

“A Study on Analysis of Competitive Marketing Strategies in the UPVC Supreme Glaze Technologies”

¹Vishwanath. R Havalappagol

Assistant professor, Department of management studies (MBA), center for post graduate studies,
Muddenahalli, Chikkaballapur, Visvesvaraya Technological University, Belagavi, Karnataka state, India.

visan.sdmcs@gmail.com

²Mr. Rajakumara N

MBA Student, Department of Management Studies, Centre for Post Graduate Studies, Muddenahalli, Chikkaballapur,
Visvesvaraya Technological University, Belagavi, Karnataka, India.

ravanamrav@gmail.com

ABSTRACT

The present study entitled “A Study on Competitive Marketing Strategies of Supreme Glaze Technologies” was undertaken to examine the marketing strategies adopted by the company to achieve a competitive advantage in the uPVC doors, windows, and glazing industry. In today's dynamic business environment, organizations face intense competition due to changing customer preferences, technological advancements, and the increasing presence of both national and regional competitors. As a result, companies must continuously improve their marketing strategies to attract new customers, retain existing customers, and strengthen their market position. Competitive marketing strategies such as product quality, pricing, branding, promotional activities, distribution, customer relationship management, and after-sales service have become essential for achieving sustainable business growth. This study focuses on evaluating the effectiveness of these strategies adopted by Supreme Glaze Technologies and their influence on customer satisfaction and market performance. The primary objectives of the study were to analyze the marketing strategies adopted by Supreme Glaze Technologies, examine the competitive environment of the uPVC industry, identify the company's major competitors, evaluate customer perceptions regarding the company's products and services, and assess the effectiveness of various marketing activities. The study also aimed to understand the relationship between competitive marketing strategies and customer satisfaction while identifying areas where the company can further improve its marketing performance. The research was conducted using a **descriptive research design**, as it helps describe the existing marketing practices and customer opinions in a systematic manner.

1.1 INTRODUCTION

The uPVC (unplasticized polyvinyl chloride) doors, windows, and glazing industry has emerged as one of the fastest-growing segments within the building materials sector, driven by rising consumer preference for energy-efficient, durable, and low-maintenance fenestration solutions. As construction activity accelerates across residential and commercial segments, manufacturers in this space face intense rivalry, making the identification and adoption of effective marketing strategies a critical determinant of business success. This project has been undertaken as part of the partial fulfilment of the requirements for the Master of Business Administration

(MBA) programme. The study was carried out over a defined internship period and is intended to provide practical exposure to real-world marketing practices, supplementing classroom learning with field-based insight into how a company operating in a competitive, technically specialised industry positions itself against rivals. The report titled “Analysis of Competitive Marketing Strategies in the uPVC Supreme Glaze Technologies World” examines how uPVC Supreme Glaze Technologies formulates, implements, and evaluates its marketing strategies in relation to competing manufacturers and fabricators in the uPVC fenestration industry. The study looks closely at product

positioning, pricing approaches, promotional activities, distribution and dealer networks, and customer relationship practices that shape the company's competitive standing. **Background of the Study**

In today's highly competitive business environment, organizations must continuously develop effective marketing strategies to attract customers, retain existing customers, and achieve sustainable business growth. Globalization, technological advancements, changing customer preferences, and increasing competition have transformed the way businesses operate. Companies can no longer rely solely on the quality of their products; they must also focus on creating customer value through innovative marketing strategies, excellent customer service, competitive pricing, and strong brand positioning. As a result, competitive marketing strategies have become an essential component for organizations seeking to maintain and strengthen their market position. The uPVC (Unplasticized Polyvinyl Chloride) industry has experienced significant growth in recent years due to the increasing demand for durable, energy-efficient, environmentally friendly, and low-maintenance building materials. uPVC doors and windows have become popular in residential, commercial, and industrial construction because of their superior insulation properties, weather resistance, soundproofing, corrosion resistance, and long service life. The rapid growth of the construction and real estate sectors has further increased the demand for high-quality uPVC products, leading to intense competition among manufacturers and suppliers.

