



"USAGE OF LOW COST FLOOR TILES AMONG CONSUMERS IN SHIVAMOGGA CITY, KARNATAKA"

Dr. Rebecca John¹ and Swathi Pawar²

¹Assistant Professor, Department of Resource Management and Research Centre, Smt. VHD Central Institute of Home Science, Bangalore.

²M.Sc. Research Scholar, Department of Resource Management and Research Centre, Smt. VHD Central Institute of Home Science, Bangalore.

ABSTRACT :

The recent boom in the housing sector has given rise to low cost flooring tiles. These are an option for all range of consumers, who have the choice to select flooring tiles to suit their budget. The present study aimed to find out the awareness of low cost floor tiles among the consumers in Shivamogga city, Karnataka. Purposive random sampling technique was employed, and sample size comprised of 50 consumers in Shivamogga city, Karnataka. A self-structured questionnaire was used for data collection. Salient findings revealed that majority of the consumers were aware of low cost flooring tiles in Shivamogga city, Karnataka.



KEYWORDS : Low cost flooring tiles, housing, budget, awareness

INTRODUCTION

'Flooring' is the general term for a permanent covering of a floor, or for the work of installing such a floor covering. 'Floor covering' is a term to generically describe any finish material applied over a floor structure to provide a walking surface. Both terms are used interchangeably but floor covering refers more to loosely laid materials. (Collins English Dictionary, 2018).

Materials almost always classified as 'floor covering' include carpet, area rugs, and resilient flooring such as linoleum or vinyl flooring. Materials commonly called flooring include wood flooring, ceramic tile, stone, terrazzo, and various seamless chemical floor coatings. The choice of material for floor covering is affected by factors such as cost, endurance, noise insulation, comfort and cleaning effort. (Rahman, S.N., 2017).

Woeste and Nielsen (2007) cited that due to a wide range of factors including aesthetic versatility, easy maintenance, durability and the potential for improved indoor air quality, ceramic tile was an increasingly popular floor covering. Tiles were typically seen at living room floors, bathroom, walls and kitchen countertops. Floor and walls composed most of the house. The role of tiles on flooring was to provide comfort when roaming around the house.

The flooring industry in the country had now expanded with a number of different tiles available to cater to the consumer's taste, utility and budget. Tiles were often priced from reasonable to high priced choices. The low cost ceramic floor tiles were now catering to a larger segment of the Indian consumer market, whose preference was for floor covering which was durable, easy to maintain, and attractive yet being of reasonable cost. According to the National Institute of Finance (2014), Kajaria Ceramics was the largest manufacturer of ceramic/vitrified tiles in India.

MorenoBerto (2007) stressed that ceramic tiles were already being marketed with characteristics and performance features that make them products whose applications went far beyond traditional tile uses. These were not just future possibilities: their industrial and commercial reality already made them immediately serviceable in multiple environments. And this was precisely the key concept in these new tile applications: their features made them useable for wholly different functions. In addition, the functionalities involved were destined to improve aspects directly related to the quality of life, conditions of habitability or, for instance, to using such a vital natural source of energy as solar radiation. It should, therefore, be stressed that these new generations of ceramic tiles were to be considered part of the range of architectural elements for both external and internal uses, since they provided the surfaces they clad with a broad spectrum of properties and functions without detriment to the aesthetic qualities, always so characteristic, of ceramic tile.

Beemamol and Nazeer (2013) reported that as the industrialization and construction industry was growing very fast, the widely used fine aggregate was river sand which was scarce and expensive nowadays. Ceramics industry was a growing industry and as the ceramic waste sand was piling up every day, there was a pressure on the ceramic industry to find a solution for its disposal.

METHODOLOGY:

Aim: The aim of the study was to find out the awareness of low cost floor tiles among consumers in Shivamogga city, Karnataka.

OBJECTIVES:

1. To find out the awareness of low cost ceramics floor tiles among consumers in Shivamogga city, Karnataka.
2. To comprehend the factors considered by consumers while selecting low cost ceramic floor tiles.

PROCEDURE:

Fifty consumers in Shivamogga city, Karnataka were selected for the study using the purposive random sampling technique. Data was collected from the households who were using low cost ceramic floor tiles by administering a self-structured questionnaire to assess their awareness and find out the factors considered by consumers while selecting these low cost ceramic floor tiles. Data was analyzed using relevant statistical tests.

