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Glass flamework, tourism, and the consumer experience: bridging design and practice

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Abstract: The article explores consumer insights and product development in the tourism sector in India, and proposes an academic research framework for glass flame-work product design. The research is based on Glass Flame Work craft in Firozabad, Uttar Pradesh, India, typically known as the City of Glass and in Hindi *'Suhag Nagri'*. The place has a long history of glassmaking but struggles to deliver products that meet consumer tastes and demands, especially among young consumers. The study uses exploratory factor analysis to observe the underlying factors and aspects of consumers that are connected to flame-work crafted products in the context of market acceptance. Further, conjoint analysis was used to assess the comparative significance of product qualities that affect young tourists. To articulate modern preferences of the craft, a study sample was considered of Gen-Z consumers interested in travelling and purchasing souvenirs. The result shows important design attributes on buying choices, and provides satisfactory product configurations that could be required to create market-responsive flame work craft products. The study suggests an academic framework for a creative product development model with marketing analysis on the expanding craft sector. The paper promotes commercial acceptance and educational depth on the creative product development process by using consumer-centred design. In Firozabad, the study attempts to revive flamework glass craft while focusing on consumer trends and emphasizing the need for appropriate design while preserving the craft and its artisanal legacy in the fast fashion market.

Keywords: *Glass Flame Work, Product Development Model, Craft, Conjoint analysis, Tourism product, Firozabad.*

Introduction: Visitors to Delhi, Agra, Firozabad, and adjoining areas have a substantial preference for purchasing souvenirs since they belong to different cultures, beliefs, and religions. Given that the glass industry supports all of Uttar Pradesh's tourism, the state is currently leading the way in meeting the demand for various mementoes. The usability, purpose, and buying patterns of souvenirs by all kinds of visitors to a place have been very unorganized and unplanned because of the different cultures, traditions, and diverse natures of humankind in India. The area of the study was the Glass flame work craft of Firozabad from the Indian state of Uttar Pradesh. The footfall of visitors at Firozabad, Uttar Pradesh, is equally diverse as the place is situated near the capital city of India, attracting foreign visitors. This study analyses and reports the buying pattern based on various factors that influence souvenir choices. The study likewise considers visitors and tourists from other areas since the glasswork craft is not limited to the place but also markets its products across India. Considering souvenir product development while understanding the purchase behavior of tourists and visitors, how could factor analysis be applicable, and how can the product be developed? This study aims to answer the question. The study pursues exploratory factor analysis and further conjoint analysis to report the same. The relative importance of the attributes was calculated using part-worth based on the sample collected following a fractional factorial design. A significant result observation was noted, and product(s) are recommended to be developed by following the design process.

Rationale of the study: Souvenirs are occasionally offered for sale as unbranded goods, despite the fact that companies like Biswa Bangla in West Bengal and Jharcraft in Jharkhand have established themselves as trustworthy suppliers; sometimes, they are sold directly. These interests, which are emblematic of the city and its cultural narratives, are significant potential products. Firozabad is situated in close proximity to several sites of Indian historical significance, including the Taj Mahal, Agra Fort, Sarnath, Rumi Darwaza, Jama Masjid, and the Benaras Ghats. Delhi is near Firozabad, and many small and medium-sized businesses have started offering Firozabad glassworks and other crafts to tourists as souvenirs. The city provides glassworks as souvenirs since travelers now spend a lot of time shopping, especially buying gifts for friends, family, and coworkers. As a material reminder of a destination visited, souvenirs are essential to the whole travel experience. A number of things undoubtedly influence this purchase before they make it. When it comes to travel, it has been found that three main aspects influence buying intention: social, psychological, and situational factors. Creating a product that fulfils consumer expectations and carries out predetermined functions is the main objective of design. Five phases were considered when solving problems in a product chain or system: 1. Identifying needs; 2. Gaining an understanding of the issues; 3. Looking for potential solutions, 4. Assessing and choosing the best solutions; and 5. Documentation. These days, a business creates a new product to adapt to the evolving needs of its customers, get a competitive edge, keep up with technology advancements, diversify its risks, and try to boost sales. The invention of new products and, occasionally, the repackaging of existing ones is a significant advancement in conjoint analysis in product research. It could be used to gauge, examine, forecast, and predict how consumers will respond to new products and gauge how much they are willing to spend. A thorough investigation was conducted to define value conceptually as a customer's perceived preference and appraisal of the product's features, interpretations, and implications that arise from the product and help the customer achieve the aim of purchasing. The customer value idea assesses a product's worth by considering its tangible and intangible attributes. The total monetary and non-monetary costs customers pay to keep their relationship with the business intact include time, effort, and energy. These are known as the customer sacrifices. Concern is also held about how a brand adds value for the consumer in relation to trust, service, and product quality.

The proper selection of souvenir products can influence a visitor's decision to buy one, influence their tastes, and eventually satiate their need to bring home a memento of their trip. A souvenir is an item that individuals collect or buy as a memento of a specific location, occasion, or experience. These objects frequently have cultural or symbolic meanings associated with the place or event. Small, low-cost trinkets like keychains, postcards, and magnets can be purchased as souvenirs, and larger products like apparel, regional handicrafts, artwork, or cuisine. A souvenir's primary function is to provide a material remembrance of an unforgettable occasion.

Research Objectives:

- To examine the importance of different factors affecting glass souvenir purchases.
- To identify and analyze the principal characteristics that predominantly influence purchase decisions for various product categories, emphasizing Firozabad's glass flame work.
- To give recommendations for product development customized to the distinct demands and attributes of the investigated area.
- To provide a suggestive product development model to be used in academic practice.