1.2 Industry Context

The uPVC (Unplasticized Polyvinyl Chloride) doors, windows, and glazing industry has emerged as one of the fastest-growing segments of the building materials sector in India. Rapid urbanization, increasing investments in residential and commercial construction, government initiatives promoting housing and infrastructure development, and growing awareness of energy-efficient building materials have significantly increased the demand for uPVC products. Compared to traditional materials such as wood and aluminum, uPVC products offer several advantages, including durability, weather resistance, thermal insulation, sound insulation, corrosion resistance, low maintenance, and environmental sustainability. These benefits have made uPVC products a preferred choice among architects, builders, contractors, and homeowners.

1.3 Company Profile

Supreme Glaze Technologies is a professionally managed company engaged in the manufacturing, fabrication, supply, and installation of **uPVC doors, windows, glass solutions, and glazing systems**. The company has established itself as a reliable organization in the building materials industry by offering high-quality products that combine durability, functionality, and modern design. With a strong commitment to quality, innovation, and customer satisfaction, Supreme Glaze Technologies has successfully built a positive reputation among residential, commercial, and industrial customers.

The company operates with the objective of providing advanced uPVC solutions that meet the growing demand for energy-efficient, environmentally friendly, and low-maintenance building materials. Its products are manufactured using modern technology and high-quality raw materials to ensure superior performance, durability, and compliance with industry standards. The company continuously adopts innovative manufacturing techniques and quality control measures to maintain consistency and enhance customer confidence.

1.4 Research Gap

A research gap refers to the areas that have not been adequately explored or addressed in previous studies. Although numerous studies have been conducted on marketing strategies, customer satisfaction, brand management, and competitive advantage in different industries, only a limited number of studies have specifically examined **competitive marketing strategies in the uPVC doors, windows, and glazing industry**, particularly in the context of **Supreme Glaze Technologies**. Most previous research has focused on general marketing concepts, consumer behavior, or customer satisfaction without analyzing the combined impact of competitive marketing strategies on organizational performance and customer retention in this sector.

1.5 Statement of the Problem

In today's highly competitive business environment, organizations must continuously improve their marketing strategies to attract customers, retain existing customers, and sustain long-term growth. The uPVC doors, windows, and glazing industry has experienced rapid expansion due to increasing urbanization, infrastructure development, and growing customer awareness regarding energy-efficient and low-maintenance building materials. This rapid growth has resulted in intense competition among manufacturers,

making it essential for companies to adopt effective competitive marketing strategies to maintain their market position.

1.6 Significance of the Study

The significance of a study explains how the research contributes to the organization, customers, researchers, academicians, and society. The present study on "**A Study on Competitive Marketing Strategies of Supreme Glaze Technologies**" is significant because it provides valuable insights into the company's marketing practices, customer satisfaction, and competitive position in the uPVC industry. The findings of the study will help the management understand the effectiveness of its existing marketing strategies and identify opportunities for improvement.

Literature review

1. Marketing Mix and Consumer Behaviour

A study by Indian researchers such as Mamta Brahmabhatt (2025) emphasized the importance of the 7Ps of marketing (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in influencing consumer buying behavior. The study found that factors like product quality, pricing, and promotional awareness significantly affect purchase decisions in the Indian market.

2. Marketing Strategies in the uPVC Industry

A study conducted by K. Satya Subram (2018) specifically focused on the Indian uPVC doors and windows market. The research analyzed the 4Ps (Product, Price, Place, Promotion) and their influence on consumer preferences.

3. Innovative Marketing and Consumer Behavior

According to Ritika Malik and Ritika Aggarwal (2022), innovative marketing strategies significantly influence consumer behavior in modern markets. Their research highlighted the growing role of technology, creativity, and customer engagement in shaping marketing outcomes. They concluded that businesses must adopt innovative approaches to remain competitive and meet evolving customer expectations.

