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A Study on Supplier Attitude towards Tissue Paper
Nagapattinam District and Around the Areas

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Abstract- The study helps to understand the supplier attitude towards tissue paper business in Nagapattinam and selected areas. The study has been observed from Nagapattinam, Velankanni, Vedaraniyam, Thiruthuraipoondi, Thiruvanur, Kumbakonam, Mayiladuthurai and Karaikal. From this study understood the tissue paper demand, tissue paper price per pocket, type of tissue paper using in business, who they are supplying tissue paper, customer expectation from suppliers, supplier credit policy, seasonal changes in tissue paper business and how to approach customers as a supplier. The primary data was collected through questionnaire. The secondary data has been collected from books and internet. The collected data has been technically analyzed by using the tools like percentage, Chi-square and Anova. With the help of analyzed data findings and suggestions are made. Suggestions are given for improving the overall opinion, based on study result in the tissue paper business in Nagapattinam and selected areas. The study will helps to entrepreneurs, who start the tissue paper business.

Index Terms: Supplier, Customers, credit Policy.

INTRODUCTION:

The tissue paper market is one of the strongest growth segments in forest product. The tissue paper market has expanded 2.1% annually worldwide in ten years and it’s is expect that it will continue to grow on steady basis. The high consumption of facial tissues by Indian could be attributing by following reason

The tissue sector is more focused on uses away from home (government, building, hotel, schools, barber shop and etc.)

- Strong promotion of brands.
- Wider variety of tissues goods available.
- Generally positive attitude towards consuming and shopping.
- Demographic / housing difference benefitting tissue consumption over the rest of the world.

Tissue paper is produced on a paper machine that has a single large steam heated drying cylinder (Yankee) fitted with a hot air hood. The raw material is paper pulp. The Yankee cylinder is sprayed with adhesives to make the paper stick. Creping is done by the Yankee’s doctor blade that is scraping the dry paper off the cylinder surface. The crinkle (creping) is controlled by the strength of the adhesive, geometry of the doctor blade, speed difference between the Yankee and final section of the paper machine and paper pulp characteristics.

Hygienic tissue paper is commonly used for facial tissue (paper handkerchiefs), napkins, bathroom tissue and household towels. Paper has been used for hygiene purposes for centuries, but tissue paper as we know it today was not produced in the United States before the mid-1940s. In Western Europe large scale industrial production started in the beginning of the 1960s.

Tissue paper is soft, feathery, lightweight, highly absorbent, tear resistant, disposable and relatively strong paper products. The tissue paper name originates from the French word “tissue”, which meaning cloth. Because of the tissue paper is as soft as cloth. It has become an important part in our daily life. Uses of this type of paper are increasing rapidly in worldwide. Overall, a person who lives in a developing country uses some kilograms of tissue paper per year. The people of North American use highest amount of tissue paper; per person about 25 kg per year.
As like other paper products cellulose fibers is the main source of tissue paper. The fiber may be 100% virgin or 100% recycle or mixed. 100% recycled fibers are used due to environmental responsible. The main source of recycle fiber is office paper collection programs. The virgin fiber is mostly Kraft fiber which is produced from soft or hard wood. High quality tissue paper is made from virgin grade of wood pulp.

Types of tissue paper:

There are different types of tissue paper such as toilet paper, paper towels, facial tissues, diapers, industrial wipe, table napkins etc. It may be different colour, decorations, textures, patterns, perfumed or moistened.

a. Toilet Tissue

Toilet tissue is the most purchased tissue product by consumers. The majority of us can’t think living lack of toilet paper. The quality of this tissue paper can be determined by the number of plies, durability, coarseness and fiber quality. Typically it is the lowest grade of paper. It may be rippled, perfumes, coloured or patterned, medicated or treated with aloe or other perfumes. These papers not only for bathroom, it is also useful for nose care, removing makeup, wiping up spills.

b. Paper Tissue

According to consuming, paper towels are the second largest tissue product. It is durable among the tissue paper. The Strength of paper towels depends on fiber quality, wet end chemicals and other reasons. Although it is from one up to four plies but generally it is two-ply. The basis weight of this kind of tissue paper is about 20 to 24 g/m².

c. Facial Tissue

Facial tissues are sort of thin, soft, absorbent, smooth and disposable paper which is used for cleaning face. It is also known as paper handkerchiefs or wipes and generally sold in boxes. One of importance uses of facial tissue is reducing the spread of an infection or diseases as like swine flu.

d. Table napkins

Table napkins are other kinds of tissue paper that are used in dining tables. These are offered from one up to four piles and in different colours, patterns, folds and sizes.

e. Wrapping tissue

Wrapping tissue is a kind of thin, translucent tissue paper that is largely used for wrapping different sensible goods such as glass, ceramic. Moreover it is also used for wrapping clothes or gift presentation.