SALIENT FINDINGS:

The socio-demographic data revealed that a larger percentage of the respondents (60%) were in the age group of 30-40 years. Majority of them were married (80%) with a larger number being men, and most of them were privately employed (46%) or engaged in their own businesses (28%). Most of the women were homemakers with the remaining being engaged in small business or working as government employees.

Table-1: Awareness and Usage regarding Low cost flooring tiles

N=50

Categories	Awareness regarding Low Cost Flooring Tiles	
	Number	Percentage
Aware	45	90
Not aware	05	10
Usage Of Low Cost Flooring Tiles		
Yes	47	94
No	03	06

Table 1 depicts the awareness of the consumers' regarding low cost flooring, with 90% of respondents being aware of the low cost flooring tiles; while 10% were not aware of the low cost flooring tiles. It is also seen that 94% of respondents used low cost flooring tiles.

Table-2: Type Of Low Cost Flooring Tiles

Type Of Low Cost Flooring Tiles Used	Yes		No		X ² Value
	Number	Percentage	Number	Percentage	
Ceramic brand					4*
Magnum	30	60	20	40	
Superstar	20	40	30	60	

N=50

* Significant @ 5% level of significance

Table 2 shows the type of low cost flooring tiles used by the respondents. Magnum brand of low cost flooring tiles were used by 60% of the respondents; while Superstar brand of low cost flooring tiles was used by only 40% of the respondents. The data was analyzed statistically and found that there was a significant association between type of low cost flooring tiles and usage.

Fig. 1 depicts the number of years the consumers used the low cost flooring tiles.

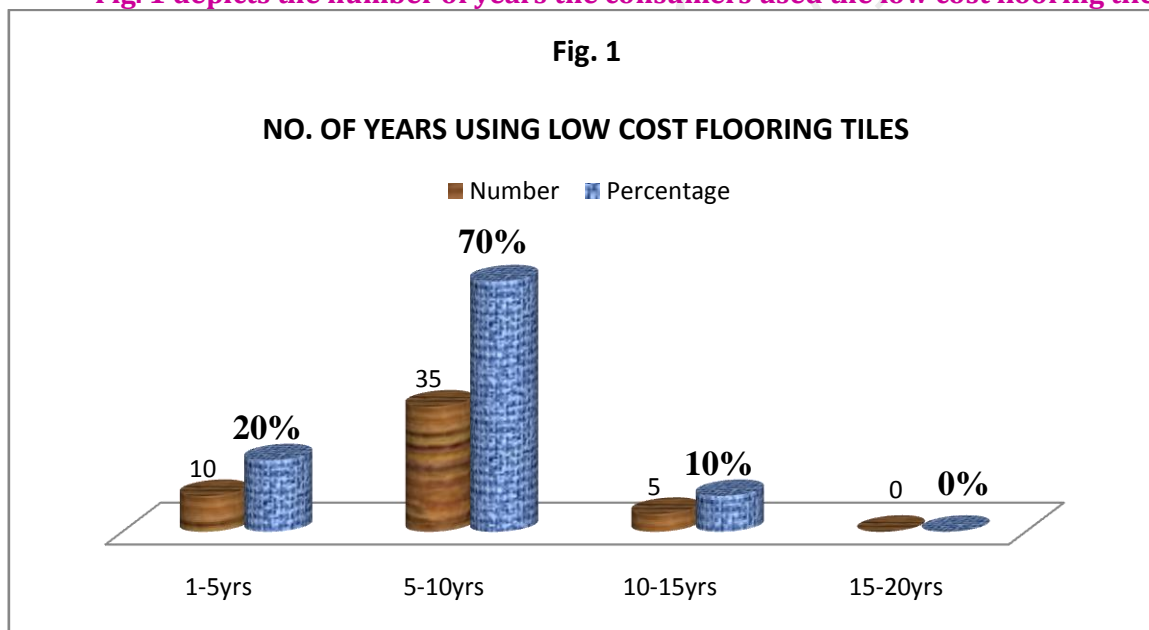


Table-3: Usage of Low Cost Tiles in Different Rooms In The House

Room Where Low Cost Tiles Are Used	Yes		No	
	Number	Percentage	Number	Percentage
Living Room	50	100	-	-
Kitchen	45	90	05	10
Dining Room	50	100	-	-
Bathroom/ Toilet	30	60	20	40
Bedroom	50	100	-	-
Pooja Room	50	100	-	-
Parking Area	20	40	30	60

N=50

@ Multiple response

Table 3 indicates the usage of low cost tiles in different rooms in the house. Almost all the respondents used low cost flooring tiles in the living rooms, dining rooms, bedrooms and pooja rooms; while 60%, 40%, and 10% did not use these tiles in the parking area, bathrooms and kitchens respectively

Table-4: Quality of Low Cost Flooring Tiles

N=50

Quality Of Low Cost Flooring Tiles	Number	Percentage
A. Average	03	6
B. Good	07	14
C. Very Good	10	20
D. Excellent	30	60

It is observed from Table-4 and Fig. 2 that 60 % of the respondents rated the low cost flooring tiles as excellent, 20% as very good, 14% as good while 6% of the respondents rated it as average.

