CHAPTER VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

This final chapter reports the outcomes of this research problem, the corresponding research questions and other findings. This is the most important part because it is here where the findings, and the whole thesis for that matter, are summarized; generalizations in the form of conclusions are made; and the recommendations for the solution of problems discovered in the study are addressed to those concerned. The further research possibilities based on the results and suggestions of this study are also stated in this chapter.

7.1 INTRODUCTION

The cardinal driving fulcrum around which the researcher’s efforts revolved all through the course of this study has remained the theme “Consumers’ attitude towards packaged drinking water in Tirunelveli District”. This propelled and guided the researcher in his efforts in the literature review, the construction of the questionnaires as well as in the selection of the population and sample for the study. To be specific, the objectives of the study are:

1. To find out the socioeconomic status and usage profile of the respondents
2. To analyze the satisfaction of the respondents on the packaged drinking water
3. To examine the attitude of buying the packaged drinking water of the respondents
4. To analyze the impact of satisfaction of the respondents with the packaged drinking water on their attitude of buying the packaged drinking water
5. To suggest measures to improve the condition based on the findings
This study was conducted for the purpose of determining the Consumers attitude towards packaged drinking water in Tirunelveli District. Exploratory and descriptive research designs were used to identify the consumers satisfaction and attitude towards packaged drinking water. The study is based on both primary and secondary data. For primary data, 600 Consumers of packaged drinking water in Tirunelveli district were selected by adopting the convenience sampling technique which is a non-probability sampling. The primary data were collected from the people who responded with the help of a structured interview schedule. The secondary data about the packaged drinking water and its various aspects were collected from journals, books and websites. The collected data were analyzed with the help of appropriate tools to examine the objectives of the study and test the proposed null hypotheses in the study. The advanced statistical software of SPSS (Statistical Package for Social Sciences) version 21 and AMOS (Analysis of Moment Structures) version 21 were used for analysis.

7.2 SUMMARY OF FINDINGS

In the foregoing chapters, the socioeconomic status and usage profile of the respondents, satisfaction of the respondents with the packaged drinking water, attitude of buying of the respondents towards the packaged drinking water and the impact of satisfaction of the respondents with the packaged drinking water on the attitude of buying the packaged drinking water of the respondents. The major findings of the study are summed up and presented below.
7.2.1 Findings on Socioeconomic Status and Usage Profile of the Respondents

The study reveals that

1. Out of 600 people who responded, the majority of the people were female (65.3%).

2. The largest percentage of people who responded (64.3%) fell between the ages of 25 and below.

3. More than half of the people who responded (64.2%) were unmarried.

4. A majority, (53%) of total respondents, reported that they were living in a nuclear family.

5. A large number of people who responded (53.2%) have a medium size family.

6. 443 of 600 people who responded (73.8%) were dependents in their family.

7. About, 48% of people who responded have studied up to the undergraduate level of education.

8. Among the total respondents, 26.7% were Professionals.

9. Nearly half of the people who responded (50.8%) have earned their income on monthly basis.

10. Of the total people who responded, 37.7% earned a monthly income between ₹10001 and ₹15000.
11. Of the total of 600 people who responded 29.8% of the respondents used the packaged drinking water frequently.

12. A considerable number of people who responded (31.7%) have got information from the source of friends and relatives on the packaged drinking water which they use. A very less number of people who responded (7%) have got information from the source of salesman.

13. Around $\frac{1}{4}$th of the people (24.3%) who responded used the packaged drinking water during the travel.

14. The largest percentage of people who responded (47.3%) have preferred the brand of Aquafina as their packaged drinking water.

15. Of the total of 600 people who responded, 24.5% have used the specific brand of packaged drinking water for the reason of easy availability.

16. Again out of the 600 people who responded 25.7% have chosen to buy the 500 ml pet bottle of packaged drinking water for their use.

17. Among of the people who responded 42.5% have purchased the packaged drinking water below 10 times in a month.

18. Around 36.7% of people responded that they spent their money of less than ₹300 per month for buying the packaged drinking water.

19. Among the total of 600 people who responded, nearly half of the people (50.5%) have preferred the source of purchasing the packaged drinking water for the reason of availability of original quality.
7.2.2 Findings on Satisfaction of Respondents on Packaged Drinking Water

1. The findings from the Factor analysis revealed that the fifteen variables to find the satisfaction of the people who responded with the packaged drinking water were constructed into four factors such as satisfaction with quality, satisfaction with brand, satisfaction with price and satisfaction with availability of packaged drinking water.

