



Impact of Regional Packaged Drinking Water in Karaikudi Region

KEYWORDS

Regional Players, Packaged Drinking water, Consumer Purchase, Rural areas

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ABSTRACT Consumer purchases are influenced strongly by cultural, social, personal and psychological factors. Packaged Drinking water industry is currently dominated by its top five Brands, including Bisleri, Kinley, Aquafina, Tata water Plus and Bailey. But with these companies struggling to penetrate into smaller, non tier cities and rural areas due to poor infrastructure and distribution Channel, there is an opportunity for small regional players to penetrate the rural markets of Tamilnadu. In this article, the researchers examine the Impact of Regional Packaged Drinking water in Karaikudi region and identify the various factors influence the purchase of packaged drinking water in the study area.

INTRODUCTION

Water is the most important necessity for life. The drinking-water needs for individuals vary depending on the climate, physical activity and the body culture. But for average consumers it is estimated to be about two to four litres per day. The growing number of cases of bone diseases, increasing water pollution, increasing urbanization, increasing scarcity of clean and safe drinking water quality etc. have made the bottled water business just like other consumer items. Scarcity of potable and wholesome water at railway stations, tourists' spots, and role of tourism corp. etc. has also added to the growth. Pure and safe drinking water has always been a necessity. The tradition and style of serving drinking water, in India, has however changed quite dramatically during the last decade. Bottled water consumption has grown exponentially over the past ten to fifteen years. .

Before few years bottle water was considered as the rich people's choice, but now it is penetrated even in rural areas. Bisleri is the market leader in mineral water in India with a 60% market share within organized mineral water category. Three key players mainly dominate the Indian Bottled Water Market Parle Bisleri, Coca Cola India Inc Kinley and PepsiCo India Holdings Pvt. Limited.

STATEMENT OF THE PROBLEM

Consumer purchases are influenced strongly by cultural, social, personal and psychological factors. Consumers' perception and buying behaviour of bottled water in karaikudi is not fully understood. Researches and studies regarding the setting in this area can namely not be found. Therefore, this market will be sampled as a relevant and accessible segment to investigate the following research problem for this research. Factors as age and income may strongly influence the buying behaviour toward bottled water.

OBJECTIVES OF THE STUDY

To find out the impact of regional packaged drinking water

To find out the basis for dealers' and customers' prefer-

ences in buying packaged drinking water.

To study the market shares of available packaged drinking water brands.

To analyse the marketing strategies used by various packaged drinking water brands.

REVIEW OF LITERATURE

Water is necessary for life due to its natural elements which play a central role and it is important in human nutrition (Naddeo et al., 2008). Water is the fundamental constituent of animal organisms and it is the medium through which all metabolic reactions happen.

Water is the medium for all biological processes and a basic and essential dietary constituent. In other words, water is essential for life and, therefore, must be available to all, adequate, safe, accessible wholesome and, above all, should not cause appreciable health hazards, as it is needed for all other types of food (Sciacca and Conti, 2009).

From data compiled by the Department of Environment (2005), the overall trend points to a slow but steady becoming worse in the water quality of rivers around the country. Due to lack access to clean water resources, consumption of bottled mineral water increased (Al Fraij et al., 1999).

India's packaged bottled water industry is currently dominated by the top five players, including Bisleri, PepsiCo, Coca Cola, Dhariwal and Parle. These companies struggle to penetrate the small non-tier cities and towns due to poor infrastructure, thus providing an opportunity for small regional players to build a presence in regional markets.

According to Shilpa Eguvanti, Team Lead (Consulting) at Value Notes, "Even as the industry is on a growth path, smaller local players and the unorganised sector are eating into the market of the established players, often by imitating their trademarks."

Some people, including the bottled water indus-

try, argue that drinking bottled water is better than drinking soft drinks. I agree. But that's not what's happening. The vast increase in bottled water sales have largely come at the expense of tap water, not soft drinks. And even if we pushed (as we should) to replace carbonated soft drinks with water, it should be tap water, not expensive bottled water.

