

BRAND POSITION FOR WATER PURIFIER

Dr. Tanaji Vitthal Chavan¹ Dr. Dattatray Popat More² Dr. Smita Shamsundar Khatri³

^{1&2}Associate Professor, Anekant Institute of Management studies, Baramati.

³Assistant Professor, Anekant Institute of Management studies, Baramati.

Abstract: The study began with a comprehensive review of the water purifier industry, including market trends, competitive landscape, and consumer preferences. This research served as a foundation for the study, helping to identify key areas for brand improvement. Our team conducted both primary and secondary research to gather valuable insights into consumer behaviour, perceptions, and expectations related to water purifiers. Surveys, interviews, and market analysis were utilized to understand what factors influence consumer choices and brand loyalty in the industry.

Following this research, the study focused on defining the current brand positioning of company, finding SWOT analysis. We also assessed the alignment of the brand with its target audience and the consistency of its messaging across various marketing channels. To enhance the brand positioning, recommendations were developed based on the findings. These recommendations encompassed strategic improvements in product development, marketing communication, and customer engagement. We also suggested potential adjustments in pricing and distribution to align with the desired brand image. In conclusion, the research on brand positioning of water purifiers offers valuable insights and actionable recommendations to strengthen the brand's position in the market.

Keywords: Brand Position, Water Purifier, Strategies, Etc.

INTRODUCTION: These days, you need a water filter, especially if you drink water from the ground. The process of water cleansing is getting rid of chemicals, biological contaminants, suspended solids, and gases that aren't wanted from dirty water. The goal is to make water that can be used for a certain thing. While most water is cleaned so that people can drink it, water cleaning can also be done for a wide range of other reasons, such as to meet the needs of medical, pharmaceutical, chemical, and industrial processes. Physical processes like filtration, sedimentation, and distillation are some of the most common ones. Biological processes like slow sand filters or biologically active carbon are also used. So are chemical processes like flocculation and chlorination, and the use of electromagnetic radiation like ultraviolet light. A report from the World Health Organisation (WHO) in 2007 says that 1.1 billion people do not have access to clean drinking water. It also says that unsafe water and poor sanitation and hygiene are responsible for 88% of the 4 billion cases of diarrhoeal disease that happen every year, and that 1.8 million people die from diarrhoeal diseases every year. The WHO says that 94 percent of these diarrhoeal cases can be avoided by making changes to the surroundings, such as making sure people have access to clean water. A huge number of lives could be saved every

year by following simple steps to treat water at home, like chlorination, filters, and solar disinfection, and keeping it in safe containers. A big goal for public health in poor countries is to cut down on deaths from diseases that spread through water.

REVIEW OF THE LITRATUTE

In 2019, Raj. Kishore.S. said that naturally occurring materials like plane sand that went through a 425–600 micron IS screen and wood charcoal that was gathered and broken up into pieces smaller than 10 mm were used to get rid of the iron. Also used anthracite 625 microns and smaller and manganese-modified sand 850 microns and smaller. The Zinc, Copper, and Iron solution was made and put through different adsorption processes to filter water. The sand media was found to filter the heavy metal solution with a concentration of 6.00 to 5.00 ppm. After filtering, the concentration dropped to 0.3 to 0.1 ppm and the pH stayed between 6.5 and 8.5, which is good for drinking. So, the oxidation–reduction method was used to test and find out the amount of dissolved oxygen and iron that was still in the seep using materials that were easy to find in the area.

In a study by Sheena.K.N. (2018), they used sugar cane, coconut coir, and Neem leaves, which are all cheap and absorbent, to get rid of iron in water. We used each of these adsorbents to find out how parameters like contact time, pH, and adsorbent dose affected the removal of iron. When this adsorbent (0.25–1.25g) was used with more different media, it worked better at removing iron. 10 to 60 minutes of contact time were used. Iron is better taken out of the air by coconut coir than by sugar cane and neem leaves. The pH ranges from 2 to 8. As the pH of the sample went up and down, so did the removal rate. Sugar cane bagasse, neem leaves, and coconut coir are all eco-friendly materials that are easy to find. It's possible to get rid of iron in water with it.

