

A STUDY ON CONSUMER PREFERENCE OF WATER PURIFIER IN THIRUVARUR DISTRICT**C.PRABHA ASSISTANT PROF. IN COMMERCE
STET WOMEN'S COLLEGE MANNARGUDI****ABSTRACT**

India has a rich and varied culture. It will be interesting to understand the nature and characteristics of the Indian consumers. Whose buying decisions will be based on the influence of the values, beliefs, customs and practices and behaviour of the particular of which they are apart. Right from the time there has been exchange of goods and services between the buyer and sellers, the ultimate success of all the economic activities has primarily depend on the producer manufacturing and selling goods and services desired by the target consumer. The ultimate decision of whether or not to purchase a product or service and from whom to buy has always been vested in the hands of the final consumers. One can imagine north pole, where it is very cold. This only goes to show the marketers have to revolve every marketing activity around the ultimate consumer. Since the focus of attention is on the consumer, the marketer is always probing and trying to learn.

INTRODUCTION

To become a successful marketer it is necessary to understand the liking and disliking of consumers. Gone are the days when the concept of market was 'let the consumer beware'. Now the whole concept of market has changed. Now there is concept of 'consumer's sovereignty', which means the consumer is the king. In other words the marketers face the buyer's market and not the seller's market. In modern marketing when we cannot thing for a moment that business are alone is disregarding the consumer's voice. One of the best example of the importance of consumers voice is that the United States mint produced millions of Susan B. Anthony \$1 coin between 1979 and 1981 only to have them over whelmingly rejected by the people. Those in charge never thought to ask the people first. If this had been done, it would have been found that this new coin is almost identical in size to the quarter (\$25 piece) and hence is readily confused. Further, the Amstar Corporation introduced Domino Liquid Brown Sugar in 1978, the company spent over \$1 million in consumer advertising in confident expectation that the brand would capture at least a 12 percent market share. These benefits of the liquid form to be of little importance. From the above examples I become clear that understanding consumer motivation and behaviour is not an absolute necessity for competitive survival the study of consumer behaviour is

the understanding of how individuals and organizations behave in a purchase condition. It is really a psychology applied to a specific buy situation. The term consumer behaviour refers to the behaviour that consumers display in searching for purchasing using evaluating and disposing of economic products and service that they expect will satisfy their needs. The study of consumer behaviour helps us to know that how individuals and organization as buyers make decisions to spend on consumption related items. In other words the study of consumer behaviour is the study of what they buy, why they buy it, when they buy it, how often they buy it, and how often they use it.

Definition:

“A Consumer Market can be defined as all the individuals and households who buy goods and service for personal consumption”.

This means all the persons and families which will purchase either goods / services for personal consumption can be said to be a part of the consumer market.

According to Loudon and Della Bitta

Consumer behaviour is the decision of process and physical activity individuals engage in when evaluating, using or disposing goods and services”.

Water

When Neil Armstrong saw the Earth from the Moon, it appeared blue! This is because water covers more than two-thirds of the Earth's surface. But fresh water represents less than 0.5percentage of the total water on Earth. The rest is either in the form of seawater or locked up in icecaps or the soil, which is why one often hears of water scarcity in many areas. Water is continuously moving around the earth and constantly changing its form. It evaporates from land and water bodies and is also produced by all forms of life of Earth. This water vapours moves through the atmosphere, condenses to form clouds and precipitates as rain and snow. In time, the water returns to where it came from, and the process begins all over again. Although water is constantly moving, its total quantity on Earth's surface is constant.

Forms of water

Water is found in three different forms—liquid, solid or gas, depending on the temperature but it constantly changes from one form to another. Changes in temperature will determine which of these forms predominates in a particular area.

Liquid

Water is usually encountered in the liquid state, because this is the natural state when temperatures are between 0°C and 100°C. 'Fresh' or drinking water is found as groundwater in underground aquifers, and on the surface in ponds, lakes, and rivers. Seas and oceans account for 97percentage of all water on Earth; but their waters contain dissolved salts and are therefore unfit to drink. In regions of young volcanic activity, hot water emerges from the earth in hot springs (examples are Garampani in Assam and Badrinatn in Uttaranchal).

