

# CUSTOMER SATISFACTION OF KENT (RO) WATER PURIFIER”

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## ABSTRACT

Customer satisfaction with Kent (RO) water purifiers is examined in this study. The goal of the study is to identify the variables affecting brand loyalty and customer satisfaction. Data from a sample of Kent water purifier users is gathered using a mixed-method approach that combines surveys and interviews. Key findings show that customer satisfaction is greatly impacted by brand reputation, customer service, and product performance. The study emphasizes how crucial it is to satisfy client expectations in order to preserve loyalty and spur company expansion. Businesses can increase customer satisfaction and retention by improving their products and services by taking these factors into consideration. In the end, this study offers insightful information to businesses looking to improve client relations and establish a solid reputation for their brand in the water purifier sector.

**Key words:** *customer satisfaction, brand reputation, customer service, product performance.*

## I. INTRODUCTION

Kent RO water purifiers are engineered to deliver clean and safe drinking water using sophisticated technologies such as Reverse Osmosis (RO), Ultraviolet (UV), and Ultrafiltration (UF). These technologies complement each other to eliminate dissolved solids, impurities, and contaminants, destroy bacteria and viruses, and enhance the total quality of water. With facilities such as TDS control and smart sensors, Kent RO water purifiers make it possible to modify Total Dissolved Solids (TDS) in filtered water and check water quality and filter lifespan. The advantages of Kent RO water purifiers are clean and safe drinking water, better taste and

smell, lower risk of waterborne illnesses, and low maintenance.

Kent RO is dedicated to providing quality products, ongoing innovation in water purification technology, and customer needs and expectations fulfilment. Through offering clean and safe drinking water, Kent RO water purifiers ensure the health and well-being of millions of Indians, which makes them a reliable brand name in the water purification sector. These systems have TDS control, intelligent sensors, auto shut-off, and filter life indicators for efficient removal of impurities and contaminants. With international standards such as NSF International and CE, Kent RO water purifiers boast high-quality and safety standards. Ideal for household, office, and public usage, Kent RO water purifiers offer a trustable solution for clean drinking water, making them a perfect choice for homes, offices, and public areas.

Study examines customer satisfaction with Kent RO water purifiers, a market leader with advanced technology and efficient purification. The study seeks to measure the level of customer satisfaction, determine factors that drive customer satisfaction like product characteristics and customer care, and elicit suggestions to enhance products and services. Through knowing their experiences and needs, the results of the study can assist Kent in boosting customer loyalty and experience, achieving a competitive edge, and driving business growth. Surveys, interviews, and data analysis are likely to be conducted in the study in order to give important insights to Kent for developing its products, services, and customer experience, hence contributing to the growth and success of the brand.

## II. LITERATURE REVIEW

1.Meenal Patil, (2025)

“A Comparative Study of Customer Satisfaction with Kent RO Purifiers Across Urban and Rural Maharashtra”. Reveals that Urban users rated satisfaction higher (4.4/5) than rural (4.0/5), linked to better service access. Rural users with higher TDS levels (>500 ppm) reported greater satisfaction with purification (4.5/5). 60% of rural users cited price as a dissatisfaction factor, vs. 25% in urban areas. Urban loyalty rate was 75%, rural 62%.

### **2.Rohit Sharma, (2025)**

“Customer Satisfaction with Kent RO Purifiers: A Gender-Based Analysis in Jaipur”. In this study it reveals that Male customers tend to prioritize the technical features of Kent RO purifiers, such as filtration efficiency, water quality, and product durability. Female customers generally prioritize ease of use, design, and aesthetic features. Male customers tended to rely more on recommendations from peers and technical specifications when deciding to purchase the product. Both genders demonstrated strong loyalty to Kent RO, but female customers were more likely to recommend the product to others based on their positive experiences with customer service and ease of use.

