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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

Customer Satisfaction and Sales Performance of Zero Pure Packaged Drinking Water in Jajpur

SUBMITTED BY

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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that **Mr. DHIRAJ KUMAR SARAF** bearing university registration no-**2306258255** of 2023-25 batch, has completed his/her summer internship at **ABLT PRODUCTS AND PROJECTS PVT LTD** from **1ˢᵗ June, 2024** to **15ᵗʰJuly,2024** under the supervision of **Mr. Abhisek Rout** and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place : Bhubaneswar

Signature of the Internal Guide

Name: Prof. Kamesh Chivukula

Designation: Asst. Prof. (Marketing &

Soft Skills)

DECLARATION

I, **Mr. DHIRAJ KUMAR SARAF** Bearing university registration no.- **2306258255** (2023-25batch), hereby declare that the project report titled **Customer Satisfaction and Sales Performance of Zero Pure Packaged Drinking Water in Jajpur** is based on my internship at **ABLT PRODUCTS AND PROJECTS PVT LTD.**, during the period **1st June 2024** to **15th July 2024** and is an original work done by me under the supervision of **Mr. Abhisek Rout** and **Prof. Kamesh Chivukula**. This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar   Signature

ABLT PRODUCTS AND PROJECTS PVT LTD

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DATE: 16/.07/.24

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Dhiraj kumar saraf** a student of 2nd year MBA of Biju patanaik institute of IT & Management, Bhubaneswar, Odisha has undergone his internship Training at **ABLT PRODUCTS AND PROJECTS PVT LTD**. For **45 Days** From **1st June,2024** To **15th July,2024** in Marketing Department.

During the training we found him to be honest,sincere and hardworking.

We wish him the very best in all his future endeavors.

Sincerely yours,

For, ABLT Products And Projects Pvt Ltd

ABLT PRODUCTS AND PROJECTS PVT. LTD.

MANAGING DIRECTOR

Abhisek Rout
Managing Director

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EXECUTIVE SUMMARY

ABLT PRODUCTS AND PROJECTS PVT LTD. was established in April 2019, manufacture of Zero Pure mineral water. It was founded by Abhisek Rout residence of Jajpur. the product of zero water is selling in whole Odisha. The raw materials are brought from Mancheswar & Gujarat. Through 2019, Zero pure water has produced over 2 million products.

Water forms an essential part of every human being. Since it is a human necessity, it makes best sense to do business in. As a normal human being requires an average of 2-3 litres of water every day and world population is more than one billion (growing at 2-3% annually) the business opportunity is enormous and the potential is largely untapped.

The bottled water industry is estimated to be a whopping. 1600 crores business. It has grown at a rate of 38-40% annually over the past four years. Initially bottled water brands like the HCC Beverages manufactured SmartWater were promoted at clubs, fitness centres, cinemas, department stores, malls, ice-cream parlours, cafes and retail sports outlets, besides restaurants, hotels and supermarkets with a price tag of ` 70/- for 1 litre bottle. Other brands later began pitching for the larger middle class and lower middle-class markets.

The growing demand for bottled water speaks volumes of the scarcity of clean drinking water and the quality of tap water. It has become an icon of healthy lifestyle emerging in India. Selling – 'safety' – i.e. pure and simple water has now become one of the fastest growing industries in India.

The main objective of the study was the survey of the level of the customer satisfaction with Reference to Zero pure mineral water. To study the efforts taken for to achieve the customer satisfaction towards Zero pure. To know the consumer behaviour of the Customers of Zero pure mineral water.

The scope of the study was limited to Jajpur city.

As the sample size was 100 customers only. Research instruments used for collecting primary data is questionnaire for this study the research instruments used was questionnaire.

CHAPTER – 1

INTRODUCTION

Marketing is typically seen as the task of creating, promoting, delivering and services to Consumer and business in facts marketing people are involved in marketing ten types of Entities,goods,services,experience,events,persons,places,properties,organization,Information and ideas.

Marketing is a societal process by which individual and group obtain what they need and want Through creating offering and freely exchange of products and services of value with others. Marketing can also be described as "The art of selling products" but marketing is not selling only. Selling is only tip of marketing in charge.

The marketing of today includes different subjects like product management, sales management and most important in consumer business which includes the consumer's retention, motivation for consumer, the buying pattern of consumers, their attitude and perception towards the product. The marketing department is much concentrated on the consumer attitude and their behaviour as the midpoint of marketing action.

The term consumer behaviour refers to the behaviour that consumer display in scratching, purchasing, using, evaluating and disposing the product and service that they expect will satisfy their needs. The study of consumer behaviour is the study of how individuals make decision to spend their available resources (Time, Money, etc.).

The researcher has chosen the topic of "Customer satisfaction and sales performance of Zero Pure mineral drinking water".

TOPIC CHOSEN FOR STUDY:

"Customer satisfaction and sales performance of Zero Pure Packaged Drinking Water in Jajpur".

NEED FOR STUDY:

1. To understand the behaviour of the customer about Zero Pure product.
2. To understand the market demand about the Zero Pure product.
3. To gain the practical knowledge about the consumer buying behaviour through this organization.

OBJECTIVES OF THE STUDY:

1. To study the awareness of Zero Pure mineral water.
2. To study the satisfaction level of consumers towards Zero Pure mineral water.
3. To study the perception of consumers towards Zero Pure mineral water.
4. To know the influence of psychological and social factors on consumers behaviour while buying mineral water in Jajpur city.

SCOPE OF THE STUDY:

1. This report will help to understand the consumer behaviour towards purchasing a new Mineral water brand.
2. It also opens the various factors which can affect the purchase decision.
3. This report provides a frame of mind of people, what are the expectations of Consumer and up to how much level those expectations can meet.
4. It helps the company to know the satisfaction level of existing customer based on service etc
5. Hence a study was conducted to analyse the Zero Pure mineral water products with a relevant questionnaire in Jajpur city with potential customers for their tastes and preferences.

METHODOLOGY ADOPTED:

Source of data:

The data was required from two source namely primary and secondary sources, primary data was generated using a questionnaire administrator personally and presented or a randomly selected sample.

Data collection methods:

PRIMARY DATA:

Primary data is information collected by the researcher directly through instrument such as surveys, interviews, focus groups or observation tailored to his specified needs, primary research provides the researcher with the most accurate and up-to-date data.

SECONDARY DATA:

Secondary data on the other hand, is basically primary data collected by someone else. Researcher recuses and repurposes information as secondary data because it is easier to less expensive to collect. However, it is seldom as useful and accurate as primary data. Personal interaction with managers of the training department, secondary data was collected from books, past literature from the company and contract.

Data collection techniques:

the Data was gathered by using questionnaire was considered most appropriate tool.

Sampling method:

The study has taken a sample of 100 respondents. The respondents have been selected randomly. This study has made use of relevant statistical tools like column graphs, and tables wherever necessary, study has also made use of averages and percentages.

Questionnaire:

The questions in the questionnaire were simple the respondents were given assurance that data collected kept confidential and will be used for study purpose only.

LITERATURE REVIEW

This project is based on the survey, which was done in the Jajpur city. The main objective of the survey is to compare Zero Pure Mineral Water, to study consumer satisfaction and Market Potential of Zero Pure. Report contains a brief introduction of Zero Pure.

This report clearly mentions objective of the study and the research methodology utilized, the primary data and secondary data. The data collection method used is structured non disguised questionnaire in which the types of questions used are close ended.

Satisfaction has been broadly defined by **Vavra, T.G. (1997)** as a satisfactory post purchase experience with a product or service given an existing purchase expectation.

Howard and Sheth (1969)5 define satisfaction as, "The buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone"

According to Westbrook and Reilly (1983), customer satisfaction is "an emotional response to the experiences provided by, associated with particular products or services purchased, retail outlets, or even molar patterns of behaviour such as shopping and buyer behaviour, as well as the overall market place".

Oliver (1981) put forward a definition as, "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumers' prior feelings about the consumption experience".

Oliver (1977) defines "Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption- related fulfilment, including levels of under- or over-fulfilment".

Various sets of questionnaires have been prepared to know the preferences of consumers about the Zero Pure. The research areas Jajpur city. This project reveals one of the important findings like more and more displays of the window hiring and can be given to the retail outlets.

