



A STUDY OF CUSTOMER SATISFACTION OF LEATHER BAG USER

MOHAN PRASAD M

B.COM. WITH COMPUTER APPLICATIONS

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1.1 INTRODUCTION

The Sukaregang leather industry center in Garut Regency has much potential for Micro, Small, and Medium Enterprise (MSMEs) that can be maximally developed to contribute to the economic progress in Garut Regency . There are various kinds of leather products produced in Sukaregang, such as jackets, bags, shoes, and sandals. The leather jackets have been popular and penetrated international markets such as Singapore, Malaysia, Taiwan, Japan, and other countries. The increase or decrease in sales of a product is caused by several factors, including competitors and consumers. The requirement that must be fulfilled by a company to achieve success in the competition is achieving its goal to get and retain consumers. It is required to conduct a research which aims to describe the consumers' perceptions of product design, quality, price, brand, and promotion of Sukaregang leather bags. In a manufacturing system, planning the position of the production process facilities and designing the site layout are strategic issues to maximize productivity, minimize overall production time and maximize work-in-process (WIP) turnover (Djassemi, 2007; Singh and Sharma, 2006). The design of this leather bag is made to be ethnic, vintage, and elegant, with combining the two materials that both have an ethnic and vintage impression, namely crazy horse leather and Gringsing weaving. A bag that is designed to be suitable for party, formal, or non-formal events. This leather bag is designed as an effort to explore the uniqueness of Gringsing woven fabric through a bag design that is fashionable and worldly as well as maintain Indonesian culture. In addition, the combination of these two materials becomes a new design innovation that



can be used as a reference for craftsmen or industrial bags. Design is one of the supports in creating works, especially craft works of art. In the 21st century, "design" implies an artist's creation to meet certain needs and in certain ways (Gropius, 1919). Meanwhile, the design with the craft element will consider the aspects of function, innovation or improvement, aesthetic value, ergonomics or comfort, economy, market, and other considerations from the surrounding environment. Although craft and design have different meanings and concepts, craft and design are closely related. In accordance with the title and concept made above, the design or craft design is taken from leather material which is made into a bag product .

1.2 OBJECTIVES OF STUDY

- To assess overall customer satisfaction – Evaluate the level of satisfaction among leather bag users based on various factors such as quality, durability, design, price, and functionality.
- To identify key factors influencing customer satisfaction – Analyze the aspects that most impact customer experience, including material quality, craftsmanship, brand reputation, and after-sales service.
- To examine customer preferences and purchasing behavior – Understand what drives customers to choose a particular leather bag brand or model, including style, price range, and buying motivations.
- To evaluate the impact of brand loyalty and customer expectations – Study how brand perception, previous experiences, and marketing efforts affect customer satisfaction and repeat purchases.

1.3 STATEMENT OF PROBLEM

Many leather bag users face a common set of challenges that impact their overall satisfaction with their products. Over time, leather bags are prone to wear and tear, particularly in areas that experience frequent use, such as handles and zippers. The natural flexibility and durability of leather can diminish, leading to creases, scuffs, and discoloration, which detracts from the bag's aesthetic appeal. Additionally, some users



struggle with maintaining the leather's softness and preventing it from becoming stiff or cracked, especially when exposed to moisture or extreme temperatures. Another issue is the difficulty in finding bags that combine both style and practicality, as users often desire designs that offer ample storage space, organization, and comfort without sacrificing the luxurious appearance of leather.



1.4 SCOPE OF STUDY

The scope of study for leather bag users focuses on understanding the preferences, behaviors, and needs of individuals who purchase and use leather bags. This study may encompass various factors such as the user's demographic profile, including age, gender, income, and lifestyle, to gain insights into how these factors influence purchasing decisions. Additionally, it examines the types of leather bags preferred (e.g., backpacks, handbags, totes, or briefcases), the perceived quality and durability of leather, and the impact of brand reputation and design on consumer choices. The study also considers the environmental and ethical considerations that may influence the purchasing behavior, such as concerns about sustainability, animal welfare, and eco-friendly materials.

1.5 RESEARCH AND METHODOLOGY

Research methodology is a way to systematically solve the research problem. The research methodology, which follows, is the back bone of the study, The study is primarily based on the primary data collected through questionnaire from the peoples.

1.5.1 AREA OF STUDY

- The area chosen for the study was in Coimbatore

1.5.2 SAMPLE SIZE

- The Sample size of the study is 110 respondents.



1.5.3 SAMPLING TECHNIQUES

Sample technique refers to the method used to select a sample from a population for the purpose of conducting research or a study. Non probability technique in that Convenient method is used for this study.

1.5.4 PERIOD OF STUDY

- The period of study is from 2024 to 2025

1.5.5 COLLECTION OF DATA

- Primary data
- Secondary data

1.5.6 PRIMARY DATA

- The primary data was collected freshly and thus it was original in character. They offer much greater accuracy and reliability. The data was collected from the respondents through questionnaires.

1.5.7 SECONDARY DATA

- Secondary data consist of the data obtained through internet, news articles, journals and reports etc. Secondary research is a small part of the project as not much available through external sources.



1.5.8 TOOLS USED FOR DATA COLLECTION

- Data collected through questionnaire

1.5.9 TOOLS USED FOR THE STUDY

- SIMPLE PERCENTAGE
- CHI-SQUARE ANALYSIS

1.6 LIMITATION OF STUDY

- The study is restricted to Coimbatore city.
- The respondent opinion may vary according to the area of study.
- The data is collected on only 110 respondent.
- The time limit is only 6 month.

1.7 CHAPTER SCHEME

- The Chapter 1 deals with Introduction, scope of study, objective of study and statement of problem.
- Chapter 2: Review of literature.
- Chapter 3: History of the company.
- Chapter 4: Data analysis and interpretation.
- Chapter 5: It summarise with findings, suggestions and conclusion.

2.1REVIEWS OF LITERATURE



***RM.LOLLAR[1992]:** The leather manufacturing process is divided into three sub-processes: preparatory stages, tanning and crusting. All true leathers will undergo these sub-processes. A further sub-process, surface coating may be added into the sequence. The list of operations that leathers undergo vary with the type of leather.

***DILLIP KAPUR[1978]:** Hidesign started in 1978, as a hobby by Dilip Kapur on his return to India after his Ph.D in International Affairs in the United States. The first few bags were different compared to anything being manufactured in Europe and America at that time. From its artisan roots of a two man workshop to a company of 3000 spread all over the world, Hidesign has stayed true to its strong heritage of craftsmanship and innovative design. Hidesign stands out for the sensuous naturalness of its high quality leather products and smooth soft glow of its solid brass fittings.

***BAMUNIMADAM GUWAHATI[1998]:** The task of preparing a status report in respect of Leather, Footwear, Leather goods and Sports goods. Industries of the entire state was assigned by the office of the development commissioner (Small scale Industries. New-Delhi, under the action plan 1998-99 for the Leather / Footwear Division of Small Industries Service Industries, Guwahati. An attempt has been made through this report to study the present position and prospective future growth of leather, footwear, leather goods and sports goods industries in the state of Assam.

***JAYSON PABLO[2008]:** Leather handbags are available in various shades and colours. Girls can make great style statements by carrying these bags in the colors which match their entire outfit. These handbags are available in various shapes and sizes. Different styles are appropriate for different occasions and purposes.

***NALINI BHAT[2009]:** The aim of this study was to increase awareness of the different presentations of head and neck tuberculosis (TB) and to discuss its diagnostic difficulties. A retrospective analysis of patients who presented to us, at a secondary referral hospital, primarily with TB of head and neck was done from January 1999 to July 2003. A total of 117 patients presented with primary head and neck TB during the study period.

***NATTA PONG KONG PRASERT[2009]:** This study aims to propose a new design method to help designers design new bags meeting customers' perception. The method



is structured by a matrix that maps semantic values of customers' perception to product visual form and technical features (design attributes) of products to be manufactured. It leans on quality function deployment (QFD) concept to evaluate the relationship matrix between semantic adjectives and design attributes. The semantic values will be used to guide for designing new products. The method is in 2 steps. The first aims to create the customer-oriented bag matrix. The second aims to support how to use the customer-oriented matrix to design a leather bag.

***B.V ELSEVIER[2011]:** The idea of setting up a design information management system of leather goods was put forward to solve the problems existed in current information management of leather goods. Working principles of the design information management system for leather goods were analyzed in detail. Firstly, the acquiring approach of design information of leather goods was introduced. Secondly, the processing methods of design information were introduced. Thirdly, the management of design information in database was studied.

***MILAN[2014]:** India's export of leather and leather products has grown at a CAGR of 8.54% over the last 5 years and India's export of leather goods and accessories has also grown at a CAGR of 7.78%. Considering the positive growth rate, it is evident that the Global demand for leather and leather products has been increasing continuously over the years. It is the 4th largest importer of leather & leather products in global leather trade with total imports of about US\$ 11025.68 Million (2011).

***R.RAMESH KUMAR[2015]:** Spain experienced a prolonged recession in the wake of the global financial crisis. GDP contracted by 3.7% in 2009, ending a 16-year growth trend, and continued contracting through most of 2013. Economic growth resumed in late 2013, albeit only modestly, as credit contraction in the private sector, fiscal austerity, and high unemployment continued to weigh on domestic consumption and investment. Exports, however, have been resilient through out the economic down turn, partially offsetting declines in domestic consumption and helped to bring Spain's current account into surplus in 2013 for the first time since 1986.

***SARANYA.D AND KAVITHA.D[2015]:** The history of leather tanning in India dates back



to 3000 BC. Tanning in the rural areas is done by indigenous techniques, making the use



of this material easier. The most popular Indian leather products include footwear and hand bags. The footwear comes in various designs of traditional embroidery, brocade of textile. Bright colors and unique designs are used. The all time favorite- Kolhapur chapels of Maharashtra are very soft and very comfortable to wear. A special type of thickest shoes, called mojadis is designed in Rajasthan. They are decorated with silk, beads and metal embroidery. Jaipur is famous for its fancy and sophisticated footwear. Hence, a study on financial analysis of Indian leather exports are very important in the present day scenario, and hence this study.

***KANA SUGIMOTO &SHIN'YA NAGA SAWA[2017]:** Recent consumer trends of high demand for sustainability requires companies to have long-lasting and high value product development strategies. Some researchers define these products as iconic, others as core. This study aims to illustrate the practical implications of effective long-term, product-design development, and management methods. We employ both qualitative and quantitative analyses and conduct a cause-and-effect analysis of the design features and brand images of long-lasting products of luxury brands with an emphasis on timeless design, high profitability, and recognition.

***SHIVAM GUPTA[2018]:** Burgeoning challenges of climate change and poverty alleviation across many parts of the world have enforced the policy makers and researchers to develop an alternate system for performance assessment of an individual, a country and a corporate. The present research study aims to analyze the sustainability strategies of three leading states in the Indian leather industry – namely, Tamil Nadu (TN), West Bengal (WB) and Uttar Pradesh (UP) – to gain insights into their efforts and progress in generating economic, social and environmental values.

