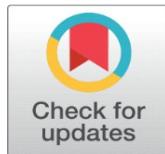


EVALUATING CONSUMER EXPECTATIONS VS. PERCEPTIONS IN CONSTRUCTION CHEMICALS: A CASE STUDY OF REDWOP CHEMICALS PVT. LTD

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ABSTRACT

The construction chemical industry has become an essential part of modern infrastructure development, offering solutions that increase durability, strength, and efficiency. Redwop Chemicals Pvt. Ltd., a leading company in this sector, provides a wide range of products such as tile adhesives, sealants, waterproofing compounds, and epoxy resins.

This research aims to understand customer preferences, evaluate awareness regarding hazardous chemical usage, and analyze the gap between consumer expectations and the actual service/performance delivered by the company.

A survey-based approach was used to collect primary data from various industry participants, including retailers, distributors, engineers, architects, and contractors. The purpose of the study is to provide insights that can help Redwop Chemicals Pvt. Ltd. enhance service quality, strengthen customer relationships, and improve product offerings based on real customer perceptions.

Keywords: Consumer, Expectations, Perceptions, Construction, Chemicals

1. INTRODUCTION

The construction chemical industry has become an essential part of modern infrastructure development, offering solutions that increase durability, strength, and efficiency. Redwop Chemicals Pvt. Ltd., a leading company in this sector, provides a wide range of products such as tile adhesives, sealants, waterproofing compounds, and epoxy resins.

This research aims to understand customer preferences, evaluate awareness regarding hazardous chemical usage, and analyze the gap between consumer expectations and the actual service/performance delivered by the company.

A survey-based approach was used to collect primary data from various industry participants, including retailers, distributors, engineers, architects, and contractors. The purpose of the study is to provide insights that can help Redwop

Chemicals Pvt. Ltd. enhance service quality, strengthen customer relationships, and improve product offerings based on real customer perceptions.

2. LITREATURE REVIEW

Name of the Author	Objectives of the study	Key findings of the study	Research Gap
Milda Jucienė and Vaida Dobilaitė et.al 2021	The main aim the study investigates about adhesive construction tapes i.e. what impact it gives during bad weather conditions which is used at building and every construction area.	This study found that adhesive construction tapes are really good and it has a long-time durability and also they remain stable in a 20oC and 70oC. These tapes are cost effective method to use in any climatic effects at any properties.	This study focuses on how different climatic conditions impact adhesive tape properties beyond varying condition. So there is a lack of comprehensive data during this adhesive taps research.
C.M Dry et.al 2001	To aware people that do not used concrete to prevent hazardous waste from leaking rather than they can take use of fibers chemical materials.	Researcher have developed the concrete fibers chemical which include sealants and adhesive which helps to join the crack area it means if there is any crack fibers release chemical fill the seal of the crack.	The gap which researchers fill out i.e. traditional concrete are crack immediately and also not have a long term durability so the researchers fill out this gap by doing research on this that this concrete-based fibers adhesive have a long-term durability and not also fill out automatically or by the individual.
Martin Brandtner – Hafner	The objectives of this study to evaluate the structural safety and performance of polymeric based adhesive at every construction area.	Researcher found that to assess structural safety polymeric based adhesive sealants it is important to evaluate adhesive bonding system for construction. In current evaluation need some innovative technique to make the adhesive behavior under stress and highly strength.	Researchers found that traditional method such as lap shear, pull-off and peel- off are not capable the crack with adhesive bonds but current evaluation does not have complex method and provide high performance and safety in bonding system for a long period of time.
Bengit Jarvholm	The materials used in chemical construction companies are carcinogens, so the main objective of this study to create awareness about carcinogens material among the consumer, so the consumer buy a product by doing overall research.	The main study of this research to reduce the health risk of humans and particularly the plumbers and workers who are working in this industry. This research found that many people get affected with carcinogens chemical in many countries so it also create awareness among the others.	The research gap of this study is to estimate cancer risk because in this industry there are many company who make construction chemicals by using various hazardous chemical which may affect the consumer and mostly the people who are working this industry so the researcher thought to fill this gap which help the people to do their research before purchasing a construction chemical products.
Sangkyu Lee Sangyun Lee, Gyuyong king, Minjae Son, Gyenogcheol Choe, Jayhyun Lee, Jeongsoo Nam	The objective of the study is to evaluate the performance of tiles by using epoxy resin adhesive and with this it will help to measure the performance of the material for long period of time.	This study found that the chemical was used for with cement mortar i.e. epoxy resin adhesive makes a stronger strength in the tiles and help to remain sustain tiles for long time period without any moisture loss and shrinkage. The main reason for this research is to found out the longer time strength for a tile and it also found that how much hold by using this type of chemical.	The main gap was found by this research study is that many tiles get easily damage or make shrinkage after the fitting of tiles so for that the researchers founded a gap here and researched on the chemical use in construction industry and the one of the chemical they research on was epoxy resin adhesive to found out the overtime strength and durability of tiles by using the epoxy resin adhesive chemical.

