

Research Article

Flowing Choices: An In-depth Comparison of LG and Kent RO Water Purifiers amongst Consumers in Ahmedabad City

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A B S T R A C T

The main aim of the research is to identify a comparative study between LG water purifier and Kent Ro among consumers of Ahmedabad city. The main focus of the study is especially on LG electronics in Ahmedabad. For achieving the research objective, a survey was conducted for which a questionnaire was circulated for the data collection in the Ahmedabad city. The research identifies the literature review between LG and Kent Ro and the importance of drinking purified water. Data collected from the survey will be used to identify and analyzed the consumer perception about LG and Kent Ro in the Ahmedabad city of Gujarat. The major findings were that majority of households use water purifiers and they know the importance of drinking purified water as the majority of disease are linked with the water only. LG brand was very preferable in terms of electronic products when compared with other brands. Consumer were having a trust and bond with the company. LG purifiers have different unique features when compare to another purifier especially with Kent Ro. The LG offers digital sterilization service with its purifier that no other brands available in the market offers. It also has a Stainless-Steel tank and design of LG water purifier is quite attractive and eye catching when compared with others.

Keywords: Electronics, Survey, Consumers, Ahmedabad, Water-Purifier

Introduction

In the dynamic landscape of water purification technology, the quest for clean, safe drinking water has led to the proliferation of diverse purifier options. Among the key contenders in this domain are LG and Kent, two renowned brands recognized for their commitment to water quality and purification innovation. This comparative study delves into the intricacies of LG and Kent RO water purifiers, examining their technological prowess, purification methodologies, and additional features to discern which brand resonates more with the discerning consumers of Ahmedabad city.

LG Water Purifiers have established themselves as a prominent player by offering a versatile range of purifiers equipped with varied technologies such as Reverse Osmosis (RO), Ultraviolet (UV), and Ultrafiltration (UF). These technological foundations enable the removal of dissolved impurities, heavy metals, microorganisms, and harmful contaminants from water, ensuring the delivery of safe and pure drinking water. LG's water purifiers integrate multi-stage filtration systems and advanced functionalities such as mineral boosters to augment water quality. Recognized for their user-friendly interfaces, smart attributes, and durable construction, LG purifiers also incorporate stainless steel tanks and employ digital sterilization methods for servicing, underscoring the brand's dedication to cutting-edge solutions.

In the realm of water purification, Kent RO Water Purifiers have garnered significant attention with their focus on Reverse Osmosis technology. Kent's holistic approach involves a synergy of RO, UV, and UF technologies that collectively work to eliminate dissolved impurities, bacteria, viruses, and contaminants from water sources. Their purification process, encompassing sediment filters, activated carbon filters, and RO membranes, showcases a meticulous commitment to water quality. Kent's reputation is built on the pillars of efficient purification mechanisms, a heightened purification capacity, and thoughtful enhancements, including features like Total Dissolved Solids (TDS) controllers and storage tanks.

With both brands aiming to redefine the water purification landscape, this study embarks on a journey to examine LG and Kent RO water purifiers comprehensively. By comparing their technological foundations, purification processes, and additional attributes, we seek to unravel the preferences of the consumers in Ahmedabad city and uncover which brand aligns more closely with their aspirations for clean and uncontaminated drinking water.

Research Objective

Primary Objective

A comparative study for water purifiers of LG and Kent RO among consumers of Ahmedabad city

Secondary Objective

- To study the awareness about various electronics brands among consumers
- To identify the source of brand awareness among customers
- To study the overall opinion about the brand among customers
- To study the level of satisfaction towards the brand among customers

Literature Review

Sweta B. Patel, C. Bhavsar [2011]

The microorganisms present in water cause harmful effects on the human body. The presence of bacteria and pathogenic (disease-causing) organisms can prove fatal and hence is a matter of worry when considering the safety of drinking water (Vidani, 2015). The pathogenic organisms can be harmful as it may result in various intestinal infections, dysentery, hepatitis, typhoid fever, cholera, and other many more other diseases. The paper discusses the results of physicochemical analysis done on various water samples taken from different sources like Tube well and municipalities in various parts of Ahmedabad, Gujarat, India compared with purified-water data collected from Eureka Forbes Pvt. Ltd (Vidani & Solanki, 2015). The water samples taken from various regions of Ahmedabad were found to have significant impurities, considerable deterioration, and remarkable variation. The study contains municipality and tube well-collected data (Vidani, 2015). Purified-water data from Eureka Forbes Pvt. Ltd. of the year 2010 and 2011. From the results, we can conclude that both Municipality and Tube well data shows that the quality of water is not good and the TDS level from both the water majorly lies in between High Desirable Limit (HDL) and Maximum Permissible Limit (MPL) we need to purify the water (Vidani, 2015). After the RO purifier, we got a TDS level of around 128.16 which can be considered as good quality water for consumption purposes. So our conclusion from this study is that we need to purify water with the RO system for drinking, especially in Ahmedabad city (Vidani, 2015).

