



A RESEARCH ON “CONSUMER PERCEPTION AND GLASS PRODUCT PURCHASE BEHAVIOR”

Urvashi Barot

Student, MBA- LSCM (4 semester)

Faculty of Management Study,

Parul University

Ayush Singh

Student, MBA- LSCM (4 semester)

Faculty of Management Study,

Parul University

CP GUIDE

Prof. Harshita Gaikwad

(Ass. Prof)

Parul Institute of Management & Research Parul University

Paru University At & P. O. Limda,

Waghodiya, Vadodara-391760

Gujarat, India

ABSTRACT

This research investigates the intricate relationship between consumer perception and purchase behaviour concerning glass products. Glass, being a versatile material, finds extensive use in various industries ranging from household items to construction and technology. Understanding how consumers perceive glass products and the factors influencing their purchase decisions is crucial for businesses to effectively market and sell these products. The research findings reveal several key insights into the dynamics of consumer behaviour towards glass products. Factors such as perceived quality, brand image, and environmental sustainability emerge as critical drivers influencing consumer preferences and purchase decisions. Additionally, the study uncovers nuances in consumer perceptions based on demographic variables such as age, income, and lifestyle. Practical implications of the research findings are discussed, providing valuable insights for businesses involved in the production and marketing of glass products. Strategies for enhancing product positioning, branding, and marketing communications are delineated to align with consumer preferences and drive purchase intent.

KEYWORDS: Glass, Glass processing, Customer perception, Customer buying behaviour

INTRODUCTION

Glass has been defined and classified in many ways, either based on their composition or on their characteristics. In a familiar usage, the term glass refers to a class of material of great practical importance with a number of very characteristic properties such as transparency, brittleness and the properties of softening progressively and continuously when heated. Glass is a compound formed when molten silica is super cooled to room temperature. It is an organic product of fusion which has cooled to room temperature without crystallization or with no crystals formed. Glass also has been defined as amorphous (non-crystalline) solid materials that are typically brittle and optically transparent. In science, however, the term glass is usually defined in much wider sense, including every one that possesses a non-crystalline (an amorphous) structure that exhibits a glass transition when heated towards the liquid state. Customer perception is how customers feel about your product and brand. It's an opinion that they had with your company, both direct and indirect. Consumer purchase behavior refers to the actions taken (both online and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions

OBJECTIVES OF THE STUDY: -

- To study and analyze the consumer perception and buying behavior of the glass products.
- To find the awareness level on glass processing industries.
- To identify the factors influencing purchase decision of the consumers.
- To know the modes of purchase.
- To find the most preferred type of processed of glasses.
- To know the necessity of customers in terms of glass products.
- To give suggestion to improve the perception of consumers towards glass products.

SCOPE OF THE STUDY: -

The study examined consumers' attitudes about glass goods. The following components of consumer perception and glass product buying behavior are the focus of the research.

Understanding consumer perception, taste, and preference for glass products helps glass processing companies operate successfully. It also helps them understand customer satisfaction levels, opinions, and factors that influence purchasing decisions.

- It makes it possible to assess consumer satisfaction and brand names.

LITERATURE REVIEW

(Robert John Strutt, 1936)

A study of glass surfaces in optical contact" flat glass or silica surfaces can by suitable manipulation be brought into "optical contact", contact so close that the reflexion at the interface. This study is about the surface of glasses in opticals, aug 1936

(A.R. Boccaccini, M. Bucker, J. Bossert)

Glass and glass-ceramics from coal fly ash and waste glass". *Tile Brick Int.* 12, 515–518 (1996). This study is about the conversion of waste glass materials into valuable glass ceramics and other glass products

(M. Erol, S.)

Crystallization behaviour of glasses produced from fly ash". This study examines the crystallization behavior of glasses that the solidity of glass might suggest resistance to crystallization; its very existence implies that crystallization is avoidable. And yet glasses can crystallize, sometimes surprisingly fast.

(G.A. Khater,)

The use of Saudi slag for the production of glass-ceramic materials". *Ceram. Int.* 28(1), 59–67 (2002). Glasses can be produced and processed in different forms and treatment. This study explains the preparation of glass ceramic materials through slags. Production process of glass ceramics also discussed.