3. INFERENCE

By doing this research I identified the gap and trends in this literature review. This all above research is based on different aspect but the common problem I found out in this construction chemical industry i.e. customer is not truly satisfying with the product because of the two reason.

First reason is customer have less knowledge about the product like how to identify the best quality product while purchasing. For this type of construction chemical product quality matters a lot it shows the long term durability and strength of the product. As in this industry there are also companies who make a construction chemical by using substance of hazardous chemical which may impact the health of customers and specially those people who are working in this industry like plumber, contractor, engineer etc.

The second reason is that customer are not aware for this type of product because now a time it is important to use some construction chemical in construction area does not prefer to use this type of construction chemical so it may create a problem because before the construction chemical where not used the people only prefer to take use of cement at every construction area but due to changes in product like waterproofing cement , tiles , granite , marble etc all this product started upcoming in various design and quality if at that time any person who use cement for that person may create a damage of a product so for bringing changes in the construction industry.

The researcher started researched on it that making a such product which can efficiently handle any material in every construction industry because many a times there are also company who started doing research on it after all the research get lastly incomplete because many researcher found that there are also chemical in construction company which may damage the material as well as can harm to many people but at now the researcher proper data collection and with a consistent effort it result in a good manner according to a researcher there are approximately 1200 companies which make construction product which not only helps at a construction site but also it also helps to the person who are working in this industry.

4. RESEARCH METHODOLOGY

4.1. RESEARCH TYPE

The research type is quantitative helps to understand the customer aspect of the company as it include research on customer preference i.e. likes and dislikes towards the product and a company. This quantitative data gives an overall analysis of different customer which help us to make a better workflow in an organization and according to the data the company can also work on research and development.

4.2. SAMPLING METHOD

No Specific Sampling method was applied in this research. The main target audience while doing this research is retailer, distributor, wholesaler, engineer, architecture and the people who are working in this industry.

No. of Responses

25 responses were collected in the primary data collection through an online google form The age group are:

Below 25 years = 24% responses

25 – 40 years = 40% responses

40 – 60 years = 36% responses

But in construction chemical industry there is a NIL response from Above 60 years

4.3. RESEARCH OBJECTIVES

To identify the customer preference towards the construction chemical industry

To create awareness among the customer that do not use hazardous chemical at any construction area

Helps to know the customer the basic need of chemical in construction industry

4.4. HYPOTHESIS

Null hypothesis / H₀: There is a significant impact of marketing and sales strategies for redwop construction chemical.

Alternative hypothesis / H₁: There is no significant impact of marketing and sales strategies for redwop construction chemical.

INFERENCE: This the Research Methodology by analyzing the data we get to know what research objective and the type in this project and other data is related to customers. I collected the sample and data from the target audience retailers, wholesaler or a distributor by collecting this data we also get to know the percentage of responses as per particular age. I get highest no. of responses from the age between 25 – 40 years of age. This age group given a highest no. of response so we can assume that in this construction industry this age group people is working more.

In research methodology I have also discuss about the 3 objective which I want to achieve by doing this research project so the 2 objective To create awareness among the customer that do not use hazardous chemical at any construction area so this statement shows the truth in this industry because there are many construction chemical company who make the product by using various hazardous chemical into it so it may impact and harm the human body and may cause a sick to a people so it is to alert the people before they use this type hazardous chemical products and mostly to the people who are working in this industry.