Plan of work:

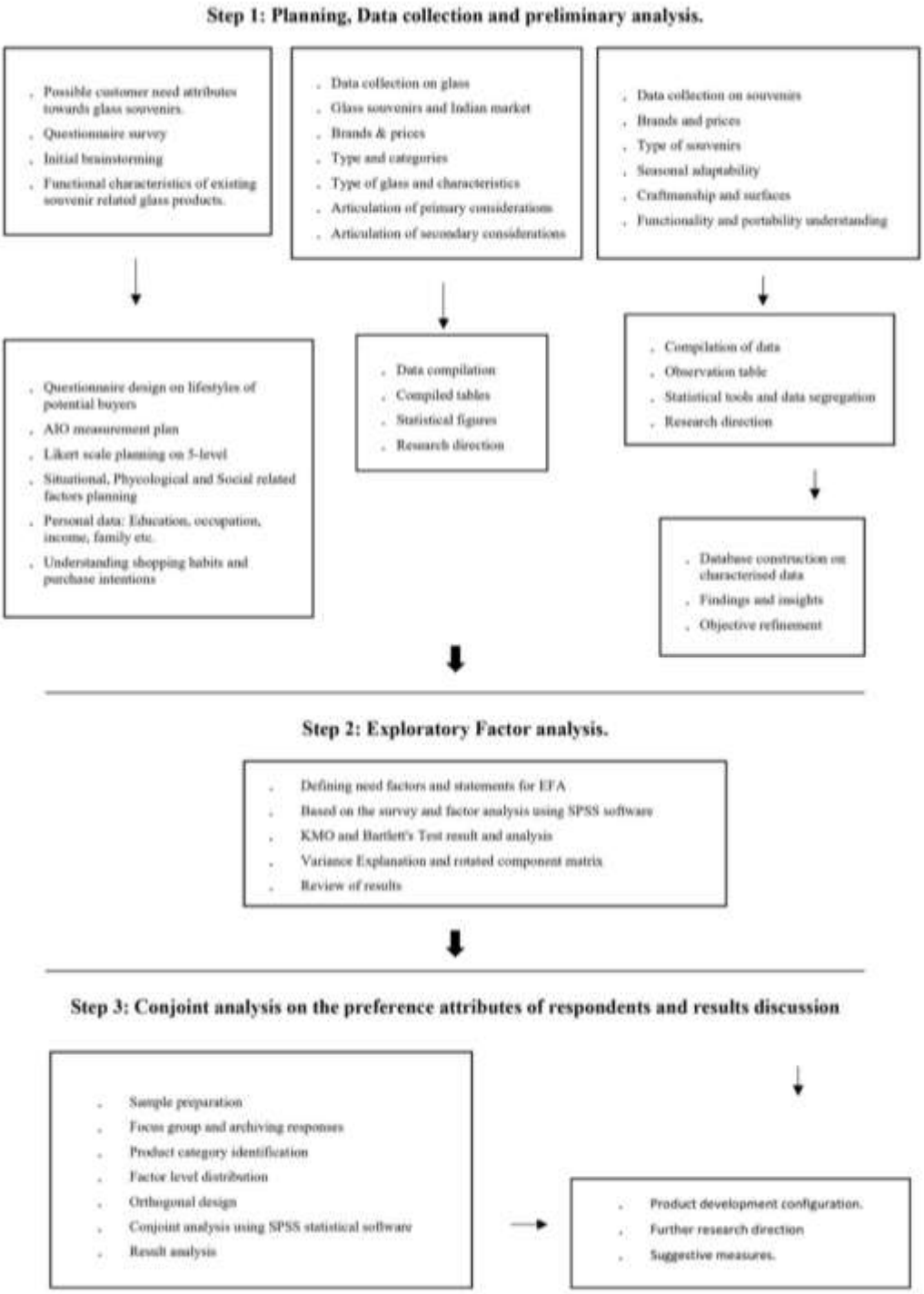

Figure 1: Research design

Selection of respondents: A sample size of 172 consisted of various places within India. The tourists considered those who bought at least two glass flame work objects as souvenirs. A stratified random sampling technique was adopted. The stratified sampling technique is a non-probability sampling method; it is used when the researcher wants to ensure that

specific subgroups are adequately represented in the sample (Cochran, W. G. (1977). It ensures diversity within the sample by focusing on key characteristics. Stratified sampling is less biased than convenience sampling because it ensures that all relevant subgroups are represented. However, if the strata are poorly defined, bias can still be introduced. This approach is especially helpful when conducting exploratory research because it aims to understand a phenomenon better than extrapolating findings to a broader population (Creswell, 2014). The respondents were given a questionnaire on the Likert scale numbering process on selected statements, and a ranking of product profiles was given further for conjoint analysis. The sample size and sampling strategies employed in EFA and conjoint analysis significantly impact the accuracy and dependability of the results. Robust estimation of consumer preferences and part-worth utilities is made possible by a suitably high sample size, which guarantees statistical significance and representativeness of the results for the target population (Orme, 2010). The researcher chooses the forthcoming generation of travel enthusiasts as possible buyers of the product. Following a review of responses, only individuals aged 18 to 25 were selected for further investigation.

Exploratory Factor Analysis for souvenir attributes: Field (2013) states that Exploratory Factor Analysis (EFA) is a statistical method used to find concealed relationships between observable variables and make data easier to work with by grouping it into underlying factors. Researchers often use it when they don't know much about the data structure and want to look at the dimensionality of a set of variables. EFA is an important tool for scale expansion and theoretical advancement since it finds the underlying factors that cause differences in the observed data by looking for correlations and recognizing common patterns (Williams, Brown, & Onsman, 2012).

AIO measurement and factor considerations: Using a combination of inquiries, a broad and functional style viewpoint, this research stage attempts to determine all the customer preferences, characteristics, and attitudes. The core of the AIO-formatted questionnaire consists of a series of inquiries about souvenir preferences. For instance, the statement "I frequently purchase souvenirs during my travels" can be classified as an activity-related description. Conversely, a remark such as "I think that someone who purchases souvenirs while travelling becomes more social among peers" is an opinion statement that exposes the speaker's value system. To understand that the 5-level Likert scale has been used. The design of a 5-level Likert scale measurement chart, where 1 represents strongly agree, 2 represents agree, 3 represents neither agree nor disagree, 4 represents disagree, and 5 represents strongly disagree, is used to prioritize the factors in this research with an AIO approach. The variables that come into play when buying a souvenir while travelling are important. Privatizing the focus group opinions and factors was essential for forthcoming studies. The study finds three main characteristics affecting purchases, and several components were identified within each category. These three types of elements include situational, psychological, and societal factors. Peer impact, cultural relevance, recipient attention, sporadic values, perceived requirements, and impression management were all considered under the social factor. After that, the following factors were considered for the psychological factor: relationship with the recipient, personal interest, practicality, size & mobility, and emotional connection. Price, authenticity, marketing & presentation, product uniqueness, time constraints, material quality and finish, craftsmanship, packaging & presentation are the factors to be considered under the situational factor. Copies of the AIO questionnaire were given to the travelers during processing. A Google sheet was used to fill out the gathered data for factor analysis. The questionnaire survey asks detailed questions covering various preferences and factors for souvenir items—an example of a 5-level Likert scale AIO measurement is placed below.

