To analyze expectation and satisfaction of glazed tile customers

Nidhi[1], Prof. Sanjay Medhavi(HOD)[2]

[1,2]*Department of Business Administration,University of Lucknow*

Abstract— **Work on improving the construction industries of developing countries has been going on for about a generation. In its early stages, some progress was made, and the prescriptions offered were implemented in several countries. In practise, however, the results have been disappointing. Some of the methods employed, inferences drawn, and conclusions reached have been criticised. When the word "tile" is mentioned, our thoughts immediately turn to China, the creator of Covid-19. China is the only country that owns more than 90% of rare earth minerals, and the rest of the world relies on China for mineral imports. According to data, China is the leading country in terms of product and mineral manufacturing and export. Brazil comes in second, and India comes in third among the top three tile manufacturing countries.**

Index Terms: **Ceramic Tiles, consumer expectation, consumer satisfaction, and Indian context.**

QUANTITATIVE

This is one objective of my research work. Here, I have tried to investigate the customers' expectations and measure the satisfaction level of consumers after using the product. The concept of flooring has changed drastically from cement flooring to glazed tiles. There are many reasons responsible for the change, the four P's of marketing and environment I have taken into consideration Ceramic tile manufacturing has changed dramatically over the last decade. Traditional ceramic tiles and modern ceramic tiles are vastly different. Ceramic tiles are extremely innovative in today's world because of current manufacturing processes that produce high quality and high production. Manufacturers are using cutting edge technology and automated machine to meet global tile standards and meet up consumer expectations.

Traditional tile grades are used to market tile products. When it comes to providing quality products and meeting the changing needs of consumers, companies must carefully consider a number of factors that define customer expectations. There are numerous features that play an important role in making balanced purchase decision, ranging from technical requirements to product standards and from industrial production to product use.

These are perceptible characteristics that all ceramic tile buyers look for before making a purchase.
- Dimensions – Form and size
- Color, roughness, gloss, design, and friction on the surface

These perceptible features are intended for the end user. A consumer will be unable to evaluate these features at the time of purchase.
- Deteriorated appearance, breaking, flaking, crazing, dirt retention, colour change, gloss change, and surface friction.
- Safety – Fractures, injuries, slick surfaces, and dangerous element releases
- Hygiene or disinfection – Adhesion, porosity, and potential dust release

Any tile-making company that ignores these factors will fail to gain the trust of tile buyers. There should be perfect balance between the actual needs of consumers and the tile-making companies. The manufacturing of Ceramic tile is environment-friendly. Tiles are manufactured using clay material which is available in abundance. This saves energy and prevents valuable and scarce material from being depleted. The world is becoming more environment-friendly and consumers too. As a result, an large number of architects and construction companies are now incorporating environment-friendly ceramics into their designs. It's not only attractive when used for flooring, but it's also durable. It's also a pathway

to ensure the environment concern for future generations. Many ceramic tiles are made up of waste material, further declines the impact on environment. Ceramic tiles are one of the most environment-friendly flooring available as it has longer life as compared to other floorings. They are very easy to clean, low maintenance and negligible use of chemicals.

The factors which were analyzed to study the expectation and satisfaction of consumers are Product, Place, Price, Promotion and Environment. In the study I have found that very less research has been done in the field of tiles industry and no focus on the environment concern. One of the factors i.e. how product factors play a vital role in influencing consumer behavior has been explained below-
Model: "Pre-decided products (branded or non-branded) are purchased?"

Ordinal Logistic Model for the dependent variable: "Pre-decided products (branded or non-branded) are purchased?"

Category	Value	Std. Error	t-statistic
Coefficients			
Highest qualification = post-graduate	0.17255	0.1866	0.9246
Family type = joint family	0.02246	0.1847	0.1216
Income = INR 5,00,000 to 10,00,000	0.73850	0.3015	2.4498
Income = above INR 10,00,000	0.51950	0.3249	1.5991
Intercepts			
1|2	-3.7175	0.5231	-7.1068
2|3	-1.3263	0.3145	-4.2170
3|4	0.1526	0.3012	0.5065
4|5	1.9038	0.3146	6.0516
Residual Deviance: 1067.727			
Akaike Information Criterion: 1083.727			

In this model, I have taken the product-related factors as dependent variable factors with all the demographic factors like-age, sex, income, occupation, type of family, qualification as independent variable factors.

Residual Deviance, AIC and t-value are focused for interpretation. Residual deviance means a value which is calculated from the model having all the features. It demonstrates how well a model with p predictor variables can predict the response variable. The lower the number, the better the model can predict a response variable's value. From 0 to infinity is the value range.

AIC –Alkaline Information Criteria is an important indicator of model fit. The smaller the values better the model. The 2K-2 AIC function is used (log-likelihood). A model with a lower AIC value is more likely to fit (which explains the greatest amount of variation using the fewest possible independent variables). In statistics, the AIC is used to compare various possible models and determine which one best fits the data. The AIC is primarily used in model selection. A researcher can easily interpret that inselecting the product of your choice these factors do play an important role by deriving significant value. Here, investigation is done about the question whether the consumers only purchased pre-decided products (branded or unbranded). The best fit model i.e. Ordinal Logistic Regression technique has been used to calculate the AIC and Residual value. Logistic regression is used for categorical data. The regression line fits between 0&1.Residual Deviance, AIC and t-value are focused for interpretation. The minimum AIC value for respondents' highest educational qualification, family type, and income level- INR5, 00,000-INR10, 00,000 have significant value as these absolute values are greater than 1.96. The income level is vital in interpreting the result as respondents in the income level INR5, 00,000-INR 10, 00,000 are .74 times more inclined towards purchasing the product which is pre-decided and whether it will be branded or non-branded.
Thus, with this outcome I can easily say that consumers knowledge, past experience, qualification and disposable income plays a significant role in purchasing tile for personal use.