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A Study On Consumer Satisfaction Towards Jute Product In Erode District

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ABSTRACT

This study has been conducted to analyse the consumers opinion and satisfaction level towards Jute products with special reference to Erode District. Jute fibres found useful in sophisticated fields like decorative and furnishing materials such as lamp shades, wall covers, curtains, upholsteries, etc. Today jute is the least expensive fibre of mass consumption and it is 100% bio-degradable, recyclable and environmental friendly. Jute is a natural fibre with golden and silky shine and hence called The Golden Fibre. It is now the second most important fibre in the world, next to cotton. This study has been conducted by using purposive random sampling method with a sample size of 100 respondents.

The main objective of the study is to analyses the awareness, usage and satisfaction level of customers towards jute products in Erode. In this study Percentage analysis, Chi square test and Weighted average were used for analysis and interpretation of data. The researcher has found that the consumer satisfaction level towards jute products was very good.

KEYWORDS: Importance of study, Role of Jute Products, Major problems in purchase of jute products.

INTRODUCTION

The present global business environment in India is the second biggest producer of jute after Bangladesh including the bags all over the globe. Jute is a natural fiber and is the world's second most used fiber after cotton. In India jute industry is an essential portion of the Fabric Industry and renowned as the main producer of raw jute and jute things. Jute is in general a natural fiber most typically called the „golden fiber". The decision taken by the Cabinet Committee on Economic Affairs, chaired by Prime Minister Narendra Modi, mandates that 100 per cent of the food grains and 20 per cent of sugar will be mandatorily packed in diversified jute bags (Economic Times).The manufacturing of jute is completely dependent on nature and monsoon is the best time for the manufacture. The business of making jute bags

need very less investment compared to a plastic bag. Jute is a natural vegetable fiber made from the outer stem and skin of the jute plant.

Jute products can be used for a range of purposes, from fashion to industrial uses.Jute yarn is often used to make clothing, bags, and other accessories. Jute fabric is often used to make upholstery, curtains, and car interiors. Jute twine is often used to tie and secure materials in the agricultural industry, such as hay bales and bundles of timber. Jute bags are becoming increasingly popular in the retail industry, as they are an eco-friendly and alternative to plastic bags.

STATEMENT OF THE PROBLEM

A research problem in general, refers to some difficulty which researcher experiences in the context of either, a theoretical or practical situation and wants to obtain a solution for the same. The declining demand for jute products in the market has adversely affected the jute industry in India. The demand for jute products has been declining in recent years due to a lack of consumer awareness about the advantages of jute and the availability of cheaper alternatives. In India, there are many people still using plastic bags while purchasing the articles. This research is conducted to know the awareness, satisfaction level and Purchasing decisions of consumers toward Jute products.

- To what extent the consumer are satisfied with jute products
- What kind of problems consumers faced towards jute products
- What are the main factors influencing the consumer to purchase jute products.

OBJECTIVES OF THE STUDY

- To examine the need of jute products among the consumer.
- To analyze the factors that influence consumers to buy jute products.
- To determine the consumer satisfaction on the quality and price of the product.
- To identify the buying affordability of consumer in jute products.

SCOPE OF THE STUDY

The scope of this research project on jute products will include examining the benefits of using jute in the production of various products, such as carpets, bags, clothes, and other household items. The research project will also explore the potential of jute as an alternative to other natural fibers, such as cotton, linen, and hemp. It also analyses the priority of the factor influencing the purchase decision for jute products and also measures the satisfaction level of Consumers of jute products, particularly restricted to Erode District.

RESEARCH METHODOLOGY

Research in common term refer to a search knowledge. One can also define as scientific and systematic search for pertinent information on a specific topic. The research methodology adopted in the present study regarding source of data. Methodology is the way to solve the research problem systematically. It may be understood as a science of studying how researcher is done for the study is given below.

RESEARCH DESIGN

The formidable problem that follows the task of defining research problem is the preparation of the project, popularity known as the research design. Design regarding what, when, how much and by what means concerning an inquiring or research studies constitute a research design. A research design is the arrangement of collection and analysis of data.