2. The findings indicated that the most of the people who responded have moderate level of satisfaction with quality (64.3%), brand (60.5%) and availability (63.5%) of packaged drinking water, but they have a high level of satisfaction with price (63.5%) of packaged drinking water.

3. The findings from the Mann-Whitney U test showed that there was a significant difference in satisfaction with quality and price of packaged drinking water between male and female people who responded. Among female people who responded had higher satisfaction with quality of packaged drinking water than male, and male people who responded had higher satisfaction with price of packaged drinking water than female. The findings also indicated that there was no significant difference in satisfaction with brand and availability of packaged drinking water between male and female people who responded.

4. The findings from the Kruskal-Wallis test exposed that there was a significant difference in satisfaction with quality, brand and price of packaged drinking water between the age groups of the people who responded. Among the people who responded belong to the age group of 46 – 55 had more satisfaction with quality of packaged drinking water than other age group, the age group of 36 –
45 had more satisfaction with a brand of packaged drinking water than other age group, and the age group of above 55 had more satisfaction with price of packaged drinking water than other age group. The findings also revealed that there was no significant difference in satisfaction with availability of packaged drinking water between the age groups of the people who responded.

5. It disclosed that there was a significant difference in satisfaction with quality and brand of packaged drinking water between the levels of education of the people who responded. Among the people who responded held professional degree had more satisfaction with quality of packaged drinking water than the people who responded with other levels of education, and the people who responded held undergraduate degree had more satisfaction with a brand of packaged drinking water than the people who responded with other levels of education. The findings also disclosed that there was no significant difference in satisfaction with price and availability of packaged drinking water between the levels of education of the people who responded.

6. It divulged that there was a significant difference in satisfaction with quality, brand, price and availability of packaged drinking water between the people who responded with various occupations. Among the people who responded belong to entrepreneurship had more satisfaction with quality and availability of packaged drinking water than other occupation people who responded, and the people who responded belong to professional occupation had more satisfaction with the brand and price of packaged drinking water than other occupation people who responded.
7. It revealed that there was significant difference in satisfaction with availability of packaged drinking water between the people who responded with various monthly incomes. Among the people who responded who earned ₹15001 to ₹20000 as monthly income had more satisfaction with availability of packaged drinking water than the other income group of people who responded. The findings also revealed that there was no significant difference in satisfaction with quality, brand and price of packaged drinking water between the people who responded with various monthly incomes.

7.2.3 Findings on Attitude of Buying towards the Packaged Drinking Water

1. The findings of the cross Tabulation, Gender wise, reveals that the levels of attitudes of buying the packaged drinking water by the respondents was high among males with 23.6% and the same was only 11.2% in the case of female respondents and this led to suspect that there was an association between gender and the attitude of buying the packaged drinking water. Following this, the findings of the chi-square test confirmed that there was a significant association between gender and the attitude of buying the packaged drinking water. The findings from the Phi (\(\phi\)) and the Cramer's V values found that there was a weak positive association between gender and the attitude of buying the packaged drinking water.

2. In the same way the findings of the cross Tabulation, age wise, makes known that the levels of attitude of buying the packaged drinking water by the respondents was high in the age group of 46-55 with 28%. The same was only 20.5% in the age group 25 and below, 1.6% in the age group 26-35, 8.3% in
the age group 36-45, and 6.75% in the age group above 55 respectively. And this had directed to suspect that there was an association between age and the attitude of buying the packaged drinking water. The findings of the chi-square test confirmed that there was a significant association between age and the attitude of buying the packaged drinking water. The findings from the Phi (φ) and the Cramer's V values found that there was a moderately strong positive association between age and the attitude of buying the packaged drinking water.