Ranjit.N.P. (2017) says that the acceptable maximum for iron is 0.3 mg/l, which is what the WHO says. The main thing to think about is how much it costs to get rid of metal ions like iron in a growing country like India. Adsorption is one of the most widely used and cost-effective methods because it is simple to set up and use. In the study, things like up flow biofilter, chelating resin Purolite 5930, duck egg shell, MSC adsorbent, built soil filter, and more were used. The review talks about the different adsorbents that are used to get iron out of water.

Vishal. L., (2019), A plastic jar, sand, and wooden charcoal are used to make a water filter. A water filter made of wood charcoal and sand is a cheap filter. So, we can say that adsorption is the easiest and least expensive way to get rid of iron. The cheapest adsorbing surface, sand, is very good at getting rid of dissolved iron from drinking water, and it does this very quickly. The only bad thing about it is that a layer of germs will form after heavy use. So washing needs to be done every so often.

In a study by Tanushree. B. (2013), Tulsi leaf and Neem leaf were used to clean water and lower the amount of coliform bacteria found in water samples. This was done by using aqua leaf extract, alcoholic leaf extract, and fresh leaf juice. The antimicrobial activity of plant leaf extract can be successful with this method. This is because the active ingredients in plant leaves work well together. These use charcoal and sand to filter the water first, which lowers the amount of contamination. It remains to be seen if the sunlight experiment can be combined with herbal water disinfection to completely get rid of enteric germs.

(2010) B.K. Nandi, Quartz, sodium carbonate, boric acid, and sodium meta silicate were found to be inexpensive inorganic raw materials that could be used to make a cheap clay precursor.

range less than 75 microns ceramic screen. The thermal, structural, and morphological studies of the produced membrane were done, and a ceramic filter was made. Ceramic membrane was kept in an oven at a temperature of 800°F to 950°F so that it could change from a solid membrane that doesn't dissolve in water to one that does. This was tried out by

Ceramic holes ranged in size from 0.185 to 0.323 μm , and membrane porosity ranges from 34.6 to 19.6%. The barrier was able to reject 98.8% of the oil.

Ashwini.Y. (2017) says that experiments were done to test different water samples for fluoride content removal. The sample of water that was chosen was well water and bore well water. All of the water was tested and examined in a lab. This has taken out 51.35% of the fluoride by using Tulsi powder and 47.77% by using Neem powder. The inexpensive plant water filter can be used to clean water that has fluoride in it.

(2010, Danka.B.) The purpose of the study that was done was to see how well activated natural zeolite clinoptilolite, activated filter sand, and imported birm can remove iron and manganese from water. Results from the Holistic water treatment plant show that Klinopur-Mn is an effective way to remove iron and manganese from water, on par with other foreign materials. In 2003, N. Corderio said that research should be done on the raw material as a whole (type 1) and on the upper bark part (type 2), which has more cellulose fibres. The main part of the two types of material, cooked banana waste, was measured and found to have a polysaccharide content of about 60–70%, which was high enough to support the pulping steps. More than that, the amount of lignin was very low. The only result that was disappointing

that there were a lot of ashes and extractives. We used soda, kraft, and soda-anthraquinone cooking methods to turn these leftovers into pulp. For optical pulping, we cooked them at 120°C for a short time with 0.25 to 0.35 percent anthraquinone. This 30 minutes, cooking for longer periods of time at higher temperatures, and using kraft pulping conditions did not make the rice taste better.

B.V. Deepika (2016) This paper said that rice husk is the hard covering that protects the rice grain. Its chemical makeup is similar to that of many common fibres; it is made up of cellulose

(40–50%), lignin (25–30%), ash (15–20%), and moisture (8–15%). The paper also talked about how rice husk can remove iron and turbidity from water and how it could be used locally instead of commercial absorbent materials.

RESEARCH METHODOLOGY

1. Problem Statement:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the study purpose. Research methodology helps to find the customer experience, attitude, perception and satisfaction base for the product. This time research methodology is framed for the purpose of finding that the customers are have adequate knowledge about water purification.

2. OBJECTIVES OF RESEARCH:

- 2.1. To identify the factors that affect buyers' decisions when purchasing a water purifier.
- 2.2. To assess consumer satisfaction levels and identify the factors that impact this satisfaction.
- 2.3. To identify the challenges encountered by users of water purifiers.

3. Study Framework

4. Descriptive research design: This type of research is structured to accurately portray the participants involved in the study. In simpler terms, descriptive research focusses on outlining the characteristics of individuals involved in the study.