### **3.Kavita Patel, (2024)**

“Sustainability and Customer Satisfaction: A Study of Kent RO Purifiers in Ahmedabad”. This study reveals that Customers were found to be increasingly aware of the environmental benefits offered by Kent RO, such as energy-efficient water purifiers, minimal water wastage, and use of eco-friendly packaging. Satisfaction scores related to customer service and after-sales support were also positive. Many respondents appreciated the company’s quick response to service requests and the availability of spare parts, enhancing their overall satisfaction.

### **4.AnitaKrishnan,(2023)**

“Customer Satisfaction and Purchase Behaviour Towards Kent RO Water Purifiers in Chennai”. This study shows that Mean satisfaction score of 4.1/5 for water quality; 3.7/5 for service efficiency. Demographic Influence: Higher

income groups (above ₹50,000/month) reported greater satisfaction (4.3/5) than lower income groups (3.9). Purchase Behaviour: 68% of satisfied customers intended to repurchase Kent products, with satisfaction explaining 60% of variance in intent.

## **III. RESEARCH**

### **METHODOLOGY:**

#### **OBJECTIVES OF THE STUDY:**

1. To analyse customer perception while selecting towards Kent water purifier.
2. To compare the performance towards Kent water purifier with other popular brands in market.
3. To evaluate the customer satisfaction level of Kent water purifier.

#### **RESEARCH DESIGN**

The study design in this research is descriptive because it seeks to provide in-depth and factual knowledge regarding customer satisfaction with Kent RO Water Purifiers. Through this design, the researcher will be able to learn about the existing customer satisfaction, the important factors affecting it, and offer recommendations based on the findings.

#### **RESEARCH GAP:**

Though a number of studies have been carried out on customer satisfaction for home appliances and water purifiers, not much research has been done specifically related to brand-specific information like Kent RO in the Indian consumer marketplace. The majority of literature focuses on customer satisfaction at a very general level either by comparing various brands together or technical performance, not the user aspect. In addition, newer trends in customer needs based on increased health awareness, water purity, and post-sales support have not been adequately reflected through past research. Further, digital platform emergence and e-commerce review intervention have made customer satisfaction metrics change, and there is a significant dearth of recent work that reflects online opinion and digital feedback as part of satisfaction analysis for Kent RO products.

#### **NEED OF THE STUDY:**

To understand the quality in providing services to the customers of KENT WATER PURIFIER and to know that customers are satisfied or not with the service quality. This study on customer satisfaction with Kent (RO) water purifiers highlights the importance of understanding consumer needs and preferences in the water purification industry. By focusing on customer satisfaction, companies can improve their products and services to meet the evolving demands of the market. The feedback gathered from customers can serve as a valuable tool for enhancing the overall user experience and fostering brand loyalty. As such, continuous research and analysis of customer satisfaction levels are essential for companies like Kent to stay competitive and responsive to the ever-changing needs of their target audience.

#### IV. DATA COLLECTION METHODS:

This data collection involves the gathering information to explore the practices challenges and outcomes related to Kent water purifier products such as collection methods include

**Primary data:** Primary data will be collected using a survey questionnaire, distributed online via platforms such as Google Forms or social media.

**Secondary data:** Company websites, articles, journals.

**POPULATION:**150

**SAMPLE SIZE:**116

#### STATISTICAL TOOLS FOR ANALYSIS

#### HYPOTHESIS:

(H<sub>0</sub>): There isn't any considerable relationship between customer satisfaction and Kent water purifiers' service quality.

(H<sub>1</sub>): There exists a considerable relationship between customer satisfaction and Kent water purifiers' service quality.

