

A STUDY ON CUSTOMER PERCEPTION ON JUTE PRODUCTS WITH SPECIAL REFERENCE TO AJUTE INTERNATIONAL PVT LTD

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESS
ADMINISTRATION
SCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of JOTHIGA.K (40740143) who carried out the Project Training at "AJUTE INTERNATIONAL PVT LTD " under our supervision for a period of 3 months from January 2023 to March 2023.

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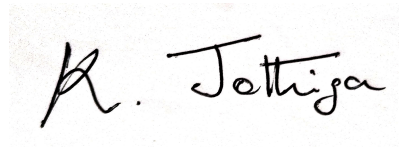
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DECLARATION

I JOTHIGA K (40740143) hereby declare that the Project work done by me under the guidance of Dr. R. Thamilselvan (Internal) and Ms. M. MAHALAKSHMI (External) at AJUTE INTERNATIONAL PVT LTD, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

A handwritten signature in black ink, reading "A. Jothiga". The signature is written in a cursive style with a large initial 'A'.

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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ABSTRACT

The customer perception on jute products with reference with Ajute international pvt ltd, Chennai. This study aims to identify whether the customers move to other materialled products than the jute products because of increase in the price of the jute products. Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness. "Regardless of their actual experience, customer perception is all about how the customer feels about your brand and their interactions with you,". It is only when you know your customers' perceptions of your business, your service and your products, that you truly know whether your business is going in the right direction or not. Everything what the customers see, hear and experience is linked together and forms their overall perception of the company. The customer perception is one of the basic opportunities this help to improve customer relationship and understand what customer like about your company and also what they need for your company. So, organization will be understanding customer overall experience and take suitable decision making. The questionnaire was collected for the study as a primary data with a sample of 100 respondents. Descriptive research design is used in this study. The collected data has been tabulated and analyzed using the tool percentage analysis.

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE TOPIC

CUSTOMER PERCEPTION

Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness.

“Regardless of their actual experience, customer perception is all about how the customer feels about your brand and their interactions with you,”

Customer Perception is a marketing concept that tells us what customers think about a brand or a company or its offerings. It can be positive or negative feelings, perceptions, inhibitions, predispositions, expectations or experiences that a customer has.

The concept of customer perception, is to figure out that it is arguably the most important factor that decides the success of a brand, product or a company as a whole. How a particular brand or company is positioned also plays a vital role in this. The characteristics of a brand and its personality play a big role.

Customer perception is about impressions and feelings. Facts and figures occupy a back seat where these two emotions are concerned.



ADVANTAGES OF CUSTOMER PERCEPTION

- Increase customer loyalty
- Influences buying decision
- Development of new product

DISADVANTAGE OF CUSTOMER PERCEPTION

False promises will create a negative impact on the customer, and you will lose your credibility in the market. An important disadvantage of wrong customer perception is that making false promises loses the trust of the common man.

One's attitudes, motivations, expectations, behavior and interests are some of the factors affecting perception. Let's explore these factors with examples to understand the importance of perception in a professional setting.

IMPORTANCE OF CUSTOMER PERCEPTION

Customer perception is important because it impacts a business's bottom line. Say a customer becomes so frustrated with your brand that they decide to end their subscription with your business. You might think it's a small loss—just a single subscription—but that churn represents much more value. That buyer might have gone for an upsell or cross-sell, or they may have remained a loyal customer and told their friends to buy your product.

Later once realize how much impact a single customer can have on customer bottom line, their perception of the company will seem like anything but a small matter.

It is important that both brand and customer perception tally. Sometimes what the brand is offering may differ from what the customer perceives. It can cause unfavorable reactions from one or other parties. Make sure that the brand is in complete sync with the customers to boost their perception about its products and services.

1 in 3 customers will leave a brand they love after just one bad experience. In other words, we're not far from a world where the customers' perception of both the brand and quality of service could take precedence over traditional competitive advantages like pricing, features, or usability.

It is important that both brand and customer perception tally. Sometimes what the brand is offering may differ from what the customer perceives. It can cause unfavorable reactions from one or other parties. Make sure that the brand is in complete sync with the customers to boost their perception about its products and services.

An important advantage of good customer perception is that it strengthens the bond between the brand and its customers. An individual is likely to visit the place at least once if his interactions over there have been favorable.

The journey of a customer from the first to the last point in your outlet is very important. It will take him only a few seconds to judge and make up his mind.

Creating good vibes about your business is not as difficult as it seems. You can take the help of several tools to achieve your target. Remember, even if you face any negative impact, it will need just some extra steps and voila you can convert it into the optimistic and positive customer experience. This will be able to change customer perception dramatically and work in your favor.

1.2 INDUSTRY PROFILE

The manufacture of jute fibres into coarse cloth by hand-spinning and hand- weaving was a very old industry in India. "Practically, every homestead in the jute tracts had a few bundles of jute suspended from a beam in the roof of the verandah. The fibre was spun into twist or yarn, and worked up as required into string or rope, or was woven into gunny cloth or bag." The first power loom was established in 1859 at Baranagar near Calcutta. In the beginning, the progress was very slow so much so that between 1854 to 1863—64, only one more mill was built. From 1863—64 onwards, however, growth of the industry was fairly rapid, occasional set-backs notwithstanding

jute was the monopoly of India, and in this, the Bengal industry “furnished with the best mechanical appliances moved by steam” had a strong advantage. It naturally led to the industry’s expansion which had the inevitable result of “shutting Dundee out to a great extent from the Asiatic, Australian and even a part of the American markets.” The progress was slowed down during 1890-95 on account of the prevailing famines in India which indirectly hit the export trade and hence the demand for gunny hags in the country. From 1900 onwards, the industry again grew at a fairly rapid pace and by 1913—14, the number of jute mills had risen to 64 with 36,000 looms and employing 2.16 lakh workers. The First world war created a large demand for sand-bags and other jute manufactures. In order to economise on shipping which was scarce at that time, the govt., encouraged the export of jute manufactures in place of the raw-fibre.

The shipping difficulties were so acute that between 1917—19, even exports of jute manufactures was prohibited except under license. However, the war demand was so great that these restrictions could not seriously hinder the growth of the industry. In 1919, the industry comprised 76 mills which employed 2.76 lakh workers. In addition, there were 211 jute presses in which 33,316 persons were employed. It is worth noting that the jute growers of Bengal did not share this prosperity of the industry. On the contrary, export markets having been closed by the war and there being acute shipping shortage, the farmer was forced to dispose of his crop at whatever prices the industry chose to pay. The industry was overtaken by a crisis as soon as the war ended. Production was far in excess of the world’s dislocated trade requirements. Therefore, in order to adjust production to world demand, the mills agreed to work fewer hours a week. Fortunately, the demand picked up again with the revival of international trade and the industry continued to make fair progress till it was overtaken by the World Depression. The Depression brought about a calamitous fall in agricultural prices. In 1930 — 31, for example, the aggregate value of the Bengal jute crop was “not more than 1/5 of what it had been in 1926. The result was financial paralysis met by voluntary crop restriction.” The mill industry was also severely hit partly due to an actual decline in demand for packing

materials and partly due to competition from substitutes which was further aggravated by the depression, and by the intensification of economic nationalism. The main trouble of the industry, however, lay in its excess capacity. Even during the depression, the number of spindles and looms continued to increase so that the industry came to have an estimated excess capacity to the extent of 30%. A rational solution would have been to scrap the excess capacity and prohibit the establishment of new mills.