5. Sources of data: The term data collection refers to the process involved in preparing and gathering data.

6. PRIMARY DATA: A questionnaire was administered to 150 participants.

7. SECONDARY DATA: Utilisation of websites and online journals, examination of published reports, and a thorough review of literature from existing articles.

The questionnaire was organised into two distinct categories. The initial section aimed to gather general information regarding the customers, while the subsequent section included the respondents' perspectives on customer experience.

9. Method of sampling

10. Sampling method employed: The study utilises a convenience sampling data collection approach. A convenience sample represents one of the primary types of non-probability sampling methods. A convenience sample consists of individuals who are readily accessible.

11. Sampling area: District located in the Pune region.

12. Sampling size: A survey was conducted using a questionnaire with a total of 150 samples collected via Google Forms.

Data Examination:

TABLE NO 5.1: - AGE

| SR.NO | PARTICULAR | NO. OF RESPONSE | PERCENTAGE % |
|-------|-------------|-----------------|--------------|
| 1 | 20-30 YEARS | 106 | 70.66% |

| | | | |
|---|--------------|-----|--------|
| 2 | 30-40 YEARS | 28 | 18.67% |
| 3 | 40-50 YEARS | 13 | 8.67% |
| 4 | 50 AND ABOVE | 3 | 2.0% |
| | TOTAL | 150 | 100% |

INTERPRETATIONS: it can be observed that the percentage of respondents aged 20 to 30 is 70.66%, those aged 30 to 40 is 18.67%, respondents aged 40 to 50 is 8.67%, and those aged 50 and above is 2.0%.

TABLE NO 5.2: QUALIFICATION

| SR.NO | PARTICULAR | NO. OF RESPONSE | PERCENTAGE % |
|-------|----------------|-----------------|--------------|
| 1 | SSLC | 38 | 25.3% |
| 2 | UNDER GRADUATE | 69 | 46.0% |
| 3 | POST GRADUATE | 21 | 14.0% |
| 4 | PH. D | 10 | 6.7% |
| 5 | OTHER | 12 | 8.0% |
| | TOTAL | 150 | 100% |

INTERPRETATIONS: The data presented in the table indicates that the proportion of respondents with SSLC is 25.3%, those with an undergraduate degree is 46.0%, postgraduates account for 14.0%, individuals holding a Ph.D. represent 6.7%, and others make up 8.0%.

TABLE NO 5.3: OCCUPATION

| SR.NO | PARTICULAR | NO. OF RESPONSE | PERCENTAGE % |
|-------|------------------------|-----------------|--------------|
| 1 | STUDENT | 27 | 18.0% |
| 2 | PRIVATE CONCERN | 54 | 36.0% |
| 3 | OWN BUSINESS | 42 | 28.0% |
| 4 | GOVERNMENT OF EMPLOYEE | 27 | 18.0% |

| | | | |
|---|-------|-----|------|
| 5 | TOTAL | 150 | 100% |
|---|-------|-----|------|

INTERPRETATIONS: The data presented in the table indicates that 17.3% of the respondents are students, 37.3% are employed in private concerns, 27.3% are engaged in their own businesses, and 18.0% are government employees.

TABLE NO 5.4: INCOME

| SR.NO | PARTICULAR | NO. OF RESPONSE | PERCENTAGE % |
|-------|-----------------|-----------------|--------------|
| 1 | 1001-5000 | 12 | 8.0% |
| 2 | 5001-10000 | 20 | 13.3% |
| 3 | 10001-20000 | 61 | 40.7% |
| 4 | 20001-30000 | 21 | 14.0% |
| 5 | 30001 AND ABOVE | 10 | 6.7% |
| 6 | LESS THAN 1000 | 26 | 17.3% |
| | TOTAL | 150 | 100% |

INTERPRETATIONS: The data presented in the table indicates that 8.0% was earned by 12 individuals, 13.3% by 20 members, 40.2% by 61 individuals, 14.0% by 21 individuals, 6.7% by 10 individuals, and 17.3% by 26 individuals.

