

A Study on Consumer Perception Toward Pureit RO With Reference To Ahmedabad City

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Abstract

This study explores consumer perception toward Pureit RO water purifiers in Ahmedabad City. It aims to understand consumer awareness, preferences, satisfaction levels, and factors influencing purchase decisions. By analyzing consumer feedback and market trends, the study seeks to identify strengths and areas for improvement in Pureit's offerings. Insights derived from the study will help the brand align its strategies with customer expectations and enhance its market presence in Ahmedabad. The findings also provide a framework for understanding consumer behavior in the water purifier segment.

Key Words: Consumer Awareness, Preferences, Satisfaction Levels, Water Purifier

1.0 Introduction

In today's world, access to clean and safe drinking water is crucial for maintaining public health. One of the most fundamental needs of humans is access to safe drinking water. Water is essential for survival, and a lack of it can lead to disease transmission (WHO, 2019). Approximately 2.2 billion people around the globe does not have safe drinking water (UN-Water, 2019). Access to safe water is essential in developing countries. According to Sakai, Kataoka, and Fukushi (2013), developing the country's water infrastructure is crucial for economic development. Juneja & Chaudhary (2013) state that besides gastroenteritis, diarrhea, & vomiting contaminated water can also cause skin and renal problems .Moreover , it can also cause infectious diseases such as cholera & typhoid .

Over one-third of the world's renewable freshwater is used for agriculture, industry, or home purposes. The bulk of these uses discharge harmful substances into the water, making it dangerous. We have become accustomed to using ways that contaminate bodies of water. Each year, millions of tons of pesticides, fertilizers, and synthetic substances from industrial and consumer products end up in natural rivers. Even in modest levels, these chemicals can negatively impact sanitation

and have long-term ramifications for aquatic stability and human health. Access to clean and safe water is widely recognized as a major barrier for existence in the 21st century. Groundwater is a major source of drinking water in India.

With water pollution increasing and clean drinking water becoming scarce, the demand for effective water purification systems has grown significantly. A water purifier is a device or system that removes pollutants and impurities from water, making it safe for drinking and other uses. The basic purpose of water purification is to remove or minimize contaminants such as bacteria, viruses, algae, fungi, minerals, and other particles that may be present in water and provide a health concern or impact its flavor and odor.

A report from custom market insight states that the total market for water purifiers in India was USD 1,255.04 million in 2023 and is predicted to grow to USD 5,738.82 million by 2032, at a CAGR of 18.4% during the forecast period 2023-2032. (Water purifiers are based on four major technologies: RO (Reverse Osmosis) water purifiers, UV (Ultraviolet) water purifiers, gravity-based water purifiers, and UF (Ultrafiltration) water purifiers.

One of the most popular systems today is the Reverse Osmosis (RO) water purifier. Among the many brands available in the market, Pureit, a product of Hindustan Unilever Limited, has gained a strong reputation and is trusted by a large number of consumers.

This research aims to understand how people in Ahmedabad view Pureit RO water purifiers. Ahmedabad is a rapidly growing city in India, with a diverse population and varying income levels, making it an ideal location to study consumer behavior and preferences. The purpose of this study is to study the consumer's perception toward Pureit RO with reference to Ahmedabad City. The study also gauges the level of satisfaction with the product.

By analyzing these factors, the study hopes to provide useful insights into what consumers are looking for in a water purifier and how well Pureit fulfills those needs. This information can help businesses understand consumer expectations and improve their products and services. Furthermore, the research will provide valuable feedback on how effective Pureit's marketing strategies are in reaching and satisfying consumers in Ahmedabad.

2.0 Literature Review

The conceptual basis for this study is based on theoretical reviews and past research. The approach aims to identify characteristics that influence consumer attitudes and purchasing intentions for household water purifiers. The detailed literature review begins by highlighting the importance of water purifier and later emphasizes the consumer preferences and attitudes and then identifies

2.1 The need for clean water

According to Johnson's (2007) research report water shortage poses a challenge to both social and economic growth in emerging countries. These regions provide prospective markets for water

purification technologies. According to the survey, poor people in rural areas of developing countries lack access to clean water and sanitation.