Consumer Behaviour **Christopher (1989)** studied the shopping habits of consumers to form an idea of whether or not the store concepts, product ranges and strategies of the companies are appropriate towards consumer requirements. He believed that consumer behaviours are unpredictable and changing continuously changing; while trying to under try to understand how individual or group make their decision to spend their available resources on consumption related items. These are factors that influence the consumer before, during, and after a purchase **(Schiffiman and Kanuk, 1997),** for example, feedback, from other customers, packing, advertising, product appearance, and price **(Peter & Olsonetc, 2005).**

LIMITATIONS OF THE STUDY:

- Opinion of customer may be biased or unbiased because of the social culture and other factors.

- Taking interview of the respondents was quite a difficult job. Because there were Customers shown unwillingness to respond to my questions.

- It was quite time-consuming process.

- The sample size of respondents is itself a limitation to the research study.

- The information obtained may have small percent of deviation because of continuous changing consumer needs, wants and likes.

- Simple statistics was used for the tabulation of data and the analysis cannot be used for future applications, as this project report is just a study not for application in the consumer market.

CHAPTER-2

INDUSTRY PROFILE:

Water forms an essential part of every human being. Since it is a human necessity, it makes best sense to do business in. As a normal human being requires an average of 2-3 litters of water every day and world population is more than one billion (growing at 2-3% annually) the business opportunity is enormous and the potential is largely untapped.

The bottled water industry is estimated to be a whopping `. 1600 crores business. It has grown at a rate of 38-40% annually over the past four years. Initially bottled water brands like the HCC Beverages manufactured SmartWater promoted at clubs, fitness centres, cinemas, department stores, malls, ice-cream parlours, cafes and retail sports outlets, besides restaurants, hotels and supermarkets with a price tag of ` 70/- for 1 litre bottle. Other brands later began pitching for the larger middle class and lower middle-class markets.

PLANT CAPACITY PER ANNUM

The unit is proposed to produce 25 lakh bottle (1 litre) of packaged drinking water per annum.

MARKET & DEMAND ASPECTS

Earlier bottled drinking water was privileged to high class, foreign tourist and highly health-conscious people but the present decade has witnessed increasing popularity among average consumers, increasing living standards, disposable income, education and awareness among the consumers domestic and foreign tourist, sophisticated business houses and offices has increased rapidly the sales of bottled water in recent years.

The growing demand for bottled water speaks volumes of the scarcity of clean drinking water and the quality of tap water. It has become an icon of healthy lifestyle emerging in India. Selling – 'safety' – i.e. pure and simple water has now become one of the fastest growing industries in India despite the harsh truth it is built on the foundation of bad governance, inequality and obvious exploitation.

A few years back, the packaged drinking water market had been crawling at the rate of 3-4%, or even a lower figure. Indians carried drinking water in earthen pitchers, plastic or PUF bottles. But increasing case of typhoid and other water borne diseases began to be reported. In addition to this, liberalization happened and the mineral water industry began to be stirred and shaken. The market started growing an astounding rate of over 100% per annum. The fact that there were very few players in the market meant that their business grew by leaps and bounds.

The market today has grown to Rs.5000 crore. The organized sector- branded packaged drinking water – has only Rs.2000 crore of market share. The rest is accounted for by the unorganized sector which is dominated by small regional players. The market is still growing at a rate greater than 80% per annum.

In the branded segment, Parle's Bisleri is the market leader with a share of more than 40%. Other major players in the market are Kinley, Aquafina, Kingfisher, Ganga of T-Series, Himalayan, Nestle, Bailey, Catch, Paras. Sensing the opportunity that this segment holds, MNCs began to draw up plans to enter the market. Today the market is proving to be yet another battlefield for an ongoing battle between the domestic and MNCs. Last year the industry had around 170 brands. This figure is over 300 presently. The boom in the market has also encouraged MNCs to draw up plans to enter the market.

Coca-Cola made a splash when it launched Kinley brand and is now doing reasonably well. Nestle, the global leader in the packaged drinking water market, has also come up with its premium product, Perrier though Brand Pure Life is almost dying. Pepsi's Aquafina is also growing in the market. Britannia is also launching Evian.

Almost the first to challenge Bisleri's near monopoly was Pepsi's Aquafina. Though Pepsi launched its bottled water in just one SKU (stock keeping unit) of 750 ml. in the very starting but now they have also launched 1 litre, the Chauhans of Bisleri were galvanized into action. They launched their 500ml. bottle to stave off competition.

SWOT ANALYSIS

SWOT Analysis of Zero Pure mineral water:

Zero Pure mineral water is the market leader in Jajpur and has an brand equity. Zero Pure mineral water has good market in Odisha state. Here is a SWOT of Zero Pure, its strengths, weaknesses, opportunities and threats.

Strengths:

• Quality Standard

• Trust for brand

• Innovation in the form of following

1. Packaged drinking water
2. Pet Bottles
3. Breakaway seal
4. Family Pack

• Marketing

• Distribution system.

Weakness:

• Age old Distribution System

• Reuse of bottle by local sellers and illegal manufacturers

• Faults in production

• Pressure by Government Authority

• Not meeting the demand of the customer.

Opportunities:

• By 2015 the Mineral water market in India was of Rs 15000 Crore and was growing @40% p.a.

• Indian fitness market which is a 1,800cr & is growing @ 13% p.a.

• Market expansion by acquiring local brands.

• Launch of premium pack.

• Change of image

• Increase in production

Thread:

• Competitions from rival brands such as Pepsi's Aquafina & Coca Cola's Kinley.

• Entering of new player

• Water filter manufacturers

• Illegal manufacturers

• Strong distribution channel of the other manufacturers

• New government policy.

Visson:

Zero Pure began with an ambitious dream in mind that of an India in which every person, irrespective of geographical barriers or economic limitations, has uninterrupted access to scientifically purified and fortified drinking water.

Misson:

Zero Pure to provide every Indian easy access to purify drinking water and to support initiatives that rejuvenate the Earth's natural sources of pristine drinking water.

CHAPTER-3

Service touches our lives of every person every day. These are absolutely essential for the economy to function and to enhance the quality of human life. The service sector has playing very important role in the economics and non-economic activities in the country. For example, telecommunication, tourism, hotel, transport, insurance, banking etc. especially the importance of a banking industry to collect deposits, transfer funds, availed credit to agriculture, industry and service and trade sector. The Government also plays a critical role in providing services such as security, legal services, public education, health care, public transport, drinking water, clean air etc. In the service sector, it is very essential to asses" customers" satisfaction for further business growth. Today, marketing has become an important word for business sector the world over. Those who understand the significant of marketing and adopt appropriate strategy will be the one who flourish in a highly competitive business environment. In the service organization quality services is good indicator of success in the market. The concept of marketing begins with customers" satisfaction approach because all efforts of marketing lead to satisfaction and customers" retention process. The customers" satisfaction and retention are closed related concepts.

3.1 Conceptualization of customer satisfaction

Customer satisfaction is buzzword today, once here everyone using this customer's satisfaction is affected by the importance placed by the customers on each of the attitudes of the product/ service. Customer satisfaction measurement allows an organization to understand the key drivers that create satisfaction or dissatisfaction; and what is really driving their satisfaction during a service experience. Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service (Kevin Cacioppo, 1995). It is also feeling or attitude of a customer towards a product or service after it has been used. According to Oliver (1980) satisfaction appears to mediate changes between pre-exposure and postexposure attitudinal components. It is a major outcome of marketing activity whereby it serves as a link between the various stages of consumer buying behaviour (Jamal & Nasser,2002). When customers pay money to buy a service, he has some minimum expectations from the transaction. These expectations from the purchase have to be met substantially, if not entirely for the customer to become a loyal customer of the service (Aneja 1993). These expectations are fulfilled of a promise-quality, fair price, availability, after sale services, complaints handling process, information, and variety etc. the customers are demanding high quality of services and low prices or charges. Better quality for the same cost is the motto of the customers. Sometimes they are prepared to overlook inconveniences also to avail better services at a low cost. Various empirical researches show that there is significant and positive relationship in service quality and customer satisfaction.