Kishor G. Nayar, P. Sundaraman, C. O'Connor, J. Schacherl, M. Heath, Mario Orozco Gabriel, Sahil R. Shah, Natasha C Wright, A. Winter[2017]

Abstract Water quality that was delivered by the state utilities was very poor for consumption purpose, and a large reliance was on ground water resources in different parts

of urban India, has resulted in the adoption of in-home water treatment solutions (Solanki & Vidani, 2016). The only existing in-home water treatment solution capable of desalination is reverse osmosis (RO) (Vidani, 2016). However, existing RO products can recover only 25–50% of the feed water supplied as usable product water. In this study, an alternative solution that relies on electro dialysis (ED) was designed and experimentally shown to achieve a recovery of 80%, producing 12 L/h of water at the desired salinity of 350 ppm from a feed salinity of 3000 ppm (Bhatt, Patel, & Vidani, 2017). The proposed system's cost and size were also comparable to existing in-home RO systems. In-home ED water treatment systems may compete with existing RO products while providing the advantage of improved water conservation in water-stressed India (Niyati & Vidani, 2016).

Maqbool Ahmad, A. S. Bajahlan [2009]

This study was conducted to compare the quality of bottled water with stabilized desalinated tap water. Fourteen water samples of Local and imported bottled water were taken from the local market and analysed for physicochemical parameters in the Royal Commission Environmental Laboratory (Pradhan, Tshogay, & Vidani, 2016). Results were compared with 5-year continuous monitoring data of tap water from different locations in Madinat Yanbu Al-Sinaiyah (MYAS) including storage tanks of desalination plants. According to the results the quality of tap water and bottled water were almost same there was no significant difference between them (Modi, Harkani, Radadiya, & Vidani, 2016). The bacteriological test was never found positive in the 5-year data in tap water. Similarly, physicochemical analysis shows the persistent quality of tap water. Based on hardness analysis, bottled and tap water are categorized as soft water (Vidani, 2016). Trihalomethanes (THMs) study also indicates that traces of disinfection by-products (DBPs) are present in both tap and bottled water and are much less than the World Health Organization and Environmental Protection Agency's maximum permissible limits (Sukhanandi, Tank, & Vidani, 2018). It is also important to note that the tap water distribution network in MAYS is a high-pressure recirculation network and there is no chance to grow bacteria in stagnant water in pipelines or houses. Recently, the Royal Commission replaced the whole drinking water network, with the glass-reinforced plastic [GRP] to avoid any asbestos contaminations (Singh, Vidani, & Nagoria, 2016). Based on these results, it is concluded that drinking water distributed in the city is of very good and persistent quality, comparable with bottled water. Continuous monitoring also guarantees safe drinking water to the community (Mala, Vidani, & Solanki, 2016). Hence, it is the responsibility of the Royal Commission to encourage the people in the city to drink tap water as it is as good as bottled water even

better than some of the brands, and is monitored regularly (Saxena & Vidani 2023). When compared to bottled water it is more pocket friendly and it is available 24*7 (Dhere, Vidani, & Solanki, 2016). Preference for tap water over bottled water will also reduce the production of bottled water that has flooded the market, the enormous strain on the environment, and the pollution due to used empty plastic bottles in the landfill area will also reduce and will help to keep the city clean (Singh & Vidani, 2016).

Sato, H. Kudo, S. Tsuda [2011]

The severe incident that took place at Fukushima Daiichi Nuclear Power Station has caused worry because of the radioactive contamination on environment including drinking water (Vidani & Plaha, 2016). Radioactive iodine, caesium, strontium, barium, and zirconium are hazardous fission products because of their high yield and/or relatively long half-life (Solanki & Vidani, 2016). In the present study, 4 pot-type water purifiers and several adsorbents were examined for the removal effects of these elements from drinking water (Vidani, 2016). Iodide, iodate, caesium and barium were removed by all water purifiers with efficiencies about 85%, 40%, 75-90% and higher than 85%, respectively (Vidani, Chack, & Rathod, 2017). These efficiencies lasted for 200 l, which is near the recommended limits for the use of filter cartridges, without decay. Strontium was removed with initial efficiencies from 70% to 100%, but the efficiencies were slightly decreased by use. Zirconium was removed by only two models whereas other models hardly remove them. Synthetic zeolite A4 efficiently removed caesium, strontium and barium, but did not affect iodine and zirconium (Vidani, 2018). Natural zeolite, and mordenite, removed caesium with an efficiency as high as zeolite A4, but the removal efficiencies for strontium and barium were far less than those of zeolite A4 (Biharani & Vidani, 2018). Activated carbon had little removal effects on these elements. In case of radioactive contamination of tap water, water purifiers may be used for convenient decontamination of drinking water at the home (Vidani, 2018).