MAJOR PLAYERS IN PACKAGED DRINKING WATER IN INDIA:

S.NO	TOP THREE PLAYERS IN INDIA	ESTABLISHMENT	SHARE PERCENT
1	Bisleri mineral water	1965	50
2	Coca-Cola's Kinley	1993	35
3	PepsiCos Aquafina	1965	15

REGIONAL PLAYERS IN PACKAGED DRINKING WATER IN KARAIKUDI:

- Aquafina
- Bisleri
- Kinley
- Subha
- TATA- Plus

NECESSITY OF BOTTLED WATER:

Millions of people, both in rural and urban India, suffer from inadequate or no tap water supply. Even some parts of Mumbai, the country's financial capital, get a mere two hours of daily water supply. So bottled water is much in demand by residents-even though the businesses profiting from the sales are thriving from access to public water sources.

"In many parts of the world, tap water is not available or safe to drink," writes . "In these regions, the failure of governments to provide basic water services has opened the door to private companies and vendors filling a critical need, albeit at a very high cost to consumers."

RESEARCH METHODOLOGY:

In this study both primary and secondary data is used , for collecting the primary data a structure questionnaire was used. The questionnaire was prepared to collect primary data among the respondents who consume the packaged drinking water and dealers of bottled water brands .A total 85 questionnaires were given to the respondents to gather data. The secondary data in this study is collected from various sources such as journals, articles and website.

SAMPLE DESIGN:

The study is conducted on respondents residing in karaikudi. Sample size is 85 respondents who consume the packaged drinking water. Sampling technique used in this study is Non- Probability sampling in that convenience sampling is used.

HYPOTHESIS SET

Null Hypothesis (H0)

There is no significant relationship between the age of the respondents and the satisfaction level of respondents over regional packaged drinking water.

Alternate hypothesis (H1)

There is a significant relationship between the age of the respondents and the satisfaction level of respondents

ents over regional packaged drinking water.

DATA ANALYSIS AND INTERPRETATION:

Table .1

Shows the consumer preferences in packaged water brands

S.No	Criteria	No. of respondents	Percentage
1	Aquafina	23	27.06 %
2	Bisleri	24	28.24 %
3	Kinley	19	22.35 %
4	VMAS	4	4.71 %
5	Subha	8	9.41 %
6	TATA- Plus	5	5.88 %
7	Others	2	2.35 %
Total		85	100%

Interpretation

This table shows that 28.24% of the respondents prefer Bisleri and 22.35% of the respondents prefer regional brands of packaged drinking water. Among 85 respondents, 66 people prefer national water brands.

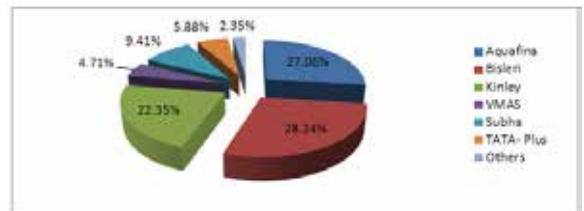


Table .2

Shows the consumers consumption over packaged drinking water

S. No	Criteria	No. of respondents	Percentage
1	Yes	85	100 %
2	No	0	0 %
Total		85	100%

Interpretation

The above table shows that all the 85 respondents have bought regional bottled water. It interprets that utmost every people have bought local packaged drinking water brands on any occasion.

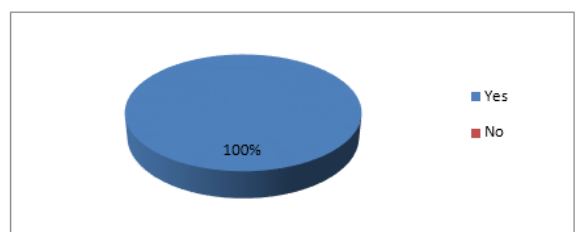


Table .3

Shows the customer satisfaction over services of regional brands

S.No	Criteria	No. of respondents	Percentage
1	Yes	73	85.88 %
2	No	12	14.12 %
Total		85	100%

Interpretation

The above table interprets that 85.88% of the respondents

ents are satisfied with the services provided by regional bottled water brands.