(W. Holand, G. Beall,)

Thermal expansion properties of a spodumene-willemite glass ceramic, in *Glass-Ceramic Technology*", (The American Ceramic Society, Westerville, 2002). Thermal expansion is the tendency of matter to change its shape, area, volume, and density in response to a change in temperature, usually not including phase transitions. This study is based on expansion properties of glass ceramics through thermal expansion.

(S.N. Salama, S.M. Salman, H. Darwish),

The effect of nucleation catalysts on crystallization characteristics of aluminosilicate glasses. *Ceramics-Silicate* 46, 15–23 (2002). This study explains about the aluminosilicate glasses and their crystallization characteristics. Also, describes the effect of nucleation catalysts on aluminosilicate glasses based on their crystallization characteristics.

(M.-L. Brandily-Anne et al),

Specific absorption spectra of cerium in multicomponent silicate glasses". *J. Non-Cryst. Solids* 356(44), 2337–2343 (2010). The IR absorption spectra of the glass and glass–ceramic samples reveal absorption bands of characteristic groups mainly due to major silicate network besides the possible sharing of network units due to some involving oxide constituents. X-ray analysis of glass–ceramics indicates the separation of lithium di-silicate phase as the main constituent beside other phases according to the specimen chemical constituents.

(G. kiran kumar and T.P Ashok babu)

Study of Various Glass Materials to Provide Adequate Day Lighting in Office Buildings of Warm and Humid Climatic Zone in India." The objective of this work is to allow the natural sun light through the glass window of same area, and thus less lighting load in the air-conditioned space for different climatic conditions. To achieve the objective of the work an investigation of spectral properties of different glass materials such as bronze, green, grey, bronze- reflective, green-reflective and grey-reflective glasses is carried out experimentally, March 2017.

(N Fathima)

A Study on Customer Satisfaction of Product and Service Quality in Manchu Toughened Glass” (2019). This study is about the satisfaction of customer in terms of quality of toughened glass products towards macho toughened glass solutions. This study describes the customer perception, satisfaction and patterns of their buying behavior towards toughened glasses.

PROBLEM STATEMENT: -

It is very important for the glass processing industries and company to identify the consumer perception and their purchase behavior of glass products before selling them in the market. Throughout this study, the main problem is to find out the consumer perception and their buying behavior towards glass products. Glass processing companies face major challenges:

- The major challenge is lack of handy experience in customer demands.
- Customer perception can make or break your brand
- What factors influence consumer purchases
- The changing factors in our society

RESEARCH METHODOLOGY: -

RESEARCH DESIGN: -The research design undertaken for the study is descriptive one. A study, which wants to portray the characteristic of group or individual or situation, is known as descriptive study. It is mostly qualitative in nature. The main objective of descriptive study is to study the consumer perception and purchase behavior towards glass products.

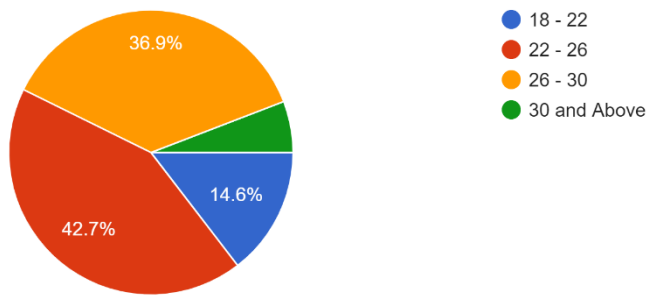
- Primary Data are being collected by conducting questionnaire.
- Secondary data is collected from journals, online platform, research paper and the company records for the purpose of the study.

DATA COLLECTION METHOD- The questionnaire filled by enumerators Google Form **POPULATION** The number of 100 people we choose to include in our sample will vary depending on a variety of variables, including the population’s size, variability, and research approach.