5. DATA ANALYSIS

Figure 1

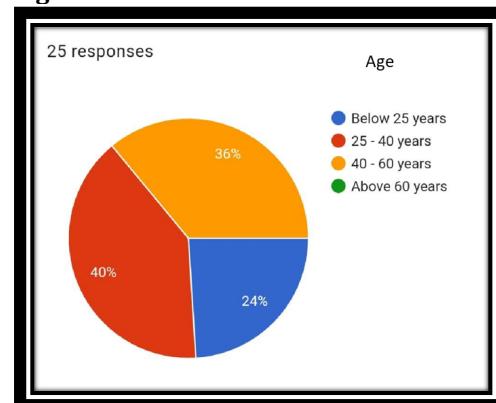


Figure 1 Pie – Chart Age

INFERENCE: From the above pie chart we can see that pie chart is ratio is divided in different age which is Below than 25 years , 25 – 40 years , 40 – 60 years and the Above 60 years and analyzing the overall data we can see that the large amount of people of age who are working in this industry is 25 – 40 years of age and then the age group is 40 – 60 years this customer age ratio either they are working in this industry or they are final customer of the redwop.

Figure 2

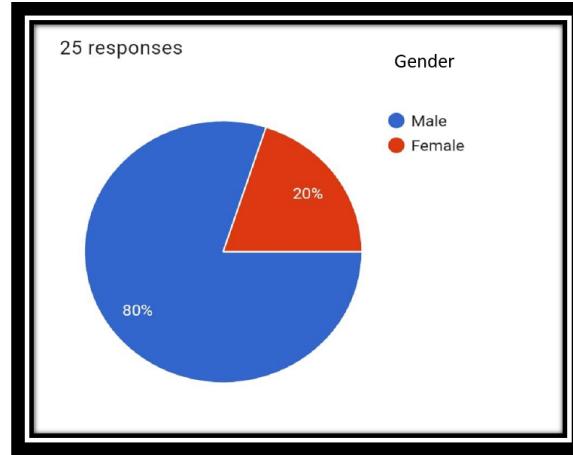


Figure 2 Pie – Chart Gender

INFERENCE: From the above data we can see that Male is 80% and Female is only 20% so high amount of customer are male and ultimately we can say that in construction chemical industry the high amount of male are working.

Figure 3

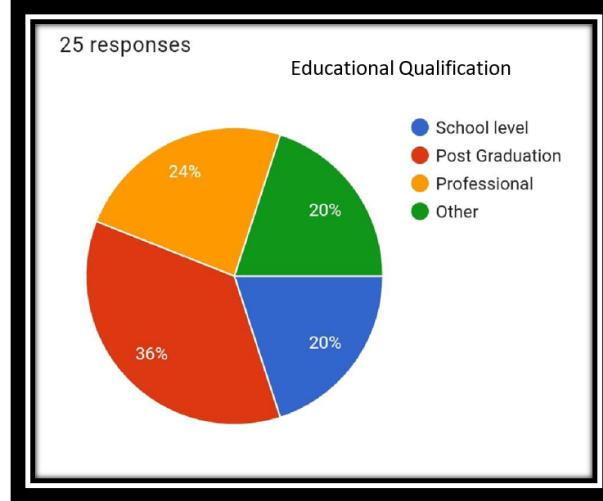


Figure 3 Pie – Chart Educational Qualification

INFERENCE: The above given pie chart shows the educational qualification of the customer so from the given post graduate and professional customers are more so in this industry we can predict that people are well educated which will ultimately help the company to share a information about their product and also help the company to sell any product easily without going into a product detail.

TANGIBILITY: LEVEL OF CONSUMER EXPECTATION

Figure 4

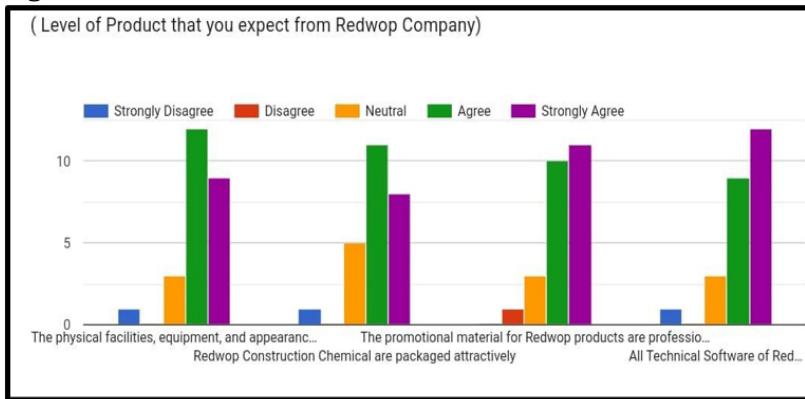


Figure 4 Bar Graph Tangibility Expectation

INFERENCE: It is a graph which shows what customer expect from a company in point of view of product. So in all the questions related to the product we can assume that customer Agree and Strongly Agree product it means customer want good quality product, packaging and attractive marketing from a side of a company.