In practice, the adjustment was made through the notorious device of reducing the number of working days as well as the hours of work and a scaling of a part of the machinery. However, with the recovery in the world trade, the demand for jute manufactures began to increase and from November 1934, jute mills decided to increase production by gradually unsealing the looms. By 1937—38, all restrictions were withdrawn and jute exports, which stood at 6.7 lakh tons in 1933 — 34, exceeded 1 million mark. The second world war brought about a sea-change in the industry. From an era of short working hours, sealed looms, quotas and gentlemen's agreements in 1938, there was a change in 1939 to working on double shifts, unsealing the looms, rise in wages and increased activity to the extent of seeking exemption from the operation of the Factories Act. The boom, however, proved short-lived. The stimulus fell-off and the industry took an erratic course due to loss of markets, transport difficulties and fluctuating demands. This is manifest from the volume of jute manufactures which rose to 12.8 lakh tons in 1939 only to fall to 11 lakh tons in 1940— 41; it again improved to 12.7 lakh tons in 1941—42 but declined to 10.6 lakh tons in 1943—44. The year 1943 was particularly characterised by an acute shortage of coal so much so that the Indian jute mills Association had to establish its own depots for distribution. On the whole, the war was a period of prosperity for the industry whose profits recorded substantial increase. India's monopoly in the world trade of jute manufactures was brought to an end by the Partition of the country. All the jute mills but only 19% of the area under jute cultivation came to India's share while Pakistan got 81% of the jute area but not mill. This made the supply of raw-jute a major problem for the industry. The problem was further aggravated when Pakistan imposed an extra duty on the

jute exports to India and also when she refused to devalue her currency in tune with the 9 rupee devaluation in 1949. The Govt., met the situation by prohibiting the export of jute on one hand and initiating steps for increasing the home production on the other.

The success of the “Grow More Jute” campaign is evident from the fact that while imports from Pakistan declined from 45 lakh bales in 1948—49 to 14.7 lakh bales in 1955—56, home production during the same period increased from 16.58 lakh bales to 42 lakh bales. Yield per acre, however, remained almost the same-being 2.5 bales per acre, in 1947—48 and 2.4 bales per acre in 1955—56. The progress of the industry in the era of planning was rather irregular. The programme formulated for the industry in the First Plan did not envisage the establishment of new mills or the expansion of the existing units in view of the shortage of raw jute since the Partition of the country and the existence of unused capacity in the mills. The objective, instead, was to more fully utilise the existing capacity by provision of larger supplies of raw jute. Assisted first by the devaluation of the rupee and later by the war in Korea, production of jute goods increased by 28% over the period of the First Plan. The industry was caught in difficulties even before the First Plan was over. In 1956, the mills were already faced with accumulating stocks due to larger production, falling prices and rise in raw-material prices. Increasing use of bulk- handling techniques and a rapid spread of synthetic packing materials further made an already difficult situation still more difficult. At the same time, there was a near stagnation, if not a decline, in the world demand. The situation somewhat improved in 1958—59 only to deteriorate again in 1960. In the middle of 1961, nearly 30% of the looms in some of the biggest factories were sealed and some of the units had also reduced the hours worked per week. All these factors had a telling effect on jute production which rose by a mere 2.4% during the Second plan.



1.3 COMPANY PROFILE

Ajute International Pvt Ltd has an experience of 30 years in manufacturing and marketing a diverse range of jute products, comprising traditional jute items as well as diversified modern jute products.

The company's continued commitment to R&D, customer oriented approach and quality control measures have enabled them to offer this golden fibre for multi dimensional use to many satisfied customers. The mission of Ajute International Pvt Ltd is to be the leading jute products manufacturer in terms of quality, efficiencies and margins by managing our partners, customers and associates in a productive and efficient manner.

Our vision is to reach a wide array of quality Jute products to newer markets and regions of the world, to popularize the use of this eco-friendly versatile fibre and to take it to the 25 prominent position it truly merits. Efficient management of a continuously running jute mill demands judicious manpower planning, selection of qualified and experienced personnel and an appropriate organisation structure, clearly defining the function and responsibilities of managerial and supervisory staff in such diverse areas as administration, finance and budgetary control, purchase and sales, operation and maintenance, quality control, personnel management, plant security, etc.

At Ajute International, the jute manufacturing process has been streamlined and customised to efficient and optimal standards. Raw jute required for the production are available in bales of various grade and categories. Various unit process and operations involved in manufacturing diversified jute goods are given below.

SELECTION / BATCHING As jute grown in different areas varies in strength, color and fineness, the first step in preparing the fiber is "batching",

consisting of blending the various fibers to obtain uniformity in strength and color to give the precise quality of yarn for spinning. This involves the opening of various qualities of bales. These are then examined, sorted and mixed to form various batches.

26 SOFTENING In the first mechanical operation in the mill, the jute is fed into a softener in which the jute, treated with an emulsion oil and water, passes between sets of heavy spiral fluted rollers. This process renders the fiber thoroughly pliant and removes any bark portions adhering to the fiber. The piled jute is cut in order to remove the roots.

CARDING The fibers are then carded in machines, known as breaker cards and finisher cards, which reduces the average length of the fibers by teasing and combing,, and deliver them in the form of a long continuous ribbon, 5" or 6" in width, called sliver.

DRAWING The carded jute is next fed into drawing machines in three stages through the first, second and third drawing frames which draw out and attenuate the sliver, parallelize the fibres, and by means of a doubling process, produce a smoother, more even sliver. However, in case of sacking weft, the passage through, drawing frame is only done twice i.e, through first and second drawing frames.

SPINNING The last operation in the preparing department is spinning, a 27 process which imparts a slight twist to the sliver and delivers the material on to bobbins in the form of rove, a loose yarn ready for spinning. The spinning machinery known as sliver spinning, an extra drawing operation delivers a crimped sliver, which can be fed direct to the sliver spinning form. Spinning frames convert the rove to finished yarn.

BEAMING After spinning, the yarns are wound into the form required - spools for warp yarn and cops for weft yarn - for subsequent processing. Jute yarn is processed much like other textile fibers, the yarn itself being dressed (i.e, sized or starched), before being passed on to the warp beam ready for weaving.

WEAVING Jute fabrics are of simple construction and are woven on a variety of looms. Woven fabrics are inspected, dampened and calendared to produce the desired smoothness of finish.

SEWING The woven cloth is then folded in the desired length, packed in bales by hydraulic press, covered with gunny cloth for protection and stored in godowns (warehouses) to await shipment. Where jute goods are sold in the form of bags, the woven cloth is cut to the required size and then hemmed, sewn and hand stitched. These bags are folded and packed in bales.

All such goods are then stored in the finished goods godown and are dispatched as per the delivery schedule. 28 Selection of mill site and development of a properly designed mill-layout has considerable impact on the operational and marketing efficiencies, capital cost and in turn overall economies of mill operation. The mill would be using raw jute as raw material that will be brought in from the adjoining areas including the nearby states. Most of the finished goods will be exported. The unit enjoys excellent infrastructure and other facilities like availability of skilled and unskilled workforce, engineering stores, excellent transportation facilities etc. It uses the company's strong distribution network to its full advantage.