Maheswari (2019) states that clean water is an issue of universal relevance. Water, like other items, is not optional; it is required for survival. So it's very troubling to find that drinking water is a major health hazard in India. In India, about 80% of deaths are caused by water-related ailments. India's urban and rural areas face a shortage of potable water for home usage. Nowadays, water purifiers are essential, especially when the source of drinking water is below the ground. The study examined how respondents perceive the factors that influence their decision to purchase a water filter for their health and also examined issues encountered by respondents when utilizing water purifiers. M. Nandhini (2012) has discussed about the importance of using a water filter in recent years. According to the author, home water filters have gained popularity as they offer a convenient and economical solution for high quality water. The author also states that water filters offer many benefits over tap water and bottled water. Home water filtration offers the twin benefits of a higher quality than bottled water and the convenience of tap water. The author further elaborates that the usage of water filters removes the harmful ingestion of lead. Notably, the research work of Bhaumik et al. (2019) aimed to provide a cheap community-based water purification and monitoring system that ensured access to safe drinking water for the base-of-the-pyramid (BOP). A design concept was created using specialized design approaches such as a morphological matrix, brainstorming sessions, and a systemic design approach to deliver a sustainable and inclusive filtering solution based on solar energy.

Research indicates that clean drinking water is the primary motivator for purchasing residential water purifiers due to its impact on health. Purified water is considered as fresher, safer, and healthier than alternative drinking options. Consuming water in single-use plastic bottles raises ethical concerns about the environmental impact (Borusiak et al., 2021). According to Thøgersen (2002) consumers prioritize the value of universalism when purchasing water purifiers, as cleaned water is perceived to be more environmentally friendly.

2.2 Consumer perception

Gunasundari et al (2018) have identified the factors having a significant influence on consumer perception about water purifiers. Their research identifies that consumers are influenced by two factors namely the design and the size of local water purifiers. Das (2007) presented a study on the factors that influence consumer buying decisions for water purifiers in India. The paper discovers that, while access to drinking water has improved in India, water-related ailments remain prevalent due to unclean water. The study investigates consumer awareness and behaviors that influence Indian customers' decisions to purchase water purifiers. It examines data from a study of 100 consumers in Bhubaneswar, India, on their knowledge and use of water purifiers. Health concerns, brand awareness, and price were shown to be the most important factors influencing purchasing decisions.

Rajeswari and Millath (2003) state that consumer preferences for brands are influenced by factors such as personal background, experience, quality, reliability, and service availability. According to them, quality is the most important factor when choosing a water filter. A study by Thilagavathi. P and Ramya. S (March 2015) identifies that consumers find that electricity charges are a huge deterrent while using the water purifier and that the quality is a major influencer during the brand selection. The second important factor is brand name followed by price .

3.0 Research Methodology

This study explores consumer perception of Pureit RO water purifiers in Ahmedabad .This study uses a descriptive research design .The primary data was collected from respondents through questionnaire that contain list of questions related to this study. Convenience sampling method was adopted in selecting the respondents. Information has been collected from a sample of respondents in the month of June 2024. The secondary data required for the study have been collected from the books, magazines, journals and websites .Data was analysed using excel and SPSS

4.0 Data Analysis and Interpretation

In this research on consumer perception toward Pureit RO with reference to Ahmedabad city, data is sourced from both primary and secondary means to ensure a well-rounded understanding of the subject matter.

4.1 :The first part contains the demographic details of the respondents.

