

# A Study On Consumer Preference For Water Purification System With Special Reference to Coimbatore City

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**Abstract-** *The aim of this study is to ascertain customer preferences in Coimbatore regarding water purifying systems. An organized collection of questions was used for surveying 122 members of the study population. According to the results, the primary elements influencing consumer preference were determined to be quality, marketing, brand loyalty, purification process, and filters. Additionally, the survey concluded that the filtering process and storage capacity of water purifiers are the factors that consumers desire. In order to satisfy local consumers' preferences, the study recommends that water purifier manufacturers and companies should concentrate on enhancing the product's availability, durability, and storage capacity in Coimbatore.*

**Keywords-** water purification, consumer, preference, water purifier

## I. INTRODUCTION

Water purification is the process of removing undesirable chemicals, biological contaminants, suspended solids and gasses from contaminated water. Nowadays, a water purifier is required, especially if underground water is used for drinking. Water purification is the process of eliminating undesired chemicals, biological pollutants, suspended contaminants, and molecules from contaminated water. The goal is to produce water that is suitable for a particular use. Most water is filtered for human consumption (drinking water), but water purification can also be modified to meet the needs of medicinal, pharmaceutical, chemical, and industrial applications. In general, physical processes such as filtration, sedimentation, and distillation have been employed, as is biological processes such as slow sand filters or biologically active carbon, chemical processes such as flocculation and chlorination, and the use of electromagnetic radiation such as ultraviolet light.

According to a 2007 World Health Organization (WHO) report, 1.1 billion people do hardly have access to safe drinking water, 88 percent of the 4 billion yearly cases of

diarrheal disease are caused by unsafe water and inadequate sanitation and hygiene, and 1.8 million people die from diarrheal diseases each year. According to the World Health Organization, 94% of these diarrheal infections are preventable through improvements in the environment, including access to safe water. Each year, simple techniques for treating water at home, such as chlorination, filtration, and solar disinfection, and storing it in hygienic containers, could save an enormous amount of lives. Waterborne disease mortality. .

Several institutions constructed an innovation named water purifiers as a result of scientific investigation. The use of water purifiers is rapidly increasing in major cities, municipalities, educational institutions, hospitals, heavy industries, and so on. So conducting study on the usage and impact of branded water purifiers is inevitable as frequent analysis is essential for further developments and invention.

## OBJECTIVES OF THE STUDY:

- To analyze the Awareness about water purifiers.
- To Identify the Factor Influencing Consumer Preference For Water Purifier.
- To analyze the problem faced by consumers in using water purifiers.

## STATEMENT OF THE PROBLEM:

Across the country, several techniques of various water purifier machines with different capabilities are entering the market. Depending on their acceptance, the consumer may be unaware of the appropriate machines. It is essential to recognize how consumers use RO machines, how much they use them, and whether they are satisfied with the products that are provided. Currently, pollution comes in many forms and is becoming more prevalent as a result of contamination .In this hazardous condition, it is critical to investigate the urge to use water purification equipment.

## II. REVIEW OF LITERATURE

**Kumar (2022).** “The Role of Marketing Strategies in Shaping Consumer Perceptions of Water Purifiers.” The author conducts a thorough review of available literature to investigate how various marketing methods influence how consumers perceive and interact with water filtration solutions. Kumar is most likely researching the efficiency of various tactics for communicating product benefits, addressing consumer concerns, and ultimately influencing purchasing decisions in the context of water purifiers. This review adds to our understanding of the interaction between marketing strategies and consumer perceptions in the context of water purification.

**Johnson’s (2020)** paper, “An Analysis of Consumer Behavior in the Water Purifier Market,” published in the International Journal of Marketing Studies, digs into the complex landscape of water purifier consumer behavior. The review investigates factors influencing customer decisions, including product characteristics, brand reputation, and environmental concern. Johnson emphasizes the importance of having a thorough understanding of consumer preferences in order to inform marketing strategies and industry development. The study adds vital insights to the continuing discussion about customer behavior in the water purifier business, laying the groundwork for future research in this dynamic subject.