***AISWARIYA.S[2018]:**The journey from using bags to carry loose coins, things from one place to another to the smart bags with solar panels that use the saved energy to charge a mobile/i pod each milestone admirable and progressive. This review of fashion using bags is conceptualised based on the history and types of bags available that help in understanding the huge options for people and fashion designers

***ALESSANDRA CANTINI.A [2019]:** For many years, the physician's leather bag has



been an essential component of the primary care physician's armamentarium—used for



holding everything needed for house calls and symbolizing the physician's craft. As the availability and technology of telemedicine increases, the leather bag is expanding to include a laptop and webcam. Currently, 79 million Americans live in Health Professional Shortage Areas (HPSAs),¹ and healthcare costs the USA \$3.5 trillion annually. Therefore, innovations, such as tele health, with the potential to deliver high-quality care to greater numbers at lower cost must be further explored. While optimal scope and structure are yet to be determined, high-quality telemedicine care is an opportunity to reach more patients and should stretch beyond urgent care to become an important tool for primary care providers.

***N.MSIVARAM & DEBABRATA BARIK[2019]:** Leather manufacturing and processing leads to the formation of solid waste and wastewater effluent containing toxic and hazardous chemicals; the waste from leather industry leads to harmful effects on living beings and environment. The waste includes used animal skin and effluent containing chemicals such as chlorides, sulfates, hydrocarbons, amines, aldehydes, and so on, along with heavy metals including arsenic and chromium used in leather tanning process.

***AITANTIS PRESS B.V[2020]:** Sukaregang region, Garut Regency of West Java Province, is one of the centers of the leather industry, which is marked by the proliferation of leather products such as bags, jackets, shoes, and others. The leather jackets of Sukaregang have been well-known and penetrated international markets such as Singapore, Malaysia, Taiwan, Japan, and other countries. Meanwhile, leather bags of Sukaregang have not been able to penetrate the international market and are even less competitive with domestic leather bags. Sukaregang region has much potential of Micro, Small, and Medium Enterprises (MSMEs), which can be maximally developed so that MSMEs of leather bags in Sukaregang can contribute to the progress of the economy in Garut Regency.

WILLIAM B SMITH[2020]: For many years, the physician's leather bag has been an essential component of the primary care physician's armamentarium—used for holding everything needed for house calls and symbolizing the physician's craft. As the availability and technology of telemedicine increases, the leather bag is expanding to include a laptop and web cam. Currently, 79 million Americans live in Health Professional Shortage Areas



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***MUTIANA PRAMITA SARI AND PRIMA YUSTANA[2021]:** Indonesia has an extraordinary wealth of cultural arts, one of which is the Gringsing woven fabric in Bali. The beauty of Gringsing weaving attracts the author to apply it to bag products as an aesthetic element. This design aims to design a women's bag with a fringe model through a combination of Gringsing weaving elements. This design uses the method of creation, namely: exploration, design, and realization stages. In addition, the design also pays attention to the approach to practical functions, themes/styles, ergonomics, and aesthetics.

***JAMES BERRY[2022]:** Radermecker is an old tannery here in Europe and has a rich history of producing natural, robust and authentic saddle leathers. I've used them in the past and, as a small crafter, really appreciate being able to buy single sides, shoulders, half shoulders or belt blanks from them as their leathers are, simply put, gorgeous, and come in a wide variety of sizes, colors and thicknesses.

***BORKOT ALI MOLLIK[2022]:** Bangladesh has a number of advantages when it comes to growing its leather industry. The leather industry, which is placed fifth in terms of export earnings, has been identified by the GoB as one with significant development and investment potential.

3.1 HISTORY OF THE LEATHER BAG



- Leather has always held a special in man's life. Many primitive societies used leather for clothing, shelter, transportation and hunting. But the main problem that primitive man encountered was that after a short time the skins decayed. Stone-age man discovered that stretching out and drying them in sun and curing the hides by rubbing them with oily substances could improve the quality of leather. Their discovery of soaking the hides in tannic solution, which is obtained from the decayed bark of some trees, converted the new skins into what we recognize as leather.

- Another method known since the earliest times in tanning, based on the Use of alum, is a mineral, which is fairly widespread in nature, particularly in volcanic areas. These methods, which gradually become more redefined and efficient, allowed skins to be used in the ancient world and continued to do so far century up to the present day.
- The story of leather is long and colourful. Many years before recorded history people wrapped themselves in dried animal pelts.
- The fact that the skins turned stiff and rotted was a problem, but ways of softening and preserving the hides were discovered. This was the beginning of leather processing. At first the hides or skins were probably dried in air and sunlight. Later they may have been soaked in water and dried over a fire. Still later it was discovered that certain twigs, barks and leaves soaked with the hides in water helped to preserve them. Through archeologist's findings, we know that primitive man used the skins of hunted animals for food as well as clothing. Nomadic tribes made shelters from the hides of larger animals, such as bison.
 - Leather is one of man's earliest and most useful discoveries. Our ancestors used leather to protect themselves from the elements. Primitive man hunted wild animals for food, then made clothing, footwear and crude tents from the hides. Like then, hides used today are a by product.
 - Animals are raised for the meat, dairy and wool industries, not for their hides. Roughly half of all leather produced today is used to make shoes, and about 25% for clothing. Upholstery demands only around 15% of the total product. Wall paintings and artifacts in Egyptian tombs dating back to 5000 B.C. indicate that



leather was used for sandals, clothes, gloves, buckets, bottles, shrouds for burying the dead and for military equipment.

- The ancient Greeks are credited with developing tanning formulas using certain tree barks and leaves soaked in water to preserve the leather. This was the first record of vegetable tanned leather, which became a well-established trade in Greece around 500 B.C. Vegetable tanned leathers are still produced today and remain an active ingredient in modern tannages.
- The Romans made extensive use of leather for footwear, clothes, and military equipment including shields, saddles and harnesses. Due to its durability and comfort, leather has been used for seating throughout the history of transportation and furniture. It has always been the ideal material for making saddles and tack, as well as footwear. During the Middle Ages, leather became the cover of choice for dining chairs, because it was easy to maintain and did not absorb the odor of food.
- The traditional vegetable tanned leather was too hard and thick for these requirements and thus, the use of chromium salt was adopted and chrome tanning became the standard for modern footwear, fashion and upholstery leathers.
- Modern technology has allowed for innovation in the leather industry, as the development of chemicals and sophisticated processing methods have greatly expanded the aesthetics and feel of leather as well as the possible applications.
- Leather continues to be the material of choice, not just for commercial and residential furniture but for automotive, aviation and marine applications as well. These associated were know as craft guilds, established for people who worked in leather crafts.
- These powerful associations not only protected their members but also imposed upon them strict rules to ensure high-quality workman ship. Charles the sage, known as fraternity of leather workers, established one of the first of this guild in France in 1397.
- Although leather is not as necessary a commodity today as it was in the earlier civilizations the varieties of leathers is grater today than ever before and it is widely



used for many purposes. Some of the most beautiful leather today come from Florence, Italy and morocco due to its unique and intricate designs.

- The spread of industrialization in the 18th and 19th centuries created a demand for new kinds of leathers, such as belting leathers to drive machinery.

3.2 PROFILE

After completing his studies and returning to Puducherry, Dilip started making leather bags as a hobby. His time at the factory taught him all he needed to know about making leather bags. Dilip started sourcing leather from Chennai and started making hand-crafted leather bags in Auroville.

or a long time, Dilip Kapur thought international affairs was his calling. He moved from Pondicherry (now Puducherry), to the US to do a PhD in international affairs. But life had other things in store for him. While doing a part-time job at a leather factory, Dilip fell in love with leather.

In 1984, Hidesign entered its first departmental store, John Lewis, in the UK, where its entire range was stocked. Cracking John Lewis signified the brand's shift from an edgy, alternative brand to a commercial and mainstream one. By 1988, Hidesign had ventured into garments, with leather jackets and long pants. The UK market couldn't get enough of Dilip's leather bags. Hidesign was soon present across 700 stores in London.

"In 1990, we set up a factory in Puducherry, but were still not ready to enter the Indian market. It took another nine years to finally open the first few Hidesign stores .

In the raw brick architecture factory designed by Ray Meeker, set among trees and duck ponds, over 400 people, mostly women, are at work. They hand-cut leather, stitch the pieces together and finish the handbags with brass buckles, also crafted at the factory.

Set apart from the buzz of manufacturing is a quiet room known as the sample store. This is where all Hidesign bags originate. New styles are discussed, prototypes made and analysed and designs finalised.

The brand's president and founder, Dilip Kapur, leads this process, putting his signature on every new product—something he has done throughout the 40 years of Hidesign's journey.



TYPES OF LEATHER BAGS:

BUY ONLINE CLASSIC VINTAGE HANDMADE LEATHER BAGS

In this world of luxury bags, leather bags are most sought after. Leather bags are an essential fashion accessory in every girl's wardrobe. Feel comfortable wherever you are going. The perfect leather bag is a mix of different aspects like aesthetics, functionality and practicality. The right bag should fit both your lifestyle and personal style. When traveling from meeting to meeting, a leather bag can be used to transport important documents, such as legal papers, presentation material, handouts, client files, or even flyers and promotional material.

Today the messenger bag is the must have bag for the young commuter. Most brands produce their own version, so there is no shortage of choice but which one to choose? This is a bag that you are likely to use a lot so in fashion terms it is important to choose one that looks stylish. There are many different makes of leather messenger bag available, but handmade leather one is the most stylish and luxurious of them all.

DESINER BROWN DUFFLE BAG:

Look like a million dollars with our one of a kind handcrafted bag. The beauty of this product is in the details. This unisex accessory is one of the most sought-after this season. The duffle bag's versatility lies in aesthetic appeal and utility. Whether it's an airport look or a casual day out, carrying a duffle bag is a stylish way to complete your look. Duffle bags are one of the most versatile bags one can own. They are perfect for weekend getaways.

STYLISH LEATHER WOMAN BAG:

- Leather is multifaceted compared to canvas, and is the ultimate go-to when selecting a multi-purpose bag. Select your ideal leather bags at www.stylol leatherbags.com , to



look suave and modern. Feel comfortable wherever you are going. Stylo Leather Bags offer black and brown Duffle & Luggage Bag with a vintage inspired classic look and modernday functionality, made from quality materials to withstand your crazy schedule. Genuine leather messenger bags are for classy people, for individuals who realize their aspirations. Stylo Leather Bags brings to you an extensive collection of Hide sign and other customized bags that are both stylish and utilitarian.

- “Life isn’t perfect, but your bags can be”. Own this authentic brown women bag because this bag is a holy grail of every travelista. These bags are crafted meticulously by our artisans to give you perfection. This beautifully designed sleek bag is built to last for many years to come. This amazing designer piece is spacious and durable. Sport this formal bag to get the professional look. Integrate this beauty, crafted from exquisite leather into your personal style.

