# A STUDY ON CONSUMERS ATTITUDE TOWARDS PACKAGED DRINKING WATER IN COIMBATORE

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**ABSTRACT :**

This study aims to understand the attitudes and preferences of consumers in Coimbatore towards packaged drinking water. The need for safe and clean drinking water has increased quickly due to shifting lifestyles and growing health consciousness. The study looks at how frequently people buy packaged water, what they look for when making a purchase (such as brand, price, and quality), and how much they know about the product's environmental impact and safety. Consumer preferences for packaging materials and their opinions on whether packaged water is a luxury or a necessity are also examined in the study. A standardized questionnaire was used to gather data, which was then examined to learn more about the attitudes and behaviours of Coimbatore consumers. The results aid in the comprehension of contemporary patterns and can help companies enhance their goods and services.

**Keywords:** Packaged drinking water, Consumers' attitude, Package, Consumer Behaviour.

## INTRODUCTION

People are growing more concerned about their health and the quality of the water they drink in the modern world. Many people choose bottled drinking water because it is more convenient and safer, especially in light of rising pollution levels and worries about the safety of the water supply. People increasingly use packaged drinking water in their homes, workplaces, schools, and public areas on a regular basis, particularly in cities like Coimbatore.

The purpose of this study is to ascertain the opinions of Coimbatore residents on packaged drinking water. It examines their purchasing patterns, inclinations, and knowledge of various brands, costs, and standards. The study also investigates the variables that affect their decisions, including availability, flavour, packaging, and health concerns. By analyzing these aspects, we can get a clearer picture of consumer behavior in this growing market.

The findings of this study will help companies, marketers, and policymakers to better understand the needs and expectations of consumers. It also aims to raise awareness about issues like environmental impact, eco-friendly packaging, and the importance of checking product labels. Overall, this study highlights the importance of safe drinking water and how people are adapting to modern solutions to meet this basic need.

## REVIEW OF LITERATURE

1. **S.Karuppasamy and V.Govindaraj (2024)** this study examines about packaged drinking water analysis of consumer's needs, awareness, satisfaction and loyalty of krishnagiri district. The main objective is to examine consumer behaviour and preferences regarding packaged drinking water. The study used primary data. Age does not have a significant effect on consumers' attitudes towards packaged drinking water. Consumer behaviour changes all the time. Affects brand selection. The study concluded that educated consumers are more aware of the purity, safety and quality of packaged drinking water than uneducated rural consumers.

2. **Dr.N.Indira (2022)** the study examines consumers brand preference of packaged drinking water in kanniyakumari district. The main objective of the study is to analyses consumer behaviour and preferences towards packaged drinking water. To identify the key factors that influence their purchasing decisions. The study used primary data. 140 respondents were collected through interviews. The main constraint is that the world is facing a water management crisis. This leads to a shortage of clean drinking water. And

3. the growing market for packaged drinking water Studies shows that gender Age (but not age) influences brand preferences for packaged water. Most respondents liked Aquafina because of its quality. To improve the industry must prioritize quality and raise consumer awareness.

4. **Heenal Bhandari**, **Ms Nimisha Jariwala (2022)** the study examines about consumers buying behaviour towards packaged water bottles. The main objective is to identity the factors influencing consumer purchasing decisions for bottled water and to know the consumers satisfaction towards packaged water bottle. The primary data is used in this study.100 respondent were collected through structured

questionnaire in the primary data. This study examine consumer buying behaviour towards packaged water bottles. The study conclude they are satisfied with packaged water bottles.

5. **Dr.S.Murugan and Dr.G.Venkatesan (2020)** the study examines the consumer's attitude towards packaged drinking water a study with reference to Vellore city. The primary objective is to evaluate the consumer's attitude towards packaged drinking water a study with reference to Vellore city. Both the primary and secondary data were used for this study.150 respondents were collected by using questionnaire. Consumers buy bottled water for safety, convenience and style. The study conclude that people concern about safety and hygiene fuel Indians growing demand for packaged drinking water.to capitalize on this trend, understanding consumer behaviour is important.

6. **DR.Shriram S. Dawkhar (2020)** this study examines the consumer behaviour & brand preference of packaged drinking water with respect to Pune city. The main objective is to identity and analyse the various brands of packaged drinking water, market trends and to conduct a comprehensive competitive analysis of packaged drinking water. The primary data is collected through a structured questionnaire and 100 respondents were collected in the study area. The finding of the study reveals that brand name and promotional activities are key differentiators in the market. Over customer prioritize product availability over brand loyalty. This study conclude that the Indian bottled water industry is growing due to demand for clean water. Companies can grow by focusing on rural areas and understanding customers.

## STATEMENT OF THE PROBLEM

The market for packaged drinking water has grown quickly due to convenience and assurances of quality. Customers have a plenty of options due to the large number of both domestic and foreign brands accessible. On the other hand, domestic brands are threatened by the flood of foreign brands. The purpose of this study is to examine customer attitudes, perceptions, and behaviours around bottled drinking water, as well as the ways in which brand influences consumer choices and the consequences for domestic companies.

## OBJECTIVES OF THE STUDY

- To examine the consumer awareness of packaged drinking water.
- To examine the consumers attitude of buying the packaged drinking water.
- To identity factors influencing consumer preference for packaged drinking.

## LIMITATIONS OF THE STUDY

The research is limited to consumers in Coimbatore, so the results may not reflect the attitudes of people in other cities or rural areas. The data was collected through a questionnaire, which depends on the honesty and understanding of the respondents. Some people may have given answers without much thought or skipped important details. Due to time and resource constraints, only a limited number of respondents were included, which might affect the overall accuracy of the findings.

## RESEARCH METHODOLOGY

### SAMPLING DESIGN

The sample was collected among the people on a convenient sampling method.

