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A Study on Severity of Problems Experienced By Packaged Drinking Water Retailers in Nashik City

Dr. Vaibhav Namdeo Ubale

Mobile:- 9890608846, email:- ubale.vaibhav@gmail.com

*ASSOCIATE PROFESSOR, DEPARTMENT OF MBA, SND College of Engineering & RC, Yeola 423401, District Nashik (MH)

Dr. Pushpraj Wagh

Mobile:- 9922950687, email:- pushprajwagh864@gmail.com

Assistant Professor, Yashaswi Education Society's International Institute of Management Science, Chinchwad, Pune 411033

Miss. Ankita Uday Manekar

Mobile:- 9921620733, email:- aumanekar17@gmail.com

Research Scholar MET's Institute of Management, Nashik 423101

ABSTRACT

Over the past few years, one of India's industries with the quickest growth has been the retail sector. The packaged drinking water bottle market in India was estimated to be worth \$24 billion in 2019 and was projected to grow to \$60 billion by the end of 2023, according to the Trade Promotion Council of India. The main role of retailers in this business because they are selling product to end user. The present study attempts to find out the problems experienced by Packaged Drinking water retailers in Nashik city. This study was carried out from September 2021 to February 2022. The survey lasted for about six months. Primary data were collected through existing Packaged Drinking water retailers in Nashik city. A sample of 60 retailers has been selected using convenient sampling method. The retailers were asked to rank the problems on 5 point scale, from the finding it is clear that manufacturers need to overcome the problems such as quality of drinking water, packaging of water bottles, reliable and continuous supply to sustain in the existing competition.

Key Words:- packaged drinking water, quality of drinking water ,packaging of water bottles, reliable and continuous supply

□ INTRODUCTION

In 2021, the global market for bottled water was estimated to be worth USD 283.01 billion, and from 2022 to 2030, it is anticipated to rise at a 6.7% CAGR. Experts predict that the pandemic could result in a de-growth of over 30% for this segment, which is unorganised to a degree of 80%. By establishing their own online platforms or partnering with delivery applications, brands like Bisleri, Aquafina, and Bailey are adopting the direct-to-consumer strategy. Nutrient-fortified water is growing increasingly