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Customer Satisfaction Of Water Purifiers With Special Reference To Eureka Forbes

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ABSTRACT

The increasing awareness of health and hygiene among consumers has led to a significant rise in the demand for water purifiers in India. This study aims to evaluate customer satisfaction with water purifiers, with a particular focus on Eureka Forbes, one of the leading brands in the Indian market. The research explores key factors influencing customer satisfaction, including product quality, service efficiency, pricing, brand reputation, and post-sales support. A combination of primary and secondary data was utilized to assess customer perceptions and experiences. Survey responses were analysed to understand satisfaction levels and identify areas for improvement. The findings suggest that while Eureka Forbes enjoys strong brand recognition and a loyal customer base, there are areas—particularly in after-sales service and maintenance costs—where customer expectations are not consistently met. This study provides valuable insights for both consumers and company stakeholders, offering recommendations to enhance service quality and overall customer satisfaction in a competitive market.

Keywords: customer satisfaction, water purifiers, service efficiency, pricing, brand reputation.

INTRODUCTION

Access to clean and safe drinking water is essential for a healthy life, making water purifiers a vital household appliance in urban and rural India alike. With rising awareness of waterborne diseases and increasing pollution levels, consumers are turning to advanced water purification solutions to safeguard their health. Among the various brands in the Indian market, **Eureka Forbes** has emerged as a prominent player, known for its flagship product line, **Aqua guard**, and a strong reputation for quality and innovation. However, in today's competitive and customer-driven market, the success of a brand is not determined solely by its product offerings but also by the satisfaction and loyalty of its customers. Customer satisfaction plays a critical role in influencing consumer behaviour, brand perception, and long-term profitability. For companies like Eureka Forbes, maintaining high levels of customer satisfaction is crucial not just for sustaining market share but also for building a trustworthy and service-oriented brand image.

PROBLEM STATEMENT

In an era where health consciousness and access to clean drinking water are becoming increasingly important, the demand for reliable water purification systems has surged. While numerous brands compete in the Indian market, Eureka Forbes has maintained a strong presence through its wide range of products and nationwide service network. Despite its brand reputation and market share, there have been growing concerns regarding the consistency of service delivery, product maintenance, and customer support experience.

OBJECTIVES:

- Compare customer satisfaction of Eureka Forbes with its major competitors to understand relative performance and perceived value.
- To explore how emotional drivers such as brand loyalty, security influence customer satisfaction levels
- To analyze the customer satisfaction of customers at different service touchpoints.
- To Evaluate how the perception of Eureka Forbes innovation (e.g. smart purifiers, RO +UV+MTDS systems affects consumer confidence and satisfaction.

SCOPE OF THE STUDY: -

- ✓ This study focuses on evaluating customer satisfaction levels related to water purifiers, with a specific emphasis on products offered by Eureka Forbes. The primary aim is to analyse various factors influencing customer satisfaction, such as product performance, ease of use, pricing, durability, after-sales service, and brand image.
- ✓ Only individuals who have purchased and used a Eureka Forbes water purifier for at least three to six months are included in the research sample. This ensures that feedback is based on actual usage experience rather than perceptions or short-term impressions.
- ✓ The study is conducted over a defined time period (e.g., January 2025 to June 2025), which is relevant for capturing recent consumer behaviour and satisfaction trends. Historical data or feedback prior to this period may be considered for comparison but is not the primary focus.

1. LITERATURE REVIEW

- ❖ **Kotler and Keller (2016)** Customer satisfaction is generally defined as the post-purchase evaluation of a product or service, based on whether customer expectations are met or exceeded. According to satisfaction is the result of a customer's perception of the value received in a transaction or relationship, where the perceived performance meets or surpasses expectations.
- ❖ **Oliver (1997)** in his expectancy-disconfirmation theory suggested that satisfaction results from the discrepancy between prior expectations and actual product performance. If performance exceeds expectations, the customer is satisfied or even delighted; if it falls short, dissatisfaction results.
- ❖ **Reichheld and Sasser (1990)** linked customer satisfaction to loyalty, indicating that even small improvements in satisfaction can significantly increase customer retention and profitability. For a brand like Eureka Forbes, this underscores the importance of sustained customer support and reliable service networks to maintain long-term customer relationships.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A well-structured research design is essential to ensure the study effectively captures the required data and meets its objectives. This research adopts a descriptive design to analyse customer satisfaction with water purifiers, specifically those offered by Eureka Forbes. The goal is to systematically collect and interpret customer responses to understand the factors influencing their satisfaction levels.

