

An Assessment towards the Perception and Customer Satisfaction on various Plastic products of Manipur

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Abstract

The present study entitled “*An Assessment towards the Perception and Customer Satisfaction in Imphal West District on various Plastic products of Manipur*” aims to evaluate consumers’ attitudes, perceptions, and satisfaction levels regarding the use of plastic products across Imphal West Districts of Manipur. With the increasing dependency on plastic commodities for daily and industrial applications, understanding consumer satisfaction has become more crucial. However, the local units face competition from imported or outside-state products due to the economies of scale and other factors like irregular power supply, high transport costs, frequent blockades or disruptions in the North-East region hamper production reliability. The study adopts a mixed-method approach, combining descriptive and analytical research designs. Primary data were collected through structured questionnaires administered to 150 respondents from both urban and semi-urban areas, while secondary data were drawn from government reports, industrial records, and policy documents. The findings reveal that consumers of Imphal West district in Manipur exhibit moderate satisfaction with plastic products in terms of durability, affordability, and availability. However, awareness of environmental impacts and government bans on certain plastic categories significantly influence purchasing behavior and satisfaction levels. The study also highlights differences in perception based on demographic variables such as age, income, and education. Further, the study attempts to identify the areas where improvements are needed in the industries for a higher level of customer satisfaction. It concludes that plastic products remain integral to household and commercial use, while there is an emerging consumer preference for eco-friendly alternatives and a sustainable growth in the industries.

Keywords: Customer satisfaction, Perception, Plastic products, Economies of scale, Environmental impacts, Purchasing behavior, Consumer preference and Sustainable growth.

Introduction

The activities of business organisation are concerned with customer satisfaction for generating profits, improvement, the market competition, market share and organisational goal. The business management includes the study of customer relations with marketing, market

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competitions, profits earning and measurement of customer satisfaction (Cengiz, 2010). The customer satisfaction with their experience proposed to create positive result from the product uses. In other words, customer satisfaction created from trust between marketer and their customer (Leninkumar, 2017).

The word satisfaction is the expression of customers feeling between what is given and what expected. The product satisfaction is an ongoing dynamic process and it is not only the important of the business organisation but also the future growth of the business firm (Bahri & Herawan 2019). The present study is about the customer satisfaction on plastic products which are manufacturing in Manipur. Today in this modern world, the plastic products substituted the old traditional products. The plastic industry is one of the fastest industries in the world. These industries occupied most important contributor to economic development but a strong action is needed to avoid pollution from environment (Mutumba, 2022). Plastic products are durable and inexpensive. It is the reason why the plastic products are highly demanded and increasing its demand day by day (Obebe & Adamu, 2020). In the modern industrial sector, plastic industries take the cornerstone role from packaging and automotive to electronic and healthcare but these industries affect to environment by contributing plastic waste and greenhouse gases (Rahman & Nithyalakshmi, 2024).

Plastic products are attractive due to flexibility, durability and strength. The plastic packaging volumes are expected to produce more than quadruple by 2050 to 318 million tonnes per year. The plastic industries provided job opportunities to many people in production to transformation, collection and recycling. The plastic products are produced from two types of plastics as : i) Thermoplastic that are useful for durability and strength used in automobiles, construction, adhesives, ink and oils and ii) Thermoplastic that can be easily shaped and moulded into products used in making milk jugs, floor covering, credit cards and carpets (International Labour Organisation n.d). The varieties of plastic raw materials are needed in different economic sectors for development. The plastic industries used different type of plastics according to the products and its uses, i.e. Polythene (PE), Polypropylene (PP), Polyvinyl Chloride (PVC) and Polystyrene (PS). As one of the fastest growing industry, the growing rate reached 11% and the growth rate of PE, PP, PVC and PS reach 8% p.a. during FY14 (Plastic Industry, 2015).