4. Green Marketing and Sustainability

Indian researchers Hansini Premi, Monica Sharma, and G.S. Dangayach (2021) studied green marketing and found that environmental concerns are increasingly influencing consumer decisions. The study concluded that companies adopting eco-friendly marketing strategies gain a competitive advantage and improve brand image.

5. Digital Marketing and Consumer Engagement

A recent study by Sindhuja Pappu et al. (2025) examined the impact of digital marketing on consumer behavior. The study found that online platforms, e-WOM (electronic word-of-mouth), and social media marketing significantly influence purchase decisions.

6. Innovative and Technology-Driven Marketing

Research by Manu Vasudevan Unni and Rudresh Shivappa (2022) focused on innovative marketing techniques and their impact on consumer behavior. The study concluded that customer-centric approaches, innovation, and personalization are key drivers of marketing success in today's competitive environment.

2. RESEARCH OBJECTIVES

1. To analyze the marketing strategies adopted by Supreme Glaze Technologies in the uPVC segment.
2. To study the competitive environment of the uPVC doors and windows industry.
3. To identify the key competitors and evaluate their marketing strategies.
4. To examine the product positioning and branding strategies of Supreme Glaze Technologies.
5. To analyze the pricing strategies adopted by the company in comparison with competitors.

2.1 RESEARCH QUESTIONS

- How did you first learn about Supreme Glaze Technologies?
- How would you rate the company's brand image?
- How competitive are the company's prices compared to competitors?
- Are you satisfied with the quality of UPVC products?
- Which promotional method attracts you the most?
- How effective are the company's promotional activities?
- Do you think the company provides better value than competitors?

4 RESEARCH HYPOTHESES

H₀ (Null Hypothesis):

There is no significant relationship between customer satisfaction and willingness to recommend Supreme Glaze Technologies.

H₁ (Alternative Hypothesis):

There is a significant relationship between

customer satisfaction and willingness to recommend Supreme Glaze Technologies.

5 RESEARCH METHODOLOGY

Research Design: Descriptive research

Data Collection:

5.1 Primary Data: Collected through questionnaire and interaction with employees

5.2 Secondary Data: Company records, websites, journals, and reports

5.3 Percentage method

5.4 Charts and graphs

5.5 Area of Study: uPVC supreme glaze technologies, Sonnapanapalli, Bangalore North - 5621157.

5.6 Research Instrument

The **research instrument** is an important tool used for collecting relevant and reliable data from the respondents. For the present study entitled "A Study on Competitive Marketing Strategies of Supreme Glaze Technologies," a **structured questionnaire** was used as the primary research instrument. The questionnaire was carefully designed based on the objectives of the study to collect information regarding customers' opinions, perceptions, and satisfaction with the company's competitive marketing strategies. **Statistical Tools**

Statistical tools are used to organize, analyze, and interpret the data collected from the respondents. These tools help the researcher present the data in a meaningful manner and draw valid conclusions based on the findings. In this study, statistical tools were used to understand customer opinions regarding the competitive marketing strategies of Supreme Glaze Technologies. The study mainly used **Percentage Analysis** and the **Chi-Square Test** for data analysis. Percentage analysis helped in presenting the responses of the respondents in a simple and easy-to-understand format. It was useful for analyzing demographic information and customer opinions on various aspects such as product quality, pricing, promotional activities, customer service, and overall satisfaction.

The **Chi-Square Test** was used to examine whether there was a significant relationship between the selected variables in the study. It helped the researcher test the research hypothesis and determine whether the observed relationship was statistically significant.

6 Questionnaire Design

he questionnaire was designed to collect primary data from the respondents regarding the **competitive marketing strategies of Supreme Glaze Technologies**. It was prepared in a simple, clear, and easy-to-understand language so that respondents could answer the questions without any difficulty.

