

Analytical Study on the Impact of Positive and Negative Online Reviews on Consumer's Buying Behaviour towards Jute Products among College Students

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Abstract: *In recent years, increasing environmental concerns, plastic pollution, and growing awareness of sustainable living have significantly influenced consumer purchasing behaviour. Among various eco-friendly alternatives, jute products have emerged as an important biodegradable and renewable option. This study titled "A Study on Consumer's Buying Behaviour towards Jute Products" aims to analyse consumers' awareness, preferences, attitudes, and factors influencing their purchase decisions regarding jute products. The research focuses on understanding the motivating factors such as environmental concern, durability, price, quality, design, and availability that affect consumer buying behaviour. The study adopts both qualitative and quantitative research approaches. Primary data were collected through structured questionnaires from 50 respondents using convenience sampling, while secondary data were gathered from journals, articles, and previous research studies. Statistical tools such as Percentage Analysis, Chi-Square Test, and ANOVA were used to analyse the data. The findings reveal that most consumers are aware of the eco-friendly and biodegradable nature of jute products. The statistical analysis indicates no significant association between selected demographic variables and consumer preference for jute products. The study concludes that jute products have strong market potential in promoting sustainable consumption. The research contributes to understanding green consumer behaviour and supports the promotion of environmentally sustainable alternatives in the marketplace.*

Keywords: *Consumer's Buying Behaviour*

I. INTRODUCTION

In recent years, growing environmental concerns and the harmful effects of plastic usage have encouraged consumers to shift towards eco-friendly and sustainable products. Jute, often known as the "golden fibre," is a natural, biodegradable, and renewable resource that serves as an effective alternative to synthetic materials. Jute products such as bags, home décor items, handicrafts, and packaging materials are gaining popularity due to their environmental benefits, durability, and affordability.

Understanding consumer buying behavior towards jute products is essential to promote sustainable consumption. Various factors such as environmental awareness, price, quality, design, and availability influence purchasing decisions. This study aims to examine consumers' attitudes, preferences, and motivating factors that affect their buying behavior towards jute products, thereby contributing to the promotion of eco-friendly alternatives in the modern market.



OBJECTIVE OF THE STUDY

- To examine motivating factor that lead consumer to encourage to adapt and continue using jute products.
- To analyse consumer's awareness of eco friendly and sustainable nature of jute products.
- To identify consumer's preference for various jute products.

SCOPE OF THE STUDY

To analyzing consumers' awareness, preferences, and buying behaviour towards jute products. It focuses on factors influencing purchase decisions such as environmental concern, price, quality, and product availability. The study provides insights useful for marketers and manufacturers to promote jute products effectively.

STATEMENT OF THE PROBLEM

Challenges faced by consumers in using different kind of products which are an alternatives like jute. Struggles faced by effective consumer in a way which impact their kind of investment in jute products and which also impact their surrounding by use of jute products instead of using other products

RESEARCH METHODOLOGY

Research Design: Descriptive research design

Source of Data: Primary data collected through structured questionnaire. Secondary data from journals and research articles.

Sample Size: 50 college students

Sampling Technique: Convenience sampling

Tools Used for Analysis:

- Chi-Square Test
- ANOVA

II. REVIEW OF LITERATURE

1. Reshma., (2007)1 "Awareness and Satisfaction of Jute Bags," Recent study.

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.. 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.

2. S. Revathi et al., (2013)2 "A Study On Consumer Satisfaction Towards Jute Product," Vellalar College for Women, Erode.

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.

III. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

AGE* ONLINE REVIEW

Hypothesis statement:

HO: There is no significant relationship between area of residence and the type of jute product preferred



H1: There is a significant relationship between area of residence and the type of jute product preferred.

Chi-Square Tests

Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.966a	.813
Likelihood Ratio	3.499	.744
Linear-by-Linear Association	.885	.347
N of Valid Cases	50	

Interpretation:

A Chi-Square test of independence was conducted to examine the relationship between area of residence and preferred type of jute product. The Pearson Chi-Square value is 2.966 with 6 degrees of freedom and a significance value of 0.813. Since the p-value (0.813) is greater than 0.05, the null hypothesis is accepted. This indicates that there is no statistically significant relationship between area of residence and type of jute product preferred. Thus, consumers from rural, urban, and semi-urban areas do not significantly differ in their preference for jute products. Since the Pearson Chi-Square significance value is 0.813 (> 0.05), the result suggests no statistically significant relationship between the two variables.

ANOVA ANALYSIS

Which type of jute product do you prefer the most

Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.094	.547	.451	.640
Within Groups	56.986	1.212		
Total	58.080	49		

INTERPRETATION

The One-Way ANOVA test was conducted to examine whether there is a significant difference in the preference for jute products among different groups. The calculated F-value is 0.451 with a significance value of 0.640. Since the significance value (0.640) is greater than the standard level of significance (0.05), the null hypothesis is accepted. This indicates that there is no statistically significant difference in the mean preference for jute products among the groups considered.

IV. CONCLUSION

The present study examined consumers' buying behaviour towards jute products. Based on the statistical analysis (Chi-square and ANOVA tests), no significant association or difference was found between the selected demographic variables and consumers' buying behaviour. This indicates that consumer preference for jute products is relatively similar across different groups. The findings suggest that consumers are generally aware of jute products and recognize their eco-friendly and biodegradable nature. However, factors such as price, availability, design variety, durability, and awareness influence purchasing decisions. Although consumers show a positive attitude toward environmentally friendly products, actual purchasing behaviour may still depend on convenience and affordability. Overall, the study concludes that jute products have good market potential, but



improvements in marketing strategy, product innovation, and awareness creation are necessary to strengthen consumer buying behaviour.

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