

BRAND PREFERENCE TOWARDS WATER FILTERS – AN ANALYSIS

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ABSTRACT

Water is important to the mechanics of the human body. The Importance of using a Water Filter in recent years, home water filters have gained widespread popularity. As the logical, most convenient and most economical solution for high quality water, water filters offer many benefits over tap water and bottled water. Home water filtration offers a higher quality water product than bottled water and the convenience of tap water. Point of use water filters remove lead from drinking water immediately prior to consumption, thus preventing this harmful substance from entering the body. The purchase of a countertop filter results in a source of clean, healthy water that costs much less than bottled water. Water filters greatly reduce the risk of rectal cancer, colon cancer, and bladder cancer by removing chlorine and chlorine byproducts from drinking water. A solid block carbon water filter can selectively remove dangerous contaminants from drinking water while retaining healthy mineral deposits that balance the pH of drinking water. Drinking clean, filtered water protects the body from disease and leads to overall greater health.

Water is important to the mechanics of the human body. The body cannot work without it. Water is absolutely essential for survival. A person may survive for a month without food, but only about a week without water. People can't survive on any water either, we need to have clean water to drink. Clean water contributes to good health, contaminated water can cause disease and even death. In order to be clean enough for human consumption, water usually has to be "treated" in some way. In fact, all the cell and organ functions that make up our entire anatomy and physiology depend on water for their functioning.

- Water serves as a lubricant
- Water forms the base for saliva
- Water forms the fluids that surround the joints.
- Water regulates the body temperature, as the cooling and heating is distributed through perspiration.
- Water helps to alleviate constipation by moving food through the intestinal tract and thereby eliminating waste - the best detox agent.
- Water helps to regulate metabolism

Water is a chemical substance with the chemical formula H_2O . A water molecule contains one oxygen and two hydrogen atoms connected by covalent bonds. Lack of clean drinking water is a major problem in developing countries.

Water-borne diseases are rampant in economically depressed rural areas because clean running water typically provided by the municipalities is simply not available.

The Importance of using a Water Filter in recent years, home water filters have gained widespread popularity. As the logical, most convenient and most economical solution for high quality water, water filters offer many benefits over tap water and bottled water. Home water filtration offers a higher quality water product than bottled water and the convenience of tap water.

Most bottled water is bottled and sold in the same state in order to avoid regulation and accountability. The home water filter alternative is a far better, more economical and convenient way of getting truly healthy water.

OBJECTIVES OF THE STUDY

- To analyse the brand preference of water filters
- To identify the factors influencing the preference of water filters by users
- To study the satisfaction level of users towards water filters
- To analyse the problems faced by users in using water filters.

1. RESEARCH METHODOLOGY

1.1 Research Design

The research design used in the study is Descriptive research design. A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables the research design reveals the study of facts existing.

1.2 Sources of Data

The study is purely based upon primary data. Questionnaire method is used for collecting the primary data.

1.3 Sample size

To study the user perception towards water filters, 150 sample respondents were selected in Coimbatore district by adopting convenience sampling method.

1.4 Tools and techniques used

The collected data were analyzed by employing the statistical tools like

- 1.4.1 Percentage analysis
- 1.4.2 Garrett's Ranking analysis
- 1.4.3 Chi-square test

1.5 Area of the Study

The area of the study is confined to Coimbatore district.

2. RESULTS AND DISCUSSION

Table 1 : Table showing Age-wise, Gender-wise and Martial status of the respondents

S.No.	Demographic Factors	Category	No. of respondents	Percentage
1	Age group	Below 20 years	10	7
		20 to 35 years	54	36
		35 to 50 years	48	32
		Above 50 years	38	25
		Total	150	100
2	Gender	Category	No. of respondents	Percentage
		Male	27	18
		Female	123	82
		Total	150	100
3	Marital status	Category	No. of respondents	Percentage
		Married	143	95
		Unmarried	7	5
		Total	150	100

It is clear from Table 1 that nearly 7 percent of the respondents are in the age group of below 20 years, whereas 25 percent are above 50 years and 36 percent are between 20 to 35 years. It is evident from table that 82 percent of the respondents are female. The Table also shows that 93 percent of the respondents are married.

Table 2 : Table showing Educational qualification and Monthly income of the respondents

S.No.	Demographic Factors	Category	No. of respondents	Percentage
1	Educational Qualification	Pre-Degree	67	45
		Under Graduation	46	31
		Technical	37	24
		Total	150	100
2	Monthly income	Category	No. of respondents	Percentage
		Less than Rs.10000	27	18
		Rs.10,001 to Rs.15,000	89	59
		Rs.15,001 to Rs.20000	23	15
		Rs.20,001 & above	11	8
		Total	150	100

Table 2 reveals that 45 percent of the respondent's have pre-degree qualification, 31 percent of the respondent's qualification is under graduation and the remaining 24 percent of the respondent's have technical qualification. It is clear from the Table, that 18 percent of the respondent's monthly income is below Rs.10000, 59 percent of the respondent's monthly income lies between Rs.10001 to Rs.15,000, 15 percent of the respondent's monthly income lies between Rs.15.001 to Rs.20000 and 8 percent of the respondent's monthly income is above Rs.20,001.

Table 3 : Table showing Brand heard of by respondents

Brand Heard of	Number of respondents (In %)		Total (In %)
	Yes	No	
Aqua Sure	96	4	100
Pureit	73	27	100
Maxx	10	90	100
Swach	53	47	100
Water guard spring	4	96	100

From the above table it can be concluded that the respondents heard about aqua sure water filter.

