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Two Days National Conference on

**“CHALLENGES OF INDIAN ECONOMY AND SUSTAINABLE
DEVELOPMENT”**

Organized by
Department of Economics

**Department of Economics &
Dr. Ambedkar Studies Centre**



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Application of Willingness to pay theory in Domestic Water Consumption of Coimbatore District

Abstract

Access to a reliable and safe domestic water supply is a serious challenge for many developing countries worldwide. In India municipal government is facing a number of difficulties in providing sufficient water in a sustainable manner due to the increasing urban population and the serious pollution of both surface and groundwater resources, but this is also due to a lack of resources to invest in the supply system. This study aimed to investigate water users' willingness to pay for the improvement of domestic water supply system. The study was constructed to 651 sample respondents of Coimbatore Urban areas. The study has classified the respondents into three category namely low income group respondents, middle income group respondents and high income group respondents. The willingness to pay theory forecasted that the respondent's income group plays positive and significant role in the willingness to pay for improved domestic water consumption. High income category respondents were found to be highly willing to pay for improved domestic water while compared to low and middle income group respondents. This study suggested that the government may be able to address the fresh and improved water scarcity in the urban territory by capturing and utilizing the potential revenue efficiently through removing the structural barriers.

Keywords: Domestic Water Supply, willingness to pay, low income group, high income group, middle income group, improved water, Coimbatore, urban.

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