Please check the following significance level on the need factor of souvenir purchase considering glass: I buy souvenirs because of their cultural relevance:

1 [ ] strongly agree, 2 [ ] agree, 3 [ ] neither agree nor disagree, 4 [ ] disagree, 5 [ ] strongly disagree.

Questionnaire and coding process: Social factor-related questions were identified as SOFQ, Psychological factor-related questions were identified as PFQ and situational factor-related questions were identified as SIFQ; further, the question numbers were given after the code. The questionnaire below was circulated among the respondents. The analysis was done using SPSS software for results and interpretation.

Factor(s)		**Questions**.
Social Factor (SOFQ)	Q1	I predict that my family and close friends will request memorials upon my return from the journey.
	Q2	During my travels, I typically get souvenirs for myself and occasionally for others.
	Q3	My family and friends often recommend places to acquire affordable souvenirs.
	Q4	My close companions always recommend excellent locations for collecting souvenirs.
	Q5	I always ask the views of those for whom I am purchasing souvenirs prior to finalizing a purchase.
Psychological Factor (PFQ)	Q6	I always enjoy purchasing and collecting souvenirs.
	Q7	To me, souvenirs represent memories.
	Q8	Occasionally, I collect items as souvenirs due to their presence in magazines, on television, or through other forms of advertising.
	Q9	At times, tourism advertising inspires me to acquire or collect souvenirs.
	Q10	The purchase of a souvenir depends on my mood.
Situational Factor (SIFQ)	Q11	I consciously purchase souvenirs due to the uniqueness of the items.
	Q12	Since this place stands out from others, I acquire souvenirs.
	Q13	I buy souvenirs due to their portability.
	Q14	I only acquire high-quality souvenirs.
	Q15	I purchase souvenirs that align with both price and quality.
	Q16	I purchase souvenirs if they are supplied at a reasonable price.
	Q17	I only purchase souvenirs that are categorized as discounted items.

	Q18	I love to get humorous souvenirs that offer joy.
	Q19	I purchase souvenirs that have attractive packaging.
	Q20	I purchase souvenirs if the craftsmanship is good.
	Q21	I buy souvenirs only if I have time to purchase them.
	Q22	I buy souvenirs only if they fit into my bag.

Figure 2: The questionnaire for EFA.

EFA results and analysis: This study uses Exploratory Factor Analysis (EFA) to find out how many factors affect variables and to anticipate how these variables are related to each other (Boison & Dzidonu, 2015). Factor analysis can find the basic parts that make the link between variables clearer. The researcher performed an exploratory factor analysis using principal component analysis with Varimax rotation to look at the social, situational, and physiological factors that determine how tourists act when they buy souvenirs and mementos. The lowest factor loading threshold was set at 0.05. Researchers checked the scale's commonality, which shows how much each dimension varies, to make sure the levels of explanation were good enough. Also, all of the commonality came about 0.50, except for question 19. The Kaiser- Meyer- Olkin (KMO) Measure of Sampling Adequacy gave a score of 0.874 in the exploratory factor analysis (EFA) using principal component extraction and Varimax rotation. This indicates that the study met the sampling standards. The Bartlett test gave a P-value of 0.001 (<0.5) and 231 degrees of freedom. As a result, the study is thought to be useful. The first results of the EFA are shown in Figures below. Figure 4 shows the rotated component matrix, which shows that the first run found four components. In this case, Q13, Q17, and Q19 experienced loading failures. Because of this, they were not included in a subsequent inquiry.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.874
Bartlett's Test of Sphericity	Approx. Chi-Square	1794.987
	df	231
	Sig.	<.001

Figure 3: KMO and Bartlett's Test result.

Rotated Component Matrix				
	Component 1	Component 2	Component 3	Component 4

SOFQ1	0.539			
SOFQ2		0.717		
SOFQ3		0.643		
SOFQ4		0.679		
SOFQ5		0.553		
PFQ6	0.802			
PFQ7	0.924			
PFQ8		0.600		
PFQ9		0.530		
PFQ10				-0.575
SIFQ11	0.851			
SIFQ12	0.765			
SIFQ13				
SIFQ14				0.789
SIFQ15	0.824			
SIFQ16	0.708			
SIFQ17				
SIFQ18	0.668			
SIFQ19				
SIFQ20	0.792			
SIFQ21			0.746	
SIFQ22			0.744	

Extraction Method: Principal Component Analysis.
Rotation method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Figure 4: Rotated Component Matrix.

The researcher again conducted the exploratory factor analysis (EFA) by sequentially excluding items SIFQ13, SIFQ17, and SIFQ19 to assess the outcomes, as their loadings did not exceed 0.50. Additionally, some questions were eliminated based on observations. The results presented in Figure 5, following several EFA iterations, indicate a KMO score of 0.894 and a significance score < 0.001, suggesting the presence of correlations and validating the results for subsequent design considerations.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.894
Bartlett's Test of Sphericity	Approx. Chi-Square	1559.888
	df	153
	Sig.	<.001

Figure 5: KMO and Bartlett's Test result.

Figure number 6 below indicates that, for the three factors, the Eigenvalues exceed 1. Consequently, the solution involving three factors may be taken into account. The extraction sums of squared loadings indicate that the cumulative percentage is nearly 60%, which is noteworthy. In addition to the information presented in Figure 7 regarding the reproduced correlation, it is noted that there is a 39% presence of non-redundant residuals, indicating a strong model fit.

