



A STUDY ON CUSTOMER SATISFACTION TOWARDS BISLERI DRINKING WATER WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Customer satisfaction is the most important term for any company to survive in this competitive world. The main objective of the study is to find out the customer satisfaction towards Bisleri drinking water. The samples 120 were selected among the customers of Bisleri in Coimbatore city. The major findings of the study are, the majority of the respondents buy Bisleri 1 liter petbottles. The customers preferred Bisleri water for the hygiene aspects and convenient package. It is found that customers are satisfied with the Bisleri drinking water.

KEYWORDS: *Bisleri, customer satisfaction, packaged drinking water.*

INTRODUCTION

The art of predetermining the wants and needs of the customer is so important for any company. The purpose of the study is to find out the consumer satisfaction towards Bisleri and to assess the association between demographic variables and consumer satisfaction towards Bisleri water. Data from existing research on customer satisfaction towards Bisleri was taken and an empirical research was undertaken to study the customer satisfaction.

STATEMENT OF THE PROBLEM

The customers are having several brands in choosing the packaged drinking water, and the variety of packaged drinking water is also like bottled, bubble top, can, and so on. But when the facet of brand influences the purchase there come the quality standard. Hence, a research has been carried out to study the customer's satisfaction level towards Bisleri package drinking water. Packaged drinking water is getting recognizable as the characteristic of handiness and quality has been assured.

SCOPE OF THE STUDY

- Though so many brands came as the competitor for Bisleri, Bisleri is sustaining its brand value by satisfying its customers.
- Thus it is important to study what made the customers want towards Bisleri and how they satisfied their customers
- The study helps to understand the factors, which influence the customers to purchase a particular brand and measuring the level of satisfaction towards Bisleri.

OBJECTIVES OF THE STUDY

- To know the level customer satisfaction towards the Bisleri drinking water.
- To study the factors influencing purchase of Bisleri drinking water.
- To understand the customers needs and wants regarding the Bisleri drinking water.

METHOD OF DATA COLLECTION

This study is based on both primary and secondary data.

**➤ Primary data**

In primary data, the data been collected through the questionnaire.

➤ Secondary data

The secondary data was collected by going through websites, marketing journals and articles.

RESEARCH METHODOLOGY**➤ Research design**

The descriptive research design was applied in the research methodology of the study.

➤ Sample size

Sample size taken in this study is 120.

➤ Tools used

The following are the tools which are used in this study to validate the data:

- Simple percentage analysis
- Likert scale analysis
- Rank analysis

REVIEW OF LITERATURE

K.VIJIYA VENKATESWAI(2016) in his study focused to find out the sources of awareness of consumers towards mineral water and the individual consumption of mineral water. He found that advertisement is the best source of information as all the respondents are aware of mineral water. Majority of the respondents spend up to Rs.500 per month towards mineral water, consume mineral water for the one to two years having monthly.

K.KOHILA (2019) made an attempt to study the future prospectus of mineral water besides finding out the leading brand in Chennai city. In the case of fast moving packages, it has been revealed that one-litre bottles are more in demand accounting for 60 per cent of sales as against 10 per cent of sales of two litre bottles. The fast moving and leading brand was identified as Bisleri due to its taste and creditability of the company. He remarked that safe and reliable water distribution can no longer be taken for granted not even in the most developed countries and the consumer is quite willing to pay more for quality taking into consideration his own need, and his family health.

ANALYSIS**TABLE SHOWING AWARENESS OF BISLERI DRINKING WATER BY THE RESPONDENTS**

S. No	Categories	No. of Respondents	Percentage (%)
1	Advertisement	24	20
2	Shopkeeper	27	22
3	Neighbour	30	25
4	Doctors	27	22
5	Friends & Relatives	9	8
6	Sales man	3	3
		120	100

(Source: primary data)

INTERPRETATION

The table shows that 25% of the people know about bisleri water from neighbours, 22% of the people knows from the shopkeeper and doctors, 20% of the people knows from advertisement, 8% of the

respondents knows from friends and relatives and 3% of the respondents knows from the sales man.

INFERENCE

Majority 25% of the people know about bisleri water from neighbours .