Table 1- Demographic profile of respondents

Demographic Details		Percentage
AGE	a) 21-30	88
	b) 31-40	5
	c) 41-50	4
	d) 51-60	0
	e) Above 60	0
	f) Other:	3
Education		
	a) Higher Education	12
	b) Diploma	3
	c) Graduate	48
	d) Post Graduate	36
	e) PhD	0
	f) Other:	1
Occupation		

	a) Student	61
	b) Employed(private Sector)	30
	c) Employed(Government Sector)	2
	d) Business Owner/Entrepreneur	4
	e) Homemaker	3
	f) Retired	0
Income	a) Under ₹20,000 per month	53
	b) ₹20,000 - ₹40,000 per month	28
	c) ₹40,001 - ₹60,000 per month	6
	d) ₹60,001 - ₹80,000 per month	5
	e) ₹80,001 - ₹100,000 per month	5
	f) More than ₹100,000 per month	3

It was observed that a majority of the respondents belonged to the below 30 age group. Almost half of them were atleast graduates with quite a few having post gradute degrees. 30% were employed in the private sector and a huge majority earned less then ₹20,000 per month.

4.2: Customer perception about Pureit

This part specifically focusses on the customer perceptions about Pureit water purifiers . It starts from assessing consumers experience with using RO water purifiers in general .On analysing data, it was found that while 38% of respondents are satisfied and 13% very satisfied, 28% are neutral. Additionally, 8% are dissatisfied, and 14% don't prefer using purifiers, highlighting improvement areas for manufacturers and retailers. The majority (28.7%) are very familiar with the product, followed by those who are moderately familiar (27.7%). Approximately 21.8% have slight familiarity, while 18.8% are not at all familiar. This indicates a strong awareness of the Pureit brand among the respondents.

The next part assess the respondents' experience with the Pureit brand . The majority of customers (36%) are satisfied, followed by 23% who are neutral. A smaller percentage (12%) are very satisfied, while 6% are dissatisfied and 4% are very dissatisfied. 20% of customers have never purchased the product.

The table below describes the respondents source of brand awareness .

Table 2-Sources Of Brand Awareness

About Pureit	Percentage
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Television Advertisements	19
Social Media	18
Online Reviews	11
Friends or Family	20
Retail Store/Croma/vijay sales	19
Company Website	2
Never Heard about this Product	11
	100

It is interesting to note that no clear consensus arises out of the above data. The various sources like Television Advertisements, social media , friends and family, retail store all have similar percentages .However, it is important to note here that awareness through company website is a miniscule amount.

Next ANOVA was carried out to determine whether there was a difference in familiarity of Pureit RO amongst consumers based on their education level.

H₀ : There is no significant difference in the familiarity with Pureit RO among consumers based on their education level.

H₁ : There is a significant difference in the familiarity with Pureit RO among consumers based on their education level.

Table 3-ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.992	4	1.498	1.237	.300
Within Groups	115.048	95	1.211		
Total	121.040	99			

The ANOVA table indicates no significant differences in familiarity with Pureit RO across different groups, as the p-value (0.300) is greater than 0.05. This suggests that familiarity levels are consistent across the groups analyzed.

A Chi Square Test was carried to assess the brand familiarity of customers based on income level

H0 : There is no significance difference between Income level and trusted brand of water purifier do you rely on at your home or office

H1: There is significance difference between income level and trusted brand of water purifier do you rely on at your home or office

TABLE IV-CHI SQUARE

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.878 ^a	30	.286
Likelihood Ratio	28.120	30	.564
N of Valid Cases	100		

a. 35 cells (83.3%) have expected count less than 5. The minimum expected count is .06.

Interpretation:

The chi-square test results show no significant relationship between the variables (p -value = 0.286). Both the Pearson Chi-Square and Likelihood Ratio tests have p -values greater than 0.05, meaning we cannot reject the null hypothesis. However, 83.3% of the cells have expected counts below 5, which could make the test less reliable. Despite this, the overall result suggests no strong association between the variables.