Total Variance Explained									
	Initial Eigenvalues			**Extraction Sums of Squared Loadings**			**Rotation Sums of Squared Loadings**		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.335	40.748	40.748	7.335	40.748	40.748	6.199	34.439	34.439
2	1.825	10.137	50.885	1.825	10.137	50.885	2.579	14.325	48.764
3	1.446	8.032	58.918	1.446	8.032	58.918	1.828	10.154	58.918
4	0.952	5.288	64.206						
5	0.905	5.028	69.234						
6	0.804	4.467	73.701						
7	0.675	3.751	77.452						
8	0.615	3.418	80.871						
9	0.596	3.310	84.181						
10	0.508	2.825	87.005						
11	0.466	2.590	89.595						
12	0.433	2.405	92.000						
13	0.364	2.020	94.020						

14	0.309	1.717	95.737						
15	0.281	1.562	97.299						
16	0.210	1.166	98.465						
17	0.173	0.962	99.426						
18	0.103	0.574	100.000						
Extraction Method: Principal Component Analysis.									

Figure 6: Total variance explained.

		Reproduced Correlations																	
		SOFQ1	SOFQ2	SOFQ3	SOFQ4	SOFQ5	PFQ6	PFQ7	PFQ8	PFQ9	PFQ10	SIFQ11	SIFQ12	SIFQ15	SIFQ16	SIFQ18	SIFQ20	SIFQ21	SIFQ22
Reproduced Correlation	SOFQ1	.414[a]	0.455	0.348	0.363	0.346	0.526	0.557	0.193	0.405	0.187	0.518	0.505	0.489	0.457	0.417	0.457	0.091	0.011
	SOFQ2	0.455	.561[a]	0.267	0.293	0.307	0.621	0.705	0.060	0.355	0.251	0.646	0.590	0.626	0.584	0.532	0.589	0.132	0.072
	SOFQ3	0.348	0.267	.507[a]	0.498	0.420	0.354	0.296	0.468	0.500	0.110	0.292	0.356	0.253	0.252	0.206	0.233	0.072	-0.050
	SOFQ4	0.363	0.293	0.498	.497[a]	0.426	0.388	0.329	0.424	0.507	0.082	0.324	0.382	0.276	0.259	0.240	0.253	0.019	-0.099
	SOFQ5	0.346	0.307	0.420	0.426	.375[a]	0.392	0.355	0.323	0.445	0.081	0.343	0.380	0.299	0.274	0.265	0.275	0.007	-0.091
	PFQ6	0.526	0.621	0.354	0.388	0.392	.707[a]	0.771	0.103	0.457	0.220	0.713	0.669	0.674	0.612	0.590	0.630	0.086	-0.012
	PFQ7	0.557	0.705	0.296	0.329	0.355	0.771	.890[a]	0.036	0.408	0.330	0.613	0.733	0.795	0.743	0.671	0.748	0.184	0.118
	PFQ8	0.193	0.060	0.468	0.424	0.323	0.103	0.036	.592[a]	0.385	0.162	0.049	0.140	0.046	0.110	-0.020	0.046	0.239	0.118
	PFQ9	0.405	0.355	0.500	0.507	0.445	0.457	0.408	0.385	.529[a]	0.083	0.396	0.443	0.342	0.310	0.306	0.314	-0.006	-0.122
	PFQ10	0.187	0.251	0.110	0.082	0.081	0.220	0.330	0.162	0.083	.389[a]	0.287	0.245	0.343	0.410	0.197	0.337	0.461	0.425
	SIFQ11	0.518	0.646	0.292	0.324	0.343	0.713	0.813	0.049	0.396	0.287	.745[a]	0.677	0.723	0.672	0.615	0.680	0.148	0.083
	SIFQ12	0.505	0.590	0.356	0.382	0.380	0.669	0.733	0.140	0.443	0.245	0.677	.638[a]	0.646	0.600	0.553	0.606	0.115	0.034
	SIFQ15	0.489	0.626	0.253	0.276	0.299	0.674	0.795	0.046	0.342	0.343	0.723	0.646	.718[a]	0.688	0.590	0.679	0.235	0.177
	SIFQ16	0.457	0.584	0.252	0.259	0.274	0.612	0.743	0.110	0.310	0.410	0.672	0.600	0.688	.689[a]	0.534	0.655	0.352	0.290
	SIFQ18	0.417	0.532	0.206	0.240	0.265	0.590	0.671	-0.020	0.306	0.197	0.615	0.553	0.590	0.534	.517[a]	0.553	0.063	0.019
	SIFQ20	0.457	0.589	0.233	0.253	0.275	0.630	0.748	0.046	0.314	0.337	0.680	0.606	0.679	0.655	0.553	.643[a]	0.242	0.188
	SIFQ21	0.091	0.132	0.072	0.019	0.007	0.086	0.184	0.239	-0.006	0.461	0.148	0.115	0.235	0.352	0.063	0.242	.615[a]	0.582
	SIFQ22	0.011	0.072	-0.050	-0.099	-0.091	-0.012	0.118	0.118	-0.122	0.425	0.083	0.034	0.177	0.290	0.019	0.188	0.582	.579[a]
Residual[b]	SOFQ1		0.045	0.010	-0.044	-0.028	0.022	-0.052	-0.068	-0.104	0.029	-0.088	-0.080	-0.076	-0.059	-0.051	-0.012	0.037	-0.008
	SOFQ2	0.045		-0.081	-0.020	0.002	0.028	-0.023	0.024	0.014	-0.013	-0.107	-0.004	-0.109	-0.121	-0.015	-0.061	0.079	-0.003
	SOFQ3	0.010	-0.081		-0.033	-0.158	0.003	0.024	-0.195	-0.137	0.051	0.007	-0.025	0.041	0.019	-0.054	0.003	-0.020	-0.010
	SOFQ4	-0.044	-0.020	-0.033		-0.125	-0.042	0.025	-0.179	-0.095	0.023	-0.028	-0.082	0.053	0.006	-0.055	0.062	-0.028	0.060
	SOFQ5	-0.028	0.002	-0.158	-0.125		-0.009	-0.007	-0.068	-0.107	0.080	-0.014	-0.046	-0.046	0.066	0.005	-0.081	0.038	-0.026
	PFQ6	0.022	0.028	0.003	-0.042	-0.009		0.005	-0.002	-0.019	-0.060	-0.062	-0.036	-0.071	-0.048	-0.049	-0.045	0.052	0.054
	PFQ7	-0.052	-0.023	0.024	0.025	-0.007	0.005		-0.009	0.002	0.014	-0.028	-0.038	0.005	-0.009	-0.037	0.009	-0.019	0.005
	PFQ8	-0.068	0.024	-0.195	-0.179	-0.068	-0.002	-0.009		-0.041	-0.083	0.055	0.095	-0.024	-0.006	0.185	0.023	-0.093	-0.011
	PFQ9	-0.104	0.014	-0.137	-0.095	-0.107	-0.019	0.002	-0.041		-0.054	-0.003	-0.032	0.025	-0.009	-0.018	0.013	0.029	0.069
	PFQ10	0.029	-0.013	0.051	0.023	0.080	-0.060	0.014	-0.083	-0.054		-0.005	-0.120	-0.075	0.017	0.093	-0.093	-0.155	-0.219
	SIFQ11	-0.088	-0.107	0.007	-0.028	-0.014	-0.062	-0.028	0.055	-0.003	-0.005		0.073	-0.012	-0.008	-0.055	0.012	-0.050	0.021
	SIFQ12	-0.080	-0.004	-0.025	-0.082	-0.046	-0.036	-0.036	0.095	-0.032	-0.120	0.073		-0.009	-0.080	-0.044	-0.043	0.037	0.037
	SIFQ15	-0.076	-0.109	0.041	0.053	-0.046	-0.071	0.005	-0.024	0.025	-0.075	-0.012	-0.009		0.043	-0.067	-0.032	0.026	-0.036
	SIFQ16	-0.059	-0.121	0.019	0.006	0.066	-0.048	-0.009	-0.006	-0.009	0.017	-0.008	-0.080	0.043		0.001	-0.067	-0.092	-0.032
	SIFQ18	-0.051	-0.015	-0.054	-0.055	0.005	-0.049	-0.037	0.165	-0.018	0.093	-0.055	-0.044	-0.067	0.001		-0.094	-0.066	0.002
	SIFQ20	-0.012	-0.061	0.003	0.062	-0.061	-0.045	0.009	0.023	0.013	-0.093	0.012	-0.043	-0.032	-0.067	-0.094		0.037	-0.006
	SIFQ21	0.037	0.079	-0.020	-0.028	0.036	0.052	-0.019	-0.093	0.029	-0.155	-0.050	0.037	0.026	-0.092	-0.066	0.007		-0.212
	SIFQ22	-0.008	-0.003	-0.010	0.060	-0.026	0.054	0.005	-0.011	0.069	-0.219	0.021	0.037	-0.036	-0.032	0.002	-0.006	-0.212	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 60 (39.0%) nonredundant residuals with absolute values greater than 0.05.