Properties of tissue paper

Absorbency and softness are the key properties of tissue paper. These properties are mostly affected by the porosity, creping (surface property) and furnish composition of the paper. Porosity is inversely proportion to density. So low sheet density is highly porosity which is helpful to gain elevated absorbency and softness. The other properties are wood species, pulping processes, stiffness, bulkiness, additives, wet strength, basis weight, thickness etc. For instance, special grades of mechanical pulp can create highly porous tissue paper as compared to chemical pulps. Nano-cellulose can improve absorbency and strength of it.

Among these two properties absorption is more significant. It is directly connected to the softness, creping and bulkiness. The molecule of cellulose contains hydroxyl groups which permit it to form hydrogen bonds with water. This is the main reason why paper absorbs water. Moreover there are many microscopic spaces among the cellulose fibers where water can soak up.

After absorption, softness is the most significant properties of tissue paper. Softness can be improved by reducing the refining of tissue furnished. Wet end starch as like amphoteric waxy maize starch can reduce the refining. Softness is a combination of surface smoothness, bulk and a short of stiffness. The best softness paper is
the one that has a high wave creping with a high frequency. Bulk can be increased by the appropriate composition of fibers and help of creping. Creping also increase the surface area and increase the absorption.

OBJECTIVES OF THE STUDY:

- To identify the tissue paper usage in Nagapattinam district and around the areas.
- To understand the details of tissue paper Suppliers in Nagapattinam district and around the areas.
- To measure the customer expectation in tissue paper.
- To learn the tissue paper demand in Nagapattinam district and around the areas.
- To measure the supplier credit among tissue paper supplier and customer.

SCOPE OF THE STUDY:

- The survey consisted of a sample of 94 shops. The survey covered the supermarket, hotels, retailer and wholesalers.
- The study covers tissue paper price, customer expectation and demand of tissue paper.
- The study has been done in Nagapattinam, Velankanni, Vedaranyam, Thiruthurai, Thiruvarur, Karaikal, Mayiladuthurai, and Kumbakonam.
- Data used in the project are primary data and secondary data in nature.
- The study provides a result for understanding the tissue paper quality, tissue paper price, customer expectation and demand of tissue paper.

NEED OF THE STUDY:

- The study can be helpful to the entrepreneurs to create marketing strategy to improve its core weakness by the suggestion and recommendations prescribed in the project.
- The need of this study can be recognized when the results of the related study need suggestions and recommendations to the similar market situation.

LIMITATIONS OF THE STUDY:

- As the owners of shop were busy with their business works, it was impossible to get the responses to my expectation.
- Some respondents did not show much interest in filling up the questionnaire voluntarily.
- As the data collection was done by survey method by using questionnaire.

REVIEW OF LITERATURE:

- **Sherry Gordon (2008)**
  
  Supplier evaluation is also a process applied to current suppliers in order to measure and monitor their performance for the purposes of reducing costs, mitigating risk and driving continuous improvement.

- **Derek Roylance (2006)**

  Supplier evaluation is a term used in business and refers to the process of evaluating and approving potential suppliers by quantitative assessment. The purpose of supplier evaluation is to ensure a portfolio of best in class suppliers is available for use.

- **Sherry Gordon (2005)**

  Supplier performance management is a business practice that is used to measure, analyse, and manage the performance of a supplier’s performance in an effort to cut costs, alleviate risks, and drive continuous improvement. It is a function often associated with Third Party Management. The ultimate intent is to identify potential issues and their root causes so that they can be resolved to everyone’s benefit as early as possible.


- **Andrew Erridge (2001)**

  Associated challenges with supplier evaluation include resource and cost commitments in establishing and maintaining a robust and effective system, challenges with specifying and gathering meaningful and relevant information, data integrity, scorecards that do not get at the root causes of supplier problems, and subjective or inconsistent scoring which may result in inaccurate assessment.

- **Peter Drucker (1974)**

  Market research is a way of getting an overview of consumers' wants, needs and beliefs. It can also involve discovering how they act. The research can be used to determine how a product could be marketed. Peter Drucker believed market research to be the quintessence of marketing.

