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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
*ASSOCIATEPROFESSOR,DEPARTMENTOFMBA, 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 retailors 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 retailors 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

popular as consumers place a higher importance on health and wellness. The demand among business travellers, professionals who are in the workforce, and for domestic consumption has been rising.

The bulk of these companies have also joined with the June 2020-launched micro delivery app OwO for the distribution of water to residential areas. Given that it is so disorganised, fake bottled drinking water has been a problem for this category. Consumers are even more cautious in the current environment, though. In this business retailor are the key role player.It's essential to streamline the supply chain if retailers are having issues with fulfilment, such as long fulfilment delays, excessive fulfilment costs, and the inability to offer competitive shipping alternatives and rates.  So, understanding their problems are key factor in order to long-term sustainability.

☐ **OBJECTIVES OF THE STUDY**

1) To study thePackaged Drinking water business in Nashik city
2) To study the problems experienced by retailers of Packaged Drinking water
3) To rank problems experienced by Packaged Drinking water retailers in Nashik city

☐ **RESEARCH METHODOLOGY AND REVIEW OF LITERATURE**

**Area of Study**

The study has been conducted in Nashik city, having a population of 20,66,000 as per the report 2020. More than 300 hotels, restaurants and shops are selling Packaged Drinking water. A 20% samples were considered out of total population.

**Period of the Study**

September 2021 to February 2022The survey lasted for about six months

**Data Collection**

This study is based on questionnaire methods. 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 data has been interpreted satisfactorily whenever and wherever needed.

**Problems Faced By the Retailers**

In the present study an attempt is made to analyse the problems faced by Packaged Drinking water retailers in Nashik city. The retailors were asked to rank the problems on 5 point scale the problems were - Reliable and continuous supply, Competitiveness of brand , Quality of drinking water, Packaging of water bottles, Advertisement and promotional activity, Product availability in seasonal days, Offers Provided by distributors, Affordable prices for consumers, Less commissions as compared to competitor, Lack of credit facility

**Review of literature**

Lekshmi R Nathan 2021 "A study on the problems faced by retailors during the Covid 19 pandemic period with special reference to Mavelikara Muncipality" this paper explained that when it comes to retail marketing, retailers face a range of challenges and problems, such as price/market competition, competitive trends, government support, expanding economic disparities, supply chain management, retail fraud, etc. The retail industry may be particularly impacted by these issues and difficulties. Each retail CEO needs to be able to recognise the problems with retail marketing and have a strategy for dealing with them.

Dr. Sreenivas Dadigala 2021 Problems And Prospects of Retail Business – A Study with Reference to Warangal, Retailers must develop marketing plans that take into account their target market, product selection and sourcing, services and store atmosphere, price promotion, and the best way to display their products inside of retail stores. The provision of great service quality is generally acknowledged as a fundamental retailing approach for establishing competitive advantage.  Therefore, by delivering superior service and\s product, undoubtedly the shops may enjoy the success.

Amit Saha(2015) The impact of the growing trend of online shopping over the numerous fixed store merchants was attempted to be highlighted in the paper The impact of online shopping upon retail trade industry. A sizable portion of the population is made up of retailers, and an even greater portion depends on them. However, the emergence of e-stores with their alluring incentives and extensive selection has slapped the fear of uncertainty and impotence in their faces. This study explores the numerous ways that retail businesses are impacted as well as the various recovery strategies they are developing to compete with those e-stores in the battle for survival.

Gandhi, Menaga B. and Chinnadorai, (2017) K.M. states that the majority of customers frequently visits to unorganized retail establishments because of their large product range. In the future, young people and middle-aged adults will frequently patronise disorganised retailers.  Retailers can only survive in a fiercely competitive market if they develop strategies to keep their customers by offering high-quality products and services, as well as by forming partnerships at the regional level.

Tom Thomas (2015) in the paper "Marketing issues faced by MSMES in Kottayam district" A very strong and dynamic area of the Indian economy is the Micro, Small, and Medium Enterprise sector. The rapidly evolving global economic environment has presented MSMEs with both possibilities and problems. The key to any business' success is marketing, which is both a strategic instrument for corporate growth and a crucial component of any successful venture.  Marketing is one of the weakest areas where MSMEs struggle the most in the current competitive era.

☐ **DATA ANALYSIS AND HYPOTHESIS TESTING**
**Research question:** Is there a significant difference in severity of problems experienced by Packaged Drinking water retailers in Nashik city?
**Statistical test:** Friedman Chi square test
**Variables and measures:** Packaged Drinking water retailers were asked to comment on following severity of problems experienced in selling Packaged Drinking water.

    a) Reliable and continuous supply
    b) Competitiveness of brand
    c) Quality of drinking water
    d) Packaging of water bottles
    e) Advertisement and promotional activity
    f) Product availability in seasonal days
    g) Offers Provided by distributors
    h) Affordable prices for consumers
    i) Less commissions as compared to competitor
    j) Lack of credit facility

Each problem was majored on 5 point scale (1 = very minor problem, 2 = minor problem, 3 = moderate problem, 4 = major problem and 5 = very major problem).

**H₀:** There is no difference in severity of problems experienced by Packaged Drinking water retailers.

**H₁:** There is significant difference in severity of problems experienced by Packaged Drinking water retailers.

**Level of significance:** $\alpha$ = 0.05

**Test Statistics[a,b]**

| N | 60 |
|---|---|
| Chi-Square | 27.193 |
| df | 9 |
| Asymp. Sig. | .001 |

Source: output of SPSS

**Observation:** $X^2$ (9) = 27.193, p = 0.001

**Conclusion:** Scene P value 0.001 is less than level of significance the null hypothesis is rejected.

Hence it is concluded that **"There is significant difference in severity of problems experienced by Packaged Drinking water retailers.**

In order to find out where difference lies we refer to rank table.

**Ranks Table**

| | Mean Rank |
|---|---|
| Reliable and continuous supply | 5.82 |
| Competitiveness of brand | 4.98 |
| Quality of Drinking Water | 6.70 |
| Packaging of water bottles | 6.29 |
| Advertisement and promotional activity | 5.53 |
| Product availability in seasonal days | 5.48 |
| Offers Provided by distributors | 5.28 |
| Affordable prices for consumers | 4.93 |
| Less commissions as compared to competitor | 4.68 |
| Lack of credit facility | 5.34 |

Source: output of SPSS

From the rank table it can be seen that, Quality of drinking water has mean rank 6.70, Packaging of water bottles has mean rank 6.29, Reliable and continuous supply has mean rank 5.82, Advertisement and promotional activity has mean rank 5.53, product availability in seasonal days has mean rank 5.48, Lack of credit facility has mean rank 5.34, Offers Provided by distributors has mean rank 5.28, Competitiveness of brand has mean rank 4.98, Affordable prices for consumers has mean rank 4.93, Less commissions as compared to competitor has mean rank 4.68.

☐ **CONCLUSION:**

Hence it can be concluded that, the top three problems faced by Packaged Drinking water retailers in Nashik city are,

1. Quality of Drinking water
2. Packaging of water bottles

3. Reliable and continuous supply

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