The site also enjoys close proximity to Chennai Harbour, a major commercial hub that facilitates easy marketing of finished goods. A number of conventional, diversified and customised products are produced at Ajute International Pvt Ltd, each product having its pre-required specifications.



1.4 PRODUCT PROFILE

A number of conventional, diversified and customised products are produced at Ajute International Pvt Ltd, each product having its pre-required specifications. For a detailed catalogue of our products, please send us your enquiry.

1.YARN

There are two types of yarn: (a) Traditional yarn; and (b) Diversified yarn
Traditional Yarn 29 100% jute yarn counts ranging from 4.8 to 48 lb
Heavier yarns 80 lb to 150 lb Twines and ropes Uses For traditional packaging such as sacking, hessian, carpets backing As filing yarns for woven pile carpets As insulation material in the cable industry As fuse yarn in the explosive industry In the foot ware industry Geo-textile applications As a rope in shipping industry Some industrial woven cloth etc.
Diversified Yarn Fine Yarns - 4 lb and below Special Yarns such as bulk yarns, covered yarns, fancy yarns, etc. Technical Yarns Blended yarns Uses Blended with other natural and synthetic fibres 30 In high-value added furnishings In carpets In decorative fabrics In home-textiles In made-ups In technical fabrics In apparel In eco-friendly products In carry bags In soft luggage etc. Exported to: Belgium, Turkey, Egypt, African & USA Exported volume: 88000 MT in 2002-03

2. LIFESTYLE PRODUCTS

An array of jute products find popular & fashion use in: Sofa & cushion covers Table covers Tea cosy Place mats Napkins for table setting Tea coasters Mats Matting 31 Carpets & rugs for floor covering or floor decoration Handicraft items Wall hanging in exquisite & gorgeous pieces

3. DECORATIVE FABRICS

Our jute products are used in the manufacture of: Fabrics for home & office dressing Door & window curtains Wall decorations Dyed fabrics

Combo fabrics These products are available in: Delicate & rugged look Textural variety Ethnic & modern print Aplomb fast colour Amazing range with other accessories Designer co-ordination with feel of luxury as per customer's choice These products are made on machine or handloom. Other diversified products like skirts, jackets, swing chairs, flower pot holders, blankets, slippers, bead curtains, dolls, soft luggage, briefcases, lamp shades, floor runners, panels, boards, are now being manufactured from jute. From fine silk, finished fabrics, versatile furnishings to intricately designed oriental carpets - jute makes them all. The 32 products are ideal for homes, offices, and public places.

4. RIBBONS & TAPES

Jute tapes are mainly used in upholstery, christmas decoration, nursery, etc. These tapes are available in various sizes (width, length, breadth, etc.) and color combinations. Moreover these are available in various designs as per customer's requirement.

5. BAGS

jute finds use in a range of jute bags: Backpack bags Gift bags Shopping bags Promotional bags Beach bags Children's bags Christmas bags Cosmetic bags Ladies bags Designer bags Lunch bags 33 5. HESSIAN Hessian, (or burlap is a plain woven fabric weighing from 4 oz to 10 oz a yard (139.5 gm to 434.5 gm per metre) with a normal basic width of 40" (101.60 cm). Other widths are also produced on demand. A large variety of SPECIAL HESSIANS are manufactured by the Indian industry viz. bright, fine and dyed /printed Hessians, dyed scrim fabrics, jute/ cotton and jute / synthetic union fabrics, jute / cotton buckram fabrics. The colour of the fabric requires manufacturing from good quality "white" jute. Uses To meet various packaging needs Meat wrappers Linoleum Carpet backing Cement cleavage fabric for the building trade Linings for clothing Upholstery in the automobile industry Special Hessians are used in home furnishing, for making dress goods, as linings for hats, belts, shoes, etc., and also for bag making.

6. SACKING

A general name applied to coarse fabrics used chiefly for the making of bags or sacks. They are made of jute / temp / flax and the number of threads per centimetre may vary from 2 to over 12. Sacking is a heavy, loosely-woven cloth, either plain or twill, weighing from 12 oz to 24 oz a yard (327 gm to 744.1 gm a metre) of different widths. The fabric is ordinarily made from the lower grades of fibre. Uses: Bulk of the sacking exported is in the form of bags, which are used as containers for a variety of commodities.



1.5 STATEMENT OF THE PROBLEM

The statement of the problem of this research is “will the customers move to other alternatives due to increase in the price of jute products”. The study focuses on customer’s perception on jute products . It also identifies whether the customer move to other alternative products due to increase in the price of the product , If they move what kind of material they move and what kind of product they prefer most.

1.6 NEED FOR THE STUDY

- To study the awareness of users regarding eco-friendly jute products.
- To assess the consumer satisfaction level after using jute products.
- To know the satisfaction level of price of the jute products.
- To know the perception of customers about jute products.

- The result of this research would help to find attitudes and purchase behaviour of jute products among the consumers.

1.7 SCOPE OF THE STUDY

- The customer perception is one of the basic opportunities this help to improve customer relationship and understand what customer like about your company and also what they need for your company.
- When the product is already in abundance in the market, then pricing will definitely play an important role because the increase in price will discourage customers from buying it. Similarly, if prices are lowered under such market conditions, then consumers will increase the amount that they purchase significantly.
- A customer's perception of the quality of a product, brand or business is predominately the result of subconscious thought. Most people will have an intrinsic ability to determine a product's quality from looking, feeling and listening to it. Often, an opinion is formed in a matter of minutes or even seconds.

1.8 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

The primary objective is to identify the customers perception on jute products.

SECONDARY OBJECTIVE

- The purpose of this is to define the customer perception on jute products about their price .

- If the price is high whether they move to other products.
- If they move which material products they move.
- Identify what kind of jute products they use.

1.9 LIMITATIONS OF THE STUDY

- The study was limited to Ajute customers only
- By the customers of ajute international I have collected 100 responses
- This study is limited with the department of marketing
- The responses I have collected from customers the time taken is 1 month period of time.
- The study was only about the jute products.

CHAPTER 2

2.1 REVIEW OF LITERATURE

According to Kotler et al. (1999), a person's buying choices are influenced by four major psychological factors namely; motivation, perception, learning, beliefs and attitudes among other factors. He further adds that perception depends not only on the physical stimuli but also on the stimuli's relation to the surrounding field and on conditions with the individual. Perception can be defined as the process of receiving organizing and assigning meaning to information or stimuli detected through human beings five senses. In other words, it is an approximation of reality. The brain attempts to make sense out of the stimuli to which it is exposed the outcome of this process is assigning meaning to the stimuli sensed (Kotler,2000). It has further been said that the perception is the critical activity that links the individual consumers to groups, situations, and marketer influences (Hawkins et al, 1992).Kotler (2000) further alludes that people can emerge with different perceptions of the same object because of the pre-perceptual processes; selective attention, selective distortion and selective retention. According to Loudon et al. (1979), in selective attention, consumers tend to screen out some stimuli and notice some because people are exposed to tremendous amount of daily stimuli. What an individual chooses to notice depends on his/her situation in terms of the needs among others factors. On the other hand, Loudon et al. (1979) describe selective distortions as the tendency to twist information into personal meaning and interprets information in a way that will fit our preconceptions. He further describes selective retention as a process in which people forget much of what they learn but retain information that supports their attitudes and beliefs. In today's market place. perception becomes important because when consumers.

