

# Perception of the Customers towards Kraft Papers

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**Abstract-** *The main propose of the study was done to know the actual perception of the customer towards the Kraft paper. It helps the organization to improve their quality and quantity of the product and bring awareness of the product in the region and grow in a very rapid manner and achieve its goals As the Paper has multiple use because it is the versatile product. The paper plays an important role in the Indian economy companies.*

**Indexed Terms-** *perception of the customers, payment methods and order methods, Benefits, Recycling, etc.*

## I. INTRODUCTION

The history of paper dates back almost 2,000 years to when inventors in China first crafted cloth sheets to record their drawings and writings. Before then, people communicated through pictures and symbols etched on stone, bones, cave walls, or clay tablets today, paper is made from trees mostly grown on working forests and from recovered paper. Recycling has always been a part of papermaking. When you recycle your used paper, paper mills will use it to make new newspapers, notebook paper, paper grocery bags, corrugated boxes, envelopes, magazines, cartons, and other paper products.

## II. BRIEF REVIEW OF LITERARURE

Reicheld and Sasser (1990) they said that perception of the customers are very less to join to other providers and their retention requires less ongoing relationship efforts to retain.

Lehtinen in the year of 1991 structure of quality service has 3 dimensions. Namely physical interactive and corporate image.

Taylor and Cronin ( 1992) stated the casual relationship among service Quality Customers Satisfaction and purchase Intention . And each of them was measured by one item.

Anderson and sulivan ( 19 93 ) searched that the Customers perception effects The customers in Building there will to Purchase again any products. Some of the Good Firms sustain lose to build their customers base and their loyalty.

According to Chu and desai ( 1995 ) there are such situation If manufacturer have less Direct Contact with their Customers then efforts are made by the retailers for customer's perception can play the very vital role.

Iacobucci ( 19 95 ) Company may not achieve better perception of the customer even after Providing highest quality services because the things improved are not so important from the point of customers perception.

## III. OBJECTIVES OF THE STUDY

- Acquire about customers perception.
- Knowing quality of the product.
- To maintain the good behaviour with the customers.
- To build awareness of the product

## IV. SCOPE OF THE STUDY

- The study can be useful to KARANJA INDUSTRIES for reviewing and analyzing the customer's perception and try to work on them.
- The study is helpful to the company to improve their products.
- The study will be helpful to the company to find out the perception of the customers

V. RESEARCH METHODOLOGY

Data source: Primary and secondary data  
 Research approach: Survey method  
 Contact method: Personal  
 Sample size: 50 responded  
 Sample unit: Customers and dealers  
 Area covered: Karanja Industries plant and Office Bidar  
 Research instruments: Questionnaire

VI. DATA ANALYSIS AND INTERPRETATION

Q-1. What is perception of customer satisfaction?

| Responses category               | No. of responded | In % |
|----------------------------------|------------------|------|
| Fulfillment of customers desires | 30               | 60   |
| Satisfactory level of customers  | 20               | 40   |
| Appraising customer performance  | 0                | 0    |
| Behaviors of the customers       | 0                | 0    |
| Total                            | 50               | 100  |

ANALYSIS: The table shows that 60 % of respondents says that the perception of customer satisfaction is the fulfilment of the customer’s desires where as 40% of them says satisfactory level of the customers is the perception of the customer satisfaction.

INTEPRETATION: Most of the respondents are said that the perception of the customers is the fulfilment of the customers.

Q-2. What type of paper do you order?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| White paper        | 0                | 0    |
| Kraft paper        | 50               | 100  |
| Bond paper         | 0                | 0    |
| Total              | 50               | 100  |

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| White paper        | 0                | 0    |
| Kraft paper        | 50               | 100  |
| Bond paper         | 0                | 0    |
| Total              | 50               | 100  |

ANALYSIS: Table indicates that 100 % respondents say that the company manufactures the Kraft papers.

INTERPRETATION: Maximum number of respondent says that the company manufactures the Kraft papers.

