

Engineering Students' and Faculty Perception Towards Packaged Water for Drinking, Guntur

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Abstract: Indian packaged water for drinking has unique impact on consumer spending. Shortage of water and low rainfall in approximately all parts of the country has increased the predilection and spending of packaged water for drinking. The acquiring of packaged water for drinking is done on the perception of quality and safety of the water as chief reason. The variety of packaged water for drinking brand selection, packaging styles viz., bottled, cans and its influence on purchase behaviour, hence this study has been conceded out to analyze the buying behavioural patterns of engineering students and faculty towards packaged water for drinking.. The purpose of this research is to study a number of factors that motivate engineering students and faculty purchasing verdict on it, explicitly taste, quality, convenience of the water, and the packaging of the goods Quantitative research methodology was chosen , with questionnaires circulated to gain the primary data. The questionnaires were distributed to 326 respondents. The questionnaires distribution was done in selected Engineering colleges in Guntur district of Andhra Pradesh, The survey results established that, superior taste and quality of the water and the packaging of the product motivate the engineering students and faculties buying verdict on packaged water for drinking.

Index Terms: Water for drinking, buying behavior, Engineering students Preference, Perception.

I. INTRODUCTION

No one survives devoid of water. There are a bundle of benefits of water, and the main very important one is to hydrate human body. It is well known fact that one should consume two litres of water per day. These days, people can find bottled drinking water approximately all over the place. The commodities differ, in term of brand, packaging, and other traits. Nowadays, 10 lakh people are drinking harmful water in the globe insanitary water makes an immense risk, especially for children because of their undeveloped immune system. Indeed, the world health organisation estimates that fourty one lakh children die from diarrhoea, which can be inhibited by healthy water.

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The use of bottled mineral water is radically rising universal and has become an significant factor both for economic and health issues. Every person requires an average of 2-3 litters of water every day. Water is abundant in nature, existing in solid, liquid, and gaseous forms. 3% of water in nature available as freshwater, most occurs as snow and ice leaving less than 25% available as ground and surface water. Drinking water is linked with health. Internationally, the spending of packaged water has increased steadily over the years. Indian market is growing because of quality awareness among the consumers is on the rise. Each year an estimate 800 million litters of bottled water are marketed in plastics and the requirement persists to raise Indian packaged water for drinking has particular impact on buyer consumption.. Prior bottled drinking water was status of symbol to high class, foreign tourist and incredibly health cognisant people but the current decade has experiential increasing fame among average customers, increasing living standards, disposable income, tutoring and awareness among the buyers domestic and foreign tourists, sophisticated business houses and offices has increased rapidly the sales of bottled water in recent years. The increasing waterborne disease, mounting water pollution escalating urbanization, increasing scarcity of pure and safe water etc. has made the bottled water at railway stations, picnic spots and role of tourism crop etc., has also added to the escalation. The perception of students plays a vital role in usage and selection of brand of packaged water for drinking. Unvarying purity and taste are two of the chief differences between packaged water and municipal water. While bottled water instigates from protected sources - principally from subversive aquifers and springs - municipal water comes predominantly from rivers and lakes. one more factor to mull over is the distance municipal water have to travel and what it goes all the way through before it reaches the tap. In fulfilment with international regulations, bottled water is sealed and packaged in hygienic containers. If a bottled water product is found to be unsatisfactory, it can be recalled. This can't happen in case of municipal water. As per the regulations in the US, when bottled water is source from a municipal water system the product label must state so noticeably. On the other hand, if the water is subject to distillation, deionization or reverse osmosis, it can be pigeonholed that way, and does not have to state on its label that it is from a municipal water system or from a municipal source.



Processing methods such as reverse osmosis remove most chemical and microbiological. People are becoming more health conscious these days and many believe that packaged water is a healthier alternative to municipal water.

II. PROBLEM STATEMENT

The Indian packaged water for drinking market is incredibly extensive and dynamic. The sales of packaged water for drinking differ from place to place. Packaged water for drinking has turned out to be a necessary consumable product in the present time. Each one considers that packaged water for drinking is excellent for wellbeing; however they are not aware of the damaging impact on health. Hazardous drinking water, along with deprived sanitation and hygiene are the major providers. Packaged water for drinking has become an indispensable fragile product in the present era. It stands for a key segment of the universal beverage market. Market stimulants for bottled water include rising population, buyer expenditure patterns, lifestyle trends, and growing levels of health consciousness among consumers. Also, there is a marked increase in the requirement for pure drinking water during travels and tours undertaken by the people. Groundwater pulling out has already crossed the critical limit in the city. Fast-reducing groundwater has to be invigorated and revitalized for the packaged water for drinking which greatly depends upon groundwater than surface water in the city. The requirement for packaged water for drinking is always on the increase due to its increasing rate of consumption. Hence the researcher felt that there is a need to examine the preference, awareness and satisfaction of engineering students and faculty towards packaged water for drinking. Though the requirement for the packaged water for drinking is increasing, the consumers may not always be satisfied about a particular factor of product on account of the competitive advantages, in terms of quantity, purity, price, taste, convenience, image and package in the marketplace.

III. NEED OF THE STUDY

Water is critical for Andhra Pradesh where the requirement is mounting but the supply of water is inadequate in the market. Guntur is a growing city where urban population is growing at an increasing rate; people's lifestyle is changing. Packaged water for drinking has appeared and is made use of by the engineering students and faculty to a bigger extent even though drinking water in Guntur is well known for its savour. Marketing of packaged water for drinking in Guntur has been increasing year by year. There is a general feeling that engineering students and faculty are having more awareness and interest in knowing technical skills but will not concentrate on health-related issues. This study has been conducted to know the level of awareness of technically sound engineering students towards packaged water for drinking. If students and faculty will have good awareness about packaged water for drinking their services can be technically utilized to create good programs to create awareness in rural village people and can make healthy India.