SAMPLE: The study aims to collect responses from 50 participants to ensure a reasonable representation of diverse customer perspectives, while considering practical constraints.

DATA COLLECTION METHODS: -

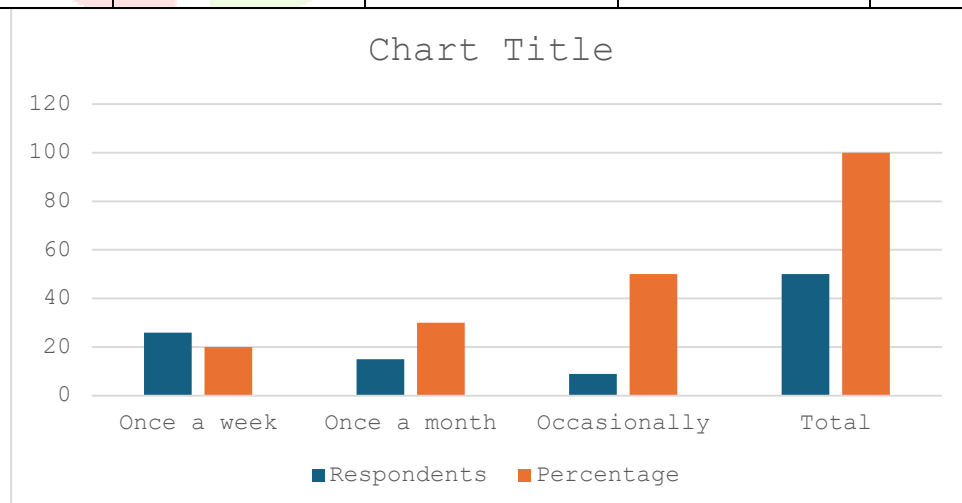
Primary data will be collected using a survey questionnaire, distributed online via platforms such as Google Forms or social media. The questionnaire will include a mix of Likert-scale, multiple-choice to gather both quantitative and limited qualitative insights.

However, secondary data refers to information that has already been collected and analysed statistically by a third party. This information can come from various sources such as dictionaries, publications, journals, and company websites.

Data Analysis

How often do you use online Eureka Forbes App?

How often do you use online Eureka Forbes App	Once a week	Once a month	Occasionally	Total
Respondents	26	15	9	50
Percentage	20	30	50	100



INTERPRETATION: -

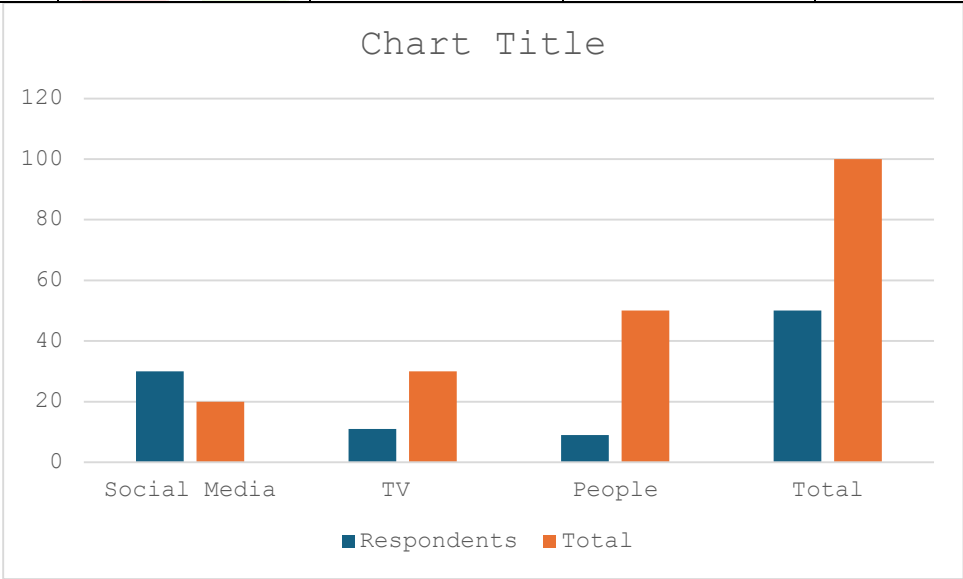
The data reveals that the majority of respondents use the Eureka Forbes app infrequently, with 50% indicating occasional usage. Only 20% of users access the app on a weekly basis, while 30% use it once a month. This suggests that regular engagement with the app is relatively low, and it is primarily used when specific needs arise rather than as a routine tool. The high percentage of occasional users indicates that the app may not be perceived as essential for day-to-day or even monthly use. This presents an opportunity for Eureka Forbes to enhance the app’s value proposition by improving its features, user experience, and communication strategies to encourage more consistent usage.

