

A Review for Analysis of Water Use for Water Bottle Production

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Abstract: *The study is based on empirical survey. The sample design is the most appropriate technique for analytical research when the population is large. A pretested interview schedule was administered to collect the opinion of the respondents. Every respondent is asked to answer the same set of structured and predetermined questions; coding, data treatment and interpretation were done. Interview Schedule and Its Administration First of all, all the questions and formats are standardized so that all the interviewees can see the same interview schedule. Secondly, the interview calendar is solely for the purpose of extracting the relevant information from the respondents. The interview schedule used in this study is included in appendix A and appendix B. Measurement Scales Used Closely related to the interview schedule, was selecting the format of response for measurement. The three types of measurement scales in the interview Schedule of this research were nominal, ordinal and interval. Five Point Likert scale was used form ensuring the opinion related to packaged drinking water.*

Keywords: *Drinking water, Environmental Protection Agency, Food and Drug Administration, marginal water, Non Spring or Mineral Water.*

1. INTRODUCTION

Drinking water has been widely used by consumers, although drinking water in Coimbatore is known for its taste. The marketing of potable water packaged in Coimbatore has increased year after year. Despite marginal water prices, consumers not only consume drinking water during the trip, but also consume normal drinking water. It has been observed that people have begun to use large quantities of packaged drinking water and have become one of their consumer products. In this regard, it should be noted that there are more potable water brands in the market. In this case, it is necessary to study the commercialization, consumer perception, the influence of the brand, the preferences of consumers for the packaging of drinking water and help to take measures to improve the quality, practicality and satisfaction of the consumers. Consumers Improve. In the last two decades, the structure of the drinking water market in Coimbatore has undergone major changes, both in terms of supply and demand and demand. The potable water packaging sector has become the most dynamic sector of national beverage trade. The consumption increases. Packaged drinking water shows the highest increase in

demand and sales of all food and beverage products. This is mainly due to the increased purchasing power of consumers.

There are two different agencies that are responsible for managing the water used as public drinking water and bottled water. The Environmental Protection Agency (EPA) is responsible for managing the quality of tap water; The Food and Drug Administration (FDA) oversees the water used by bottled water companies (Goodman, 2009). Due to these two sources of water, tap water and bottled water are regulated by different agencies, so there are different regulations.

Standards generated. Compared with the EPA, to protect water resources, the FDA has been safe and consumer protection is relatively strict in regard to bottled water (Waxsman and Maqui, 2009). Provision must be tested by a certified laboratory according to EPA's drinking water public, all violations reported, the public that water consumers should be provided to the water reported that the source of pollution and the Compliance (Goodman, 2009). FDA bottled water as food management, not allowing a certified laboratory for water testing or reporting violations; Bottled water company has no obligation to mention the water, water or pollution treatment method (Goodman, 2009). In general, it exceeds the national requirements to protect bottled water

from the FDA, although global requirements are not broad enough to protect water (Waxman and Markey, 2009). 4 In addition to the difference in real water, disposable bottles of water can generate waste in the final landfill. While wastewater bottles are the smallest global contribution, which was found in 2006 to be rejected bottles of mineral water from the American production of three-quarters of bottled water instead of recycling (Waxman and Markey, 2009).

2. WATER QUALITY

Most people think that bottled water is the purest water source, at least cleaner than tap water. The name of the main supplier of water bottles will make us think that the water comes only from the green and original parts of the earth. It is not surprising that bottled water is labeled as a "water source" or "pure water glacier" when bottled water comes from the same public water system as tap water.

In Canada, federal regulations oversee the sale and distribution of bottled water. The Canadian Food Inspection Agency treats water as a food and "prohibits the labeling, handling, packaging, processing, sale or advertising of any food and therefore deceives or deceives nature, the value, quantity, composition, value or safety of the product." However, there are two types of bottled water defined in foods and medications rules.

1. Springor Mineral Water: Water or mineral water: Bottled water from groundwater sources that are not part of the community's water supply and are fit for human consumption in their place of origin.

2. Non Spring or Mineral Water: Bottled water from any source of human consumption. If you look at bottled water in the same way, you will find that the water you drink may be the same as the quality standard for water. 'tap water. This is because, in many (but not all) cases, the most popular bottled water companies come from municipal supplies rather than snow glaciers or foam sources. Essentially, you can only drink tap water, but buy a nice label and a convenient package. In other words, Toronto Star news does not mean you want to drink tap water, not just to make you want to buy deceptive products.

3. Leadin Tap Water

Over the last six years, 13% of household water tests have shown that many people in Toronto have a harmful lead in drinking water. He says lead is used in tap water from two sources: aging pipes belonging to cities or aging pipes. The problem is that the owner is responsible for the replacement of the pipeline on the property side, because the government, in recent times, does not have to replace the pipeline that is

on its side, because everything will be fine. . As it is sent through the pipeline before tap water, the owner's tube of pollution may still be exposed to lead, although the city has already made a partial replacement along the city's property line.

3. BOTTLED WATER PACKAGING CONCERNS

Plastic water bottles are generally considered safe, but studies have shown that there are some risks associated with liquefied chemicals, especially when associated with storage. Most plastic water bottles are filled with polyethylene terephthalate, a thermoplastic polymer resin. The so-called PET or PETE contains strontium, a potentially toxic substance that causes vertigo and depression at low doses, and is strongly nauseated, vomited and dead [3].