- **John Tukey (1961)**

  Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data.

**RESEARCH METHODOLOGY:**

a. **Area of the Study**

   The study is based on the Supplier attitude towards tissue paper in Nagapattinam district and around the areas.

b. **Research Design**

   Descriptive research has been done in this project. Descriptive research studies are those studies, which are concerning with describing the characteristic of particular individual or group and also the state of affairs as it exist at present. This research is also called as “expost facto research”

c. **Population**

   The research has chosen Supplier attitude towards tissue paper in selected areas & Nagapattinam district for during project work. The study has conducted 200 shops including those who are purchasing tissue paper from retailer, wholesaler and company the researcher visited all shops and interacted with shop owners for understanding their views on Supplier attitude towards tissue paper.

d. **Sample Size**

   The research collected the data from the Nagapattinam district and selected areas. The samplesize is 94 respondents out of 200.

e. **Source Of Data**

   This study is based on primary and secondary data. The relevant information from varied source is collected with help of specifically designed questionnaire.

   Primary data have been collected from the selected respondent by using questionnaire. Secondary data was collected from internet and book.

f. **Presentation of Data**

   The data is collected and tabulated, analysed and interpreted. Charts and diagrams also used to simplify the data.
g. Tools Used

Statistical tool like Chi-square test and Anova is used in the study interpreted.

FINDINGS:

- 39% of maximum tissue paper suppliers are 36 to 40 age people in the supplying tissue paper business.
- 96% of tissue paper suppliers are male in the tissue paper business.
- 16% of maximum tissue paper suppliers from Mayiladuthurai and Karaikal there is more tissue paper supply.
- 63% of tissue paper suppliers are distributing tissue paper maximum 4 to 6 years in their business.
- 43% of maximum tissue paper using in retail business.
- 100% of no designed tissue paper using in among tissue paper suppliers.
- 85% of maximum tissue paper distributing by wholesaler.
- 98% of maximum customers are agreeing about supplier distributing tissue paper within expected time.
- 79% of maximum customers are paying additional cost to suppliers for tissue paper delivery to customer.
- 96% of customers are using very good quality of tissue paper.
- 100% of customers wish to use tissue paper.
- 100% of customers wish to use no designed tissue paper due to tissue paper cost.
- 98% of customers like to use 30cm dimensions of tissue paper.
- 80% of customer’s opinion about highly not preferred printing business name in tissue paper.
- 84% of customers like to use null printing colours in tissue paper.
- 70% of customers are expecting the attracting tissue packing cover from tissue paper supplier.
- 65% of customers are purchasing tissue paper monthly one time from supplier.
- 63% of customers are purchasing tissue paper monthly 50 to 250 pockets.
- 46% of maximum suppliers are selling tissue paper by 18 to 20 rupees per pocket to customers.
- 67% of seasonal changes are occurring in tissue paper business due to festival time, marriage and summer holidays.
- 68% of suppliers are providing credit facility to customers for purchasing tissue paper.
- 40% of maximum suppliers are giving 0 to 10 credit days to customers for purchasing tissue paper.
- 35% of customers are feeling about suppliers gives credit days is very good.

SUGGESTIONS:

- The supplier should create awareness about tissue paper benefit among the people it may increase the tissue paper demand in all over area.
- The customers would like to use no designed tissue paper due to more prices so the supplier discus about designed tissue paper price with manufacturer.
- The supplier should concentrate direct to customer because indirect to customer reduce the profit.
- The supplier frequently contact with customer it will make the good time of delivery and also know about tissue paper stock and how much tissue paper need.
- The supplier should maintain the free delivery for tissue paper distribution it will create good relationship among them.
- The supplier must concentrate for their supplying tissue paper quality it will create the trust among them.
- The supplier should maintain the common price among the tissue paper customers it will create the trust on the supplier.
- The supplier approach the new customers by the low cost of tissue and high quality of tissue paper because more customers expecting the criteria.
- The supplier should follow the attracting tissue paper package.
• The supplier should know about tissue paper seasonal change it may reduce the stock.
• The supplier should give credit to the customers for purchasing tissue paper but not allow more days credit.
• The supplier should learn about customer expectation before the involving tissue paper business it will create the success in tissue paper business.

CONCLUSION:

By this study it is clear that various faction which influences tissue paper business each as tissue paper price, tissue paper demand, tissue paper quality, tissue paper seasonal changes, customer expectation from supplier and how to approach the tissue paper customers as a supplier.

REFERENCES: