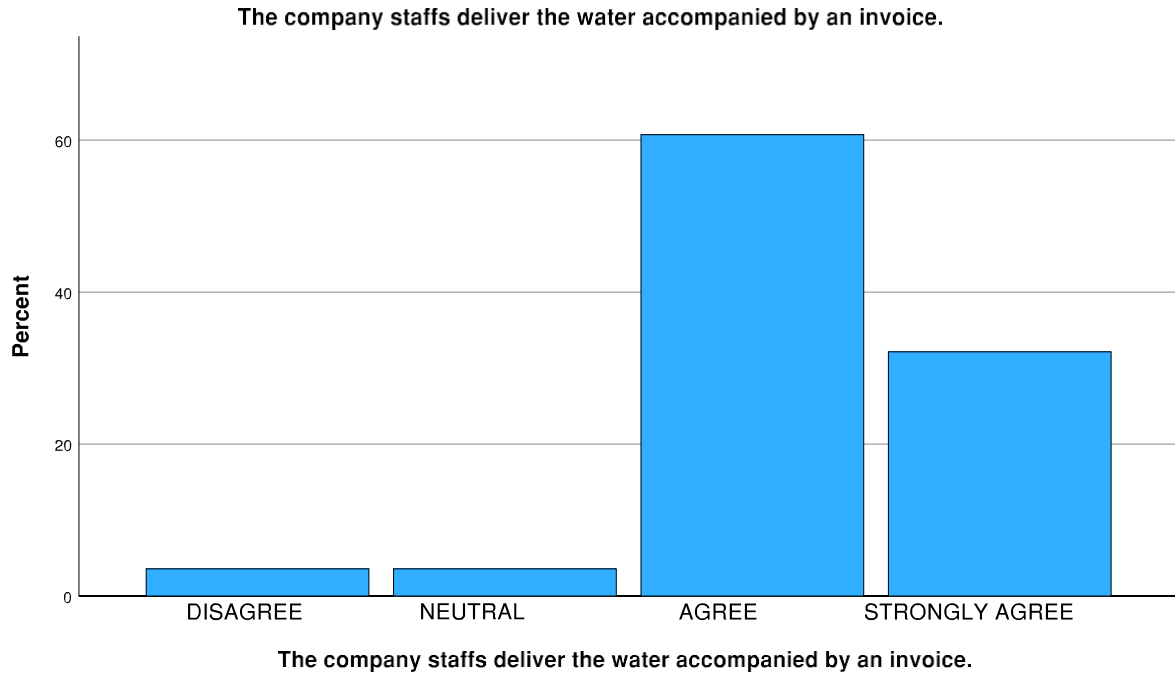


Table Name: Respondents based on the company staffs accurately issues a receipt and a purchase order document

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	11	8
3	Agree	80	57
4	Strongly agree	45	32
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.35, it is inferred that 3% of the respondents are disagree, 8% of the respondents are neutral, 57% of the respondents are agree and 32% of the respondents are strongly agree.

INFERENCE

Majority 57% of the respondents are agree with the company staffs accurately issues a receipt and a purchase order document.

Chart No: 4.1.35



Table Name: Respondents based on the company staffs inform customers of the exact time a service will be performed

S.no	Factors	No. of respondent	Percentage
1	Disagree	8	6
2	Neutral	13	9
3	Agree	85	61
4	Strongly agree	34	24
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.36, it is inferred that 6% of the respondents are disagree, 9% of the respondents are neutral, 61% of the respondents are agree and 24% of the respondents are strongly agree.

INFERENCE

Majority 61% of the respondents are agree with the company staffs inform customers of the exact time a service will be performed.

Chart No: 4.1.36

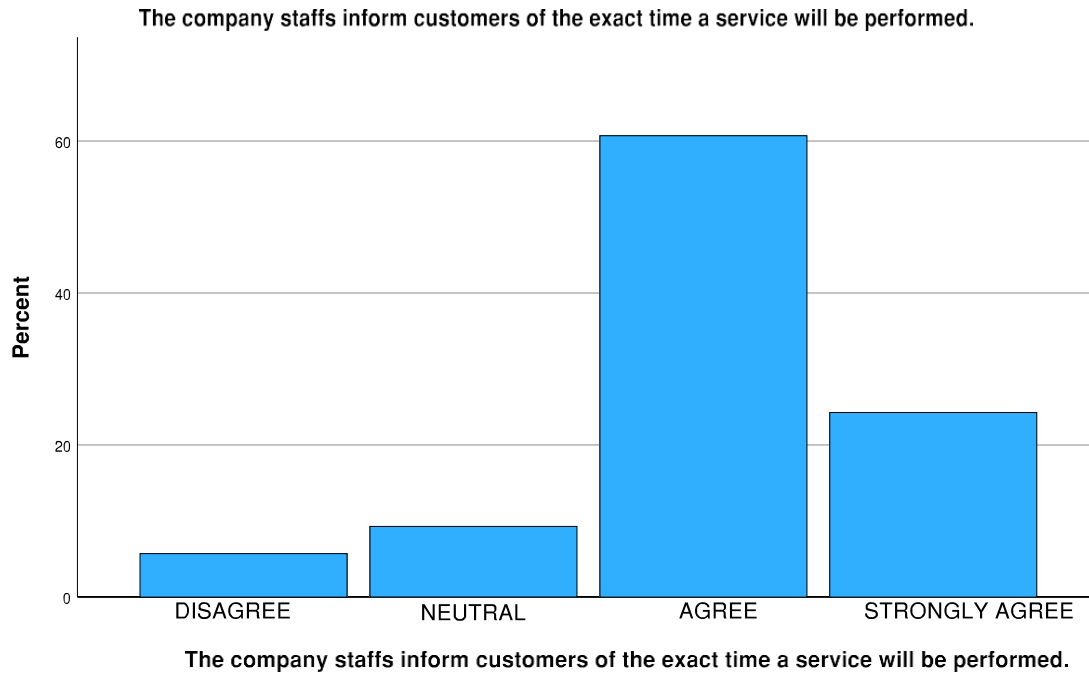


Table Name: Respondents based on the company staff can maintain the service quality performance

S.no	Factors	No. of respondent	Percentage
1	Disagree	5	4
2	Neutral	24	17
3	Agree	71	51
4	Strongly agree	40	29
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.37, it is inferred that 4% of the respondents are disagree, 17% of the respondents are neutral, 51% of the respondents are agree and 29% of the respondents are strongly agree.

INFERENCE

Majority 51% of the respondents are agree with the company staff can maintain the service quality performance

Chart No: 4.1.37

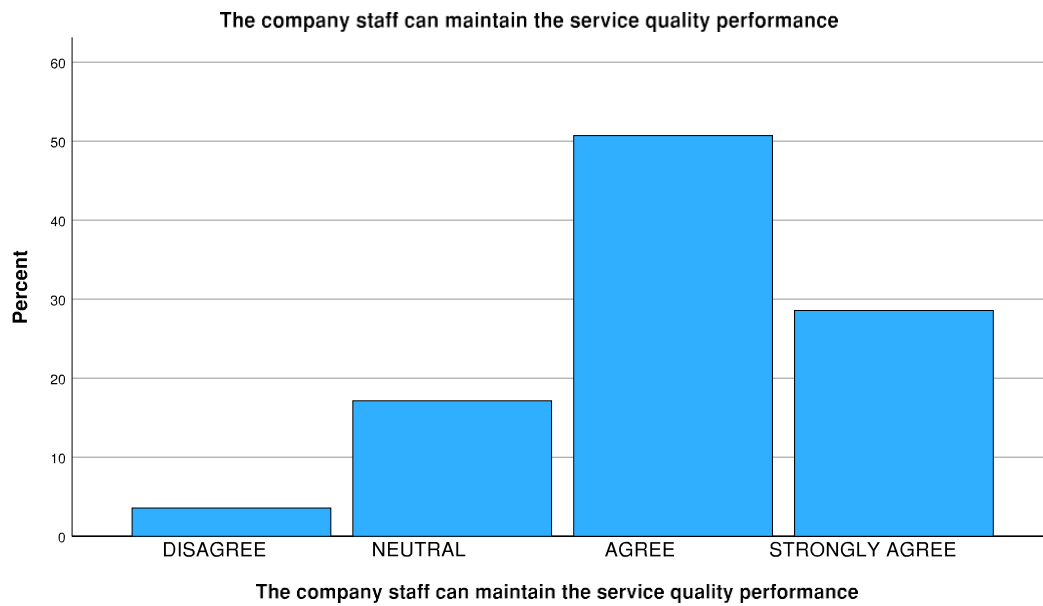


Table Name: Respondents based on the company can deliver the water without flaws or damage

S.no	Factors	No. of respondent	Percentage
1	Disagree	3	2
2	Neutral	17	12
3	Agree	79	56
4	Strongly agree	41	29
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.38, it is inferred that 2% of the respondents are disagree, 12% of the respondents are neutral, 56% of the respondents are agree and 29% of the respondents are strongly agree.

INFERENCE

Majority 56% of the respondents are agree with the company can deliver the water without flaws or damage

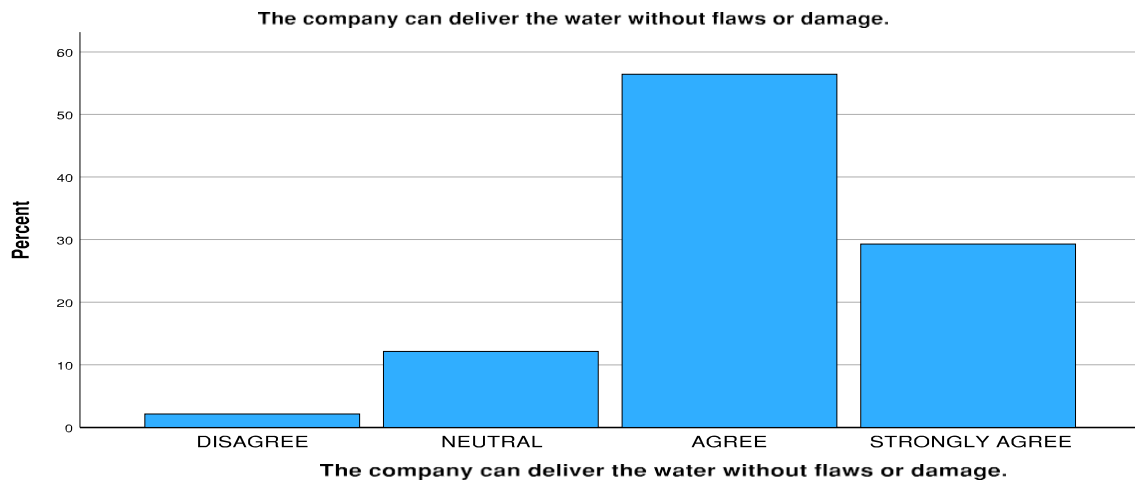
Chart No: 4.1.38

Table Name: Respondents based on the company staffs always calls to confirm the placed order

S.no	Factors	No. of respondent	Percentage
1	Neutral	7	5
2	Agree	93	66
3	Strongly agree	40	29
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.39, it is inferred that 5% of the respondents are neutral, 66% of the respondents are agree and 29% of the respondents are strongly agree.

INFERENCE

Majority 66% of the respondents are agree with the company staffs always calls to confirm the placed order.

Chart No: 4.1.39

**Table Name: Respondents based on the service provider deliver the bottled water ontime**

S.no	Factors	No. of respondent	Percentage
1	Disagree	1	1
2	Neutral	24	17
3	Agree	105	75
4	Strongly agree	10	7
	Total	140	100

Source: Primary data

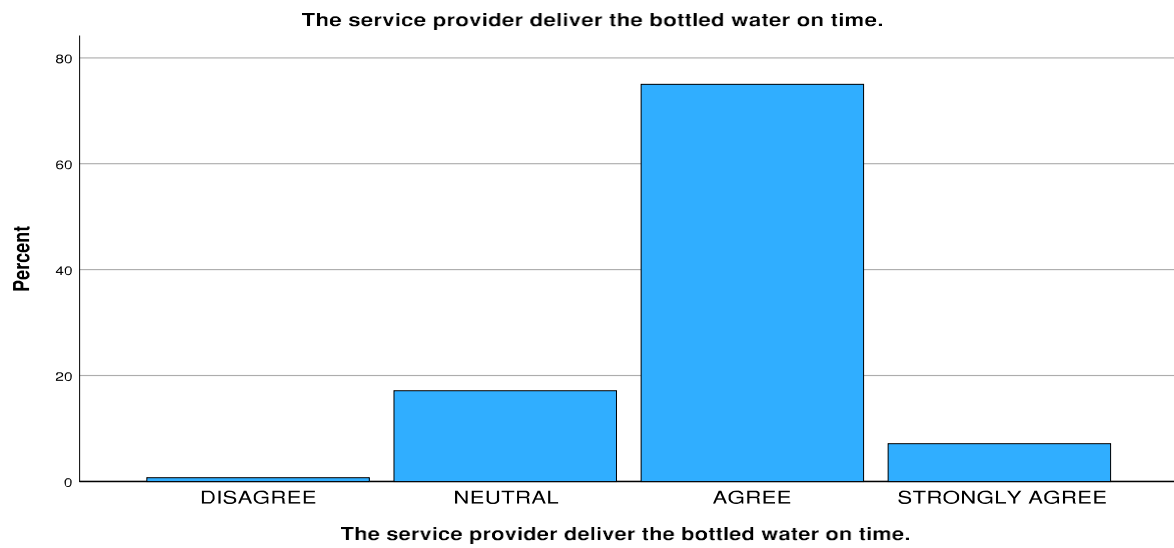
INTERPRETATION

From the tables 4.1.40, it is inferred that 1% of the respondents are disagree, 17% of the respondents are neutral, 75% of the respondents are agree and 7% of the respondents are strongly agree.

INFERENCE

Majority 75% of the respondents are agree with the service provider deliver the bottled water on time

Chart No: 4.1.40

**Table Name: Respondents based on the 2PL service provider experience order error**

S.no	Factors	No. of respondent	Percentage
1	Disagree	5	4
2	Neutral	55	39
3	Agree	50	36
4	Strongly agree	30	21
	Total	140	100

Source: Primary data

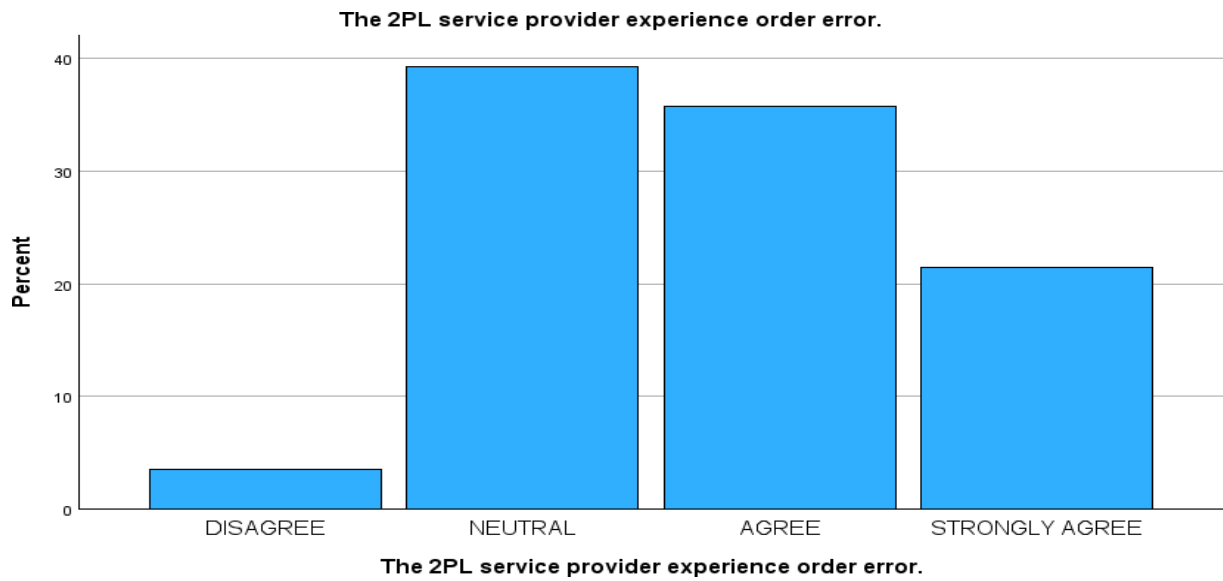
INTERPRETATION

From the tables 4.1.41, it is inferred that 4% of the respondents are disagree, 39% of the respondents are neutral, 36% of the respondents are agree and 21% of the respondents are strongly agree.