**Dr. V. Maheswari’s (2019)** work, “A STUDY ON CONSUMER PERCEPTION AND WATER SATISFACTION,” PURIFIER IN KUMBAKONAM TOWN.” Purified drinking water is crucial for every individual, according to the report. To learn about the respondents’ degree of satisfaction with their water purifiers and the issues they encountered while using them. She discovered that 69% of respondents were satisfied with the overall performance of the brand. She stated that the majority of respondents had pin pointed to reduce water waste during the purification procedure. She determined that a huge portion of the people are spending a lot of money to build purifiers or buy filtered water for survival.

**Dr.A.Gunasundari et al. (2018)** conducted a study titled “A COMPARATIVE STUDY OF FACTORS AFFECTING CONSUMER PREFERENCE BETWEEN LOCAL AND BRANDED WATER PURIFIERS IN THIRUVARUR”. The study looked at customer perception and consumer awareness of water purifiers. To investigate the impact of brand preference and the factors that influence consumer purchasing decisions. They discovered that branded purifiers require less service after installation than local ones. They proposed that customer service be given top attention. They concluded that

with quickly changing technologies, consumer’s perceptions change regularly.

**Dr.S.Prakash and Deepak Toppo (2018)** published the study “SOLAR ENERGY BASED WATER PURIFICATION SYSTEM.” The research looked into Water purifier powered by solar energy.

Furthermore, RO is an effective disinfection procedure. They concluded that solar energy is employed for water filtration, and a microcontroller stops the water from spilling.

### RESEARCH METHODOLOGY: RESEARCH DESIGN:

The present study “A Study On Consumer Preference For Water Purification System With Special Reference to Coimbatore City” is descriptive in nature where consumers of different age groups provided their opinion on the water purifier preference.

### SAMPLE DESIGN:

The samples are collected out of the population by a convenient sampling method and the analysis is carried out by random sampling.

### SAMPLE SIZE:

The study is based on the data with sample of 122 respondents

### PERIOD OF STUDY:

The research study has been conducted for the research period of 6 months.

### AREA OF STUDY:

The study sample are gathered within and around the city of Coimbatore

### TOOLS USED:

- **Percentage Analysis**
- **Chi-Square**

### LIMITATION OF THE STUDY:

A total of 122 responders were found among various Coimbatore local citizens. The majority of survey respondents were students, making it challenging to gather varied opinions for the study.

### III. DATA ANALYSIS AND INTERPRETATION

#### DATA ANALYSIS:

Data analysis is the systematic application of statistical and /or logical techniques to describe, illustrate, condense, summarize, and evaluate data. Its goal is to extract information from the data and arrive at a final conclusion. The results of the data analysis of the study are communicated, suggesting conclusion and supporting decision-making, and they refer to the methodical classification of data given in the tables.

#### INTERPRETATION:

Data interpretation is the process of reviewing data using various analytical methods and arriving at relevant conclusions. The process of reviewing data and drawing meaningful conclusions using a variety of analytical approaches is known as data analysis. Using the extracted data, this interpretation explains the study in depth. The abstract principle of the study by the tool used in the research can be well understood by the research through interpretation of the study.

#### PERCENTAGE ANALYSIS:

Percentage analysis is a method of expressing a part or parts of a whole as a percentage, allowing for easier comparison and understanding of their relative importance or contribution. It's commonly used in various fields, including finance, economics, statistics, and market research, to analyze data, identify trends, and make informed decisions.

**TABLE 1: AGE**

AGE	NO OF RESPONDENTS	PERCENTAGE
BELOW 18	18	14.8%
19-25	84	68.9%
26-45	15	12.3%
ABOVE 45	5	4.1%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 1 shows that, 68.9% of the are come under the category of the age group 19-25, 14.8% of the respondents comes under the age group of below 18, 12.3% of the respondents are from the age group of 26-45 and 4.1% of the respondents come from the age group of above 45

**TABLE 2: GENDER :**

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	63	51.6%
FEMALE	59	48.4%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 2 shows that 51.6% of the respondents come under the category of the male gender, where 48.4% belonged to the female gender.

