

## A COMPARATIVE STUDY ON CUSTOMER PREFERENCE TOWARDS TNPL COPIER AND OTHER BRAND COPIER WITH SPECIAL REFERENCE TO KARUR

S.Priya<sup>1</sup> and Dr.S.T.Surulivel<sup>2</sup>

<sup>1</sup>II Year MBA student, School of Management, SASTRA University, Thanjavur, South India

<sup>2</sup> Senior Assistant Professor, School of Management, SASTRA University, Thanjavur, South India

Email: <sup>1</sup>priyasubramaniaan@gmail.com, <sup>2</sup>drsts@sastra.edu

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**Abstract**—The customer preference plays a vital role in the market and also improves the health of the organization and economy growth. In this study, deals with identifying the customer preference while buying the copier for their business use and why chose a particular brand and evaluating the customer satisfaction level after buying and understanding the reason for being brand loyalty and purchase of other new brand copier, and also to know percentage of customer using TNPL brand and other brand. Here, the TNPL is compare with other brand copier such as JK, SPB, and BILT. The customer preference varies with different factors such as quality, price, brand image, Availability and supply. The data collected from primary data through questionnaire with 400 respondents in the Karur districts. After the data collection, researcher has identified the reliability of the scale through Cronbach Alpha (0.809). This study identify that most of the respondent prefer TNPL copier and satisfied with their pricing and quality when compare to other brand copier. The respondents feel that paper industry need to concentrate on credit period and other service facility.

**Keywords**—Brand, Customer Preference, Credit Period, Copier, Loyalty, Promotion.

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### INTRODUCTION

Paper industry is a vital role in the economy growth of India and provides wide employment opportunities. People realized the actual need of communication and start utilizing paper to transfer their message. Now a day's paper used in different way such as newspaper, copier, notebooks, etc. In a competitive environment, the stipulation of high quality to the customer is the competitive advantages for a paper industry and to sustain their growth. Customer preference on paper segment different from their usage and based on brand service and other facility. Copiers are used in wide range. Customer preference may vary according to time, demand and situation. There are some factors that influence them to preference based on price, quality, brand image, services. Customer satisfaction is the decision process on the specific features. Their satisfaction can be achieved by offering quality, affordable price, offers and service. Moreover, the results from this research indicates that the customer prefer the copier based on quality, and price. There is a relationship between the satisfaction level and brand loyalty. The company need to improve and provide better credit facility and offers to retain their customer.

### OBJECTIVE

- To examine the preference of customers towards TNPL copier compared with other brand copier based on various parameters.
- To compare and analyze the various factors which are offered by the TNPL and other brand to its customer.
- To find the level of brand loyalty that occurs among copier user.
- To know the market share of the TNPL and other brand. This provides an idea about the growth of the company and helps to consider the upcoming future of the company.

## **RESEARCH METHODOLOGY**

- **Research Design and source of data:**

This study is done through descriptive method with a structured questionnaire. The data collected from primary source about 400 respondents in and around karur district by using simple random sampling method.

- **Tools used for the study:**

The collected data were stored in SPSS for analysis and various tools are used to identify the result:

1. Simple Percentage analysis
2. Chi-square
3. Correlation

Tabular formats and bar charts were used to derive and summarize the data.

## **LIMITATION OF THE STUDY**

1. The study is done on limited time.
2. Lack of interest was shown by the respondents.
3. Few of respondents were not able to answer the questions properly.
4. This study is based on the prevailing customer's preference. But their preference may vary from time to time.

## **REVIEW OF LITERATURE**

**James M. Lattin (1989)**, Consumers are showing their purchase of goods often based on pricing and promotional activity. As the result, these features may develop outlook among customer that are used as points of suggestion in assessing future activity.

**Dodds W. B (1991)**, Buyer perception and preference towards the product based on the price, quality, brand and store image these are factors influence them to buy the particular brand of the product. There is the positive effect on quality and favorable brand, the customer willingness to buy.

**Anil Mathur (2001)**, The customer may vary their brand preference from one product to another product. Changes are based on the variations of new life circumstances and changes in spending and usage level according to their lifestyles that reflect the consumer determinations with stressful life changes in the environment.

**Simon Knox (2001)**, Brand loyalty as a primary evaluate of effective brand potential and equity. Measuring and supervision brand loyalty were found to be necessary on both brand commitment and brand support. Four consumer purchasing styles were characterized as loyally, consistent, variety seekers and switchers.

**Baron. S (2003)**, Promotional actions are the main target set for a new service or product in the market to aim consumer, develop sales to boost share market, build the necessity for vital customer and devise strategy to competing other products.

