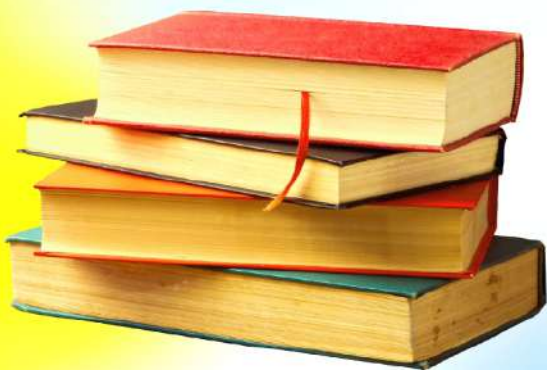


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**CONSUMERS' ATTITUDE TOWARDS PACKAGED DRINKING WATER – A STUDY
WITH REFERENCE TO VELLORE CITY**

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ABSTRACT

High awareness for safety and hygiene increases the sales of packaged drinking water in India. With an increase in the number of water borne diseases, consumers are concerned about safety and do not mind spending on packaged drinking water. In fact packaged drinking water has become a necessity while travelling. The packaged water industry has literally created its own water culture. Just like any other consumer product, packaged drinking water requires thorough research regarding consumers' buying attitude to guide present and future marketing activities. This is especially so, given the circumstances that the packaged drinking water market is considered as one of the fastest growing markets in the beverage category. In brief, both the global and local packaged drinking water market is becoming an essential part of the beverage market. This remarkable increase raises several questions and is therefore one of the drivers of this research. The present study aims to analyze the socioeconomic status, usage profile, satisfaction on packaged drinking water, attitude of buying the packaged drinking water and the impact of satisfaction with the packaged drinking water on the attitude of buying the packaged drinking water. The results of the study would serve as a powerhouse for the development of marketing for the industries, companies and the wholesalers of packaged drinking water.

Key Words: Consumers' Attitude, Packaged Drinking Water

INTRODUCTION

Consumers' attitudes are a composite of consumer beliefs, feelings and behavioral intentions toward some object within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. A consumer may hold both positive beliefs toward the object as well as negative beliefs. In addition, some beliefs may be neutral, and some may differ in valance depending on the person or the situation. It is clear that the beliefs that consumers hold need not be accurate, and some beliefs may upon closer examination be contradictory. Since a consumer holds many beliefs, it may often be difficult to get down to a bottom line of the overall belief about whether Packaged Drinking Water is good or bad.

Water is a prime natural resource, a precious national asset, a basic human need and the elixir of human, faunal and floral life. Experts have ranked water as second only to oxygen as essential. For life apart from aiding in digestion and absorption of food, water regulates body temperature and blood circulation, carries nutrient and oxygen to cells and removes toxins and other wastes. Water also cushions joints and protects tissues and organs including spinal cord from shock to damage. In short, one can live without food for many days but one can only survive for a few days without water. The availability of water however continues to remain the same. In fact, due to failure of monsoon and continued consumption for domestic and industrial purposes, the ground water table had been depleted in several parts of the country. This natural resource is becoming scarce in many places and its availability is a major social and economic concern.

Competition is rife, in today's complex world, the aspect of considering the food as the prime concept has been eliminated in the fastest world, every person who lives in the fast growing complex world would like to consume food not by large but by mean. Hence the aspect of considering the leverage of mixing food items in to digestive component is determined by intake of drinking water. No matter where the water is procured viz., ground water, rain water,

distilled water, purified water and by any other mean. It is recapitalized that the vitality of water is the need of any aspect of digestive function. Hence the intake of water has accumulated his necessity in the consumption of normal man. The failure of monsoon, non-availability of pure water has necessitated inventing packaged drinking water. Now the order of the day is to consume packaged drinking water which includes the aspects, quality, worth, affordable price and easy carrying. Today business world had accorded in large consumption of packaged drinking water as it eliminates diseases like dengue, cold, fever, metropolis attacks, dysentery and other viral infections. So, the manufacturers step in to the process of inventing packaged drinking water which is of sterilized, ultra violet treated, concrete absorption and cleaning of virus in nature.