CLASSIC LOOK LAPTOP BACK PACK:

- Throughout the years we have seen a multitude of trends on backpacks. But only this classic trend stayed and is here to stay for a really long time. Light weight and easy to carry is the priority this season. This multipurpose bag is a great solution for the daily use for commuters.
- A laptop sleeve is a bag that has sleeves of varying sizes and shapes in which laptops can fit into. Laptop bags come in different colors, patterns, and designs.
- It also has a pocket for you to store your charger, mouse, etc. It can be carried by hand or on the shoulder.
- A laptop bag is an essential item for any student who needs to carry their laptop to school or work. It can be used as a carrying case for school supplies, books, food, etc.
- Laptop bags are also used by people who need to carry their laptops with them on the go. They are perfect for people who travel frequently or have busy schedules where they need to carry their laptops with them constantly.



FULL GAIN LEATHER BAG:

WHAT IS FULL GRAIN LEATHER?

- Full grain leather comes from the outermost part of the hide of the cow, the layer of the skin of the cow that protects them and is surviving in the elements of sun, rain, and wind. Therefore, this makes full grain leather the most long-lasting and good-looking when it comes to making leather products from this layer.
- Because of its premium quality and look, full grain leather is considered the most high-quality leather when it comes to leather grades. This makes it the most in demand and the most expensive for both designers and suppliers crafting leather products, as well as the end customer. Full grain leather is the easiest leather to work with because of its tightly knit fibers in the hide.
- These protect the cow from the environment and are left unharmed during the tanning process, which makes full grain leather the most durable leather.
- To use the full grain of the hide, the cow had to live a nice life in a pasture outdoors and in a pleasant environment. If there are cows that are raised in less-than-optimal weather conditions, having to endure more exposure, their hides will also be less than optimal, making it so they must be sanded down to create the same beautiful looking leather.
- Another differentiator of full grain leather is that it hasn't been sanded down to produce that nice looking leather (which also makes it weaker than a natural hide). This makes full grain leather harder to source.



TOP GAIN LEATHER BAG:

- This leather is probably the most used leather in handbags, where a pristine look is desired. The leather is named top grain because the very top layer is sanded, buffed or shaved off. Shaving off the top layer may also be referred to as splitting leather.
- There are many reasons to split the leather. One being to remove surface imperfections and start with a fresh top surface for a variety of finishes to be applied. The result is a nicer looking ... yet weaker ... leather.
- Another is to make the leather thinner and more workable for certain applications.
- The stamping of textures and faux finishes of alligator, snake, and ostrich are often applied to cow hides prepared as top grain. This can also be considered “corrected-grain” leather.
- Top-grain leather may still be appropriate for luxury goods.
- But, know that the durability ... and the future patina of the leather ... has been compromised by removing the strongest, top most layer of the skin.

GENUNIE LEATHER BAG

- Whilst it sounds high quality, genuine leather is actually the third class of leather. It's produced from everything that remains after the top layers of skin are used for higher quality leather goods. Usually, artificial grain and dye is applied to make it look more natural.
- This is one to watch out for. Whilst it sounds high quality, genuine leather is actually the third class of leather. It's produced from everything that remains after the top layers of skin are used for higher quality leather goods. Usually, artificial grain and dye is applied to make it look more natural.
- Still reasonably durable and hardwearing, but not to the level or full or top grain, these leather bags are usually the most affordable.



SUEDE LEATHER BAG

- Suede is a type of leather made from the underside of the animal skin, giving it a soft surface. Suede is usually made from lambskin, but it is also made from other types of animals, including goats, pigs, calves, and deer. Suede is softer thinner, and not as strong as full-grain, traditional leather.
- Suede can be made from any kind of animal hide. To make suede, the underside of the animal skin is separated from the top, which creates the thin, flowy, softer leather. This means suede is a split leather, as compared to a full-grain leather.
- Some leather manufacturers will just turn the leather hide so that the underside is the outside, giving the appearance of suede but with a the same tough and rigid quality of leather. This is not technically suede, however.
- The texture of suede is usually soft and smooth when it comes from lighter leathers, like those of younger animals. The nap of the fabric, which are the tiny, raised hairs on the surface of suede, can be tougher if the hide comes from older animals or animals with thicker hides, like cows and deer.



4.1 ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The statistical tools are

- Percentage Analysis
- Chi-Square Test

4.1.1 PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data is reduced to a standard form with the base equal to 100 which facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents by 100 and it is divided by the sample size. FORMULA: $\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Sample size}} \times 100$

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$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Sample size}} \times 100$$



TABLE NO: 4.1.1

AGE

S.NO	AGE	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Below 20	26	23.6
2	21-30	53	48.2
3	31-40	15	13.6
4	41-50	16	14.5
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (23.6%) of them belong to age group between below 20, (48.2%) of them belong to group between 21 - 30, (13.6%) of them belong to age group belongs to 41 - 50, (14.5%) of them belong to age group belongs to above 40.

Inference: The most (48.2) of them age are 21-30.

CHART NO: 4.1.1

AGE

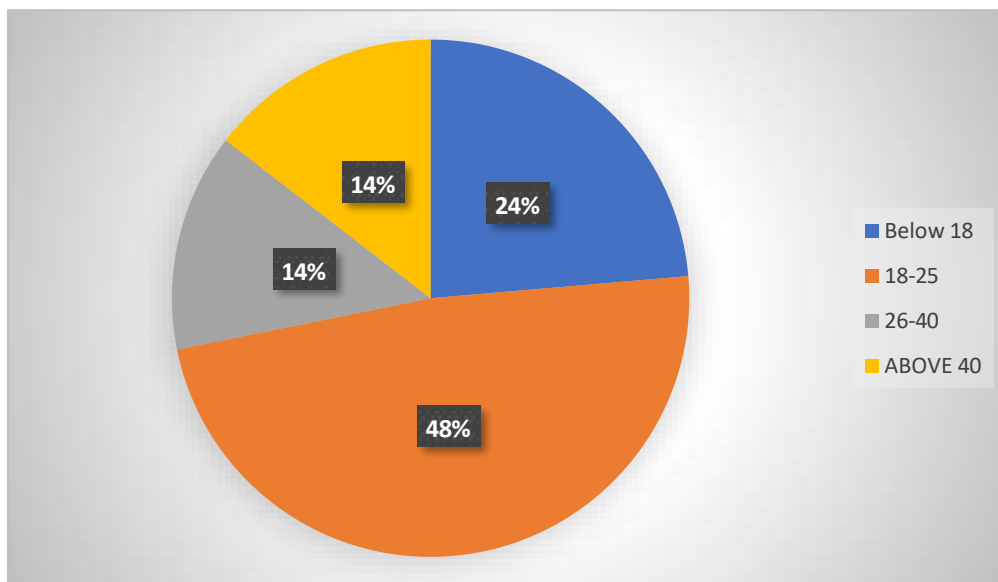




TABLE NO: 4.1.2

GENDER

S.NO	GENDER	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Male	62	56.4
2	Female	48	43.6
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (56.4%) of them were Male, (43.6%) of them were Female.

Inference: Most (56.4) of them are male.

CHART NO: 4.1.2

GENDER

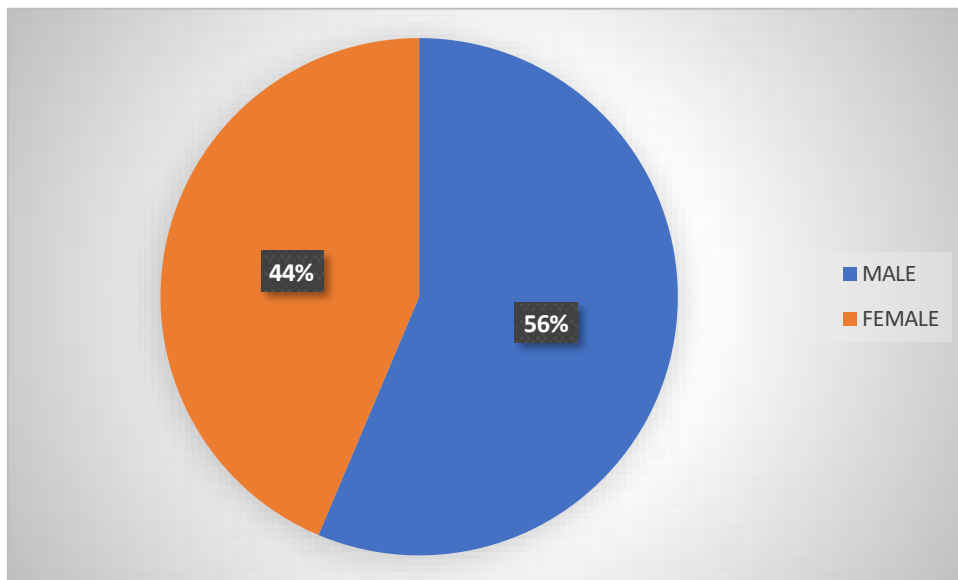




TABLE NO: 4.1.3
OCCUPATION

S.NO	OCCUPATION	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Student	32	29.1
2	Professional	36	32.7
3	Business man	30	27.3
4	Home maker	12	10.9
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (29.1%) of them were students. (32.7%) of them are professional. (27.3%) of them are business man. (10.9%) of them are home maker.

Inference: The most (32.7) of them are professionals.

CHART NO: 4.1.3
OCCUPATION

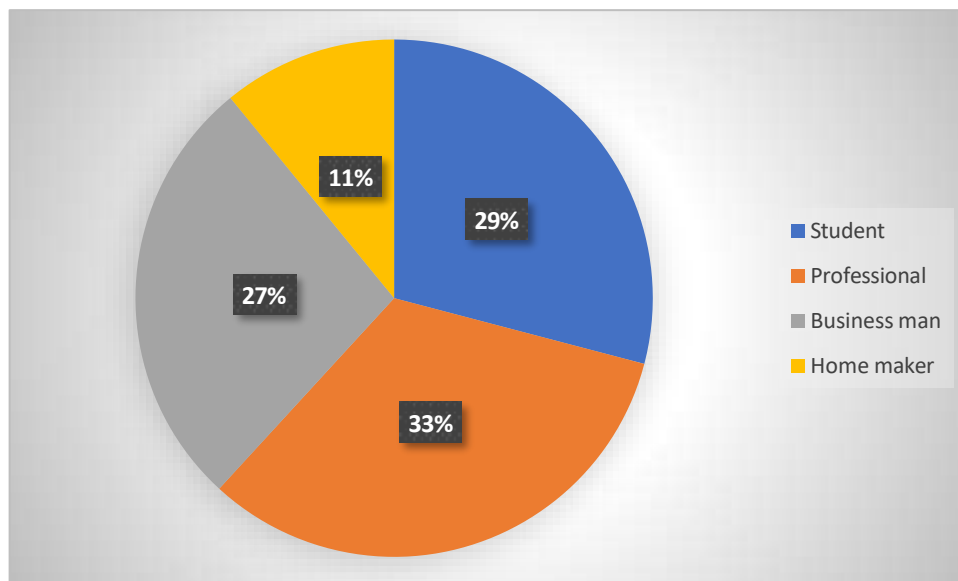




TABLE NO: 4.1.4
MONTHLY INCOME RANGE

S.NO	MONTHLY INCOME RANGE	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Below 50000	31	28.2
2	50000-100000	35	31.8
3	100000-200000	29	26.4
4	200000 Above	15	13.6
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 28.2 of them are below 50000. 31.8 of them are 50000-100000. 26.4 of them are 100000-200000. 13.6 of them are 200000 above.