### 3.1.1 Transaction-specific and cumulative satisfaction

Yi and La (2004) realized concept „satisfaction" into two conceptualizations as transaction specific customer satisfaction and cumulative customer satisfaction. Transaction-specific satisfaction is a customer's evaluation of customers experience and reactions to a particular service encounter (Cronin and Taylor, 1992). It is generally considered to be a post-choice evaluative judgment of a specific purchase and consumption experience (Parasuraman, Zeithaml and Berry 1994). Cumulative satisfaction refers to the customer's overall evaluation of the consumption experience. It reflects the customer's feelings about multiple experiences, encounters, or transactions with the service organization (Smith et al 1998). Homburg et al(2005) suggested that, customer satisfaction should focus on cumulative satisfaction rather than on transaction-specific satisfaction because their results of study indicates that longterm,cumulative satisfaction is more relevant because it is the stronger driver of customer behaviour. Study conducted by Jones, and Suh, (2000) also realized that overall satisfaction has a direct influence on repurchase intentions as well as a moderating influence on the transaction-specific satisfaction/repurchase intentions relationship. When overall satisfaction is high, transaction-specific satisfaction has little impact on repurchase intentions, but when overall satisfaction is low, transaction-specific satisfaction has a positive influence on repurchase intentions

3.1.2 Confirmation and disconfirmation theory of customer satisfaction

According to confirmation and disconfirmation theory customers **expectations** about services and service **perception** experience has plying vital role in customer satisfaction. Early satisfaction research defined satisfaction as a post-choice evaluative judgment concerning a specific purchase decision and satisfaction as an outcome of disconfirmation (Parasuramanet al, 1985; 1988). The expectation disconfirmation theory suggested that satisfaction is determined by the intensity and positive or negative direction of the gap between expectations and perceived performance.

Customers" expectations are beliefs about service delivery that function as standard or reference point against which performance is judged. Customers compare their perceptions of performance with their expectations and reference point when evaluating service quality (Zeithaml and Bitner 2003). Parasuraman et al. (1988) defined expectation as „desires of wants of customers" the expectations component was designed to measure customers normative expectations and it is similar to the ideal slandered in customer satisfaction and dissatisfaction. Expectations serve as standards with which subsequent experiences are compared; it is result of previous experience about service also. There are five types of expectations: **Ideal expectations** (desired by customer according to their need and hopes), **Normative „should" expectations** (is normal expectations it should be fulfil by service provider), **Experience based expectations** (this expectation is based on former experience and knowledge about particular service), **Acceptable expectations** (It is expectation that can be fulfilled by service providers naturally and adequate level) and **Minimum tolerable expectations** (it is minimum level of expectations, there is very low level of zone tolerance in expectation and perception).

Customers perception is one another element which plying significant role in the determination of customers satisfaction. Satisfaction will influence by perception of service quality, price, and other personal expectations regards to service. It is a judgment that, a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment (Oliver, 1994). Moreover, disconfirmation of expectations may have an asymmetrical satisfaction is based not only on the judgment of customers towards the reliability of the delivered service, but also on customers" experiences with the service delivery process. In other words, customers who appreciate the core and relational dimensions of service quality provided by a service provider are likely to be satisfied with the services offered by that service provider (Jamal and Naser, 2002). effect, such that negative disconfirmation is more impactful than positive disconfirmation.
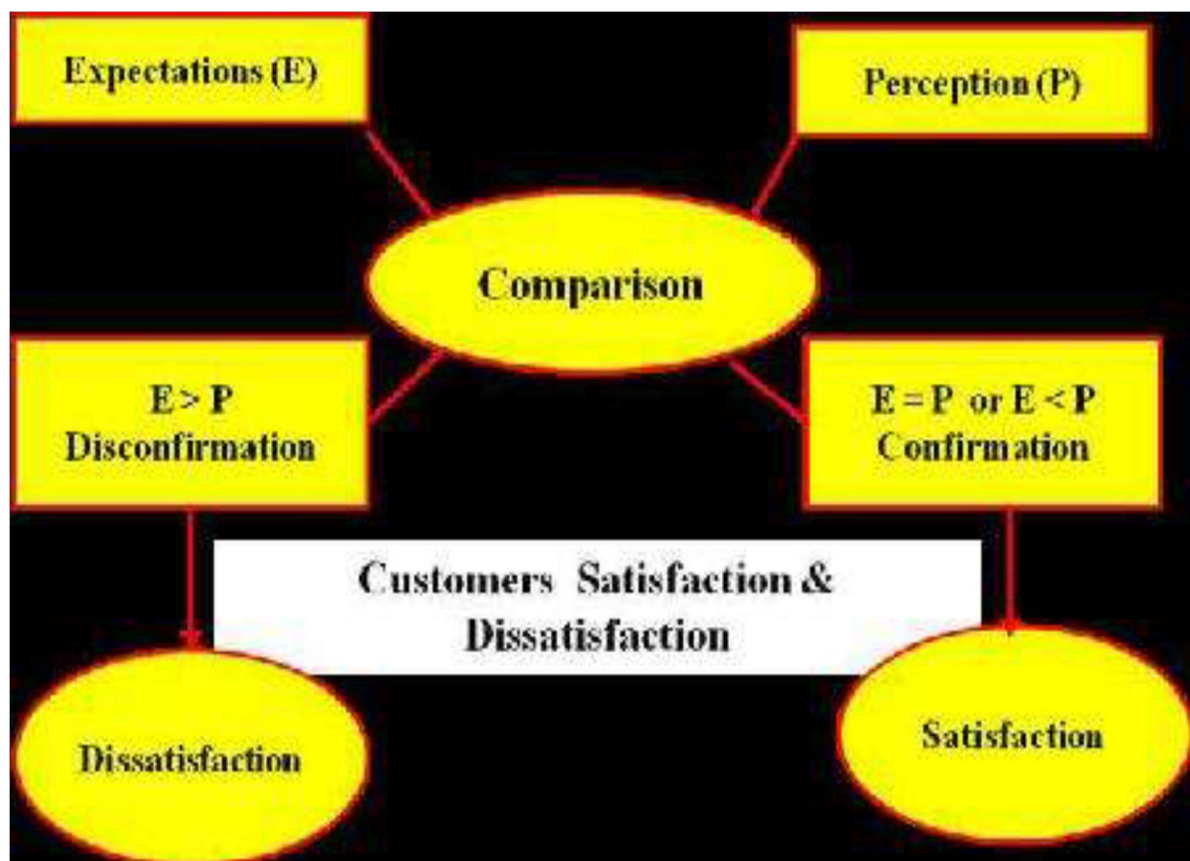
A customer satisfaction is strongly linked to impressions of performance, satisfaction and switching barriers are assumed to be the most important antecedents of repurchase behaviour, or the intension to repurchase a good or service (Sharma, 2008). Smith and Houston (1982) mentioned that satisfaction with services is related to confirmation or disconfirmation of

expectations and satisfaction are related to the size and direction of the disconfirmation experience where disconfirmation is related to the person's initial expectation. However, the satisfaction of consumers depends not only on how the service provider performs, but also on how the consumer per- forms. By contributing information and physical and mental effort, consumers contribute directly to their own satisfaction (Bateson, 2002).

3.2 Service quality and customer satisfaction

Increase in service quality of the banks can satisfy and develop attitudinal loyalty which ultimately retains valued customers (Kumar et al. 2010). There is very strong relationship between quality of service and customer satisfaction (Parasuraman et al, 1985). The higher level of perceived service quality results in increased customer satisfaction. When perceived service quality is less than expected service quality.

The relationship between expectation, perceived service quality and customers satisfaction have been investigated in a number of researches (Zeithaml, et al, 1993). An expectation is minimum requirement of service quality by service providers to the meet customers wants and needs.

According to Parasuraman et al (1985, 1988) perceived service quality is viewed as the degree and direction of discrepancy between customers' perceptions and desires. As per American Customer Satisfaction Index (ACSI) relation between service quality expectation and perception is given below in figure. However,
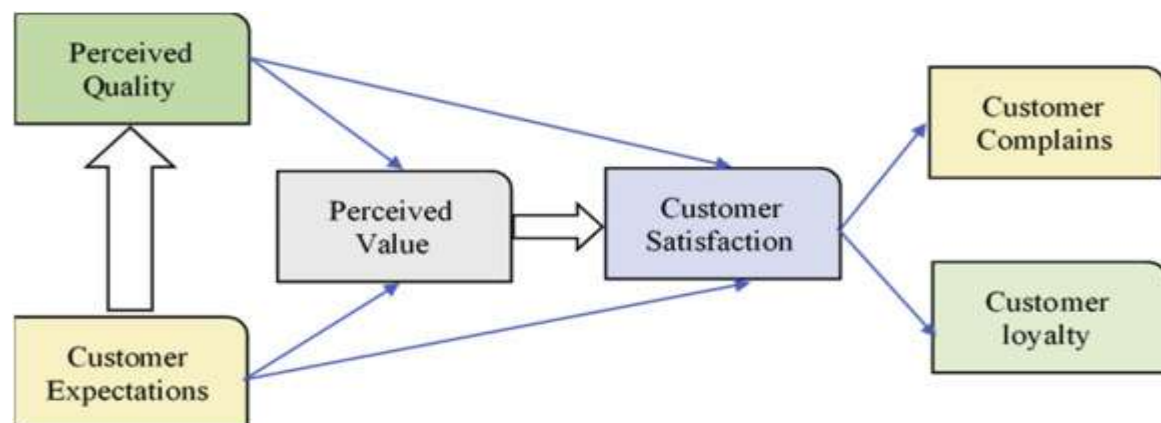
However, according to Cronin and Taylor (1992) satisfaction super ordinate to quality-that quality is one of the service dimensions factored in to customer satisfaction judgment. Subsequent to this effect satisfaction may reinforce quality perception, but only indirectly. Customer satisfaction can be obtainable with low quality, whenever one's expectations in a given situation are low and performance is adequate to the task. Emergency situation fit this scenario well. Similarly, dissatisfaction with high quality can ensue when some element of the service delivery is not up to personal expectations. Thus, we conclude that, service quality as

effecting service satisfaction at the encounter specific level and aggregation level plays a critical role in customers" satisfaction. An obtained „Value" of service or product also one of the most important factors affecting on customers satisfaction. There is close relationship between service value and customers satisfaction.