Another problem with plastic water bottles is the presence of bisphenol A (BPA), a chemical element used in the manufacture of hard plastic toys, bottles and food containers. The Canadian Broadcasting Corporation has reported that animal studies using BPA may be associated with "obesity, infertility and insulin resistance in rodents". BPA is very cautious and was included in the Canadian Toxic Substances List in October 2010. A committee of the National Institutes of Health (NIH) has concluded that BPA can cause neurological problems and fetal and maternal behavior. child. Another group found that BPA had a negative impact on the brain, the reproductive system and the immune system.

4. WATER BOTTLE BANS

As the sale and consumption of bottled water continues to increase, some politicians and activists have taken steps to reduce bottled water and encourage people to drink. In September 2009, the Australian city of Bundanoon became the first city in the world to completely ban bottled water on its shelves and install water around the city.

Cities taking action in the United States include San Francisco and Seattle, and they no longer buy water for the city and Chicago, adding 5 cents per bottle. Several restaurants in these cities have also stopped bottling filter faucets. Other cities are also considering taking action.

5. RELATED STUDIES

American Water Works Association (2001), replacing the dawn of the era: re-investing in infrastructure, drinking water shows that most of the underground water conservation

infrastructure at the end of the hope of He will lose life or it, but in the next years he must be replaced. The estimated costs of recovery and replacement are hundreds of billions of dollars. These solutions not only allow the latest technology to improve efficiency but also address the growing amount of drinking water tickets and beyond standards. Unfortunately, the only way to finance these changes is to increase tax rates and taxes, and there is no doubt that there will be a lot of resistance. Ideally, this unavoidable tariff increase will cause municipal water companies to ensure their services and recover the trust of the public that has lost decades. However, when compulsory payments and vigorous water defense have become a mandatory requirement, the amount of water needed for bottled water consumption began to return to tap water. Reliability is one aspect of the debate about water consumption, pending the search [6]. Aini Fakhru'l Lacy A, Suan K. (2001) in his study of the crisis of water management: that the satisfaction, impact and response of consumers to explain the high level areas facing serious water quality problems and frequent supply disruptions, dissatisfaction can be expected and can be compared to results in other regions. Celine Nauges (2004 years) in health risks and prevented from acts of her perception research topics: the analysis of water consumption in households in southwestern Sri Lanka, explained that the use of Sri Lankan surveys in the old data, which provide results with my originals) Factors that stimulate the perception of the risk associated with water consumption, and ii) the ability of families to take water before drinking to determine the risk perceived First, they found evidence that the aesthetic characteristics of water (taste, color and size), hygiene education and habits related to the family, favored the assessment of security risks. Second, they show a higher one. The perceived risk increases the likelihood that the family will cook or filter before drinking [7].

Jonathan Chenoweth, (2005) in the attitudes of consumers among their research topics Cyprus and Latvia compared: in the water industry model preferences for assessing the impact of consumer exposure on risk from point of view of its method of water supply Consumer expectations indicate that consumers mainly and mostly want to provide potable water. The research in this study contrasts with the consumer's preferences in some cases the water sector: Cyprus, the number of supply problems and has not continued large, and Riga, where there are problems with the quality of water . An analysis of consumer profiles in both case studies shows that reliability is crucial when water supply is not reliable, once it is reliable, quality Question[8] is presented.

Arnold, E. and Larsen, J. (2006) In a study entitled "Bottled Water: Foundry Resources," the Millennium

Development Goals of the United Nations for sustainable development with the environment require a reduction of the percentage of people who could not continue to enter. To achieve this goal, the 15,000 million dollars a year must be doubled. Currently, the world participates in the provision of water and sanitation. Although this amount seems to be large, it is quite impressive compared to the estimated \$ 100 billion spent in bottled water every year. Companies spend among promoting bottled water and consumers who spend money on their own products, so they can build public water systems that are suitable for most of the world, reduce dependence on bottled water and many Environmental pressure [9].

Al-Ghuraiza, Y. I Enshassib, A. (2006) found in their survey on customer satisfaction with the water service of the Gaza Strip that the global water supply in Europe is very satisfactory and the The situation in other regions is very different. For example, a survey in the Gaza Strip found that more than 71% of respondents were dissatisfied with water quality, 67% were not satisfied with water consumption and 60% of respondents were not continuous about the supply of water. Satisfaction [10].

Miller, M. (2006) In the study of bottled water: why is it so great? In 2005, Nestlé Water from North America reported that the rapid growth of the bottled water industry was due to the fact that ordinary people in the United States were 20 times more likely to consume bottled water than 20 years ago. The reasons for this vary from person to person, but the result is the same: bottled water has become the most popular beverage in the United States. Nestlé advises consumers to feel safe when using bottled water instead of tap water. More than half of the population surveyed in 2001 focused on the quality of water and the quality of drinking water.

6. CONCLUSION

In the last two decades, the structure of the drinking water market in Coimbatore has undergone major changes, both in terms of supply and demand and demand. The potable water packaging sector has become the most dynamic sector of national beverage trade. The consumption increases. Packaged drinking water shows the highest increase in demand and sales of all food and beverage products. This is mainly due to the increased purchasing power of consumers. The importance of this research is to provide a useful tool for vendors who pack drinking water to manage marketing activities in the right way. In addition, there is no research on the drinking water market for packaging.

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