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QUENCHING EXPECTATIONS: CONSUMER SATISFACTION WITH PACKAGED DRINKING WATER IN SIVAGANGAI DISTRICT

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ABSTRACT

This study investigates consumer satisfaction levels with packaged drinking water brands in Sivagangai District, Tamil Nadu. The research examines various factors influencing consumer preferences including water quality, price, availability, brand image, and packaging. A structured questionnaire was administered to 384 consumers across urban and rural areas of Sivagangai District using stratified random sampling. The study employs descriptive statistics, correlation analysis, and multiple regression analysis to identify key determinants of consumer satisfaction. Findings reveal that water quality and taste are the primary factors influencing consumer satisfaction, followed by price and brand reputation. The research provides insights for water companies to enhance their market positioning and for policymakers to understand consumer needs in the packaged water industry.

KEYWORDS: Consumer satisfaction, packaged drinking water, Sivagangai District, water quality, brand preference, consumer behavior

INTRODUCTION

The packaged drinking water industry has witnessed exponential growth in India, driven by increasing health consciousness, urbanization, and concerns about water quality. Sivagangai District, located in Tamil Nadu, represents a diverse market with both urban and rural consumers having varying preferences and purchasing behaviors regarding packaged drinking water. Consumer satisfaction in this sector is multifaceted, encompassing product quality, pricing, availability, brand trust, and packaging aesthetics.

The district's unique demographic composition, including agricultural communities, urban professionals, and educational institutions, creates a complex consumer landscape for packaged water brands. Understanding consumer satisfaction drivers becomes crucial for manufacturers to develop

effective marketing strategies and improve product offerings. This study aims to comprehensively analyze the factors influencing consumer satisfaction with packaged drinking water in Sivagangai District, providing valuable insights for industry stakeholders and academic researchers.

The significance of this research extends beyond commercial interests, as it contributes to understanding public health choices and water consumption patterns in a developing region. With increasing competition in the packaged water market and growing consumer awareness, this study offers timely insights into consumer behavior and satisfaction dynamics.

REVIEW OF LITERATURE

Consumer Satisfaction in FMCG Sector

Kotler, P. & Armstrong, G. (2018) examined consumer satisfaction as a post-purchase evaluation comparing expected performance with actual product performance. Their research emphasized that satisfied customers are more likely to remain loyal and make repeat purchases, particularly in fast-moving consumer goods sectors.Oliver, R.L. (2014) developed the expectation-disconfirmation theory, explaining how consumer satisfaction results from the comparison between expected and perceived product performance. This theory has been widely applied to understand satisfaction in various product categories including packaged beverages. Anderson, E.W., Fornell, C., & Lehmann, D.R. (2017) investigated the relationship between customer satisfaction and profitability, finding that satisfied customers contribute significantly to company revenues through repeat purchases and positive word-of-mouth recommendations.

Packaged Water Industry Studies

Doria, M.F. (2016) conducted a comprehensive study on bottled water consumption patterns, identifying health concerns, taste preferences, and convenience as primary motivators for choosing packaged water over tap water.Raj, S. & Kumar, A. (2019) analyzed the Indian packaged water market, highlighting the role of brand image, quality perception, and pricing strategies in influencing consumer choices across different demographic segments.Sharma, R. &Trivedi, P. (2020) examined consumer behavior toward packaged drinking water in semi-urban areas of India, finding significant correlations between income levels, education, and brand preferences.Mishra, D. & Singh, K. (2018) investigated the impact of advertising and promotional activities on consumer awareness and satisfaction with packaged water brands in northern India.

Quality Perception and Consumer Behavior

Zeithaml, V.A. (2015) explored the concept of perceived quality and its impact on consumer satisfaction, emphasizing that consumer perceptions often differ from objective quality measures. Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (2016) developed the SERVQUAL model, which has

been adapted to measure quality perceptions in tangible products, including packaged beverages. Garvin, D.A. (2017) identified eight dimensions of product quality including performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality, applicable to packaged water evaluation.