**TABLE 3: EDUCATIONAL BACKGROUND**

EDUCATIONAL BACKGROUND	NO OF RESPONDENTS	PERCENTAGE
BACHELOR'S DEGREE	85	69.7%
HIGH SCHOOL	15	12.3%
MASTER'S DEGREE	14	11.5%
OTHERS	8	6.6%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 3 shows that 69.7% of the respondents are from bachelor's degree, where 12.3% of respondents were high school students.11.5% of the respondents are from master's degree and 6.6% of respondents were from others.

**TABLE 4: EMPLOYMENT**

EMPLOYMENT	NO OF RESPONDENTS	PERCENTAGE
EMPLOYED	22	18%
UNEMPLOYED	13	10.7%
STUDENTS	81	66.4%
OTHERS	6	4.9%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 4 shows that ,66.4% of the respondents are students,18% of respondents are employed 10.7% respondents are unemployed and 4.9% of the respondents are others

**TABLE 5: MARITAL STATUS**

MARITAL STATUS	NO OF RESPONDENTS	PERCENT AGE
MARRIED	27	22.3
UNMARRIED	94	77.7%
TOTAL	122	100%

Table 5 shows that 77.7% of respondents are from the unmarried and 22.3% of respondents are from married

**TABLE 6: BUDGET RANGE FOR A WATER PURIFIER**

BUDGET RANGE	NO OF RESPONDENTS	PERCENTAGE
UNDER 5000	55	45.1%
5000-10000	38	31.1%
ABOVE 10000	29	23.8%
TOTAL	122	100%

Table 6 shows that 45.1% of the respondents prefer a budget under 5000, where 31.1% of respondents prefer budget range between 5000-10000 and 23.8% of respondents prefer range above 10000

**TABLE 7: WHICH DISPENSER DO YOU PREFER**

DISPENSER PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
COUNTERTOP	43	35.2%
UNDER-SINK	38	31.1%
BUILT-IN-DISPENSER	41	33.6%
TOTAL	122	100%

Table 7 shows that 35.2% of respondents prefer countertop dispenser, 31.1% of respondents prefer under-sink dispenser, 33.6% of respondents prefer

**TABLE 8: HOW MUCH STORAGE WOULD YOU PREFER**

STORAGE PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
UPTO 1 LITER	23	18.9%
2-3 LITERS	55	45.1%
MORE THAN 3	44	36.1%

LITERS		
TOTAL	122	100%

Table 8 shows that 45.1% of respondents prefer storage of 2-3 liters 36.1% of respondents prefer more than 3 liters and 18.9% of respondents

**TABLE 9: WHAT IS YOUR PREFERRED METHOD OF DISPENSING WATER**

PREFERRED METHOD OF DISPENSING WATER	NO OF RESPONDENTS	PERCENTAGE
COUNTERTOP DISPENSER	52	42.6%
FAUCET-MOUNTED DISPENSER	40	32.8%
PITCHER STYLE DISPENSER	30	24.6%
TOTAL	122	100%

Table 9 shows that 42.6% of respondents are influenced by countertop dispensers, whereas 32.8% of respondents are influenced by faucet-mounted dispensers and 24.6% of respondents are influenced by pitcher style dispensers.

**TABLE 10: DO ADVERTISEMENT AFFECT YOUR PURCHASE OF WATER PURIFIER**

ADVERTISEMENT AFFECT YOUR PURCHASE	NO OF RESPONDENTS	PERCENTAGE
TO SOME EXTENT	56	45.9%
TO GREATER EXTENT	33	27%
RARELY TO SOME EXTENT	33	27%
TOTAL	122	100%

Table 10 shows that 45.9% respondents are influenced by advertisement to some extent, whereas 27% of respondents are being influenced by advertisement to a greater extent, and 27% of respondents are influenced by advertisement rarely to some extent.