Eight plastic industries were selected for the purpose of the study. Questionnaire are prepared and distributed in order to assess the perception and customer satisfaction level of various plastic products of Imphal West, Districts. The eight industries are namely i) Kshis Plastic Industry, ii) Amen Plastic Industry, iii) G.K Plastic Industry, iv) Lismart Plastic Industry, v) Ranjoy Plastic Industry, vi) Kamal Polymer Industry, vii) R.B Industry and viii) Debchan Polymer Industry. These industries produced our daily uses products including plastic water storage tank, septic tank, dustbin, water pipe, flower pot, doors, water jar and bottles. Some industries also manufactured boat, mementoes, sculptures which are used for social changes and motivation of people to the society. The numbers of industries dealing with recycling the plastic waste are very less and only a few of them are taking part on it. Recycling of plastic waste and its management is very important because plastic is one of the most dangerous pollutants for environment pollution.

Review of Literature

The review of the study analysed in two different angles, i.e. the plastic industries and the customer satisfaction.

Chattopadhyay (2019) studied on service quality on customer satisfaction and customer loyalty. He found that at the end of selling era, marketing started and targeted to customer satisfaction and compared to the market competitors because successful business always depends on customer satisfaction. Khadka & Maharjan (2017) studied on customer satisfaction and defined as overall evaluation based on total purchased and consumption experience of the product. Only the satisfied customer can rebuy and demand the product repeatedly. Webowo (2022) the customer satisfaction is indicated from the comparison of expectation and the actual performance. If the customer expectation is less than the actual performance, it is treated as satisfied and if the expectation is more than the actual performance, it is treated as unsatisfied by the customer.

Elsherbeny, Elsherbeny, Essawy & Zayed (2024) studied on plastic industries in relation with health status of workers and observed the importance of plastic in every individual's life which almost occupied. The rate of plastic manufacturing in Egypt increased to 10% p.a. over the next five years. In 2004, the consumption rate was 1.2 million p.a. at \$ 1.65 billion in the form of raw materials, household appliances, packaging, pipes, fiberglass goods, bottle and car parts etc.

Avramidou & Tellstedt. (2020) found in their study the uses of plastic products are increasing due to durability, light weight and low cost. The supply of plastic products also increasing both national and international level in Sweden and shows every citizen of the country used 130kg per year. Plastic and Circular Economy, (2018) analysed the importance of plastics and its negative effect to the environment. They found the plastic products are mostly used in packaging, construction, automobile manufacture, furniture, toys, electronics items and agriculture. Due to its escalating demand in different sectors, the plastic producers supply their products globally.

Research Gap

The existing literature indicates that customer satisfaction has been extensively studied in relation to service quality, product performance, customer expectations, customer loyalty, and repurchase behaviour. Studies by Cengiz (2010), Khadka and Maharjan (2017), Leninkumar (2017), Chattopadhyay (2019), Bahri and Herawan (2019), and Webowo (2022) have contributed to understanding the relationship between customer expectations, perceived performance, satisfaction, and customer loyalty. However, much of the existing literature focuses on general consumer products or service-sector organisations rather than locally manufactured plastic products.

Similarly, previous studies on the plastic industry have primarily concentrated on the growth and uses of plastic products, industrial development, occupational health, environmental pollution, plastic waste, and recycling. For example, Avramidou and Tellstedt (2020) examined the increasing use of plastics in relation to their durability, light weight, and low cost, while

Elsherbeny et al. (2024) considered the plastic industry in relation to workers' health. Other studies have emphasised the environmental consequences of increasing plastic consumption and the importance of circular-economy approaches.

Despite these contributions, there is a limited empirical understanding of customer satisfaction with locally manufactured plastic products in the context of Manipur. In particular, inadequate attention has been given to customers' perceptions of the quality, durability, price, design, availability, usefulness, and performance of plastic products manufactured by local enterprises in Imphal West District. There is also limited evidence regarding whether these product attributes influence customers' overall satisfaction and their intention to repurchase or recommend locally manufactured plastic products.

Furthermore, the existing literature generally examines either customer satisfaction or the plastic industry and its environmental implications as separate areas of research. There is comparatively little research that connects consumer satisfaction with the characteristics of locally manufactured plastic products while also considering the broader issue of plastic-waste management and recycling awareness.

Therefore, the present study attempts to address this gap by conducting an empirical investigation of customer satisfaction with selected plastic products manufactured in Imphal West District of Manipur. The study focuses on customers' perceptions and satisfaction in relation to product quality, price, durability, design, availability, performance, and value for money, and examines their relationship with repeat-purchase intention and customer recommendation. The study also considers customers' awareness of plastic-waste management and recycling. In this way, the research seeks to provide location-specific evidence that may contribute to the academic literature on customer satisfaction as well as provide useful information for local plastic manufacturers and other stakeholders in Manipur.