SolidIce is the frozen form of water. It occurs when temperatures are below 0°C (32°F). For a given mass, ice occupies 9percentage more volume than water, which is why when water enters cracks in rocks and freezes in causes the rock to crack and split. Being less dense than water, ice floats. This property of ice is vital to aquatic life in cold regions. As the temperature drops, ice forms a protective, insulating layer on the surfaces of streams, pools and other water bodies, allowing water to remain liquid in the layers beneath and life to survive. Glaciers, icebergs, and ice caps are all frozen water.

Gas

Water is found in the atmosphere in its gaseous form, water vapour. Steam is nothing but vaporized water. In certain hot water springs called geysers, sets of steam and hot water rise one hundred feet or more from the ground. A large amount of water is wasted in agriculture, industry and urban areas. It has been estimated that with available technologies and better operational practices, agricultural water demand could be cut by about 50percentage, and that in urban areas by about 33percentage without affecting the quality or economics of life. But most governments do not have adequate laws or regulations to protect their water systems. Due to the increase in population there has been a rise in the demand for food, space for housing, consumer products, etc., which has in turn resulted in increased industrialization, urbanization, and demands in agriculture thereby leading to both river and groundwater contamination.

Profile of water

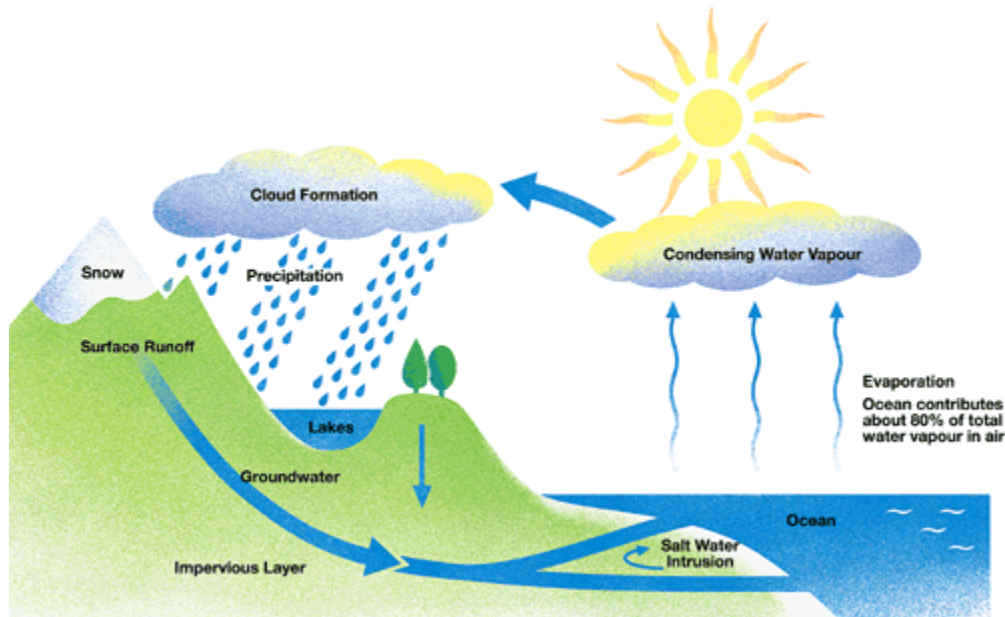
- Pacific Ocean is the biggest ocean covering approximately 32.6percentage of the earth's surface.
- The Artic Ocean is the smallest ocean.
- 75percentage of the earth surface is covered with water.
- More than 97percentage of the earth's water is in its oceans.
- About 2percentage of the available drinking water is frozen leaving only 1percentage for drinking.
- The world's average rainfall is about 850mm
- Water regulates the Earth's temperature. It also regulates the temperature of the human body, carries nutrients and oxygen to cells, cushions joints, protects organs and tissues, and removes waste.
- 60percentage – 75percentage of the human body is water – 82percentage of blood is water; 70percentage of the brain and 90percentage of the lungs are made up of water.
- Blood in animals and sap plants is composed mainly of water.
- To cook 1 cup of rice you need 2 cups of water but to wash the pan in which it has been cooked you need 4–5 liters of water.
- A dripping tap can waste up to 6 liters of water in a day.
- More than half the creatures on the Earth are found under water.
- Life on earth probably originated in water.
- In the summer our bodies require about 2 liters of water daily. Here is the water content of some foods (approximate)–95percentage in tomato, 91percentage in spinach, 1percentage in milk, 85percentage in apples and 80percentage in potatoes.
- 10percentage of the earth's surface is covered with ice.