How did you know about the Online Eureka App?

INTERPRETATION :-The data indicates that **social media is the most influential source** of awareness for the product or service, with **60% of respondents** citing it as how they came to know about it. This highlights the strong reach and impact of digital platforms in shaping customer awareness. In contrast, **traditional media like TV accounts for only 22%**, and **word of mouth contributes 18%**, suggesting that while these channels still play a role, their influence is considerably lower compared to social media. These insights suggest that marketing efforts should continue to prioritize and invest in **social media campaigns**, as they appear to be the most effective in reaching and engaging potential customers.

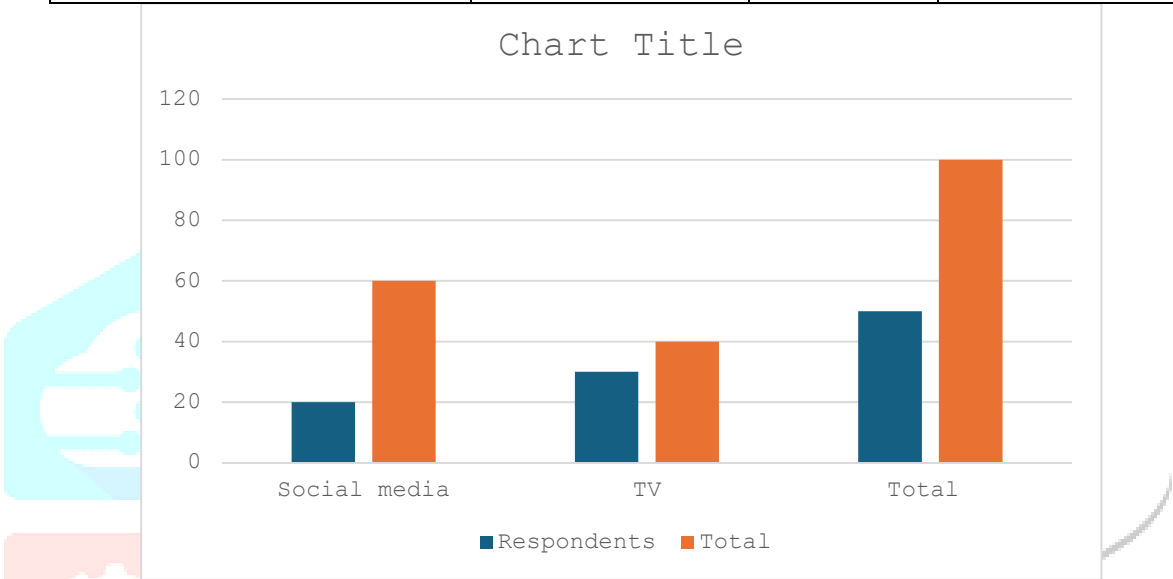
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How did you know	Social media	TV	People	Total
Respondents	30	11	9	50
Total	20	30	50	100



What impact do you think about the Eureka Forbes on consumers?

