

A Study On Customer Satisfaction Towards Bisleri Drinking Water

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Abstract: *Customer satisfaction is the most important term for any company to survive in this competitive world. The main objective of the study is to find out the customer satisfaction towards Bisleri drinking water. The samples 120 were selected among the customers of Bisleri in Coimbatore city. The major findings of the study are, the majority of the respondents buy Bisleri 1 liter per bottles. The customers preferred Bisleri water for the hygiene aspects and convenient package. It is found that customers are satisfied with the Bisleri drinking water.*

Keywords: Bisleri, customer satisfaction, packaged drinking water

I. INTRODUCTION

The art of predetermining the wants and needs of the customer is so important for any company. The purpose of the study is to find out the consumer satisfaction towards Bisleri and to assess the association between demographic variables and consumer satisfaction towards Bisleri water. Data from existing research on customer satisfaction towards Bisleri was taken and an empirical research was undertaken to study the customer satisfaction.

OBJECTIVES OF THE STUDY

A research on consumers' happiness with Bisleri drinking water might include the following goals:

Evaluating customer satisfaction overall: Find out how pleased consumers are with Bisleri drinking water's flavour, quality, packaging, availability, and cost, among other features.

Finding the main elements that influence consumer happiness with Bisleri drinking water: Recognise the factors that have the most impact on customer satisfaction. Examining elements like taste preferences, brand impression, convenience, and customer service may be part of this.

Analysing consumer preferences for certain items: Find out which particular Bisleri drinking water products or variations are more popular with consumers and why.

Analysing brand loyalty: Find out how committed consumers are to the Bisleri brand and investigate the elements that support it, such as reputation, trust, and prior experiences.

Examining potential areas for improvement: Determine any areas in which Bisleri can increase client satisfaction or handle any issues. This might entail strengthening distribution networks, modifying price plans, boosting product quality, or optimising marketing initiatives.

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Recognising demographic disparities: Examine whether customer satisfaction levels differ between various demographic categories (e.g., age, gender, region, or income bracket) and investigate the causes of any discrepancies that are noticed.

Benchmarking against rival brands: To learn more about Bisleri's competitive position and possible areas for development or distinction, compare consumer satisfaction ratings with Bisleri drinking water to those of rival brands.

Explanation

Several factors that influence Bisleri drinking water's perceived quality, dependability, and value can be linked to customer satisfaction. Here's a thorough Assurance of Quality explanation:



Bisleri has established a solid reputation for offering potable water of the highest calibre. To guarantee that it satisfies stringent quality criteria, their water is put through a thorough purification process that includes reverse osmosis, UV treatment, and ozonation. Consumers are more satisfied and have more faith in Bisleri because they believe the water to be pure, uncontaminated, and clean.

Safety and Purity: Bisleri's dedication to safety and purity is one of the main factors influencing consumer choice. In order to guarantee that their consumers receive water that is safe for consumption, Bisleri highlights the need of preserving the integrity of their water from source to bottle. Customers are more satisfied with the goods as a result of the safety focus.

Consistency: Another important element influencing consumer satisfaction with Bisleri is consistency—both in flavour and quality. Bisleri water regularly meets the flavour and purity standards that consumers have come to expect from the brand. Customers are more satisfied because they know they will always receive the same superior product—whether they buy Bisleri water from a shop, vending machine, or online.

Packaging and Convenience: To meet the diverse requirements and preferences of its customers, Bisleri provides a variety of packaging alternatives, such as multipacks, bulk containers, and bottles of varying sizes. Because Bisleri is widely available in convenience shops, retail locations, and online, consumers can easily acquire their preferred drinking water wherever they go thanks to these convenient packaging alternatives. Because they know they can count on Bisleri to deliver them clean, refreshing water anytime they need it, the convenience aspect increases consumer happiness.

Brand Reputation and Trust: Over the course of several decades, Bisleri has built a solid reputation for itself in the drinking water sector. Due to its lengthy history and dedication to quality and client pleasure, millions of customers in India and beyond have come to trust it. Because they identify the Bisleri brand with quality, dependability, and honesty, customers feel more at ease making purchases of the brand, which increases their happiness with the product. Customer service and comments are important to Bisleri, and the company actively works to resolve any issues or complaints brought up by customers. Through a variety of outlets, such as social media, customer support hotlines, and online platforms, the business keeps lines of contact open with its customers. Bisleri shows its dedication to customer satisfaction and ongoing efforts to enhance its goods and services by paying attention to what customers have to say and acting quickly to resolve any problems that may come up.

Health and Wellness: Many consumers place a high priority on staying hydrated with safe and clean drinking water in today's health-conscious environment. Given that Bisleri emphasises health and wellbeing and highlights the advantages of leading a healthy lifestyle, the brand's focus on these topics is in line with customer desires. Consumer

satisfaction with Bisleri water is influenced by their perception of the brand as a reliable option for their hydration requirements.

In conclusion, a number of factors contribute to consumers' satisfaction with Bisleri drinking water, including the company's strict quality standards, dedication to safety and purity, consistency in taste and quality, convenient packaging options, reliable brand reputation, attentive customer service, and alignment with wellness and health trends. By meeting these crucial requirements, Bisleri successfully satisfies the demands and expectations of its clients, cultivating client loyalty and product satisfaction.

II. CONCLUSION

It can be presumed that Bisleri is one such brand, which has entered the day by day life of the buyers. Minerals is one such association where it is endeavouring here for its consumer loyalty. Our general public comprises of heterogeneous individuals, their qualities, convictions, demeanours are not quite the same as each other, a few people will give inclination for quality and taste, some will give inclination for brand name, some will give inclination for ad, and some will give inclination for price. The organization ought to concentrate the demeanours of the diverse purchasers as needs be fulfil the requirements of the buyers, with respect to as could reasonably be expected. They ought to give significance for promotion, quality, price, and taste of the mineral water and fulfil all levels of the general population. Be that as it may, it is unrealistic to fulfil every one of the purchasers just through the organization however retailers ought to co-work with the organization and shoppers.

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