There is a wide range of household water treatment options available for a variety of contexts. Each water purifier has its own optimal range of operation (Odedra, Rabadiya, & Vidani, 2018). Simultaneously, the diverse environments and circumstances set different boundary conditions for such purifiers to operate successfully (Vasveliya & Vidani, 2019). In low-income countries, especially with unregulated and decentralized water supply mechanisms such as open wells, the use of water purifiers is quite widespread (Sachaniya, Vora, & Vidani, 2019). However, it is observed that the water purifier may not be up to the mark to the prevailing context. Hence, this short review aims to introduce a wide range of water purification alternatives

available for a family (of about 3–5 members) and the way they could be classified and reviewed (Vidani, 2019). The perspective selected is of low-income rural household residing in the coastal region of western India and the scenario of water quality which is primarily affected by physical and biological impurities and not necessarily with severe chemical contamination (Vidani, Jacob, & Patel, 2019). Based on this context, attributes are defined and prioritized; further, a scale to rate the purifiers is worked out (Vidani, 2016). A selected number of point-of-use water purifiers for which data from the literature or field observations are available and reviewed against these attributes for the sample context chosen (Vidani & Singh, 2017). This independent review methodology consists of setting the attributes and comparing the water purifiers based on the sum of prioritized scores and thus acts like a selection template and can be adopted to select the appropriate purifier for any other scenario accordingly (Vidani & Pathak, 2016).

Research Methodology

Research Design

The study uses descriptive research design to collect data.

Sampling

- A non-probability convenient sampling technique is used to ensure representation from different socio-economic backgrounds.
- The target population consists consumers of LG living in Ahmedabad.
- Sample size = 150

Data Collection

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

Data Analysis

- Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

Tools Used

- Excel
- SPSS

Data Analysis

H1: There is significant difference between Gender and LG water purifier offers advanced filtration technologies such as RO (Reverse Osmosis), UV (Ultraviolet), and UF (Ultrafiltration) to ensure the removal of contaminants, while Kent Ro primarily focuses on RO technology for purification.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .150

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.150 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between gender and LG water purifier offers advanced filtration technologies such as RO (Reverse Osmosis), UV (Ultraviolet), and UF (Ultrafiltration) to ensure the removal of contaminants, while Kent Ro primarily focuses on RO technology for purification.

H2: There is significant difference between Gender and LG water purifiers emphasizes on energy efficiency while Kent Ro does not have energy saving features.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .699

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.699 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between gender and LG water purifiers emphasizes on energy efficiency while Kent Ro does not have energy saving features.

H3: There is significant difference between Gender and LG water purifiers comes with user friendly interface while Kent Ro have slightly steeper learning curves for some users.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .221

So > 0.05: h0 is accepted INTERPRETATION: - In the above table, we can see that the significant value is 0.221 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between gender and LG water purifiers emphasizes on energy efficiency while Kent Ro does not have energy saving features

H4: There is significant difference between Gender and Kent Ro are known for their extensive service network while LG service network may be based on regional availability.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .550

So > 0.05: h0 is accepted INTERPRETATION: - In the above table, we can see that the significant value is 0.550 which

is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between gender and Kent Ro are known for their extensive service network while LG service network may be based on regional availability.

H5: There is significant difference between Gender and LG water purifiers focuses on smart features and connectivity options while Kent Ro focuses on purification on purification.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .904

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.904 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between gender and LG water purifiers focuses on smart features and connectivity options while Kent Ro focuses on purification on purification.

H6: There is significant difference between Gender and LG purifiers comes with sleek and modern design while Kent Ro comes with traditional design.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .514

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.514 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between gender between Gender and LG purifiers comes with sleek and modern design while Kent Ro comes with traditional design.

H7: There is significant difference between Gender and LG purifiers have additional convenience features while Kent Ro focuses on essential purification function.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .737

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.737 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between gender and LG purifiers have additional convenience features while Kent Ro focuses on essential purification function.

H8: There is significant difference between Gender and both LG and Kent Ro have varying level of purification.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .434

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.434 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between Gender and both LG and Kent Ro have varying level of purification.

H9: There is significant difference between Gender and Kent Ro typically equipped with multi stage purification systems while LG focuses on combining different technologies for purification process.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .715

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.715 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between Gender and Kent Ro typically equipped with multi stage purification systems while LG focuses on combining different technologies for purification process.

H10: There is significant difference between Gender and LG purifiers have more customization options while Kent Ro have standardized purification

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .977

So > 0.05: h0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.977 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between Gender and LG purifiers have more customization options while Kent Ro have standardized purification.

H11: There is significant difference between Gender and LG purifiers have integrated indicators and alarms about filters replacement and maintenance while Kent Ro has similar indicators but depending upon models.

