



---

## **A Study on Awareness and Satisfaction Level of Jute Bags with special Reference to Coimbatore City**

***Ms. Abinaya M<sup>1</sup>, Dr. S. Bhuvaneswari<sup>2</sup>, M.Com., M.Phil., MBA, PGDCA, Ph.D***

<sup>1</sup>UG Student, Department of B.COM. CA , Sri Krishna Adithya Collage of Arts and Science, Coimbatore – 641042, Tamil Nadu

<sup>2</sup>Assistant Professor, Department of B.COM. CA , Sri Krishna Adithya Collage of Arts and Science, Coimbatore – 641042, Tamil Nadu

---

### **1. INTRODUCTION:**

The present global business environment in India is the second biggest producer of jute after Bangladesh and the largest producer of jute products; including the bags all over the globe.

The Cabinet on Wednesday approved extension of norms for mandatory packaging of food grains and sugar in jute material for the Jute Year 2019-20. The decision taken by the Cabinet Committee on Economic Affairs, chaired by Prime Minister Narendra Modi, mandates that 100 percent of the food grains and 20 percent 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.

---

### **2. STATEMENT OF PROBLEM:**

1. This study is that, many people are using the plastic bags while purchasing articles, and also identified that those sellers are also using the plastic bags to sell their goods/stock.
2. This study has been undertaken in order to quality the awareness and satisfaction level of jute bags.

---

### **3. OBJECTIVES:**

1. To compare the perceptions of consumers towards usage of different types of jute bags.
2. To study the awareness of users regarding eco-friendly jute bags.
3. To analyse export potential of jute bag
4. To examine the buying behaviour of the consumers towards jute bags products.
5. To assess the consumer satisfaction level after using jute bags products.

---

### **4. RESEARCH METHODOLOGY:**

1. The Study: The study is exploratory in nature and focuses on the awareness and satisfaction level of jute bags. A bag of different materials with respect to different characteristics.
2. The present study is based on Primary data.

---

### **5. SCOPE OF STUDY:**

1. The result of this research would help to find attitudes and purchase behaviour of jute products among the consumers in Coimbatore
2. The present study is made to understand the satisfaction level of jute bags and find export potential of eco-friendly jute bags.
3. Identifying the awareness and satisfaction level of jute bags.

## 6. LIMITATION OF STUDY:

1. The study was limited to Coimbatore only having less respondents in total
2. Due to time constraints, I have collected only 102 responses.

## 7. REVIEW OF LITERATURE:

**Brochers et al., (2007)** in their study identified respondents aged below 30 preferred the alternative of green products rather than non- green product.

**D' Sowzet al., (2007)** also found that associated green purchase behavior with demographic natures being young, influence well educated and welling in urban areas. Finally, conclude that the green consumers are young females.

**According to the secretary of JMDC, Bhattacharya (2009)**, jute industry in India, with a turnover of Rs 5,500 crore, is seeing growing international interest for diversified lifestyle jute products, of the Rs1,200-crore jute exports lifestyle products. In cities where the government is serious about Eco friendliness, like in Delhi, they sold about half a million bags in the last 23 months. These are the areas which have huge opportunity.

## 8. ANALYSIS AND INTERPRETATION

1. What is the number of years that the Jute bag can use?

Table 1

PARTICULARS	FREQUENCY	PERCENTAGE
0-1	20	19.6%
1-2	37	36.3%
2-3	24	23.5%
More than 3	21	20.6%
Total	102	100%

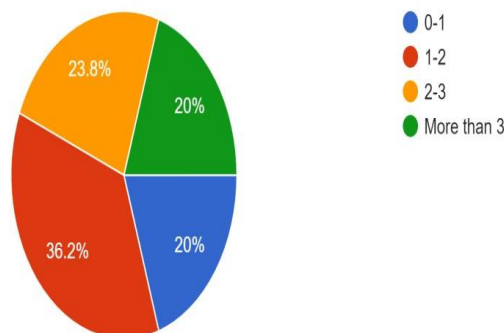
### INTERPRETATION:

From the above information, 19.6 % who say 0-1, 36.3% who say 1-2, 23.5% who says 2-3, 20.6%thinks more than 3. Majority of the group of respondents who says 1-2 which is more than 36.3%.

CHART-4.1.9

What is the number of years that the Jute bag can use?

105 responses



## 2. Why do you prefer Jute bags?

Table 2

PARTICULARS	FREQUENCY	PERCENTAGE
Passion	20	19.2
Eco-friendly	38	43.3
Attractive	25	24
Specific design	21	13.5
Total	104	100

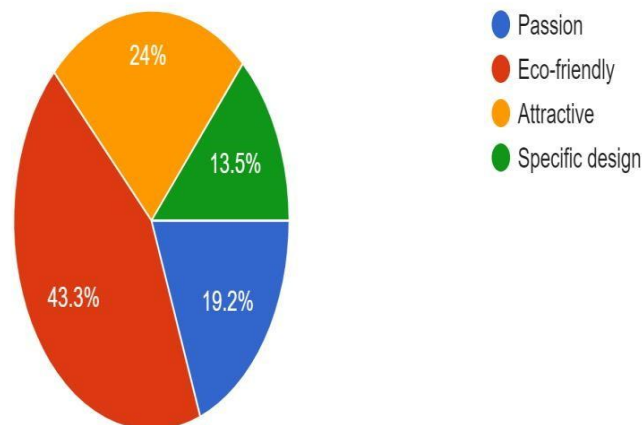
**INTERPRETATION:**

From the above information, 19.2% who say Passion, 43.3% who say Eco-friendly, 24% who says Attractive, 13.5% thinks Specific design. Hence the dominant group of respondents who says passion which is more than 43%.

**CHART-4.1.10**

Why do you prefer Jute bags

104 responses

**9. SUGGESTIONS:**

Based on the above major findings of the study the following suggestion are offered for greater level of satisfaction.

1. After the findings of the research it is highly recommended that people uses jute bags because it is eco-friendly table 2
2. As per my knowledge and respondents perceptions Jute bags advertisement is not that much gorgeous or attractive; it must sustain some new creativity needed in the advertisement Offers & discounts should be announced frequently and the package of the product should be more attractive to increase the sales.

3. Academicians, researchers, policy makers should come forward to conduct the research on the importance of the jute bags and to make awareness on jute products
4. Peoples uses school college bags a lot so the producer should make the production based on that.

---

**REFERENCES:**

1. Borchers, A. M., Duke, J. M. & Parsons, G. R. (2007). Does willingness to pay for green energy differ by source? *Energy Policy*, 35: 3327–3334.
2. Mohammad Muzahidul Islam (2016) “Customers perception towards buying ecofriendly diversified jute products: An Empirical investigation in Dhaka city, Bangladesh”, *Journal of marketing and consumer research*, Vol.24, pp.34-39.
3. D’Souza, C., Taghian, M. & Khosla, R. (2007). “Examination of environmental beliefs and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention”, *Journal of Targeting, Measurement and Analysis for Marketing*, 15(2): 69-78.
4. Oliver, H., Volschenk, J. & Smit, E. (2011). Residential consumers in the Cape Peninsula’s willingness to pay for premium priced green electricity. *Energy Policy*, 39: 544–550.
5. Grob, A. (1995). “A Structural Model Of Environmental Attitudes And Behaviour”, *Journal of Environmental Psychology*, 15: 209-220.