India's huge and growing population is putting a severe strain on all the country's natural resources. Most water sources are contaminated by sewage and agricultural runoff. India has made progress in the supply of safe water to its people but still gross disparity exists in coverage across the country. Water is a priceless gift of nature. Without water, there is no life on earth. Water is the commonest liquid. But it is also the most wonderful and most useful liquid. It is the basis of all life. No one can deny that water is a friend to human race but it also acts as a foe by way of harboring disease producing micro-organisms and containing some substances that may lead to ill health. The introduction of packaged drinking water for human consumption at recent times is a boon to mankind and more conveniences are realized. Whenever a common man purchases packaged water, he thinks that the quality is assured and it is safe. Such assurance should be given to consumer by each and every manufacturer of packaged mineral water and packaged drinking water. Keeping in view the utmost importance of quality, Bureau of Indian standards has, promulgated standards for packaged drinking water intended for human consumption!

Water is a chemical compound consisting of two hydrogen atoms and one oxygen. The name of water typically refers to the liquid state of the compound. The containers in which water is packed shall be hygienic, completely clean and shall not cause any undesirable change in taste, odour or colour or quality of the water. It shall be packed in hermetically sealed containers of

food grade materials to prevent contamination of bottled water. Filling and sealing operations of containers shall be done in an aseptic atmosphere so as to prevent any contamination.

1.2 TYPES OF BOTTLED WATER

The origin and processing of different types of bottled water actually make them quite different in content and taste. In fact, the U.S. Food and Drug Administration (FDA) - the federal agency that regulates all types of bottled water-has established guidelines called standards of identity that classify bottled water into several different water types.

1.2.1 Spring Water

The ever-popular "spring water" is defined as spring water derived from an underground formation from which water flows naturally to the surface of the earth. To qualify as spring water, it must be collected only at the spring or through a borehole tapping the underground formation feeding the spring. If the collection process uses some type of an external force, the water must be from the same stratum as the spring and must retain the quality and all of the same physical properties of water that flows naturally from a spring to the surface.

1.2.2 Drinking Water

Drinking water is sold for human consumption in sanitary containers and contains no added sweeteners or chemical additives (other than flavours, extracts or essences). It must be calorie-free and sugar-free. Flavours, extracts or essences may be added to drinking water comprising less than one-percent-by-weight of the final product or the product will be considered a soft drink. Drinking water may be sodium free or contain very low amounts of sodium.

1.2.3 Purified Water

This is a type of purified water that has been treated with processes such as distillation, deionization or reverse osmosis. Basically, this just means that the bacteria and dissolved solids have been removed from the water by some process, making it "purified." This type of bottled water is usually labelled as purified drinking water but can also be labelled for the specific

process used to produce it, for example, reverse osmosis drinking water or distilled drinking water. Many bottled water brands are actually purified drinking water.

1.2.4 Mineral Water

Mineral water is the water that contains minerals. The minerals can be added artificially or it can naturally be in the water. It is believed that water is taken from a starting place (source) like lake, rivers, or wells, which are the only places where the rich minerals are available. Even water from other places is treated with minerals by artificially adding the nutrients in it. Mineral water is a good source of nutrients and it provides extra benefits during consumption. It does not give off any problems. It becomes expensive as the water undergoes many processes before it is bottled.

1.2.5 Sparkling Bottled Water

This type of water contains the same amount of carbon dioxide that it had when it emerged from its source. Sparkling bottled waters may be labeled as sparkling drinking water, sparkling mineral water, sparkling spring water, *etc.*

1.2.6 Artesian Water/Artesian Well Water

Artesian water comes from a well that taps a confined aquifer-a water-bearing underground layer of rock or sand-in which the water level is above the top of the aquifer.

1.2.7 Well Water

This one is pretty easy. Well water is exactly what it sounds like- water from a hole made in the ground that taps the water source.

1.2.8 Municipal / Tap Water

It's the type of water piped right into homes. While tap water is not regulated by the FDA, it must meet the strict standards of the Environmental Protection Agency (EPA). Municipal tap water is generally of excellent quality, however, many people prefer the taste and enjoy the

convenience of bottled water, which, in most cases, undergoes additional processing and often retains the pleasant characteristics of its natural source

1.2.9 Ground Water

Waters such as spring water, artesian water and well water originating from subsurface aquifers is called Ground water. Ground waters may be classified broadly as protected or unprotected water. Protected ground waters are not directly influenced by surface water or the surface environment.