Figure 7: Reproduced correlations.

In Figure 8 below, from the rotated component matrix, the author assesses whether the specific construct aligns cohesively. The social factor-related inquiries in SOFQ2, SOFQ3, SOFQ4, and SOFQ5 are cohesively aligned. PFQ6, PFQ9, and PFQ10 are congruent in psychological variables. SIFQ11, SIFQ12, SIFQ15, SIFQ16, SIFQ18, SIFQ20, and SIFQ22 are compatible. A few questions did not align well with its construct and were therefore not evaluated for further study. The guidelines for appropriate design considerations were derived from the factor-based questions that align with the study results.

Rotated Component Matrix			
	Component 1	Component 2	Component 3
SOF Q1	.536		
SOF Q2		.722	
SOF Q3		.685	
SOF Q4		.659	
SOF Q5		.531	
PFQ 6			.788
PFQ 7	.920		
PFQ 8		.711	
PFQ 9			.636
PFQ 10			.559
SIFQ 11	.838		
SIFQ 12	.735		
SIFQ 15	.811		
SIFQ 16	.731		
SIFQ 18	.712		
SIFQ 20	.761		

SIFQ 21			.778
SIFQ 22	.752		
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 6 iterations.			

Figure 8: Rotated component matrix.

Data interpretation and review of results: According to the verified rotated component matrix presented in Figure 8, it is evident that questions 2, 3, 4, and 5 pertain to distinct constructs within social factors, while questions 6, 9, and 10 belong to separate constructs within psychological factors. Additionally, questions 11, 12, 15, 16, 18, 20, and 22 are categorized into separate constructs within situational factors. These elements may be considered, and their report can be utilized to clarify the investigation further. The questionnaire reveals that thirty-one percent of the population strongly agreed and thirty-one percent agreed with the statement in question number 2: "During my travels, I typically get souvenirs for myself and occasionally for others". Question number 3(My family and friends often recommend places to acquire affordable souvenirs) indicates that it is necessary to establish confidence in the locations from which things are purchased. Thirty-two percent of the population concurred, while seventeen expressed strong agreement with the opinion. In response to question number 4(My close companions always recommend excellent locations for collecting souvenirs), thirty-one percent of the populace agreed, and twenty-one percent strongly agreed that their close companions consistently suggest outstanding venues for acquiring souvenirs, indicating notable feedback regarding the sources of these products. Given that thirty-one percent of the population has indicated they primarily inquire about the intended recipients of souvenirs, it is evident that glass souvenirs deserve attention and highlight the necessity for a distinct marketing strategy to enhance their popularity. Peer opinions and the location of the souvenir acquisition significantly influence the purchasing decision. The recipient's view of the souvenir also influences the purchase. As individuals inquire about locations for purchasing souvenirs, it may be directly correlated to the reduced time required to identify an ideal shop for their purchases. It enables the tourist to utilize time efficiently. The desire to share experiences through souvenirs with loved ones may explain why individuals purchase them. Upon examining the psychological aspect, question number 6(I always enjoy purchasing and collecting souvenirs) and question number 10 (the purchase of souvenirs depends on my mood) are contradictory. The outcome may be construed as indicating that collecting souvenirs is a very self-centered endeavor. However, when it is impacted by and contingent upon emotion, it may be viewed as serving a purpose. Two distinct users are expressing concern. It is essential to highlight that glass souvenir products can be made with two distinct categories of end customers in mind. In response to question number 9 (at times, tourism advertising inspires me to acquire or collect souvenirs), 37 percent of the population expressed agreement. In comparison, seventeen percent indicated strong agreement with this viewpoint. This suggests that glass souvenirs have not gained popularity in recent decades, necessitating branding and packaging for Firozabad glass products in marketing. Situational factors influencing souvenir purchases include distinctive products, low prices,