Objectives of the Study

1. To study the perception and idea of customers in using plastic products.
2. To analyse the factor influencing customer buying behaviour on plastic products in Imphal West district, Manipur.
3. To study the customer satisfaction level on plastic products manufactured in Manipur.

Hypotheses

H₀₁: There is no significant relationship between occupation and customer buying behaviour on plastic products in Imphal west district, Manipur.

H₀₂: There is no significant relationship between income level and customer satisfaction on plastic products in Imphal west district, Manipur.

Rational or Significance of the Study

Methodology of the study

The study used both primary and secondary data. For the primary, a structural questionnaire is prepared in close ended form to collect the required first handed data through personal

interview and observation from survey. The secondary sources include information from journals, articles, books and unpublished thesis, philosophers and the records maintain by different plastic industries. In this study samples were collected from 150 respondents from Imphal West where plastic industries are situated and used in large quantities. The study adopted statistical tools including tables, frequencies, percentage, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity, Reliability Test, Normality Test, Histogram Diagram for normality and Kruskal-Wallis H for more authentic result of the study.

In order to assess the suitability of the collected data for factor analysis and to determine the appropriateness of the variables for extracting meaningful factors KMO and Bartlett's test is conducted, which is shown in Table 1.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.818
Approx. Chi-Square		1099.33
Bartlett's Test of Sphericity	df	190
	Sig.	<.001

Source: Authors Data Proceeds (Primary Data)

The combination of two statistics test i.e. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test which helps in findings appropriate factor analysis. The KMO value above 0.6 indicated the suitable factor analysis. In the above test, the KMO value found as .818, which means that it is more adequate data for factor analysis. On the other hand, in the Bartlett's Test, the p-value is found to be less than 0.05 i.e. <0.001 which indicate that the correlation matrix is not an identity matrix and hence there is significant relationship among the variables and can be concluded that the factor analysis is appropriate.

Further Cronbach's alpha test is used to measure the internal consistency that how well the questionnaires are related to each other which is shown in Table 2.

Table 2: Reliability Test

Cronbach's alpha	N of Item
.736	20

Source: Authors Data Proceeds (Primary Data)

Table 2 shows the result of Cronbach's alpha which measures the reliability to see the consistency of the set items in the questions and the surveys. The value of Cronbach's alpha found as 0.736 that revealed the good level of internal consistency and the 20 items in the test are fairly reliable and measure the same concept as well.

Customer Knowledge on Plastics Industry

Customer knowledge in plastics industry is the understanding of customer needs, preferences, behaviours, and concerns, which is crucial for product innovation, personalized service, and building trust. This knowledge goes beyond basic demographics and includes their views on sustainability, product quality, safety, and specific technical requirements against different plastics industry.

Table 3: Customer Knowledge on Plastics Industry

Industry Name	Yes	No	Industry Name	Yes	No
i) Kshis Plastic Industry	20(13.3)	130(86.7)	ii) Amen Plastic Industry	8(5.3)	142(94.7)
iii) G.K Plastic Industry	10(6.7)	140(94.7)	iv) Lismart Plastic Industry	134(89.3)	15(10.0)
v) Ranjoy Plastic Industry	79(52.7)	71(47.3)	vi) Kamal Polymer Industry	22(14.7)	128(85.3)
vii) R.B Industry	12(8.0)	138(92.0)	viii) Debchan Polymer Industry	12(8.0)	138(92.0)

Source: Authors Data Proceeds (Primary Data)

Interpretation: Table 3 shows the customer knowledge about the plastic industries in Manipur. The study has taken customers knowledge about the plastic industries in Manipur by selecting eight industries, namely Kshis Plastic Industry, Amen Plastic Industry, G.K Plastic Industry, Lismart Plastic Industry, Ranjoy Plastic Industry, Kamal Polymer Industry, R.B Industry and Debchan Polymer Industry. Among the eight plastic industries, Lismart Plastic Industry highest number of positive respondents with Yes-134 (89.3%) and No-15(10.0%) followed by Ranjoy Plastic Industry with Yes-79(52.7%) and 71(47.3%) which result is more positive than the negative. The result of the remaining plastic industries has more negative respondent than the positive. The lowest respondent is getting by Amen plastic industry with Yes-8 (5.3%) and No-142 (94.7%).

