

FINAL PROJECT

**A DETAIL STUDY ON MARKET PENETRATION STRATEGIES
AND CONSUMER BEHAVIER ANALYSIS DOOR TO DOOR
SELLING PRODUCT (DR. AQUA SAFE) WITH
REFERENCE (AXIS GROUP COMPANY)
IN NAGPUR CITY.**

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur

University, Nagpur

In partial fulfillment for the award of the degree of

Master of Business Administration

Submitted by

Mr. Pradeep .Tiwari

Under the Guidance of

Dr. Archana Dadhe

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution
AN AUTONOMOUS INSTITUTE**



Academic Year 2020 – 21

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CERTIFICATE

This is to certify that "**Pradeep Tiwari**" has submitted the project report titled "**A DETAIL STUDY ON MARKET PENETRATION STRATEGIES AND CONSUMER BEHAVIER ANALYSIS DOOR TO DOOR SELLING PRODUCT (DR. AQUA SAFE) WITH REFERENCE (AXIS GROUP COMPANY) IN NAGPUR CITY**", towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Prof. (Dr. Archana Dadhe)
(Project Guide)

Dr. Geeta Naidu
(Project Guide)
(Co-ordinator)

Place: **Nagpur**
Date: **15/07/2021**

G. S. College Of Commerce & Economics,
Nagpur

DECLARATION

I here –by declare that the project with title “A **DETAIL STUDY ON MARKET PENETRATION STRATEGIES AND CONSUMER BEHAVIER ANALYSIS DOOR TO DOOR SELLING PRODUCT (DR. AQUA SAFE) WITH REFERENCE (AXIS GROUP COMPANY) IN NAGPUR CITY**” has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: **Nagpur**

Date : **15/07/2021**

Pradeep.Tiwari

G.S. College Of Commerce & Economics, Nagpur

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to

Dr. N.Y. Khandait, Principal, **G. S. College of Commerce & Economics, Nagpur.**

I am extremely thankful to my Project Guide Prof. **“Dr. Archana Dadhe”** for his guideline through out the project . I tender my sincere regards to Co-ordinator, **“ Dr. Geeta Naidu ”** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Place: Nagpur
Date : 15/07/2021

Pradeep Tiwari

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1. Introduction

A DETAIL STUDY ON MARKET PENETRATION STRATEGIES AND CONSUMER BEHAVIER ANALYSIS DOOR TO DOOR SELLING PRODUCT (DR. AQUA SAFE) WITH REFERENCE (AXIS GROUP COMPANY) NAGPUR CITY.

The objective of the study is to know which mode select by the customer at a time of taking a Dry . Aqua safe water purifier . Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the market place. So research report have based on primary data. To reach up to a conclusion the sample survey method of research would be used.

Understanding the buying behavior of the target market is the essential task of marketing management under marketing concept. The consumer market consists of all the individuals and households who buy or acquire good and services for personal consumptions. The buying behavior tries to find out the answers for the questions, who buys ? How do they buy ? Where do they buy ? Do they buy ?

Dry . Aqua Safe Ltd. Is a well -known Organization in the Nagpur and is one of the most trusted manufacturers of water purifiers in whole Vidarbha region. The brain child of technocrats and experienced professionals, it is focused on delivering superior water purifiers for home and commercial use . We aim to establish new benchmarks in water purification technology and offer World-class choices in modern potable water systems to the Indian consumer.

▪ **Company Profile**

Axis group company founded 1996 We are a modern Data & Analytics consulting firm with over 25 years of experience. We've helped hundreds of companies at various stages along their analytics journeys and are passionate about meeting you where you are to start creating impactful outcomes.

•**Axis Group Leadership**

Comprised of empathetic, customer-centric, and technically adept humans, Axis Group employees and leaders embody our core values: Innovative, Inclusive, Integrity-first, Outcome-oriented, and Driven. Our combined centuries of problem-solving make Axis Group experts, the experts you want working with your team!

I am working in Axis group company is sales executive working . Door to Door communication and calling by customer explain the product needs and services.

Introduction Product

Dr. Aqua Safe is since from 1999 And the establishment project for the first private company in India fully specialized in services and consulting for Water management. Dr. Aqua Safe activities will be dedicated to the Water Resources sector in its large scale and the company will offer an all-inclusive service going from the problem identification to the solution application (treatment) based on fast analysis and consulting Din is a popular choice on business and tech sites. It's also a good font for creating page titles with impact.

Dr. Aqua Safe brings to you the product RO +UV +UF +TDS +Minerals Cartage with its superior RO purification technology that reduces the maintenance cost and at the same time increases the filter life by 2 times* as compared to ordinary water purifiers.

2. Relevance of Study/Problem Definition

We will be studying the water filter consumers in terms of demographic details (age, occupation, income); Psychographics (purchase decision, perception of competing brands and its match with their own personality etc.). The primary purpose of this project is to examine the factors that affect.

- Ø The factors which affect the purchase decision
- Ø Buying behavior of different segments
- Ø In-depth analysis of important attributes, which can help in serving the customer

Nagpur Municipal Corporation, looking after Water supply & sewerage system of city has taken-up & planning for various projects are :-

- Planning for 24x7 safe water supply in an equitable, efficient and sustainable manner through customer oriented and accountable service.
- Improve level of services & efficiency of system,
- Upgrading of existing infrastructure to increase the serviceability & minimized losses in system.
- Minimized operation & maintenance cost.
- Reuse of water to minimized stress on existing water source
- Augmentation/Development of New sources to meet prospective demand.

▪ Relevance of study in Nagpur City

|| Old Gore Wada Source in Nagpur :-

This was developed in the year 1911. It consists of an earthen bund across river Pile at a distance of about 8 km towards North-East of Nagpur City having gross and live storage capacities 8.82 Mm³ and 7.92 Mm³ respectively. On the downstream of Gore Wada Tank, conventional Water Treatment Plant of 16.0 MLD capacity is constructed. Treated water is collected in pure water sump and then pumped to Seminary hills G.S.R for further distribution.