TANGIBILITY: LEVEL OF CONSUMER SATISFACTION

Figure 5

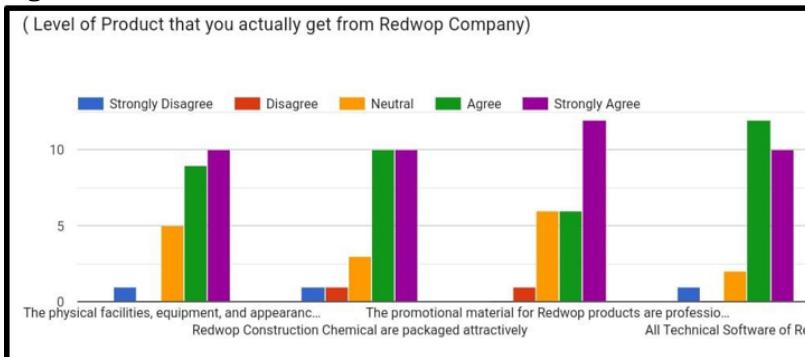


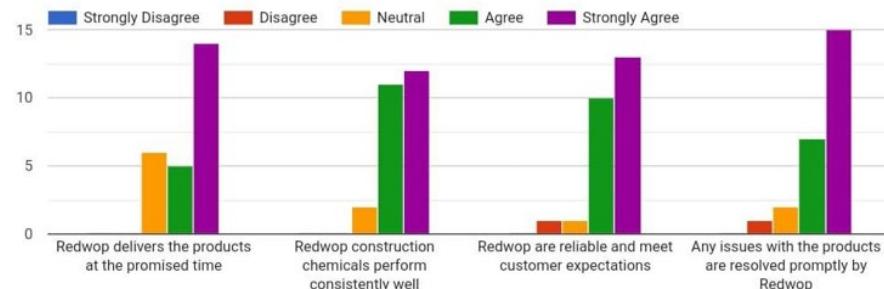
Figure 5 Bar Graph – Tangibility perception

INFERENCE: It is a graph which shows what customer actual get from a side of a company so we can see that Strongly Agree graph not cross the above line 10 and also it same with Agree so we can assume here that customer get Neutral category of product from their expectation.

From the above two graph we can see the difference in consumer expectation towards the product and perception towards the product. As we know customer satisfaction is first priority of any business so satisfying the customer is only done by providing a quality product to customer according to the above data we can assume that people who expect quality product from the company but from the current data we can see the customer not get too satisfied as they want according to their expectation.

RELIABILITY: LEVEL OF CONSUMER EXPECTATION**Figure 6**

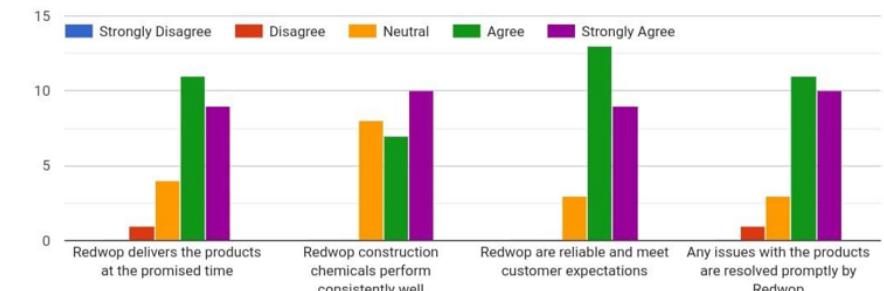
(Level of service that you expect from Redwop Company)

**Figure 6 Bar Graph – Reliability Expectation**

INFERENCE: From the above given graph shows that what customer actually expect service from a company so in the total graph analysis we can see assume that customer expectation towards the service is comparatively high from other as see it is totally strongly agree so hence we can say that customer expectation towards the service are too high from a company.