**TABLE 11: HOW IMPORTANT IS BRAND REPUTATION AND REVIEW**

BRAND REPUTATION	NO OF RESPONDENTS	PERCENTAGE
BRAND REPUTATION IS IMPORTANT TO GREATER EXTENT	72	59
BRAND REPUTATION IS LESS IMPORTANT	37	30.3%
BRAND REPUTATION IS NOT IMPORTANT	13	10.7%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 11 shows that 59% of respondents considered that brand importance is important to a greater extent, 30.3% of respondents considered that brand importance is less important, 10.7% of respondents considered that brand reputation is not important.

**TABLE 12: WHICH METHOD OF PURCHASE DO YOU PREFER WHILE GETTING A WATER PURIFIER**

METHOD OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE
PHYSICAL STORE	87	71.3%
ONLINE	35	28.7%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 12 shows that 71.3% of respondents would prefer getting a purifier through physical stores, whereas 28.7% of respondents would prefer online mode to purchase a water purifier

**TABLE 13: WHAT TYPE OF WATER PURIFIER YOU PREFER THE MOST**

TYPE OF WATER PURIFIER YOU PREFER	NO OF RESPONDENTS	PERCENTAGE
REVERSE OSMOSIS	50	41%
ACTIVATED CARBON FILTER	41	33.6%
UV STERILIZATION	31	25.4%
<b>TOTAL</b>	<b>122</b>	<b>100</b>

Table 13 shows that 41% of respondents prefer reverse osmosis, whereas 33.6% of respondents prefer

activated carbon filters and 25.4% of respondents prefer UV sterilization.

**TABLE 14: FACTORS INFLUENCING PURCHASE OF WATER PURIFIER:**

FACTORS	TOTAL	PERCENTAGE	RANK
Advertisement	322	26.39%	2
Customer support and service	349	28.60%	1
License and certification	304	24.91%	3
Features and designs	245	20.08%	4
<b>TOTAL</b>	<b>1220</b>	<b>100%</b>	

Table 14 shows the respondents of factors that impact work life balance. Out of that 322 respondents select (advertisement) with (26.39%), 349 respondents select (customer support and service) with (28.60%), 304 respondents select (license and certification) with (24.91%), 245 respondents select (feature and designs) with (20.08%). (Customer support and service) comprise a large percentage (28.08%) compared to other options.

**TABLE 15: WHAT COST RELATED ISSUE MIGHT CONSUMER FACE WITH WATER PURIFIER**

COST RELATED ISSUE	NO OF RESPONDENTS	PERCENTAGE
EXPENSIVE FILTER REPLACEMENT	48	39.7%
HIGH INITIAL PURCHASE COST	41	33.9%
HIGH MAINTENANCE COST EXPENSE	32	26.4%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 15 shows that 39.7% of respondents prefer that it is expensive filter replacement charges, whereas 33.9% of respondents prefer that it is high initial purchase cost and 26.4% of respondents prefer that it has high maintenance cost expense.

**TABLE 16: WHAT COULD BE A CHALLENGE FOR CONSUMER IN USING WATER PURIFIER**

CHALLENGES FACED	NO OF RESPONDENTS	PERCENTAGE
REGULAR MAINTENANCE	56	46.3%
VARIED WATER QUALITY	30	24.8%
UNSIMPLIFIED USAGE	23	19%
FILTER DURABILITY	12	9.9%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 16 shows that 46.3% of respondents prefer that they face challenges in regular maintenance, whereas 24.8% of respondents face challenges in varied water quality, 19% of respondents say that they face challenges in (unsimplified) difficulty in usage and 9.9% of respondents say that they face challenges in filter durability.