3. It is clear from the findings of the cross Tabulation that, education wise, the levels of attitude of buying the packaged drinking water by the respondents was high among holders of undergraduate degrees with 21.5%. The same was only 20% among illiterates, 3.7% among respondents with elementary level of education, 15.8% with high school level, 10.5% with high secondary level, 9.1% with post graduate level, 10% with professional degree level, and 0% with other category respectively. And this steered to suspect that there was an association between the level of education and the attitude of buying the packaged drinking water. The findings of the chi-square test confirmed that there was a significant association between the level of education and the attitude of buying the packaged drinking water. The findings from the Phi (φ) and the Cramer's V values found that there was a weak positive association between the level of education and the attitude of buying the packaged drinking water.
4. The findings of the cross Tabulation, occupation wise, elucidates that the levels of attitudes of buying the packaged drinking water by the respondents was high among Agriculturists with 50% and then 17% among government employees, 15.2% among Entrepreneurs, 8.8% among professionals, 9.3% among self-employed, and 12.5% among private employees respectively. This led to suspect that there was an association between the occupations and the attitude of buying the packaged drinking water. The findings of the chi-square test confirmed that there was a significant association between the occupation and the attitude of buying the packaged drinking water. The findings from the Phi ($\phi$) and the Cramer's V values found that there was a strong positive association between the occupation and the attitude of buying the packaged drinking water.

5. Monthly income wise cross Tabulation findings reveals that the levels of attitudes of buying the packaged drinking water by the respondents was high with 24.1% among respondents whose monthly income lie between ₹ 15000 - ₹ 20000. The same was only 11.9% in the case of ₹10000 and below monthly income group, 15.9% in ₹10001 - ₹15000 monthly income group, 15.1% in ₹20000 and above monthly income group respectively. This led to suspect that there was an association between the monthly income and the attitude of buying the packaged drinking water. The findings of the chi-square test confirmed that there was no significant association between the monthly income and the attitude of buying the packaged drinking water.
7.2.4 Findings on Impact of Satisfaction on Attitude of Buying

1. The findings from the unstandardised regression weights of Structural Equation Modelling (SEM) technique indicated that the people who responded have significant impact on their attitude of buying the packaged drinking water due to the satisfaction with quality such as satisfaction with quality of product, trustworthy source, quality of packing, taste of water and hygienics of the packaged drinking water. The findings of the standardised total effects of SEM technique revealed that satisfaction with quality of product, trustworthy source, quality of packing, taste of water and hygienics of the packaged drinking water have a small positive impact on the attitude of buying the packaged drinking water.

2. It disclosed that the people who responded have significant impact on their attitude of buying the packaged drinking water due to the satisfaction with brands like satisfaction with novelty, product design and familiar brand of the packaged drinking water, and no significant impact due to satisfaction with the attractiveness and the aesthetics of the packaged drinking water. The findings of the standardised total effects of SEM technique exposed that satisfaction with novelty, product design and familiar brand of the packaged drinking water have a small positive impact on the attitude of buying the packaged drinking water.

3. It divulged that the people who responded have significant impact on their attitude of buying the packaged drinking water due to the satisfaction with price such as satisfaction with relatively cheap, margin based pricing and discount on bulk purchase of the packaged drinking water. The findings of the
standardised total effects of SEM technique indicated that satisfaction with relatively cheap, margin based pricing and discount on bulk purchase of the packaged drinking water have a medium positive impact, very small positive impact and small positive impact respectively on the attitude of buying the packaged drinking water.

4. It revealed that the people who responded have significant impact on their attitude of buying the packaged drinking water due to the satisfaction with availability like satisfaction with availability of various quantities and availability places for purchasing of the packaged drinking water. The findings of the standardised total effects of SEM technique showed that satisfaction with availability of various quantities and availability places for purchasing of the packaged drinking water have a small positive impact on the attitude of buying the packaged drinking water.

5. It exhibited that the people who responded have significant impact on their attitude of buying the packaged drinking water due to the overall satisfaction such as satisfaction with quality, brand, price and availability of the packaged drinking water. The findings of the standardised total effects of SEM technique exposed that satisfaction with quality has a medium positive impact, and satisfaction with brand, price and availability of the packaged drinking water have a small positive impact on the attitude of buying the packaged drinking water.
7.3 SUGGESTIONS

In the light of the above findings, the following suggestions are offered to develop the business of packaged drinking water. The suggestions based on the study would be pertinent not only for the district but also for the State and the Nation as a whole.