humorous items, and appealing packaging, especially for gifting purposes. In response to question number 11 (I consciously purchase souvenirs due to the uniqueness of the items), thirty-eight percent of respondents strongly agree, while twenty-seven percent agree with the statement. It conveys a perpetual and methodical necessity for fresh product creation to ensure the product remains distinctive each season or within a specific timeframe. Question number 12 (Since this place stands out from others, I acquire souvenirs). Twenty-five percent of respondents strongly agreed. In comparison, thirty-five percent agreed with the statement on the location's significance and its connection to the product. Consequently, the location of artisans, their methods of practice, and the resulting products become increasingly intriguing due to their geographical context. This may also suggest that each artist possesses a unique skill in their craft upon careful observation. In this context, renowned artisans and their craftsmanship transform into brands, attracting public interest. This results in the distinctive product of the craftsmanship and the location. Souvenirs become special when presented by others, as well as when utilized by tourists themselves. In question 15, I purchase souvenirs that align with price and quality. Thirty-six percent of respondents strongly concurred, while twenty-five percent of the public expressed agreement with the opinion. This may suggest that each souvenir acquisition falls within a predetermined budget area. Occasionally, souvenirs are presented in abundance to colleagues, acquaintances, classmates, and family members; therefore, tourists seek discounted prices without compromising on quality. Consider question number 16: I purchase souvenirs if they are supplied at a reasonable price. In this instance, thirty-two percent strongly agreed, whereas 28 percent agreed about number 17 (I only purchase souvenirs categorized as discounted items). Twenty-one percent concurred, while thirty-three percent remained neutral. Upon synthesizing the two opinions and examining the subsequent significant inquiry, number 18 (I love to get humorous souvenirs that offer joy.), where twenty-nine percent strongly agreed, and thirty-two percent agreed, it can be anticipated that products characterized by discounted pricing, humor, and appealing packaging and branding are likely to have an increased likelihood of purchase. Here, we also observe question number 19 (I purchase souvenirs that have attractive packaging.) Twenty-one percent strongly concurred. In question number 20, I acquire souvenirs of the craftsmanship of high quality. Forty percent strongly concurred, whereas twenty-one percent concurred with the opinion. Question number 21 (I buy souvenirs only if I get time to purchase them) may not be considered a significant factor, as thirty-three percent of respondents neither concurred nor dissented with the statement. Question 22 (I buy souvenirs only if they fit into my bag). The outcome was somewhat optimistic, although it may be taken into account prior to reaching a choice.

Optimization of product features using Conjoint Analysis: Conjoint analysis is an approach to use data analysis to figure out what customers want and how much they value different features of a product or service. It helps create product profiles by looking at the trade-off's purchasers are willing to make between different features, such as price, design, and usefulness. Conjoint analysis helps companies figure out the best combinations of product features by simulating real-world choices. This makes it easier to develop and price products. This method is widely used in product development and market research (Orme, 2014). The researcher used conjoint analysis to look at and understand the demand for different types of glass flame work products in this case. A full market analysis was done to find out what the issues and concerns were.

Identification of product categories and levels: The qualities or aspects that make a product unique and affect customers' choices are called product attributes. Price and brand reputation are examples of extrinsic factors, while size and color are examples of intrinsic factors (Zeithaml, 1988). Industries need to know about the qualities of their products since they affect what customers want and what they buy (Kotler & Keller, 2012). Design and performance are two examples of intrinsic qualities, which are features that are built into the product. On the other hand, extrinsic aspects include packaging and marketing (Zeithaml, 1988). Managing these features well and making sure their products meet customer expectations can help businesses keep customers happy and stay ahead of the competition (Green & Srinivasan, 1978).

Here researcher considered tourists from different places as end users who have bought at least twice from glass souvenir products earlier. While identifying the key attributes, the informant, like glass product makers, product assembly persons, middleman distributors, and most importantly, the end users, was considered. The identified souvenir product types of Firozabad and their attributes are given below in Figure 9. A detailed observation of the market is provided in the figure below. Further, seven principal factors were considered and divided into different levels for fractional factorial design.

- Traditional objects. (God and goddesses like Shiva, Ganesh, and Saraswathi; and objects like decorated Bangles, Paperweights, etc.)
- Accessories (Jewelry, pendant beads, Custom bangles, Brooch and lapel pins, buttons, Hairpins, rings, door handles and knobs, etc.)
- Collectables (Pens, Flowers, Birds, Boats, Iconic Monuments like the Taj Mahal, Eiffel Tower, Leaning Tower of Pisa, etc.
- Daily usables. (Drinking glasses, Spoons, forks, straws, table lamps, lighting products, Hakkas, Chillums, flower vases, bird feeders, etc.)
- Packaging (Perfume bottles, Jewelry holders, Homoeopathic small size stylized bottles, food and pickle containers, drinking ware, etc.).

Factors/Product category	Traditional	Jewelry & Accessories	Collectables	Daily usable	Packaging
Weight	100 - 300 gms	10 - 100 gms	300 - 600 gms	100 - 500 gms	150 - 400
Size	3 - 5 cubic inches	1 - 3 cubic inch	4 - 8 cubic inches	2 - 6 cubic inches	3 - 5 cubic inches
Fragile	Simple and semi-complex, both designs	Simple designs	Very complex designs	Simple design	Semi-Complex design
Colored glass	Available	Available	Available	Not available	Available
Transparent Borosilicate glass	Available	Not available	Available	Available	Available
Price	450 - 1500 Rs.	150 - 450 Rs.	500 - 3000 Rs.	200 - 800 Rs.	400 - 1500 Rs.
Design availability and preferences	Mostly Firozabad/UP-UP-oriented forms and traditions. Fewer options to buy.	Across country-related design inspirations and forms. There are a lot of options in the product line.	More new products are in the production line—diverse designs inspired by countries worldwide.	Standard designs. Fewer options are available.	Mostly standard designs and sizes. Design options are moderately available.

Figure 9: Product type in glass flame work based on market study.