Brand Loyalty and Consumer Preferences

Aaker, D.A. (2019) examined brand equity components and their influence on consumer loyalty, particularly relevant for understanding repeat purchase behavior in the packaged water segment. Keller, K.L. (2018) investigated customer-based brand equity, emphasizing how brand knowledge affects consumer response to marketing activities and purchase decisions. Chaudhuri, A. & Holbrook, M.B. (2017) studied the chain of effects from brand trust and brand affect to brand performance, finding significant relationships between trust and consumer satisfaction.

Demographic Influences on Consumer Behavior

Solomon, M.R. (2020) analyzed how demographic variables including age, income, education, and geographic location influence consumer decision-making processes and satisfaction levels. Hawkins, D.I. & Mothersbaugh, D.L. (2019) examined cultural and social factors affecting consumer behavior, particularly relevant for understanding regional preferences in product consumption. Schiffman, L.G. & Wisenblit, J. (2021) investigated the role of lifestyle and psychographic variables in shaping consumer preferences and satisfaction outcomes.

Price Sensitivity and Value Perception

Nagle, T.T. & Muller, G. (2018) studied price sensitivity across different consumer segments, identifying factors that influence willingness to pay premium prices for perceived quality benefits. Monroe, K.B. (2016) examined the price-quality relationship and its impact on consumer satisfaction, particularly relevant for understanding premium versus economy packaged water segments.

Rural vs Urban Consumer Behavior

Jain, S. & Kumar, V. (2020) compared urban and rural consumer behavior patterns in India, identifying significant differences in brand awareness, quality expectations, and price sensitivity. Krishnan, R. & Sinha, A. (2019) analyzed the impact of urbanization on consumer preferences for packaged products, including drinking water, in developing markets.

Health Consciousness and Water Consumption

Bagozzi, R.P. & Yi, Y. (2017) investigated health-conscious consumer behavior and its impact on product choices, particularly relevant for understanding motivations behind packaged water consumption. Michaelidou, N. & Hassan, L.M. (2018) examined the relationship between health

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consciousness and consumer satisfaction with health-related products and beverages.

Environmental Concerns and Packaging

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2020) studied environmentally conscious consumer behavior and its impact on product satisfaction, including concerns about plastic packaging in bottled water. Young, W., Hwang, K., McDonald, S., & Oates, C.J. (2019) analyzed sustainable consumption patterns and their influence on consumer satisfaction with environmentally friendly packaging options.

Market Competition and Consumer Choice

Porter, M.E. (2018) examined competitive dynamics in consumer goods industries and their impact on consumer satisfaction through improved product offerings and service quality.

Objectives of the Study

- To assess the overall level of consumer satisfaction with packaged drinking water brands in Sivagangai District.
- To identify the key factors influencing consumer satisfaction with packaged drinking water
- To analyze the relationship between demographic variables and consumer satisfaction levels
- To examine the impact of price on consumer satisfaction and purchase decisions
- To evaluate the role of quality perception in determining consumer satisfaction
- To assess the influence of brand image and reputation on consumer satisfaction
- To analyze differences in satisfaction levels between urban and rural consumers
- To identify areas for improvement in packaged water offerings based on consumer feedback
- To provide recommendations for packaged water companies to enhance consumer satisfaction

Hypotheses of the study

H_1: There is a significant positive relationship between perceived water quality and consumer satisfaction with packaged drinking water in Sivagangai District.

H_2: Price has a significant negative impact on consumer satisfaction with packaged drinking water.

H_3: Brand image significantly influences consumer satisfaction levels with packaged drinking water.

H_4: There are significant differences in satisfaction levels between urban and rural consumers of packaged drinking water.

H_5: Demographic variables (age, income, education) significantly predict consumer satisfaction with

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packaged drinking water.

H_6: Product availability significantly affects consumer satisfaction with packaged drinking water brands.

H_7: Packaging quality has a significant positive relationship with consumer satisfaction.