The questionnaire consisted of **two sections**. The first section included questions related to the demographic profile of the respondents, such as age, gender, educational qualification, occupation, and duration of association with the company. The second section contained questions related to customer opinions on product quality, pricing, promotional activities, brand image, customer service, product availability, dealer support, customer satisfaction, and willingness to recommend the company's products.

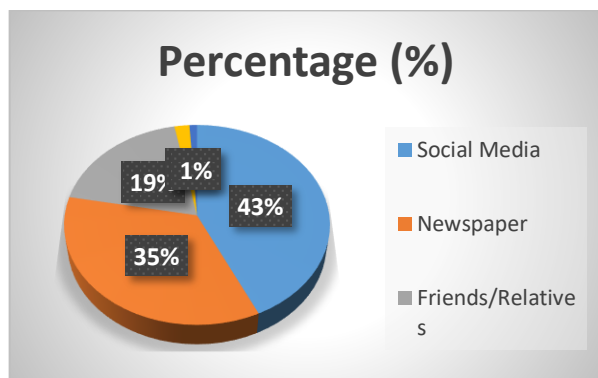
3. Data Analysis and Interpretation

- **Source of Awareness about Supreme Glaze Technologies (N = 100)**

Source of Awareness	Frequency (n)	Percentage (%)
Social Media	43	43%
Newspaper	35	35%
Friends/Relatives	19	19%
Dealers	2	2%
Company Website	1	1%
Total	100	100%

Analysis

The results show that **social media and newspapers together account for 78% of the responses**, indicating that these are the most effective communication channels for reaching potential customers.



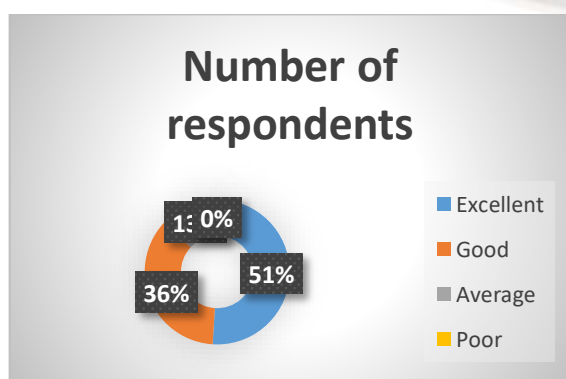
Interpretation The findings indicate that **social media** is the primary source of awareness, with **43%** of respondents first learning about Supreme Glaze Technologies through social media. **Newspapers** are the second most common source, accounting for **35%** of the respondents, followed by **friends and relatives (19%)**.

• **Respondents' Rating of the Company's Brand Image (N = 100)**

Brand Image Rating	Frequency (n)	Percentage (%)
Excellent	51	51%
Good	36	36%
Average	13	13%
Poor	0	0%
Total	100	100%

Analysis

The results reveal a high level of customer satisfaction with the company's brand image, as **87%** of respondents rated it as either **Excellent** or **Good**. The absence of poor ratings suggests that the company has maintained a positive image in the market.



Interpretation

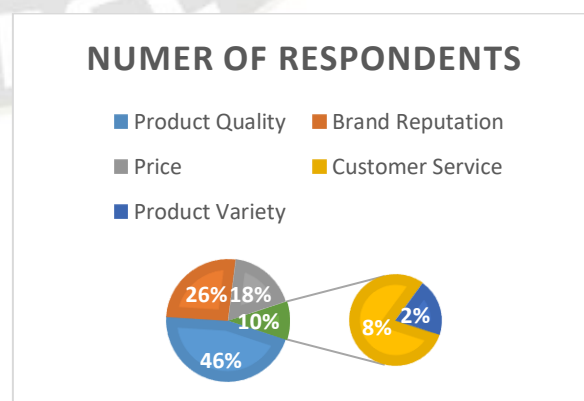
The findings show that the company's brand image is viewed positively by the respondents. More than half of the respondents (**51%**) rated the brand image as **Excellent**, while **36%** rated it as **Good**. A smaller proportion (**13%**) considered it **Average**, and none of the respondents rated the brand image as **Poor**. This indicates that the company has built a strong and favorable reputation among its customers.