Demographic Profile

The study of demographic profile of the customer of plastics products is significant, since it enables businesses to tailor their strategies, optimize resource allocation, enhance product design and improve customer satisfaction with regard to the growing demand for sustainable practices.

Table 4: Demographic Profile

Particular	Male	Female	Total	Particular	Male	Female	Total
Age group:				Occupation:			
18-28	19	18	37	Student	20	15	35
28-38	25	29	54	Professionals	9	28	37

38-48	16	24	40	Self Employed	24	21	45
48 and above	7	12	19	Private Employee	14	19	33
Education:				Monthly Income:			
Below 10 th Std	4	1	5	Below Rs. 10,000	31	34	65
Hr. Sec. Level	9	13	22	Rs.(10,000-20,000)	22	20	42
Graduate	20	22	42	Rs.(20,000-30,000)	7	11	18
Post Graduate and above	34	47	81	Rs.(30,000 & above)	7	18	25

Source: Authors Data Proceeds (Primary Data)

Interpretation: Table 4 revealed the result of demographic of the study and it is divided into four major demographic profile of the study as age group, occupation, education and monthly income of the customers which affect their buying behaviour. The age group is divided into four as 18-28, 28-38, 38-48 and 48 above. Among these groups, 28-38 has the highest respondents with 25-male and 29-female followed by 38-48 with 16-male and 24-female. The occupation group also classified as student, professionals, self-employed and private employee. Self-employed found as highest respondent with 24-male and 21-female followed by professionals with 9-male and 28-females. Post graduate is the highest respondents in educational qualification groups with 34-male and 47-females followed by graduate qualifications respondent with 20-male and 22-female. The monthly income groups are classified as below Rs. 10,000, Rs. (10,000-20,000), Rs. (20,000-30,000) and Rs. 30,000 above. Below Rs. 10,000 groups of income found as highest with 31-male and 34-female followed by Rs. (10,000-20,000).

Table 5: Normality Test on Customer Buying Behaviour

Normality Test						
	Kolmogorov-Smirnov ^a			Shapiro-Walk		
	Statistic	df	Sig.	Statistic	df	Sig.
CBB	.074	149	.045	.979	149	.021

Source: Authors Data Proceeds (Primary Data)

Interpretation: Table 5 shows the normality result of Customer Buying Behaviour (CBB) from the two statistic tools. The first is Kolmogorov-Smirnov test that result found as 0.074, 149 as data point (df) and significant (Sig.) value as 0.045. The Shapiro-Wilk test found the value as 0.979, 149 as data point (df) and significant (Sig.) value as 0.021. the test concluded as both the result value is less than 0.05 and it does not follow the normal distribution.