Rajaguru and Matanda (2006) examined 'Consumer Perception of Store and Product Attributes and its Effect on Customer Loyalty within the Indian Retail Sector' and observed that except product price, other store and product attributes have positive effects on customer loyalty. Further research is needed to identify retail managers focus on product quality, store convenience as well as assure quality and availability of new products in order to enhance customer loyalty and also to

compare consumers using various retail formats and consumers' perception of product and store attributes on retail formats keeping in view demographic correlates.

Awng Di (June 2008) "This study compares consumers' perceptions between retail stores: superstores and family-run stores in Bangkok. The superstores which were used to compare with family-run stores in this study are Big C, Carrefour and Tesco-Lotus. The study was quantitative research using survey questionnaires to collect data from 400 shoppers in Bangkok areas. Quantitative statistics were used to analyze data variables and test hypotheses. The results from this study found that the competition between superstores and family-run stores resulted in more benefits to customers. The customers were aware that many family-run stores closed down because of superstores, but they preferred free and fair competition. The results also found that the customers wanted the Thai government to impose restrictions on superstore expansion and support family-run stores, though they still agreed that superstores are essential for consumers and family-run stores are not well allocated for consumers in Bangkok. Consumers were satisfied more with marketing factors including product quality, product variety, and stable prices of superstores. They also preferred the store environment of superstores than with those of family-run stores. Consumers also thought that superstores benefited the economy and society than family-run stores,"

Mittal and Mittal (2008) in their study 'Store Choice in the Emerging Indian Apparel Retail Market: An Empirical Analysis' investigated the evaluation of apparel store attributes by consumers in the context of apparel retail formats in India. They suggested retailers to consider underlying perceptions and demographic correlates of local consumers. According to them, retailers could use Loyalty Drivers and Shopping Experience Enhancers to be integrated into the retail format to create sustainable store choice and hence, store loyalty. Further research is needed to carry out research for other retail sectors such as food and grocery, consumer electronics, gifts and so on and also to investigate the influence of demographics and psychographics on store choice and shopping orientations.

Reeti, Sanjay and Malhotra,(2009) investigated about the customers perceptions about banking services in an emerging economy for which the various determinants affecting the customer perception as well as attitude towards banking services were predicted through study that was conducted on the respondents taken from Northern part of India Major findings depicted that customer perceptions are influenced by the usage of e-banking services by the kind of account they hold, age, profession, attached high degree of usefulness to the balance enquiry service among e-banking services It was also found that security and truth are the most important factors in affecting their satisfaction levels and slow transaction problem speed was the most frequent problem faced by majority of Customers.

Ramakrishnan (2010) The study aims to analyze the Consumer Perception towards Private Label Brands on Big Bazaar, Coimbatore. The objective of the study is to understand the possibility of success when retailers introduce private brands. The research is aimed to explore if buying choices are made based on brand loyalty and to analyze whether customers actively seek for new brands or strict to the old brands. From this study, one can come to the conclusion that private labels are able to position themselves significantly in the mind of customers and are gaining acceptance. Growth inspecific private label segments like food and apparel segments are growing at a faster rate. While, the future of private labels is dependent on the retailer's ability to overcome key challenges such as adaptive supply chain practices, quality infrastructure, accelerated growth in new categories, blurring dividing lines between private label and national brands. From the study, it was found that good quality, price, trustworthy, large variety are the most influencing factor which drive the customer to buy the private label brand. Therefore, these are the factors which should be considered while coming with the future private brand. This in return it will help the retail stores to increase sales.

Ashfaq Ahmad et al., (2010) reveals to examine the perception of service quality of products offered by Islamic and conventional banks in Pakistan. Service quality like reliability, tangibles, responsiveness, assurance and empathy were taken for the study. A sample of 720 respondents was selected for this study and structured questionnaire was developed by using stratified random sampling. Descriptive statistics are used to a demographic characteristic of the respondent t-test; mean and standard deviation were used to show that policy makers and bankers to make effective and quality oriented arrangements to have satisfied and delighted customers for long term benefits and service quality score offered by Islamic banks are greater as compared to conventional banks.

Daing Maruak Sadek et al., (2010) whether to identify the factors affecting the customer's perception on service quality of bank in Islam and to measure the mean scores of dimensions in service quality of bank and to determine the difference in means of service quality in bank. SERVQUAL comprises 33 items named CARTER with six dimensions compliance, assurance, reliability, tangible, empathy and responsiveness which customised for suitability of bank. Convenience sampling was used and questionnaire used was structured and close-ended question were distributed to any customers of account holder of the bank. Service quality of 5 gap model was derived as understanding, service standards, service performance, communications and service quality. Statistical tools like one-way ANOVA, t test and ranking method was used and the results indicated that compliance issues are very important for Islam bank customers, and the customers seemed more appreciate bank for its religious provision rather than its service quality offered.

Kitti Tananitikul and Nuttawuth Muenjohn (2010) intended to determine set of service quality and value dimensions that were vital importance to a government-owned bank (GOB) and its customer satisfaction. Seven service key attributes of 22 item scale namely tangible, reliability, responsiveness, assurance, empathy, price and differentiation are the statements measuring customer's expectations and perceptions of service quality. Tools like mean,

standard deviation, t test and ranking method was used for the study and the result showed that customers are most satisfied service dimension for service as reliability and it was one of the major policies and strategies of bank. Tangible, responsiveness and empathy are three service dimensions have significant differences in their perspectives. Tangible and price service dimension are most important to them, they were currently least satisfy and bank need to improve the quality of its services in order to meet the customer satisfaction.

Emari et al., (2011) assessed to determine the dimensions of service quality in the banking industry in Iran. The study empirically examined Groonor's model suggesting that service quality dimensions like modified SERVQUAL scale like tangible, assurance, responsiveness, reliability and empathy were used to measure functional quality, technical quality service items were developed by image, customer satisfaction and overall service quality. A standard questionnaire was used for collecting the data and 287 customers were selected through cluster sampling for the study. Tools like confirmatory factor analysis and chi-square test was utilized to verify the construct of validity and reliability test. The results reveals that the overall service quality is influenced more by a consumer's perception of technical quality than functional quality.

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Anber Abraheem Shlash Mohammad and Shireen Yaseen Mohammad Alhamadani (2011) to examine the level of service quality as perceived by customers of commercial bank working in Jordan and its effect customer satisfaction. Service quality measure is based on SERVQUAL proposed by (parasuraman et al., 1988), which involve five dimensions namely reliability, responsiveness, empathy, assurance and tangibles. Customer satisfaction was measured by 9 item adapted from (Walfried et al., 2000). A pilot study was conducted and questionnaire was distributed to 30 willing respondents through convenient distribution. A structured questionnaire contains 30 items and distributed to 260 randomly selected customers of commercial banks. Statistical tools like factor analysis and multiple regression analysis was employed to test the impact of service quality on customer satisfaction and the result indicates that to improve the elements of service quality is an important antecedent of customer satisfaction.