RELIABILITY: LEVEL OF CONSUMER SATISFACTION**Figure 7**

(Level of service that you actually get from Redwop Company)

**Figure 7 Bar Graph - Reliability Perception**

INFERENCE: It include the level of service the customer actually get from a company so from the above graph just we can assume by doing an analysis which is that customer are agree with a service but not too satisfied from the service so the customer expectation level towards the service is not matched but if the company do more better in delivering a quality service to customer so it may give a better result to a company.

By analyzing the above data we can see customer expectation towards the service is too high and the level of satisfaction they get from a service is comparatively not match the customer expectation. So it include that customer are not too satisfied with the expectation but as the Agree and Strongly Agree graph is modest high so the customer are satisfied but not too satisfied.

RESPONSIVENESS: LEVEL OF CONSUMER EXPECTATION

Figure 8



Figure 8 Bar Graph – Responsiveness Expectation

INFERENCE: It also includes the service, but the same graph structure shows that every customer expects quality service from a company.

RESPONSIVENESS: LEVEL OF CONSUMER SATISFACTION

Figure 9

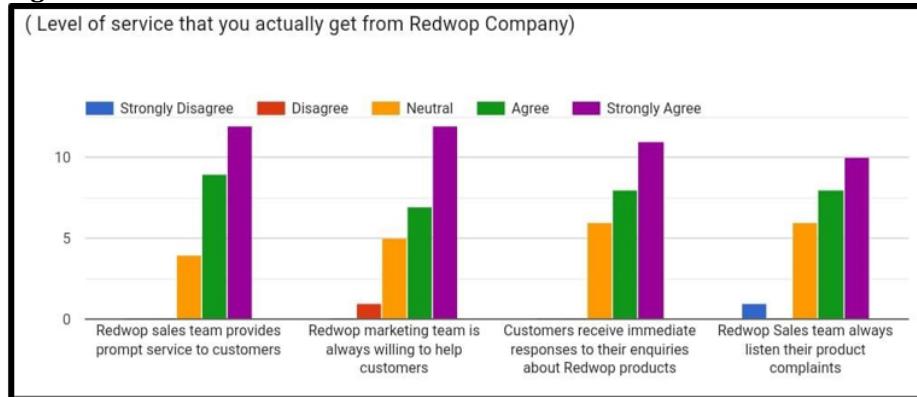


Figure 9 Bar Graph – Responsiveness Perception

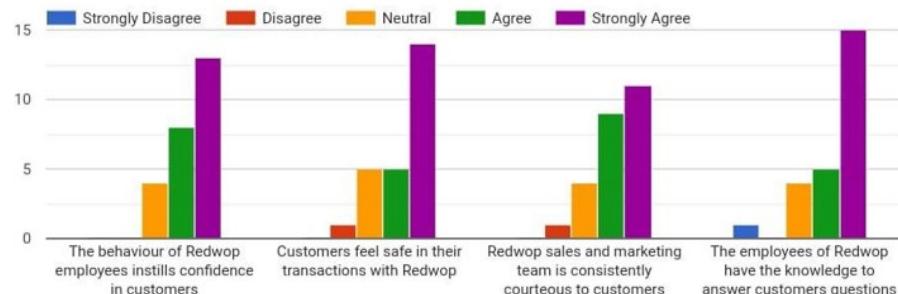
INFERENCE : From the above expectation graph if we compare this graph then we can see what customer are expecting from a company is relatively matching and the it gives a high-level satisfaction to both the customer as well as company.

The above data shows that the service which is provided by Redwop employees is comparatively matching the expectation because the graph of Strongly Agree is high in expectation level like we can see the graph touches 10 and somewhere it crosses the 10 and same in the satisfaction level towards the employee service it also touches the 10 level so we can assume and say that the employee is satisfying the customer by providing a quality service to them whether it can be a Technical, marketing or a sales team the graph shows the customer are satisfied with the employee they are currently working.