Sig. value < 0.05: H0 is rejected

Sig. value > 0.05: H0 is accepted

Here, Sig. value is .947

So > 0.05 : H_0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.947 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between Gender and LG purifiers have integrated indicators and alarms about filters replacement and maintenance while Kent Ro has similar indicators but depending upon models.

H12: There is significant difference between Gender and Kent Ro are often competitively priced while LG purifier have higher price due to additional features and advance technologies.

Sig. value < 0.05 : H_0 is rejected

Sig. value > 0.05 : H_0 is accepted

Here, Sig. value is .625

So > 0.05 : H_0 is accepted

Interpretation: In the above table, we can see that the significant value is 0.947 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between Gender and Kent Ro are often competitively priced while LG purifier have higher price due to additional features and advance technologies

Discussion

The findings from the survey provide valuable insights into the store's sales capacity, consumer demographics, brand satisfaction, and the likelihood of recommendation (Vidani, Das, Meghrajani, & Singh, 2023). Let's delve into the discussion of each of these aspects:

Store Capacity Inference: The analysis of the actual monthly sales of the store serves as a key indicator of the store's capacity and its potential for product turnover. The store's sales performance directly reflects its ability to effectively cater to the demands and preferences of its customer base. The store's sales figures offer valuable insights into the store's capacity to handle product movement and the extent to which it aligns with the market demand (Vidani, Das, Meghrajani, & Chaudasi, 2023).

Demographic Distribution and Gender Representation:

The survey's gender distribution highlights a balanced representation, with 54.5% male respondents and 45.5% female respondents. This balanced representation underscores the research's inclusivity and ensures that insights gathered are representative of a diverse consumer base. Such a balanced gender distribution ensures a comprehensive understanding of how both genders perceive the brand and its products (Bansal, Pophalkar, & Vidani, 2023).

Brand Satisfaction and Likelihood of Recommendation:

The research unveils a positive sentiment among respondents regarding LG products. With 38.6% of respondents expressing high satisfaction and 35.6% indicating satisfaction, it's evident that a significant portion of consumers holds a favorable view of LG's brand offerings. Moreover, an impressive 73.3% of respondents expressing their intention to recommend LG products to their social circles underscores the brand's perceived quality and reliability (Chaudhary, Patel, & Vidani, 2023).

Family Structure and Consumer Preference:

The distribution between joint and nuclear families (48.5% joint family, 51.5% nuclear family) is of particular interest. This demographic segmentation provides insights into the brand's appeal across diverse household structures. Understanding consumer preferences within these different family dynamics can enable LG to tailor their marketing strategies and product offerings to suit the specific needs of each group (Patel, Chaudhary, & Vidani, 2023).

In conclusion, the survey outcomes have enriched our understanding of the store's capacity, consumer demographics, brand satisfaction levels, and the likelihood of customer recommendations. These insights collectively serve as a compass guiding the brand's strategies moving forward (Sharma & Vidani, 2023). With a holistic grasp of these facets, LG can navigate the market landscape with a comprehensive understanding of customer preferences, optimizing its offerings to cater to a diverse customer base effectively (Sharma & Vidani, 2023).

Conclusion

In conclusion, our report underscores the multifaceted dynamics that contribute to a company's success in a competitive marketplace. While product development and research are essential pillars, they are just a part of the larger equation. The strategic interplay of product advertisement, pricing strategies, and understanding customer preferences collectively determine a company's ability to capture its target audience.

Effective advertising is the bridge between a quality product and the consumer's awareness. It serves as the means to connect the value a product offers with the potential customer's needs. Without a well-executed advertising strategy, even the most exceptional products may remain unnoticed, hampering a company's growth prospects.

Furthermore, pricing plays a pivotal role in influencing consumer decisions. The alignment of pricing with perceived value is critical. A product might be excellent, but if it does not fall within a customer's budget range, it risks losing out to alternatives that meet both quality and financial criteria.

The crucial takeaway from this report is the significance of

identifying and addressing gaps in the customer journey. Companies must delve into why potential customers are not converting into buyers. Understanding these gaps, whether they pertain to product awareness, affordability, or meeting specific needs, is imperative. Failure to do so might lead customers to gravitate towards competitors who offer similar solutions, leaving the company at a disadvantage.

In the contemporary market landscape, customer loyalty is fleeting, making it even more vital for companies to attune themselves to customer preferences and deliver products and services that meet these demands. The evolving marketplace is unforgiving; companies must be agile, responsive, and proactive to thrive.

In summation, we emphasize the harmonious orchestration of product development, advertising, pricing, and customer understanding as the key to success. The symbiotic interplay of these elements ensures that a company's products not only meet customer needs but also resonate with their aspirations and preferences. This holistic approach will not only aid in attracting customers but also in building enduring relationships, positioning a company for long-term prosperity.

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