Inference: Most (31.8) of their monthly income 50000-100000.

CHART NO: 4.1.4
MONTHLY INCOME RANGE

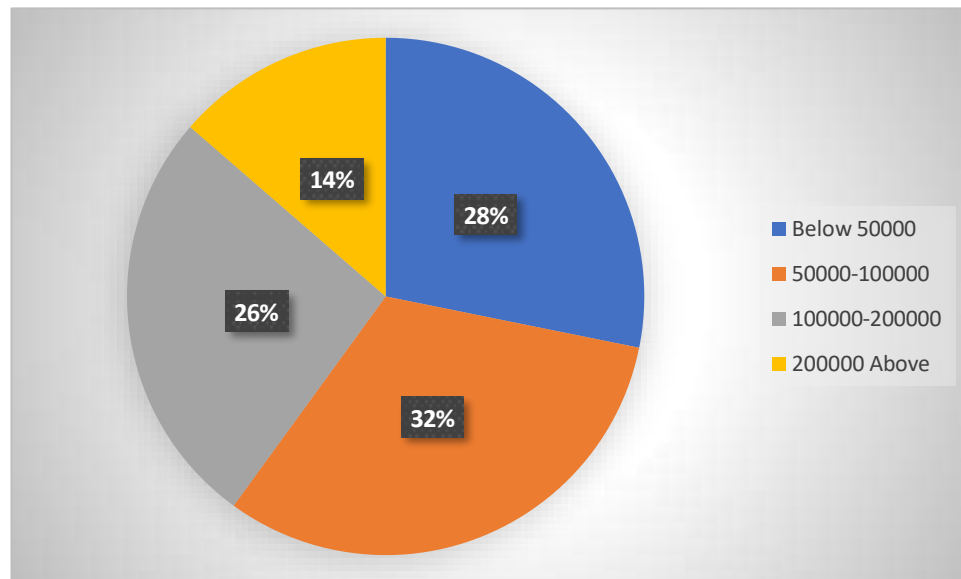




TABLE NO: 4.1.5
PURCHASE LEATHER BAGS

S.NO	PURCHASE LEATHER BAGS	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Every 6 month	28	25.5
2	Once a year	49	44.5
3	Rarely	20	18.2
4	When even needed	13	11.8
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 25.5 of the are buying every 6 months. 44.5 of them are buying once a year. 18.2 of them are buying rarely once in 2 years.11.8 of them are buying when even they needed.

Inference: Most (44.5) of them are purchase leather bags in once a year.

CHART NO: 4.1.5
PURCHASE LEATHER BAGS

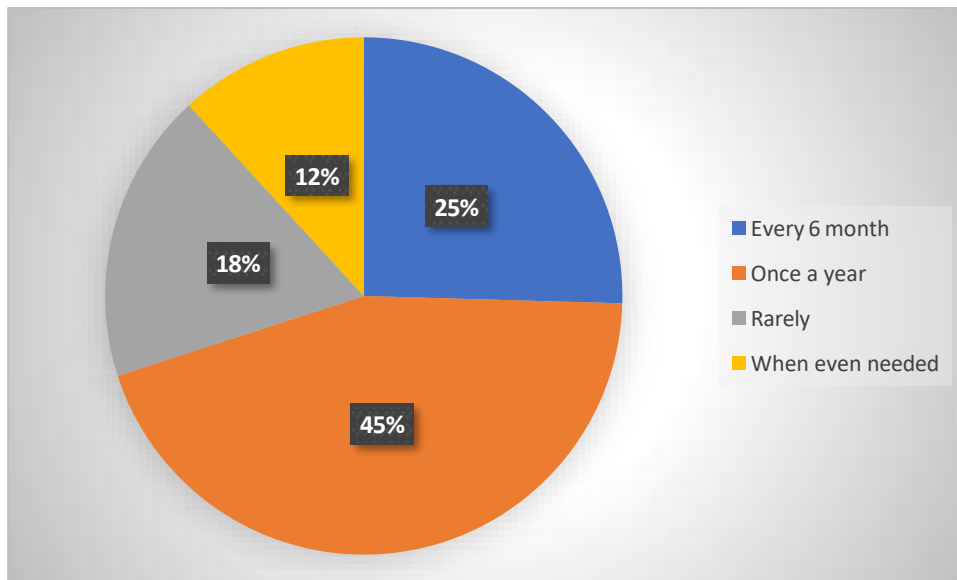




TABLE NO: 4.1.6
PRIMARY REASON FOR BUYING LEATHER BAGS

S.NO	PRIMARY REASON	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Fashion and style	24	21.8
2	Daily use	31	28.2
3	Professional use	38	34.5
4	Gifiting	17	15.5
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 21.8 of them using for Fashion and style. 28.2 of them are using for daily use. 34.5 of them are using for professional use. 15.5 of them are gifting.

Inference: Most (34.5) of them are buying bags for professional use.

CHART NO: 4.1.6
PRIMARY REASON FOR BUYING LEATHER BAGS

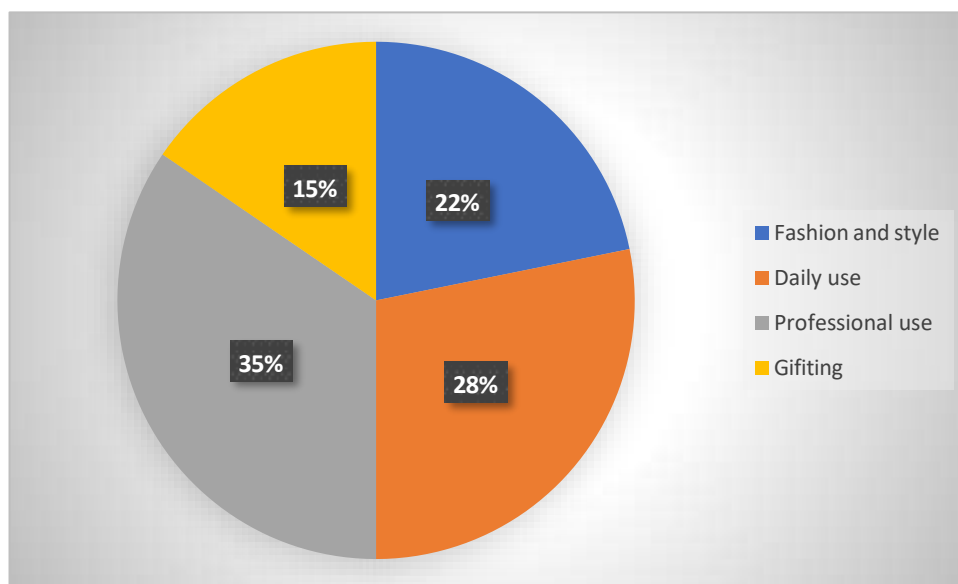




TABLE NO: 4.1.7

PREFER PURCHASING LEATHER BAGS

S.NO	PREFER PURCHASING	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Local retail stores	28	25.5
2	Online market places	35	31.8
3	Discount offers	26	23.6
4	Others	21	19.1
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 25.5 of them are Local retail store. 31.8 of them are online market places. 23.6 of them are discount offers. 19.1 of them are others.

Inference: Most (31.8) of them buying leather bags through online.

CHART NO: 4.1.7

PREFER PURCHASING LEATHER BAGS

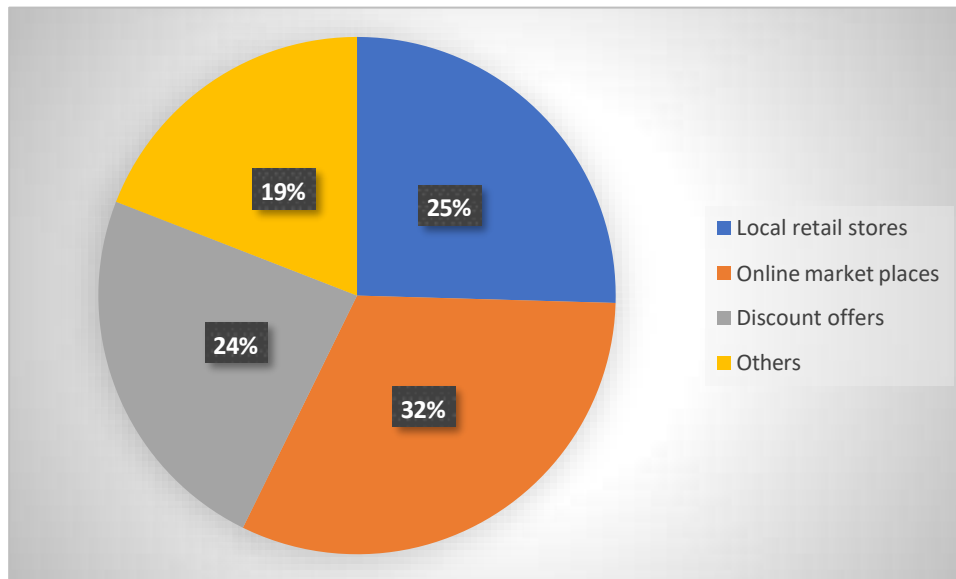




TABLE NO: 4.1.8
PREFER SPECIFIC LEATHER BAG BRANDS

S.NO	PREFERENCE	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Yes	56	50.9
2	No	54	49.1
	TOTAL	110	100

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 50.9 of them are yes.49.1 of them are no.