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Dharmalingam et al., (2012) examined to identify and evaluate the gap existing between expected and perceived services and the areas that need to be improved to deliver superior quality of service in selected new private sector banks. Service quality dimensions like tangible, reliability, responsiveness, assurance, empathy, access, security and price and product variety were considered for customer service quality expectations and perception. 8 hypotheses were taken for the study and a sample of 780 respondents were selected and paired t-test measurement results indicates that customer's highest expectations are in the security and accessibility dimensions and customer's lowest expectations in responsiveness dimensions, largest service gap exists in reliability and price and product variety and smallest service gap exists in empathy and tangible dimensions.

Md. Abdul Mueeed (2012) in his study to evaluate the service quality in retail banking in the developing countries in general and Bangladesh. Service quality dimensions like reliability, competence, tangible and empathy with 14 parameters were measured and demographic profile of the customers were taken for the study. The questionnaire has designed on the basis of the study as Parasuraman et al (1985) and questionnaire has been personally distributed on a sample size of 250 chosen from private and public sector banks. Tools like percentage analysis, mean, standard deviation and z test were taken for the study and the results indicates that customer's perception has reached on highest in the prompt and accuracy in transactions followed by safety of customer's investments and keep confidentiality of account and transactions and lowest in the service of modern equipment and decor. Due to increasing competition the bank need to consider the weak areas in order to meet customer perception about service quality.

Mohammad Hosein Moshref Javadi et al., (2012) in their study to evaluate the quality of private banks services provided to the customers and to measure the customer's satisfaction. SERVQUAL six dimensions scale to be measured are tangible, reliability, responsiveness, assurance, empathy and accessibility the ability to access private banks easily and conveniently. A pilot survey was conducted for the questionnaire and reliability and validity test satisfies and the

final questionnaire was distributed to the 390-convenience respondent. Six hypotheses were framed for the above and tools like mean and t test were analyzed and the result indicates that assurance, reliability seems to be most important dimensions and accessibility and tangibility are the most serious problem and private bank have to improve actions in mentioned dimensions.

NISSAR MOHAMED.S (MAY 2012) "The purchasing power of the consumer has also increased; giving rise to his wants and needs. It is over here that big retail chains such as Big Bazaar come into picture satisfying various consumer needs under one roof. From the survey conducted on the customers' perception towards the marketing mix of Big Bazaar the following can be concluded regarding the P's: The customers are highly satisfied with the variety and of products, but at the same time they are not very happy with the quality and availability of branded products. Big Bazaar has definitely succeeded in keeping up its image of a value for money store, as its price has been rated positively. The promotions are not hitting the target. Although Big Bazaar has been promoting their offers, most of the customers are introduced to these only at the store. Customers are delighted with the location of Big Bazaar as it is located in the most intensely populated area of Chennai. Big Bazaar has been successful in keeping up its promise of providing value for money goods, but today customers look beyond price, such as quality, employee behavior, store atmosphere etc. Big Bazaar has scope for improvement in these yields.

PRIYANKU RAWAT(2012) Liberalization of the economy in the nineties and the entry of large players in the retail business have brought the retail industry into spotlight. Big players and national retail chains are changing the rules of the game, in spite of their meager share in the overall retail trade. Organized retailing though still in an embryonic stage has huge growth potential. To meet the challenges of organized retailing that is luring customers away from the unorganized sector, the unorganized sector is getting organized. Because of preference of middle class for these stores is going to increase day by day. The organized retail chains, display all the products and the most attractive product catches the customer attention. The customers of the 21st century would expect to pick his/her own products from an array of choices rather than asking the local kirana wallas to deliver a list of monthly groceries. Thus, the way of distribution

of products has gained importance in the past decade. The first challenge facing the organized retail industry in India is: competition from the unorganized sector. Traditional retailing has established in India for some centuries. It is a low-cost structure, mostly owner-operated, has negligible real estate and labor costs and little or no taxes to pay. Consumer familiarity that runs from generation to generation is one big advantage for the traditional retailing sector. That is the basic reason now organized sector facing more challenges from unorganized sector but this research report is also concluding that preference of middle class for organized retail is going to increase rapidly but it is little bit slow in daily use items but the day is not so far when middle class people frequently purchase

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

3.1 RESEARCH DESIGN

The study is designed as a descriptive research design to make the research useful. It is a framework that has been created to find answers to research questions. Descriptive research refers to the methods that describe the characteristics of the variables under study. This methodology focuses on answering questions relating to the “what” than the “why” of the research subject.

3.2 SOURCES OF DATA COLLECTION

Primary data :

Questionnaire is used as the primary data collection tool and respondents were chosen on convenient basis. The questionnaire was designed to the objectives of the study.

Secondary data :

It is a data which is already collected or exists in the organization in the form of past records, websites and related journals and the data was collected from websites , google and other related records.

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two types. First section contains general information about the marketing employees and the second section contains the questions about marketing strategies.

TYPES OF QUESTIONNAIRES USED

- Multiple choice question
- scaling

3.4 SAMPLE SIZE

The study is limited to the customers of the Ajute international Pvt Ltd therefore the sample size taken is 100 respondents from Ajute customers.

3.5 SAMPLING TECHNIQUE

The simple random sampling in probability sampling technique is used for this study.

Probability Sampling

This Sampling technique uses randomization to make sure that every element of the population gets an equal chance to be part of the selected sample. It's alternatively known as random sampling.

Simple Random Sampling: Every element has an equal chance of getting selected to be the part sample. It is used when we don't have any kind of prior information about the target population.

3.6 PERIOD OF THE STUDY

This study was carried out for a period of 3 months from January 2023 to March 2023

3.7 ANALYTICAL TOOLS

PERCENTAGE ANALYSIS

It is the process of inspecting, narrowing, transforming, and modelling data from a huge amount of information or data. The percentage is one of the essential components of data analysis, which helps find a value from a huge amount of data and information.

The process of data analysis helps in gaining insight from data. It is the process of inspecting, narrowing, transforming, and modelling data from a huge amount of information or data. The percentage is one of the essential components of data analysis, which helps find a value from a huge amount of data and information.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

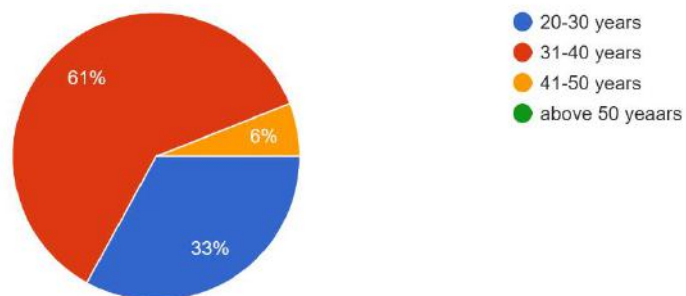
4.1.1: TABLE SHOWING AGE OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	20-30 years	33	33%
2	31-40 years	61	61%
3	41-50 years	6	6%
4	above 50 years	0	0%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.1: CHART SHOWING AGE OF THE RESPONDENTS

Age
100 responses



INTERPRETATION

From the above table I have found that 33% of respondents are from 20-30 years , 61% of respondents are from 31-40 years , 6% of respondents are from 41-50 years and 0% of respondents from above 50 years .