TABLE NO 5.5: KIND OF WATER PURIFIER:

| SR.NO | PARTICULAR | NO. OF RESPONSE | PERCENTAGE % |
|-------|------------|-----------------|--------------|
| 1 | YES | 99 | 66.0% |
| 2 | NO | 51 | 34.0% |
| | TOTAL | 150 | 100% |

INTERPRETATIONS The data presented indicates that 66.0% of respondents utilise a water purifier, while 34.0% do not engage in its use.

TABLE NO 5.6: IDEA TO USE WATER PURIFIER:

| SR.NO | PARTICULAR | NO. OF RESPONSE | PERCENTAGE % |
|-------|------------|-----------------|--------------|
| 1 | YES | 58 | 38.8% |

| | | | |
|---|-------|-----|-------|
| 2 | NO | 92 | 61.2% |
| | TOTAL | 150 | 100% |

INTERPRETATIONS From the above table, it can be observed that 38.8% of respondents have an understanding of using a water purifier, while 61.2% do not have any knowledge regarding its use.

TABLE NO 5.7: TYPE OF PURIFIER

| SR.NO | PARTICULAR | NO. OF RESPONSE | PERCENTAGE % |
|-------|-----------------|-----------------|--------------|
| 1 | ELECTRICAL | 112 | 74.7% |
| 2 | NON- ELECTRICAL | 38 | 25.3% |
| | TOTAL | 150 | 100 % |

The data indicates that 74.7% of individuals are utilising electrical water purifiers, while 25.3% are opting for non-electrical alternatives.

FINDINGS:

Based on the data analysis and two preparations, the results are as follows.

1) According to table no 5.1, a significant 70.66% of respondents fall within the age range of 20-30 years.

According to table 5.2, a significant 46.0% of respondents hold graduate degrees.

According to table 5.3, a significant portion, 37.3%, of respondents are employed in the private sector.

According to table 5.4, the majority 40.2% of respondents earn between 10,001 and 20,000 per month.

According to table 5.5, a significant 66.0% of respondents indicate that they are currently using a purifier.

According to table 5.6, a significant 61.2% of respondents indicate that they are unaware of how to utilise a purifier.

According to table no 5.7, a significant 74.7% of respondents indicate that they utilise electrical purifiers.

According to table no 5.8, a significant 70.0% of respondents indicate that they are knowledgeable about the technologies utilised in purifiers.

RECOMMENDATIONS

- In the study area, respondents indicated that the protection against waterborne diseases is a key reason for purchasing water purifier machines. Therefore, companies need to enhance the purification quality of their products.
- Companies ought to focus on producing water purifiers that are affordable for lower-income

families.

- Companies ought to lower electricity charges, as this represents a significant burden for the respondents.
- The majority of respondents identified health safety as the primary reason for purchasing water purifiers. The water purifier machine must include a TDS [Total Dissolved Solids] meter.
- Access to clean and safe drinking water is an essential requirement for every household. In India, the variability of water quality across different regions makes it crucial to have a dependable water purifier to guarantee that the water you drink is devoid of contaminants and safe for your family's well-being.
- We have gathered an extensive list of the top water purifiers available in India to streamline your search.

CONCLUSIONS:

According to the problem statement, the team has chosen to proceed with the objectives based on the collected data. The findings provide a sufficiently clear conclusion.

In the current landscape of swiftly evolving technology, consumer perceptions are constantly shifting, leading to changes in their preferences for specific brands. The different players in this market are implementing innovative marketing strategies to maintain their market presence. The majority of consumers exhibit a preference for their own brand, and in order to adapt to the evolving landscape, the firm must remain consistently innovative while comprehending the needs and desires of the consumer. This study will have implications in two forms. This will enhance the current body of work in the relevant field and provide valuable insights to both current and prospective market producers.

Water purifiers are present in the market. A significant number of consumers are utilising these purifiers in the present day. Some customers are hesitant to adopt these purifiers due to issues they encountered previously with other brands. After analysing the overall summary of this study, I would like to provide a few recommendations to these purifier companies. I trust this recommendation will be of significant assistance to them.

Companies should place greater emphasis on after-sale services and customer care facilities.

Companies ought to place greater emphasis on advertising through the use of celebrities, as this enhances their brand image and increases the market reach of water purifiers.

With the growing health awareness among consumers, it is imperative for companies to enhance the purification quality of their purifiers. Companies that produce purifiers must focus on the operational features, design, pricing, and performance of their products.

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