

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

Dr. S. Kamal Saravanan¹ and Dinesh Kumar²

Professor, Department of MBA¹

Student, II Year MBA²

Hindusthan College of Engineering and Technology, Coimbatore, India

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

I. INTRODUCTION

The word TARPAULIN comes from tar and palling another 17th century name for sheets used to cover ships. A tarpaulin or tarp is a large sheet of strong, flexible, water-resistant or waterproof material, often cloth such as canvas or polyester coated with polyurethane, or made of plastics such as polyethylene. Tarpaulins often have reinforced grommets at the corners and along the sides to form attachment points for rope, allowing them to be tied down or suspended. Inexpensive modern tarpaulins are made from woven polyethylene; this material is so associated with tarpaulins that it has become colloquially known in some quarters as poly tarp. Plastic tarps are sometimes used as a building material in communities of indigenous North Americans. Tip is made with tarps are known as tarps. Tarpaulins can be classified based on a diversity of factors, such as material type polyethylene, canvas, vinyl, etc. Actual tarp sizes are generally about three to five percent smaller in each dimension than nominal size. This study aim to explore the customers satisfaction of tarpaulin users in Thanjavur. Tarpaulins uses are protect goods when in transport from direct sunlight and rainfall. Different types of vehicles require different sizes and different colour of tarpaulin they will be make our needs. . Tarpaulin most use full to agriculture in several ways. Small-scale and large scale farmers also using green house because that is boost of production in farming business using green house growth of plants and production. Tarpaulin easy to folded and stored comfortable without occupying more place. Tarpaulin used to protect sport ground is known in commercial terms a field tarpaulin. Tarpaulin used to daily life (EX; Protect bikes, cars and other items stored to prevent dust and damaging the surface). Tarpaulin used to pond liner. Tarpaulin pond liner an good choice for current generation as well as new comers who really want to start fish farming. That tarpaulin sheet are low price to pond liner what a profit of fishing owners then more profit achieve. Tarpaulin is low price and best solution of protect goods, vehicles, construction roofs, farming and pond liner.

II. REVIEW OF LITERATURE

Ms.charmilgandhi: Uses of tarpaulins: (August 2021) : According to quora website this study reveals the uses of tarpaulins in transportations and construction. Transportation: Protect from direct sunlight and rainfall .tarpaulins are used to shelter, food, and other humanitarian goods when in transport from direct sunshine and rainfall. Different vehicles require different sizes and colours of tarpaulin covers and they will be made according to your needs.

Tarpaulins can be folded and stored comfortably without occupying big spaces, unlike other materials used to make shades.

Mr. Raizenn: Tarpaulins direct – size and type guide(2020): It examines sometimes customers are not satisfied with their product size. Getting the right tarpaulin can be a tricky business. It's important to get the right size tarp to suit the job big enough to cover whatever you need it for basically. Most of employers did not ready to give the actual customers asked size. If they cut the product in favoured size the next time it makes high number of wastage products.

Mr. Mohan: Importance of tarpaulin in biofloc farming, why it's better than cement tanks and other (February 2020) this study examine how way tarpaulins are used in fish farming. Biofloc fish farming is the newest fish farming technology which requires to farm fish in a captivated tank with some controlled environment created for it. Cement tanks are highly durable and used on the primary level because of their strength of water carrying capacity. Plastic tanks are easier to install and cost-effective too. But working with plastic tanks can come with lots of hurdles. At last the most widely used tanks in biofloc technology are tarpaulin tanks. These types of tanks are used widely because it can be formed into any shape of tanks.

Mr. Ewoutvermpink: The effect of solar radiation on tarpaulins: (July 2019): The main objective of the study is how tarpaulin are affected by ultraviolet rays. We are of course aware of the effect of the sun's ultraviolet (uv) radiation on our skin. We all have had a red nose once after a beautiful summer day. Just like our skin, plastics are also impacted by exposure to uv radiation from sunlight.

Mr. Pradeepjain: Tarpaulin shed over the head, burden on the pocket(June 2017): This study examine tax rates are highly increased for tarpaulins so it create a burden of buyer and sellers. Tarpaulins are most used buy truck drivers to shelter, goods . The gst rare schedule for goods released on may 18th 2017. The tarpaulin users will face immense hardship for product is liable 28% gst because of the product not a luxury item and rather than the product is meant for low income groups and its essential for transporation. hence increasing rate on tax on by it 28% to 60 % higher than the existing rate is a great plight for such people as this will create higher burden on their pockets.

III. METHODOLOGY OF THE STUDY

This study use primary data to collect information from the respondents through questionnaires and the secondary data are collected in a structured status from the websites, articles and others.