There are more than one million people particularly in North Africa and Western and South Asia, who lack access to a steady supply of clean water.

Water Cycle

The different water sources of the earth get their water supply from precipitation, while the precipitation in itself is the evaporation from these sources. Water is lost to the atmosphere as vapour from the earth, it condenses and then precipitates back in the form of rain, snow, hail, dew, frost or

sleet. This is the hydrologic cycle that continues forever thereby maintaining a balance between the two.



Fresh water

Are you aware that only about 2.5percentage of the water on the earth can be drunk? The balance 97.5percentage is salt water that we cannot use unless it is desalinated. Of the 2.5percentage that we can use, about three-fourths is frozen in the ice caps and glaciers, leaving just one quarter for household use. Fresh water is found in lakes, rivers, streams, underground and glaciers.

Water pollution

When toxic substances enter lakes, streams, rivers, oceans and other water bodies, they get dissolved or lie suspended in water or get deposited on the bed. This results in the pollution of water whereby the quality of the water deteriorates, affecting aquatic ecosystems. Pollutants can also seep down and affect the groundwater deposits.

Water pollution has many sources. The most polluting of them are the city sewage and industrial waste discharged into the rivers. The facilities to treat waste water are not adequate in any city in India. Presently, only about 10percentage of the waste water generated is treated; the rest is discharged as it is into our water bodies. Such water, which ultimately ends up in our households, is often highly

contaminated and carries disease causing microbes. Agricultural run-off, or the water from the fields that drains into rivers, is another major water pollutant as it contains fertilizers and pesticides.

Domestic sewage refers to waste water that is discarded from households. Also referred to as sanitary sewage, such water contains a wide variety of dissolved and suspended impurities.

It amounts to a very fraction of sewage by weight. But it is large by volume and contains impurities such as organic materials and plant nutrients that tend to rot. The main organic materials are food and vegetable waste, plant nutrient come from chemical soaps, washing powders, etc. Domestic sewage is also very likely to contain disease-causing microbes. Thus, disposal of domestic waste water is a significant technical problem. Sewage generated from the urban areas in India has multiplied manifold since 1947.

Today, many people dump their garbage into streams, lakes, rivers, and seas, thus making water bodies the final resting place of cans, bottles, plastics, and other household products. The various substances that we use for keeping our houses clean add to water pollution as they contain harmful chemicals. In the past, people mostly used soaps made from animal and vegetable fat for all types of washing. But most of today's cleaning products are synthetic detergents and come from the petrochemical industry. Most detergents and washing powders contain phosphates, which are used to soften the water among other things. These and other chemicals contained in washing powders affect the health of all forms of life in the water.

Effects of water pollution

The effects of water pollution are not only devastating to people but also to animals, fish, and birds. Polluted water is unsuitable for drinking, recreation, agriculture, and industry. It diminishes the aesthetic quality of lakes and rivers. More seriously, contaminated water destroys aquatic life and reduces its reproductive ability. Eventually, it is a hazard to human health. Nobody can escape the effects of water pollution.

The individual and the community can help minimize water pollution. By simple housekeeping and management practices the amount of waste generated can be minimized.

Water conservation

Our ancient religious texts and epics given a good insight into the water storage and conservation systems that prevailed in those days. Over the years rising populations, growing industrialization, and expanding agriculture have pushed up the demand for water. Efforts have been made to collect water by building dams and reservoirs and digging wells; some countries have also tried to recycle and desalinate (remove salts) water. Water conservation has become the need of the day. The idea of ground water recharging by harvesting rainwater is gaining importance in many cities.

In the forests, water seeps gently into the ground as breaks the fall. This groundwater in turn feeds wells, lakes, and rivers. Protecting forests means protecting water 'catchments'. In ancient India, people believed that forests were the 'mothers' of rivers and worshipped the sources of these water bodies.