Table 4 : Table showing presently using Brands at home

Brand Name	Number of respondents	Percentage
Aqua Sure	97	65
Pureit	39	26
Maxx	4	3
Swach	9	5
Water guard spring	1	1
Total	150	100

Table 4 shows that majority of the respondents are using aqua sure filter at home.

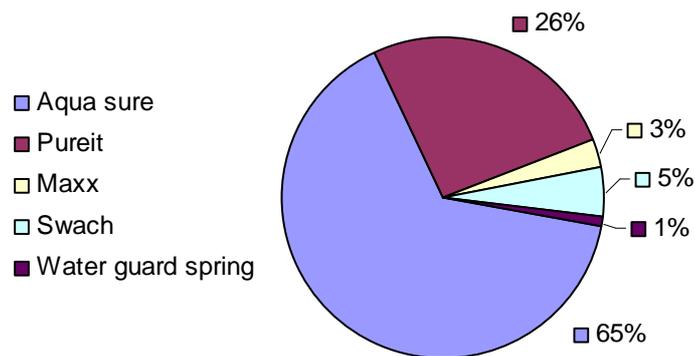


Chart 1 : Presently using Brands at Home

Table 5 : Table showing sources of information

Sources	Number of respondents	Percentage
Friends & Relatives	23	15

Advertisement	81	54
Dealers & Shoppers	34	23
Doctors Advice	12	8
Total	150	100

Table 5 shows that majority of the respondents, receiving sources of information about water filters through advertisement.

Table 6 : Table showing the Factors influencing the brand preference

Factors	Total score	Mean score	Score
Affordable Price	3972	26.48	II
Easy Cleaning	3476	23.17	III
Durability	2314	15.41	V
Attractive Advertisement	3215	21.43	IV
Hygienic	5152	34.35	I

It is concluded that hygienic is an important factor influencing the users to purchase the particular brand of water filter.

Table 7 : Satisfaction Level of water Filter

Satisfaction Level	Number of respondents	Percentage
High	130	86
Low	20	14
Total	150	100

It is inferred from the table that majority of the respondents are highly satisfied in using water filter.

Table 8 : Problems faced by the users of water filter

Factors	Total score	Mean score	Score
Low quality filters	2165	14.43	VII
Not an affordable price	5110	34.07	III
Less quality and durability	2618	17.45	V
Non availability of brands	1450	9.67	VIII

Lack of advertisement	1120	7.47	IX
Price difference	2135	16.23	VI
Dust and sediments are frequently depositing in the filter	5417	36.11	I
Poor after sales service	4210	28.07	IV
Non availability of spare parts	5216	34.77	II

From the above table, it is clear that among the various problems faced by the users, dust and sediments are frequently depositing in the filter.

Table 9 :Relationship between the socio-economic factors and level of satisfaction of water filter users

Socio-Economic Factors	Degrees of freedom	Chi-square calculate value	Chi-square Table value	S/NS
Age	3	9.48	7.815	S
Gender	1	2.57	3.841	NS
Education	2	3.17	5.991	NS
Occupation	3	18.14	7.815	S
Income	3	1.13	7.815	NS
Nature of Family	1	2.58	3.841	NS
Place of residence	2	9.85	5.991	S

By applying the chi-square test, it is found that age, occupation and place of residence are significantly associated with the satisfaction level of users of water filters.

3. FINDINGS

- 3.1 36 Percent of the respondents were in the age group of 20-35 years.
- 3.2 82 percent were female.
- 3.3 95 percent of the respondents were married.
- 3.4 59 percent of the respondents' monthly income falls in the category of Rs.10001-Rs.15000.
- 3.5 65 percent of them are using aqua sure water filter.
- 3.6 54 percent of the respondent got sources of information through advertisement.
- 3.7 Hygienic factor is ranked I for using water filters.
- 3.8 86 percent of them were satisfied with the water filter.

3.9 Dust and sediments are frequently depositing in the filter and spare parts are not available these are the problems faced by the users.

4. SUGGESTIONS

4.1 Water filters are not regulated by any health commission or department, so effectiveness can vary widely between manufacturers. So water filters are to be regulated.

4.2 The initial cost of purchasing water filter will depend on the type of filter. Water filters that work with activated carbon cartridges, such as a pitcher filter, will need regular replacements, so the expenses will continue after the initial investment, it should be reduced.

4.3 Particle fiber filters and ceramic filters need to be cleaned regularly to avoid bacteria buildup. The need for cleaning might not be obvious to the naked eye, so sometimes special tools are required to determine if a filter should be replaced or cleaned. This should be eliminated.

5. CONCLUSIONS

Water filters provide better tasting and better smelling drinking water by removing chlorine and bacterial contaminants. Point of use water filters remove lead from drinking water immediately prior to consumption, thus preventing this harmful substance from entering the body. The purchase of a countertop filter results in a source of clean, healthy water that costs much less than bottled water. Water filters greatly reduce the risk of rectal cancer, colon cancer, and bladder cancer by removing chlorine and chlorine byproducts from drinking water. A solid block carbon water filter can selectively remove dangerous contaminants from drinking water while retaining healthy mineral deposits that balance the pH of drinking water. Drinking clean, filtered water protects the body from disease and leads to overall greater health. A water filter provides clean, healthy water for cooking, as well as drinking, at the convenience of tap water. Drinking pure water is especially important for children. Water filters provide the healthiest water for children's developing immune systems. Water filters offer the last line of defense between the body and the over 2100 known toxins that may be present in drinking water.

6. REFERENCES

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