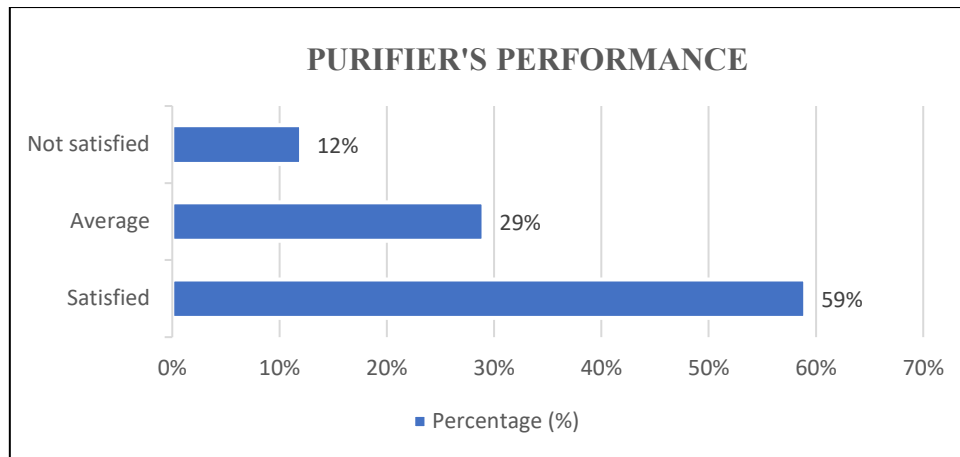
#### HYPOTHESIS TESTING FOR THE QUESTION

What is your level of satisfaction with Kent Water Purifier's performance?

Option	Respondents	Percentage (%)
Satisfied	69	59%
Average	33	29%
Not satisfied	14	12%
Total	116	100%

#### SCOPE OF THE STUDY:

The study covers KENT WATER PURIFIER users from different demographics, considering product performance, customer service, and brand loyalty. This research has gone into the area of customer satisfaction related to Kent (RO) water purifiers. From analyzing the scope of study, it was clear that knowing the needs of the customers and fulfilling them is most important to keep customers satisfied. By laying emphasis on improving the quality of the product, the efficiency of services, and responding to customer complaints, companies are able to develop loyal customers. Finally, the most important thing is that the attainment of customer satisfaction will result in long-term success and growth within the competitive market.



### HYPOTHESES TESTING:

#### HYPOTHESIS:1

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#### Chi-Square Test

Step 1: State the Hypothesis

- **Null Hypothesis ((H<sub>0</sub>)):** The satisfaction levels are uniformly distributed – each response has an equal chance
- **Alternative Hypothesis (H<sub>1</sub>):** The satisfaction levels are not uniformly distributed – some categories are more or less frequent.

Step 2: Calculate Expected Frequencies

Since we are testing for uniform distribution, divide the total by the number of categories (3):

$$\begin{aligned}\text{Expected Frequency (E)} &= 116/3 \\ &= 38.67\end{aligned}$$

Step 3: Create the chi- square Table

option	Observed (O)	Expected (E)	(O – E)	(O – E) <sup>2</sup>	(O – E) <sup>2</sup> / E
satisfied	69	38.67	30.33	919.9	23.77
average	33	38.67	-5.67	32.11	0.83
not satisfied	14	38.67	-24.67	608.82	15.76
Total	116	116	-	-	40.36

Step 4: Chi Square Formula

$$\begin{aligned}\chi^2 &= \Sigma((O - E)^2 / E) \\ \chi^2 &= 23.77 + 0.83 + 15.76 = 40.36\end{aligned}$$