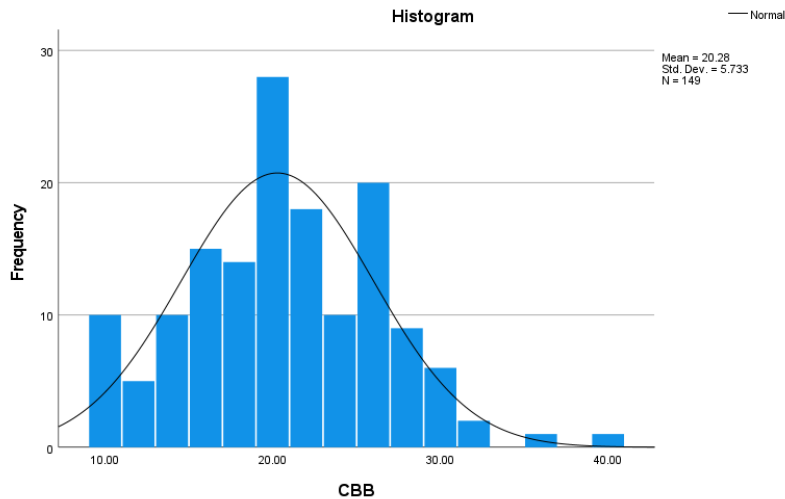


Fig 1: Histogram of Customer Buying Behaviour

Table 6: Hypothesis testing on occupation and customer buying behaviour

Particular	Kruskal-Wallis H	df	Asymp. Sig.
Quality of goods	1.945	3	.584
Price of the goods	4.371	3	.224
Multiple payment options (instalment basis)	3.944	3	.268
Good salesmen's behaviour	.524	3	.914
Good service facilities	.614	3	.893
Convenient location	2.276	3	.517
Good relationship with customers	2.562	3	.464
Good warehousing facilities	1.252	3	.740
Easy promotional activities	3.980	3	.264
Smooth transaction process	.268	3	.966

Source: Authors Data Proceeds (Primary Data)

*Significant at 5% level of significance

Interpretation: Table 6 shows the hypothesis testing on the relationship between occupation and customer buying behaviour with the help of Kruskal-Wallis H statistics tool. There are ten statements and p-value of all the ten statements are more than 0.05 i.e. “Quality of goods”, “Price of the goods”, “Multiple payment options (instalment basis)”, “Good salesmen’s behaviour”, “Good service facilities”, “Convenient location”, “Good relationship with customers”, “Good warehousing facilities”, “Easy promotional activities”, and “Smooth transaction process”.

customers”, “Good warehousing facilities”, “Easy promotional activities” and “Smooth transaction process” found it’s p-value as $.582 > 0.05$, $.224 > 0.05$, $.268 > 0.05$, $.914 > 0.05$, $.893 > 0.05$, $.517 > 0.05$, $.464 > 0.05$, $.740 > 0.05$, $.264 > 0.05$ and $.966 > 0.05$ respectively revealed that there is no significant difference in the occupation and customer buying behaviour. Hence, it is concluded that, the null hypothesis is accepted.

Table 7: Normality Test on Customer Satisfaction

Normality Test						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CS	.128	150	<.001	.797	150	<.001

Source: Authors Data Proceeds (Primary Data)

Interpretation: Table 7 shows the normality result of Customer Satisfaction (CS) from the two statistic tools. The first is Kolmogorov-Smirnov test that result found as .128, 150 as data point (df) and significant (Sig.) value as <.001. The Shapiro-Wilk test found the value as .797, 150 as data point (df) and significant (Sig.) value as <.001. The test concluded as both the result value is less than 0.05 and it does not follow the normal distribution.

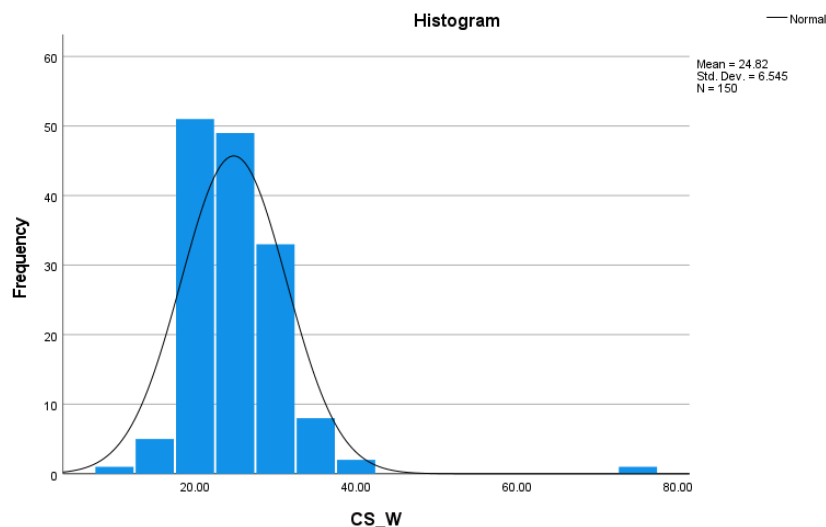


Fig 2: Histogram of Customer Satisfaction

Table 8: Hypothesis testing on income level and customer satisfaction

Particular	Kruskal-Wallis H	df	Asymp. Sig.
How satisfied are you with the industrial brand image	4.422	3	.219