**Peter C. Verhoef (2003)**, There is a variance on customer affiliation between perceptions, customer retention and customer share development over time. There is an emotional assurance and loyalty drivers that provide economic motivations positively effect on both customer retention and customer share progress.

**Sagoff. M (2003)**, There is a relation between preference and choice of the customer. These factors influence consumer to buy the product. Both preference and choice occur in the judgment of the beholder, so neither can provide data for prosperity economics.

**Ball (2004)**, The contact of price, packing, brand awareness on brand loyalty. The victory of businesses in the current market hang on on the company's capability to constantly increase their products' packing with economical pricing and brand awareness approaches in order to increase brand loyalty and retain their customers.

**Horsky. D (2006)**, Brand choice or preference is the important scenario in the current market condition. Individual prefer their brand on different factors and buying situation. Basically, they prefer their particular based on price. Price compassions consumers may will to switch over to another brand.

**Gourville T John (2007)**, The consumers prefer to buy the particular product and become loyalty based on quality and good promotion and offer facility to their customer. When a buyer or a dealer leads to buy a bulk of paper roll from the paper industry, then they get some additional offers and discounts. These may prime to brand loyalty.

**Amir. O (2008)**, The customer repurchase of the same brand is the important factor in all segments. These repurchase is based on customer choice and preference and it is a indication of brand loyalty towards a particular brand.

**Hassan. S (2009)**, The associations between customer based brand equity and brand market performance of the company based on the customer satisfaction level and loyalty. These two factors were strongest analysts of brand preference and intention to purchase their product.

**Nikolaus Franke (2009)**, The customization is the effective tool to satisfy and sustain their customer. These strategies have been followed in the company. The customized products are highly impact to customers in terms of inclination to pay, purchase intention, and attitude toward the product than standard products.

**Chen.M. K (2010)**, The choice or preference of the customer to the product affects purchase pattern, when governing their exposed preferences. Psychologists have the right tools to study the behavior-induced creation of customer preferences.

**Kaberi Bhattacharyya (2011)**, The part of media in inducing the customer brand optimal toward the product. The media is forming awareness, expertise and promotion about the brand and prompting customer to buy those products.

**Attiya Kanwal (2011)**, The consumer preference may vary from international brands and local brands. These variances basically based on the price of a brand and plays an important role in the consumer's choice or prefer of the brand. Consumers give preference to international brands more than the local brands due to better quality, stability.

**Tingchi Liu (2014)**, The corporate social responsibility (CSR) and apparent brand quality may influence the consumer to prefer brand. The facilitating effect of perceived brand quality on the relationship between CSR performance and brand preference also observed.

**Reham Ebrahim (2016)**, Brand knowledge and brand experience regulate brand preference and to examine its influence on brand repurchase intention. The outcomes provide perceptions into the relative position of consumer perceptions on different brand knowledge factors in determining brand preferences.

**Geetha. M (2016)**, Impulse buying from various antecedents, underlying process, characteristics and outcomes. The shopper should aid impulse buying in the store by making the product arrangement more attractive, thus in return increase their spending time and consume more.

**Sheik Meeran (2017)**, Addressing the prevalence of liability for consumer durable products and its potential impact on the accuracy of forecasts. These forecasts of consumer purchase pattern help to identify variation in their preference or choice affording to the time and situation of the product.

## **ANALYSIS AND RESULTS**

In the present scenario preferences among customer for copier differs from one per to another person, so to understand the preferences of the different customers the researchers have used five factors such as price, quality, packing, availability, offers. This study also focuses on service quality based on three parameters such as promotions, supply, response level and evaluating the variance of preference and satisfaction level of the respondents

### **1. PERCENTAGE ANALYSIS**

**Table 1: Demographic Factors of The Respondents**

<i>Factors</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Age	15-25	119	29.8
	26-35	168	42
	36-45	93	23.3
	46 Above	20	5
	Total	400	100

Gender	Male	292	73
	Female	108	27
	Total	400	100
Educational Qualification	School	138	34.5
	UG	208	52
	PG	54	13.5
	Total	400	100
Marital status	Married	258	64.5
	Unmarried	142	35.5
	Total	400	100
Business type	Xerox shop	146	36.5
	Browsing Centre	137	34.3
	Stationary shop	112	28
	Other	5	1.3
	Total	400	100
Annual income	Less than 1 Lakh	57	14.3
	1-2	153	38.3
	2-3	146	36.5
	Above 3 lakh	44	11
	Total	400	100

Source: Primary data

Table 1 show that demographic characteristics of the respondents. The detailed analysis revealed that overall age of the respondents is between 26-35. Out of 400 respondents, male respondents (73%) are more than female respondents (27%). In terms of the respondents' educational level, majority (52%) are UG. Most of the respondents are married (64.5%) than unmarried (35.5%). The majority of the respondent's business type is Xerox shop (36.5%) followed by browsing Centre (34.3%). Most of the respondent's annual income level is above 1-2 lakh.