7.3.1 Suggestions based on Socioeconomic Status of the Respondents

The findings from socioeconomic status of the respondents found the variation of frequency among the respondents in using the packaged drinking water especially in gender, age, level of education, occupation and monthly income categories. Accordingly, Gender wise, the female respondents; age wise, 25 years and below age group category; Education wise, undergraduate level people; occupation wise, the professionals and monthly income wise, people receiving a monthly income of ₹10001 and ₹15000 were the most users of the packaged drinking water. These results would be valuable for the companies and wholesaler of packaged drinking water to identify the cluster area to increase their sales. Hence, the study recommends following suggestions to the companies and wholesaler of packaged drinking water to increase their marketing.

1. The companies and wholesalers have to understand the gender differences while marketing the packaged drinking water. They should identify and remove the negative factors in the minds of the male consumers regarding the packaged drinking water and try to convince and change their opinion on packaged drinking water highlighting the features, advantages and conveniences of the packaged drinking water.
2. They should focus the people who are above the age of 25 with various marketing strategies and advertisement technique to develop the marketing of the packaged drinking water among them.

3. They may prepare the awareness campaign program based on the character of the people who have the education of elementary, high school, higher secondary, postgraduate, professional degree and illiterate and perform it among them.

4. The companies should prepare the packaged drinking water in various quantities and size based on the requirement for government offices, factories, cultivation places and other working places. The salesman or representative of the companies should contact the people directly in their offices or places concern to promote the marketing of their packaged drinking water.

5. The companies should manufacture the packaged drinking water at reasonable prices to suit the income level of the people, especially for the people who have the monthly income of ₹10000 and below, ₹10001 – ₹15000 and above ₹20000.

6. They should prevent the needless marketing efforts by focusing on the right target groups.

7.3.2 Suggestions based on Usage Profile of the Respondents

1. Nearly half of the respondents reported that they were using the packaged drinking water occasionally or uncertainly. Hence the study recommends that the companies and wholesaler of packaged drinking water should try to successfully convince consumers to use the packaged drinking water on a
regular basis and make the consumers feel comfortable with bottled water which makes them healthier, smarter, and happier.

2. It is disgraceful to note that the salesmen have not done their job fully because only a very low percentage of respondents have come to know of the packaged drinking water through salesmen. It is suggested, therefore, to announce awards and rewards incentive on sales promotions, gifts and group tours to salesmen which may encourage and motivate them to capture additional market for the packaged drinking water.

3. Most of the people who responded in the study voiced that they have used the packaged drinking water during the travel. Hence it is recommended that companies should manufacture the packaged drinking water in colorful and attractive packing, to be handily used in domestic, various occasions, functions, meetings, seminars, and conferences.

4. The findings of the study confirmed that most of the people who responded have given the preference to buy the packaged drinking water of Aquafina, Bisleri and King fisher than other brands such as Kinley, Sabols, Grandix, Amma, Nice and Quibell. Therefore, the study suggests that Bisleri, Sabols, Grandix, Amma, Nice and Quibell companies should improve their quality, taste, images of the label and wide distribution network. They may conduct campaign among the people to explain the quality, taste, convenience and safety of their product so that the consumers` may turn around towards their brand.

5. Most of the people who responded expressed that the reasons for preferring the source of purchase the packaged drinking water were availability of
original quality and best service. Hence, it is recommended that the companies of packaged drinking water should often ensure the availability of original quality and offering better service of the sales point of their packaged drinking water.

7.3.3 Suggestions based on Satisfaction on Packaged Drinking Water

1. The findings of the study exposed that most of the people who responded have moderate level of satisfaction with quality, brand and availability of packaged drinking water except the price of packaged drinking water where they have a high level of satisfaction. Hence, it is strongly suggested that the companies of packaged drinking water should do know the people about the brand, quality and availability of their products through television advertising; product placements in front of a viewer’s eye on a television show, in a video game, or in another form of entertainment; standard billboard or an electronic billboard; magazine advertising; online advertising and mobile advertising. These would surely generate among the people with high level satisfaction on the brand, quality and availability of packaged drinking water.

2. The findings of the study show that there were some differences in satisfaction with quality, brand, price and availability of packaged drinking water between gender, age categories, level of education, occupations and monthly income of the people who responded. It also indicated the targeted group of people who responded who had less satisfaction when compared to the similar person of separated and labeled people who responded. It is recommended that the companies of packaged drinking water should concentrate more on quality,
brand image, price and availability of their product to develop the satisfaction of the consumers’ so that the marketing of their product would increase.

3. The producers of packaged drinking water should ensure very strict quality standards through their quality control department in their product, packing, taste of water, hygienics and trustworthy source. For quality testing, the qualified personnel should inspect each and every aspect of quality of packaged drinking water as per the international quality guidelines. The companies should target on the male population in general; the illiterates, elementary and higher secondary educated man; agriculture occupation based consumers and people who fall in the age group of 26-35 and 36-45 to widen their market on packaged drinking water.

4. The companies of packaged drinking water may assign a separate research wing including the persons from commerce and management studies to develop the brand of their product. The research wing should scan the attitude and expectation of consumers towards the brand of packaged drinking water. In order to develop the satisfaction on the brand, the companies should implement the suggestions made on the report of the research wing with regard to attractiveness, aesthetics, familiarity, design and novelty of the brand. The companies should aim to satisfy the people in the age group of 26 – 35; the educated group at elementary, higher secondary, postgraduate and other levels; the occupational groups like government employee, self-employed, entrepreneur and agriculture for popularising the brand of their product.
5. To obtain maximum client satisfaction, the companies of packaged drinking water should provide their products and services at a very affordable price range. They should offer their clients the packaged drinking water at very easily affordable range of prices, which should surely be liked by people at all levels. As regards pricing they may use the marketing strategies like margin based pricing, competitive prices and discount on bulk purchase etc., to develop the satisfaction on their packaged drinking water. The companies should aim at to satisfy the female; the people in the age group of 26 – 35; the consumers in the occupational group of agriculture and self-employed as regards pricing of their product.

6. The companies of packaged drinking water should produce their products in various quantities from 100 ml packets to 20 liter pet jar based on the needs of personal, commercial, institutional, industrial and domestic functions. The distributor and wholesaler of the companies should distribute all quantities of packaged drinking water to all the public places and commercial places. The companies should develop a well distributed network comprising many cities across the district. It will help them to further improve the accessibility of their range in the market as well as making their products easily available to their customers. The companies should aim at satisfying the occupational group of agriculture, self-employed and private employee and at the same time the people falling in the monthly income group of ₹10000 and below and ₹10001 – ₹15000 regarding the availability of their product.
7.3.4 Suggestions based on Attitude of Buying towards the Packaged Drinking Water

The findings of the study show that the attitude of buying the packaged drinking water of the people who responded has a weak positive association with gender and level of education whilst it has moderately strong positive association with age and strong positive association with the occupation. It also shows that there was no association between the attitude of buying the packaged drinking water and monthly income of the people who responded. The companies of packaged drinking water should realize that new approaches need to be taken based on gender and level of education of the people to develop the attitude of buying the packaged drinking water. Hence, it is suggested that the companies of packaged drinking water should use some of the following simple customer education tactics among the people based on gender and level of education.

1. Organize a public relations team and develop a response plan to deal with negative notion on Packaged Drinking Water.

2. Educate the public about source water protection and drinking water treatment

3. Treatment plant tours and workshops offered to individuals and community groups

4. Advertise or publish the source water protection and drinking water treatment in the local Dailies on television, billboards and the radio to increase Consumers’ awareness

5. Include a Frequently Asked Questions (FAQ) section to address common Consumers’ complaints
6. Develop an advertising campaign among the targeted group of people

7. Device a packaged drinking water program for sale at local stores, or for distribution at charity events and related local activities

7.3.5 **Suggestions based on the Impact of Satisfaction on the Attitude of Buying**

The findings of the study reported that the people who responded had a small positive impact on attitude of buying the packaged drinking water with regard to the brand, price and availability of packaged drinking water whereas a medium positive impact on attitude of buying the packaged drinking water with regard to the quality of packaged drinking water. Therefore the following suggestions and recommendations are made to improve the attitude of buying the packaged drinking water of the Consumers’ by improving the satisfaction with quality, brand, price and availability of packaged drinking water.

1. The companies of packaged drinking water may introduce some changes in their product (e.g., taste, odor, level of contaminants, quality, image of the brand, price and availability) and change the consumer perception of the product for improving the customer satisfaction.

2. Producers and Marketers should focus more on proving and maintaining their quality, building their brand, competent price and availability. Consistency in quality and brand awareness should be the goals in order to meet and exceed the needs and wants of the consumer.

3. The companies may go for a press release about the notable innovative features of their product of packaged drinking water and write a news release
about the quality, brand, price and availability of their product of packaged drinking water in local Newspapers.