INFERENCE

Majority 39% of the respondents are neutral with that 2PL service provider experience order error.

Chart No: 4.1.41

**Table Name: Respondents based on the 2PL provider's service meet customer expectation**

S.no	Factors	No. of respondent	Percentage
1	Disagree	8	6
2	Neutral	28	20
3	Agree	64	46
4	Strongly agree	40	29
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.42, it is inferred that 6% of the respondents are disagree, 20% of the respondents are neutral, 46% of the respondents are agree and 29% of the respondents are strongly agree.

INFERENCE

Majority 46% of the respondents are agree with the 2PL provider's service meet customer expectation.

Chart No: 4.1.42

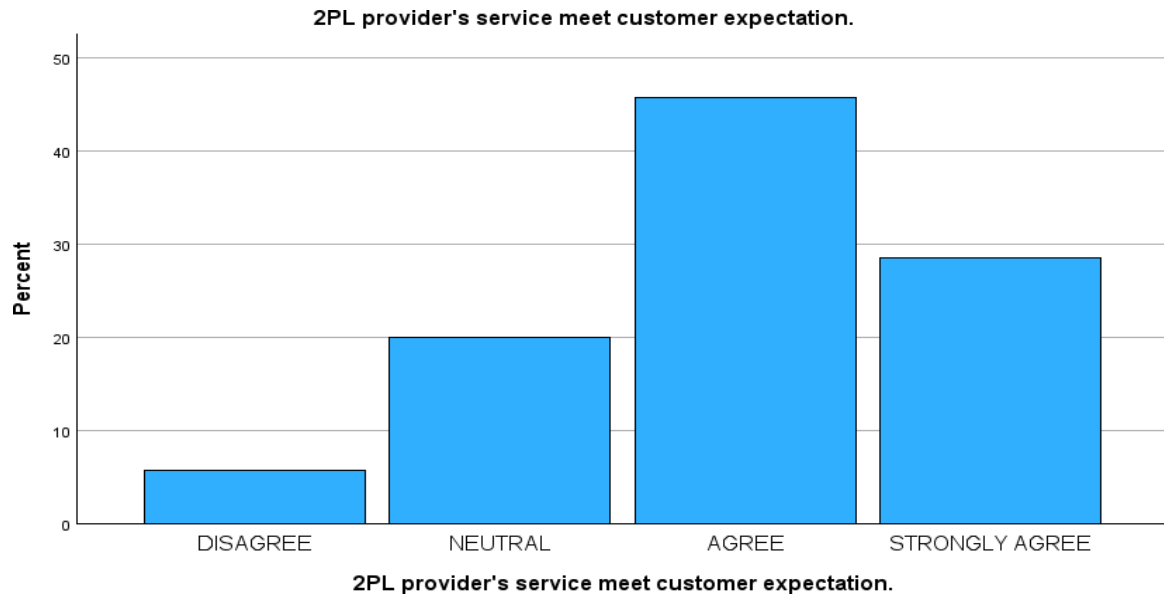


Table Name: Respondents based on the company staff makes customers to feel secure and confident when using the service

S.no	Factors	No. of respondent	Percentage
1	Disagree	5	4
2	Neutral	12	9
3	Agree	73	52
4	Strongly agree	50	36
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.43, it is inferred that 4% of the respondents are disagree, 9% of the respondents are neutral, 52% of the respondents are agree and 36% of the respondents are strongly agree.

INFERENCE

Majority 52% of the respondents are agree with the company staff makes customers to feel secure and confident when using the service.

Chart No: 4.1.43

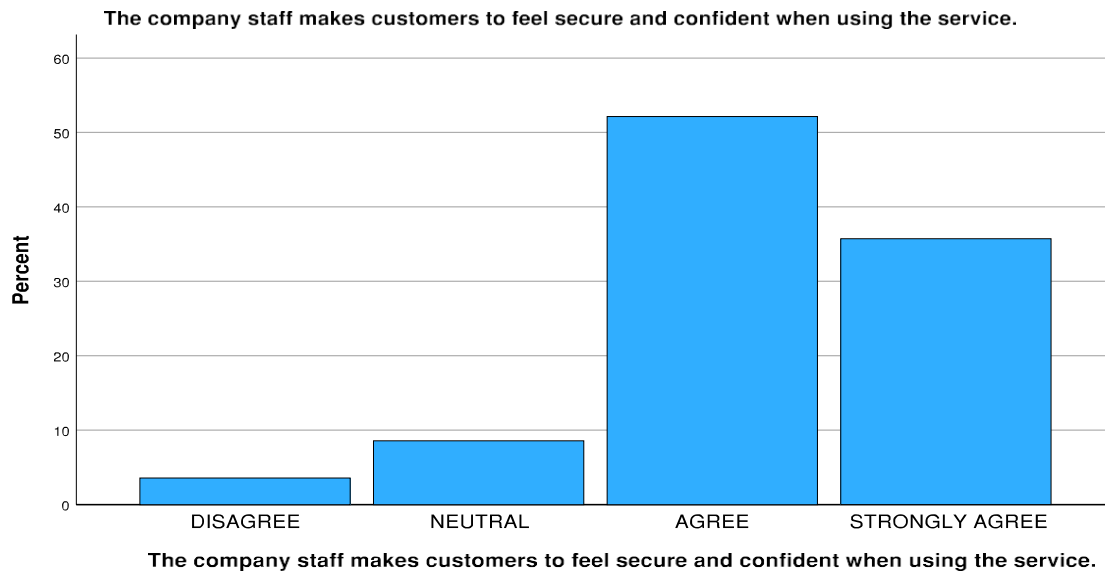


Table Name: Respondents based on the staff and drivers have proper manner when providing services and communicating with customers

S.no	Factors	No. of respondent	Percentage
1	Disagree	3	2
2	Neutral	13	9
3	Agree	87	62
4	Strongly agree	37	26
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.44, it is inferred that 2% of the respondents are disagree, 9% of the respondents are neutral, 62% of the respondents are agree and 26% of the respondents are strongly agree.

INFERENCE

Majority 62% of the respondents are agree with the staff and drivers have proper manner when providing services and communicating with customers.

Chart No: 4.1.44

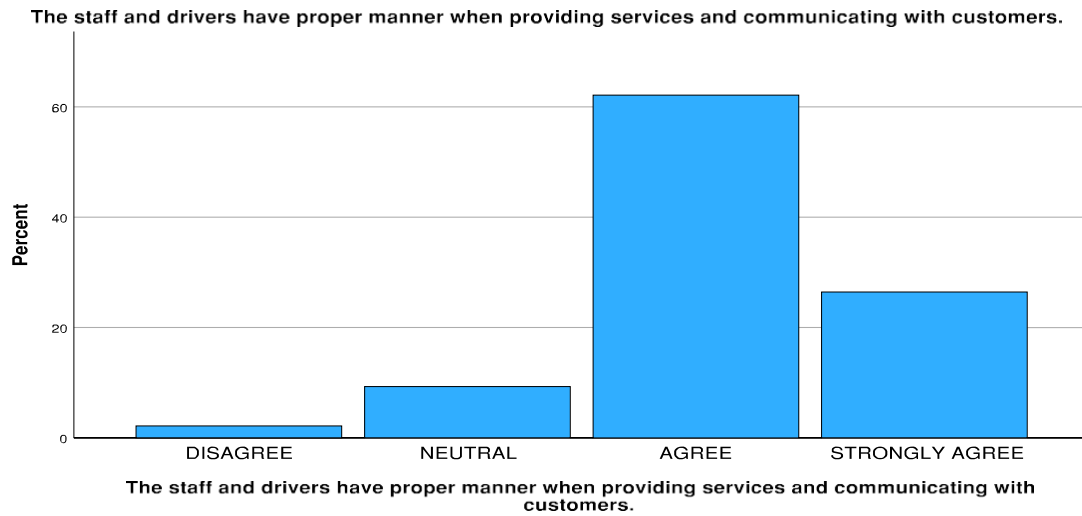


Table Name: Respondents based on the company has a convenient procedure for returning bottled water

S.no	Factors	No. of respondent	Percentage
1	Neutral	2	1
2	Agree	93	66
3	Strongly agree	45	32
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.45, it is inferred that 1% of the respondents are neutral, 66% of the respondents are agree and 32% of the respondents are strongly agree.

INFERENCE

Majority 66% of the respondents are agree with the company has a convenient procedure for returning bottled water.