**Table 2: Respondents Preference Towards Different Copier**

<i>Copier Brand</i>	<i>Frequency</i>	<i>Percent</i>
TNPL	200	50.0
JK	87	21.8
SPB	63	15.8
BILT	50	12.5
Total	400	100.0

**Chart 1: Respondents Preference Towards Different Copier**

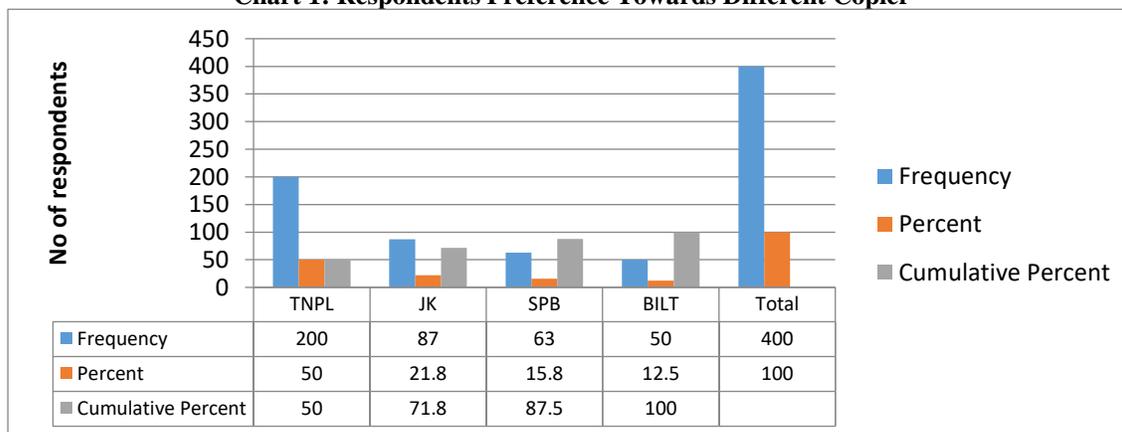


Chart 1 indicate that out of 400 respondents, majority of respondents (50%) prefer TNPL copier, 21.9% prefer JK,15.9% prefer SPB,12.5% Prefer BILT.

**Table 3: Factors Influencing and Preferences While Buying Copier**

<i>Factors</i>	<i>Frequency</i>	<i>Percent</i>
Quality	189	47.3
Price	119	29.8
Brand Image	89	22.3
Availability	2	0.5
Response	1	0.3
Total	400	100.0

**Chart 2: Factors Influencing and Preferences While Buying Copier**

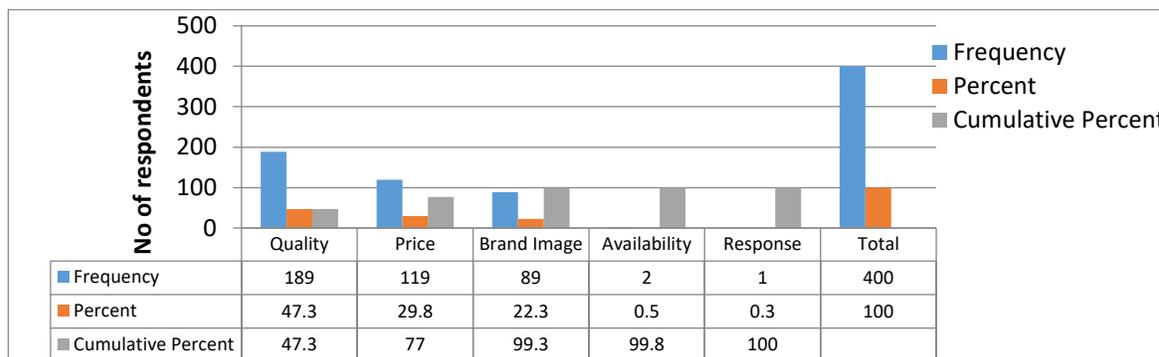


Chart 2 shows that 47.2% of respondents were prefer their based-on quality, 29.8% were prefer based on price, 22.3% were prefer on brand images and remaining respondent were prefer based on availability and response.