1.2.10 Surface Water

Water open to the atmosphere such as streams, rivers, lakes, ponds and reservoirs.

1.2.11 Natural Water: "Natural Water" means bottled spring, mineral, artesian or well water which is derived from an underground formation and is not derived from a municipal system or public water supply.

1.3 PACKAGED DRINKING WATER

Packaging drinking water (PDW) means water derived from surface water or underground water or sea water which is subjected to here in under specified treatments, namely decantation, filtration, combination of filtration, aerations, filtration with membrane filter depth filter, cartridge filter, activated carbon filtration, demineralization, remineralization, reverse osmosis and packed after disinfecting the water to a level that shall not lead to any harmful contamination in the drinking water by means of chemical agent or physical methods to reduce the number of micro-organisms to a level beyond scientifically accepted level for food safety or its suitability. Sea water before being subjected to the above treatments, shall be subjected to desalination and related processes. In case of remineralization is part of the treatment process; the ingredients used shall be food grade quality and conform to the requirements of the Prevention of Food Adulteration act, 1954 and rules.

1.4 STATEMENT OF THE PROBLEM

It is worth quoting here, The Rhyme of The Ancient Mariner, the old man says, “Water, water everywhere, but not a drop to drink” is perhaps a fitting description of the attitude of many consumers living in urban areas today who are increasingly looking towards bottled water as a means of meeting some or all of their daily requirements. As fresh water supplies are further stretched to meet the demands of many industries, agriculture and an ever-expanding population, the shortage of safe and accessible drinking-water will become a major challenge in many parts of the world. While bottled water is widely available in both developed and developing countries, it may represent a significant cost to the consumer. Consumers may have various reasons for purchasing packaged drinking-water, such as taste, convenience or fashion, but for many consumers, safety and potential health benefits are important considerations.

Clean drinking water is a basic need for people worldwide. Clean water availability is a major issue in developing countries. In the Asia and Pacific region, 700 million people are living without proper water supply system and this problem gets grave in rural areas. The drinking water source in rural areas of developing world is usually ground water and people use hand pump or turbine to draw ground water. However there can be more problems related to poor water quality. Aesthetic problem includes unpleasant taste or odour, precipitation of dissolved minerals and calcification of taps and kitchen utensils. Perception of water quality plays an important role in determining the preventive measures against different water borne diseases. The perception risk and satisfaction of quality of drinking water are closely related. The perception of risk regarding drinking water is defined as subjective judgment of individual aesthetically and non-aesthetically.

Research and studies regarding consumers’ attitude of buying are usually a common approach in post-war marketing contexts in order to acquire an insight and knowledge to guide marketing activities regarding the buying attitude of individuals. It is complicated, but understanding buyer attitude is central to marketing management. Just as marketing ends with consumption, marketing management must begin with understanding the consumers’.

This raised several questions which mainly focus on satisfaction on various factors of packaged drinking water and impact of satisfaction on attitude of buying the packaged drinking water. Consequent to this, “Consumers’ Attitude towards Packaged Drinking Water in Vellore City” is taken up by the researcher. The present study aims to analyze the socioeconomic status, usage profile, satisfaction on packaged drinking water, attitude of buying the packaged drinking water and the impact of satisfaction with the packaged drinking water on the attitude of buying the packaged drinking water. The results of the study would serve as a powerhouse for the development of marketing for the industries, companies and the wholesalers of packaged drinking water.

