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# Predicting Consumer Behaviour- an Enquiry of Domestic Water Purifiers Market

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**ABSTRACT:** Water is everything to everyone. It is a resource of nature which is essential to humans from many years. There is no life without water is one thing that should be accepted by humans. And the importance of water to health is very huge. The water purifier plays an important role in the securing many lives. There are many health problems are related to impure water . So that water purifiers are one of the most important inventions regarding to improving of human living standards their capabilities towards various disease are get improved. As we consider all the factors which are necessary to improve or secure the health the water purifier is the only way to get the water more and more drinkable with having extra minerals in some what the good taste. By using RO and UV protection water is now more preferable to drink . Now a days it's become a trend that usage of drinking water from water purifier is most common they include working pleases household usage drinking is a fundamental use as well as public places. There is a huge demand of water purifier as all the humans are desire to drink more pure and safe water cause in this era everyone is conscious about their health and wanted to take distance from many diseases which basically comes from water and they should be avoided by usage of water purifier. There are many brands come with various technologies and with having various trusted clinical tastes. Concern with all the health-related factors brands made their products according to consumer's needs . The brand's try to get more and more in touch with consumers by making a simple approach regarding to their health by providing them extra pure water importantly the water purifier are the products which made the consumers life healthier. They gain their attachment with an emotional touch of life security also the called them as a water's Doctor also mothers trust and the consumers are get attracted towards them in return of clean and drinkable water so that how could the consumers purchase the water purifier how the brand's full-fill consumers' needs and wants .

## I. BACKGROUND

Water is an important component for each and every living element on the earth.It is a need of living ones for their survival. also that the water needs and requirements are different for different elements but the purpose of complete all the biological processes the water is must.Concern with the human beings the requirement of water is a basic and necessary need. also to full-fill humans body process without water is impossible the body of humans need 3 to 5 liters of water daily.For this huge and necessary demand of water required for regulation of human life .water is having immense of importance, and also increasing of the population the requirement of water . which is drinkable is an important issue to be solved the water is Everywhere about 70% of the earth is covered by water .Only about three percent of Earth's water is freshwater. Of that, only about 1.2 percent can be used as drinking water, so that it is been a necessary need of today's living purposes of human beings to complete the demand of healthy and pure water.Requirement the water purifier play an important role in modern era it is a big evolution step in modern era of human's health perspective.

Regarding with today's condition the water purifier is a basic need of the modern society people. They are getting more aware and conscious about the safety of water adaptation of water purifier and their use is now common in society as well as all household and working as well as social places.

People use water purifier wisely and they know the importance of water purifier .The perspective of buying and the consumers of water purifier are clearly giving importance to safety security of health and improve their living standards underground water is used for drinking. Cooking With and drinking purified water helps to ensure a family's Peace of mind by knowing there is no foreign matter in their water. The study focuses on the perception of Respondent's Factor that influence them to buy water purifier for their own health. The present study aims at analyzing that the respondent faces the problem while using the water purifier. And the present study is focused on the collected data with the help of well-structured Questionnaire.100 samples were taken from Akola city for this study. The data subjected to an analysis and the findings of the study reveals that the maximum of the respondents



face the problems of servicing of their products .and maximum of the respondents are influenced by quality of the water, health improvising safety and security of water is a main element of conidiations while selecting the Brand.

## II. LITERATURE REVIEW

The Study includes detailed review about consumer behavior. Importance of water purifiers regarding to health perspective as well as their impact on their health . how the water purifiers are now important to the current era also that how it is now a value adding product regarding to people's health . The observations are very clear that importance of the water purifiers is now a days it is an essential and helps in increasing of value addition to the humans helpful to make peoples more disease free .complete the demand of safety and security of water quality . enhance the living standards by adapting more hygienic water. Many doctors also prefer for better health perspective of people.

The research is mainly focused on following important objectives that are observed very carefully with a well-designed questionnaire the objectives are as followings:-

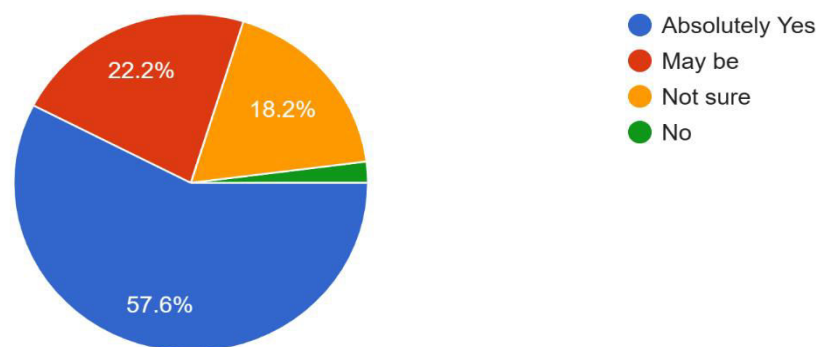
- TostudytheinformationsearchprocessofdomesticwaterpurifierinAkolacity
- To study evaluation of alternatives
- To study post purchase behavior of customer
- To study satisfaction level of customer

According to research objectives are get fulfill with the help of the google form the data shows the objectives are get completed with the help of well develop questionnaire

### Data Analysis:-

Does really an water purifiers are the best for health and an regular use product in your opinion ?