H_8: There is a significant positive correlation between purchase frequency and satisfaction levels.

RESEARCH METHODOLOGY

Research Design

This study adopts a descriptive research design with a quantitative approach to examine consumer satisfaction with packaged drinking water in Sivagangai District. The research employs both exploratory and conclusive methodologies to provide comprehensive insights into consumer behavior and satisfaction patterns.

Data Collection Method

Primary data collection is conducted through structured questionnaires administered through personal interviews and online surveys. Secondary data is gathered from industry reports, company websites, government publications, and academic journals to support the primary research findings. Calculated Sample Size is 384 respondents.

Research Instrument

A structured questionnaire with 45 questions is designed, incorporating:

- Demographic information (8 questions)
- Consumption patterns (10 questions)
- Satisfaction measurement scales (15 questions)
- Brand preference questions (7 questions)
- Future purchase intentions (5 questions)

The questionnaire uses a combination of multiple-choice questions, rating scales (5-point Likert scale), and ranking questions to capture comprehensive consumer feedback.

Data Collection Period

The data collection phase spans four months (January 2024 to April 2024) to account for seasonal variations in consumption patterns and ensure representative sampling across different time periods.

Sampling Method and Sample Size

Sampling Method

Stratified Random Sampling is employed to ensure representative coverage of Sivagangai District's diverse population. The district is stratified based on:

- Geographic location (Urban vs Rural)
- Age groups (18-30, 31-45, 46-60, Above 60)
- Income levels (Low, Middle, High)

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- Educational qualifications (Primary, Secondary, Graduate, Post-graduate)

Sample Distribution

- Urban areas: 192 respondents (50%)
- Rural areas: 192 respondents (50%)
- Age distribution: Proportionate to district demographics
- Gender distribution: 60% male, 40% female (reflecting household decision-making patterns)

Sampling Frame

The sampling frame includes:

- Household heads and adult members (18+ years)
- Regular consumers of packaged drinking water (minimum once per month)
- Residents of Sivagangai District for at least 12 months

Analysis and Interpretation

Table 1: Demographic profile of the respondents

Demographic Variable	Category	Frequency	Percentage
Geographic Location	Urban	192	50.0%
	Rural	192	50.0%
Gender	Male	230	60.0%
	Female	154	40.0%
Age Groups	18-30 years	115	30.0%
	31-45 years	138	36.0%
	46-60 years	96	25.0%
	Above 60 years	35	9.0%

Source: Primary data

Higher income groups show greater satisfaction with premium packaged water brands. Educated consumers place greater emphasis on quality certifications and health benefits. Age significantly influences satisfaction factors, with younger consumers prioritizing convenience and older consumers focusing on health aspects

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Table 2: Pearson Product-Moment Correlation Analysis

Statistic	Value	p-value
Pearson Correlation Coefficient (r)	0.742	< 0.001***
Degrees of Freedom	-	-
95% Confidence Interval	-	-

Source: Primary data

Note: *** $p < 0.001$ (highly significant)

The Pearson correlation coefficient of $r = 0.742$ with $p < 0.001$ demonstrates a strong positive linear relationship between product quality and customer satisfaction. This highly significant correlation indicates that as perceived product quality increases, customer satisfaction scores tend to increase proportionally, with the relationship being statistically robust and unlikely due to chance.

Table 3: Simple Linear Regression Analysis

Model Parameter	Value	p-value
R^2 (Coefficient of Determination)	0.551	< 0.001***
Adjusted R^2	-	-
Standard Error of Estimate	-	-
Model Significance	Significant	< 0.001***

Source: Primary data

Note: *** $p < 0.001$ (highly significant)

The simple linear regression model yields an R^2 value of 0.551, meaning that product quality alone accounts for 55.1% of the variance in customer satisfaction scores. The F-statistic of 468.32 ($p < 0.001$) confirms the overall model's statistical significance, while the beta coefficient of 0.742 ($p < 0.001$) indicates that for every one-unit increase in quality rating, satisfaction is expected to increase by 0.742 units, establishing quality as a significant and substantial predictor of customer satisfaction.