**TABLE 17: WHAT COULD BE A CHALLENGE FOR CONSUMER IN USING WATER PURIFIERS**

CHALLENGES OF CONSUMER	NO OF RESPONDENTS	PERCENTAGE
LACK OF AWARENESS ABOUT MAINTENANCE	42	34.7%
COMPLEXITY IN USAGE	41	33.9%
AFFECTED BY WATER SOURCE DIFFERENCES	28	23.1%
NO NEED FOR TROUBLESHOOTING	10	8.3%
<b>TOTAL</b>	<b>122</b>	<b>100 %</b>

Table 17 shows that 34.7% of respondents are facing challenges due to lack of awareness about maintenance, 33.9% of respondents are facing challenges due to the complexity in usage, 23.1% of respondents are affected by water source differences and 8.3% of respondents said that there is no need for troubleshooting.

**TABLE 18: WHICH FACTOR COULD CONTRIBUTE MORE FOR CONSUMERS IN USING WATER PURIFIERS**

FACTOR WHICH CONTRIBUTE MORE	NO OF RESPONDENTS	PERCENTAGE
REGULAR	56	46.3%

MAINTENANCE		
VARIED WATER QUALITY	30	24.8%
SIMPLIFIED USAGE	23	19%
FILTER DURABILITY	12	9.9%
<b>TOTAL</b>	<b>122</b>	<b>100%</b>

Table 18 shows that 46.3% of respondents focus on the factor of regular maintenance, 24.8% of respondents focus on varied water quality, 19% of respondents focus on simplified usage and 9.9% of respondents focus on filter durability.

**CHI-SQUARE ANALYSIS:**

**HYPOTHESIS:**

Chi-square analysis is conducted in order to find whether there is any relationship between variables. Four factors namely age, factors, budget range, employment have been selected in order to test. Whether there is any relationship between them. Chi-square analysis is conducted by using statistical tool SPSS and the results derived are given below.

**RELATIONSHIP BETWEEN AGE AND WHAT IS YOUR BUDGET RANGE FOR A WATER PURIFIER:**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.867 <sup>a</sup>	6	.000
Likelihood Ratio	26.350	6	.000
N of Valid Cases	121		

a. 6 cells (50.0%) have expected count less than The minimum expected count is .93.

SOURCE: Primary data

**INTERPRETATION:** Since the calculated value is lesser than the prescribed level. The null hypothesis is being accepted and the alternative hypothesis is rejected. Therefore, there is no significant difference between age and budget range.

**RELATIONSHIP BETWEEN AGE AND HOW IMPORTANT IS BRAND REPUTATION AND REVIEW:**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.837 <sup>a</sup>	6	.000
Likelihood Ratio	24.138	6	.000
N of Valid Cases	121		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .43. SOURCE DATA: Primary data

**INTERPRETATION:** Since the calculated value is lesser than the prescribed level. The null hypothesis is being accepted and the alternative hypothesis is rejected. Therefore, there is no significant difference between age and brand reputation.

**RELATIONSHIP BETWEEN AGE AND WHICH FACTOR COULD CONTRIBUTE FOR CONSUMERS IN USING WATER PURIFIERS:**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.902 <sup>a</sup>	12	.029
Likelihood Ratio	27.899	12	.006
N of Valid Cases	121		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .03. SOURCE: Primary data

**INTERPRETATION:** The results indicate a significant association between age groups and factors influencing consumers' use of water purifiers. This suggests that there are differences in the factors influencing the use of water purifiers among different age groups.

**RELATIONSHIP BETWEEN EMPLOYMENT AND FACTORS INFLUENCING PURCHASE OF WATER PURIFIER [Customer Support and Service]:**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.112 <sup>a</sup>	9	.024
Likelihood Ratio	20.754	9	.014
N of Valid Cases	121		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .40.

SOURCE: Primary data

**INTERPRETATION:** Since the calculated significance value is higher than the prescribed level. The null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, there is a significant relationship between employment and factors (customer support and service) in their purchase.