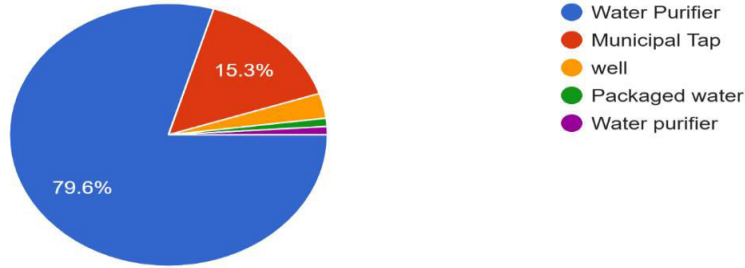
99 responses



The abovedata is showing the percentages about water purifiers in terms of health as well as on the usage of daily basis product which is being a routine usage product in day-to-day life the response is very positive that the peoples are agree about this that this product is yes absolutely a best health and regular usage product.

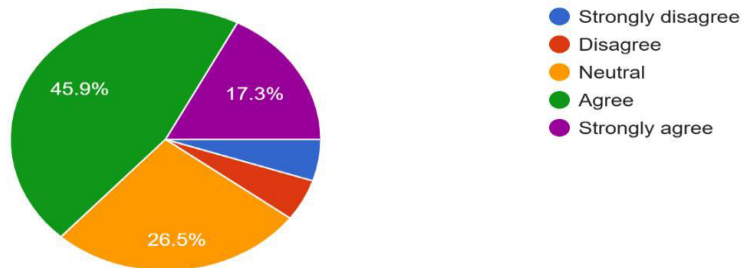


When you are looking for filtered drinking water what are the options 1st comes in to your mind ?  
98 responses



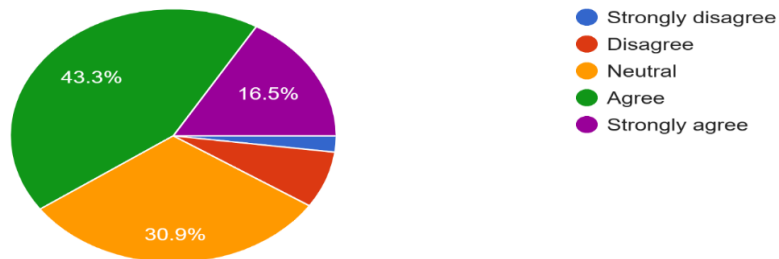
These chart shows the consumer preference about the water purifiers in Akola Region they think very positively about the water purifiers as a first preference regarding to the drinkable water.

Do you agree that the technology RO and UV are beneficial for cleaning germs more effectively ?  
98 responses



The above charts clearly show the awareness of the consumers in terms of the technology are been used by brands for the filtration process The Peoples are agree and some are neutral but very few are disagreeit could be assume that they are not aware about latest technology but yes people trust the RO and UV technology.

According to your heath preference the water purifier have completed or improve your health status ?  
97 responses



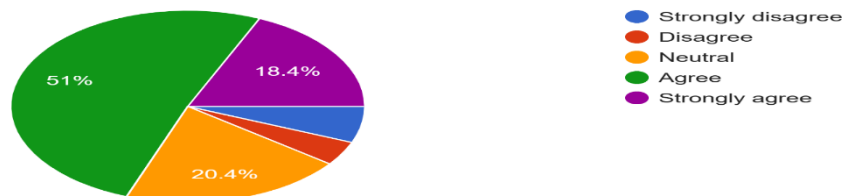
The consumers basically buy water purifiers for their health and security and safe drinkable water the above chart justify this exact point there are very few of the respondents are disagree with it but although that all are positive in terms of health perspective of the water purifiers.





Are you satisfied with your water purifier and does it completed your purpose of buying it and the wants of you are get completed .

98 responses



This chart clearly shows that the satisfaction level of the consumers towards the domestic water purifiers in Akola region

### III. CONCLUSION

The study clearly justifies the consumer behavior toward domestic water purifiers in Akola region. The study shows significance percentage of consumer to know the product through their actual experiences. The study revealed that considerable up percentage of respondents feel that the degree of satisfaction to the brand promises of health issues resolving of them as well as the capability of product in terms of actual safety and security are get considered while preference of any water purifier

#### Suggestion

Intoday'sworldofrapidlychangingtechnologyconsumer'sperceptionisfrequentlychanging,as a result, their preference for the particular brand also getting change.The various competitors.In this market are adopting new marketing strategies to retain their market share. Majority of theConsumers have locality for their own brand and for meeting the changing environment the firmhastobeconstantlyinnovativeandunderstandtheconsumer'sneedsandwants. And also this study explains the water purifiers are beneficial for the humans they complete the needs and wants of the consumers but also on other hand compony needs to provide these helpful products in affordable price as well as they also need to make new innovations in this sector .

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