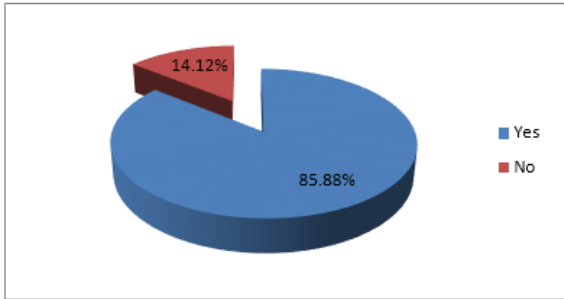


Table .4
Shows the availability of regional bottled water brands

S. No	Criteria	No. of respondents	Percentage
1	Best	23	27.06 %
2	Fair	49	57.65 %
3	Poor	13	15.29 %
Total		85	100%

Interpretation

The above table shows, around 85% of the respondents have told that the regional brands are readily available in the market all the times.

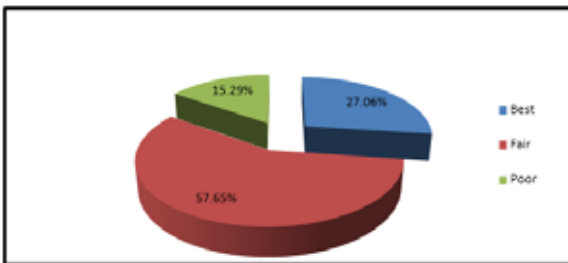
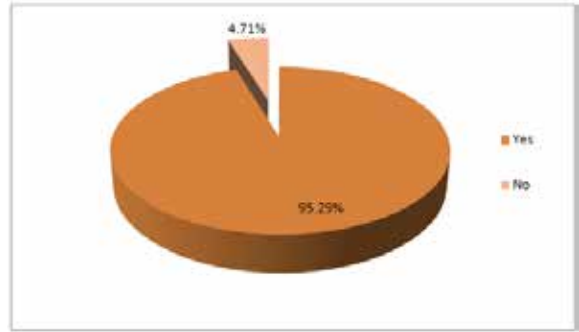


Table.5
Shows the consumer preferences for bulk orders to regional brands

S.No	Criteria	No. of respondents	Percentage
1	Yes	81	95.29 %
2	No	4	4.71 %
Total		85	100%

Interpretation

The above table shows that 95.29% of the respondents prefer regional brands for bulk orders during any occasions. This may be happened because of less price and availability of regional packaged drinking water brands in the market.



SUMMARY OF FINDINGS :

Most of mineral water’s consumers use Bisleri, Kinley and Aquafina because these are branded ones are trustworthy.

Consumers prefer regional brands if their favourite brand is not available.

The market share of regional packaged drinking water is very less but growing.

Very less number of distributors is there in Karaikudi region for regional bottled water brands.

The local brands does not provide as many schemes provided by its competitors to the dealer and retailers.

Quality is the major factor which lacks in local brands with regard to consumer’s perception.

Around 80% of the respondents are satisfied with the value, service and availability of regional packaged drinking water brands.

According to market share, Bisleri is the leading brand which has 55.45% market share. while Kinley 23.33%, Kingfisher 3.97%, Aquafina 13.95% and others 6.30%.

CONCLUSION:

There is a huge competition in the market in this field. So the local players in this industry get increased day by day. They have to survive in the regional market. So that they should have good supply chain and should offer better quality products than other regional brands. The manufacturers of regional bottled water brands need to spend money on sales promotion to attract more and more customers and dealers. Profit margin of the dealers by selling of regional brands should be more in the market.

This study is made as a detailed report, shows the impact of regional packaged drinking water. It will be useful in finding out the basis on which dealers and customers prefer buying packaged drinking water. It has been conducted with utmost consideration to the adequacy of data and quality of information. all the efforts have been put to make the report correct, genuine, and fulfilling the objectives of the reports.

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