- **Kansan Water Source in Nagpur :-**

In Kansan river pipe lines all water supply in Surface water intake located approximately 14 km from Nagpur City and 300 m. Down stream of the confluence of the River Kolar and the River Kansan was constructed in year 1940. In 1956 a barrage was constructed across Kansan River about 500 m upstream of Kansan head works with a storage capacity of 7.82 Mm³. Kansan Water Supply Scheme was commissioned in four phases during the years 1940 - 1970. The first phase capacity in 1940 was 27.3 MLD which was augmented to 63.6 MLD in 1954. The capacity was further augmented to 86.3 MLD in 1966 and finally to 109 MLD in 1970.

Under this scheme, two intake wells in Kansan river bed and two dry wells on the right bank of Kansan River are constructed. Raw water is pumped to conventional treatment plant of 109 MLD capacity. Treated water from the Treatment Plant is pumped to G.S.R. of capacity 22.74 ML at Government House through 600 to 900 mm dia. M.S. parallel rising mains of length 15.24 km. which are interconnected to each other.

|| Water-management authorities in consultation with industries, municipalities, farmers' associations, the general public and others should agree on the water uses in a catchment area that are to be protected. Use categories, such as drinking-water supply, irrigation, livestock watering, fisheries, leisure activities, amenities, maintenance of aquatic life and the protection of the integrity of aquatic ecosystems, should be considered wherever applicable.

|| Water-management authorities should be required to take appropriate advice from health authorities in order to ensure that water quality objectives are appropriate for protecting human health.

|| In setting water quality objectives for a given water body, both the water quality requirements for uses of the relevant water body, as well as downstream uses, should be taken into account. In trans boundary waters, water quality objectives should take into account water quality requirements in the relevant catchment area.

3. Need of the Study

1. The concept of “consumer buying process” is of prime importance in marketing and has evolved over the recent years.
2. It is important to understand consumer buying behavior as it plays a vital role in creating an impact on purchase of products.
3. The human wants are unlimited and always expect more and more towards the models & its features.
4. In today’s world we see new models coming into the market practically in every quarter.
5. The market is a very important place to study the behavior of consumers and also provide useful insights what a consumer requires in a product.
6. It is only through research that a company will be able to study the buying behavior of consumers.
7. In the consumer passes through five stages: problem recognition, information search, evaluation and selection of alternatives, decision implementation, and post-purchase evaluation. Aqua fresh provides you a best water purifier products in all over India.
8. 80% of disease is found due to dirty water or impure water done by cleaning system Aqua fresh WATER PURIFIER IN Nagpur Maharashtra. We introduce our-self as Aqua fresh RO System water purifier company with advanced technology of purification method which involves RO+UF and UV+TDS control option.
9. Best suited for placement in almost all location. ABS plastic construction and non breakable feature. Aqua Fresh RO Solution is a global leader in UV water purification technology and has designed the Aqua Fresh RO Solution to meet demanding NSF/ANSI water quality standards with the following features of water purifier :- WATER FILTER, RO WATER PURIFIER..
10. Impure water makes us weak brain and also creates digestion problems. We are serving the society with our water treatment system from last many years and has been successfully satisfied families. Buy water purifier online in Nagpur Maharashtra, RO ,UV water purifier, water purifier, water purifier in Nagpur Maharashtra, water purifier in Nagpur Maharashtra, RO , UV water purifier, buy water purifier, water purifier manufacturer in Nagpur Maharashtra, water purifier company.
11. To avail purified water for all time, it is very important to change the filter cartage like Sediment Spun , Sediment Inline, Carbon Inline, Activated Carbon, U F Membrane, Aqua fresh Ro Membrane on a regular twelve month basis. This is to ensure that the functionality of the Aqua fresh Ro System is to the most advantageous level.
12. Aqua Fresh RO ,UV Technology destroys microbes, bacteria, and viruses. The water quality is automatically monitored without any user interaction.

4. Objectives of the Study/Research

- To analyze theoretical aspect of consumer behavior.
- Find out people awareness about water-related diseases.
- Find out customers awareness regarding use of water purifier.
- To find out factors which affect consumer perception regarding water purifier.
 - To understand the customer preferences towards water purifiers.
 - To know the effective medium which creates awareness about the product
 - To determine the customer satisfaction level.
 - To know the key factors which influencing the purchase decision.
 - To give suitable findings, suggestions and recommendations to further growth of water purifier.
 - Most of the people are not much aware of the Water purifier. Hence, manufactures should create awareness about water purifier through more colorful advertisements and free gifts.
 - i) These advertisement measures attract more number of people to buy the water purifier and this in turn would boost up volume of sales.
 - ii) Better advertisement and awareness about the quality of water has to be created among the people residing in rural areas.
 - iii) Cost of the service has to be reduced. Quality and warranty period should be increased.
 - iv) There is more wastage of water in the purification process. So the wastage should be reduced.
 - In today's world of rapidly changing technology consumer's preference are frequently changing. The various competitors in this market are adopting new marketing strategies to retain their market share. Majority of the consumers have locality for their own brand and for meeting the changing environment the firm has to be constantly innovative and understand the consumer's needs and wants.
 - The purpose for water purifiers is to remove solid particulate matter form water.

5. Research Design(Methods, Techniques of Data Collection)

Research Design refers to the overall strategy that you choose integrate the different components of the study in a water purifier . Thereby, ensuring you will effectively address the research problem, it constitutes the blueprint for the collection, measurement and analysis of data. In this project the activities that go by the name of research mainly a survey research method that is activities undertaken to refer to the critical & executive investigation of the company.

The factors which affect the purchase decision

- Ø Buying behavior of different segments
- Ø Compare the theoretical profile vis-à-vis actual consumer
- Ø In-depth analysis of important attributes, which can help in serving the customers
- Ø To know the customers interactions
- Ø To determine the customer satisfaction level
- Ø To understand brand loyalty and reasons for brand preference
- Ø This project also studies brand awareness in this market.

- **Data Company Techniques of Data Collection**

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- **Product Presentation (Dr,Aqua Safe)**

Axis group company refer by DR. AQUA SAFE it is doctor recruitment and ISO 9001 : 2008 Certified Company.

- || RO = Reverse Osmosis
- || UV = Ultra Violet
- || UF = Ultra Filtration
- || TDS = Total Dissolved Solids
- || MC = Mineral Cartridge (PH , Rasing , Mineral balls).

- **Sampling design approaches**

- **RO** :- Reverse Osmosis is capable of rejecting viruses , bacteria , salts, sugar , proteins heavy metals dissolved in water.