### SAMPLING SIZE

Data was collected from 120 respondents from people

## DATA COLLECTION

### PRIMARY DATA

The data collected for this study was based on primary data which was collected by framing the structured questionnaire given to the people.

### SECONDARY DATA

The secondary data was collected from various journals, books, website.

### TOOLS FOR THE STUDY

- Likert scale Analysis
- Simple percentage Analysis

## LIKERT SCALE ANALYSIS

### TABLE 1

### TABLE SHOWS THE CHECKING OF DATE OF MANUFACTURING BEFORE PURCHASING

| S.NO | LEVEL OF SATISFACTION | NO. OF RESPONDENTS | LIKERT SCALE (X) | TOTAL SCORE (FX) |
|------|------------------------|---------------------|-------------------|-------------------|
| 1 | Yes | 28 | 1 | 28 |
| 2 | Always | 32 | 2 | 64 |
| 3 | Sometimes | 44 | 3 | 132 |
| 4 | No | 13 | 4 | 52 |
| 5 | Never | 3 | 5 | 15 |
| | TOTAL | 120 | | 291 |

(**SOURCE**: PRIMARY DATA)

**INFERENCE**

The Likert value is 2.42, which is slightly above the midpoint value of 3. This suggests that consumers are always aware with checking of date of manufacturing before purchasing.

*SIMPLE PERCENTAGE ANALYSIS*

### TABLE 2

### TABLE SHOWING THE FACTORS INFLUENCING TO PURCHASE PACKAGED DRINKING WATER

| S.NO | FACTORS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|------|---------|---------------------|-----------------|
| 1 | Price | 16 | 13.3 |
| 2 | Quality | 43 | 35.8 |
| 3 | Convenience | 51 | 42.5 |
| 4 | Taste | 10 | 8.3 |
| | TOTAL | 120 | 100 |

(SOURCE: PRIMARY DATA)

**INTERPRETATION:**

The data shows that 13.3% of respondents considers price, 35.8% of respondents considers quality, 42.5% of respondents considers convenience, and 8.3% of respondents considers taste.

**INFERENCE:**

The majority of respondents **(42.5%)** actively considers the convenience for the factor that influence packaged drinking water.

## FINDINGS

- Majority (56.7%) of respondents are aged 18-25 years.
- Majority (54.2%) of respondents are female.
- Majority (64.2%) of respondents are unmarried.
- Majority (53.3%) of respondents have four family members.
- Majority (51.7%) of respondents live in rural areas.
- Majority (42.5%) of respondents are students.
- Majority (24.2%) reported no income.
- Majority (31.7%) purchase rarely.
- Majority (44.2%) prefer 1-liter bottles.
- Majority (53.3%) consume packaged drinking water while traveling.
- Majority (53.3%) consider packaged drinking water a necessity.
- Majority (50%) prefer glass bottles.

- Majority (50%) prefer eco-friendly packaging.
- Majority (42.5%) consider convenience as the most important factor.
- The Likert value is 2.07, which is slightly below the midpoint value of 3. This suggests that consumers are always aware with checking the quantity before purchasing.
- The Likert value is 2.42, which is slightly above the midpoint value of 3. This suggests that consumers are always aware with checking of date of manufacturing before purchasing.
- The Likert value is 2.42, which is slightly above the midpoint value of 3. This suggests that consumers are always aware with checking of date of manufacturing before purchasing.
- The Likert value is 2.47, which is slightly below the midpoint value of 3. This suggests that consumers are always aware with checking of date of expiry before purchasing.
- The Likert value is 2.84, which is slightly below the midpoint value of 3. This suggests that consumers are sometimes aware with the checking of brand name before purchasing.
- The Likert value is 2.59, which is slightly below the midpoint value of 3. This suggests that consumers are sometimes aware with the source of packaged drinking water.
- The Likert value is 1.93, which is below the midpoint value of 3. This suggests that consumers are always aware with the health benefits in packaged drinking water.
- The Likert value is 2.11, which is slightly below the midpoint value of 3. This suggests that consumers are always aware of environmental impact in packaged drinking water.
- The Likert value is 2.70, which is slightly below the midpoint value of 3. This suggests that consumers are sometimes aware of faced issues in packaged drinking water.
- The Likert value is 2.80, which is slightly below the midpoint value of 3. This suggests that consumers are sometimes aware of certifications in packaged drinking water.

## SUGGESTION

- Encourage the use of glass and aluminium instead of plastic to reduce environmental impact and attract environmentally conscious consumers.
- Conduct awareness campaigns about the importance of checking expiry dates, manufacturing details, and certifications to ensure the safety and quality of packaged drinking water.
- Strengthen order tracking systems, offer flexible delivery time slots, and enhance customer support to improve overall consumer satisfaction.
- Introduce discounts, bulk purchase options, and loyalty programs to make packaged drinking water more affordable and appealing to a wider consumer base.

## CONCLUSION

The study on consumer behaviour towards packaged drinking water highlights significant insights into purchasing patterns, preferences, and awareness levels. The preference for eco-friendly packaging, particularly glass over plastic, reflects growing environmental consciousness. However, more initiatives are needed to promote sustainable alternatives and reduce plastic waste. Home delivery services for packaged drinking water are becoming increasingly popular, yet improvements in order tracking, pricing, and customer support are necessary to enhance user satisfaction. Competitive pricing strategies, including discounts and bulk purchase options, can further encourage consumer adoption. Overall, the study concludes that the packaged drinking water industry must focus on sustainability, affordability, and enhanced customer experience. By prioritizing consumer education, eco-friendly packaging, and service quality, companies can align their offerings with evolving consumer expectations, ensuring long-term growth and customer trust.