Inference: Most (50.9) of them prefer specific leather bags

CHART NO: 4.1.8
PREFER SPECIFIC LEATHER BAG BRANDS

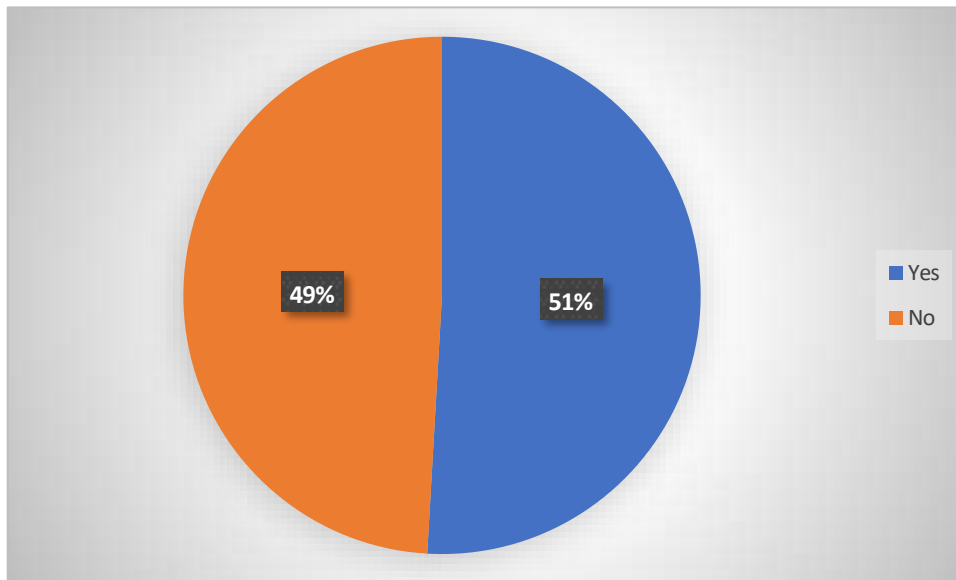




TABLE NO: 4.1.9
INFLUENCES OF BRAND

S.NO	INFLUENCES OF BRAND	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Quality	31	28.2
2	Price	18	16.4
3	Brand reputation	42	38.2
4	Reviews and recommendation	19	17.3
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 28.2 of them are prefer quality. 16.4 of them them are prefer price. 38.2 of them are prefer brand reputation.17.3 of them are prefer reviews and recommendation.

Inference: Most (38.2) of them are influence of brand reputation.

CHART NO: 4.1.9
INFLUENCES OF BRAND

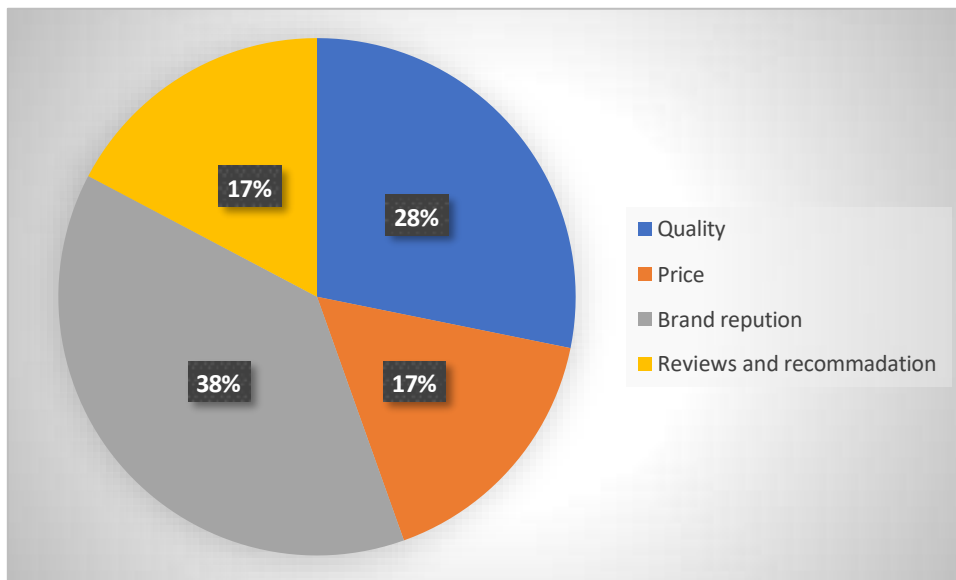




TABLE NO: 4.1.10

RECOMMEND PREFERRED BRAND TO OTHERS

S.NO	PREFERRED BRAND TO OTHERS	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Yes	52	47.3
2	No	58	52.7
	TOTAL	110	100

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 47.3 of them are yes. 52.7 of them are no to recommend preferred brand to others.

Inference: Most (52.7) of them are not interested to preferred brand to others.

CHART NO: 4.1.10

RECOMMEND PREFERRED BRAND TO OTHERS

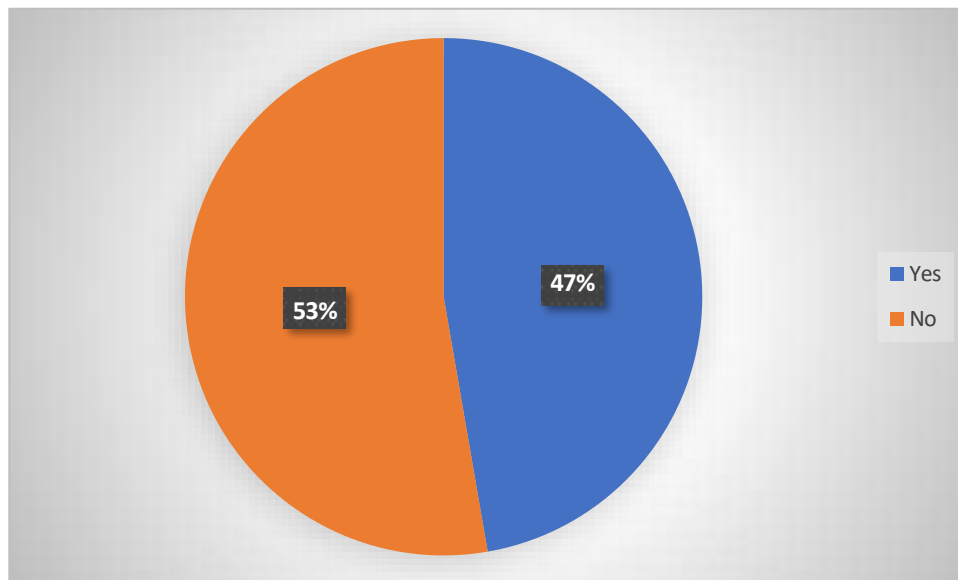




TABLE NO: 4.1.11

OVERALL SATISFACTION EXPERIENCE WITH LEATHER BAGS

S.NO	EXPERIENCE WITH LEATHER BAGS	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Highly satisfied	25	22.7
2	Satisfied	32	29.1
3	Neutral	38	34.5
4	Dis satisfied	15	13.6
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 22.7 of them are highly satisfied. 29.1 of them are satisfied. 34.5 of them are neutral. 13.6 of them are dis satisfied.

Inference: most (34.5) of them are neutral with satisfaction of leather bags.

CHART NO: 4.1.11

OVERALL SATISFACTION EXPERIENCE WITH LEATHER BAGS

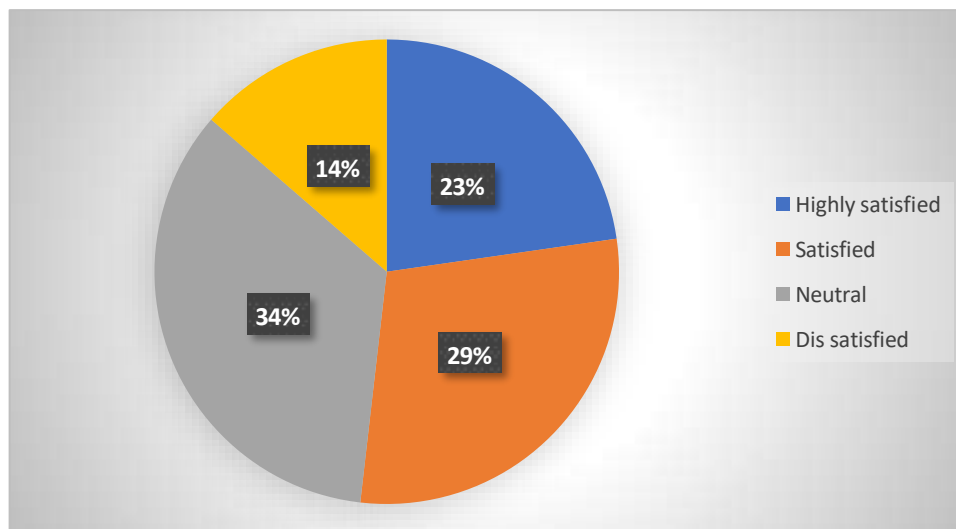




TABLE NO: 4.1.12

FACED PROBLEM WITH LEATHER BAGS

S.NO	FACED PROBLEM	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Yes	35	31.8
2	No	75	68.2
	TOTAL	110	100

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 31.8 of the are faced problems. 68.2 of them are non faced any problems.

Inference: Most (68.2) of them are not faced problem with leather bag.

CHART NO: 4.1.12

FACED PROBLEM WITH LEATHER BAGS

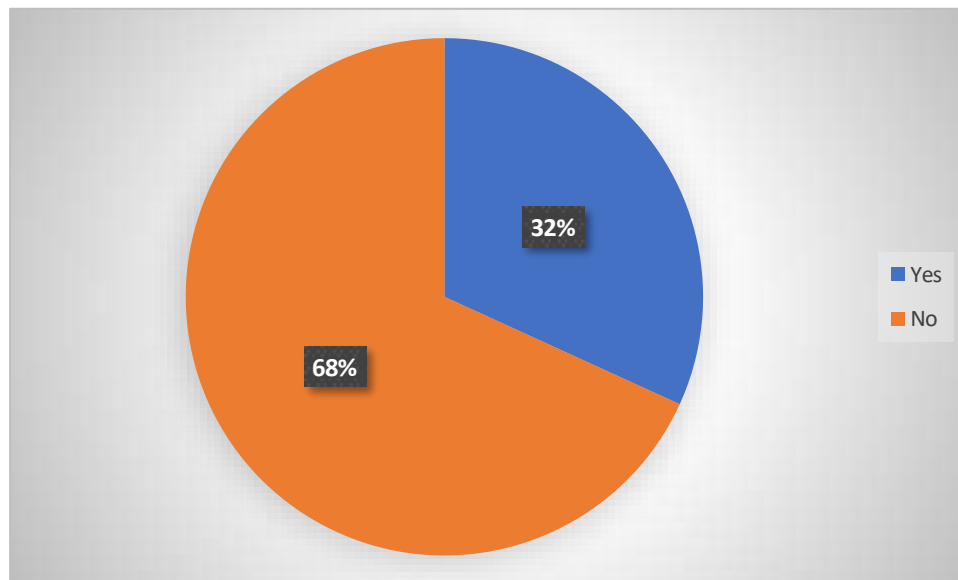




TABLE NO: 4.1.13
PERIOD USING LEATHER BAG

S.NO	PERIOD USING	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Below 1 year	26	23.6
2	1-3 year	28	25.5
3	4-6 year	34	30.9
4	Above 6 year	22	20.0
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 23.6 of them are using below 1 year. 25.5 of them are using 1-3 year. 30.9 of them are using 4-6 years. 20.0 of them are using more than 6 years.

Inference: Most (30.9) of them are 4-6 years using of leather bags.