- **UV** :- Ultra violet radiation light can kill viruses , bacteria , algae and protozoa .



- ❖ **UF**:- Ultra filtration is one membrane as a barrier to separate harmful bacteria ,

viruses clean water 0.2 micro membrane



- **MC** :- Mineral Cartridge as alkaline filter & installed after RO Membrane filter soothing & sweet taste pure drinking water .



- **TDS** :-Total dissolved solids and represents the total concentration of dissolved substances in water organic matter. Its better taste and good taste water 150 to 200 level between 1000 ppm TDS drinking water .



- **Candle** :- candle filter in removing pesticides range from 53% to 90%



Heavy Classic Housing with Built in L plate for Easy hanging, Compatible with all RO's including Kent/Eureka/Livepure/Aquafresh/Assembled

❖ **Few features of Dry .aqua safe:-**

- 18 liters of water storing capacity.
- Suitable for filtering water that comes from different sources.
- Water level indicator to identify the stored water in it.
- Computer controlled operation auto shut off and auto on function.
- Filter change and UV fail alarm.
- High power 11 watt UV lamp added to deactivate the micro- organisms.
- Spin-welded RO membrane for prevention from tempering.
- Low pressure cut off special UA +Inline Cartridges for better performance
- Special Mineral M+ Cartridge for PH balance , test enhancement & biological load reduction .
- Externally adjustable TDS Mechanism (TAME)
- Suitable for all types of row water like tap water or bore well water .

❖ **DESIGN:- Free demo card and +Dr. Aqua safe Machine**



❖ **PRICE**

By product pricing refers to setting a price for by product to make the main price it wholesaler price is 17,890 .But only two days offer

Discount price 3000 so that product retailer price only 14,890 .

❖ **SOLUTIONS**

- * Homes, Offices, Companies, Showrooms, Shops.
- * Schools, Colleges, Universities, Hostels.
- * Hospitals, Clinics, Pharmaceutical Industries

❖ **why chose +Dr. Aqua Safe**

* **Customer service:-** we provide best customer service i.e industry grade so you never get down on customer service.

***Advanced 9-stage purification**:- our aqua gurad go through advanced 5-stage purification so you should remain safe and healthy.

* **ISO 9000:2008 certified brand**:- ISO 9000:2008 is set of international standards on quality management and quality assurance developed to help companies effectively document the quality system elements needed to maintain an efficient quality system

Our product is also certified with these certificate.

6. **Hypothesis Test**

. The marketers have to go through a number of challenges in selling products This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behavior and improper allocation and coordination of resources will lead the organization to great losses. The better marketers are at understanding consumer behavior, the more successful they will be at influencing consumers“ purchase behavior .

There are three sections of consumer behavior that need to be addressed carefully:

psychological influences, socio-cultural influences and situational influences like cosmetics, as they have to be applied directly on human skins, body and other parts. There is a perceived risk of dissatisfaction in the consumers as far as its benefits are concerned.

The process of evaluating and selecting the most appropriate / suitable types and brands in male cosmetics cannot be very simple. It is because such products have been bought with a lot of expectations and there is always a risk of dissatisfaction and dissonance and sense of uncertainty.

Each person must have different expectations of likely benefits from the use of the product.

The researcher would like to find out those factors male consumers must be applying while selecting, purchasing and using particular brands of male cosmetics.

Hypothesis testing is a scientific process of testing whether or not the hypothesis is plausible.

The following steps are involved in hypothesis testing:

The first step is to state the null and alternative hypothesis clearly. The null and alternative hypothesis in hypothesis testing can be a one tailed or two tailed test.

The second step is to determine the test size. This means that the researcher decides whether a test should be one tailed or two tailed to get the right critical value and the rejection region.

The study will also try to answer the following hypothesis:

H0 – sales executives are the most important source of information. (50% of customers find out about product through sales executives.)

H1 – sales executives are not the most important source of information.

H2: Labeling has significant importance on the buying behavior of consumers.

H3: Quality of packaging material has significant impact on the buying behavior of consumers.

H4: Design of wrapper has significant impact on the buying behavior of consumers.

H5: Printed information facilitates the buying behavior of consumers.

Qualitative, Quantitative Method

|| Qualitative

- Door to door selling is an important way to engage customers face-to-face and get your product in their hands. When done right, D2D sales is still one of the most effective ways to grow a customer base, build relationships that last, and sell all kinds of products.
- There are specific strategies that every top door to door salesman uses to connect with their prospects and close deals time and time again.
- This is a bit of an over simplification, but it's a good starting point for understandings.
- Identify the jobs the users are trying to needs and goals so you can develop new products that do the said job .
- To help product determine feature needed to support such benefits .
- Uncover the customer journey towards your product including motivation and factors that influence the decision to buy your competitors products.
- Explain findings form quantitative product testing .
- “After the purchase of the product we give 1 year warranty, and four free services to our customers”

Quantitative

collection techniques depend on numerical counts in different organizations.

|| If any organization wishes to conduct a survey on customer satisfaction it can use the customer satisfaction survey template. For this survey, it has to make the list of variable factors affecting the customer satisfaction which can be goodwill of the organization or brand in the mind of the customer and how they score goodwill for various parameters like quality, customer experience, pricing, etc. The input for this survey can be collected by the use of net promoter score question (NPS), matrix table question, etc. which will provide data in numeric values that can be worked upon and further analyzed.

|| Despite of availability of large number of water purifiers in the market, and many options available, still in rural areas people are not using water purifiers, mainly because of low awareness, non affordability and lack of information, both about contaminated water as well as the need and sources of purifying the drinking water.

|| Thus, there is an overwhelming amount of drinking water purification products available in the market today due to the discovery of all the ugly facts about our drinking water system. Many brands are popular but people in rural areas are still adopting the local filtration processes like Boiling, Cloth Filtration, Safe storage ect.

7. Research Methodology

Research methodology prepares the investigator to adopt techniques and tools to neutralize the description, explanation and justification of various methods of continuing research. In this section the researcher attempts to study the Consumer Preferences in buying Water Purifiers. Research methodology contains the research design, universe, tool of data collection, method of data analysis, period of study, pre-test etc.

Aim of the study: To know the awareness level of consumers towards water purifier.
Research design: The researcher had adopted descriptive research design for the present study in order to describe the awareness level of consumers towards water purifier.

