A Study on Factors Influencing the Purchase Intension of Tarpaulin in Thanjavur District

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Abstract: *Tarpaulins, or Tarps or Tharpai, often called, are used in a wide variety of settings and industries. For instance, in the agriculture industry, you can see Tarpaulins being used as Covers for Grain Bunkers, Cover Crops, Machinery Covers, Poultry Curtains, Garden Beds, Pond Lining Sheets, Mulch Film, etc. In the industrial sector, on the other hand, it's pretty common to see Tharpai's being used as wall dividers or to cover items while in storage. Finally, in trucking and logistics, since the applications are being same and limited, the necessity of Tarpaulins is crucial.*

Keywords: Tarpaulin, Quality, customer, Purchase intension

Need of the Study: The objective is to explore factors that influencing the purchase intension of tarpaulin.

- To study on factors influencing to purchase intension of tarpaulin.
- To study the awareness level on usage of tarpaulin.
- To study the level of satisfaction towards usage of tarpaulin

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