Further on ,Correlation analysis was carried out to find the relation between the income levels and satisfaction levels

Table V-Correlation Table

Income Level	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Under ₹20,000	0.45	0.55	0.15	0.18	0.10
₹20,000 - ₹40,000	0.28	0.36	0.32	0.48	0.52
₹40,001 - ₹60,000	0.18	0.30	0.35	0.65	0.58
₹60,001 - ₹80,000	0.10	0.21	0.20	0.82	0.75
₹80,001 - ₹100,000	0.05	0.10	0.12	0.92	0.88
More than ₹100,000	0.02	0.05	0.18	0.75	0.72

Correlation Coefficient (r): 0.85 (indicating a strong positive relationship) P -value: 0.003 (indicating statistical significance at $\alpha = 0.05$)

Correlation Coefficient (r): The value of 0.85 indicates a strong positive correlation between Income Level and Satisfaction. This means that as the income level increases, the level of satisfaction also increases.

P-value: The p-value of 0.003 is less than the significance level ($\alpha = 0.05$). This indicates that the observed correlation is statistically significant. We can reject the null hypothesis and conclude that there is a significant positive correlation between Income Level and Satisfaction.

The data suggests that individuals with higher income levels tend to have higher satisfaction levels. Conversely, individuals with lower income levels tend to have lower satisfaction levels. The strong positive correlation and the low p-value indicate that this relationship is statistically significant.

5. Summary

This research focuses on consumer perception toward Pureit RO with reference to Ahmedabad city, using data sourced from both primary and secondary means.

The demographic profile of the respondents was analyzed. The majority of respondents are young adults (21-30 years old) with a low to middle income residing in Ahmedabad. It was found that average daily water consumption ranges from 3 to 5 liters per person.

It was observed that RO purifiers are the most commonly used water purification method. Notably, Pureit is the most popular water purifier brand, followed by local brands and Aquaguard. However there was a significant portion of the population that did not prefer water purifiers. It is interesting to note that overall satisfaction with RO purifiers is moderate, with a significant portion (14%) of users expressing neutral feelings.

The research indicated that Pureit has strong brand awareness but faces competition from other brands like Aquaguard, LG, and Kent. Television advertisements and word-of-mouth are effective channels for promoting water purifiers.

Surprisingly, consumer willingness to recommend Pureit to friends and family is positive but not overwhelming. The choice between Pureit and competing brands like Aquaguard, LG, and Kent is influenced by various factors and shows a divided preference.

The results of ANOVA indicate that familiarity levels are consistent across education levels. Interestingly, though no strong association was found between income level and the trusted brand of water purifier; correlation analysis indicated a strong positive correlation between income level and satisfaction. As income increases, satisfaction levels also increased. Individuals with higher income levels tend to have higher satisfaction levels with Pureit RO. Conversely, those with lower income levels tend to have lower satisfaction levels. The strong positive correlation and the low p-value indicate that this relationship is statistically significant.

The research indicates a strong brand awareness and satisfaction among higher-income individuals for the Pureit RO Water Purifier by Hindustan Unilever in Ahmedabad city. Manufacturers and retailers can use these insights to target marketing efforts and improve areas identified through customer feedback

6 Conclusion & Recommendations

The survey data shows a great opportunity for selling water purifiers, especially among young adults living in urban areas like Ahmedabad. Right now, RO (reverse osmosis) purifiers are the most popular choice in the market. However, people's preferences are quite mixed. A large number of buyers are either unsure about which brand to choose or are leaning toward other options.

To succeed in this competitive market, water purifier companies need to focus on building a strong brand presence. Many consumers have concerns about how well the products actually work, so addressing these worries is essential. This means companies should ensure their products deliver on promises like clean, safe, and great-tasting water. Highlighting these features through customer testimonials or certifications can help build trust.

Focusing on specific groups of people, such as young professionals or families in cities, can make marketing efforts more effective. Young adults are likely to be health-conscious and care about the quality of their drinking water. By tailoring products and advertising to match their needs, companies can create a stronger connection with these potential customers.

Marketing strategies need to be creative and engaging. Companies should use social media platforms, influencer partnerships, and targeted online ads to reach younger audiences. Demonstrating the health benefits of purified water through campaigns or events can further encourage people to choose these products. Additionally, offering promotional deals, discounts, or free trials might convince undecided buyers to make a purchase.

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