Chart No: 4.1.45

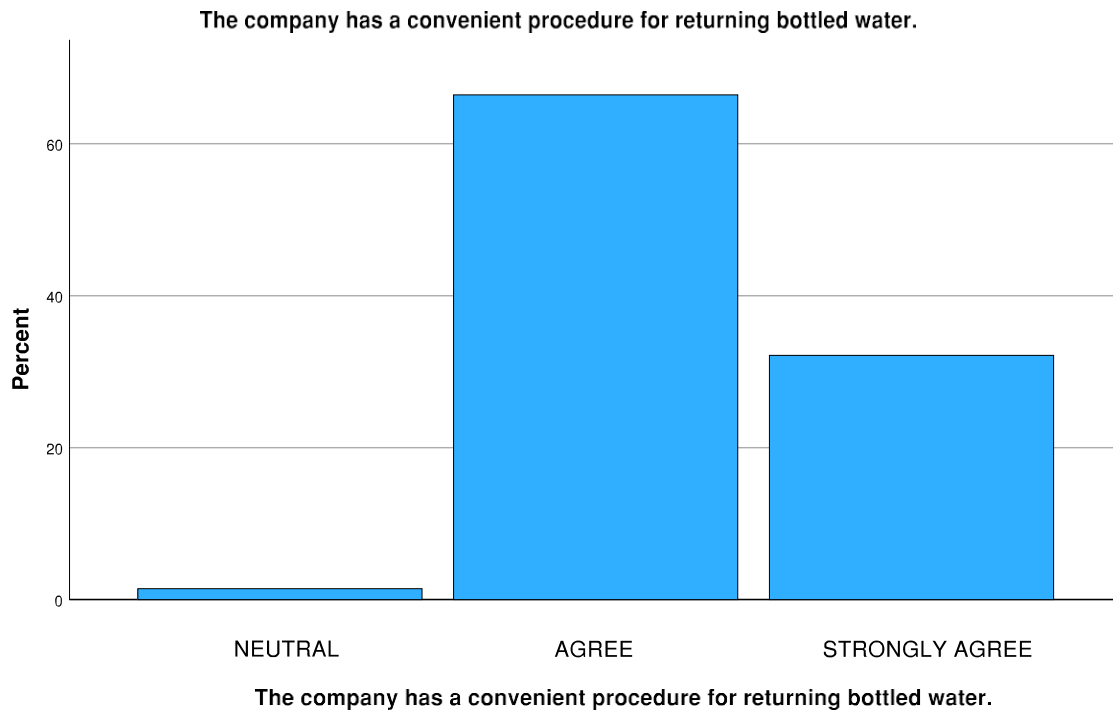


Table Name: Respondents based on the staff and drivers are competent and have expertise in their duties. They can always answer the customer's queries

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	15	11
3	Agree	62	44
4	Strongly agree	59	42
	Total	140	100

Source: Primary data

INTERPRETATION

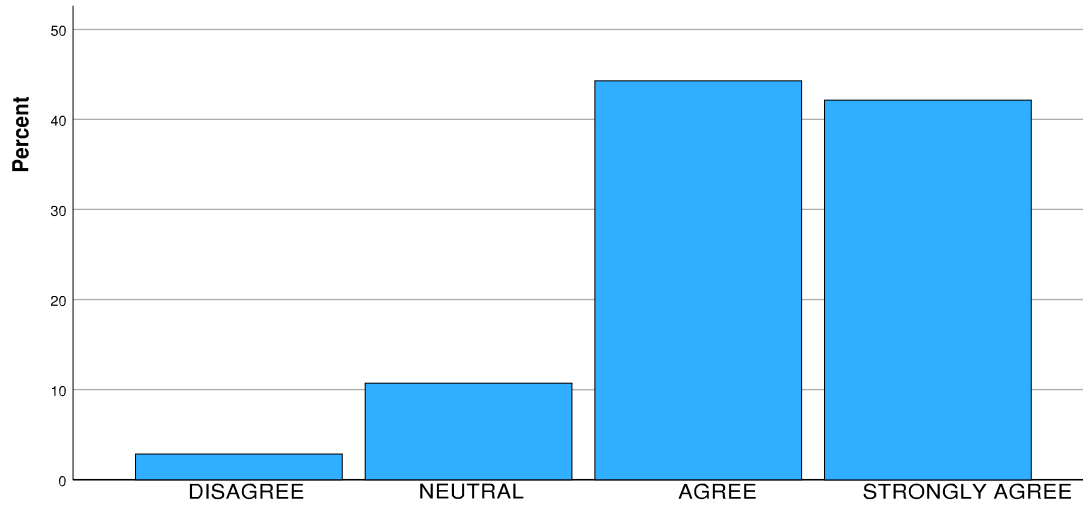
From the tables 4.1.46, it is inferred that 3% of the respondents are disagree, 11% of the respondents are neutral, 44% of the respondents are agree and 42% of the respondents are strongly agree.

INFERENCE

Majority 44% of the respondents are agree with the staff and drivers are competent and have expertise in their duties. They can always answer the customer's queries.

Chart No: 4.1.46

The staff and drivers are competent and have expertise in their duties. They can always answer the customer's queries.



The staff and drivers are competent and have expertise in their duties. They can always answer the customer's queries.

Table Name: Respondents based on the company has reasonable sales conditions

S.no	Factors	No. of respondent	Percentage
1	Agree	13	9
2	Strongly agree	127	91
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.47, it is inferred that 9% of the respondents are agree and 91% of the respondents are strongly agree.

INFERENCE

Majority 91% of the respondents are strongly agree with the company has reasonable sales conditions.

Chart No: 4.1.47

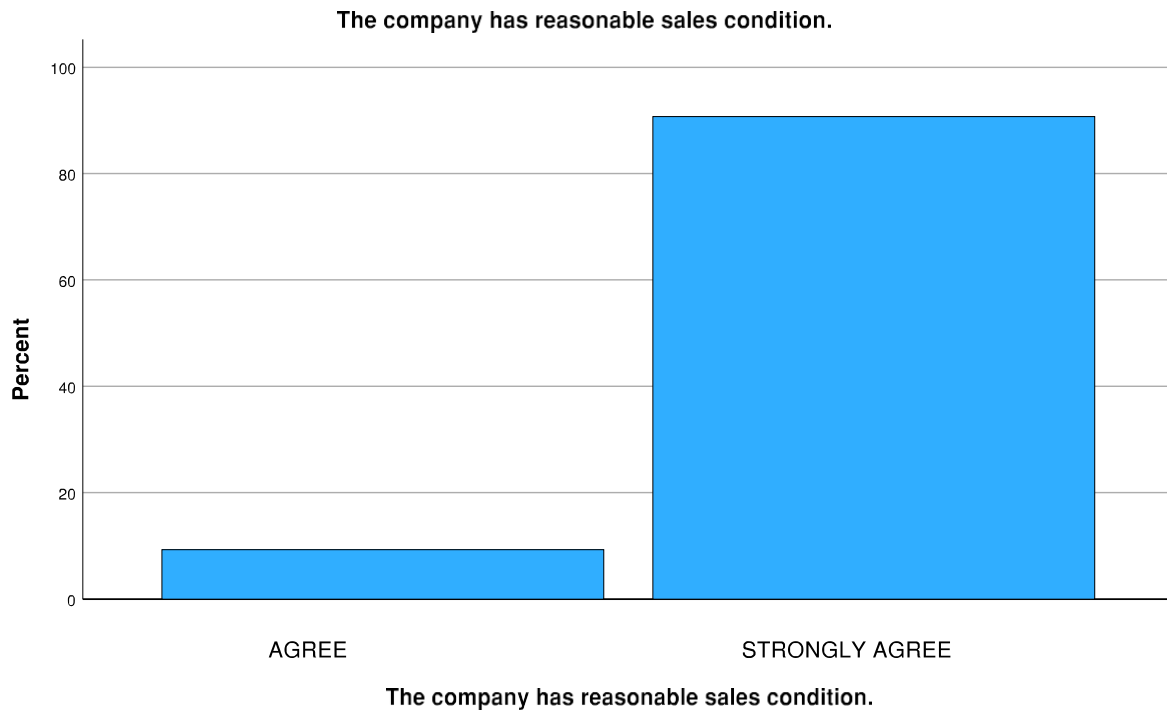


Table Name: Respondents based on the company has an option in case bottled water are damaged during transport

S.no	Factors	No. of respondent	Percentage
1	Disagree	10	7
2	Neutral	7	5
3	Agree	68	49
4	Strongly agree	55	39
	Total	140	100