Impact on customers	Good	Bad	Total
Respondents	20	30	50
Total	60	40	100



INTERPRETATION: -

The data shows that TV has a greater impact on customers compared to social media, with 60% of respondents indicating that television influenced them more. In contrast, only 40% reported being impacted by social media. This suggests that while social media may be more effective in spreading awareness (as seen in the previous data), TV is perceived as more persuasive or impactful in shaping customer opinions or decisions. For marketers, this highlights the importance of balancing both digital and traditional media strategies—using social media for reach and visibility, and leveraging TV for building trust and deeper influence.

RESULTS / FINDINGS:**HYPOTHESIS:****Null Hypothesis (H₀):**

Customers are not significantly satisfied with Eureka Forbes.

Alternative Hypothesis (H₁):

Customers are significantly satisfied with Eureka Forbes

Chi Square Test:-

	Social media	TV	Row Totals
Respondents	2(10.80) [0.06]	8 (7.20) [0.09]	3
Total	15 (7.20) [0.09]	4 (4.80) [0.13]	45
Values	1(1.20) [0.30]	9(0.80) [0.05]	2
Column Totals	18	38	50 (Grand Total)

The chi-square statistic is 0.3704. The p-value is .542802. The result is not significant at $p < .05$.

Since p value is less than 0.05, H₀ is rejected and Accepted H₁. So, there is special impact of Eureka Forbes is accepted

	Social media	TV	Row Totals
Respondents	2(1.80) [0.20]	1 (1.20) [0.03]	3
Total	15 (15.00) [0.00]	28 (10.00) [0.00]	45
Values	1(1.20) [0.30]	9(0.80) [0.05]	2
Column Totals	18	38	50 (Grand Total)

The chi-square statistic is 0.1389. The p-value is .932912. The result is not significant at $p < .05$

Note: -

X²= chi square

O=Observed value

E=Expected Value

Formula=(O-E) ^2/E

Degree of Freedom=4

Significance=0.05

DISCUSSION

➤ High Brand Awareness

- A majority of respondents were **well aware of the Eureka Forbes brand**, mainly due to its long-standing market presence and aggressive marketing.

➤ Product Performance Rated Positively

- Most customers rated **water purification quality, durability, and design** of Eureka Forbes products as **satisfactory or above average**.

□ After-Sales Service – A Key Concern

- A significant portion of respondents reported **delays or inefficiencies in after-sales service**, including slow technician response and difficulty in scheduling service calls.

□ Installation Process Is Generally Smooth

- Many users expressed satisfaction with the **initial installation process**, citing that it was handled professionally and completed within the promised timeline.
- Maintenance **Costs Perceived as High**
- Several customers felt that **annual maintenance contracts (AMCs)** and **replacement parts** were **expensive**, which affected their overall satisfaction.

CONCLUSION: -

- The study aimed to evaluate the level of customer satisfaction with water purifiers, specifically focusing on Eureka Forbes, a well-established brand in the Indian market. Based on the research findings, it is evident that while Eureka Forbes enjoys a **strong brand reputation and product reliability**, customer satisfaction is influenced by several interrelated factors beyond product performance.
- Customers are generally **satisfied with the purification quality, design, and durability** of the water purifiers. The **initial installation process** is also handled efficiently in most cases. However, **after-sales service emerges as a major area of concern**, with many users reporting **delays, inconsistent service quality, and high maintenance costs**. These service-related issues significantly affect the overall satisfaction level and may influence future purchase decisions.

SUGGESTIONS AND RECOMMENDATIONS:

1. Improve After-Sales Service Efficiency

- **Strengthen technician training** to ensure faster and more professional service.
- Implement a **time-bound service guarantee** to reduce customer wait times.
- Create a **centralized follow-up system** to track unresolved complaints and ensure timely resolution.

2. Make Maintenance and AMC Costs More Affordable

- Introduce **tiered AMC plans** to suit different customer needs and budgets.
- Offer **discounts or loyalty benefits** for long-term customers who renew service contracts regularly.

- Provide **transparent cost breakdowns** to justify charges and reduce negative perceptions.

3. Enhance Digital Customer Support

- Promote the use of the Eureka Forbes **mobile app and website** for service requests and tracking.
- Provide **live chat support** and **automated service scheduling** options to improve customer convenience.
- Conduct **awareness campaigns** (SMS, emails, app notifications) to educate customers on digital support tools.

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