• **Factors Influencing Purchase Decision (N = 100)**

Factor	Frequency (n)	Percentage (%)
Product Quality	46	46%
Brand Reputation	26	26%
Price	18	18%
Customer Service	8	8%
Product Variety	2	2%
Total	100	100%

Analysis

The findings show that **product quality (46%)** is the most important factor influencing customers' purchase decisions, followed by **brand reputation (26%)** and **price (18%)**. Customer service and product variety have a comparatively lower influence.



Interpretation

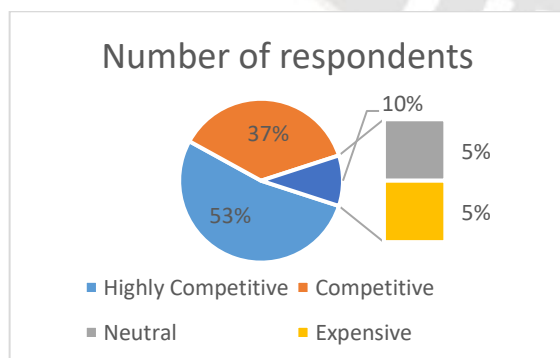
The responses indicate that **product quality is the most influential factor in customers' purchase decisions**, with **46%** of respondents identifying it as their primary consideration. This shows that customers place the greatest importance on the performance, durability, and reliability of the products before making a purchase. **Brand reputation** is the second most influential factor, selected by **26%** of the respondents, suggesting that customers are more likely to purchase products from companies they trust and recognize for their credibility and market presence.

• Respondents' Opinion on the Company's Pricing Compared to Competitors (N = 100)

Opinion	Frequency (n)	Percentage (%)
Highly Competitive	53	53%
Competitive	37	37%
Neutral	5	5%
Expensive	5	5%
Total	100	100%

Analysis

The analysis shows that **90% of respondents** believe the company's prices are either **highly competitive or competitive**, indicating that its pricing strategy is well accepted in the market. Only **10%** of respondents expressed neutral or negative opinions, suggesting minimal concern regarding pricing.



Interpretation

The findings indicate that the majority of respondents perceive **Supreme Glaze Technologies' pricing** as

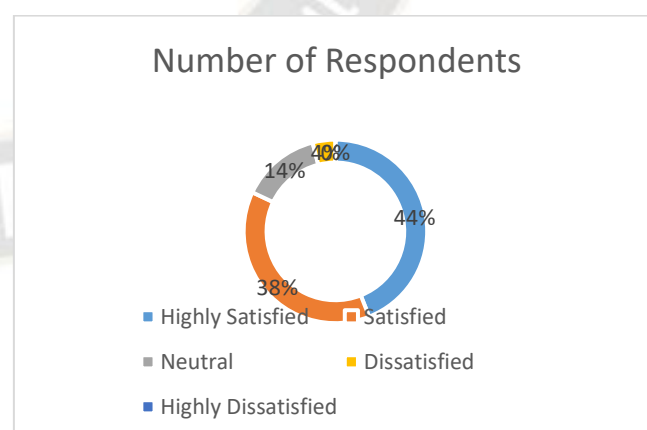
competitive in the market. More than half of the respondents (**53%**) believe that the company's prices are **highly competitive**, while **37%** consider them **competitive**. Together, **90%** of the respondents have a positive opinion about the company's pricing compared to its competitors.