Customer satisfaction represents a measure of organizations performance according to customer needs; therefore, the measure of customer satisfaction provides a service quality measure. Customers express their points of view about the services by providing judgments on some service aspects. In the SERVQUAL instrument of measuring service quality consists dimensions of reliability, responsiveness, competence, curtsey, credibility, security, access, communication, and understanding the Customer (Parasuraman, Zeithaml and Berry, 1985, 1988). We have conceptualized customer satisfaction as an individual's feeling of pleasure or disappointment resulting from comparing a quality of service perceived in relation to his or her expectations.

3.3 Brand reputation and customer satisfaction

The branding is considered as the procedure of creating a brand image which keeps consumers. It is what separates identical products from each other, or its competitors. Marketing literature including NCSI and ACSI literature examined positive of the link between the satisfaction and the brand image, the brand reputation (Wafa et al 2009) and indicates that, the nature and amount of a consumer's experience with an evoked set of brands. Brand reputation has significant impacts on customer satisfaction (Woodruff et al 1983). A consumer's beliefs about these brands are derived from personal use experience, word-of-mouth endorsements/criticisms, and/or the marketing efforts of companies. Perceived brand performance which is above or below the norm, but within the indifference zone, leads to confirmation. Positive or negative disconfirmation results when perceived brand performance affects customer satisfaction (Woodruff et al 1983). Some of the marketing research shows that the brand loyalty achieved through the satisfaction with brand performance. Brands that are high in brand equity are organization powerful assets. They can lead to customer satisfaction and customer loyalty. WafaM"Sallem et al (2009) and Sondoh et al,(2007) Some of the empirical researches shows that there are two brand image benefits, i.e. appearance enhances and functional have significant impacts on satisfaction and loyalty intention.

3.4 The distinction between service quality and customer satisfaction

Service quality and customer satisfaction are important concepts to marketing literature. Available marketing literature indicates that success of the business is depends upon product/ service quality and customer satisfaction. However, it found that both concepts are used equivalent to understand customer's future intension to purchase product or

service. A review of the recent literature suggests that there appears to be relative consensus among marketing researchers that service quality and customer satisfaction are separate constructs which is unique and share a close relationship (Cronin and Taylor, 1992; Parasuramanet al, 1994, Oliver, 1993). According to Parasuramanet al. (1988) both service quality and customer satisfaction involve a comparison between expected and perceived service, but while satisfaction refers to the predicted service (expectations of what the service is likely to be), service quality deals with the ideal or desire (what the service should be). There should be note that product or service quality is cause of customers satisfaction and satisfaction or dissatisfaction is impact of quality (Ostrom and Grayson, 1995) Most researchers in the services field have maintained that these constructs are distinct as below;
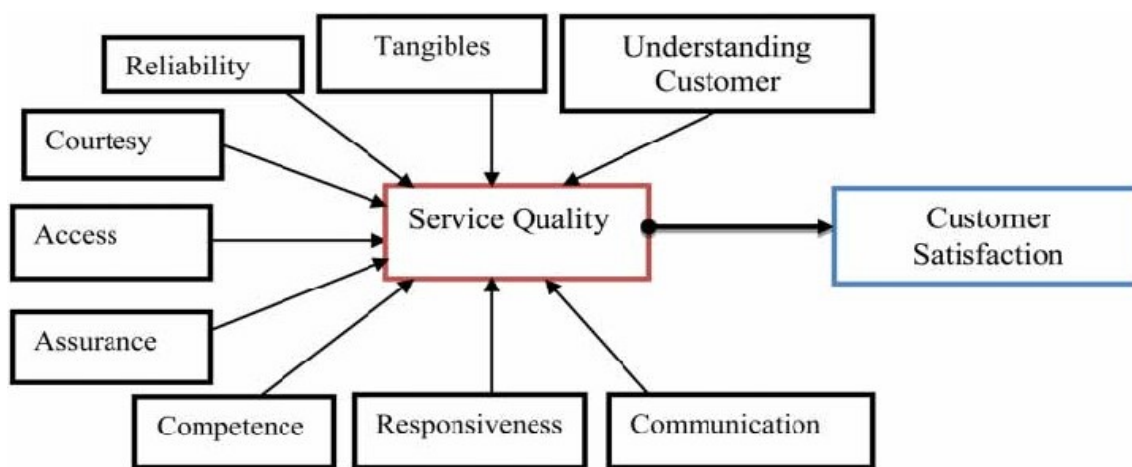
3.5 Conceptualization of 'E-Customer' and 'E-satisfaction'

In changing era of e-commerce and online marketing environments concept of customers has been changed today. There are two basic types of customers have found in modernized markets, first is offline customer and another is e-customer. The term „e-customer" refers to the online purchaser whether it is individual or corporate. As per e-commerce and marketing literature we can define term e-customer as "e-customer is an individual or corporate one who are using e-portals to purchase, ordering, receiving information and paying price/charges of services/product purchased through various types of e-channels" i.e. internet, e-mail, personal computer, ATM, POS, credit cards, debit cards, cell phone, fax, phone and other electronic devises. Many financial institutions have to focus on increasing customer satisfaction and customer retention through improved quality of their services enabling factors that make it easy for the customer to do business with the e-banking (Brimpong, 2008).

# **CHAPTER-4**

DATA ANALYSIS AND INTERPRETATION:

Table-1: Brand of the mineral drinking water that peoples normally purchase

☐ Zero Pure ☐ Kinley ☐ Bisleri ☐ Aquafina ☐ Bubbles
☐ Bailley Water ☐ Others

Brand	No. of Respondents
Zero Pure	35
Kinley	40
Bisleri	10
Aquafina	5
Bubbles	0
Bailley Water	8
Others	2
Total	100

Analysis: From the above table it was found that 40 per cent respondents preferred Kinley water, 35 per cent respondents prefer Zero Pure, 10 per cent respondents prefer Bisleri mineral water.