Source: Primary data

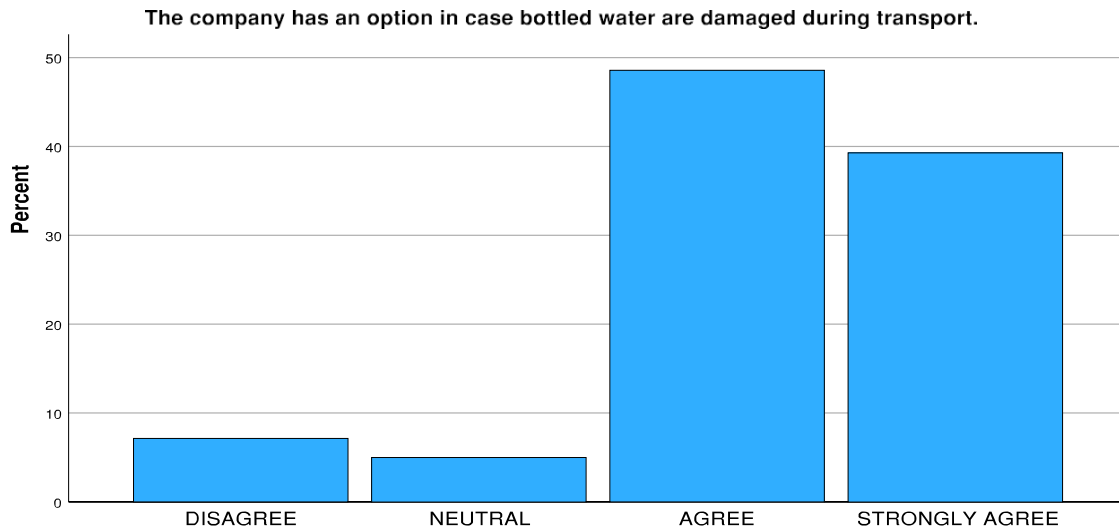
INTERPRETATION

From the tables 4.1.48, it is inferred that 7% of the respondents are disagree, 5% of the respondents are neutral, 49% of the respondents are agree and 39% of the respondents are strongly agree.

INFERENCE

Majority 49% of the respondents are strongly agree with the company has an option in case bottled water are damaged during transport.

Chart No: 4.1.48



The company has an option in case bottled water are damaged during transport.

Table Name: Respondents based on the 2PL service provider is adaptable for the changes in the delivering the water

S.no	Factors	No. of respondent	Percentage
1	Neutral	7	5
2	Agree	33	24
3	Strongly agree	100	71
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.49, it is inferred that 5% of the respondents are neutral, 24% of the respondents are agree and 71% of the respondents are strongly agree.

INFERENCE

Majority 71% of the respondents are strongly agree with the 2PL service provider is adaptable for the changes in the delivering the water.

Chart No: 4.1.49

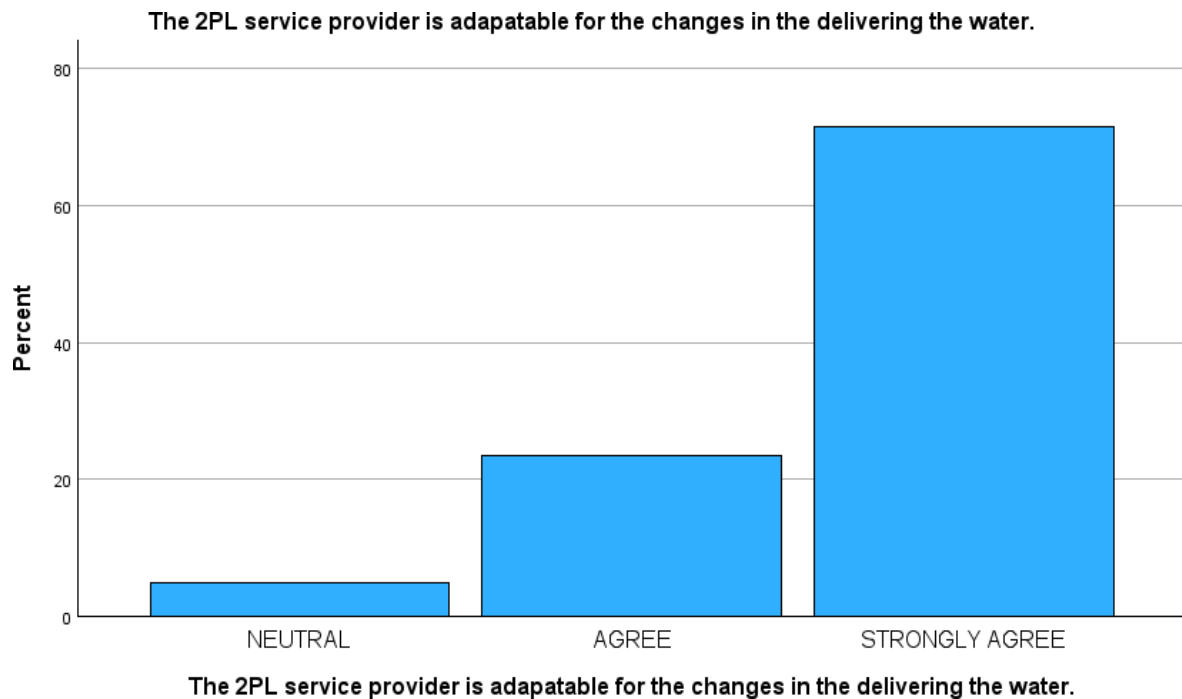


Table Name: Respondents based on the 2PL service provider has high quality standards for handling and transporting the bottled water

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	4	3
3	Agree	85	61
4	Strongly agree	47	34
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.50, it is inferred that 3% of the respondents are disagree, 3% of the respondents are neutral, 61% of the respondents are agree and 34% of the respondents are strongly agree.

INFERENCE

Majority 61% of the respondents are agree with the 2PL service provider has high quality standards for handling and transporting the bottled water.

Chart No: 4.1.50

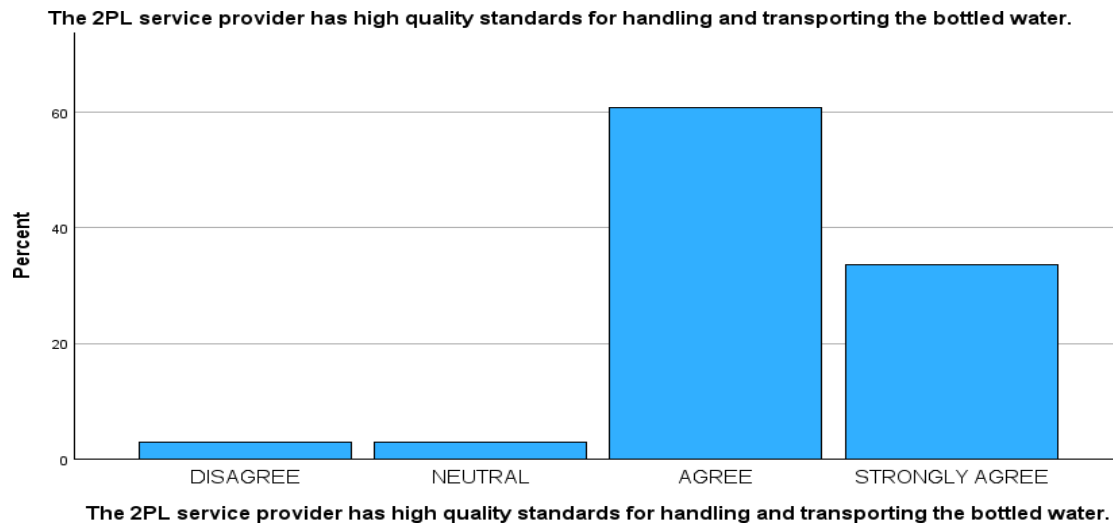


Table Name: Respondents based on the 2PL service provider has a good understanding of the bottled water industry and its challenges.

S.no	Factors	No. of respondent	Percentage
1	Disagree	2	1
2	Neutral	22	16
3	Agree	80	57
4	Strongly agree	36	26
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.51, it is inferred that 1% of the respondents are disagree, 16% of the respondents are neutral, 57% of the respondents are agree and 26% of the respondents are strongly agree.

INFERENCE

Majority 57% of the respondents are agree with the 2PL service provider has a good understanding of the bottled water industry and its challenges.