CHART NO: 4.1.13
PERIOD USING LEATHER BAG

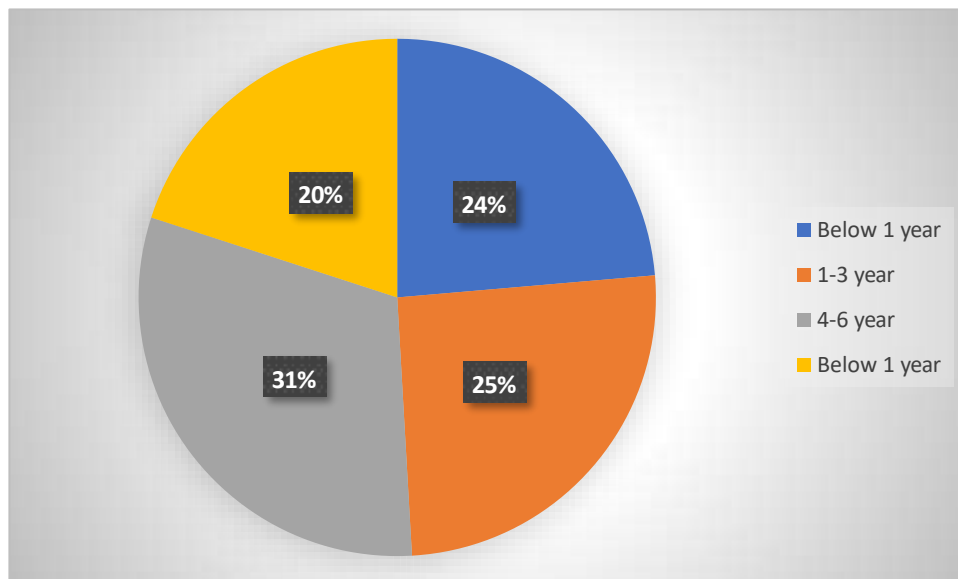




TABLE NO: 4.1.14

SATISFICATION LEATHER MATERIAL USED IN THE BAG

S.NO	SATISFICATION LEATHER MATERIAL	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Highly satisfied	24	21.8
2	Satisfied	28	25.5
3	Neutral	37	33.6
4	Dissatisfied	21	19.1
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 21.8 of them are highly satisfied. 25.5 of them are satisfied. 33.6 of them are neutral. 19.1 of them are dissatisfied.

Inference: Most (33.6) of them are neutral with materials used in leather bags.

CHART NO: 4.1.14

SATISFICATION LEATHER MATERIAL USED IN THE BAG

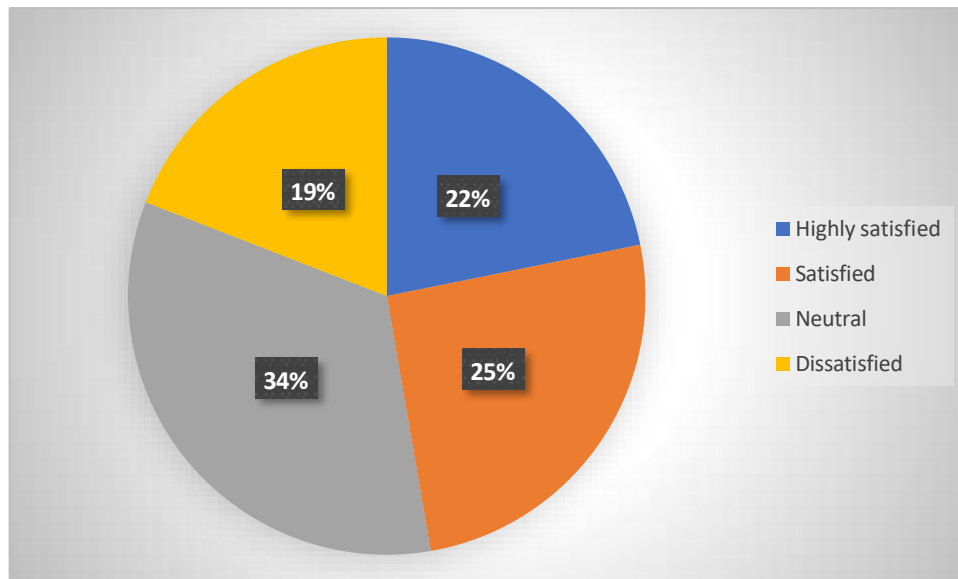




TABLE NO: 4.1.15
AWARE OF LEATHER BAG

S.NO	AWAREOF LEATHER BAG	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Self	21	19.1
2	Sponsor	29	26.4
3	Friends/relatives	38	34.5
4	Media	22	20
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 19.1 of them are self. 26.4 of them are sponsor. 34.5 of them are friends and relatives. 20.0 of them are media.

Inference: Most (34.5) of them are aware of leather bags through their friends and relatives.

CHART NO: 4.1.15
AWARE OF LEATHER BAG

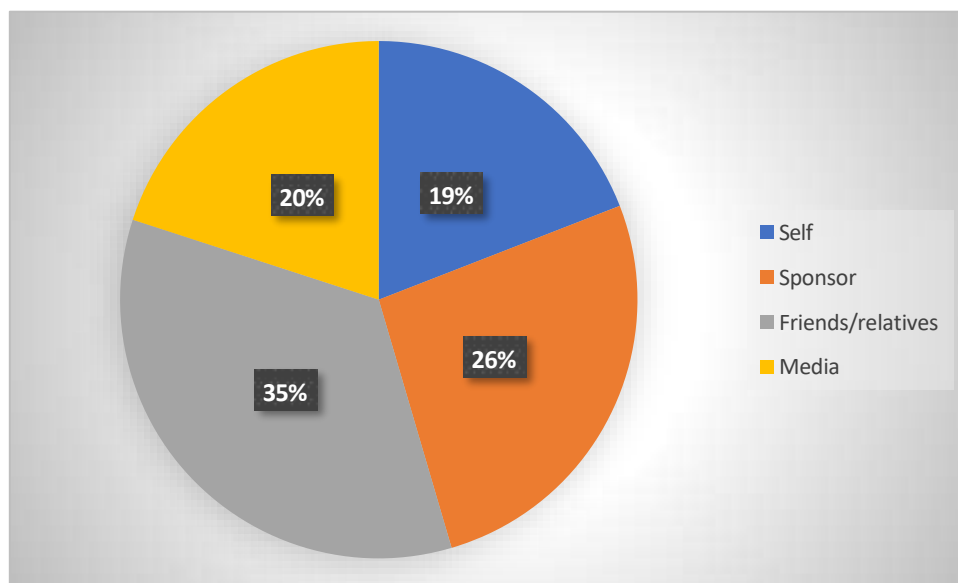




TABLE NO: 4.1.16

IMPROVEMENTS LIKE TO SEE IN LEATHER BAGS

S.NO	IMPROVEMENTS	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Better durability	19	17.3
2	More colour option	26	23.6
3	Light weight	29	26.4
4	Lower price	36	32.7
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 17.3 of them are liked better durability. 23.6 of them are liked more colour option. 26.4 of them are liked light weight. 32.7 are them are liked lower price.

Inference: Most (32.7) of them are lower price of leather price to see in future.

CHART NO: 4.1.16

IMPROVEMENTS LIKE TO SEE IN LEATHER BAGS

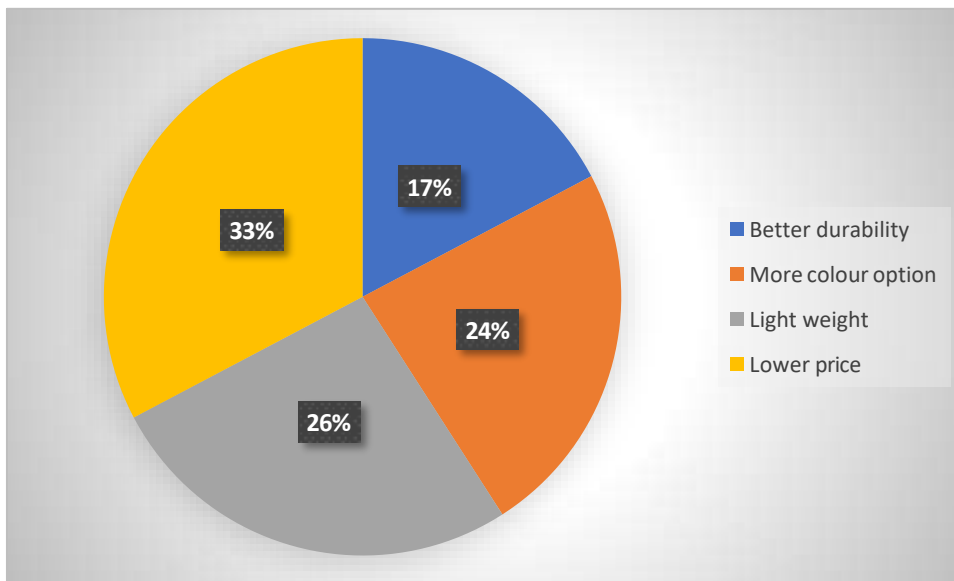




TABLE NO: 4.1.17

EVER HAD A RETURN OR EXCHANGE A LEATHER BAG

S.NO	RETURN OR EXCHANGE	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Yes	22	20.0
2	No	88	80.0
	TOTAL	110	100

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 20.0 of them are returned or exchanged. 80.0 of them are not returned and exchanged.

Inference: Most (80.0) of them are not returned or exchanged their leather bags.

CHART NO: 4.1.17

EVER HAD A RETURN OR EXCHANGE A LEATHER BAG

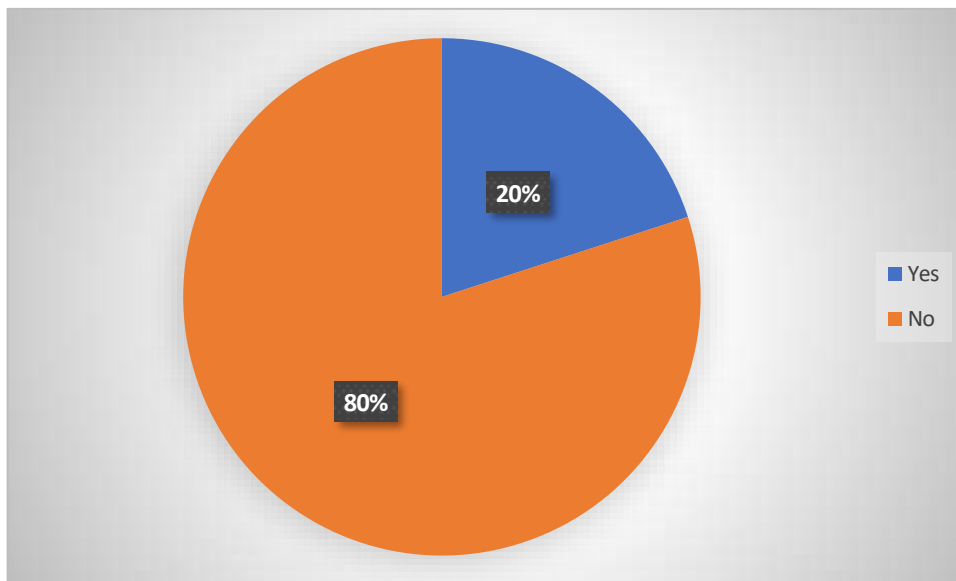




TABLE NO: 4.1.18

MOST IMPORTANT FEATURE IN LEATHER BAG

S.NO	IMPORTANT FEATURE	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Stylish design	21	19.1
2	Light weight	29	26.4
3	Water resistance	33	30.0
4	Durability	27	24.5
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 19.1 of them are prefer stylish design. 26.4 of them are prefer light weight. 30.0 of them are prefer water resistance. 24.5 of them are prefer durability.