Research Design for Conjoint Analysis: A survey of souvenir preferences was conducted to prioritize the category of products to be considered in the conjoint table. In the survey, consumers preferred packaging, storage and daily usables at 3% and 8%. People did not choose as these two have very customized preferences by end users, thus giving these products as gifts. Even in self-gifting, they do not fit into a category that falls into a memory or some experience of a place visited. The packaging category products mainly depend on other products and are marketed and supported through different products. They act as supportive elements in the product system. It also has a few variations in production, and prevalent products are made to associate the packaging products according to their size or capacity restrictions. It has its own set of deliverables and parameters to follow. In another context, daily usable products are not considered as souvenirs or in remembrance of someplace. The research questionnaire primarily took the survey on product type, and considering the response, daily usable products and packaging products were intentionally removed from the conjoint design as they received less preference in the context of souvenirs.

Factors / Levels	Level 1	Level 2	Level 3
Product types	Jewelry & Accessories	Traditional products	Collectables
Size	< 3 cubic inches	3 - 5 cubic inches	> 5 cubic inches
Fragile (Number of joints)	Simple (No joints)	Semi-complex (fewer joints)	Complex (More joints)
Colored glass	Opaque color	Opal color	Translucent color
Weight	< 200 gms	200 - 500 gms	> 500 gms
Price	< 500	500 - 1500	> 1500
Design availability and preferences	Regional	Domestic (Indian context)	International and others

Figure 10: Conjoint model of factors and levels.

Product profile development using orthogonal design: The orthogonal design was prepared using SPSS software, and eighteen configurations were generated for the respondents. Here, the respondents are frequent travelers and potential buyers. The age group was filtered from 15 to 25, typically known as Generation Z. Card numbers 6, 13, and 18 were considered holdout cards to check the reliability and validity of the research.

Product Profiles [using Orthogonal Design]

	ProductTyp	Size	Num_joints	GlassColor	Weight	Price	DesignPref
Card-1	JA	>5cin	Simple	Opaque	<200gm	<Rs500	Indian
Card-2	Tradi	<3cin	Semi-complex	Opal	200-500gm	<Rs500	Indian
Card-3	Tradi	3-5cin	Complex	Opaque	<200gm	Rs500-1500	Indian
Card-4	JA	<3cin	Semi-complex	Translucent	>500gm	Rs500-1500	Indian
Card-5	Ctbls	>5cin	Complex	Opal	200-500gm	>Rs1500	Indian
Card-6	Ctbls	3-5cin	Simple	Translucent	>500gm	>Rs1500	Indian
Card-7	Tradi	3-5cin	Simple	Translucent	200-500gm	<Rs500	Regional
Card-8	Ctbls	<3cin	Complex	Opaque	>500gm	<Rs500	Regional
Card-9	Ctbls	<3cin	Simple	Opal	<200gm	Rs500-1500	Regional
Card-10	JA	>5cin	Complex	Translucent	200-500gm	Rs500-1500	Regional
Card-11	JA	3-5cin	Semi-complex	Opal	<200gm	>Rs1500	Regional
Card-12	Tradi	>5cin	Semi-complex	Opaque	>500gm	>Rs1500	Regional
Card-13	Ctbls	>5cin	Semi-complex	Translucent	<200gm	<Rs500	International
Card-14	JA	3-5cin	Complex	Opal	>500gm	<Rs500	International
Card-15	Ctbls	3-5cin	Semi-complex	Opaque	200-500gm	Rs500-1500	International
Card-16	Tradi	>5cin	Simple	Opal	>500gm	Rs500-1500	International
Card-17	Tradi	<3cin	Complex	Translucent	<200gm	>Rs1500	International
Card-18	JA	<3cin	Simple	Opaque	200-500gm	>Rs1500	International

JA	Jewelleries & Accessories
Tradi	Traditional
Ctbls	Collectibles
Num-joints	Fragiles
DesignPref	Design Preference

Figure 11: Product configurations as per orthogonal design from SPSS software.

Results and data analysis: The primary aspect of the relationship between glass flame work stakeholders and customers or tourists is the stakeholders' insufficient understanding of client preferences. There frequently exists a disparity between the desires of young tourists and the offerings provided by stakeholders. This is applicable to the tourism sector because of the trust in the product, an intangible factor associated with it. The study aimed to establish a hierarchical framework of the product service attributes and thereafter discover the most desirable mix of traits that may be offered or integrated with the product for tourists. The results delineate and elucidate the expectations of the respondents.

For the conjoint analysis, the factor product type is considered a discrete variable; the size of the product is regarded as a linear (more) variable; fragility is considered a linear (less) variable; color is considered a discrete variable; weight is regarded as a linear (more) variable; and preference for design is considered a discrete variable. The format is described in Figure 12 below.

	Number of Levels	Relation to Ranks or Scores
Product type	3	Discrete
Size	3	Linear (more)
Fragileness	3	Linear (less)
Color	3	Discrete
Weight	3	Linear (more)
Price	3	Linear (less)
Design_Pref	3	Discrete

Figure 12: Model description and type of data. (All factors are orthogonal)

The utility value range for each factor, from the lowest to the highest, is a metric that indicates the significance of the factor in terms of overall preference. The factors with larger utility ranges are more influential than those with lower ranges. As illustrated in Figure 13, the result of the utility range is shown below.

Attributes	Attribute Level	Utility Estimate	Std. Error
Product type	Jewelry and Accessories (J&A)	.221	.431
	Traditional products (TO)	-.719	.431
	Collectables (CTBLS)	.498	.431
Size	< 3cin	.036	.373
	3-5cin	.073	.746
	> 5cin	.109	1.119
No. of Joints (Fragileness)	Simple	-1.144	.373
	Semi-complex	-2.288	.746
	Complex	-3.431	1.119
Glass Color	Opaque	.710	.431
	Opal	-.873	.431
	Translucent	.162	.431
Weight	< 200gms	.641	.373
	200-500gms	1.281	.746
	> 500gms	1.922	1.119
Price	<500 Rs	-.118	.373
	500-1500 Rs	-.235	.746
	>1500 Rs	-.353	1.119
Design Preference	Regional	.340	.431
	Domestic	-.448	.431
	International	.108	.431
(Constant)		10.669	1.522

Figure number 13: Utility and part worth.