Step 5: Degress of Freedom

$$df = k - 1 = 3 - 1 = 2$$

Step 6: Conclusion

Critical  $\chi^2$  value at  $\alpha = 0.05$  and  $df = 2 = 5.991$

Since  $40.36 > 5.991$ , we reject the null hypothesis

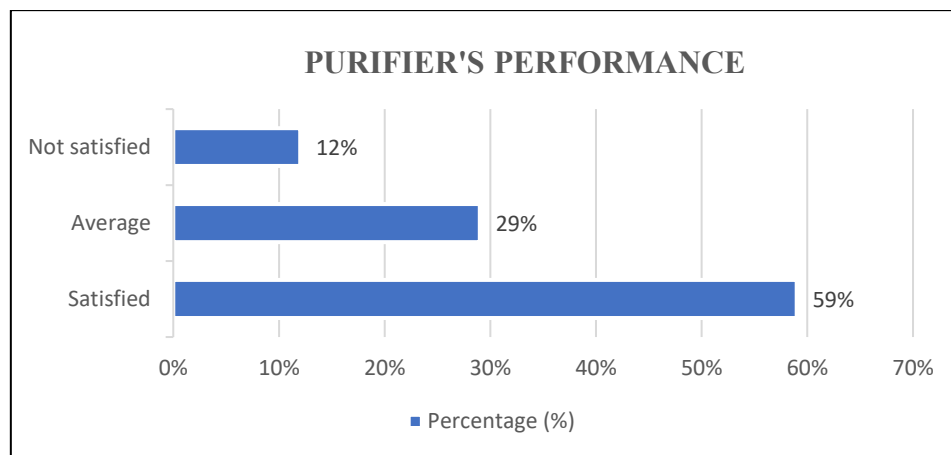
### Final interpretation

There is a significant difference in customer satisfaction levels – more respondents are satisfied than would be expected by chance. The distribution is not uniform, indicating a positive performance perception of Kent water purifier.

### V. DATA ANALYSIS / FINDINGS:

#### 1. What is your level of satisfaction with Kent Water Purifier's performance?

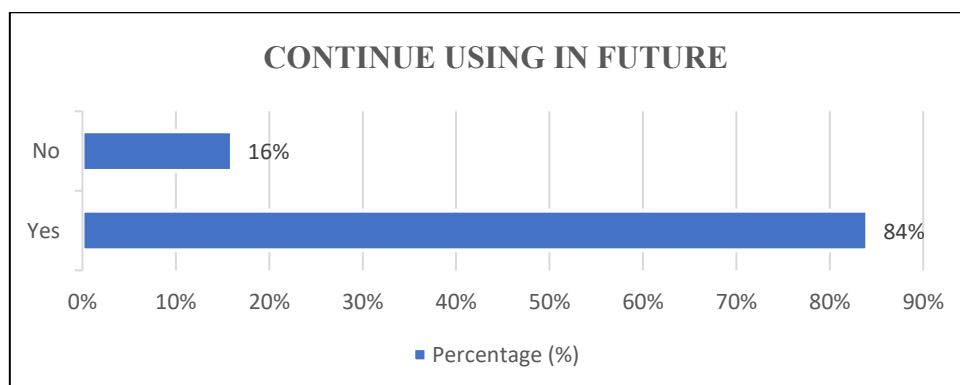
Option	Respondents	Percentage (%)
Satisfied	69	59%
Average	33	29%
Not satisfied	14	12%
Total	116	100%



**INTERPRETATION:** From the above graph show that the majority of respondents (59%) are satisfied with Kent Water Purifier's performance, while 29% find it average, and 12% are not satisfied, indicating a generally positive experience

#### 2. Do you plan to continue using Kent Water Purifier in the future?

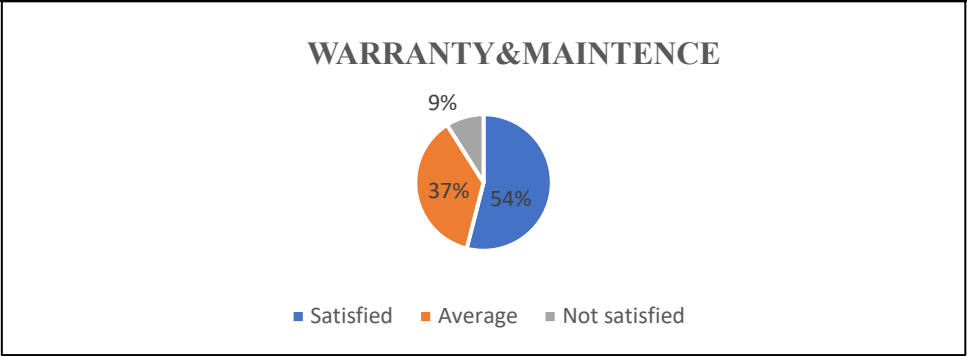
Option	Respondents	Percentage (%)
Yes	98	84%
No	18	16%
Total	116	100%