1.5 OBJECTIVES OF THE STUDY

The primary objective of the study was to evaluate the consumers’ attitude towards packaged drinking water in Vellore City. The following secondary objectives were also formulated to contribute to meet the main objective:

1. To find out the socioeconomic status and usage profile of the respondents
2. To analyze the satisfaction of the respondents on the packaged drinking water
3. To examine the attitude of buying the packaged drinking water of the respondents

1.6 SCOPE OF THE STUDY

The present study attempts to examine the socioeconomic status and usage profile of packaged drinking water of the respondents to understand the life span of the population in the study area. It examines the satisfaction of the respondents towards packaged drinking water in the study area based on their selected socioeconomic status. Further, it examines the attitude of buying the packaged drinking water among the respondents based on their selected socioeconomic status and also it analysis the association between their attitude of buying the packaged drinking water and their selected socioeconomic status. It also examines how far the satisfaction of the respondents towards packaged drinking water has impacted on their attitude of

buying it. The present study is from the stand point of the consumer attitude towards packaged drinking water among the people in the study area.

1.7 HYPOTHESES

H₀ : There is no significant difference between males and females in the Satisfaction with Quality, Satisfaction with Brand, Satisfaction with Price and Satisfaction with Availability towards packaged drinking water.

H₀ : There is no significant difference between the age group in the Satisfaction with Quality, Satisfaction with Brand, Satisfaction with Price and Satisfaction with Availability towards packaged drinking water.

H₀ : There is no significant difference between the levels of education in the Satisfaction with Quality, Satisfaction with Brand, Satisfaction with Price and Satisfaction with Availability towards packaged drinking water.

H₀ : There is no significant difference between the occupations in the Satisfaction with Quality, Satisfaction with Brand, Satisfaction with Price and Satisfaction with Availability towards packaged drinking water.

1.8 RESEARCH METHODOLOGY

The research methodology has to be robust in order to minimize errors in data collection and analysis. It explains the research objectives and a suitable methodology to achieve those objectives. Owing to this, various methods, procedures, and techniques were chosen for data collection. The methodology adopted in the present study includes the research design, the population and sampling, the data collection, data analysis strategy and ethical considerations.

1.8.1 Research Design

A research design is a plan which outlines how information is to be gathered for an assessment. It includes identifying the data gathering method (s), the instruments to be used/

created, how the instruments should be administered, and how the information should be organized and analysed.

The study uses a mixed approach of two research strategies; exploratory and descriptive research. Each of these strategies plays a distinct but complementary role in order to get an answer to the research problems. Exploratory research is conducted into an issue or problem where there are few or no earlier studies to refer to. The focus is on gaining insights and familiarity for later investigation. Descriptive research describes phenomena as they exist. As regards data quantitative and qualitative statistics are applied. It is used to identify and obtain information on a particular problem or issue.

Firstly, exploratory research was carried out to gain insights and background information about the phenomenon of packaged drinking water, both globally and locally. By doing this, little academic research and literature was discovered. This helped to identify various variables of consumers' satisfaction and attitude of buying towards packaged drinking water.

Thereafter, descriptive research was used to test and to answer the research hypotheses. This was carried out by a survey design and therefore consists of designing and administering the questionnaire, constructing the sampling strategy and analysing the results.

The survey design is being considered as the most appropriate technique for descriptive research since the aim is to obtain primary data. Questionnaires (primary data) enable the researcher to identify and describe the opinion of the respondents more easily. Moreover, it is simple to administrate, provide relatively reliable data and is time limited. Because of the fact that every respondent was asked to answer the same set of structured and predetermined questions, coding, data treatment and interpretation was relatively easy.

1.8.2 Population and Sampling

Another crucial step in conducting the survey is to determine which subject shall be surveyed to obtain the appropriate information for the research objectives. A sample comprises the individuals selected from a larger group referred to as a population. The researcher was in

search of people who were using the packaged drinking water in Vellore City. The study population consisted of all people who were using packaged drinking water in Vellore City. The most appropriate sampling method for this study is convenience sampling, a form of non-probability sampling. A convenient sample consists of subjects included in the study because they happen to be in the right place at the right time. A convenient sample of **150** subjects was selected from the population in the study area. Available subjects were entered into the study until a sample size of **150** was reached.

1.8.3 Data Collection

The data collection instrument used in this study was a well-Structured questionnaire with sixty four questions. A questionnaire is a printed self-report form designed to elicit information that can be obtained through the written responses of the subjects. The questionnaires consisted of closed-ended questions because they are easier to administer and to analyze. The questionnaires were drafted in English. The questionnaire so drafted was circulated among few research scholars for a critical review with regard to wording, format and sequences. It was suitably drafted in the light of their comments.