Graph-1: Brand of the mineral drinking water that peoples normally purchase
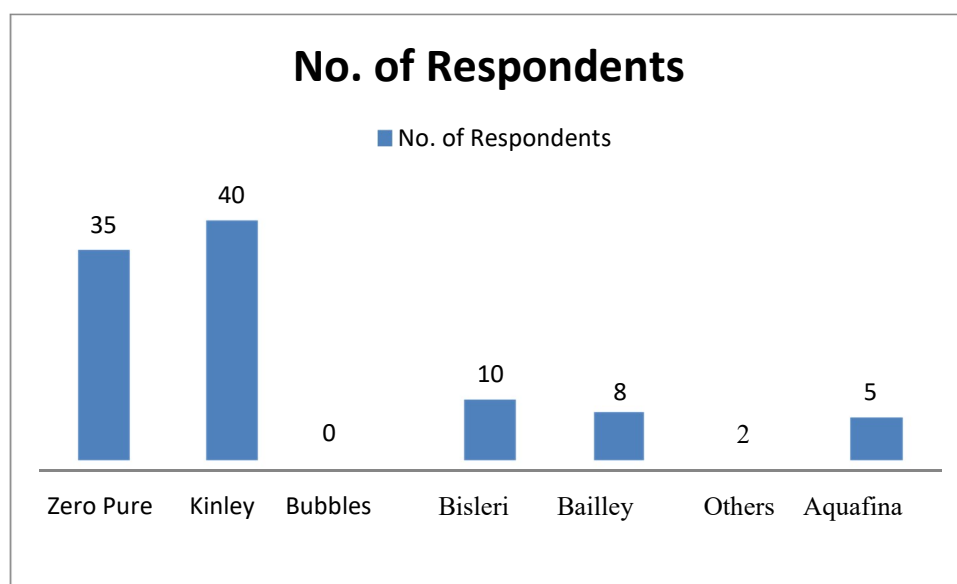
Interpretation: From the above graph it was found that maximum respondents preferred Kinley water. Some were preferred Zero Pure, Bisleri and others.
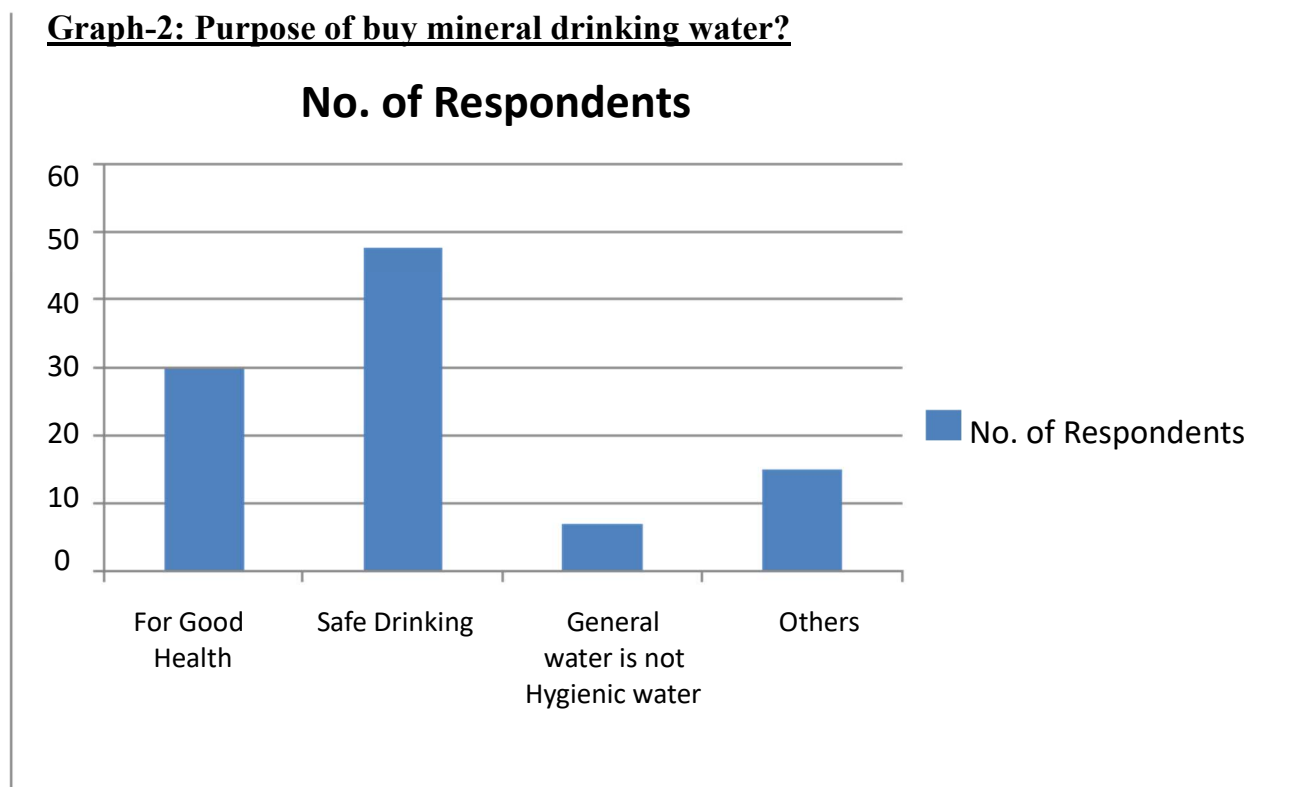
Table -2: Purpose of buy mineral drinking water

☐ For Good Health ☐ Safe Drinking ☐ General water is not hygienic water ☐ Others

Purpose	No. of Respondents
For Good Health	30
Safe Drinking	48
General water is not hygienic water	7
Others	15
total	100

Analysis: From the above table it was found that there 48 per cent of respondents buy mineral drinking water for the purpose of safe drinking. followed by 30 percent of respondents buy mineral drinking water for the purpose for good health, 15 percent of respondents buy mineral drinking water for the other purpose and 7 percent of respondents buy mineral drinking water for the purpose that General water is not hygienic water.

Graph-2: Purpose of buy mineral drinking water?

Interpretation: From the above graph it was found that maximum respondents buy mineral drinking water for the purpose of safe drinking. Some were buying mineral drinking water for the purpose of For Good Health & above.
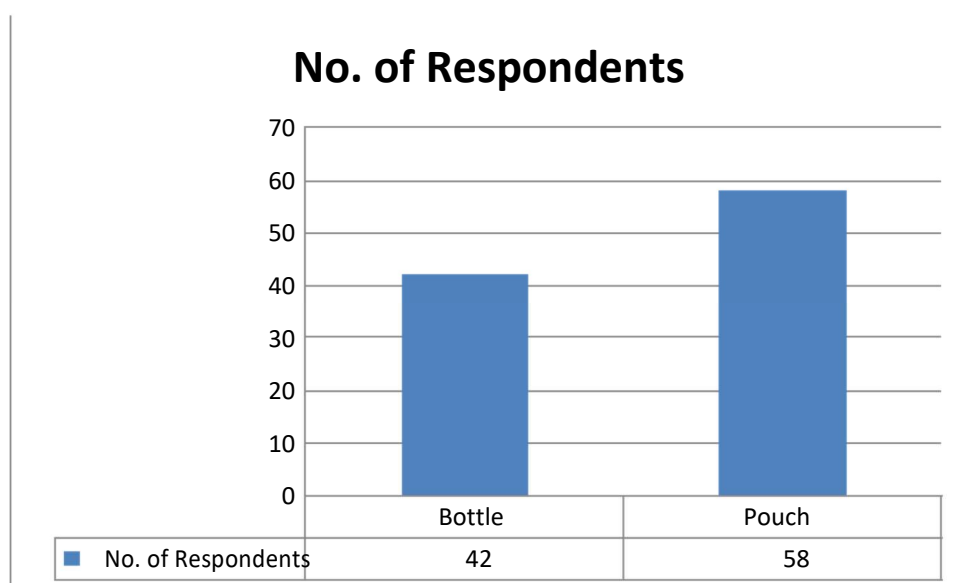
Table - 3: preferences to drink mineral drinking water.

☐ Bottle   ☐ Pouch

Prefer	No. of Respondents
Bottle	42
Pouch	58
Total	100

Analysis: From the above table it was found that there is 58 percent of respondents prefer to drink mineral drinking water in pouch followed by 42 per cent of respondents prefer to drink mineral drinking water in Bottle.

Graph- 3: preferences to drink mineral drinking water.

Interpretation: From the above graph it was found that maximum respondents prefer to drink mineral drinking water in pouch some of respondents prefer to drink mineral drinking water in Bottle.

**Table - 4: Factors take into consideration while purchasing mineral drinking water**

Please rank accordingly. (1st for least, 3rd is neutral, & 6th is most preferred)

Price ☐

Quality of mineral water ☐

Contents of mineral water ☐

Occasion ☐

A promotion going on ☐

Offers ☐

Factors	No. of Respondents
Price	15
Quality of mineral water	32
Contents of mineral water	10
occasion	25
A promotion going on	10
Offers	8
Total	100

Analysis: From the above table it was found that there is 32 percent of respondents prefer to Quality of mineral water followed by 25 per cent of respondents prefer to occasion followed by 15 percent of respondents prefer to price of mineral water and 10 percent of respondents prefer to A promotion going on & 10 percent of the respondents prefer to content of mineral water so on.