Inference: Most (30.0) of them are prefer water resistant feature of future leather bags.

CHART NO: 4.1.18

MOST IMPORTANT FEATURE IN LEATHER BAG

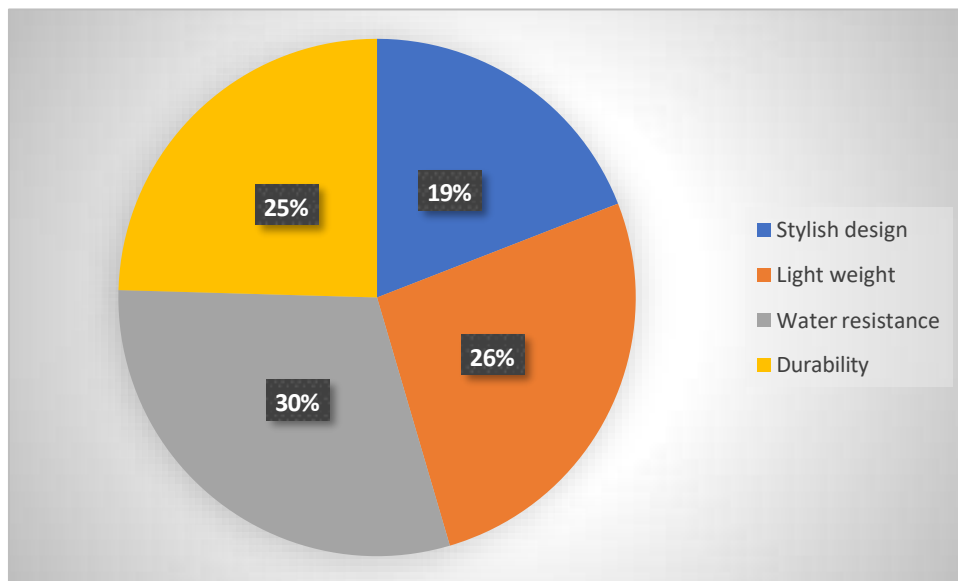




TABLE NO: 4.1.19

SWITCH TO ANOTHER LEATHER BAG BRAND IF FOUND BETTER QUALITY OR PRICING

S.NO	SWITCH TO ANOTHER	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Yes	37	33.6
2	No	73	66.4
	TOTAL	110	100

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 33.6 of them are yes. 66.4 of them are no.

Inference: Most of them are (66.4) of them are not switch to another leather bag.

CHART NO: 4.1.19

SWITCH TO ANOTHER LEATHER BAG BRAND IF FOUND BETTER QUALITY OR PRICING

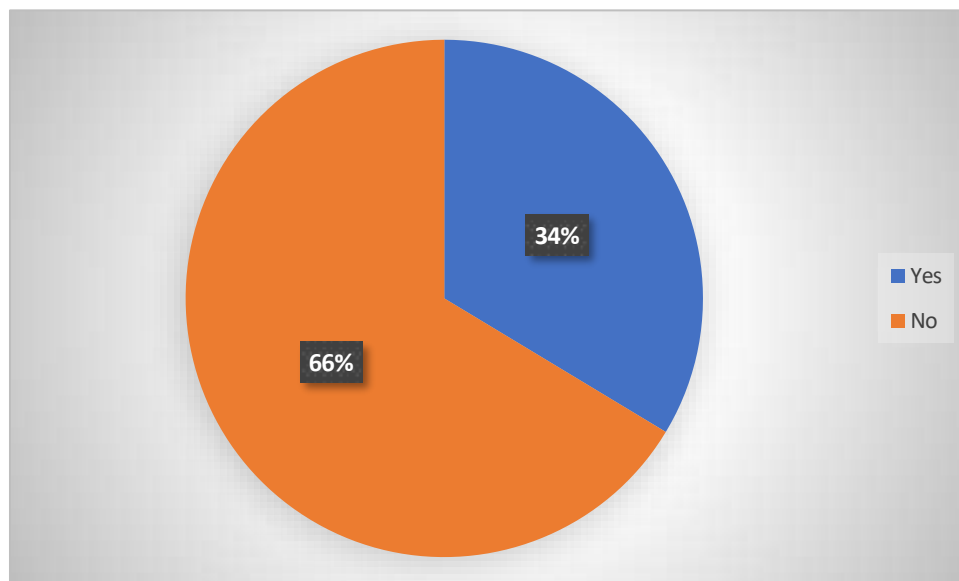




TABLE NO: 4.1.20

PRICE OF THE LEATHER BAG IS JUSTIFIED BY ITS QUALITY AND FEATURES

S.NO	JUSTIFIED BY ITS QUALITY AND FEATURES	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Yes	54	49.1
2	No	56	50.9
	TOTAL	110	100

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 49.1 of them are yes. 50.9 of them are no.

Inference: Most (50.9) of them are non justified its quality.

CHART NO: 4.1.20

PRICE OF THE LEATHER BAG IS JUSTIFIED BY ITS QUALITY AND FEATURES

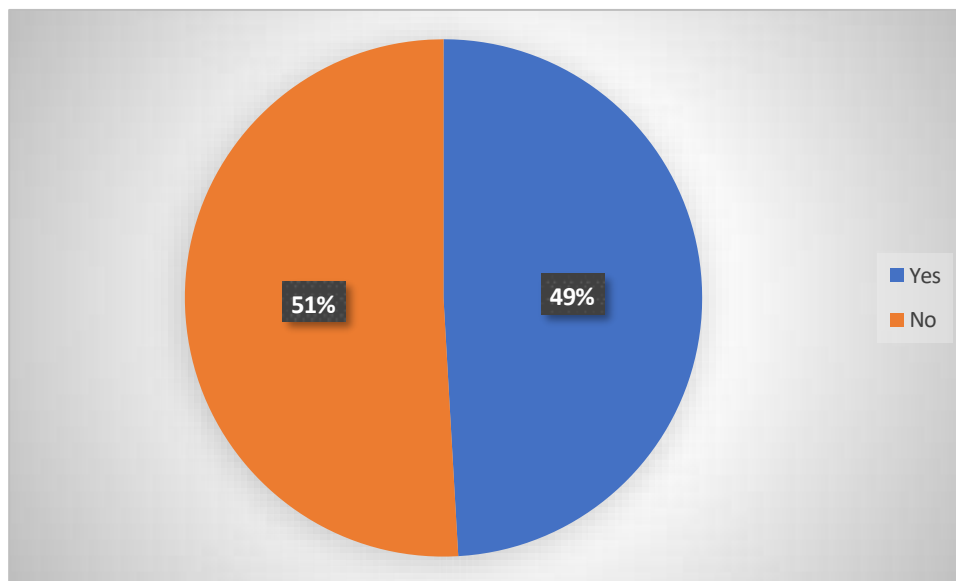




TABLE NO: 4.1.21
TYPE OF CLOSURE PREFER IN A LEATHER BAG

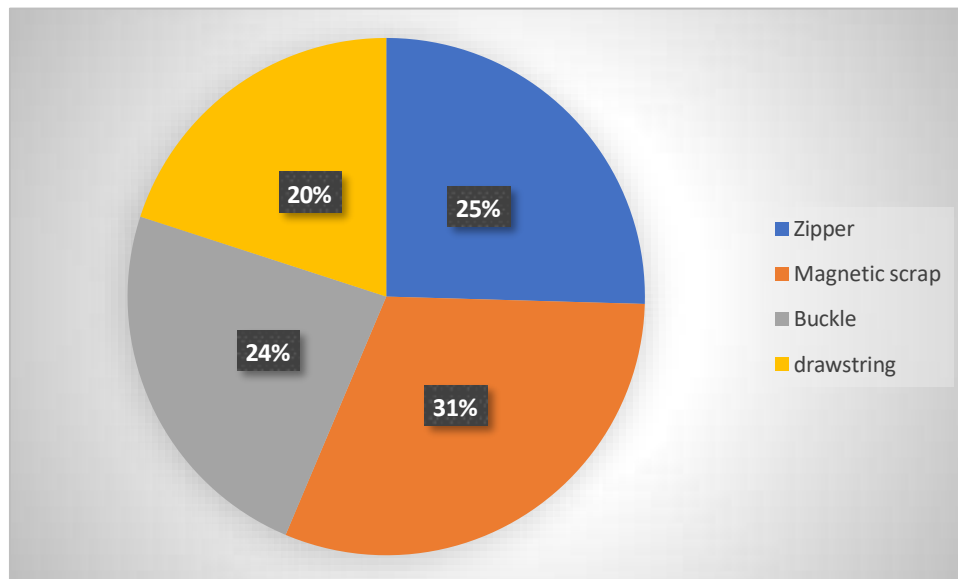
S.NO	CLOSURE PREFER	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Zipper	28	25.5
2	Magnetic scrap	34	30.9
3	Buckle	26	23.6
4	drawstring	22	20.0
	TOTAL	110	100%

*SOURCE: PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents 25.5 of them are prefer zipper. 30.9 of them are prefer magnetic scrap. 23.6 of them are prefer buckle. 20.0 of them are prefer drawstring.

Inference: Most (30.9) of them are prefer magnetic scrap leather bag.

CHART NO: 4.1.21
TYPE OF CLOSURE PREFER IN A LEATHER BAG





4.2 CHI-SQUARE TEST

A chi-squared test is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes are large. In simpler terms, this test is primarily used to examine whether two categorical variables are independent in influencing the test statistic.

❖ **CHI-SQUARE =**

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where,

O = Observed frequency

E = Expected frequency

E = Sum of Rows x Columns/ Sample Size

Degree of Freedom = (C-1) (R-1)

C = Column

R = Row



TABLE NO: 4.2.1

TABLE SHOWING THAT CONSUMER PREFERENCE

GENDER	CONSUMER PREFERENCE				TOTAL
	ZIPPER	MAGNETIC SCRAP	BUCKLE	DRAWSTICK	
Male	14	17	16	20	67
Female	12	19	7	5	43
TOTAL	26	36	23	25	110

*SOURCE: PRIMARY DATA

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

O - Observed frequency

E – Expected frequency

NULL = H₀

ALTERNATE = H₁

HYPHOSIS

Null Hypothesis (H₀) = There is no significant relationship between gender and consumer preference.

