

A STUDY ON CUSTOMER FULFILLMENTS TOWARDS WATER PURIFIER (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

The purification of water is a creative name for a group of A proper process for drinking water, medical use, industrial use, and so on. A water purification process is designed to remove or reduce existing water contaminants to the point where the water is fit for use. This document provides a revision of water purification, filtering techniques and techniques that are practiced to date. The purification of water is focused on one of the survival sources of all creatures for mainly sensitive reasons. Water is found in many forms on the surface of the Earth, and a large amount of drinking water is from the lake and the river.

Keywords: Purification, Water, Techniques, Surface.

I. INTRODUCTION

Water purification is a process to eliminate all unwanted chemicals, biological contaminants, suspensions and gases. The goal is to create water according to a specific purpose. Chemical processes such as aggregation and chlorine and the use of electromagnetic radiation, such as ultraviolet rays. Human must consume only good water. In some waters still have bacteria which humans couldn't see in their eyes. We have a goal that children's need to drink only good waters which should not be harm for children's.

OBJECTIVES

- To find out the level of service quality.
- To identify the methods of water purification.
- To Discuss the limitations of water purification.
- To remove harmful bacteria.

II. REVIEW OF LITERATURE

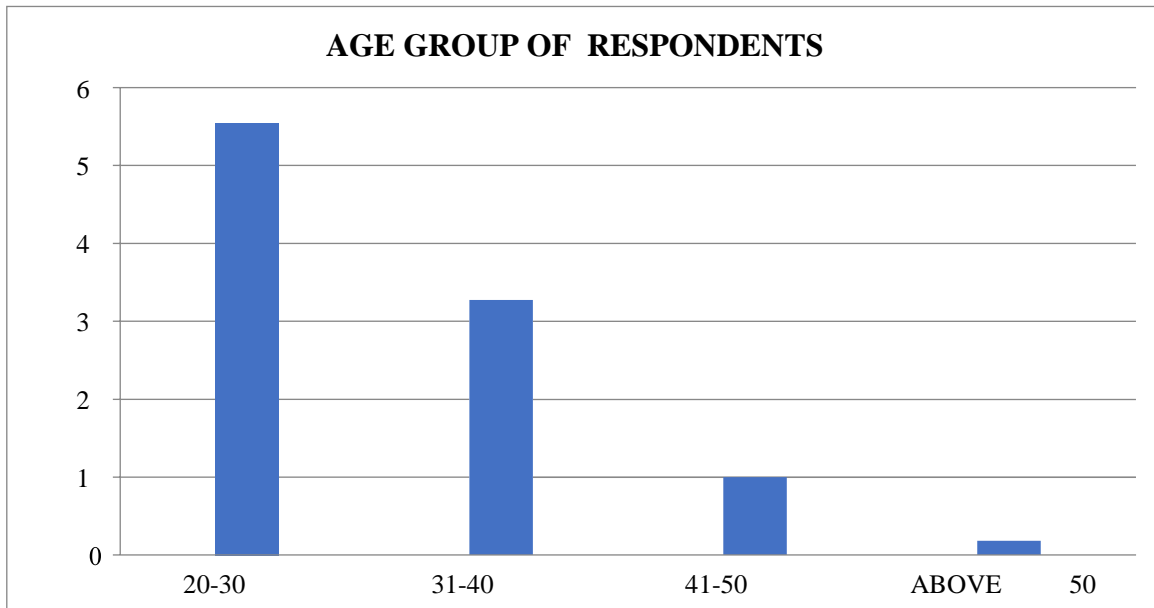
K.Nithyanandan (2016) in his project work entitled, "Market status of mineral water" Mineral water is now served on trains and aeroplanes. Mineral water is now available in 200ml pouch, and 500ml bottle, 1 litre and 2 litre bottle, 5 litre jar and 20 litre can. In railway departments, trains run for two days may require about 50,000 litres of mineral water for a journey. In the modern day living, stressful working condition and demanding life style make the body lose its electrolytic balance. With companies positioning mineral water as ramification of health, it has made the market potential limitless

AnetteVeidung (2015) with the largest bottled water market, Europe, maturing and competition intensifying The actors are becoming increasingly important for consumers. In order Please, get up to date and come out the consumers" hi no bottle design becomes an important mean of differentiation. Especially because consumers" tend to scan shelves in order to find the product that pops. The purpose of this thesis is thus to uncover the relationships between bottled water's design and the consumers" perception of water contained in the bottle as well as consumers" purchase intention.

Overview of the Indian water purification market

It is expected that the Indian market will see a tremendous growth with approximately 23% CAGR during the forecast period. The main driver for this growth is an improvement of awareness about untreated water drink. Most of the waters of most waters contain high levels of toxic substances for the spill and agricultural activities of heavy industrial waste.

GRAPHIC SHOWING THE AGE GROUP OF PEOPLE RESPONDENTS



III. FINDINGS

- Majority of the respondents are 20-30 age group people.
- Most of the respondents 40% are Municipal water.
- Most of the respondents 49.09% are 10 litres.

IV. SUGGESTION

- Water purifiers companies must provide after sale service to their customers.
- Companies shall introduce or increase the range of their product in respect of price so that a lower middle class people may also afford to have water purifier.
- Media must attempt to make rural areas aware about the water purification.

V. CONCLUSION

We learned that chlorine was most effective in bringing water’s pH level to neutrality (7). We took the pH levels of the control and treated water. That gave a percentage which we averaged for each method. There are methods of treating the chlorinated water to make it safe to drink, however. In our experiment we noticed some flaws in system that can have hindered our experiment process. We originally planned on using iodine as well as chlorine for chemical treatment. Unfortunately most stores no longer carry the iodine solution to clean water. Other than, our experiment ran smoothly. Some possible error there is variation in the data of temperature of the water, the pH tester was not meant to be used for scientific research, the safety of the water for drinking was not tested for safety reasons. For a future experiment, we could test more samples of water. We could also measure other facets of the purity of the water such as salinity and chlorine content.

VI. REFERENCE

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