ASSURANCE: LEVEL OF CONSUMER EXPECTATION

Figure 10

(Level of service that you expect from Redwop Company)

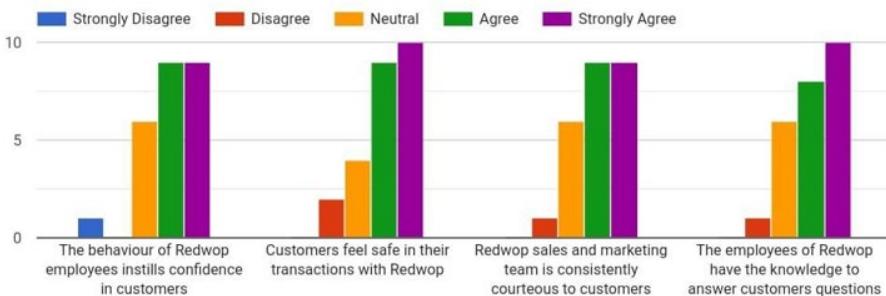
**Figure 10 Bar Graph – Assurance expectation**

INFERENCE: The above data shows that customer expectation from company employees is high the customer expect that the employees must be well mannered, loyal, and consistent and have deep knowledge of the product. The above strongly agree graph is too high and other graph is comparatively low from strongly agree graph. The strongly agree graph cross the 10 it means the level of consumer expectation is too high from the company.

ASSURANCE: LEVEL OF CONSUMER SATISFACTION

Figure 11

(Level of service that you actually get from Redwop Company)

**Figure 11 Bar Graph – Assurance Perception**

INFERENCE: The above data shows that the customer are satisfied with a company employees it can be employee behavior , consistency , loyalty and the deep knowledge of the product. From the graph we can assume that the satisfaction level is high, so it is comparing with the customer expectation.

These two above graphs of expectation and perception shows that customers are satisfied with the company employees and their way of working with them the satisfaction is not only towards the product it also includes the how customer actually get from a company and this can be noticed by only looking into the employee behavior and the way of behaving with them.

EMPATHY: LEVEL OF CONSUMER EXPECTATION

Figure 12

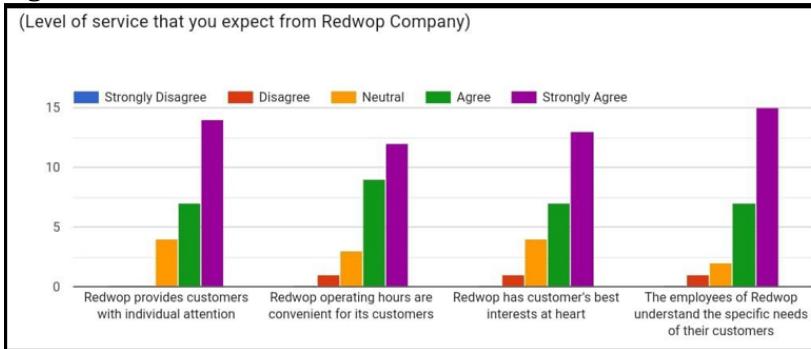


Figure 12 Bar Graph – Empathy Expectation

INFERENCE: The above data shows that the expectation level is high from the customer as we see customer want individual attention to get their need fulfill according to their interest. The high amount to expectation leads that customer's need good service with a quality product from a professional employee.

EMPATHY: LEVEL OF CONSUMER SATISFACTION

Figure 13

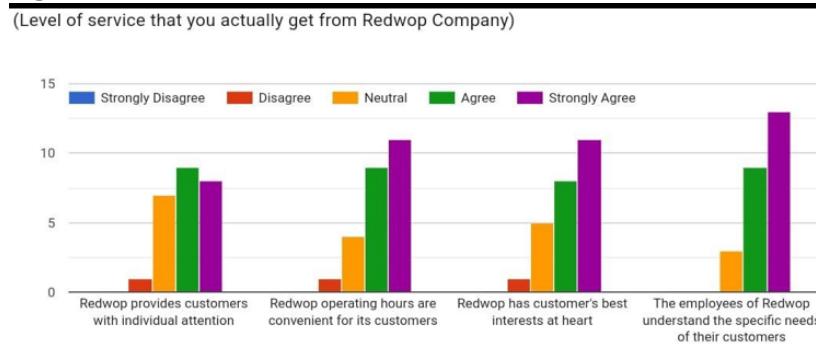


Figure 13 Bar Graph – Empathy Perception

INFERENCE: The above data shows that 2 graphs are matching the customer expectation level the graph are 2 and 3 but 1 graph is comparatively lower from customer expectation and the last 4 graph is modest matching to the customer expectation

From the above data we can see that customer expectation and customer perception it means the actual service they get from the company is matching some graph but apart from 2 graph the remaining two graph is not matching the customer expectation so we can say the above graph is overall fluctuated and the company need some changes in 1 graph.