Alternative Hypothesis (H₁) = There is significant relationship between gender and consumer preference.



TABLE: 4.2.2

CHI -SQUARE TEST FOR CONSUMER PREFERENCE BASED ON GENDER.

S.N O	OBSERVED FREQUENCY	EXPECTED FREQUENCY	O-E	(O- E) ²	(O-E) ² / E
1	14	15.83	-1.83	3.34	0.21
2	17	21.92	-4.92	24.20	1.10
3	16	14.00	2	4	0.28
4	20	15.22	4.78	22.83	1.5
5	12	10.16	1.84	3.38	0.33
6	19	14.07	4.93	24.34	1.72
7	7	8.99	-1.99	3.96	0.44
8	5	9.77	4.77	22.75	2.32
TOTAL					7.9
Table value		Calculated value		DF	
7.815		7.9		-0.085	



$$\begin{aligned}\text{DEGREE OF FREEDOM} &= (R-1) \times (C-1) \\ &= (4-1) \times (2-1) \\ &= 3 \times 1 \\ &= 3\end{aligned}$$

TABLE 4.2.3

FACTORS	CALCULATION VALUE	DEGREE OF FREEDOM	TABLE VALUE	RESULT
Pearson Chi-Square	7.9	3	7.815	Not Accepted

Interpretation: From the above table, it is inferred that the calculated value 7.9 is greater than the table value 7.815 at the of 5% significance. Hence the null hypothesis is not accepted. Thus, it can be concluded that there is significant relationship between gender consumer preference.



FINDINGS AND SUGGESTIONS

5.1. FINDINGS

I. FINDINGS FROM SIMPLE PERCENTAGE ANALYSIS

- The study shows that most (48.2) of them age are 21-30.
- The study shows that most (56.4) of them are male.
- The study shows that most (32.7) of them are professionals.
- The study shows that most (31.8) of their monthly income 50000-100000.
- The study shows that most (44.5) of them are purchase leather bags in once a year.
- The study shows that most (34.5) of them are buying bags for professional use.
- The study shows that most (31.8) of them buying leather bags through online.
- The study shows that most (50.9) of them prefer specific leather bags.
- The study shows that most (38.2) of them are influence of brand reputation.
- The study shows that most (52.7) of them are not intrested to preferred brand to others.
- The study shows that most (34.5) of them are neutral with satisfaction of leather bags.
- The study shows that most (68.2) of them are not faced problem with leather bag.
- The study shows that most (30.9) of them are 4-6 years using of leather bags.
- The study shows that most (33.6) of them are neutral with materials used in leather bags.
- The study shows that most (34.5) of them are aware of leather bags through their friends and relatives.
- The study shows that most (32.7) of them are lower price of leather price to see in future.
- The study shows that most (80.0) of them are not returned or exchanged their leather bags.



- The study shows that most (30.0) of them are prefer water resistant feature of future leather bags.
- The study shows that most (50.9) of them are not buy its quality and features.
- The study shows that most (30.9) of them are magnetic scrap refer in leather bag.

II. FINDINGS FROM CHI-SQUARE TEST

It is inferred that the calculated value 7.9 is greater than the table value 7.815 at the of 5% significance. Hence the null hypothesis is not accepted. Thus, it can be concluded that there is significant relationship between gender consumer preference.



5.2 SUGGESTIONS

- Spacious, easy to carry, and perfect for everyday use. Great for work, shopping, or casual outings
- Trendy, practical, and often seen as more comfortable for carrying heavier loads. They're versatile for both work and travel.
- Great for a more professional or sleek look, typically with a crossbody design. They're good for work or a casual day out.
- Look for bags with internal pockets, especially for gadgets (laptop sleeves, phone pockets) and organization.
- Leather isn't naturally waterproof, but many brands offer water-resistant treated leather, which can be a huge plus, especially for rainy climates.
- Quality leather will last longer and age beautifully. A solid construction with reinforced stitching is key.
- Depending on the look you're going for, the finish can make a big difference in style. Distressed leather gives a more vintage or rugged vibe, while glossy leather can feel more polished and modern.
- Leather needs to be conditioned to stay soft and supple. Look for leather conditioners that nourish the material.
- Use a damp cloth for spot cleaning. Avoid soaking leather in water as it can damage it.
- Keep your leather bag out of direct sunlight when not in use, and stuff it with tissue paper to maintain shape.
- The best quality, durable, and ages beautifully with time. It has natural imperfections that add character.
- Slightly more affordable than full-grain but still very high quality. It's slightly corrected and treated for a smoother finish.
- A more budget-friendly option, but it's not as durable or aesthetically pleasing over time as full-grain or top-grain



5.3 CONCLUSION

Leather bags, throughout history, have stood the test of time, symbolizing both utility and elegance. From their practical use in everyday life to their status as luxury items, leather bags have evolved, adapting to fashion trends, technological advancements, and the changing needs of society. The allure of leather lies not only in its durability and natural beauty but also in the unique aging process it undergoes, becoming more personalized and distinctive with each use. Whether it's a soft, supple shoulder bag or a structured, timeless briefcase, leather bags have become indispensable accessories that speak to the personality and style of their owners.

One of the most significant reasons leather bags remain popular is their unparalleled durability. Unlike many synthetic materials, leather can last for decades when properly cared for. This longevity makes leather an ideal choice for accessories that people use daily. A well-maintained leather bag can withstand the test of time, often outliving its owner's expectations and becoming a cherished heirloom passed down through generations. This durability is especially important in a world where fast fashion often results in products that wear out or fall out of style quickly. Leather bags, on the other hand, maintain both their functionality and aesthetic appeal over the years.

The aging process of leather also contributes to its desirability. Unlike plastic or synthetic materials that degrade with use, leather develops a unique patina, which adds character to the bag. This natural aging process not only enhances the bag's visual appeal but also reflects the experiences of the user. A leather bag that has been carried daily will often tell a story through its marks, creases, and slight discolorations. These imperfections add a layer of intimacy to the bag, making it feel uniquely one-of-a-kind. The more a person uses their leather bag, the more it becomes an extension of their identity, developing a bond that is hard to replicate with any other material.

Another reason leather bags hold such a prominent place in the fashion world is their ability to bridge the gap between form and function.



Bibliography and reference

A well-rounded bibliography for the topic of leather bags provides insights into the historical, cultural, and practical significance of leather goods, as well as their environmental and ethical considerations. Below is a summary of sources that could be used to develop a comprehensive understanding of leather bags.

1. Swan, H., & Ferguson, J. (2017). *The Art of Leathercraft: A History and Guide to* This book explores the rich history of leather goods, tracing their evolution from ancient times to the modern era. It provides an in-depth examination of the craftsmanship, techniques, and tools used in leatherworking. This resource is valuable for understanding the traditional methods behind leather bag production and its role in culture and fashion.
2. Gibson, M. (2019). *Sustainable Leather: Ethical Practices in a Modern World*. New York This text addresses the growing concerns around the environmental impact and ethical considerations of leather production. It focuses on sustainable practices within the leather industry, such as ethical sourcing, tanning methods, and the rise of vegan leather alternatives. It is an essential resource for those exploring the intersection of fashion, ethics, and environmental sustainability.
3. Jones, S. (2020). *Leather Bags: Fashion, Function, and Timeless Appeal*. Paris: FashionPress. This book delves into the fashion and cultural importance of leather bags, analyzing their rise as luxury items and status symbols. Jones examines the role of iconic brands such as Louis Vuitton and Gucci, as well as the broader appeal of leather bags in everyday life. It is a great resource for understanding the dual function of leather bags as both practical and fashionable accessories.
4. Miller, K. (2018). *The Leatherworking Handbook: A Complete Course for* Publishing. This handbook is a practical guide for those interested in learning about leatherworking techniques, including how to create leather bags. It covers various methods such as cutting, stitching, and finishing leather, providing a hands-on approach to understanding how leather bags are crafted. Ideal for readers curious about the craftsmanship behind leather products.

**ANNEXURE:**

1.NAME

2.Age

a) Below 20

b) 21-30

c) 31-40

d) 41-50

3.GENDER

a) Male

b) Female

4.OCCUPATION:

a) Student

b) Professional

c) Business man

d) Homemaker

5.Monthly income range:

a) Below 50000

b) 50000 -1,00,000

c) 1,00,000-2,00,000

d) 2,00,000 and above

6.How often do you purchase leather bags?

a) Every 6 months

b) Once a year

c) Rarely (once in 2-3 years)

D) when even needed



7. What is your primary reason for buying leather bags
 - a) Fashion/Style
 - b) Daily user
 - c) Professional use
 - d) Gifting
8. Where do you prefer purchasing leather bags?
 - a) Local retail stores
 - b) Online marketplaces
 - c) discount/offers
 - d) Other (Specify)
9. How would you rate the variety of designs available in the market
 - Comfortable
 - a) Price
 - b) Colour
 - c) Clean and maintenance
 - d) Life
10. Do you prefer specific leather bag brands?
 - a) Yes
 - b) No
11. What influences your choice of brand?
 - a) Quality
 - b) Price
 - c) Brand reputation
 - d) Reviews/Recommendations
12. How likely are you to recommend your preferred brand to others?
 - a) Yes
 - b) No



13. How satisfied are you with your overall experience with leather bags?

- a) Highly satisfied
- b) Satisfied
- c) netural
- d) Dissatisfied

14. Have you encountered any problem with leather bags? (e.g., wear and tear, color fading, etc.) a)Yes

b)No

15. How long are you using leather bag

- a) Below 1 years
- b) 1-3 years
- c) 4-6 years
- d) Above 6 years

16. How satisfied are you with the leather material used in the bag?

- a) Highly Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied

17. How do you aware of leather bag

- a) Self
- b) Sponsor
- c) Friends/Relatives
- d) Media



18. How would you rate the following factors.

- a) Quality
- b) Comfortable
- c) Clean and maintenance
- d) Price Colour

19. How do you satisfied the following factors of leather bag.

- a) Price
- b) Clean and maintenance
- c) Quality
- d) Material Colour

20. What improvements would you like to see in leather bags.

- a) Better durability
- b) More colour options
- c) Light weight
- d) Lower price

21. Have you ever had a return or exchange a leather bag.

- a) Yes
- b) No

22. Which feature do you find most important in a leather bag.

- a) Stylish design
- b) Light weight
- c) Water resistance
- d) Durability

23. Would you switch to another leather bag brand if you found better quality or pricing.

- a) Yes
- b) No

24. Do you think the price of the leather bag is justified by its quality and features?

- a) Yes
- b) No



25. What type of closure do you prefer in a leather bag.

- a) Zipper
- b) Magnetic scrap
- c) Buckle
- d) Drawstring