Universe: The universe of the study comprises all the consumers' who are using water purifier residing in Erode town.

Sampling technique: For this study both primary data and secondary data has been used. The primary data was collected from respondents through questionnaire that contain list of questions related to this study. Convenient sampling method was adopted in selecting the respondents. Information has been collected from a sample of 250 respondents.

Data Collection Method

Primary Data

The data is collected is primary and fresh data. It is original in nature in the shape of raw material for the purpose of collection of primary data a well structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as ended questions. The data is also collect from different responses from the customers some extra information has been obtained through face to face interviewing activity .The data is collect from various hotels, hospitals, Industries and various institutes.

Secondary Data

The secondary data required for the study have been collected from the books, magazines, journals and websites.

Type of Filtration Table

Methods of Filtration(%)	Uttar Pradesh	West Bengal	Andhra Pradesh	Maharashtra	Tamil Nadu
Filter by RO/ Mineral Water /Purifier	113.5	38.9	41.2	66.7	105.4
Boiling Water Drinking	18.9	65.2	29.4	5.6	36.8
Bleaching powder in Water	18	13	11.8	22	12.6
Lime is used to clean water	0	4.3	0	0	0
Water plant	8	10	17.6	5	3
Alum	2.7	8.7	0	0	0
BASE : The ones who said YES in awareness about different methods of Water Filter	37	23	17	36	38

Explanation on Filtration Methods

Item	Description
Boil	Boiling removes temporary hardness of water and it kills all bacteria, spores, cysts, ova and yields sterilized water.
Alum	Adding coagulation chemicals such as alum will increase the rate at which the suspended particles settle out by combining many smaller particles into larger flock, which will settle out faster.

Add Bleaching powder/Chlorine	Use of chlorine to treat drinking water. Chlorine may be in the form of liquid sodium hypo chlorite, solid calcium hypo chlorite, or bleaching powder
Filter by RO/ Mineral Water /Purifier	The water flows through a medium to remove particles and at least some microbes from the water. Media used in filtering systems may include ceramic, sand and composite.

Socio- Economic Profile of Respondents

- Socio economic profile of the respondents revealed that 42.2% of the interviewed respondents were females and 57.8% were males.
- About 42.2% of the covered respondents were in the age group of 35-49yrs. The mean age of the respondents was 39yrs.

Source of Drinking Water and its Accessibility

- About 36.1 percent of the respondents have access to improved source of drinking water, public tap/stand pipe. About 22.8 percent of them have access to tube well/bore well for drinking, and the same percent get water from hand pump.
- For about 65% of the households the distance of water source from household was less than 1 km, mainly women were the ones who fetched the water from outside (75.7%).

Condition of Existing Water Supply

- For about 67.1% of the households, water supplied at their home is yellow in color and has sour taste.
- About 44.5% felt that after drinking the water supplied at home they fell ill.

Existing practices for purifying the Drinking Water

- About 93.9 percent believed to clean the unsafe water before drinking.
- About 73% quoted Boiling as one of the method to clean the unclean water. About 19.8% said to use purifier for cleaning; about 15.2% had the knowledge of adding bleaching powder to the unclean water.
- The main source of information regarding water purifier was Interpersonal Communication (35%), Health workers (23.3%), Television (11.7%), and Radio (8%).

Practice for Safe Drinking Water

- About 59.3 percent of the respondents treated the water before drinking.
- Maximum (30.8%) quoted that they cover the water with lid, about 19.9% were boiling the water for the whole family and 35.3% were straining through cloth.
- Economically better off households had more knowledge about methods of water purification as compared to poorer households.
- About 51 percent of the respondents preferred low cost filtration. About 17.5% were drinking water bottles and 12.2% believed that there was no need for water filtration.

Willingness to pay for Water Filtration Product

- About 49.8 percent of the respondents wanted to pay for filtered water on daily basis. About 46.7% wanted one time investment for the purifier.
- Maximum (32.8%) of the respondents want to pay Upto Rs.500/- for the filter product. Just 4.5% were willing to pay more than Rs.5000/-
- About 64.8% of the respondents were ready to give maintenance cost of filtration (One Time Investment).
- Most of the respondents (about 64.5%) were willing to pay multiple installments for buying the purification product while just 15.2% were interested in giving one time installment.

MAJOR OBSTACLES FACED IN INCREASING DEMAND FOR SAFE WATER

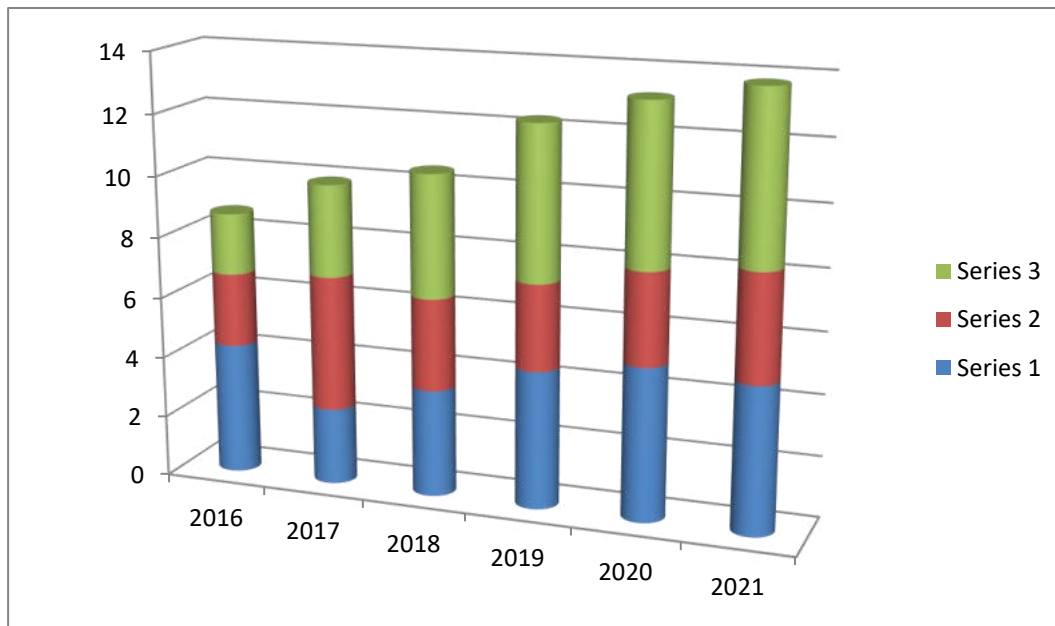
- Low awareness and knowledge of safe drinking water need, and health hazards due to intake of contaminated water.
- Low awareness and knowledge of various methods/ ways to purify and its accessibility.
- Low affordability.
- Low priority over other essentials.
- Need to introduce cheaper and affordable option Not many micro financing institutes would come forward for low cost product, unless a community bulk buy and assurance for loan recovery through some mechanism.