Graph-4: Factors take into consideration while purchasing mineral drinking water
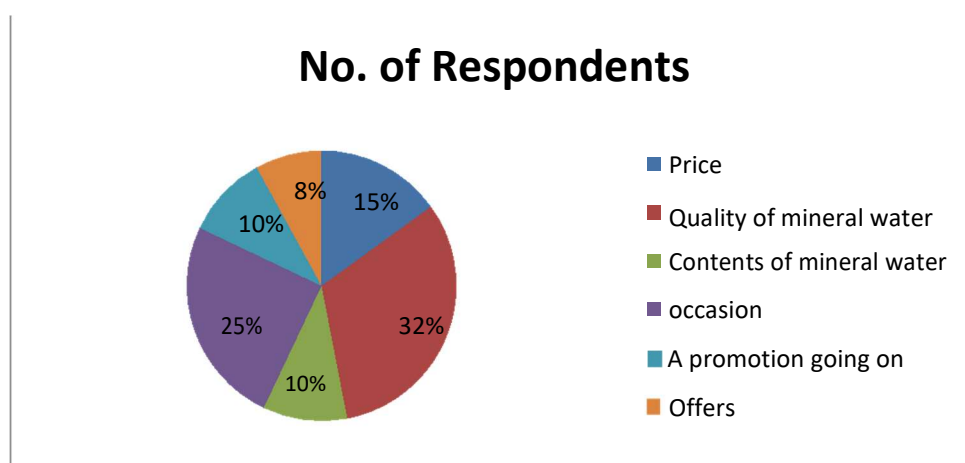
Interpretation: From the above graph it was found that maximum respondents prefer Quality of mineral water some of respondents prefer to drink mineral drinking water for some occasion.

**Table -5: How Frequently do people purchase mineral drinking water**

Daily ☐   Not Daily ☐

Purchase	No. of Respondents
Daily	18
Not Daily	82
Total	100

Analysis: From the above table it was found that there 82 per cent of respondents were purchase mineral drinking water not daily and 18 per cent of respondents were purchase mineral drinking water daily.

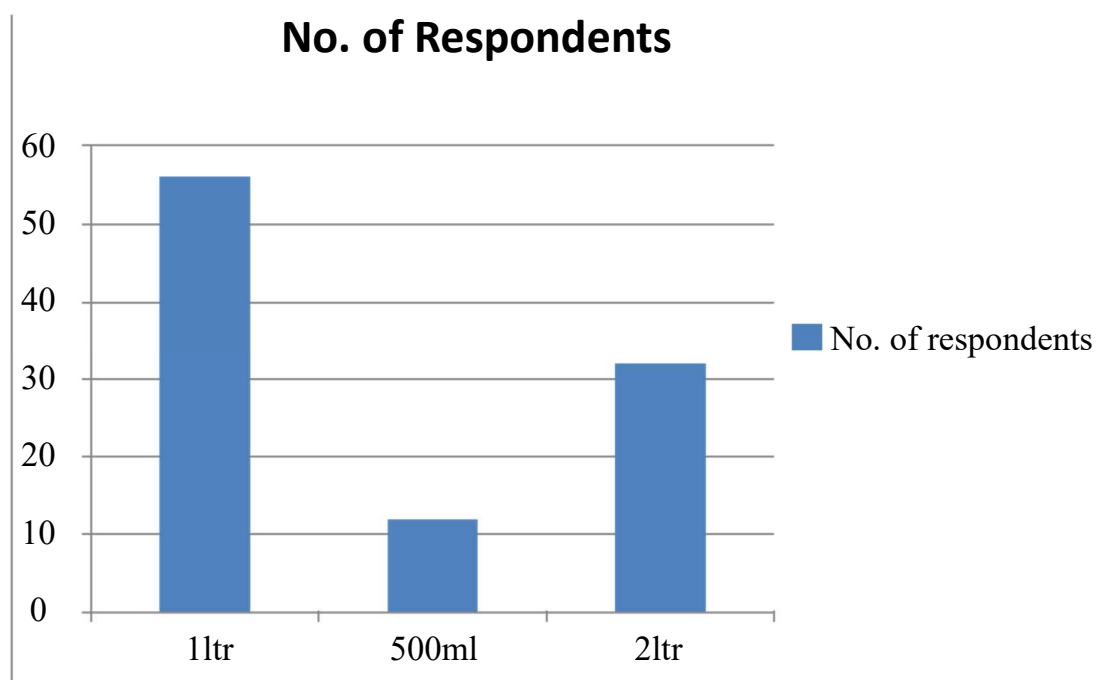**Graph-5: How Frequently do people purchase mineral drinking water**
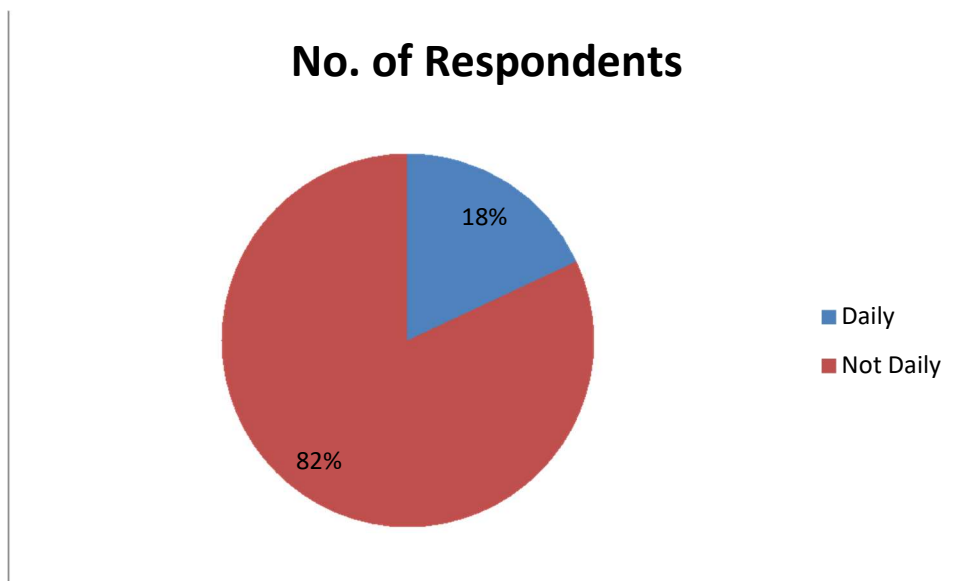
Interpretation: From the above graph it was found that maximum respondents prefer mineral drinking water not daily, some of respondents prefer to drink mineral drinking water for daily basis.

Table -6: In what quantity do you buy?

☐ 1ltr   ☐ 2ltr   ☐ 20ltrs

Quantity	No. of Respondents
1ltr	56
500ml	12
2ltr	32
Total	100

Analysis: From the above table it was found that there 56 percent of respondents prefer to 1ltr Quantity of mineral water followed by 32 percent of respondents prefer to 2ltr and followed by 12 percent of respondents prefer 500ml of mineral water bottle.
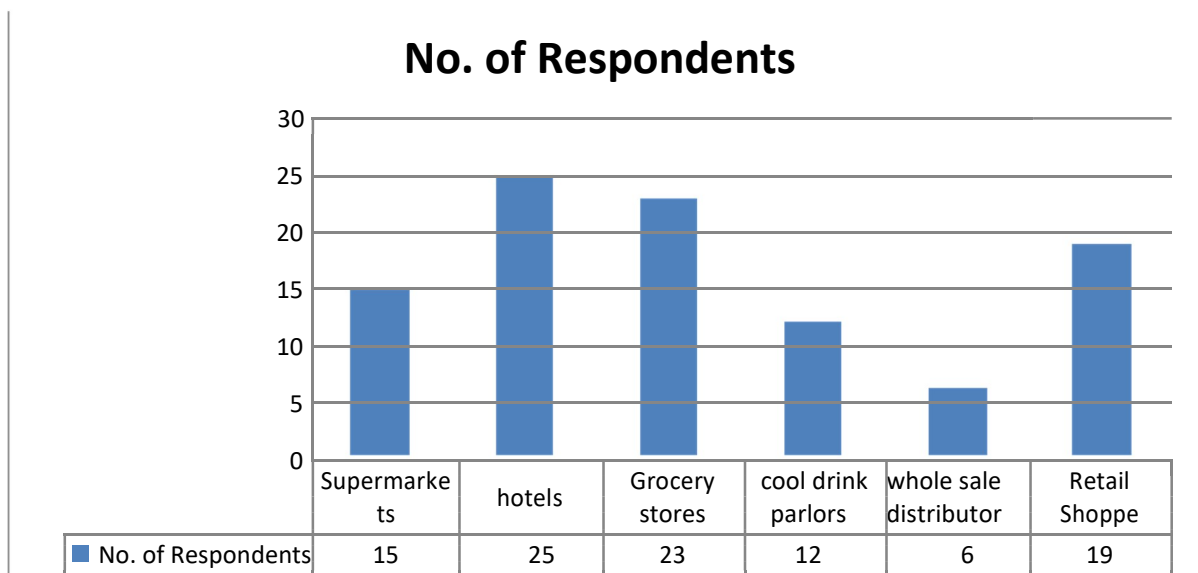
No. of Respondents

Interpretation: From the above graph it was found that maximum respondents prefer to 1ltr Quantity of mineral water, some of respondents prefer to drink mineral drinking water for 2ltr.