Rainwater harvesting

In urban areas, the construction of houses, footpaths and roads has left little exposed earth for water to soak in. In parts of the rural areas of India, floodwater quickly flows to the rivers, which then dry up soon after the rains stop. If this water can be held back, it can seep into the ground and recharge the groundwater supply. This has become a very popular method of conserving water especially in the urban areas. Rainwater harvesting essentially means collecting rainwater on the roofs of building and storing it underground for later use. Not only does this recharging arrest groundwater depletion, it also raises the declining water and can help augment water supply. Rainwater harvesting and artificial recharging are becoming very important issues. It is essential to stop the decline in groundwater levels, arrest sea-water ingress, i.e., prevent sea-water from moving landward, and conserve surface water run-off during the rainy season.

Town planners and civic authority in many cities in India are introducing by laws making rainwater harvesting compulsory in all new structures. No water or sewage connection would be given if a new building did not have provisions for rainwater harvesting. Such rules should also be implemented in all the other cities to ensure a rise in the groundwater level. Realizing the importance of recharging groundwater, the CGWB (Central Ground Water Board) is taking steps to encourage it through rainwater

harvesting in the capital and elsewhere. A number of government buildings have been asked to go in for water harvesting in Delhi and other cities in India.

Benefits of rainwater harvesting are as follows:

- Increases water availability
- Checks the declining water table
- Is environmentally friendly
- Improving plant growth by using rainwater for irrigation because stored rainwater is free from pollutants as well as salts, minerals and other natural and man-made contaminants
- Prevents soil erosion and flooding especially in urban areas

Statement of problem

The problem undertaken for the study purpose in consumer behaviour and preference towards using water purifier. For this purpose preferential status of consumer are analyzed on what basis the consumer prefers his brand and how his buying motive is created, area analyzed and conducted the exact buying behaviour of the consumer towards using water purifier.

Scope of the study

The present research study has a very wide scope. It covers various. It is useful in several ways to various people.

- To study the consumer behaviour of water purifier.
- To study the consumer awareness about the product.
- To analyze the opinion price, quality of water purifier.

Objectives of the study:

- To study the socio demographic characteristics of the respondents.
- To know the various factors influencing quality of water purifier.
- To identify the factors that influence to purchase branded water purifier.
- To analyze the satisfaction level of consumers.

Research Methodology

Since the objectives of the study are mainly concerned with customers attitude, the necessarily data for analysis were from primary and secondary data. Primary data are collected from the customers through questionnaire secondary data are collected from journals and magazines. On analysis of the condition, the researcher found that descriptive research design in appropriate for the study. The questionnaire was pre-tested on 150 respondents.

LIMITATION

- ❖ The time factors were the major constraints because of which the researcher could not collect more data in a short period.
- ❖ It was very difficult to contact the consumers as they were busy with there regular day – to –day activities.
- ❖ The researcher as the area surveyed was quite large.

REVIEW OF LITERATURE

Customer satisfaction is “an emotional response to the experiences provided by, associated with particular products or services purchased, retail outlets, or even molar patterns of behaviour such as shopping and buyer behaviour, as well as the overall market place” (p.256).

Oliver (2002) The definition offered by Hunt (2010) put forward a definition as, “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumers’ prior feelings about the consumption experience” (p.27).

Customer/consumer satisfaction is “an evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative” – Definition by **Engel and Blackwell (2003)** is “an evaluation rendered that the (consumption) experience was at least as good as it was supposed to be” (p.459). Tse and Wilton (2003) (p.501).

Berry and Parasuraman (2004) define as, “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption” (p.204).

It is the result of an evaluative process that contrasts prepurchase expectations with perceptions of performance during and after the consumption experience.

Schiffman and Kanuk (2005) Woodruff and Gardian (1996) defines customer satisfaction as “The individual’s perception of the performance of the product or service in relation to his or her expectations”.

According to Hung (2006), “ satisfaction is a kind of stepping away from an experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it wasn’t as pleasurable as it was supposed to be. So satisfaction / dissatisfaction isn’t an emotion, it’s the evaluation of the emotion”. Define “Satisfaction, then, is the evaluation or feeling that results from the disconfirmation process. It is not the comparison itself (i.e., the disconfirmation process), but it is the customer’s response to the comparison. “A customer’s perception of the degree to which their requirements have been fulfilled.”