8. Data Analysis & Interpretation

A structured questionnaire was sent to 460 respondents, but 395 responded to it. Thus, the respondents' rate is about 86%. This shows the number of respondents and their demographic characteristics that participated in the survey. The study included different age groups, different occupations, and origins of the respondents. There were 395 valid participants who responded to 10 questions of the structured questionnaire.

Q.1 Do you know about DR . AQUA SAFE WATER PURIFIER.

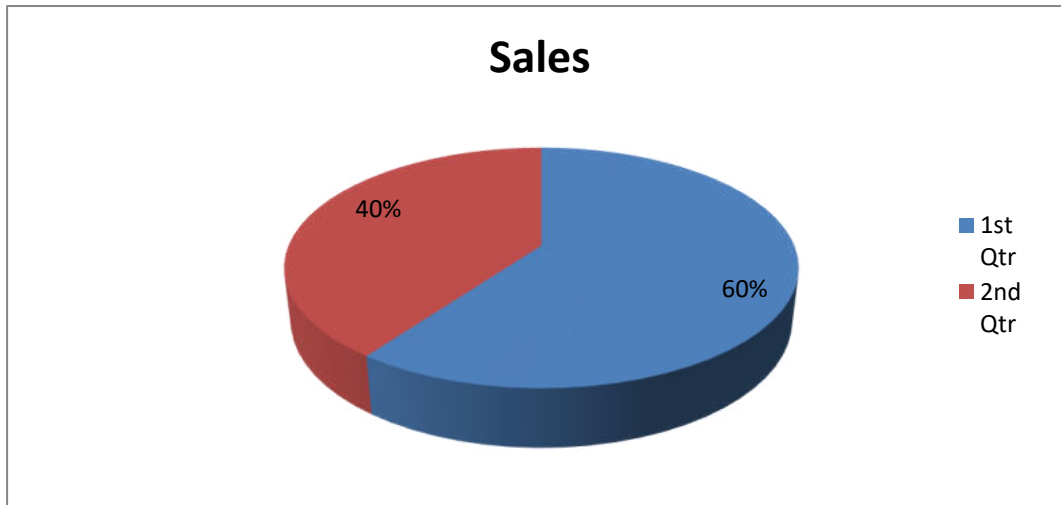
- **Manufacturing**
- **Demand**
- **Supply**



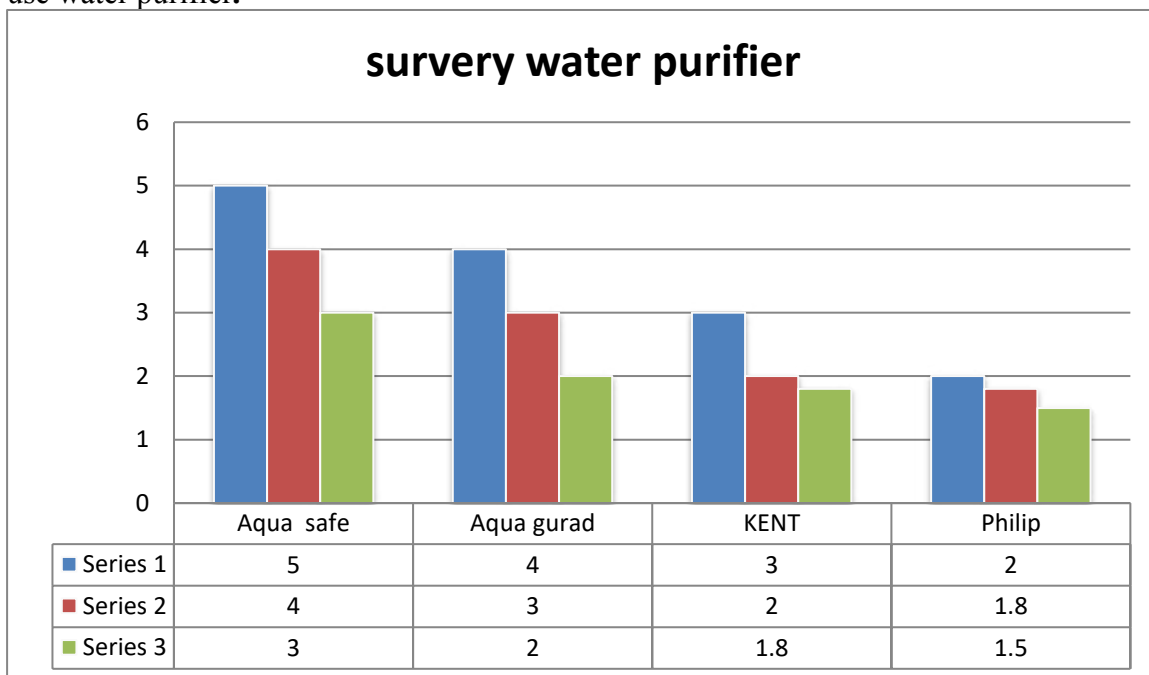
Interpretation : According to this survey from 2016 to 2021, people purchase more water purifiers as awareness increases.

- **Series 1 . Manufacturing**
- **Series 2. Demand**
- **Series 3. Supply**

Q.2 Do you use any kind of water purifier at home.



Interpretation- According to this survey 60% People use water purifier. -40% People not use water purifier.