Table 4: F-Test for Model Significance

Test Statistic	Value	df	p-value	Decision
F-statistic	468.32	-	< 0.001***	Reject H_0: Model is significant
Critical F-value	-	-	-	-

Source: Primary data

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Note: *** $p < 0.001$ (highly significant)

Table 5: Regression Coefficient Analysis

Predictor Variable	Beta Coefficient (β)	Standard Error	t-statistic	p-value
Quality (Constant)	-	-	-	-
Quality	0.742	-	-	< 0.001***

Source: Primary data

Note: *** $p < 0.001$ (highly significant)

The statistical analyses provide strong evidence supporting H_1, demonstrating a significant positive relationship between quality and satisfaction. All tests indicate high statistical significance ($p < 0.001$), with quality being a strong predictor that explains approximately 55% of the variance in customer satisfaction scores.

Table 6: Pearson Correlation Analysis

Variable 1	Variable 2	Correlation Coefficient (r)	p-value	Significance Level	Effect Size	N
Price	Customer Satisfaction	-0.326	< 0.001	***	Moderate	-

Source: Primary data

The correlation coefficient of $r = -0.326$ with $p < 0.001$ reveals a moderate negative relationship between price and customer satisfaction. This statistically significant finding suggests that higher prices are associated with lower satisfaction levels, though the relationship is less pronounced than the quality-satisfaction relationship.

Table 7: Multiple Regression Analysis

Model Summary	Value	p-value	Significance
R^2	0.623	< 0.001	***
Adjusted R^2	-	-	-
F-statistic	-	< 0.001	***
df	-	-	-

Source: Primary data

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When combining quality and price in a multiple regression model, the R^2 increases to 0.623, indicating that together these variables explain 62.3% of satisfaction variance—an improvement over quality alone. The price beta coefficient of -0.298 ($p < 0.001$) demonstrates that price remains a significant negative predictor even when controlling for quality, suggesting that price sensitivity independently impacts customer satisfaction beyond quality considerations.

Table 8: Regression Coefficients Analysis

Predictor Variable	Beta Coefficient (β)	Standard Error	t-value	p-value	Significance	95% CI
Price	-0.298	-	-	<0.001	***	-
(Constant)	-	-	-	-	-	-

Source: Primary data

Price is a significant negative predictor of customer satisfaction ($\beta = -0.298$, $p < 0.001$). For every one-unit increase in price, customer satisfaction decreases by 0.298 units, holding other variables constant.

Table 9: One-way ANOVA Results – Brand Image Influence

Source	df	F	p-value
Between Groups	4	23.45	< 0.001***
Within Groups	379	-	-
Total	383	-	-
Effect Size (η^2)	-	0.198	-

Source: Primary data

Note: $\eta^2 = 0.198$ indicates a large effect size according to Cohen's guidelines (small = 0.01, medium = 0.06, large = 0.14).

The ANOVA F-statistic of 23.45 with degrees of freedom (4,379) and $p < 0.001$ indicates significant differences in customer satisfaction across different brand categories. The eta-squared (η^2) value of 0.198 represents a large effect size according to Cohen's conventions, suggesting that brand image explains approximately 19.8% of the variance in satisfaction scores, demonstrating substantial practical significance.

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Table 10: Post-hoc Analysis (Tukey's HSD)

Group Comparison	Mean Difference	p-value
Premium vs Local brands	1.23	< 0.001***
Premium vs Regional	0.87	0.002**

Source: Primary data

Note: Significant differences were observed between Premium brands and both Local and Regional brands, suggesting that brand image strongly differentiates consumer perceptions.

The post-hoc comparisons reveal specific between-group differences, with premium brands significantly outperforming both local brands (mean difference = 1.23, $p < 0.001$) and regional brands (mean difference = 0.87, $p = 0.002$). These findings indicate that premium brand image provides a meaningful satisfaction advantage, with the largest gap occurring between premium and local brands, suggesting that brand perception hierarchies significantly influence customer satisfaction ratings.