IV. OBJECTIVES OF THE STUDY

- To analyse the importance of packaged water for drinking
- To evaluate engineering students and faculty perception and awareness towards packaged water for drinking in purchasing decisions.
- To identify the demographic factors that are directly related to buying behaviour of packaged water for drinking of engineering students and faculty.

V. HYPOTHESIS OF THE STUDY

Ho.10 there is no significant relationship between gender and engineering students and faculty perception of buying behaviour of PDW

H11 there is significant relationship between gender and engineering students and faculty perception of buying behaviour of PDW

Ho.20 there is no association between social class and engineering students and faculty perception of buying behaviour of PDW

H21. there is significant relationship between social class and engineering students and faculty perception of buying behaviour of PDW

Ho.30 there is no significant relationship between factors influencing consumer perception towards packaged water for drinking

H1.31 there is significant relationship between factors influencing consumer perception towards packaged water for drinking

VI. RESEARCH METHODOLOGY

The RESEARCH METHOD: Research Method like descriptive method is chosen for the study.

SAMPLING TECHNIQUE:

A purposive-cum-convenient sampling method is used to choose respondents.

SAMPLE SIZE:

The sample size is of 364 respondents

DATA COLLECTION:

Secondary data was collected from various journals, books, websites and primary data collected through a survey with structured questionnaire.

INSTRUMENTS USED: Structured questionnaire.

STATISTICAL TOOL:

The data was analyzed using Ms Excel and presented in the form of charts and tables.

SCOPE OF THE STUDY:

To study the engineering students and faculty perceptions and behaviour towards packaged water for drinking. It involves understanding the basic concept of analysing the engineering students and faculty towards the packaged water for drinking firms.

VII. DATA ANALYSIS

GENDER:

Group Statistics

CP	gender	N	Mean	Std. Deviation	Std. Error Mean
	Male	160	76.4375	5.41218	.42787
	Female	166	74.8614	6.72571	.52202

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	3.320	.069	2.326	324	.021	1.57605	.67763	.24294	2.90917
Equal variances not assumed			2.335	314.070	.020	1.57605	.67496	.24803	2.90407

INTERPRETATION:

From the above table, the p-value 0.021 is less than, ($p > 0.05$) therefore rejected the null hypothesis and concluded that there is significant relationship between gender and the consumer perception of buying behaviour of packaged drinking water.

AGE

ANOVA

CP	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	215.630	3	71.877	1.911	.128
Within Groups	12107.931	322	37.602		
Total	12323.561	325			

INTERPRETATION:

From the above table, shows that the value of $p = 0.128$ is greater than 0.05. Therefore we accepted the null hypothesis and rejected the alternative hypothesis

There is no statistically significantly difference between the age groups and consumer perception of buying behavior of packaged water for drinking.

LOCATION

GROUP STATISTICS

CP	location	N	Mean	Std. Deviation	Std. Error Mean
	rural	39	74.8205	8.02257	1.28464
	urban	284	75.7394	5.89266	.34966

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	6.504	.011	-.870	321	.385	-.91892	1.05590	-2.99628	1.15844
Equal variances not assumed			-.690	43.807	.494	-.91892	1.33138	-3.60247	1.76462

INTERPRETATION:

From the above table, the p-value 0.385 is more than, ($p > 0.05$) therefore we accepted the null hypothesis and concluded that there is no significant relationship between location and the consumer perception of buying behaviour of PDW

VIII. FINDINGS

- Among the consumers, it is noticed in the present study that majority of respondents (48.5%) fall under the age group of 20-30 years and followed by 36.2% under the age group of up 31- 45 years
- There is significant relationship between the factors that influencing the buying behaviour of packaged water for drinking. those factors are health, safety, taste, quality, image and advertisements of the product
- In this research area, 64% percent of the respondents use packaged water for drinking during the shortage of water.
- The respondents were highly educated which indicates that , higher educated were interested in buying packaged water for drinking may be due to increasing health conscious and awareness about the packaged water for drinking
- The majority of the respondents were using purified & filtered water under normal condition i.e., when they were not travelling or not outside home. Since they were not willing to buy packaged water for drinking so frequently.
- In the study area, majority of the respondents expressed that the drawing out of certain minerals from the water is excellent for health. 33% of the respondents' healthiness has been exaggerated due to the regular use of packaged water for drinking. Majority of the students and engineering faculty have the awareness about tainted water and waterborne diseases.



IX. CONCLUSION

Packaged water for drinking is a product which engineering students and faculty purchase not only when they carry out travelling or reside out of their own place but also during the reside in their own places. The motives are that engineering students and faculty are becoming health conscious in the current day environment. On the other hand the price facet of packaged water cannot be over looked in this demonstrates because for some people. It is complex for them to make up their brain to recompense for water is small quantity but is has turn out to be the order of the day of not for all at least for people who are living, in city to use packaged water is also based on the reliability that the engineering students and faculty will have in terms of quality and hygienic aspect because packaged water is a product on which these aspects are expected. Hence it become evident that those factors that influencing the buying behavior that illustrate importance to those aspects will sell more in the market and capture more number of consumer. Therefore concluded that while purchasing the packaged water for drinking engineering students and faculty considers various factors during their purchase decision. It was found that majority of engineering students and faculty prefers the safety, quality whiles the shortage of water. Engineering students and faculty are also enthusiastic to pay standard price for packaged water for drinking.

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