**INTERPRETATION:** From the above graph show that A significant majority (84%) plan to continue using Kent Water Purifier in the future, while 16% do not intend to, indicating strong loyalty and satisfaction.

3. How satisfied are you with Kent Water Purifier's warranty and maintenance services?

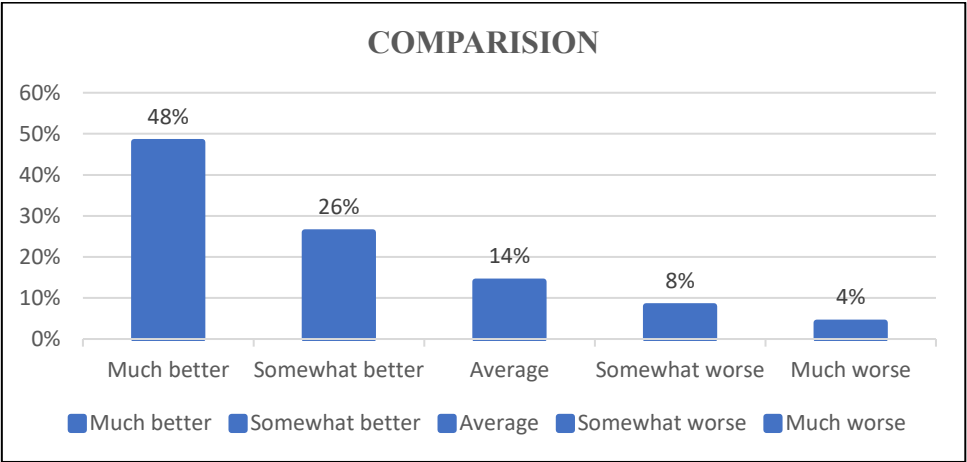
Option	Respondents	Percentage (%)
Satisfied	63	54%
Average	43	37%
Not satisfied	10	9%
Total	116	100%



**INTERPRETATION:** From the above graph show that the majority of respondents (54%) are satisfied with Kent Water Purifier's warranty and maintenance services, while 37% find it average, and 9% are not satisfied, indicating a generally positive experience.

4.How would you rate the performance of Kent Water Purifier compared to other brands?

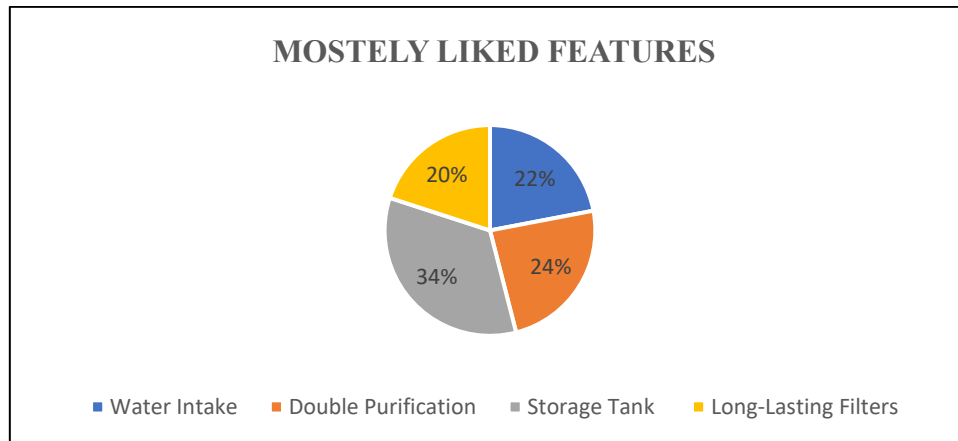
Option	Respondents	Percentage (%)
Much better	56	48%
Somewhat better	30	26%
Average	16	14%
Somewhat worse	9	8%
Much worse	5	4%
Total	116	100%