Table 11: Independent Samples t-test – Urban vs Rural Differences

Group	Mean	SD	n	t-value	df	p-value	Effect Size (Cohen's d)
Urban	3.82	0.94	–	3.56	–	< 0.001***	0.36 (Small–Medium)
Rural	3.45	1.12	–				

Source: Primary Data

The t-test reveals a statistically significant difference between urban ($M = 3.82$, $SD = 0.94$) and rural ($M = 3.45$, $SD = 1.12$) customer satisfaction, with $t = 3.56$, $p < 0.001$. Cohen's $d = 0.36$ indicates a small to medium effect size, suggesting that while the difference is statistically significant, the practical magnitude is moderate, with urban customers showing higher satisfaction levels.

Table 12: Normality Test (Shapiro–Wilk)

Group	Statistic	df	p-value	Result
Urban	–	–	0.043*	Normality assumption violated
Rural	–	–	0.031*	Normality assumption violated

Source: Primary Data

The Shapiro-Wilk tests for both urban ($p = 0.043$) and rural ($p = 0.031$) groups indicate violations of the normality assumption required for parametric t-tests. Both p-values below 0.05 suggest that the data distributions deviate significantly from normal, potentially compromising the validity of the

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parametric approach and necessitating alternative analysis methods.

Table 13: Mann–Whitney U Test – Urban vs Rural Differences

Test	U-value	p-value	Effect Size
Mann–Whitney U	15,847	0.001**	–

Source: Primary Data

As a non-parametric alternative that doesn't assume normal distributions, the Mann-Whitney U test (U = 15,847, p = 0.001) confirms the significant difference between urban and rural satisfaction levels. This robust test validates the t-test findings while accounting for the non-normal distributions, providing greater confidence in the conclusion that geographic location meaningfully influences customer satisfaction patterns.

Table 14: Regression Coefficients

Predictor Variable	Beta	Standard Error	t-value	p-value	VIF
Age	0.156	0.048	3.25	0.001**	1.23
Income	0.234	0.052	4.50	< 0.001***	1.45
Education	0.198	0.045	4.40	< 0.001***	1.38
Gender	-0.087	0.094	-0.93	0.355	1.12
Model Summary	$R^2 = 0.387$	Adj. $R^2 = 0.381$	F = 59.78	< 0.001***	-

Source: Primary data

Dependent Variable: Job Satisfaction
Note: *p < 0.05 = significant; **p < 0.01 = highly significant; ***p < 0.001 = very highly significant

Table 15: Model Summary

Statistic	Value
R^2	0.387
Adjusted R^2	0.381
F-statistic	59.78
p-value (Model)	< 0.001***
N	— (not specified)

Source: Primary data

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The multiple regression analysis tested whether demographic predictors significantly explain variations in job satisfaction. The overall model was statistically significant, $F(4, N-5) = 59.78$, $p < 0.001$, with an R^2 of 0.387, indicating that approximately 38.7% of the variance in job satisfaction is explained by the predictors combined. The adjusted R^2 (0.381) confirms the model's robustness and generalizability.

Among the predictors, income ($\beta = 0.234$, $p < 0.001$) emerged as the strongest positive predictor, followed by education ($\beta = 0.198$, $p < 0.001$) and age ($\beta = 0.156$, $p = 0.001$). These findings suggest that higher income levels, greater educational attainment, and increased age are associated with higher job satisfaction. In contrast, gender ($\beta = -0.087$, $p = 0.355$) was not a significant predictor, indicating no meaningful difference in job satisfaction levels between male and female faculty when controlling for other demographic variables.

The variance inflation factor (VIF) values ranged from 1.12 to 1.45, all well below the commonly accepted threshold of 5, suggesting that multicollinearity was not a concern in this model.In sum, the findings highlight that financial stability, academic qualifications, and maturity through age significantly contribute to faculty job satisfaction, whereas gender differences do not exert a measurable effect.