1.8.4 Data Collection Procedure

Questionnaires were personally distributed by the researcher with the help of his students who were studying master degree in commerce to the respondents. The students were trained before they were involved in the data collection. The researcher and the team helped the informants and filled in the questionnaires for those who couldn't read and write English. The completed schedules were checked and the omissions and commissions were rectified on the spot. All the data were computerized; consistency checks were made to ensure that data has been correctly entered, and that the entries were logically valid. Thereafter, the data were used for the final analysis. Secondary data were collected from books, journals, newspapers, periodicals, reports, websites, and Ph.D. theses.

1.8.5 Data Analysis Strategy

After the data were collected they were organized and analysed. The data were prepared by cleaning, coding and entering them on the computer at the end of each day. For analysis of closed-ended questions, a computer programme called Statistical Package for Social Sciences (SPSS 21).

1.9 SIGNIFICANCE OF THE STUDY

The research on consumers' attitude towards packaged drinking water is providing new insights and wisdom to the consumers as well as to the companies and wholesalers of packaged drinking water. The ultimate goal of the research is to help to the companies and wholesalers to improve their business of packaged drinking water by providing the socio economic condition, satisfaction with packaged drinking water and attitude of buying of consumers. The findings of this study will be of significance in the following ways.

1. The findings of the study may add to the existing fund of knowledge about the consumers with regard to the socioeconomic conditions, satisfaction with packaged drinking water and attitudes of buying towards packaged drinking water.
2. It may provide guidelines which will help the companies and wholesalers of packaged drinking water for preparing the marketing strategies and advertisement technique to develop the marketing of their packaged drinking water among the consumers.
3. It may help the companies and wholesalers of packaged drinking water to identify the cluster area to increase their marketing.
4. It may help the companies and wholesalers of packaged drinking water to remove the stumbling block for improving their marketing.
5. It may provide enough knowledge to the companies and wholesalers of packaged drinking water for developing the quality, brand, price and availability, which can be used to enhance their marketing.
6. It may act as a self-appraisal instrument to the companies and wholesalers of packaged drinking water to know themselves of what they are and where they are.
7. It may produce the global exposure about the packaged drinking water.

8. It may sow seeds to the researcher who has an interest in the packaged drinking water and to the research unit of the companies of packaged drinking water for further research.

1.10 LIMITATIONS OF THE STUDY

The study takes into account only the consumers' attitude towards packaged drinking water in Vellore City. Therefore, the present study has certain limitations. They are,

1. The study was conducted only in Vellore City. Hence, the findings and conclusions of the study are applicable to this district only, and it may not hold good for other areas.
2. The result of the primary data duly depended upon the trustworthiness of the respondents.
3. The study was mainly based on convenience sampling method instead of census method. Hence, the findings of the study cannot be generalized.
4. Regarding the attitude of consumers, the attitude of buying the packaged drinking water was only measured in the study.
5. The primary data were collected through questionnaire method which is subjected to recall bias. However, sufficient care was taken at every stage to reduce the error through cross checks.

REVIEW OF LITERATURE

Footte, Marina Leigh (2011) in their study on, "Examining Reasons for Bottled Water Consumption: A Case Study in Pensacola, Florida", explain that over consumption in developed economies undoubtedly puts a large strain on the environment, and many would argue that the damage is irreversible. Current uses and rates of consumption of freshwater resources are also deemed to be unsustainable. A large contributor to the high demand for water is the shift in consumer preferences from tap to bottled water. The purpose of this thesis was to determine how consumers understand the differences between bottled and tap water, and how such understandings were linked to individual socioeconomic characteristics, properties of bottled water, knowledge of its environmental costs and advertising and marketing. This study shows that making people aware of the environmental and economic costs of bottled water is not

sufficient to regaining tap water trustworthiness. Instead, the habits of consumerism which make it convenient to purchase bottled water seem to be implicated in the popularity of bottled water.