INFERENCE

Majority 61% of respondents are 31- 40 years old.

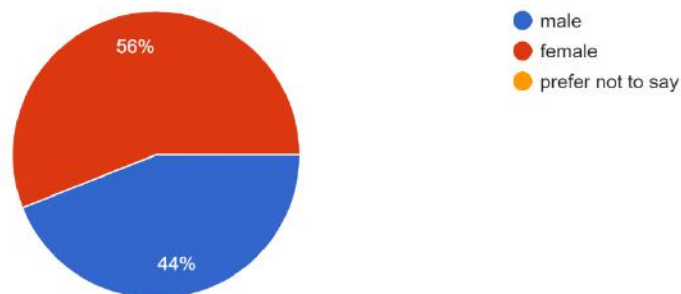
4.1.2 TABLE SHOWING THE AGE OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	% of respondents
1	male	44	44%
2	female	56	56%
3	Prefer not to say	0	0%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.2: CHART SHOWING THE GENDER OF THE GENDER

Gender
100 responses



INTERPRETATION

From the above table I have found that 44% of respondents are male , 56% of respondents are female .

INFERENCE

Majority 56% of respondents are female.

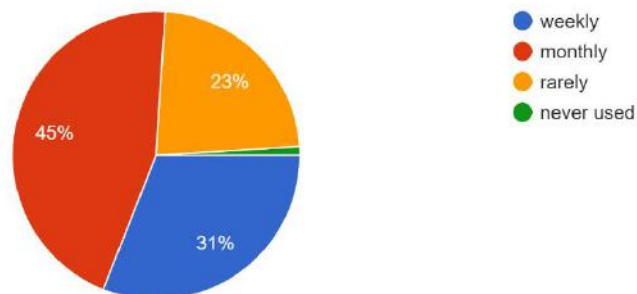
4.1.3: TABLE SHOWING HOW OFTEN RESPONDENTS USE JUTE PRODUCTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	weekly	31	31%
2	monthly	45	45%
3	rarely	23	23%
4	Never used	1	1%
	TOTAL	100	100%

SOURCE : PRIMARY DATA

4.1.3 CHART SHOWING HOW OFTEN RESPONDENTS USE JUTE PRODUCTS

How often do you use jute products?
100 responses



INTERPRETATION

From the above table I have found that 31 % of respondents use jute products weekly ,45% of respondents use monthly , 23% of respondents use rarely , 1% of people never use jute products .

INFERENCE

Majority 45% of respondents use jute products monthly

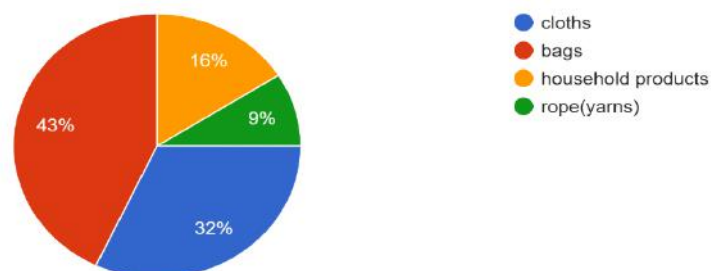
4.1.4: TABLE SHOWING WHAT KIND OF JUTE PRODUCTS RESPONDENTS USE

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	cloths	32	32%
2	Bags	43	43%
3	Household products	16	16%
4	Rope(yarns)	9	9%
	TOTAL	100	100%

SOURCE : PRIMARY DATA

4.1.4: CHART SHOWING WHAT KIND OF JUTE PRODUCTS RESPONDENTS USE

What kind of jute products do you use?
100 responses



INTERPRETATION

From the above table I have found that 32% of respondents use cloths made up of jute , 43% of respondents use bags which is made up of jute products , 16% of respondents use household products which is made up of jute , 9% of respondents use rope which is made up of jute.

INFERENCE

Majority 43% of respondents use bags which is made up of jute.

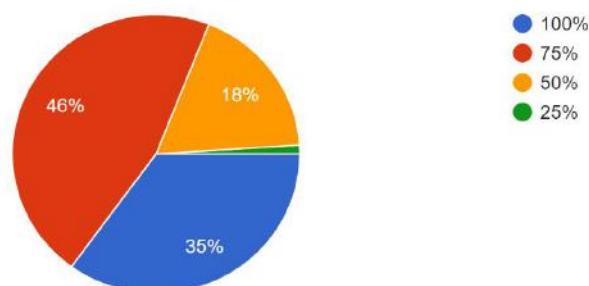
4.1.5: TABLE SHOWING HOW LIKELY THEY RECOMMEND AJUTE PRODUCTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	100%	35	35%
2	75%	46	46%
3	50%	18	18%
4	25%	1	1%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.5: CHART SHOWING HOW LIKELY THEY RECOMMEND AJUTE PRODUCTS

How likely are you to recommend ajute products to your friends?
100 responses



INTERPRETATION

From the above table I have found that 35% of respondents recommend 100% to use the ajute products , 46% of respondents recommend 75% , 18% of respondents recommend 50% , 1 % of respondents recommend 25%.

INFERENCE

Majority 46% of respondents recommend 75% of ajute products

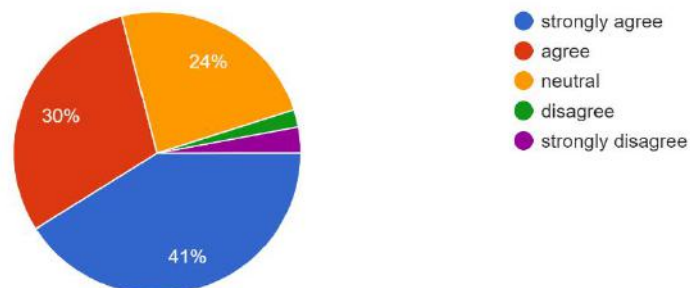
4.1.6: TABLE SHOWING WHETHER RESPONDENTS SATISFIED WITH PRODUCT PRICING

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly agree	41	41%
2	Agree	30	30 %
3	Neutral	24	24%
4	Disagree	2	2%
5	Strongly disagree	3	3%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.6: CHART SHOWING WHETHER RESPONDENTS STATISFY PRICING

Are you satisfied with the product pricing?
100 responses



INTERPRETATION

From the above table 41% of respondents strongly agree with the product pricing, 30 % of respondent agree with pricing, 24 % of respondents said neutral, 2% of respondents disagree with the pricing, 3% of the respondents strongly disagree with the product pricing.

INFERENCE

Majority 41% of respondents strongly agree with the product pricing.