THE FINDING AND DISCUSSION

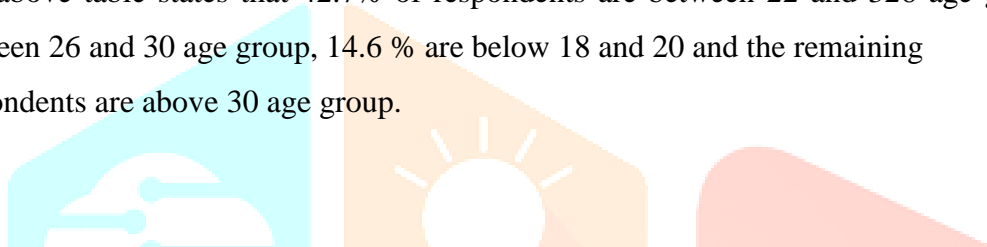
Age

103 responses



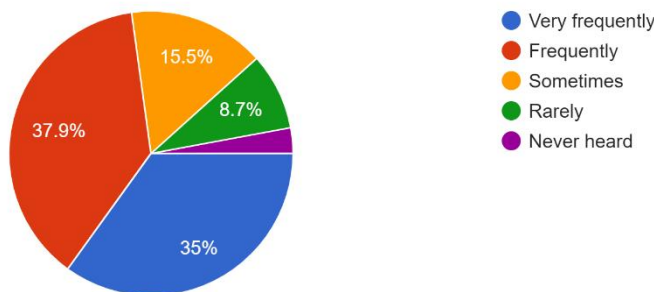
The Pie chart would be divided as follows:

The above table states that 42.7% of respondents are between 22 and 326 age group,36.9% of them are between 26 and 30 age group, 14.6 % are below 18 and 20 and the remaining respondents are above 30 age group.



1. How often you have heard about glass processing companies ?

103 responses

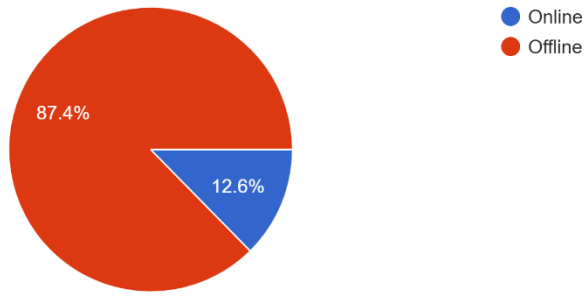


INTERPRETATION:

Majority of consumers that is 30% does not have proper awareness of glass processing industries since they are only the consumer no a customer. 30% of them have heard rarely, 25% of them have heard sometimes and 8 to 6% of them have heard frequently

2. Which type of mode you prefer the most for purchasing the glass ?

103 responses



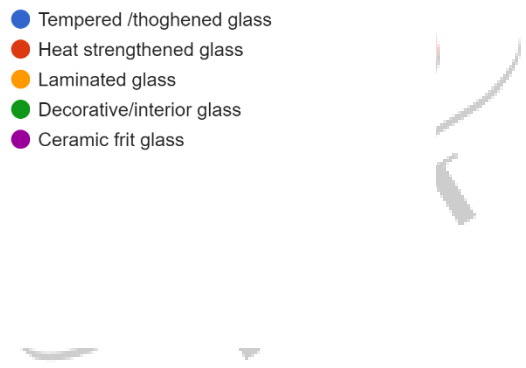
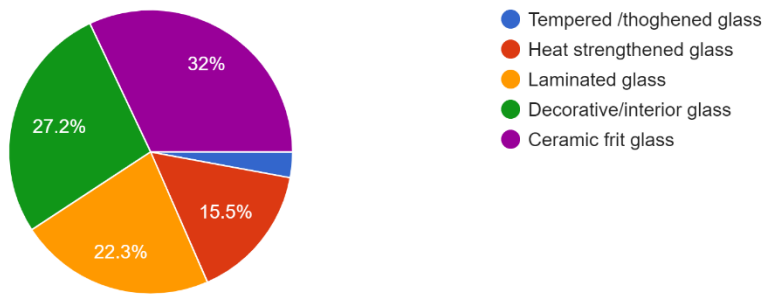
INTERPRETATION:

Most of the respondents prefer offline purchasing over online purchasing that is 87.4% and the remaining people prefer offline purchase that is 12.6%. This shows that their perception is to buy the glass products over offline mode.