Q-3. How is the quality of the paper material?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Poor               | 0                | 0    |
| Average            | 4                | 8    |
| Good               | 40               | 80   |
| Excellent          | 6                | 12   |
| Total              | 50               | 100  |

ANALYSIS: In the above table 80% of respondent said that the paper quality is good where the 8% of them told that the quality is in average and 12% of the respondents said that the paper quality is excellent.

INTERPRETATION: Maximum number of respondents said that the paper quality is good.

Q-4. Is Kraft paper helpful for your production?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Yes                | 48               | 96   |
| No                 | 02               | 04   |
| Total              | 50               | 100  |

ANALYSIS: The above table shows that 96% of respondents said that the Kraft paper helps them to achieve their goal where as 4% of respondents said no to the statement.

INTERPRETATION: Majority of the respondents said that the Kraft paper helps them to fulfil their goals.

Q-5. What size of paper do you want?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Small size         | 10               | 20   |
| Medium size        | 30               | 60   |
| Large size         | 10               | 20   |
| Total              | 50               | 100  |

ANALYSIS: The table shows that the 60% of them want the medium size of the paper for their use. 20% of the them need small and 20% of them want large size of Kraft paper.

INTERPRETATION: Graph shows the maximum number of respondents that they want medium size of the Kraft paper.

Q-6. What is the mode of ordering Kraft papers?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Online mode        | 30               | 60   |
| Offline mode       | 20               | 40   |
| Total              | 50               | 100  |

ANALYSIS: Above table shows that 60% of them place their order by online and rest of 40% respondent order by offline mode.

INTERPRETATION: Maximum number of respondents places their order by online mode according to their needs and requirements.

Q-7. What is the payment method of delivering product?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Online transaction | 50               | 100  |
| Direct payment     | 00               | 00   |
| Total              | 50               | 100  |

ANALYSIS: Table is all about having the all respondents who pays the amount on online mode after receiving their products according to their needs and requirements.

INTERPRETATION: Here according to the graph all the customers pays the amount by online transactions.

Q-8. Are you satisfied with our product?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Satisfied          | 40               | 80   |
| Highly satisfied   | 06               | 12   |
| Not satisfied      | 04               | 08   |
| Total              | 50               | 100  |

ANALYSIS: Table shows that 80% of customers are satisfied with the Kraft paper. 12% of the customers are highly satisfied with product. And rest of 8% is not satisfied with the present products.

INTERPRETATION: Graph indicates that the maximum number of customers is satisfied with the product.

Q-9. How is the behaviour of the company towards the customers?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Poor               | 0                | 0    |
| Average            | 04               | 08   |
| Good               | 40               | 80   |
| Excellent          | 06               | 12   |
| Total              | 50               | 100  |

ANALYSIS: The above table shows that the 80% of the customers are have good behaviour with the company. Whereas 12% of the customers are have excellent behaviour with the company. And rest of 8% has average behaviour between the customers and the company.

INTERPRETATION: The Company maintains the good behaviour with their customers.

Q-10. Where are you dealing with your finished products?

| Responses category | No. of responded | In % |
|--------------------|------------------|------|
| Wholesale company  | 40               | 80   |
| Retail company     | 10               | 20   |
| Total              | 50               | 100  |

ANALYSIS: The table indicates that the 80% of respondents said that product goes to the wholesale company and 20% respondents said that the product goes to the retail company according to the customers' needs and requirements.

INTERPRETATION: According to the graph maximum of the customers use the company products for the wholesale company.

#### CONCLUSION

The project report is all about the perception of the customers towards Kraft paper at karanja paper industries, as the quality of the Kraft paper is very good and all the customers have the positive response towards the Kraft paper.

The objective of the report is to be analyze a perception each every customers related with the Kraft paper as well as the karanja industries private limited (Kraft division) which in terms helps in the growth of the industry and will definitely help the organization to achieve its goals and objectives.

While undergoing the project I have come to know about the depth knowledge of the different customer perception towards the Kraft papers and how the perception of the customer can play the vital role in the growth of any organization.

The staff of the industry is very supportive and they guided me with all the necessary knowledge and the concepts which were related to my topic, the study is

helpful for me to build my carrier in a very positive way in the field of marketing.

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