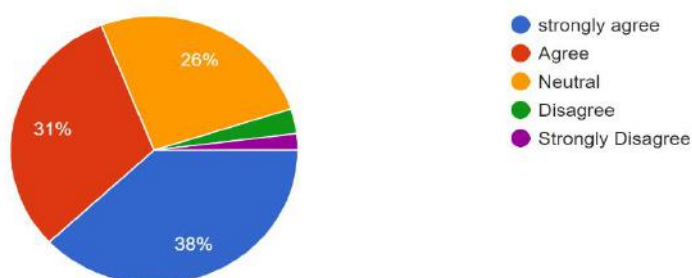
4.1.7: TABLE SHOWING WHETHER JUTE PRODUCTS COSTLIER THAN OTHER PRODUCTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly agree	38	38%
2	Agree	31	31%
3	Neutral	26	26%
4	Disagree	3	3%
5	Strongly disagree	2	2%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.7: CHART SHOWING WHETHER JUTE PRODUCTS COSTLIER THAN OTHER PRODUCTS

Are jute products costlier than the other material products
100 responses



INTERPRETATION

From the above table I have found that 38 % of respondents strongly agree that jute products are costlier than the other products , 31 % of respondents agree with that , 26 % of respondents said neutral , 3 % of respondents disagree with that and 2% of people strongly disagree with that.

INFERENCE

Majority 38% respondents strongly agree that jute products are costlier than other products.

4.1.8: TABLE SHOWING WILL THEY MOVE TO OTHER PRODUCTS DUE TO INCREASE IN PRICE

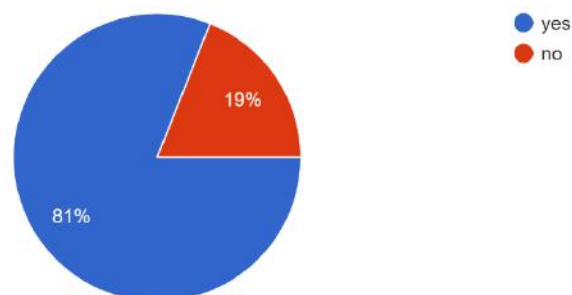
S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Yes	81	81%
2	no	19	19%
	TOTAL	100	100%

SOURCE : PRIMARY DATA

4.1.8: CHART SHOWING WILL THEY MOVE TO OTHER PRODUCTS DUE TO INCREASE IN PRICE

If agree, will you move on to other material products

100 responses



INTERPRETATION

From the above table I have found that 81 % of respondents said yes they move to other products when the price of jute products is high , 19% of respondents said no they will not move.

INFERENCE

Majority 81% of respondents said yes they will move to other products when the price of jute products is high.

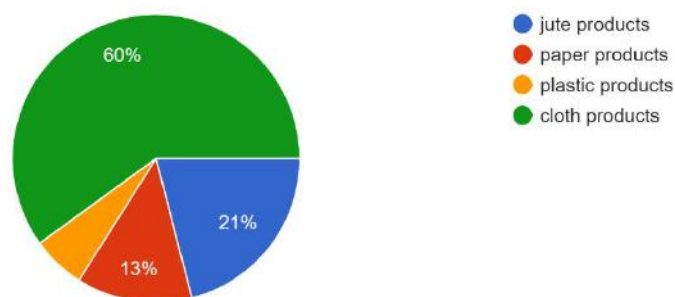
4.1.9: TABLE SHOWING WHAT PRODUCT THEY WILL THEY PREFER MOST

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Jute products	21	21%
2	Paper products	13	13%
3	Plastic products	6	6%
4	Cloth products	60	60%
	TOTAL	100	100%

SOURCE : PRIMARY DATA

4.1.9: CHART SHOWING WHAT PRODUCT THEY WILL THEY PREFER MOST

In your opinion, what will you prefer the most,
100 responses



INTERPRETATION

From the above table I have found that 21 % of respondents prefer jute products , 13% of respondents prefer paper products ,6% of respondents prefer plastic products and 60% of respondents prefer cloth products.

INFERENCE

Majority 60% of respondents prefer cloth products.

4.1.10: TABLE SHOWING HOW MANY PEOPLE USE JUTE PRODUCTS IN RESPONDENTS HOUSE

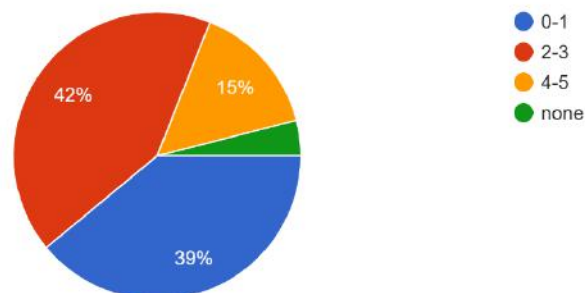
S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	0-1	39	39%
2	2-3	42	42%
3	4-5	15	15%
4	none	4	4%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.10: CHART SHOWING HOW MANY PEOPLE USE JUTE PRODUCTS IN RESPONDENTS HOUSE

How many other people in your house use this product ?

100 responses



INTERPRETATION

From the above table I have found that 39% of respondents house 0-1 people use jute products , 42% of respondents house 2-3 people use jute products , 15% of respondents house 4-5 people use jute products and 4% of respondents house none of them use jute products.

INFERENCE

Majority 42% of respondents house 2-3 people use jute products.

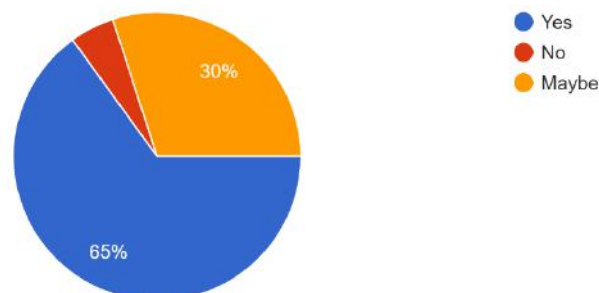
4.1.11:TABLE SHOWING WHETHER PRODUCT PERFECTLY FIT THE MARKET

S.NO	PARTICULARS	NO.OF RESPONDENTS	% OF RESPONDENTS
1	Yes	65	65%
2	No	30	30%
3	maybe	5	5%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.11 CHART SHOWING WHETHER PRODUCT PERFECTLY FIT THE MARKET

Does our product perfectly fit in the current market?
100 responses



INTERPRETATION

From the above table I have found that 65% of respondents said yes that our product currently fit to the market , 30% of respondents said no and 5% of respondents said maybe .

INFERENCE

Majority 65% said yes that our product currently fit to the market.

4.1.12: TABLE SHOWING WHICH PROMOTIONAL FACTOR MADE THEM TO BUY JUTE PRODUCTS

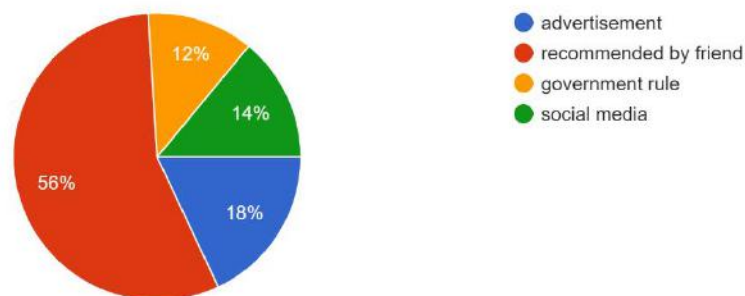
S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF THE RESPONDENTS
1	Advertisement	18	18%
2	Recommended by friends	56	56%
3	Government rule	12	12%
4	Social media	14	14%
	TOTAL	100	100%

SOURCE : PRIMARY DATA

4.1.12: CHART SHOWING WHICH PROMOTIONAL FACTOR MADE THEM TO BUY JUTE PRODUCTS

Which promotional factor made you to buy the jute products?