According to Business Dictionary, customer satisfaction is, “Degree of satisfaction provided by the goods or services of a firm as measured by the number of repeat customers.”

Customer’s satisfaction has been the subject of many research ventures and considerable research evidence is available.

Sam Arthur Dewald (2007) has done the project with the objective of studying demographic characteristics, to find suitable measures for improvement. The universe the study is 22. And the researcher researched through 22 respondents and hence census method was followed. The above research is an unpublished dissertation submitted to the Bharathidasan University.

Sahayam (2008) is an unpublished dissertation submitted to the Bharathidasan University. The objective of the study the various dimension of customer’s satisfaction and suitable measures for improvement of service. The researcher has used descriptive techniques. The samples size of the study is 100. The researcher used one dimension namely service quality.

Masilamani. R (2009), in his study focused to analyse the “Consumer behaviour and Market Potential of Mobile Services Industries in Trivandrum”. The study reveals that market potential of the Mobile Industries with special reference to BPL mobile and perception about the mobile phone by the

potential buyers. He found that majority of the respondents are not satisfied with the BPL mobile are coverage.

Ramakrishnan. V (2010) in his study on “Market Potential and Consumer Awareness of the Anglo–French Textiles with Special Reference to Home Sales Marketing in Pondicherry”. The study reveals that the advertisement effectiveness towards Anglo–French textile products and also he focused the frequency of purchase Anglo–French textile goods among the consumer. His conclusion was that the quality and the price is the factor, which influenced the consumer purchase decisions for the textile products.

Vignesh Kumar. V (2011) in his study on “Customer Satisfaction on Anabond 202 Super Glue in Madurai, Chennai and Coimbatore Districts”. In his study focused to know the strength and weakness of Anabond 202 Super Glue and to know the opinion of the respondents towards the services provided by Anabond Limited. His study found that Anabond is fast moving brand in Madurai, Chennai and Coimbatore.

Satisfaction has been broadly defined by **Vavra, T.G. (2012)** as a satisfactory post-purchase experience with a product or service given an existing purchase expectation. Howard and **Sheth (2013)** According to Westbrook and Reilly (2013) define satisfaction as, “The buyer’s cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone” (p.145).

TABLE NO – 3.1

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF GENDER

S. No.	Gender	No. of Respondents	Percentage
1	Male	74	49
2	Female	76	51
	Total	150	100

Source: Primary Data

The above table shows that 51 percentage of the respondents are female and 49 percentage of the respondents are male. The female respondents are higher than the male due to the purchasing decision of the family is female.

TABLE NO – 3.2**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE**

S. No.	Age	No. of Respondents	Percentage
1	Below 20 years	42	28
2	21 – 30 years	68	45
3	31 and above	40	27
	Total	150	100

Source: Primary Data

From the above table shows that 45 percentage of the respondents in the age group of 21-30 years, 28 percentage of the respondents are in the age group of below 20 years and 27 percentage of the respondents are 31 years and above. Majority of the respondents are young generation because those aware the water pollution and methods of precaution so they have purchase the water purifier.

TABLE NO – 3.3**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATION**

S. No.	Occupation	No. of Respondents	Percentage
1	Government Employee	56	37
2	Business man	44	29
3	Private Sector	37	25
4	Others	13	09
	Total	150	100

Source: Primary Data

From the above table shows that 37 percentage of the respondents are government employees and 9 percentage of the respondents are other categories. Mostly the marketing of water purifier is personal selling method, so marketing canvasser easily attract the government employees in the work place.

TABLE NO – 3.4**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF INCOME OF THE RESPONDENTS**

S. No.	Income	No. of Respondents	Percentage
1	Less than Rs.10,000	76	50
2	Rs.10,000 to Rs.20,000	52	35
3	Above Rs.20,000	22	15
	Total	150	100

Source: Primary data

The above table shows that majority 50 percentage of the respondents are earn the income of less than Rs.10000, 35 percentage of the respondents are the income of Rs.10000 to Rs.20000 and 15 percentage of the respondents are the income of above Rs.20000. The branded water purifier is reasonable price in the market, so middle income groups are easily purchase the product.