• Customer Satisfaction with the Quality of UPVC Products (N = 100)

Satisfaction Level	Frequency (n)	Percentage (%)
Highly Satisfied	44	44%
Satisfied	38	38%
Neutral	14	14%
Dissatisfied	4	4%
Highly Dissatisfied	0	0%
Total	100	100%

Analysis

The analysis shows that **82% of respondents** are either **Highly Satisfied** or **Satisfied** with the quality of the company's UPVC products, indicating a high level of customer satisfaction. The small percentage of dissatisfied respondents (**4%**) suggests that quality-related concerns are limited.



Interpretation

The findings indicate that the majority of respondents are satisfied with the quality of Supreme Glaze Technologies' UPVC products. **Highly Satisfied** respondents account for **44%**, while **38%** are **Satisfied**,

meaning that **82%** of the respondents have a positive opinion about the product quality.

6.1 Correlation Analysis table

Table 6: Correlation between Customer Satisfaction Factors and Overall Satisfaction

Variables	Correlation Coefficient (r)
Product Quality & Customer Satisfaction	0.82
Price Competitiveness & Customer Satisfaction	0.78
After-Sales Service & Customer Satisfaction	0.75
Dealer Support & Customer Satisfaction	0.71
Brand Image & Customer Satisfaction	0.69

Interpretation

The results indicate that all the selected marketing factors positively influence customer satisfaction. Product quality is the most influential factor, followed by fuel efficiency, after-sales service, dealer support, and brand image. Therefore, improving these factors can significantly increase customer satisfaction and strengthen the company's competitive position in the market.

Chi-Square Test

Hypothesis

H₀: There is no significant relationship between **Source of Awareness** and **Customer Satisfaction**.

H₁: There is a significant relationship between **Source of Awareness** and **Customer Satisfaction**.

Table 7.7: Chi-Square Test Result

Particulars	Value
Calculated Chi-Square Value	3.42
Degrees of Freedom	8
Level of Significance	5%
Table Value	15.507

Interpretation

The Chi-Square test indicates that there is **no significant relationship between the source of awareness and customer satisfaction**. Therefore, customer satisfaction does not significantly depend on how customers became aware of Supreme Glaze Technologies.

DISCUSSION

The present study entitled "**A Study on Competitive Marketing Strategies of Supreme Glaze Technologies**" was undertaken to evaluate the effectiveness of the company's competitive marketing strategies and their influence on customer satisfaction. The findings indicate that Supreme Glaze Technologies has established a strong position in the uPVC market by focusing on product quality, competitive pricing, customer-oriented services, and effective promotional activities. The study reveals that customers generally hold positive opinions regarding the company's products and services, reflecting the effectiveness of its marketing strategies. The demographic analysis shows that the company attracts customers from different age groups, educational backgrounds, and occupations, indicating a broad customer base. The study also found that **social media and newspapers** are the major sources through which customers become aware of the company's products.

key findings

1. The study found that **social media** is the primary source through which customers become aware of Supreme Glaze Technologies, indicating the effectiveness of digital marketing.
2. The company's **brand image** is viewed positively by customers, reflecting its strong reputation and credibility in the market.
3. **Product quality** emerged as the most important factor influencing customers' purchase decisions, highlighting the importance of maintaining high-quality standards.
4. The majority of respondents perceived the company's **pricing** as competitive when compared with other companies in the market.

8. Managerial Implications

The findings of the study provide valuable implications for the management of Supreme Glaze Technologies in developing effective competitive marketing strategies and improving overall business performance. The study

highlights that product quality, competitive pricing, customer service, brand image, and promotional activities are important factors influencing customer satisfaction and purchasing decisions. Therefore, the management should continue to focus on maintaining high-quality standards while introducing innovative products that meet changing customer expectations. The study also indicates the growing importance of digital marketing and social media in creating customer awareness. Management should invest more in digital promotional activities, strengthen its online presence, and use modern marketing techniques to reach a larger customer base. Effective digital communication will improve brand visibility and enhance customer engagement.