Table -7: Where do you usually buy mineral drinking water?

☐ Supermarkets

☐ hotels

☐ Grocery stores

☐ cool drink parlours

☐ whole sale distributor

☐ Retail Shoppe

Buying from	No. of Respondents
Supermarkets	15
Hotels	25
Grocery stores	23
cool drink parlours	12
whole sale distributor	6
Retail Shoppe	19
Total	100

Analysis: From the above table it was found that there 25 percent of respondents prefer to Buying mineral water from hotels, followed by 23 percent of respondents prefer to Buying mineral water from Grocery stores, followed by 19 percent prefer to Buying mineral water from Retail Shoppe, 15 percent prefer to Buying mineral water from Supermarket and 12 percent prefer to Buying mineral water from cool drink parlours & so on.

No. of Respondents

	Supermarkets	hotels	Grocery stores	cool drink parlors	whole sale distributor	Retail Shoppe
No. of Respondents	15	25	23	12	6	19

Interpretation: From the above graph it was found that maximum respondents prefer Buying mineral water from hotels, some of respondents prefer to Buying mineral water from Grocery stores& so on.
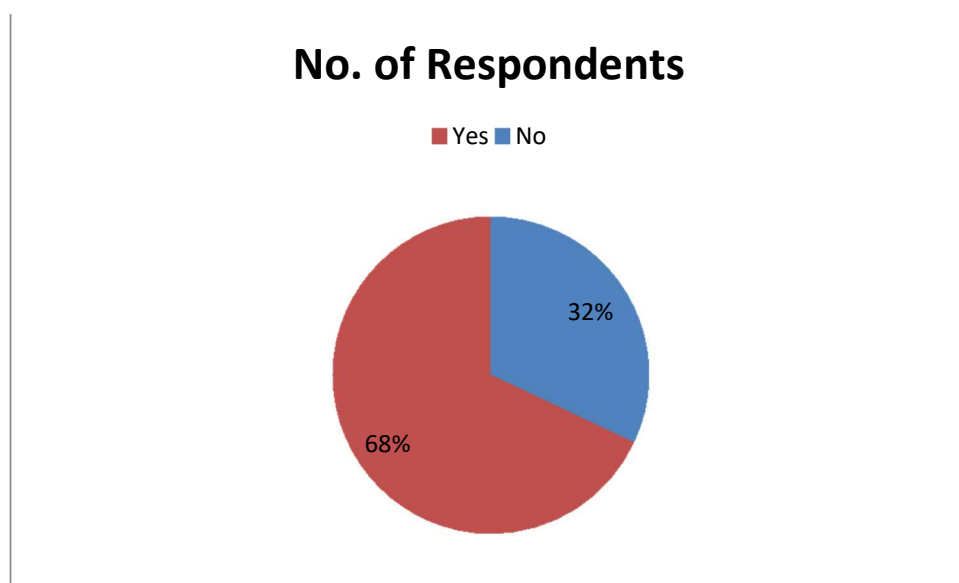
Table -8: Are you satisfied with the regular availability of Zero Pure water?

☐ Yes   ☐ No

Satisfaction	No. of Respondents
Yes	68
No	32
Total	100

Analysis: From the above table it was found that there 32 percent of respondents were not satisfied with the regular availability of Zero Pure water and 68 percent of respondents were satisfied with the regular availability of Zero Pure water.
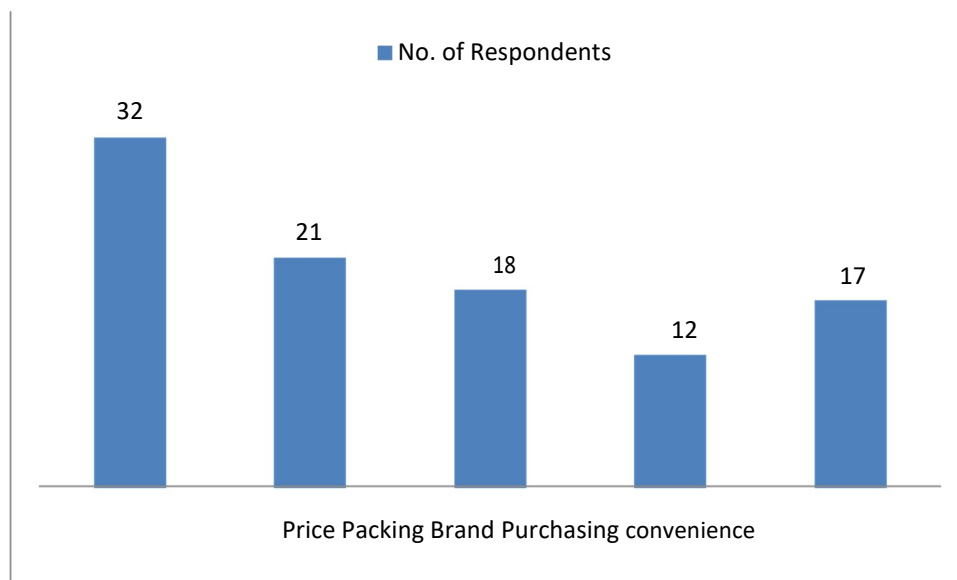
No. of Respondents

■ Yes ■ No

Interpretation: From the above graph it was found that maximum respondents were satisfied with the regular availability of Zero Pure water and some of respondents were not satisfied with the regular availability of Zero Pure water.

Table -9: Please rank accordingly to the characteristics of the Zero Pure mineral water as mentioned below..(1st for least preferred , 5th rank is most preferred)

☐ Taste ☐ Price ☐ Packing ☐ Brand ☐ Purchasing convenience

Ranking	No. of Respondents
Taste	32
Price	21
Packing	18
Brand	12
Purchasing convenience	17
Total	100

Analysis: From the above table it was found that there 32 per cent of respondents prefer to ranking Zero water mineral water on the basis of taste, followed by 21 per cent of respondents prefer to ranking mineral water on the basis of price, followed by 18 per cent prefer to ranking mineral water on the basis of packaging, 17per cent prefer to ranking mineral water on the basis of Purchasing convenience and 12 per cent prefer to ranking Zero water mineral water on the basis of brand.
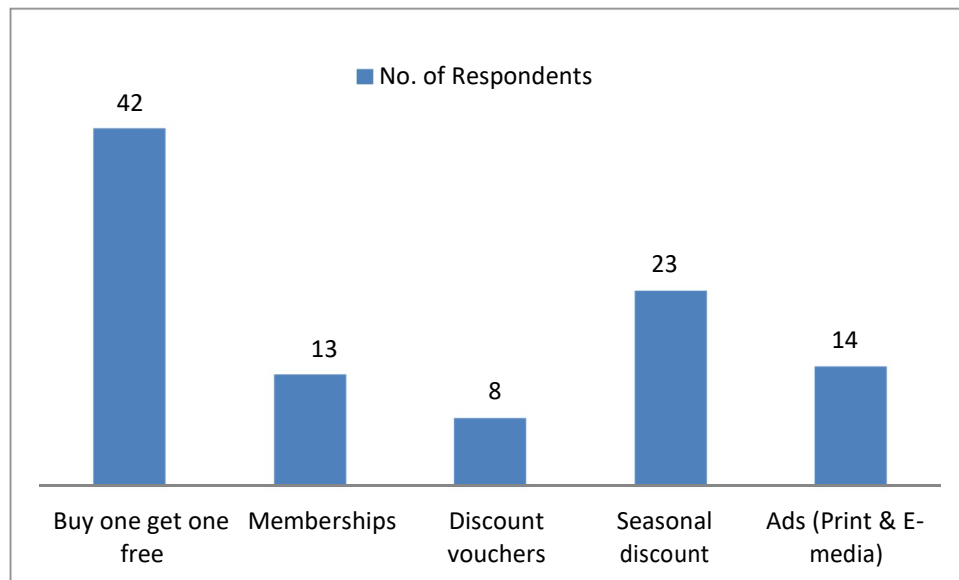

Interpretation: From the above graph it was found that maximum respondents prefer to ranking Zero Pure mineral water on the basis of taste, followed by some respondents prefer to ranking mineral water on the basis of price, followed by prefer to ranking mineral water on the basis of packaging and so on.