This is an overall data analysis from this data we get to understand the customer the expectation level and customer perception level in some graph the customer expectation is matching so it increases the level of satisfaction of the customer.

The main objective of doing this analysis is to know about the customer their preference and their way of thinking towards the company. The expectation and perception help the company to match and compare the customer data and on this data basis the company may be try to match the customer expectation.

This clear data give idea to company not only about their customer but also about their employee so the company can also understand the company overall workflow by looking into this data. The overall workflow include the company employee behavior and the deep analysis in the company. Basically it helps the company to make the work easy by looking into this data format.

6. CONCLUSION

Based on the survey findings, it is evident that customers in the construction chemical industry have high expectations regarding both product quality and service standards. The data shows that while Redwop Chemicals Pvt. Ltd. performs well in areas such as employee behavior, responsiveness, and assurance, there are certain gaps in product satisfaction and consumer awareness regarding chemical safety.

Customers expect high durability, better product performance, modern packaging, and stronger technical guidance. Although many expectations are met, some areas still show a mismatch between what customers expect and what they experience. This highlights the need for improved communication, enhanced product education, and consistent product quality enhancements. Overall, the study confirms that Redwop Chemicals has a strong market presence but can further improve by addressing customer feedback and expectations.

7. RECOMMENDATIONS

Based on the overall analysis and findings, the following recommendations are suggested for Redwop Chemicals Pvt. Ltd.:

1) Improve Product Awareness

- Conduct more product demonstrations and training sessions for retailers, contractors, plumbers, and engineers.
- Provide clear educational materials regarding hazardous chemicals and safe usage practices.

2) Enhance Product Quality And Packaging

- Improve the durability and performance of products where customer expectations were not fully met.
- Upgrade packaging to ensure freshness, avoid leakage, and create a professional brand image.

3) Strengthen Customer Service

- Increase responsiveness and technical support, especially in problem-solving and site visits.
- Ensure that employees maintain consistent communication and follow-ups with customers.

4) Expand Marketing And Visibility

- Use social media, digital marketing, and field marketing activities to increase brand visibility.
- Provide display materials, brochures, and product comparison charts to retailers.

5) Collect Regular Feedback

- Implement a structured feedback mechanism to constantly understand customer needs.

- Use this feedback to strengthen both R&D and product development.

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APPENDIX

Marketing and Sales Strategies for Redwop Construction Chemical

Dear respondents please note that this survey may take about 5 minutes of your time , I would be grateful if you can give your valuable time in responding to the questionnaire. This survey will help us to know about customer and their preferences on construction chemical. With this questionnaire we also get to know about our product and service i.e. what changes need to be done.

The questions are divided into two parts - expected quality (expectations from the customer) and perceived quality (the actual quality that we provides). Your one response will help the researcher to fill in the knowledge gap kindly provide the accurate data.

* Indicates required question

Personal Details

Please provide the accurate data

1. Name *

2. Age *

Mark only one oval.

- Below 25 years
- 25 - 40 years
- 40 - 60 years
- Above 60 years

3. Gender *

Mark only one oval.

- Male
- Female

4. Educational Qualification *

Mark only one oval.

- School level
- Post Graduation
- Professional
- Other

Gap analysis of Redwop consumer expectation and Perception - GAP ANALYSIS OF TANGIBILITY

It measures the ability of the company to provide physical facility equipment, personnel, and communication material to the customer.

5. Tangibility - Level of consumer expectation *
(Level of Product that you expect from Redwop Company)

Mark only one oval per row.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
----------------------	----------	---------	-------	-------------------

The physical facilities, equipment, and appearance of personnel are visually appealing

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Redwop Construction Chemical are packaged attractively

<input type="radio"/>				
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The promotional material for Redwop products are professional and appealing

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

All Technical Software of Redwop Construction Chemical are designed professional

<input type="radio"/>				
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6. Tangibility - Level of consumer satisfaction *
(Level of Product that you actually get from Redwop Company)

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The physical facilities, equipment, and appearance of personnel are visually appealing	<input type="radio"/>				
Redwop Construction Chemical are packaged attractively	<input type="radio"/>				
The promotional material for Redwop products are professional and appealing	<input type="radio"/>				
All Technical Software of Redwop Construction Chemical are designed professional	<input type="radio"/>				

Gap analysis of Redwop consumer expectation and Perception - GAP ANALYSIS OF RELIABILITY

It measures the ability of the firm to perform the service effectively and accurately and states whether the firm fulfilled its promises or not.