**INTERPRETATION:** From the above graph show that the majority of respondents (48%) believe Kent Water Purifier performs much better than other brands, while 26% think it's somewhat better, 14% find it average, and 12% think it's worse, indicating a strong comparative advantage.

### 5. What features do you like most about Kent Water Purifier?

Option	Respondents	Percentage (%)
Water Intake	25	22%
Double Purification	28	24%
Storage Tank	40	34%
Long-Lasting Filters	23	20%
Total	116	100%



**INTERPRETATION:** From the above graph shows that survey identifies the most popular features of Kent Water Purifiers, and Storage Tank is the favourite (34%), followed by Double Purification (24%), Water Intake (22%), and Long-Lasting Filters (20%). This indicates that customers appreciate the storage capacity and higher-end purification technology of the purifier.

### VI. FINDINGS

- From the above graph show that the majority of respondents (41%) are between 25-34 years old, followed by 28% in the 18-24 age group, 17% in the 35-44 age group, and 14% are 45 years old and above. This indicates a relatively young demographic.
- From the above graph show that majority of respondents (38%) have been using Kent RO water purifiers for 6-12 months, followed by less than 6 months (28%), 1-2 years (25%), and more than 2 years (9%). This indicates relatively recent adopters.
- From the above graph show that the main reason for purchasing a Kent RO purifier is its water purification technology (35%), followed by brand reputation (28%), price (17%), service availability (11%), and recommendations (9%). This suggests that effective purification technology is a key driver for buyers.
- From the above graph show that the majority of respondents (58%) are satisfied with Kent RO Water Purifier's water purification quality, while 27% are neutral, and 15% are not satisfied, indicating a generally positive experience.
- From the above graph show that the majority of respondents (85%) have not faced any major issues with the Kent RO purifier, while 15% have experienced issues, indicating a relatively reliable product.
- From the above graph show that the main reason for purchasing Kent RO purifier is brand trust (40%), followed by features & technology (25%), water quality concerns (22%), and price/offers (13%), indicating that trust in the brand is a key driver for buyers.
- From the above graph show that survey reveals that 87% of respondents rate the build

quality/design of the Kent water purifier as good, 9% as average, and 4% as bad, indicating a strong positive perception of the product's design and build.

- In the above graph shows that 58% of respondents are satisfied with the after-sales service response time, 32% find it average, and 10% are not satisfied. This indicates that the majority of users are pleased with the responsiveness of Kent's after-sales service.

## VII. SUGGESTIONS

- Launch AMC (Annual Maintenance Contract) Packages with Clarity
- Flexible AMC packages with usage-based approach and as per customer requirements.
- Improve Product Awareness and Usage Instruction
- Have short demo sessions on installation to instruct customers in maintenance, filter replacement, and simple troubleshooting.
- Make available easy-to-use guides or videos.

## VIII. CONCLUSION

The customer satisfaction study with three of them leading RO water purifiers of Kent clearly reflects the brands good name in providing clean drinking water using such advanced technologies as RO UV and UF and a huge majority of customers. Being happy with the products. performance, taste, and quality make Kent the market leader in water purification. and filtration products of its kind and category. Yet, to take customer experience and loyalty one notch higher, Kent must work on improving its after-sales service, maintenance expenditure, and sporadic variations in the quality of service. By leveraging its efforts to continue innovating and improve these areas, Kent can reinforce its market foothold and address the changing demands of its customers. Customer satisfaction with Kent RO water purifiers

reflects a largely positive experience among respondents, according to the study.

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