Universe	Thanjavur
Sample size	120
Sample	Factors influencing the purchase intension of tarpaulin.
Sampling technique	Convince sampling method

IV. FACTORS INFLUENCING TO PURCHASE INTENSION OF TARPAULIN.

Visibility:

First of all, advertising banners offer a very high visibility. They are most often large supports installed at the roadside, in the street, on buildings or outside fences. By choosing bright colours and a few meaningful key words, you will undoubtedly attract the attention of pedestrians and drivers to your specific business operation or event. Thus, one of the advantages of advertising banners is that they allow communication from a distance to a local audience

The size

Another advantage of a tarpaulin is its size and, more specifically, the fact that it is that it is possible to create very large tarpaulins.

Flexibility

one of the influencing factor is flexibility ofuse. Unlike rigid panels, PVC banners are Easytransport rolled up in the boot of your car. However, if they are very large banners, it may take two people to carry them to the installation site and unroll them before hanging them.

GROWTH RANGE:

The global tarpaulin sheets market size is forecast to increase from US\$ 8.1 billion in 2023 to US\$ 13.0 billion by the end of 2033. Overall tarpaulin sheet sales are forecast to accelerate at a CAGR of 4.7% between 2023 and 2033

Growing demand for tarpaulin sheets from agriculture, building & construction, logistics; consumer goods, and automotive industries is a prominent factor driving the global market. Top 5 tarpaulin sheet companies are slated to hold around 20 to 25% of the market in 2023. By material, polyethylene is forecast to create an incremental opportunity of US\$ 2.3 Billion during the projection period of 2023 to 2033

With growing usage across the agriculture and building industries, the global market for tarpaulin sheets is set to expand 1.7X times the current market value during the assessment period. Tarpaulin sheets are large sheets of strong, flexible, and water-resistant material used to protect from extreme weather conditions such as wind, sunlight, and rain.

These sheets make it simple to transport products or goods while providing excellent levels of safety and protection. Increasing adoption of tarpaulin sheets for protecting a wide range of products from weather is anticipated to play a crucial role in facilitating market expansion

Rising applications of tarpaulin sheets across thriving building & construction sector is expected to boost the global market during the assessment period. Tarpaulin sheets are being increasingly used during construction activities to protect partially built structures, prevent mess during painting, and contain debris. Similarly, robust growth of agriculture industry coupled with growing need for protecting crops and agricultural equipment from harsh weather conditions will boost tarpaulin sheet sales. Leading tarpaulin sheet manufacturers are aiming at developing sustainable and recyclable tarpaulin sheets to reduce environment pollution and comply with stringent regulations. This will bode well for the market

V. ATTRACTIVE CHARACTERISTICS OF TARPAULIN SHEETS ESCALATING DEMAND IN THE MARKET

Tarpaulin sheets are an outstanding source of protection and safeguarding for companies to protect their product/goods. These sheets are made from materials such as polyethylene, Canvas, poly vinyl chloride, poly ethylene terephthalate, and polyamide. Polyethylene tarpaulin sheets are generally produced from high density polyethylene (HDPE) which has excellent hardness, high-temperature and chemical resistance, and excellent Mechanical strength. However, in recent years tarpaulin sheets made from poly vinyl chloride (PVC) have gained wider Popularity due to their various attractive benefits. Poly Vinyl Chloride (PVC) tarpaulin sheets are Made from polyester filament base fabric and coated with PVC resin on both sides of the sheet. PVC-coated tarpaulin has excellent rain resistance when compared to polypropylene (PP) and PE tarpaulin sheets. Along with the coating of PVC resin, the tarpaulin sheets are also treated With anti-fungal and antistatic agents to enhance their properties. Hence, growing awareness about the attractive features of tarpaulin sheets will elevate demand In the global market during the assessment period.

ATTRIBUTES	TARPAULIN SHEET INDUSTRY
CAGR (2023 to 2033)	4.2%
Market value	US 8.1 Billion
Growth factor	Growing adoption of tarpaulin sheets across various industries for protection and safeguarding products will continue to boost the global market.
Market Trend	Development of sustainable and recyclable tarpaulin sheets will boost sales over the next ten years.