**Table 4: Source of Buying Copier**

<i>Particulars</i>	<i>Frequency</i>	<i>Percent</i>
Dealers	131	32.8
Wholesalers	139	67.5
Directly from the company	55	81.3
Others	75	100
Total	400	

**Chart 3: Source of Buying Copier by The Respondents**

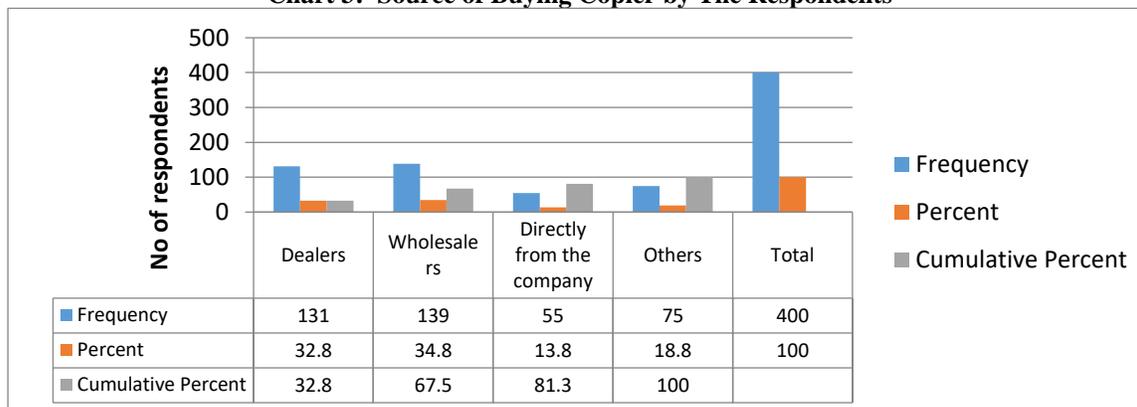


Chart depicts that out of 400 respondents 32.8% are buying the copier from the dealers, 34.8% from the Wholesalers, 13.8% directly from the company and 18.8% are buying from other sources such as retailers.

## 2. CORRELATION

**Table 5: Correlation Between Satisfaction Level of The Respondents Based on The Offers and Repurchase of The Same Brand by The Respondent**

<i>Correlation</i>	<i>Satisfaction level of the respondents based on the offers</i>	<i>Repurchase of the same brand by the respondents</i>
Satisfaction level of the respondents based on offers	1	0.772

Table 5 shows that there is a strong relationship between satisfaction level based on offers and repurchase of the same brand by the respondents. This result indicates that changes in respondent's satisfaction in offers are correlated with the changes in repurchase of same brand.

## 3. CHI-SQUARE

**Ho:** There is no relationship between gender and reason for preferring the brand.

**H1:** There is relationship between gender and reason for preferring the brand.

**Table 6- Relationship Between Gender and Reason for Preferring the Brand**

<i>Variables</i>	<i>Chi-square value</i>	<i>Significant value</i>	<i>Result</i>
Gender of the respondents	82.8	0.000	Ho is Rejected
Reason for preferring the brand	323.4	0.000	Ho is Rejected

Above table 6 shows that outcome of relationship between gender of the respondents are important reason for preferring the brand. Based on this analysis find that there is a significant relationship between the gender of the respondents and reason for preferring the brand.

## FINDINGS, RECOMMENDATIONS & CONCLUSION

### SUMMARY OF FINDING

#### ❖ From the percentage analysis:

- Overall age of the respondents is between 26-35.
- From 400 respondents, male respondents (73%) are more than female
- Majority (52%) of respondent's education qualification are UG.
- Most of the respondents are married (64.5%) than unmarried (35.5%).
- Majority of the respondent's business type is Xerox shop (36.5%) followed by browsing Centre (34.3%) and their annual income level is above 1-2 lakh (38.3%).
- Majority of respondents (47.2%) were prefer their based-on quality, 29.8% were prefer based on price, 22.3% were prefer on brand images and remaining respondent were prefer based on availability and response.
- Out of 400 respondents, majority of respondents (50%) prefer TNPL copier, 21.9% prefer JK, 15.9% prefer SPB, 12.5% Prefer BILT.

#### ❖ From the correlation:

- That there is a strong relationship between satisfaction levels based on offers and repurchase of the same brand by the respondents. This result indicates that changes in respondent's satisfaction in offers are correlated with the changes in repurchase of same brand.

#### ❖ From Chi-square:

- From the analysis find that there is a significant relationship between the gender of the respondents and reason for preferring the brand.

## **RECOMMENDATION**

- TNPL and other company can provide effective promotional and offers in order to sustain their customer.
- Some of the respondents feel that the credit period can be improve better to satisfy them and also service level such as response level to their complaints.

## **CONCLUSION**

TNPL is over riding its competitors in all the parameters of satisfaction of preference. It provides good price, quality and other features and gives high satisfaction to its customers than other brand copier. Most of the customers are preferring copier because of its quality and prices. From the analysis find that income of the respondent may vary on preference of different brand copier and matches the preference of brand with their satisfaction level. On the whole study concluded that TNPL and other brand copier require much more service such as promotion, offers, important towards customer complaints.

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