3. Which type of glass you prefer the most ?

103 responses

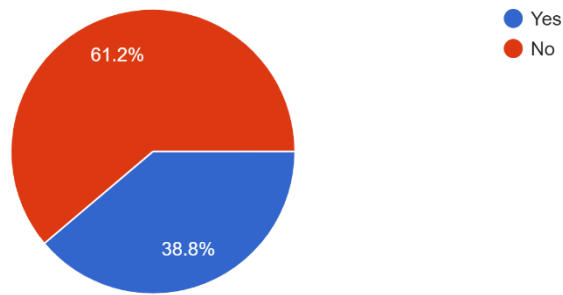


INTERPETATION:

Maximum amount of respondents that is 32% prefer ceramic frit glasses since it is cheap and quality product. 27.2% prefer decorative /interior glass, 22% prefer, 22.3% prefer laminated glass and remaining 15.5% of them prefer heat strengthened glass.

4. Are you aware of robotic glass handling system ?

103 responses

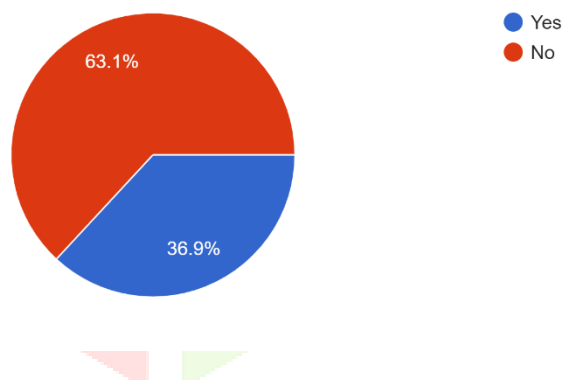


INTERPRETATION:

From the pie chart, most of the people aren't aware of robotic glass handling system. 61.2% of them are not aware of this newest type of glass products and 38.3% of them are aware about the robotic glasses.

5. Do you think that colored glasses will be more attractive than plain glasses ?

103 responses

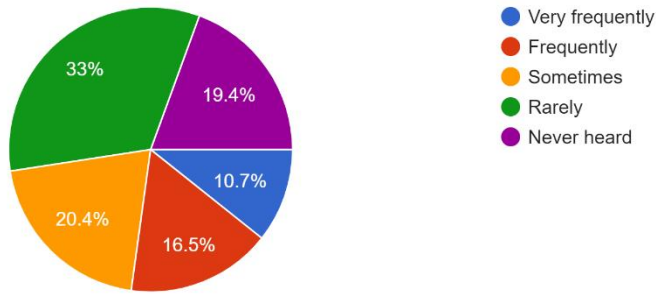


INTERPRETATION:

From the above pie chart Most of the people prefer colored glass over plane and ordinary glasses from the study that is 63.1% prefer colored glasses and 36.9% prefer ordinary glasses.

6. Have you heard about privacy glass/magic glass ?

103 responses

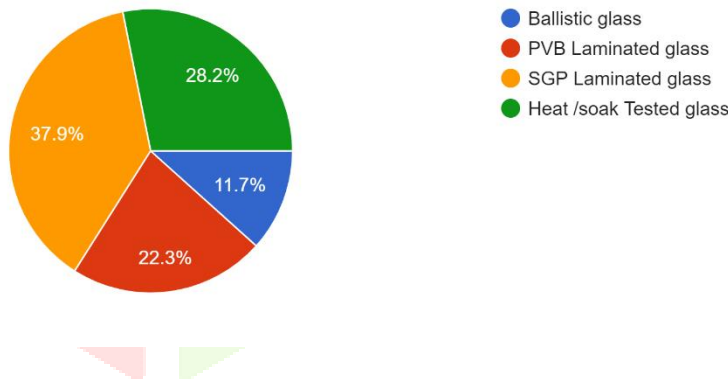


INTERPRETATION:

From pie chart, privacy/magic glasses are heard rarely that is 33% and 20.4% sometimes only. Only 10.7% of respondents have knowledge about privacy/magic glasses. 23% of them never heard, 19.4% of them are rarely heard. Only 16.5% of them have heard frequently.

