**Abstract**

The study deals with the “consumer behaviour and preference towards water purifier**”** since people becoming aware of the hazards of drinking impure water, the demand for effective water purifier is growing rapidly. The majority of intestinal disorders are caused by water borne micro-organisms and the tap water contains both biological and chemical contaminants. As a result number of consumers is looking for reliable water purification. So, mechanized water purification is often considered more reliable and also it is necessary in the present economy. This study deals with the effectiveness and expectations of consumer towards the product. It also helps to identify the necessity for water purifier.