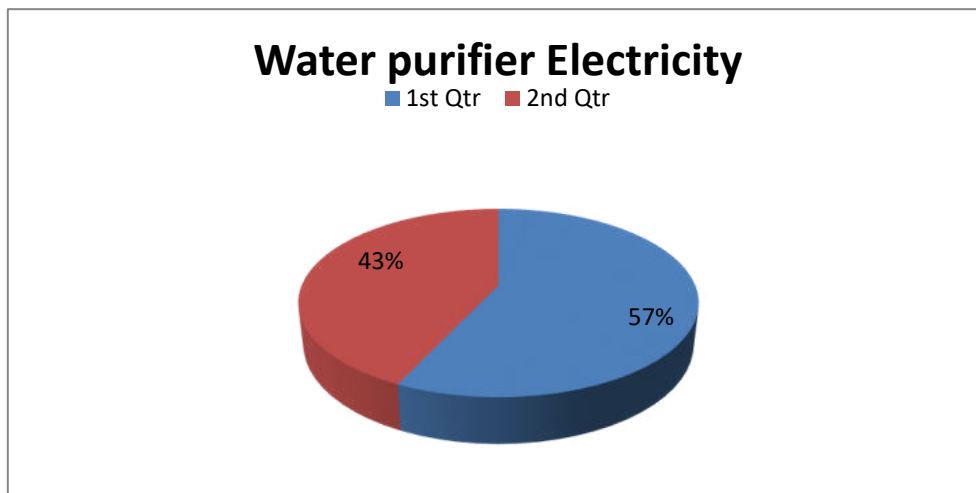
Interpretation- According to my survey I found that:

Maximum customer uses Aqua safe.

Aqua guard is the closest competitor . Due to entrance of new companies like Kent, Philips and other though competition.

Q.3 Does your water purifier operate by electricity?

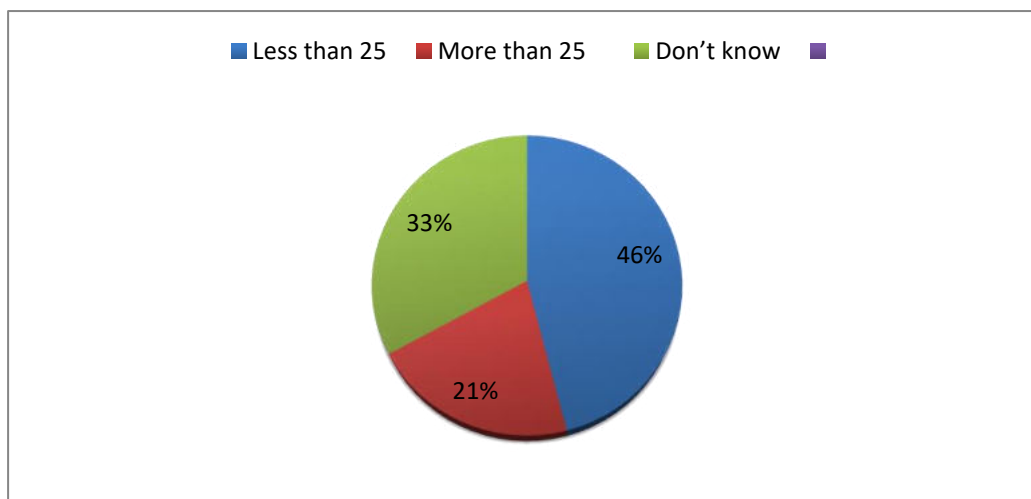
Number of people using Electric water purifier



Interpretation- According to my survey I found that 43% customer use electric water purifier and 57% customer use non electric water purifier.

Q.4 Does your water purifier consume more or less electricity?

- Less than 25 watts
- More than 25 watts
- Don't know



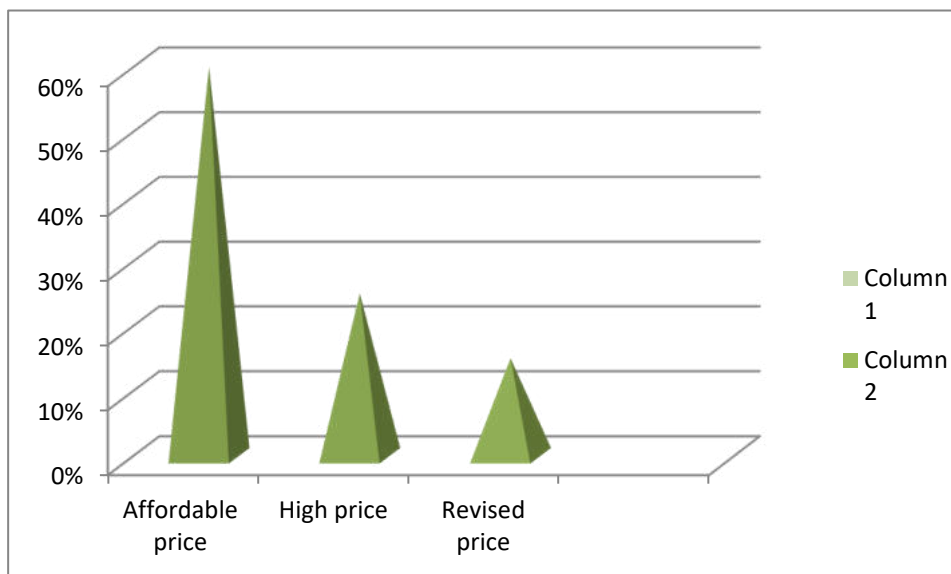
Interpretation- After a survey, I found that;

- 21% People uses water purifier which consume more than 25 watts electricity.
- 46% People uses water purifier which consume less than 25 watts electricity.
- 33% people not aware about their water purifier electricity consumption.

Q.5 Comment on the price of your water purifier?