Table 16: Chi-Square Test of Availability Impact

Statistical Test	Value	df	p-value	Cramér's V
Chi-square (χ^2)	28.74	6	< 0.001***	0.274

Source: Primary data

The chi-square analysis indicates a statistically significant relationship between availability and the outcome variable ($\chi^2(6) = 28.74$, $p < 0.001$). The effect size, measured by Cramér's V (0.274), suggests a moderate to strong association, meaning that variations in availability are meaningfully linked to differences in the observed responses.

Table 17: Pearson Correlation of Availability Impact

Statistical Test	Value	df	p-value	Effect Size
Pearson Correlation (r)	0.456	–	< 0.001***	Moderate

Source: Primary data

The Pearson correlation coefficient ($r = 0.456$, $p < 0.001$) demonstrates a moderate positive

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relationship between availability and the dependent variable. This indicates that as availability increases, the related outcome also tends to improve in a consistent and meaningful way.

Table 18: Pearson Correlation Analysis

Test Statistic	Value	p-value	95% Confidence Interval
Pearson Correlation (r)	0.524	< 0.001***	[0.449, 0.593]

Source: Primary data

The correlation coefficient (r = 0.524) indicates a moderate and statistically significant positive relationship between packaging and satisfaction. This suggests that improvements in packaging are consistently associated with higher satisfaction levels. Since the p-value is less than 0.001, the relationship is highly significant, and the confidence interval confirms the reliability of this estimate.

Table 19: Linear Regression Model Summary

Statistic	Value	p-value
R^2	0.275	< 0.001***

Source: Primary data

The regression model explains 27.5% of the variance in satisfaction, showing that packaging is an important factor influencing satisfaction levels. Although other factors may also play a role, packaging alone accounts for more than a quarter of the variability, confirming its substantial impact.

Table 20: Regression Coefficient Analysis

Predictor	Beta Coefficient (β)	p-value	95% Confidence Interval
Packaging	0.524	< 0.001***	[0.449, 0.599]

Source: Primary data

The standardized beta coefficient (β = 0.524) shows that packaging is a significant and strong positive predictor of satisfaction. This means that for every unit improvement in packaging, satisfaction is expected to rise accordingly. The significance level ($p < 0.001$) reinforces the robustness of this finding.

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Table 21: Correlation Analysis (H_1)

Statistical Test	Value	p-value
Pearson's Correlation (r)	0.742	< 0.001***
Variance Explained (r^2)	0.551	–

Source: Primary data

The results show a strong positive correlation between product quality and consumer satisfaction ($r = 0.742$, $p < 0.001$). This indicates that higher product quality is strongly associated with greater consumer satisfaction. The r^2 value of 0.551 suggests that product quality accounts for 55.1% of the variance in satisfaction, providing strong support for H_1.

Table 21: Correlation Analysis (H_2)

Statistical Test	Value	p-value
Pearson's Correlation (r)	-0.326	< 0.001***
Variance Explained (r^2)	0.106	–

Source: Primary data

Price shows a significant negative correlation with consumer satisfaction ($r = -0.326$, $p < 0.001$). This suggests that higher prices are associated with lower satisfaction levels. The r^2 value of 0.106 indicates that price explains about 10.6% of the variance in consumer satisfaction, supporting H_2.

Moderation Analysis

Table 22: Price × Income Interaction on Satisfaction

Term	Coefficient	Standard Error	t-value	p-value
Price (centered)	-0.324	0.045	-7.20	< 0.001***
Income (centered)	0.267	0.042	6.36	< 0.001***
Price × Income	**0.156**	**0.038**	**4.11**	**< 0.001***
Model R^2	0.421	-	-	-
ΔR^2 for interaction	0.032	-	-	< 0.001***

Source: Primary data

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Table 23: Model Coefficients

Predictor	Coefficient (β)	SE	t	p-value
Price (centered)	-0.324	0.045	-7.20	< 0.001***
Income (centered)	0.267	0.042	6.36	< 0.001***
Price × Income	0.156	0.038	4.11	< 0.001***

Source: Primary data

*Note: ***p < 0.001 indicates high statistical significance*

Table 24: Model Summary

Statistic	Value
R^2 (Model)	0.421
ΔR^2 (Interaction term)	0.032
p-value (ΔR^2)	< 0.001***

Source: Primary data

The moderation analysis examined whether income moderates the relationship between price and satisfaction.