TABLE NO – 3.5**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OWING THE WATER PURIFIER**

S. No	Particular	No. of Respondents	Percentage
1	Yes	97	65
2	No	53	35
	Total	150	100

Source: Primary Data

The above table shows that majority 65 percentage of the respondents are owing the water purifier at home and 35 percentage of the respondents are not having the own water purifier but using from office building and business places. The researcher selected the sample 65 percentage of the respondents are owing the water purified at home and other using to office and business places.

TABLE NO – 3.6**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PREFER THE WATER PURIFIER**

S. No.	Types of water purifier	No. of Respondents	Percentage
1	Aqua guard	45	30
2	Pure it	34	23
3	Samsung	21	14
4	Whirlpool	23	15
5	Usha Brita	12	08
6	Gen pure	09	06
7	Others	05	04
	Total	150	100

Source: Primary Data

From the above table shows that majority 30 percentage of the respondents are prefer the aqua guard and 15 percentage of the respondents are like whirlpool brand of water purifier. The aqua guard water purifier company past 25 years supply the products to the consumer without discrepancies and the whirlpool maintain goodwill in refrigerator and washing machine business, so the consumers are easily attract the product.

TABLE NO – 3.7**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF CAPACITY OF WATER PURIFIER PREFERRED**

S. No.	Size of water purifier	No. of Respondents	Percentage
1	Below 10 liters	82	55
2	10-20 liters	42	28
3	20-30 liters	20	13
4	Above 30 liters	06	04
	Total	150	100

Source: Primary Data

The above table shows that majority 55 percentage of the respondents like below 10 liters of water purifier and only 4 percentage of the respondents are like above 30 liters. Majority of the respondents are like low quantity of water purifier due to daily change the water and convenience of installation and having highest size of family members purchase the high quantity of water purifier.

TABLE NO– 3.8**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AMOUNT SPEND FOR THE WATER PURIFIER**

S. No.	Amount	No. of Respondents	Percentage
1	Below Rs.5000	65	43
2	Rs.5001 to Rs.10000	43	29
3	Rs.10001 to Rs.20000	27	18
4	Above Rs.20000	15	10
	Total	150	100

Source: Primary Data

The above table shows that majority 43 percentage of the respondents are spend below Rs.5000 and 18 percentage of the respondents are spend Rs.10001 to Rs.20000. Majority of the respondents are purchase low quantity of the water purifier so need small amount for the purchase of water purifier and 18 percentage of respondents purchase high quantity of water purifier.

TABLE NO – 3.9**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE PRICE**

S. No.	Opinion about the price	No. of Respondents	Percentage
1	High	71	47
2	Moderate	67	45
3	Low	12	08
	Total	150	100

Source: Primary Data

The above table shows that 47 percentage of the respondents are opinion that the price of the product is high, 45 percentage of the respondents are opinion that the price is moderate and 8 percentage of the respondents are say the price is low.

TABLE NO – 3.10
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PERIOD OF USING THE BRAND

S. No.	Using the brand	No. of Respondents	Percentage
1	Less 2 years	93	62
2	4 years	32	21
3	More than 4 years	25	17
	Total	150	100

Source: Primary Data

The above table shows that 62 percentage of the respondents are using the water purifier less than 2 years, 21 percentage of the respondents are using 2 to 4 years and 17 percentage of the respondents are using above 4 years.

TABLE NO – 3.11
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SELECT THE PARTICULAR BRAND

S. No.	Select the brand	No. of Respondents	Percentage
1	Quality	56	37
2	Design	32	21
3	Attractive picture	27	18
4	Color	22	15
5	Price	13	09
	Total	150	100

Source: Primary Data

The above table shows that 37 percentage of the respondents are prefer the brand for quality, 21 percentage prefer to design, 18 percentage are prefer to attractive picture, 15 percentage of the respondents are like to color and only 9 percentage of the respondents are prefer to price.