Chart No: 4.1.51

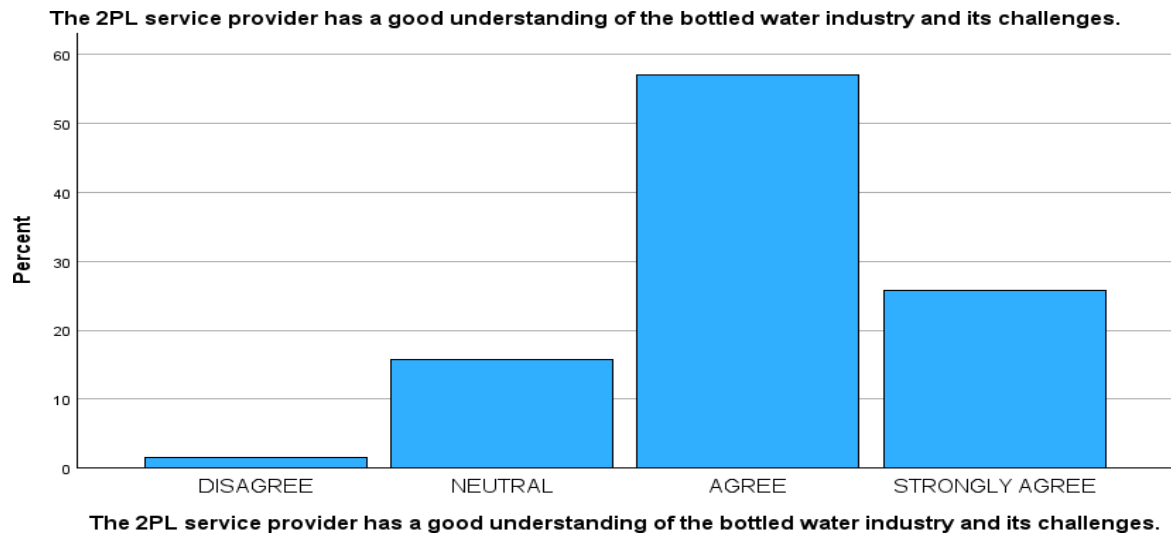


Table Name: Respondents based on 2PL Service provider is competent and knowledgeable in their field

S.no	Factors	No. of respondent	Percentage
1	Neutral	20	14
2	Agree	100	71
4	Strongly agree	20	14
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.52, it is inferred that 14% of the respondents are neutral, 71% of the respondents are agree and 14% of the respondents are strongly agree.

INFERENCE

Majority 71% of the respondents are agree with the 2PL Service provider is competent and knowledge in their field.

Chart No: 4.1.52

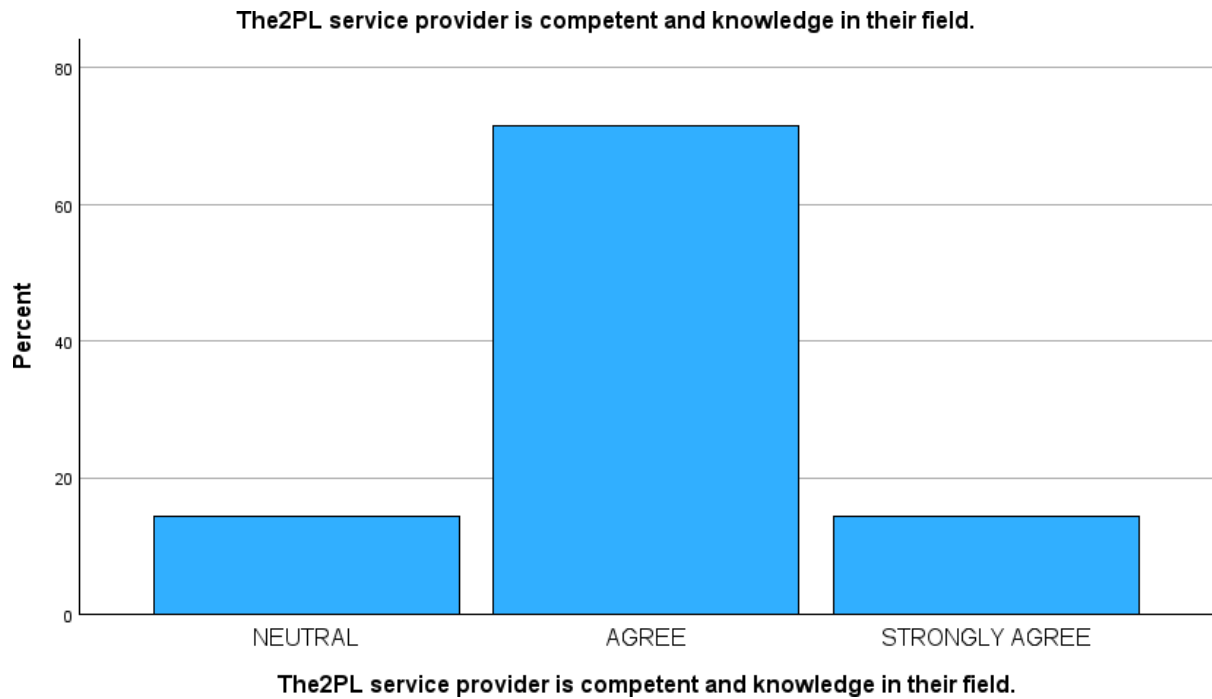


Table Name: Respondents based on the bottled water industry staff consistently gives personal attention and remembers personal details of the customer

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	10	7
3	Agree	88	63
4	Strongly agree	38	27
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.53, it is inferred that 3% of the respondents are disagree, 7% of the respondents are neutral, 63% of the respondents are agree and 27% of the respondents are strongly agree.

INFERENCE

Majority 63% of the respondents are agree with the staff consistently gives personal attention and remembers personal details of the customer.

Chart No: 4.1.53

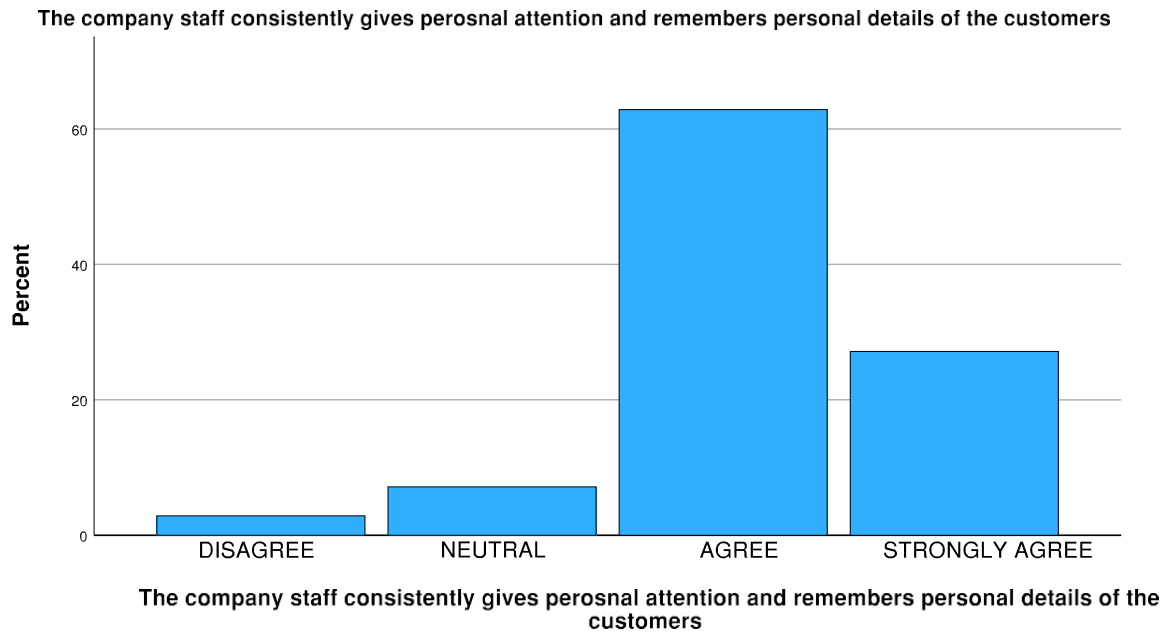


Table Name: Respondents based on the bottled water industry enhance customer satisfaction and maintain long - term relationship

S.no	Factors	No. of respondent	Percentage
1	Neutral	10	7
2	Agree	109	78
3	Strongly agree	21	15
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.54, it is inferred that 7% of the respondents are neutral, 78% of the respondents are agree and 15% of the respondents are strongly agree.