How satisfied are you with the promotional policies (discount notification/special offer/new venture) adopted by the plastic industry.	3.682	3	.298
How satisfied are you with the up gradation of company's products/services as per new trends/features in market.	1.212	3	.750
How satisfied are you with the quality of the product you purchased.	3.123	3	.373
How satisfied are you with the product in terms of installation or first user experience.	2.435	3	.487
How satisfied are you with the pricing of the product.	6.427	3	.093
How satisfied are you with the price of the products you purchase with other competitor products prices?	2.694	3	.441
How satisfied are you with quality of product you get for the price you pay.	2.675	3	.445
How satisfied are you with the knowledge level of customer care.	6.573	3	.087
How satisfied are you with the customer care attitude.	3.926	3	.270

Source: Authors Data Proceeds (Primary Data)

*Significant at 5% level of significance

Interpretation: Table 8 shows the result of H_{02} on income level and customer satisfaction with the help of Kruskal-Wallis H statistic tool. In all the statement it is found that the p-value is more than 0.05 i.e. “How satisfied are you with the industrial brand image”, “How satisfied are you with the promotional policies (discount notification/special offer/new venture) adopted by the plastic industry”, “How satisfied are you with the up gradation of company's products/services as per new trends/features in market”, “How satisfied are you with the quality of the product you purchased”, “How satisfied are you with the product in terms of installation or first user experience”, “How satisfied are you with the pricing of the product”, “How satisfied are you with the price of the products you purchase with other competitor products prices?”, “How satisfied are you with quality of product you get for the price you pay”, “How satisfied are you with the knowledge level of customer care” and “How satisfied are you with the customer care attitude” found its p-value as .219>0.05, .298>0.05, .750>0.05, .373>0.05, .487>0.05, .093>0.05, .441>0.05, .445>0.05, .087>0.05 and .270>0.05 respectively. This revealed that there is no significant difference in the monthly income and customer satisfaction. Hence, it is concluded that, the null hypothesis is accepted.

Findings

1. The demographic profile of the study found more female respondents than the male.
2. As per the collected data M/s Lismart Plastic Industry is found to be more popular and well-known plastic Industry in the state.
3. H_{01} testing revealed that there is no different opinion from the group of people regarding the buying behaviour. The significance value which is more than 0.05 indicates that the people from different groups had similar view and experience in buying behaviour.
4. H_{02} testing revealed that people from different groups has given similar feedback. The significance value above the 0.05 indicates that the plastic industry is providing a uniform customer experience and there is no gap in customer satisfaction in all the group of people.

Suggestions

1. The customer knowledge about the plastic industries and its products are very less, it is necessary to adopt promotional mix.
2. Plastic products are easy to make available with low cost but it is the main causes of environment pollution, plastic pollution management system is necessary for plastic waste management which is very less in plastic industries in Manipur.
3. The market position of plastics products are very less because the plastic industries in Manipur cannot fulfil the customer needs.
4. The study of customer needs is very important in marketing because it help to increase sales volume by giving customer satisfaction thereby increasing profits and long term business growth.
5. Transportation and warehousing is very less and industrial site is very small in comparison with other states of India. That's why customer can't get their desire products when needed.
6. During the survey, it is also found that the promotional activities like advertising, personal selling etc, are very less, if it is promoted more, it will be very helpful to the customer to buy the products.

Conclusion

The purpose of this study is to identify the customer needs and their choices of plastic products manufactured in, Manipur. In the modern marketing era, the marketing is based on customer orientation that means customer satisfaction is more important than other marketing activities and customer are treated as king of the market. Plastic industries are major contributors to the economy and social change due to fastest growing industry in the world. The old traditional products are substituted by the new modern products produced by plastic industries which produced with convenient, comfortable, easily available and low cost. The plastic industries provide employment opportunities to the young and educated people and taking an important role in the economic growth of the state. To understand the customer satisfaction is the only means for a successful business organisation in this field.

Manipur is a small state situated in a hilly region and the number of industries is very less while comparison with other states of India. All the industries in the state belong to micro and small industries even though they provided employment opportunities to the state, increase the living standard of the customers, since plastic products are limited, customers purchase the same repeatedly and managed accordingly.

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