Figure.2

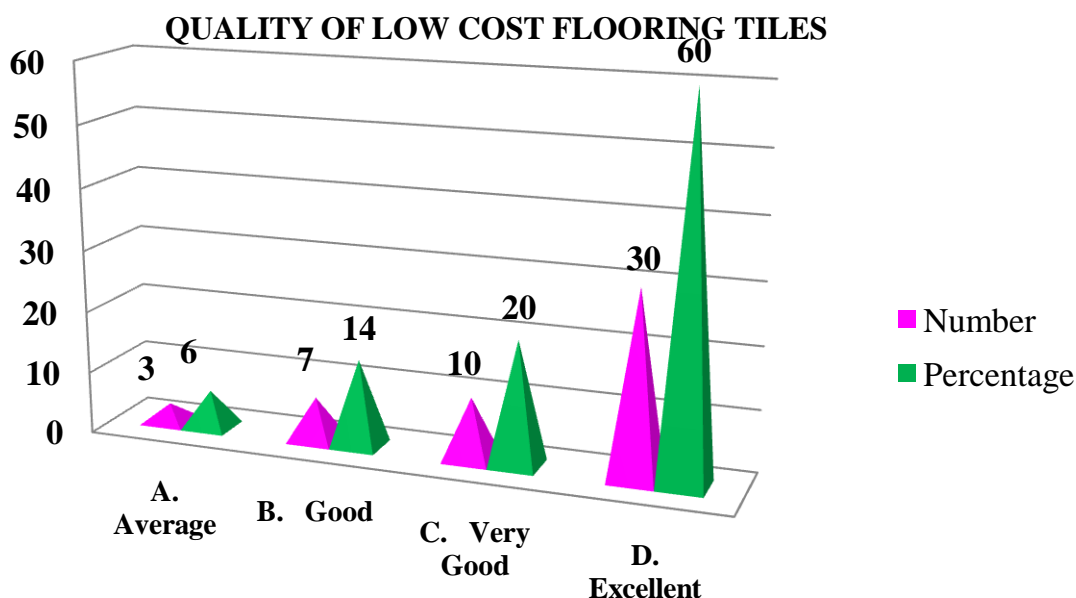


Table-5: Factors Considered For Selecting Low Cost Flooring Tiles

N=50

Criteria For Selecting Low Cost Flooring Tiles	Number	Percentage
Economic Factor	50	100
Durability Factor	48	96
Good Quality	45	90
Want To Use The Latest Materials	40	80
Seen It Being Used Somewhere	35	70
Well-Known Brand Name	35	70

@ Multiple response

Table 5 shows the criteria for selecting low cost flooring tiles for the respondents, with all the respondents (100%) selecting it for economic factor, 96% for durability factor, 90% for good quality, and 80% for wanting to use the latest materials. Also, 70% of the respondents used these tiles after

seen it being used in others' houses; with well-known brand name being the reason for 70% of the respondents selecting low cost flooring tiles for their houses.

SUMMARY AND CONCLUSION

The findings from this study revealed that majority of the respondents had awareness regarding low cost flooring tiles. Regarding the type of low cost flooring tiles used by the respondents, Magnum brand of low cost flooring tiles were used by 60% of the respondents, while the Superstar brand of low cost flooring tiles was used by only 40% of the respondents. The data was analyzed statistically and found that there was a significant association between type of low cost flooring tiles and usage. Majority of the respondents stated that low cost flooring tiles were cost effective. Almost all the respondents used the low cost flooring tiles in the living rooms, dining rooms, bedrooms and pooja rooms of their houses. Most respondents rated the low cost floor tiles as having excellent quality. When the factors for selecting low cost flooring tiles was considered; all the respondents (100%) selected it for economic factor with majority selecting these tiles for durability factor coupled with its good quality.

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