Preface

The human perspective of the craft and its in built strength, that is core of this intangible but living heritage, helps the tradition to survive even in all adversities. Handicrafts, an expression of creativity, are an integral Part of our life and have always been a basic activity of human society.

Jaipur is a hub of handicraft items and in present time consumer preference and consumer satisfaction are must for selling any handicraft item. Consumer presence is very important factor for choosing handicrafts and its uses is give the satisfaction to consumer which encourage to purchase those items in present scenario those factors are very import for selling handicraft item.

Thus the theme of the thesis is entitled "Consumer preference and satisfaction towards selected handicraft items (with special reference to Jaipur city)".

The thesis warranted both secondary and primary research. Since secondary data uses sparse, it was decided to cover most issues through Primary data collection. In the interest of convenience of putting the entire study in a perspective, outlay of each chapter of this work is being presented as below:- Chapter one deals with handicraft; historical prospective which provide entire history and Birth till now which is handicraft, and it also provide Jaipur's history and when handicraft put his feets in to the city and it's development use know in chapter one and we also know about the some handicraft items about the some handicraft
items which is develop in city & we know history manufacturing of those items.

Chapter Two is related to consumer preferences & satisfaction which give us background towards consumers who purchase the handicraft items. This chapter help to understand consumer, its preferences for purchase those items and measuring through purchase of those items.

Chapter three deals with Research methodology, objective, Relevance of study & hypothesis of study.

Chapter four presented primary data collection analysis and interpretation of data and finally chapter five give us conclusion & suggestions for further scope of study in near future.

Finally this study provided us a frame work of reading of consumer who give preference & also satisfied for purchasing handicraft items, who knows the importance of handicraft items in their life & they are touch with those items.