7. Reliability - Level of consumer expectation *
 (Level of service that you expect from Redwop Company)

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Redwop delivers the products at the promised time	<input type="radio"/>				
Redwop construction chemicals perform consistently well	<input type="radio"/>				
Redwop are reliable and meet customer expectations	<input type="radio"/>				
Any issues with the products are resolved promptly by Redwop	<input type="radio"/>				

8. Reliability - Level of consumer satisfaction *
 (Level of service that you actually from Redwop Company)

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Redwop delivers the products at the promised time	<input type="radio"/>				
Redwop construction chemicals perform consistently well	<input type="radio"/>				
Redwop are reliable and meet customer expectations	<input type="radio"/>				
Any issues with the products are resolved promptly by Redwop	<input type="radio"/>				

Gap analysis Redwop consumer expectation and Perception - GAP ANALYSIS OF RESPONSIVENESS

It measures the ability and willingness of the firm to aid customer and provide apt services as promised

9. Responsiveness - Level of consumer expectation *
(Level of service that you expect from Redwop Company)

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Redwop sales team provides prompt service to customers	<input type="radio"/>				
Redwop marketing team is always willing to help customers	<input type="radio"/>				
Customers receive immediate responses to their enquiries about Redwop products	<input type="radio"/>				
Redwop Sales team always listen their product complaints	<input type="radio"/>				

10. Responsiveness - Level of consumer satisfaction *
 (Level of service that you actually get from Redwop Company)

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Redwop sales team provides prompt service to customers	<input type="radio"/>				
Redwop marketing team is always willing to help customers	<input type="radio"/>				
Customers receive immediate responses to their enquiries about Redwop products	<input type="radio"/>				
Redwop Sales team always listen their product complaints	<input type="radio"/>				

Gap analysis of Redwop consumer expectation and Perception - GAP ANALYSIS OF ASSURANCE

It measures the ability of the firm to produce trust and credibility in the minds of the consumer

11. Assurance - Level of consumer expectation *
(Level of service that you expect from Redwop Company)

Mark only one oval per row.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
----------------------	----------	---------	-------	-------------------

The
behaviour of
Redwop
employees
instills
confidence
in
customers

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Customers
feel safe in
their
transactions
with
Redwop

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Redwop
sales and
marketing
team is
consistently
courteous
to
customers

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

The
employees
of Redwop
have the
knowledge
to answer
customers
questions

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

12. Assurance - Level of consumer satisfaction *
 (Level of service that you actually get from Redwop Company)

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The behaviour of Redwop employees instills confidence in customers	<input type="radio"/>				
Customers feel safe in their transactions with Redwop	<input type="radio"/>				
Redwop sales and marketing team is consistently courteous to customers	<input type="radio"/>				
The employees of Redwop have the knowledge to answer customers questions	<input type="radio"/>				

Gap analysis of Redwop consumer expectation and Perception - GAP ANALYSIS OF EMPATHY

It measures the ability of the firm to understand the needs and paying attention to the requests of the customer

13. Empathy - Level of consumer expectation *
(Level of service that you expect from Redwop Company)

Mark only one oval per row.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
----------------------	----------	---------	-------	-------------------

Redwop
provides
customers
with
individual
attention

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Redwop
operating
hours are
convenient
for its
customers

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Redwop
has
customer's
best
interests at
heart

<input type="radio"/>				
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The
employees
of Redwop
understand
the
specific
needs of
their
customers

<input type="radio"/>				
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14. Empathy - Level of consumer satisfaction
(Level of service that you actually get from Redwop Company) *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Redwop provides customers with individual attention	<input type="radio"/>				
Redwop operating hours are convenient for its customers	<input type="radio"/>				
Redwop has customer's best interests at heart	<input type="radio"/>				
The employees of Redwop understand the specific needs of their customers	<input type="radio"/>				

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