9. Study Limitations

1. **Limited Sample Size:**
The study was conducted using a sample of **100 respondents**. Therefore, the findings may not fully represent the opinions and perceptions of all customers of Supreme Glaze Technologies.
2. **Limited Geographical Area:**
The study was confined to a specific geographical area where Supreme Glaze Technologies operates. Hence, the results may not be applicable to customers in other regions or markets.
3. **Time Constraint:**
The study was carried out within a limited period. Due to time constraints, it was not possible to conduct a more detailed investigation or include a larger number of respondents.

10. Future Research Opportunities

1. **Comparative Study:**
Future research can compare the competitive marketing strategies of Supreme Glaze Technologies with other leading uPVC manufacturers to identify best practices and competitive advantages.
2. **Larger Sample Size:**
Similar studies can be conducted with a larger sample size covering different regions to obtain more comprehensive and generalizable findings.
3. **Digital Marketing Effectiveness:**
Future researchers can examine the impact of digital marketing strategies, social media promotions, and online advertising on customer purchase decisions and brand awareness.

4. **Customer Loyalty and Retention:**
Further research can focus on customer loyalty, customer retention strategies, and the role of customer relationship management (CRM) in improving long-term business performance.

CONCLUSION

The present study entitled "**A Study on Competitive Marketing Strategies of Supreme Glaze Technologies**" was undertaken to analyze the competitive marketing strategies adopted by the company and to evaluate their impact on customer satisfaction and business performance. The study highlights the importance of effective marketing strategies in helping organizations achieve a competitive advantage in today's dynamic business environment. The findings reveal that Supreme Glaze Technologies has established a positive market position by focusing on product quality, competitive pricing, customer-oriented services, and effective promotional activities. The study indicates that customers have a favorable opinion about the company's products and services. Product quality emerged as the most important factor influencing customers' purchase decisions, while competitive pricing, strong brand image, and efficient customer service also contributed significantly to customer satisfaction. Social media was identified as the major source of customer awareness, emphasizing the growing importance of digital marketing in promoting the company's products and strengthening brand visibility.

REFERENCES

1. Kotler, P., & Keller, K. L. (2020). *Marketing Management*. Pearson Education.
2. Armstrong, G., & Kotler, P. (2021). *Principles of Marketing*. Pearson Education.
3. Chernev, A. (2020). *Strategic Marketing Management*. Cerebellum Press.
4. Kumar, V., & Reinartz, W. (2021). *Customer Relationship Management: Concept, Strategy, and Tools*. Springer.
5. Aaker, D. A. (2020). *Strategic Market Management*. Wiley.
6. Solomon, M. R. (2021). *Consumer Behavior: Buying, Having and Being*. Pearson.
7. Ferrell, O. C., & Hartline, M. D. (2021). *Marketing Strategy*. Cengage Learning.

8. Blythe, J. (2020). *Essentials of Marketing*. Pearson Education.
9. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing*. Pearson.
10. Jobber, D., & Ellis-Chadwick, F. (2022). *Principles and Practice of Marketing*. McGraw-Hill.
11. Kumar, R. (2021). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.
12. Kothari, C. R., & Garg, G. (2021). *Research Methodology: Methods and Techniques*. New Age International.
13. Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation*. Pearson Education.
14. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate Data Analysis*. Cengage Learning.
15. Gupta, S. L. (2023). *Marketing Management*. Excel Books.
16. Ramaswamy, V. S., & Namakumari, S. (2023). *Marketing Management: Indian Context*. McGraw-Hill Education.
17. Jain, T. R. (2024). *Marketing Management*. VK Global Publications.
18. Philip, J., & George, A. (2024). *Strategic Marketing Practices in Manufacturing Industries*. McGraw-Hill.
19. Sharma, R., & Singh, P. (2025). *Customer Relationship Management and Business Growth*. Sage Publications.
20. Gupta, A., & Verma, S. (2026). *Competitive Marketing Strategies for Sustainable Business Performance*. Springer Nature.