Gustaf Olsson (2011) said that the water has always been mankind's most precious resource - there are no substitutes. The struggle to control water resources has shaped human political and economic history. Population growth and economic development are driving a steadily increasing demand for new clean water supplies and it is well documented that lack of access to clean water has major health implications. Many see the water security as the key environmental issue of the 21st century. The attitude towards water consumption may be the crucial ingredient. Furthermore, new approaches to financing, managing and maintaining systems must be developed.

Morton, L., and Mahler, R., (2011) have shown that gender and education affect environmental risk perceptions thus shaping choices regarding water consumption. This study also found that environmental perceptions were not reflected in decisions to consume or refrain from bottled water. The extent to which these findings are place-specific or can be generalized to the wider U.S. population can thus be empirically examined through this thesis. Drawing on these understandings, this thesis seeks to investigate how bottled water consumption is related to attitudes towards the environment and knowledge of environmental impacts.

Ayokunle, C. Dada, (2011) have shown that the standard industrialized world model for delivery of safe drinking water technology may not be affordable in much of the developing world, packaged water is suggested as a low cost, readily available alternative water provision that could help bridge the gap. Despite the established roles that this drinking water source plays in developing nations, its importance is however significantly underestimated and the source considered unimproved going by 'international standards'. Identifying packaged water case studies of some developing nations, the implication of a tenacious focus on imported policies, standards and regulatory approaches on drinking water access for residents of the developing world is also discussed.

Joanna Galvez, (2011) explained that each year there are millions of cases of diarrhea worldwide because of lack of access to safe water. This study explores the differences between LWW consumers and non-consumers in the Yucatan Peninsula. 300 household surveys were conducted in two urban and three rural communities throughout the Yucatan Peninsula. Further study is needed with a larger, randomized sample. Qualitative studies can explore more in depth the reasons Living Waters for the World consumers prefer to drink their water. The findings from this research can be used to scale up similar interventions, and set up small water enterprises that fit with the community consumption practices. New Living Waters for the World sites, particularly those outside the Yucatan Peninsula should conduct baseline research to determine community attitudes and practices before installing new systems.

Wright, (2012) reveals that in low and middle income countries, public perceptions of drinking water safety are relevant to promotion of household water treatment and to household choices over drinking water sources. However, most studies of this topic have been cross-sectional and not considered temporal variation in drinking water safety perceptions. The objective of this study is to explore trends in perceived drinking water safety in South Africa and its association with disease outbreaks, water supply and household characteristics. The results suggest that perceived drinking water safety has remained relatively stable over time in South Africa, once the expansion of improved supplies is controlled for. The stability over time in public perception of drinking water safety is particularly surprising, given the large cholera outbreak that took place at the start of this period.

3.1 SUMMARY OF FINDINGS

The study reveals that

- Out of 150 people who responded, the majority of the people were female (65.3%).
- The largest percentage of people who responded (64.3%) fell between the ages of 25 and below.
- More than half of the people who responded (64.2%) were unmarried.

- A majority, (53 %) of total respondents, reported that they were living in a nuclear family.
- A large number of people who responded (53.2%) have a medium size family.
- 73.8% of people who responded were dependents in their family.
- About, 48% of people who responded have studied up to the undergraduate level of education.
- Among the total respondents, 26.7% were Professionals.
- Nearly half of the people who responded (50.8%) have earned their income on monthly basis.
- Of the total people who responded, 37.7% earned a monthly income between 10001 and `15000.
- Of the total of 150 people who responded 29.8% of the respondents used the packaged drinking water frequently.
- A considerable number of people who responded (31.7%) have got information from the source of friends and relatives on the packaged drinking water which they use. A very less number of people who responded (7%) have got information from the source of salesman.
- Around 1/4th of the people (24.3%) who responded used the packaged drinking water during the travel.
- The largest percentage of people who responded (47.3%) have preferred the brand of Aquafina as their packaged drinking water.
- Of the total of 150 people who responded, 24.5% have used the specific brand of packaged drinking water for the reason of easy availability.
- Again out of the 150 people who responded 25.7% have chosen to buy the 500 ml pet bottle of packaged drinking water for their use.

- Among of the people who responded 42.5% have purchased the packaged drinking water below 10 times in a month.