TABLE SHOWING RANKING FOR PREFERING PACKAGED DRINKING WATER BY THE RESPONDENTS

S.No	Particulars	1	2	3	4	5	Total	Rank
1	Quality	8(5)	15(4)	18(3)	23(2)	56(1)	252	1
2	Taste	1(5)	18(4)	22(3)	28(2)	51(1)	250	3
3	Price	5(5)	11(4)	27(3)	25(2)	52(1)	252	1
4	Easy to delivery	1(5)	13(4)	28(3)	29(2)	49(1)	248	4
5	Services	6(5)	11(4)	20(3)	23(2)	60(1)	240	5

(source: Primary data)



INTERPRETATION

From the above table it is understood that, quality and price is ranked 1, taste is ranked 3, easy to delivery is ranked 4 and services is ranked 5 by the respondents for preferring packaged drinking water.

INFERENCE

Quality and Price is ranked 1 by the respondents for preferring packaged drinking water.

TABLE SHOWING SATISFACTION OF RESPONDENTS TOWARDS PACKAGED DRINKING WATER

S.No	Factors		5	4	3	2	1	TOTAL	Likert Scale
	Likert Scale value (x)								
1	Availability of various quantities	f	68	34	16	1	1	120	4.3
		fx	340	136	48	2	1	527	
2	Relatively cheap pricing	f	56	36	23	3	2	120	4.17
		fx	280	144	69	6	2	501	
3	Attractiveness	f	62	32	22	2	2	120	4.25
		fx	310	128	66	4	2	510	
4	Quality of product	f	60	33	22	4	1	120	4.2
		fx	300	132	66	8	1	507	
5	Product design	f	60	32	22	2	4	120	4.18
		fx	300	128	66	4	4	502	

(Source: Primary data)

INTERPRETATION

The likert scale value is greater than the mid value (3), thus the respondents are satisfied with the factors.

INFERENCE

The respondents are satisfied with the factors.

FINDINGS

SIMPLE PERCENTAGE

- Majority 66% of the respondents are male.
- Majority 40% of the respondents are in the group of below the age of 25 years.
- The majority 52% respondents are unmarried.
- Majority 38% of the respondents are in the family of 3 to 5 members.
- Majority 40% of the respondents educational qualification is postgraduate.
- Majority 33% of the respondents are self employed.
- Majority 53% of the respondents mode of income is monthly.
- Majority 30% of the respondents having monthly income of Rs.30,000 to 40,000.
- Majority 50% of respondents using bisleri drinking water occasionally
- Majority 25% of the people know about bisleri water from neighbours .
- Majority 33% of the people using bisleri water during travel
- The majority 71% of the respondents prefer bisleri water to use.
- Majority 28% of the people using Bisleri water for convenient package.

- The majority 42% of the respondents using bisleri water for more than 3 years.
- Majority 45% of the respondents buy 1 litre petbottles of bisleri water at a time.
- The majority 29% of the respondents purchase Bisleri water 16 to 20 times in a month .
- The majority 27% of the respondents spends 500 to 700 for purchasing Bisleri water for a month
- Majority 28% of the people prefer Bisleri water for nearness to residence.

RANK ANALYSIS

- Quality and Price is ranked 1 by the respondents for preferring packaged drinking water

LIKERT SCALE

- The respondents are satisfied with the factors.

SUGGESTIONS

The manufacturers of the packaged drinking water should concentrate on the perfect ingredients denote by the BIS as per the water board of India in their process of purification of the water. Proper care should be taken that supply is made regularly to the shops. The package of water bottles are more convenient to handle. Of all the advertisement, TV advertisement is highly popular than other medias. Hence producers should focus their attention on TV advertisement rather than other media.



CONCLUSION

It is found that customers are preferred quality and price in Bisleri packaged water. And most of the people prefer Bisleri water for nearness to their residence. It is concluded that customers are satisfied with Bisleri water. Hence it becomes evident that those brands that show importance to those aspects will sell more in the market and capture more number of customers. Customers will have in terms of quality and hygienic aspect because packaged water is a product on which these aspects are expected.

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