Findings and Data Interpretation: A measure of the relative importance of each factor, known as the importance score or value, is illustrated in Figure 14. The values are determined by dividing the sum of the utility ranges for all

factors by the utility range for each factor taken separately. The sum of the percentage values is 100. It is important to note that the calculations are conducted independently for each respondent, and the results are then averaged across all respondents. Seven prominent qualities and their respective degrees were discovered for the consumer decision-making process with tourism glass objects. Researchers conducted a fractional factorial design and conjoint analysis to compile the table. Upon analyzing the preference hierarchy or the relative significance attributed by potential buyers (tourists) to the seven criteria, it is found that they assign the highest priority to color (17.9 percent), followed by product type, design preference, and fragility of the product. The color of the glass product is the most essential factor. This may suggest that the market has a limited variety of colored glass and that consumers are becoming increasingly dissatisfied with the same palette of colors when purchasing glass products. The second most valued concern is the type of products(17.2 percent), which suggests that the current product category is saturated and that introversion to design is highly necessary. While several glass products are accessible on the market, there is a notable absence of items that appeal to travelers for personal purchases or as gifts for others. Most glass goods are largely generic and fail to embody the region's flavor or culture. A design intervention in a specific location may be influenced by regional characteristics, which can significantly affect the market. The third most significant element is design preference (17.14 percent), which is closely associated with the prevailing design issue. The market offers arbitrary glass objects as souvenirs, not genuinely connected to Indian culture. Individuals are equally concerned with the type and appearance of products. It is essential to provide a substantial selection of products to the visitors. These values are the most influential in determining overall preference. People favor collectables of the location as a product type that is made of opaque colors and has a regional design in a contest of aesthetics and embedded folklore of the palace or a story, specifically when they are contemplating travel and tourism, per the values in Figure 14. Furthermore, it is expected that the products need to be simple, compact, and have a minimal number of glass joints, which will concern the travel and transportation of the product. Based on the response and result of the analysis, the ideal product for the concerned customer should have (1) Opaque colored glass as in option, (2) Collectibles as product categories, (3) Regional in design concerns, (4) Simple in nature in context to fragile concerns (5) Less than 500 gms of weight (6) Less than 500 rupees and (7) More than five cubic inches in size.

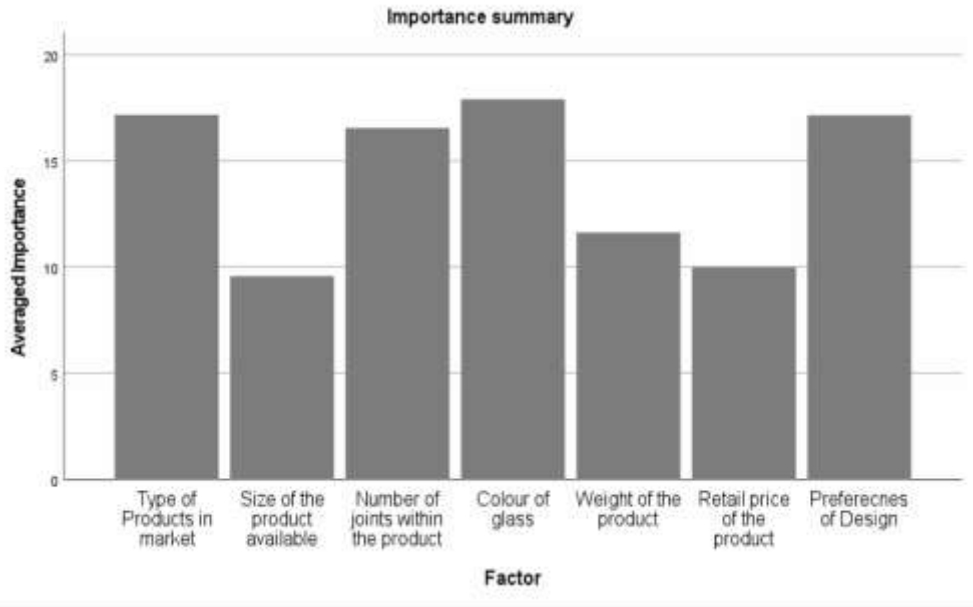

Figure 14: Important values graph

Product_type	17.174
Color	17.902
Design_Pref	17.149
Size	9.578
Fragileness	16.554
Weight	11.627
Price	10.016

Figure 15: Important values results

The test statistics (Figure 16) indicate substantial overall correlations, evidenced by a significant positive relationship with a correlation coefficient of 0.867 and Kendall's tau of 0.699 for the conjoint model. This signifies a favorable and effective model fit. The importance and internal consistency among the features and levels are noteworthy; a value of 0.000 may be accepted within a 5% acceptance threshold of the model. We can conclude that the attribute levels of the examined components are internally consistent. The test's considerable outcome confirms the model's great reliability.

	Value	Sig.
Pearson's R	.867	.000
Kendall's tau	.699	.000

Figure 16: Correlation and significance

Reliability and Validity: Results from Conjoint Analysis need to be evaluated for validity, correctness, and dependability. The goal is to find out how consistently the model predicts a collection of preference ratings in various scenarios. The conjoint analysis results in this case, which are valid and dependable, are as follows:

a. The value of Kendall's tau is 0.699, and the value of Pearson's R is 0.867. Both values are reasonably high, and thus, the result may be considered significant.

b. The correlation table indicates that there is not much of a correlation between the various predictors. Therefore, there is no multicollinearity in the data.

Suggestive implications: This section indicates a concise design brief that is mostly geared at young travelers who might be interested in buying an item. The result predicts the creation of two distinct product lines: one for giving as gifts and the other for personal use. Both collections need to be designed with an emphasis on how good they appear, using packaging that makes them even more appealing and branding that reflects the region's uniqueness. The products are expected to be collectible, and their visual appeal will be boosted by elegant packaging and design elements from the area.

The study additionally demonstrates that offering discounts is important to make these products more accessible and appealing to customers. The glass products need to use opaque glass which reflects regional design ideas or patterns, which will make them more connected to local culture. To make sure the look is effortless and elegant, these objects will be made with as few joints in the glass as possible. Each piece is planned to weigh less than 500 grams, making them easy to carry and handle. The products will be about five inches long or a little bit longer, which will make them small but yet look exceptional. The pricing strategy will keep prices fair, with a goal of keeping them below five hundred rupees or near. This will appeal to young travelers who are on a budget. The results show that the product design model and price are strategic and take into account the needs and wants of this specific market segment.

Image gallery:

Figure 17: Artisan(s) workshop scene

Figure 18: Different type of Flamework made beads and products

Figure 19: Artisan working with glass lathe machine

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