PAST LITERATURE REVIEW OF JUTE PRODUCTS

Roy et al. (2000) found price instability and a low support price to be two marketing constraints**. Dey (2005)** examined that jute, a bio-degradable green products, provided a remedy to the world packaging business**. Rajendra (2009)** found more than 80 per cent of farmers are unaware of enhanced production technologies due to a lack of an acceptable regularised market and grading system (93 per cent) and the large amount of labour necessary UNDER PEER REVIEW for manual jute retting (81 per cent) and expensive labour wages during peak season (79 per cent**). Islam & Ahmed (2012)** observed that Jute potential is a result of global environmental realization and environmentally favourable properties. **Gon et al. (2012)** found that jute fibre is a promising reinforcement for use in composites because of its low cost, low density, high specific strength and modulus, lack of health risks, ease of supply, renewable nature, and low processing energy demand. **Kumar, Shamna, & Pandey (2014)** revealed that jute is used as a vegetable, geotextile, biogas, and biodegradable product with an environmental impact**. Sadat & Chakraborty (2015)** revealed that jute has been used for many years. It is a more environmentally friendly and biodegradable fibre crop than cotton. Jute leaf has been used as a meal and folk medicine in several civilizations**. Islam et al. (2015)** found a lack of capital and inputs, as well as a lack of knowledge and natural resources, as well as market information**. Kalita & Bhuyan (2018)** stated that the primary market was found to have a significant impact on the region's jute marketing system. The distance to the nearest market, the time of sale, and the growers' land holding status all have a significant impact on marketing strategies and channel choices**. Kumar et al. (2020)** revealed that lack of an organised market is the most significant constraint, followed by high labour costs, which discourage farmers from entering the jute farming business. Creating awareness among the people regarding the impacts of climate change and the benefits of implementing climate resilient agricultural practices **(Patro et al, 2022)**

LIMITATIONS OF THE STUDY

The following are the limitations of the study

- The research was limited to Erode district only.
- Due to time constraints, the sample size was limited to 100 respondents and the findings may not be applied to the total population.
- The study findings may not be applicable to other respondents located in another geographical area.
- The accuracy of the study is purely based on the information given by the respondents.

FINDINGS

Percentage Analysis

- Majority (60%) of the respondents belong to the age group of 20-30 years.
- Majority (89%) of the respondents are Female.
- Majority (78%) of the respondents are Under Graduate.
- Majority (85%) of the respondents are Unmarried.
- Majority (56%) of the respondents are Student.
- Majority (68%) of the respondents belongs to the Nuclear family.
- Maximum (37%) of the respondents earnings are Below Rs.15,000.
- Majority (51%s) of the respondents are residing inRural area.
- Maximum (39%) of the respondents came to know about jute products through Relatives/friends.
- Majority (58%) of the respondents purchased jute Bags & purses.
- Maximum (39%) of the respondents purchase jute products Occasionally.
- Maximum(43%) of the respondents purchase jute products from Retail shops.
- Majority (79%) of the respondents felt the price of jute products is Moderate.
- Majority (60%) of the respondents prefer jute products Below Rs.1000.
- Maximum (41%) of the respondents purchase jute products as it is a Natural fiber product.
- Majority (75%) of the respondents purchase jute products for Personal use.
- Maximum (40%) of the respondents felt the durability and usage of jute products is 3-6 months.
- Majority (95%) of the respondents recommend jute products to others.

Chi-square Analysis

- There is no significant relationship between the age and the level of satisfaction of jute products.
- There is significant relationship between the gender and the level of satisfaction of jute products.
- There is a significant relationship between the educational qualification and the level of satisfaction of jute products.
- There is a significant relationship between the occupation and the level of satisfaction of jute products.
- There is no significant relationship between the family monthly income and level of satisfaction of jute products.

Weighted score analysis

It is evident from the analysis that the majority of the respondents are influenced to buy Jute bags.

SUGGESTIONS

Based on the findings, the following suggestions have been given for the improvement of Jute products.

- It is suggested that the government could offer subsidies or low-interest loans to mills for technological upgrades.
- Improving quality control and standardization.
- It is suggested to expand markets for jute products.
- Encouraging innovation in design and applications.
- The product range of jute is to be diversified and jute mills are needed to be modernised.

CONCLUSION

The data required for the present study is collected mainly from primary sources. Purposive sampling technique was used to select a sample of 100 jute consumers from Erode district, Tamil Nadu. It is determined that consumers are highly satisfied in jute bags. The jute sector plays a very major role in our country‟s economy to a great extent. The Indian Jute industry will have a very bright future, if it is well organized and well adaptive to the changes with the passage of the time. Thus, the project helped us in knowing the market strategies and consumer behavior towards the Jute products.

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