TABLE NO – 3.12**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SATISFACTION OF THE EXPECTATION**

S. No.	Expectation	No. of Respondents	Percentage
1	Fully satisfied	63	42
2	Satisfied	52	35
3	Dissatisfied	35	23
	Total	150	100

Source: Primary Data

The above table shows that 42 percentage of the respondents are fully satisfied the expectation of the water purifier, 35 percentage of the respondents are satisfied and 23 percentage of the respondents are dissatisfied.

TABLE NO– 3.13**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PROBLEMS ON AFTER SALES SERVICE**

S. No.	Complaints	No. of Respondents	Percentage
1	Quality defect	95	62
2	Non availability of service mechanic	37	25
3	No spare parts	18	12
	Total	150	100

Source: Primary Data

The above table shows that 62 percentage of the respondents face the problems of quality defect in after the purchase of water purifier, 25 percentage face non availability of service mechanic and only 12 percentage of the respondents face the problem of non availability of suitable spare parts in the study areas. The reputed companies providing authorized service centre in the important town areas.

TABLE NO– 3.14**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF FACTORS INFLUENCING THE CONSUMER PURCHASE DECISION**

S. No.	Purchase decision	No. of Respondents	Percentage
1	Quality	63	42
2	Price	47	31
3	Advertisement	40	27
	Total	150	100

Source: Primary Data

The above table shows that majority 42 percentage of the respondents are influenced by quality of the product, 31 percentage of the respondents are influenced by price and 27 percentage of the respondents are influenced by advertisement.

TABLE NO – 3.15**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF KNOW ABOUT THIS BRAND**

S. No.	About this brand	No. of Respondents	Percentage
1	Parents	54	36
2	Friends	45	30
3	Advertisement	30	20
4	Relatives	21	14
	Total	150	100

Source: Primary Data

The above table shows that majority 36 percentage of the respondents are know the brand from parents, 30 percentage of the respondents are friends, 20 percentage of the respondents are advertisement and 14 percentage of the respondents are relatives.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS**

- Majority 51 percentage of the respondents are male.
- Majority 45 percentage of the respondents were in the age group of 21–30.
- Majority 37 percentage of the respondent are government employees.
- Majority 50 percentage of the respondents were belongs in the income of below Rs. 1000 per month.
- Majority 65 percentage of the respondents owing own water purifies.
- Majority 30 percentage of the respondents were purchase brand Aqua guard water purifier.
- Majority 55 percentage of the respondents consume below 10 liters quantity of water purifier.
- 43 percentage of the respondents spend below Rs. 5000 for water purifier.
- 47 percentage of the respondents are opinion that the price of water purifier is high
- Majority 62 percentage of the respondents were using water purifier below 2 Years.
- Majority 37 percentage of the respondents prefer the product by quality.
- Majority 42 percentage of the respondents are fully satisfied the expectation of the product.
- Majority of the respondents feel that the defect was found by means of quality(62 percentage).
- 42 percentage of the respondents are influence the product by quality
- Majority 36 percentage of the respondents know the product from parents.

SUGGESTION

Most of the respondents were belong to female, so the management should take some necessary steps to attract male. The study revealed that considerable percentage of respondents were in the age group of 20–30 Years, hence it is recommended to the management to pay attention to the age group of above 30 years. It is found from the study that significance percentage of consumer to know the product through sales representatives. Hence the management has to modify the advertisement strategy. The study revealed that considerable percentage of respondents feel that the defect was found by means of quality so the management have to pay attention to take action to avoid such complaints. Manufacture should take attention to give all information about the product on the package of the product. The study found that some considerable percentages of respondents are not fully satisfied. So the management should take some necessary steps to keep their consumers happy by means of availability, moderate prices, etc.

CONCLUSION

The modern market is highly competitive and transitional. A company must first decide what it can sell and what approaches must be made to attract the target customers. The customers do not accept any product that does not give them complete satisfaction with regard to both mental and physical

satisfaction. So it can be said that the modern market is consumer oriented and any products success or only the consumers determine failure. Today to achieve success in the market, it has become highly inevitable to produce goods in such a manner as preferred by the customers, as he is the king around when the entire marketing activity revolves. The customer satisfaction is more important for this business too apart from customer creation development the present study is taken to have an idea about consumer behavior on water purifier with special reference to Thanjavur town.