Table -10: Which type of promotion will attract you to buy more mineral water?

☐ Buy one get one free ☐ Memberships ☐ Discount vouchers

☐ Seasonal discount ☐ Ads (Print & E-media)

Types of promotion	No. of Respondents
Buy one get one free	42
Memberships	13
Discount vouchers	8
Seasonal discount	23
Ads (Print & E-media)	14
Total	100

Analysis: From the above table it was found that there 42 percent of respondents attract on the basis of Buy one get one free Zero Pure mineral water, followed by 23 percent of respondents attract on the basis of Seasonal discount of Zero Pure mineral water, followed by 14 percent respondents attract on the basis of Ads(Print & E-media), 13per cent respondents attract on the basis of Memberships and 8percent respondents attract on the basis of Discount vouchers.
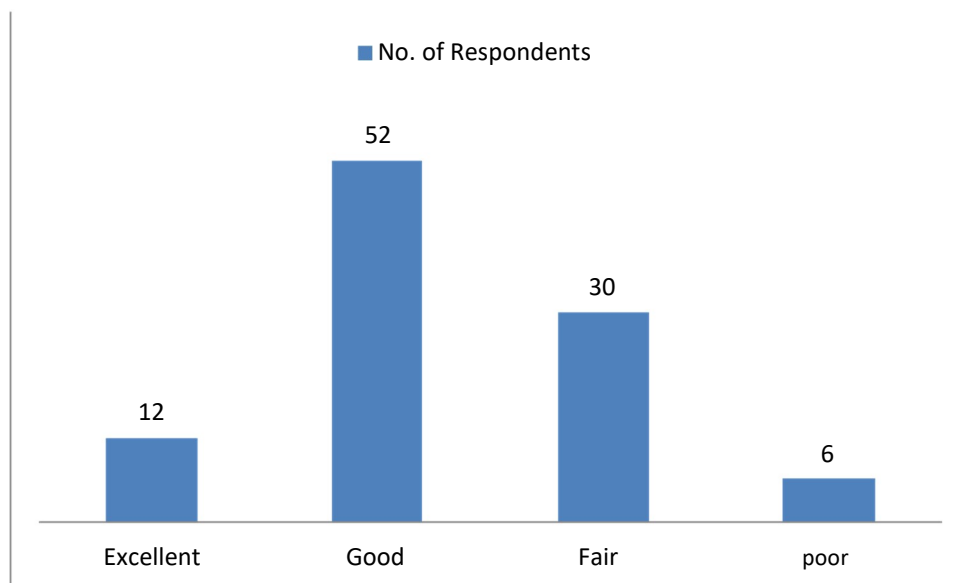

Interpretation: From the above graph it was found that maximum respondents attract on the basis of Buy one get one free Zero Pure mineral water, followed by some of respondents attract on the basis of Seasonal discount Zero Pure mineral water and so on.

<u>Table -11:How did you find Taste of Zero Pure compared to others?</u>

☐ Excellent ☐ Good ☐ Fair ☐ poor

Taste compared to others	No. of Respondents
Excellent	12
Good	52
Fair	30
poor	6
Total	100

Analysis: From the above table it was found that there 52 percent of respondents prefer good on taste of Zero Pure mineral water, followed by 30 percent of respondents gives fair rating to Zero Pure mineral water and followed by 12 percent respondents prefers Excellent ranking to Zero Pure mineral water.
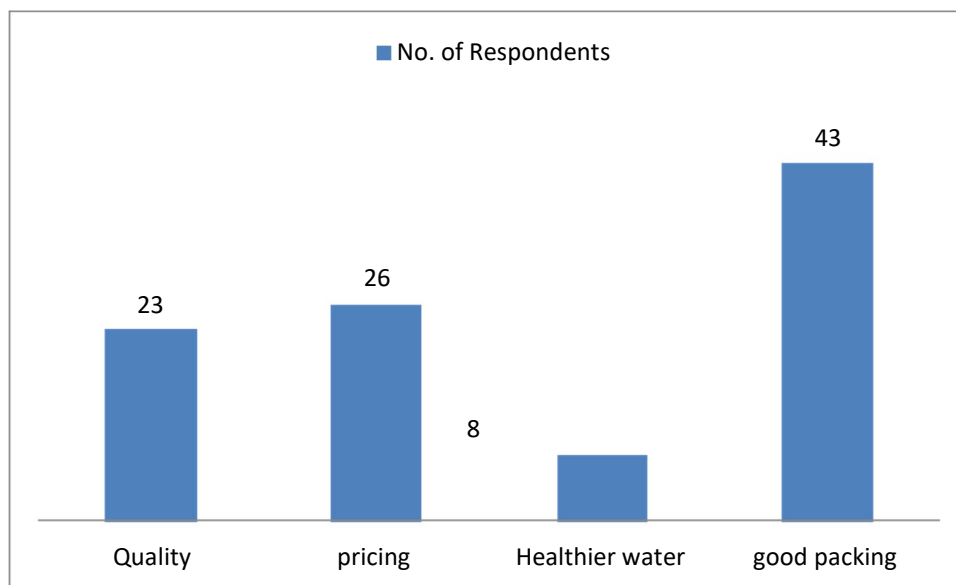

Interpretation: From the above graph it was found that maximum respondents rank good towards taste of Zero Pure mineral water and so on.

Table -12: What improvements you would like to see in Zero Pure water?

☐ Quality ☐ pricing ☐ Healthier water ☐ good packing

Improvements	No. of Respondents
Quality	23
pricing	26
Healthier water	8
good packing	43
Total	100

Analysis: From the above table it was found that there 43 percent of respondents want improvement on good packing of Zero Pure mineral water, followed by 26 percent of respondents want improvement on pricing of Zero Pure mineral water and followed by 23 percent respondents want improvement on quality of Zero Pure mineral water and so on.

Interpretation: From the above graph it was found that maximum respondents of respondents want improvements on good packing of Zero Pure mineral water and so on.

CHAPTER-5

FINDINGS

➢ From the study it was found that 40 per cent respondents preferred Kinley water Brand mineral drinking water that peoples normally purchase.

➢ From the study it was found that that there 48 per cent of respondents buy mineral drinking water for the purpose of safe water in Jajpur dist.

➢ From the study it was found that there 58 per cent of respondents prefer to drink mineral drinking water in pouch as compared to bottles.

➢ From the study it was found that 32 per cent of respondents prefer to Quality of mineral water while purchasing mineral drinking water.

➢ From the study it was found that there 82 per cent of respondents were purchase mineral drinking water not daily basis.

➢ From the study it was found that there 56 per cent of respondents prefer to 1lts Quantity of mineral water during buying.

➢ From the study it was found that there 25 per cent of respondents prefer to Buying mineral water from hotels because now a days in Jajpur there are many hotels.

➢ From the study it was found that there 68 per cent of respondents were not satisfied with the regular availability of Zero Pure water.

➢ From the study it was found that 32 per cent of respondents prefer to ranking Zero Pure mineral water on the basis of taste accordingly to the characteristics of the Zero Pure mineral water.

➢ From the study it was found that 42 per cent of respondents attract on the basis of Buy one get one free Zero Pure mineral water which attract them to buy their product.

➢ From the study it was found that 52 per cent of respondents prefer good on taste of Zero Pure mineral water as compared to others.

SUGGESTIONS

➢ Zero Pure company should convince its customer that it believes in "customer is the boss" concept. It helps in retaining its customers and their loyalty.

➢ New technological advancements in respect of coverage, services quality and price should be adopted.

➢ Zero Pure mineral water should get the feedback by its customers regarding its services.

➢ Zero Pure mineral water should increase its market share by extending its operations by adopting penetrating price policy.

➢ The company should also come out with other innovative products in the market.

➢ Availability of the product is one of the most important factors so, company should concentrate and build it, supply chain management.

➢ Heavy schemes and margins to the dealers will also improve the sales.

<u>CONCLUSION</u>

On the basis of the hence forth study of the Zero Pure mineral water products, it is understood that the Zero Pure mineral water has not a very strong brand name existing in the market, only, it has to utilize it by improving the technology and style of their products.

Dealer will also support the company when they find sufficient returns on their investments. Hence good relationship is important in the modern era for success and definite success.

By Survey, it had got loyal customers and it would be easy for Zero Pure mineral water to retain its customers.

In Jajpur city, compare to other, position of organisation should strive for maintaining that position in the market in the future course of time.

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Web Sites:

www.zeropurewater.com