- **Affordable**
- **High**
- **Should be Revised**

Price of your water purifier

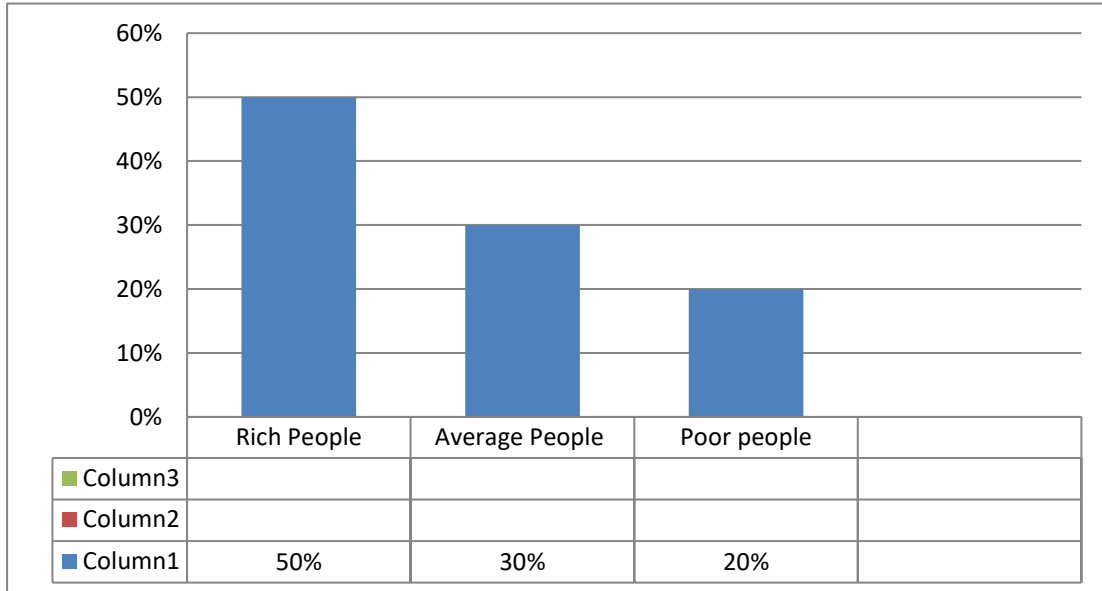


Interpretation- According to survey 60% customers told that their water purifier price is affordable and 25% customer told that their water purifier price is high. 15% customer suggests that the price should be revised.

Q .7 Are you aware of the new product of Water purifier?

- **Yes**
- **No**

New product of Water purifier



Interpretation- According to survey I found that:

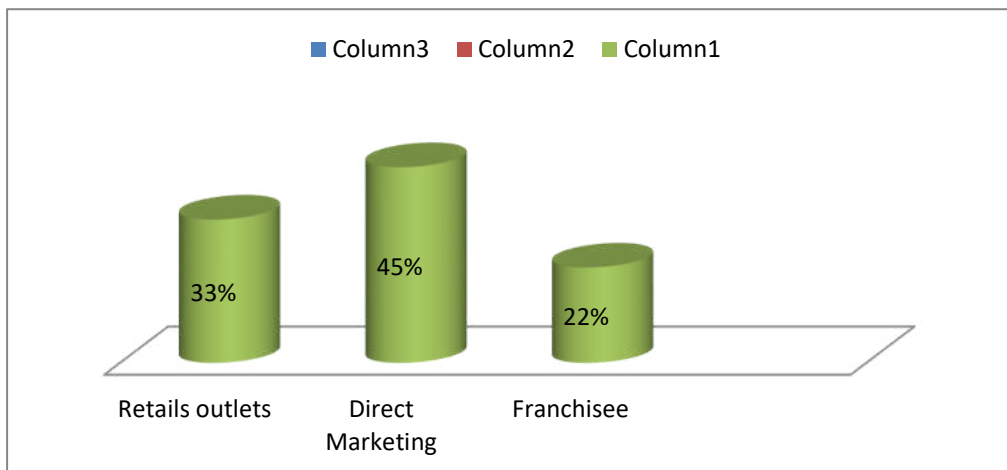
50% Rich people aware about the new product of water purifier.

30% Average people not aware about the new product of water purifier.

20% Poor people very low aware about the new product of water purifier.

Q 8. Where do you prefer to buy a water purifier from?

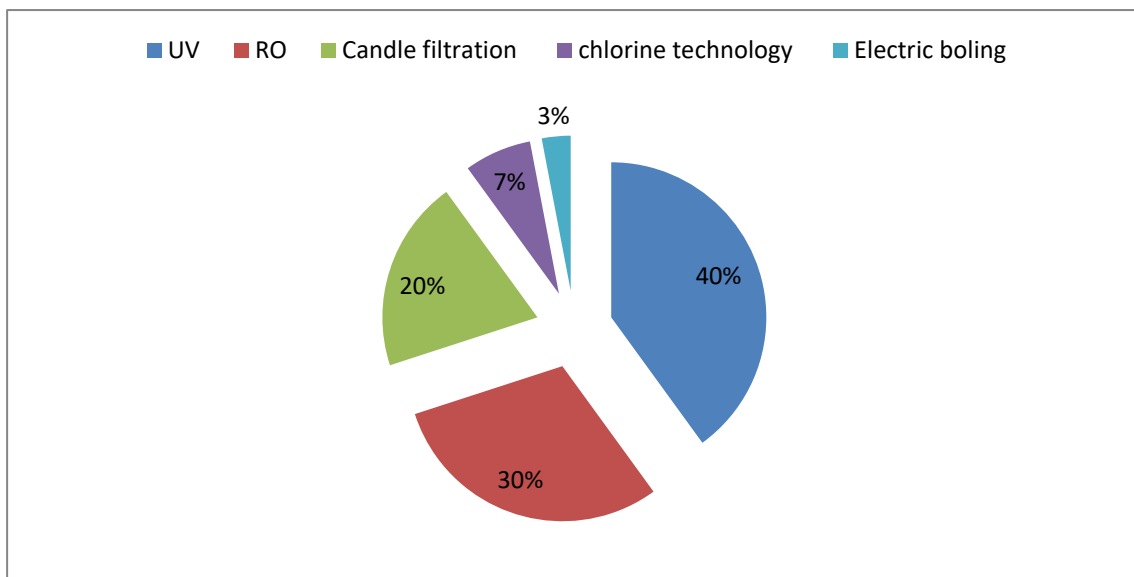
- Retail Outlets
- Direct marketing
- Franchisee dealer



Interpretation- with the help of collected data I analysis that;
33% people preferred retails outlets to purchase the water purifier.
45% people preferred direct marketing to purchase the water purifier.
22% people preferred franchisee to purchase the water purifier .

Q . 9 What technique does your water purifier uses?