INFERENCE

Majority 78% of the respondents are agree with the bottled water industry enhance customer satisfaction and maintain long - term relationship

Chart No: 4.1.54

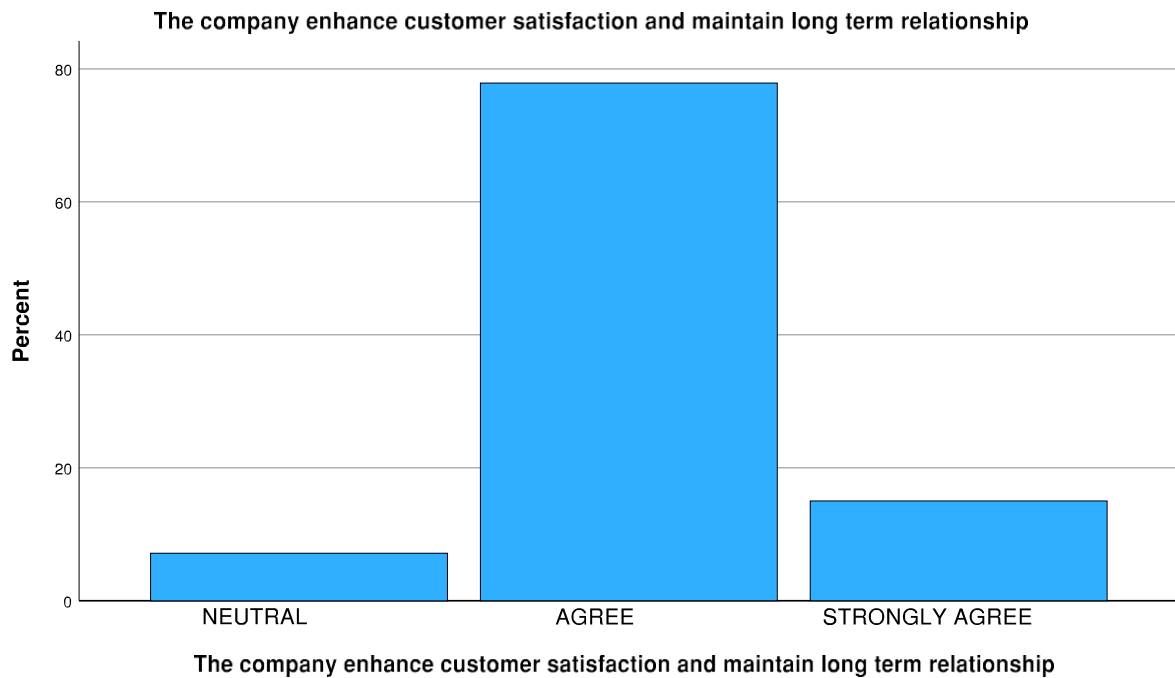


Table Name: Respondents based on the staff understand the customer's specific needs and difficulties

S.no	Factors	No. of respondent	Percentage
1	Disagree	4	3
2	Neutral	17	12
3	Agree	88	63
4	Strongly agree	31	22
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.55, it is inferred that 3% of the respondents are disagree, 12% of the respondents are neutral, 63% of the respondents are agree and 22% of the respondents are strongly agree.

INFERENCE

Majority 63% of the respondents are agree with the staff understand the customer's specific needs and difficulties.

Chart No: 4.1.55

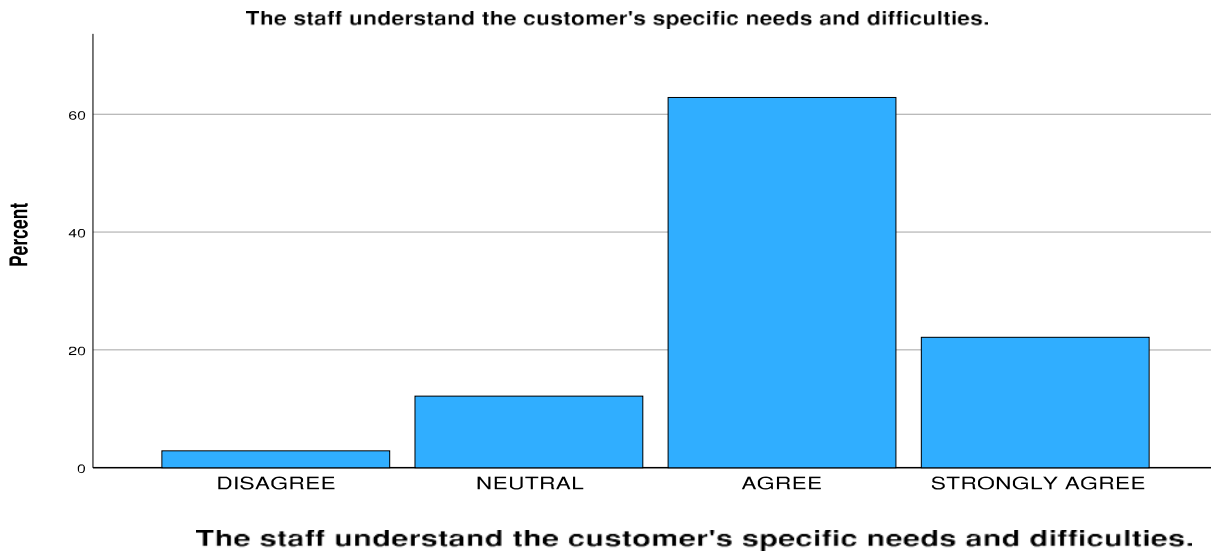


Table Name: Respondents based on the company has a convenient opening time for customers

S.no	Factors	No. of respondent	Percentage
1	Neutral	9	6
2	Agree	58	41
3	Strongly agree	73	52
	Total	140	100

Source: Primary data

INTERPRETATION

From the tables 4.1.56, it is inferred that 6% of the respondents are neutral, 41% of the respondents are agree and 52% of the respondents are strongly agree.

INFERENCE

Majority 52% of the respondents are strongly agree with the company has a convenient opening time for customers

Chart No: 4.1.56

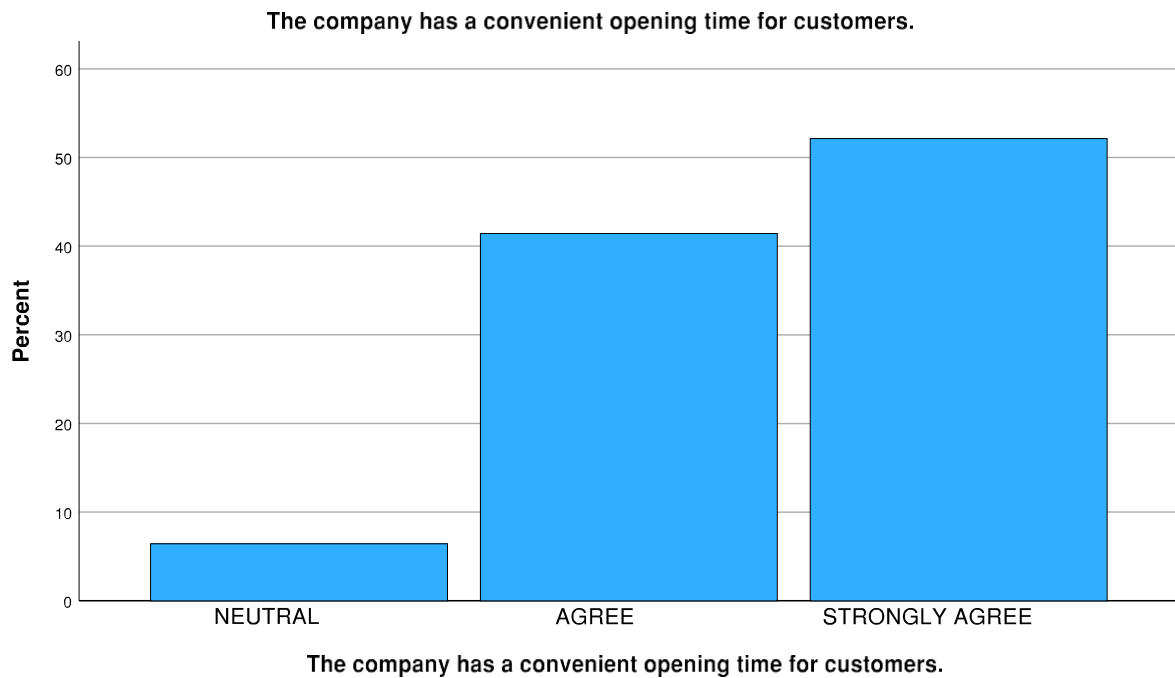


Table Name: Respondents based on the company's drivers park in appropriate areas and do not disturb the local society