3.2 SUGGESTIONS

In the light of the above findings, the following suggestions are offered to develop the business of packaged drinking water. The suggestions based on the study would be pertinent not only for the district but also for the State and the Nation as a whole.

1. The companies and wholesalers have to understand the gender differences while marketing the packaged drinking water. They should identify and remove the negative factors in the minds of the male consumers regarding the packaged drinking water and try to convince and change their opinion on packaged drinking water highlighting the features, advantages and conveniences of the packaged drinking water.
2. They should focus the people who are above the age of 25 with various marketing strategies and advertisement technique to develop the marketing of the packaged drinking water among them.
3. They may prepare the awareness campaign program based on the character of the people who have the education of elementary, high school, higher secondary, postgraduate, professional degree and illiterate and perform it among them.
4. The companies should prepare the packaged drinking water in various quantities and size based on the requirement for government offices, factories, cultivation places and other working places. The salesman or representative of the companies should contact the people directly in their offices or places concern to promote the marketing of their packaged drinking water.
5. The companies should manufacture the packaged drinking water at reasonable prices to suit the income level of the people, especially for the people who have the monthly income of `10000 and below, `10001 – 15000 and above 20000.

6. They should prevent the needless marketing efforts by focusing on the right target groups.
7. The study recommends that the companies and wholesaler of packaged drinking water should try to successfully convince consumers to use the packaged drinking water on a regular basis and make the consumers feel comfortable with bottled water which makes them healthier, smarter, and happier.
8. It is suggested that the companies of packaged drinking water should use some of the following simple customer education tactics among the people based on gender and level of education.
 - ✓ Organize a public relations team and develop a response plan to deal with negative notion on Packaged Drinking Water.
 - ✓ Educate the public about source water protection and drinking water treatment
 - ✓ Treatment plant tours and workshops offered to individuals and community groups
 - ✓ Advertise or publish the source water protection and drinking water treatment in the local Dailies on television, billboards and the radio to increase Consumers' awareness
 - ✓ Include a Frequently Asked Questions (FAQ) section to address common Consumers' complaints
 - ✓ Develop an advertising campaign among the targeted group of people
 - ✓ Devise a packaged drinking water program for sale at local stores, or for distribution at charity events and related local activities

3.3 CONCLUSIONS

Water is a priceless gift of nature. Without water, there is no life on earth. None can deny that water is a friend to the human race, but it also acts as a foe by way of harboring disease producing micro-organisms and containing some substances that may lead to ill health. The introduction of packaged drinking water for human consumption in recent times is a boon to mankind and more conveniences are realized. Whenever a common man purchases packaged

water, he thinks that the quality is assured and it is a safe water. Such assurance is given to consumer by each and every manufacturer of packaged drinking water. The consumption of bottled water has been increasing consistently over the last decade, even in countries where tap water quality is considered excellent. Many people drink bottled water for various reasons, including convenient transportation, guaranteed purity, preferred taste, and, often subconsciously, as a status symbol. Packaged drinking water is getting familiar as the aspect of convenience and quality has been guaranteed.

The customers are having numerous brands in selecting the packaged drinking water, and the variety of packaged drinking water is also like mushroom with various styles viz., bottled, bubble top, can, and so on. But when the aspect of brand influences the purchase there comes the threat on domestic brand also, hence a research has been carried over to analyze the satisfaction, attitude of buying and impact of satisfaction on the attitude of buying of Consumers' consuming packaged drinking water.

The present study is an attempt to analyze the consumers' attitude towards packaged drinking water in Vellore City. The researcher has identified the socioeconomic status and usage profile of the people who responded. And further, he analysed the satisfaction, attitude of buying and impact of satisfaction on the attitude of buying of Consumers' consuming packaged drinking water. The findings will help the producers and marketers to take remedial measures to promote their business of packaged drinking water.

The issues identified in the present study would provide a sound theoretical and analytical background for future researches in the area of packaged drinking water. With regard to this, it is hoped that the present study will provide a springboard that will provide an impetus for empirical research in this area. The researcher hopes that the study on 'Consumers Attitude towards Packaged Drinking Water in Vellore City' will generate interest and insights among the producers and marketers and the suggested recommendations will be implemented soon.

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