100 responses



INTERPRETATION

From the above table I have found that 18% of respondents said that advertisement made them to buy the jute products , 56 % of respondents said that their friends recommend the jute products , 12 % of respondents said they use by the order of government rule , 14 % of respondents said social media make them to buy.

INFERENCE

Majority 56% of respondents said that their friends recommend the jute products.

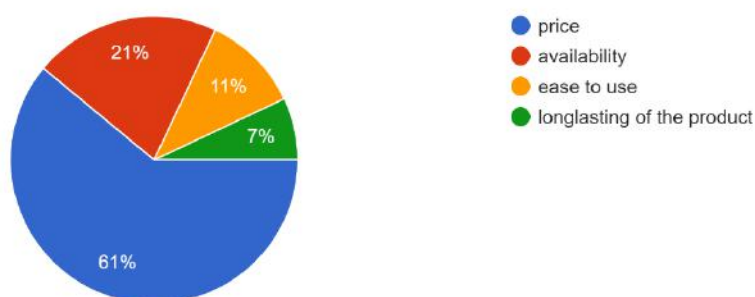
4.1.13: TABLE SHOWING WHICH FACTOR MAKE THEM TO MOVE TO OTHER PRODUCTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	price	61	61%
2	Availability	21	21%
3	Ease to use	11	11%
4	Longlasting of the product	7	7%
	TOTAL	100	100%

SOURCE : PRIMARY DATA

4.1.13: CHART SHOWING WHICH FACTOR MAKE THEM TO MOVE TO OTHER PRODUCTS

Which factor makes you to move on to other products?
100 responses



INTERPRETATION

From the above table I have found that 61% of respondents said price of the product make them to move to other product , 21 % of respondents said availability , 11 % of respondents said easy to use make them to move and 7 % of respondents said longlastingness of the product make them to move.

INFERENCE

Majority 61% respondents said price of the product make them to move to other products.

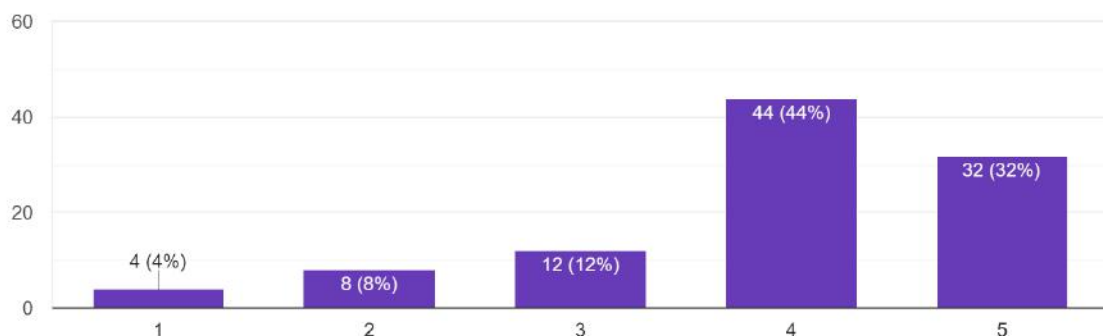
4.1.14: TABLE SHOWING THEIR RATE OF EXPERIENCE WITH US

S.NO	PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	1	4	4%
2	2	8	8%
3	3	12	12%
4	4	44	44%
5	5	32	32%
	TOTAL	100	100%

SOURCE: PRIMARY DATA

4.1.14: CHART SHOWING THEIR RATE OF EXPERIENCE WITH U

How would you rate your most recent experience with us ?
100 responses



INTERPRETATION

From the above table I have found that 4% of respondents rate us 1 on 5 , 8% of respondents rate us 2 on 5 ,12 % of respondents rate us 3 on 5 , 44% of respondents rate us 4 on 5 and 32% of respondents rate us 5 on 5.

INFERENCE

Majority 44% of respondents rate us 4 on 5 .

CHAPTER 5

FINDINGS,SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- 61% of the respondents are female
- 56% of the respondents are from the 31-40 years of the age group
- 43% of the respondents use the jute products on monthly basis
- 45% of the respondents use bags which is made up of jute material
- 46% of the respondents are likely to recommend 75% of jute products to their friends
- 41% of the respondents strongly agree that they are satisfied with the product pricing
- 38% of the respondents strongly agree that jute products are costlier than the other material products
- 81% of the respondents agree that they will move on to other material products when the price of jute products are high
- On their opinion 60% of the respondents prefer the cloth products the most
- 42% of the respondents responded like 2-3 people in their house use the jute products
- 65% of the respondents responded that our product perfectly fit in the current market
- 56% of the respondents says that the promotional factor made them to buy the jute products is that they are recommended by their friends
- 61% of respondents responded that price factor makes them to move on to other products
- 44% of respondents rate 4 out of 5 with their most recent experience with us.

5.2 SUGGESTIONS

- After the finding of the research it is highly recommended that people uses jute bags because it is eco-friendly
- As per my knowledge and respondents perception jute products are costlier than the other materialled products , due to increase in price the customers move from jute products to other materialled products.
- Offers & discounts should be announced for jute products to keep the customers loyal.
- Academicians ,researchers ,policy makers should come forward to conduct the research on the importance of the jute products and to make awareness on jute products
- Many of the customer know that cloth materialled products are reusable they must also be made aware that jute products are very strong making it an ideal choice for reuse.

5.3 CONCLUSION

Through this study I would like to conclude that if the price of the jute products reduces the customers perception will move towards buying jute products
More awareness can be given to the customers about the importance and uses of jute products towards them as well as the environment .

Ajute's customers are averagely satisfied with the services and if they do better in their advertisement factor , price factor , customer relation factor,etc... they can reach the full satisfaction level from the customers .

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ANNEXURE (Questionnaire)

1. Name:

2. Gender:

- Male
- Female
- Not to prefer

3. Age:

- 20 – 30 years
- 31 – 40 years
- 41 – 50 years
- Above 50 years

4. How often do you use jute products?

- weekly
- monthly
- rarely
- never used

5. What kind of jute products do you use?

- cloths
- bags
- household products
- rope(Yarns)

6. How likely are you to recommend ajute products to your friends?

- 100%
- 75%
- 50%
- 25%

7. Are you satisfied with the product pricing?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

8. Are jute products costlier than the other materialized products

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9.If agree, will you move on to other materialized products

- yes
- no

10. In your opinion, what will you prefer the most,

- Jute products
- paper products
- plastic products
- cloth products

11.How many other people in your house use this product ?

- 0-1
- 2-3
- 4-5
- None

12. Does our product perfectly fit in the current market?

- Yes
- No

13. Which promotional factor made you to buy the jute products?

- Advertisement
- Recommended by friends
- Government rule
- social media

14.Which factor makes you to move on to other products?

- price
- availability
- ease to use
- long lasting of the product

15.How would you rate your most recent experience with us ?

- 1-5
- 5-10
- 10-15
- 15-20