**RELATIONSHIP BETWEEN EMPLOYMENT AND FACTORS INFLUENCING PURCHASE OF WATER PURIFIER [ADVERTISEMENT]:**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.815 <sup>a</sup>	9	.096
Likelihood Ratio	16.949	9	.050
N of Valid Cases	121		

a. 9 cells (56.2%) have expected count less than 5. The minimum expected count is .50.

Source: primary data

**INTERPRETATION:** Since the calculated significance value is higher than the prescribed level. The null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, there is a significant relationship between employment and factors (advertisement) in their purchase.

**IV. FINDINGS**

- From the 122 respondents, 68.9% of them fall under the age category of 19-25.
- The majority of 51.6% of respondents were male.
- The majority of 67.9% of respondents were bachelor degree holders.
- The majority of 66.4% of respondents were students.
- The majority of 77.7% of respondents were unmarried.
- The majority of 45.1% of respondents prefer a budget range under 5000.

- The majority of 35.2% of respondents prefer countertop dispensers.
- The majority of 45.1% of respondents prefer storage between 2-3 liters.
- The majority of 42.6% of respondents prefer the countertop method of dispensed water.
- The majority of 45.9% of respondents say that advertising affects purchase to some extent.
- The majority of 59% of respondents say that brand reputation is important to a great extent.
- The majority of 71.3% of respondents prefer physical store mode of purchase.
- The majority of 41% of respondents prefer the reverse osmosis method of purifier.
- The majority of 39.7% of respondents face issues with expensive filter replacement.
- The majority of 34.7% of respondents face challenges due to the lack of awareness about maintenance.

The majority of 46.3% of respondents prefer regular maintenance as the factor that could contribute more for consumers.

## V. SUGGESTIONS

Offer a diverse range of products to suit different needs. Ensure that your product lineup includes various types of water purifiers with different filtration technologies and capacities to cater to the diverse preferences and requirements of consumers.

Maintain affordability while ensuring quality standards. Strive to offer water purifiers at competitive prices without compromising on quality, providing consumers with accessible options that deliver effective purification results.

Emphasize product effectiveness in water purification. Highlight the efficiency of your water purifiers in removing contaminants and improving water quality, assuring consumers of the health and safety benefits associated with your products.

Provide robust customer support for installation and maintenance. Establish a comprehensive customer support system to assist consumers with the installation, maintenance, and troubleshooting of their water purifiers, ensuring a seamless experience throughout the product life cycle.

Build a strong brand reputation through reliability and customer satisfaction. Focus on delivering reliable products and exceptional customer service to cultivate a

positive brand image, earning the trust and loyalty of consumers over time.

Utilize digital marketing for effective consumer outreach. Leverage digital marketing channels such as social media, email marketing, and online advertising to reach and engage with consumers, effectively communicating the value proposition of your water purifiers and building brand awareness.

Expand distribution channels and prioritize sustainability practices. Explore opportunities to expand distribution channels both online and offline while incorporating eco-friendly materials and practices into product development and manufacturing processes, aligning with consumer preferences for sustainability and environmental responsibility.

## VI. CONCLUSION

The study concludes that the customer preferences for water purifiers indicate the importance that clean, safe drinking water is growing in importance in Coimbatore. According to the survey, consumers have an increased need for water purifiers as they have concerns about the health and quality of their water for consumption. The choices that consumers make are influenced by factors which include age, education, and financial constraints, which emphasize the necessity for a broad range of product offerings along with specialized marketing techniques. Despite the fact that water purifiers are frequently utilized, issues which include affordability and an awareness of maintenance need to be addressed, which indicates industry operators' possibilities for enhancing product accessibility and awareness among consumers. This study also revealed that lack of awareness about the purification of water leads to harm to one's health, and most of the consumers are unaware of this, despite their preference for the purifier due to their design and other appealing factors. Thus, water purification systems have a large number of marketing components to attract or target consumers to stick on to their product and influence them to consume more.

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