S.no	Factors	No. of respondent	Percentage
1	Disagree	9	6
2	Neutral	16	11
3	Agree	84	60
4	Strongly agree	31	22
	Total	140	100

Source: Primary data

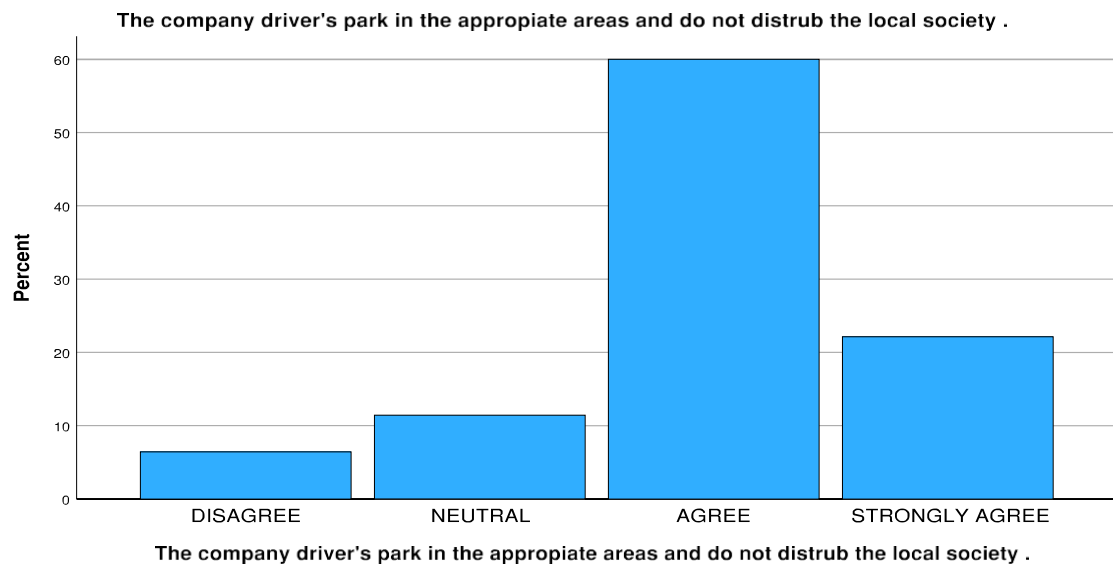
INTERPRETATION

From the tables 4.1.57, it is inferred that that 6% of the respondents are disagree, 11% of the respondents are neutral, 60% of the respondents are agree and 22% of the respondents are strongly agree.

INFERENCE

Majority 60% of the respondents are agree with the company's drivers park in appropriate areas and do not disturb the local society.

Chart No: 4.1.57



FINDINGS

- Majority 61% of the respondents are female.
- Majority 46% of the respondents are from the 26-35 age people.
- Majority 41 % of the respondents are from the Under Graduate.
- Majority 44 % of the respondents are using bottled water services.
- Majority 49% of the respondents are few times a week purchasing the bottled water
- Majority 50% of the respondents are convenience to choosing bottled water.
- Majority 44% of the respondents are 200-300 spending money in bottled water per month.
- Majority 71% of the respondents are not at all likely to reusable the bottled water.
- Majority 36% of the respondents are somewhat satisfied with the price of the bottled water.
- Majority 57% of the respondents are facing leaking or damaged packing issues in bottled water.
- Majority 36% of the respondents are somewhat likely to recommending brand of bottled water to a friend or colleague.
- Majority 57% of the respondents are extremely satisfied with the overall satisfaction of the bottled water.
- Majority 51 % of the respondents are strongly agree with the company has enough modern facilities and equipment to ensure customer's service.
- Majority 49% of the respondents are strongly agree with the driver's uniform is clean and neat.
- Majority 59% of the respondents are agree with the company uses appropriate vehicle for water transportation.
- Majority 60% of the respondents are strongly agree with the company has appropriate and effective equipment for protecting water and avoiding damage during transportation.
- Majority 52% of the respondents are agree with the company vehicles both inside the container and outside are clean and sanitary.
- Majority 51% of the respondents are neutral with the company employs information technology and a communication system to facilitate the ordering process.
- Majority 57% of the respondents are agree with that it reach the destination correctly.
- Majority 44% of the respondents are strongly agree with that bottled water are handled in proper way.
- Majority 64% of the respondents are agree with the staff are well dressed and appear neat.
- Majority 60% of the respondents are agree with that service provider meeting the customer need on time.

- Majority 44% of the respondents are strongly agree with that maintain visual packing and labels in the bottled water.
- Majority 49% of the respondents are agree with that 2PL service provider provides accurate and timely information regarding the delivery.
- Majority 43% of the respondents are strongly agree with the 2PL Service provider has sufficient resources to handle the volume of delivery.
- Majority 49% of the respondents are agree with that staffs are always willing to help customer's needs.
- Majority 59% of the respondents are strongly agree with the company transportation is fast after receiving the order.
- Majority 61% of the respondents are agree with the company can fastly respond to any unexpected or urgent order.
- Majority 64% of the respondents are agree with the company is flexible about payment methods.
- Majority 61% of the respondents are agree with the staffs are good at solving emergency problem and situation.
- Majority 62% of the respondents are agree with the staffs are available to respond to customer request and never.
- Majority 75% of the respondents are agree with the service provider is easy to get in touch with when I need bottled water.
- Majority 61% of the respondents are agree with the company staff always provider's services on -time and in the expected manner.
- Majority 61% of the respondents are neutral with the company staffs deliver the water accompanied by an invoice.
- Majority 57% of the respondents are agree with the company staffs accurately issues a receipt and a purchase order document.
- Majority 61% of the respondents are agree with the company staffs inform customers of the exact time a service will be performed.
- Majority 51% of the respondents are agree with the company staff can maintain the service quality performance .
- Majority 56% of the respondents are agree with the company can deliver the water without flaws or damage.
- Majority 66% of the respondents are agree with the company staffs always calls to confirm the placed order.
- Majority 75% of the respondents are agree with the service provider deliver the bottled water on time.
- Majority 39% of the respondents are neutral with that 2PL service provider experience order error.
- Majority 46% of the respondents are agree with the 2PL provider's service meet customer expectation.
- Majority 52% of the respondents are agree with the company staff makes customers to feel secure and confident when using the service.
- Majority 62% of the respondents are agree with the staff and drivers have proper manner when providing services and communicating with customers.
- Majority 66% of the respondents are agree with the company has a convenient procedure for returning bottled water.
- Majority 44% of the respondents are agree with the staff and drivers are competent and have expertise in their duties. They can always answer the customer's queries.
- Majority 91% of the respondents are strongly agree with the company has reasonable sales conditions.
- Majority 49% of the respondents are strongly agree with the company has an option in case bottled water are damaged during transport.
- Majority 71% of the respondents are strongly agree with the 2PL service provider is adaptable for the changes in the delivering the water.
- Majority 61% of the respondents are agree with the 2PL service provider has high quality standards for handling and transporting the bottled water.
- Majority 57% of the respondents are agree with the 2PL service provider has a good understanding of the bottled water industry and its challenges.
- Majority 71% of the respondents are agree with the 2PL Service provider is competent and knowledge in their field.
- Majority 63% of the respondents are agree with the staff consistently gives personal attention and remembers personal details of the customer.
- Majority 78% of the respondents are agree with the bottled water industry enhance customer satisfaction and maintain long - term relationship.
- Majority 63% of the respondents are agree with the staff understand the customer's specific needs and difficulties.
- Majority 52% of the respondents are strongly agree with the company has a convenient opening time for customers.
- Majority 60% of the respondents are agree with the company's drivers park in appropriate areas and do not disturb the local society.

CONCLUSION

The customer service provided by the bottled water plays a significant role in measuring service quality. A responsive and efficient customer support system should be in place to address inquires, complaints and resolve any issues promptly. Customer feedback and satisfaction surveys can provide valuable insights into the quality of the bottled water service in Kallakurichi. By collecting and analysing customer feedback, providers can identify areas for improvement and make necessary adjustments to enhance service quality.