4. Producers and Marketers may develop a creative TV ad with explanation of their quality, brand, price and availability and run it at a time when their target audience will most likely be watching.

5. The companies may use online ad placement services such as Google Ad Sense, which target Consumers’ searching for a similar topic. Place ads on informational websites, such as online magazines, that feature topics related to packaged drinking water.

6. Producers and Marketers should keep in mind that every consumer loves a discount of any kind. Offering discounts and deals, will open up a great way to market their business and reward. Make sure to promote their offers on their social media profiles and through articles and blog posts.

7. They may utilize the content marketing i.e. producing and distributing quality, brand, price and availability of their packaged drinking water content that is relevant to their customer is one of the most effective ways to market their business and satisfy the customers.

8. The companies should get the certificate from BIS (Bureau of Indian Standard), Food Safety Standards Act of India 2006 and Prevention of Food Adulteration Act (PFA) which will assure the consumers that their packaged drinking water is trustworthy. They should also get the certificate of Indian Standard IS: 14543–1998 which prescribes the quality and safety requirements of packaged drinking water.
9. The companies may organize a tour package freely to their customers to visit the manufacturing factory and see the quality testing unit, water treatment plant, packing with very healthy and hygienic manner, safety packaging, processing unit and warehousing unit.

10. The companies should ensure the customers that these have the R.O. systems (Reverse osmosis systems) which are especially designed for removing melt salts, chemicals, hardness, bug killer and other kinds of dissolved solids.

7.4 CONCLUSIONS

Water is a priceless gift of nature. Without water, there is no life on earth. None can deny that water is a friend to the human race, but it also acts as a foe by way of harboring disease producing micro-organisms and containing some substances that may lead to ill health. The introduction of packaged drinking water for human consumption in recent times is a boon to mankind and more conveniences are realized. Whenever a common man purchases packaged water, he thinks that the quality is assured and it is a safe water. Such assurance is given to consumer by each and every manufacturer of packaged drinking water. The consumption of bottled water has been increasing consistently over the last decade, even in countries where tap water quality is considered excellent. Many people drink bottled water for various reasons, including convenient transportation, guaranteed purity, preferred taste, and, often subconsciously, as a status symbol.

Packaged drinking water is getting familiar as the aspect of convenience and quality has been guaranteed. The customers are having numerous brands in selecting the packaged drinking water, and the variety of packaged drinking water is also like mushroom with various styles viz., bottled, bubble top, can, and so on. But when the
aspect of brand influences the purchase there comes the threat on domestic brand also, hence a research has been carried over to analyze the satisfaction, attitude of buying and impact of satisfaction on the attitude of buying of Consumers’ consuming packaged drinking water.

The present study is an attempt to analyze the consumers’ attitude towards packaged drinking water in Tirunelveli District. The researcher has identified the socioeconomic status and usage profile of the people who responded. And further, he analysed the satisfaction, attitude of buying and impact of satisfaction on the attitude of buying of Consumers’ consuming packaged drinking water. The findings will help the producers and marketers to take remedial measures to promote their business of packaged drinking water.

As the failure of monsoon has highly left the common public to pressure water by large. The advent of packaged drinking water has gained popularity in many of the corporate, living rooms and in flats. Medical practitioners also suggest common public to drink purified water to ensure good physical and mental health. Tirunelveli district has been stuffed with numerous shops, witnessing huge market completely relies on packaged drinking water to quench thirst, hence there lies a profound demand of the packaged drinking water to quench thirst. If the aforesaid suggestions are carried out by the companies and marketers of packaged drinking water, an absolute tapping of the market can be made enhancing a strong positive attitude in the minds of common public for the Packaged Drinking Water.

The issues identified in the present study would provide a sound theoretical and analytical background for future researches in the area of packaged drinking water. With regard to this, it is hoped that the present study will provide a springboard
that will provide an impetus for empirical research in this area. The researcher hopes that the study on ‘Consumers Attitude towards Packaged Drinking Water in Tirunelveli District’ will generate interest and insights among the producers and marketers and the suggested recommendations will be implemented soon.

7.5 SCOPE FOR FURTHER RESEARCH

The following areas are suggested for further research in packaged drinking water.


3. An Analytical Study on Health Hazards due to the usage of Packaged Drinking Water and Bottled Soft Drinks.