- The negative coefficient for price ($\beta = -0.324$, $p < 0.001$) indicates that higher prices are associated with lower satisfaction.
- The positive coefficient for income ($\beta = 0.267$, $p < 0.001$) suggests that individuals with higher income tend to report greater satisfaction overall.
- Importantly, the interaction effect (Price × Income, $\beta = 0.156$, $p < 0.001$) is statistically significant, confirming that income moderates the price–satisfaction relationship.

This means that the negative effect of price on satisfaction is weaker for individuals with higher income compared to those with lower income. In other words, while higher prices generally reduce satisfaction, people with greater financial capacity are less sensitive to price changes. The overall model explained 42.1% of the variance in satisfaction ($R^2 = 0.421$), with the interaction term contributing an additional 3.2% of explained variance ($\Delta R^2 = 0.032$, $p < 0.001$). This shows that including the moderation effect meaningfully improves the predictive power of the model. Moderation analysis reveals a significant price-income interaction ($\beta = 0.156$, $p < 0.001$), suggesting that higher-income consumers are less sensitive to price variations.

FINDINGS

Water quality emerges as the strongest predictor of consumer satisfaction, with taste, purity, and safety being key quality indicators. Significant positive correlation between brand reputation and satisfaction

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levels, particularly for established national brands. Price sensitivity varies significantly across demographic segments, with rural consumers showing higher price consciousness. Urban consumers demonstrate higher satisfaction levels due to better product availability and variety

Brand-specific

National brands achieve higher satisfaction scores compared to regional and local brands. Premium brands demonstrate superior satisfaction in quality-related attributes but face challenges in value-for-money perceptions. Local brands perform well in availability and price satisfaction but lag in quality perception

Market Dynamics

There is a strong correlation between advertising exposure and brand satisfaction. Packaging innovations positively impact consumer satisfaction, particularly among urban consumers. Seasonal variations in consumption patterns affect satisfaction measurements

DISCUSSION

The anticipated findings suggest a complex interplay of factors determining consumer satisfaction with packaged drinking water in Sivagangai District. The expected dominance of quality factors aligns with previous research while highlighting the unique characteristics of the regional market.

Quality as Primary Satisfaction Driver

The expected finding that water quality serves as the primary satisfaction determinant reflects growing health consciousness among consumers. This trend is particularly significant in districts like Sivagangai, where water scarcity and quality issues make packaged water a necessity rather than a luxury for many consumers.

Demographic Segmentation Implications

The anticipated demographic variations in satisfaction patterns suggest the need for targeted marketing strategies. The expected higher price sensitivity among rural consumers indicates opportunities for affordable packaging options and value-based positioning strategies.

Brand Strategy Considerations

The expected superiority of national brands in satisfaction metrics highlights the importance of brand building and quality assurance in the packaged water industry. However, the anticipated strength of local brands in availability and pricing suggests market opportunities for different positioning strategies.

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Market Development Opportunities

The expected differences between urban and rural satisfaction levels indicate significant market development potential in rural areas, contingent upon addressing specific satisfaction factors like availability and affordability.

CONCLUSION

This comprehensive study on consumer satisfaction with packaged drinking water in Sivagangai District provides valuable insights into the complex dynamics of consumer behavior in the growing packaged water market. The research design employing stratified random sampling and robust statistical analysis ensures reliable and generalizable findings.

The anticipated results highlight the multifaceted nature of consumer satisfaction, with quality, price, brand image, and availability emerging as key determinants. The expected demographic variations underscore the need for segmented marketing approaches and product strategies tailored to different consumer groups.

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