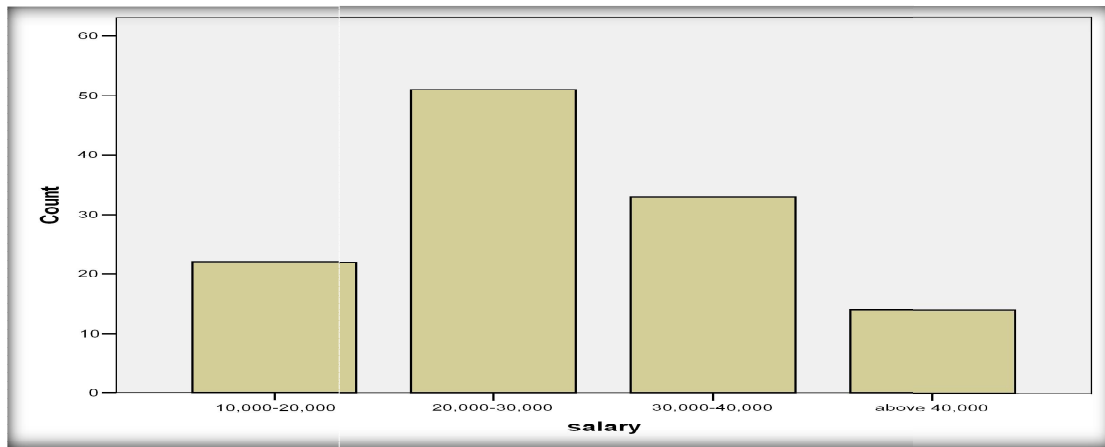
VI. DATA ANALYSIS AND INTERPRETATION

TABLE 1: SALARY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000-20,000	22	18.2	18.3	18.3
	20,000-30,000	51	42.1	42.5	60.8
	30,000-40,000	33	27.3	27.5	88.3
	above 40,000	14	11.6	11.7	100.0
	Total	120	100.0	100.0	
Missing	System	0	0		
Total		120	100.0		

Source: Primary data

CHART 1



INTERPRETATION:

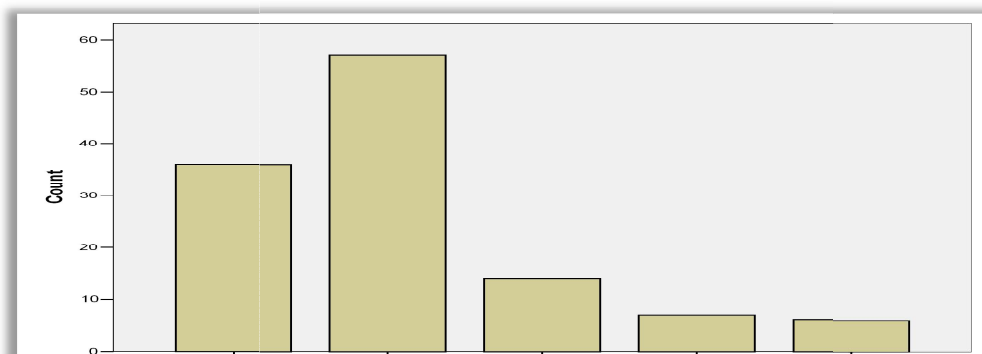
From table 1 From the above table No 01 reveals that out of 120 respondents,18.3% having ten to twenty thousand and majority 42.1% having twenty to thirty thousand and only 11.5% getting above fifty thousand.

TABLE 2: IT HELPS TO PROTECT PRODUCTS IN AGRICULTURE FARMING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	36	29.8	30.0	30.0
	AGREE	57	47.1	47.5	77.5
	NETURAL	14	11.6	11.7	89.2
	DISAGREE	7	5.8	5.8	95.0
	SD	6	5.0	5.0	100.0
	Total	120	100.0	100.0	
Missing	System	0	0		
Total		120	100.0		

Source: Primary data

CHART 2



INTERPRETATION :

From the above table no 2 revels 29.8% respondents strongly agreed , majority of the employee 47.1%employees agreed and only few 5% only strongly disagree.

VII. FINDINGS

- Majority (42.1%) having 20,000-30,000 salary range.
- Majority (47.1%) agreed it protect products in agriculture farming.
- The major Influencing factor of tarpaulin sheets their flexibility, size and Visibility.
- It is used to protect direct sunlight and rainfall, and uses as temporary camps.
- Challenges faced by users: Since they are usually made of plastic, tarps tend to break down in ultraviolet light and Rainy Day Leaks. As tarps wear out, the material loses its waterproof capabilities and develops tiny holes.

VIII. SUGGESTIONS

- To make purchases of goods directly from the place of manufacture and to avoid middle agent.
- To be honest with the customer about the product.

IX. CONCLUSION

The study conclude that the purchase intension of tarpaulin does have a positive effect on an organization profit. Once customer satisfied with the purchase then they become a regular customer. This increases repeat purchase that helps in growth of the business. The main development tool or strategy for successful business is increasing satisfied your customers .

BIBLIOGRAPHY :

- [1]. Ms.charmilgandhi: Uses of tarpaulins: (August 2021)<https://www.futuremarketinsights.com/reports/tarpaulin-sheets-market>
- [2]. Mr.Raizenn : Tarpaulins direct – size and type guide(2020)<https://www.sparrowtarpaulin.com/blogs/all-about-tarpaulin-manufacturers-in-india.php>
- [3]. Mr. Mohan : Importance of tarpaulin in biofloc farming, why it's better than cement tanks and other (February 2020)<https://m.indiamart.com/impcat/tarpaulins.html?biz=10>
- [4]. Mr. Ewout vermpink:<https://www.psmarketresearch.com/market-analysis/plastic-tarpaulin>
- [5]. Mr. Pradeep jain: <http://www.tarpaulins.in/>