7. Which type of glass is preferred for Airport ?

103 responses

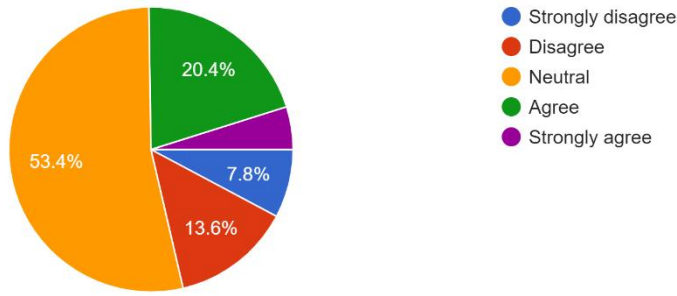


INTERPRETATION:

From the above pie chart, SGP Laminated glass is preferred by most of the respondents that is 37.9%, followed by Heat/soak Glasses 28.2%. Only 22.3% to 11.7% of people prefer PVB Laminated glasses and Ballistic glasses.

8. Do you agree that decorative /interior glass are much suitable for interior design project ?

103 responses



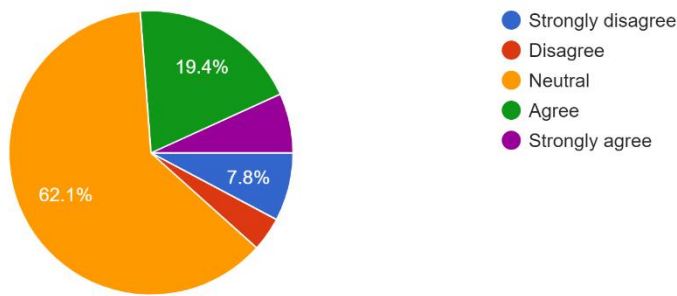
INTERPRETATION:

From the pie chart, most of the respondents that is 53.4% neutral that the decorative/interior glasses are suitable for design projects. 20.4% of them were agreed, 13.6% of them are disagreed and only 7.8% of people strongly disagreed that it is not suitable for design projects.



9. Do you agree that automotive glass is an important component of vehicle ?

103 responses

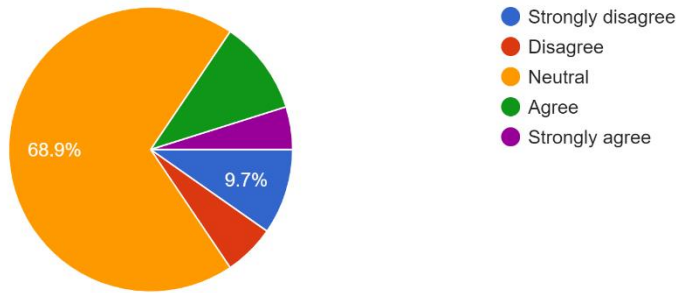


INTERPRETATION:

From the above pie chart, most of the respondents that is 62.1% neutral that automotive glass is an important component of vehicles. 19.4% of them agreed, only 7.8% of them are strongly agreed that it is suitable.

10. Do you agree that airport, malls, and other sectors prefer noise reduction glasses ?

103 responses



INTERPRETATION:

From the above pie chart, majority of respondents that is 68.9% neutral that sectors like malls, airports use noise reduction glasses. 10% agreed, 9.7 % of respondents are strongly agreed and only few percentages that is 11.4% of people are not agreed to use noise reduction glasses on different sectors.

CONCLUSIONS:

Glass is a solid like and transparent material that is used in numerous applications in our daily lives. Glass can be manufactured with a range of physical properties to be used for many different requirements. It is a hard substance which may be transparent or translucent and brittle. From large industrial designs to basic domestic purposes, their uses are exceedingly large. From this study, glass processing companies can understand different perceptions and the buying behaviour of their customers in terms of price, quality, quantity, design, colour etc., so that they can achieve total customer satisfaction. Each and every consumer should be aware of processed glasses since they are the future hi-tech products. Glass is everywhere and meets societal needs, it is an unlimited material whose number of applications is constantly evolving and which is more and more used in combination with other material for high tech applications.

REFERENCES/BOBLIOGRAPH

- Robert John Strutt, 1936
- A.R. Boccaccian, M. Bucker, J. Bossert
- M. Erol, G.A Khater and W, Holand
- S.N Salman, S.M Salman, H Darwish
- M.L Brandily -Anne
- G. kirao Kumar and T.P Ashok babu
- N Fatima

WEBSITES

1. <https://yera.com/>
2. <https://www.glassonweb.com>
3. <https://www.aisglass.com>
4. <https://www.discuss.io/what-is-customer-perception/>
5. <https://www.discuss.io/what-is-customer-perception/>