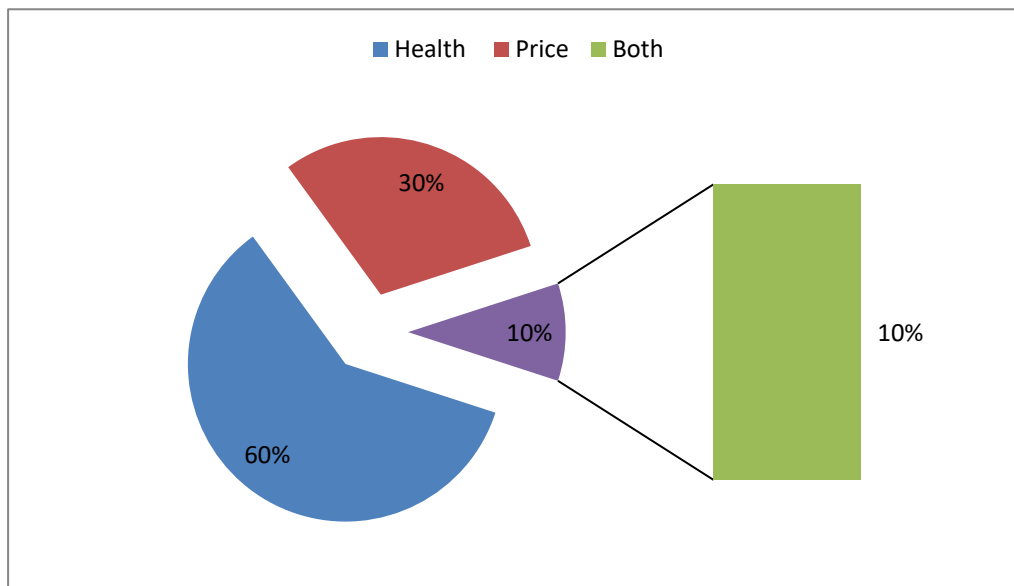
- Ultra violet (UV)
- Reverse Osmosis (RO)
- Candle filtration
- Chlorine technology
- E-boiling



Interpretation- In the survey of 100 people I found that;
40% People use UV technology based water purifier.
30% People use RO technology based water purifier.
20% People use Candle Filtration technology based water purifier.
7% People use chlorine technology water .
3% People use Electric boiling water .

Q.10 While buying any water purifier what comes to your mind first?

- Price
- Health & Safety
- Both



Interpretation- with the help of collecting data I analysis that.

60% people give preference health to purchase the water purifier.

30% people give preference price to purchase the water purifier.

10 % people give preference both price and health.

9. Recommendations / Findings / suggestion

▪ Recommendations:

□ **Awareness:** The respondents are aware of Dr. Aqua Safe Purifier water through advertisements and particularly through T.V. advertisements. This indicated clearly that the advertisement create awareness of the consumers among the available media, TV. Played a significant role when compared to any other media and hence the manufacturers have to pay attention on media choice with due care.

|| **Price:** As the majority of the respondents feel that the price of the Dr. Aqua safe Purifier Drinking Water is moderate, the companies takes steps to offer at a lower price, so that the product will attract more consumers.

□ **Hygienic :** Consumers generally go for Bottled Drinking water for its hygienic aspect. They believe that compared to the tap water, consuming Bottled Drinking water is a hygienic one. Therefore it is suggested to the manufacturers to give due consideration for the hygienic aspect while manufacturing Bottled Drinking water.

|| **Availability:** The Bottled Drinking water companies shall try to increase production and enhance the dealers' chain so as to have a good reach to the consumers. Through this, an effective sale of Bottled Drinking water can be made.

|| **Consumer Satisfaction:** The study reveals that the consumers are just satisfied with the brand of Bottled Drinking water they use. Again it is observed that the satisfactory level of consumer is not at the higher side. Therefore it is suggested to the manufacturers to take appropriate steps to ensure that the customers are highly satisfied.

|| **Quantity Preferred:** Majority of the consumers prefer to buy 5 litre bottle. Therefore it is suggested that the manufacturers should take steps to offer 5litter bottle without any shortage.

|| **Expiry Date:** Majority of the respondents verify the date of manufacturing. Hence, the companies should take necessary steps to deliver the water bottles to the sales outlets in time.

▪ Findings :

As per the survey done following were the findings and recommendations of the survey:

- All models not available for display in retail.
- Proper scheme should be provided to outlets and customer.

- Sales person at the retails counters should have proper knowledge about the product.
- Company should select only those people who have better ability of sell product.
- Commitments made by the company should be fulfilled.
- Company should be motivated to their employees to search new areas to increasing sales.
- Customer service is something which company should pay more attention.
- The company can adopt new strategies and policies to overcome the competition.
- **Suggestions :**
 - To analyze theoretical aspect of consumer behavior.
 - Find out people awareness about water-related diseases.
 - Find out customers awareness regarding use of water purifier.
 - To find out factors which affect consumer perception regarding water purifier.
 - Analyze the customer purifier need' s explain by customer.

10. Conclusions

- This study highlighted consumers purchase intention of purchase water purifier which is has the awareness on the importance of clean water on health . The lack of understanding consumer purchase intention effectively on water purifier could lead to the loss of business in the competitive market . A marketer needs to understand the factors which influencing consumer purchase intention for water purifier which indeed to identify the factors in attracting consumers , especially who are yet to purchase the water purifier and perhaps to convert regular consumers into loyal consumers for the company.
- This research study is focused and replicated the earlier studies on the relationship between the consumer purchase intention and the factors which influenced the purchase intention such as conveniences, security, social influences and speed in the context of water purifier industry in Nagpur .
- However , there are some areas which have not been covered on consumer purchase intention in the water purifier industry. From the information gathered in this research, it is important that understanding consumer purchase intention is crucial for marketers to improve their business by formulating better marketing strategies.
- This research aims to understand the consumer purchase intention on water purifier by examining four factors: Conveniences, Security, Social Influences and Speed in Nagpur context . Three factors were aligned with previous studies and one factor was inconsistent with the previous study. The results support previous studies that show conveniences, security, social influence and speed are all having a positive relationship with purchase intention.
- Majority of the consumers have locality for their own brand and for meeting the changing environment the firm has to be constantly innovative and understand the consumer's needs and wants.
- To examine the customer preference, this study identifies five variables as independent variables i.e. educational , qualification, monthly income, no. of members in family, nature of family and source of drinking water, and then checks their impact on customer preference local or brand. On the basis of the findings, this study concludes that out of the five demographic variables, only two variables- educational qualification and number of members in family, have a significant influence on customer perception. The implication of this study will be in two forms. First, it will contribute to the existing literature on related field and second, it will give a brief knowledge to the existing and potential producers in the market.

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