

A Study on Consumer Behaviour Towards Canon Printers (With Special Reference to Excite Inc.)

I.Dineshkumar¹, Mr.T. Chandramohan²

¹MBA Student, Department of management studies (MBA), Sri Manakula Vinayagar Engineering college, (An Autonomous Institution), Madagadipet, Puducherry-605 107.

²Assistant Professor, Department of management studies (MBA), Sri Manakula Vinayagar Engineering college (An Autonomous Institution), Madagadipet, Puducherry-605 107.

ABSTRACT

In the ever-evolving landscape of consumer electronics, this research aims to delve into the intricate realm of consumer behavior towards Canon printers, with a particular focus on Excite Inc. The study is designed to accomplish three primary objectives: first, to examine the level of awareness among consumers regarding Canon printers; second, to identify the factors that significantly influence consumer preferences towards Canon printers; and third, to gauge the satisfaction levels of consumers using Canon printers. Through a comprehensive research methodology encompassing surveys, interviews, and data analysis, the study seeks to provide valuable insights into the factors that shape consumer perceptions and choices in the context of Canon printers. Excite Inc. serves as a pertinent focal point, allowing for a more targeted exploration of consumer dynamics within a specific organizational context.

The outcomes of this research will not only contribute to the existing body of knowledge in consumer behavior but will also furnish Excite Inc. with actionable insights to enhance its marketing and product strategies. As the digital printing industry continues to evolve, understanding consumer preferences and satisfaction becomes paramount for companies like Excite Inc. striving to stay competitive and meet the ever-changing needs of their clientele.

Keyword: Consumer Behavior, Satisfaction Levels, Marketing Strategies, Product Strategies

1. INTRODUCTION

Marketing management serves as the nexus between organizations and their target markets. The rapid evolution of consumer behavior, technology, and global markets presents both challenges and opportunities for businesses aiming to create and sustain a competitive edge. This study delves into the core principles of marketing management, seeking to unravel the intricacies and explore strategies that align with the dynamic needs of today's consumers. Marketing management has undergone a transformative journey, adapting to the shifting paradigms in consumer preferences and technological advancements. With the digital era influencing communication channels and consumer expectations, businesses must navigate this complex terrain strategically. This study contextualizes marketing management within this dynamic environment, recognizing it as a critical determinant of organizational success. Marketing management is a dynamic and integral facet of business administration, encompassing

the strategic planning, execution, and evaluation of marketing initiatives to achieve organizational objectives. At its core, marketing management revolves around identifying and understanding target markets, deciphering customer needs, and crafting products or services that not only fulfill those needs but also contribute to the organization's profitability. This multifaceted discipline encompasses various key functions, including market analysis, product development, pricing strategies, promotion and advertising, and distribution management. Market segmentation plays a pivotal role, allowing businesses to tailor their strategies to specific audience segments. The foundational framework of marketing management is often represented through the 4Ps—Product, Price, Place, and Promotion—each playing a distinct role in the overall marketing mix. Strategic tools like SWOT analysis aid in assessing internal strengths and weaknesses, along with external opportunities and threats. Moreover, the advent of digital marketing has brought new dimensions to the field, necessitating a keen understanding of online platforms, social media, and data analytics. Customer Relationship Management (CRM) is another critical aspect, emphasizing the cultivation of enduring relationships with customers. Continuous measurement and analysis of marketing performance, often guided by key performance indicators (KPIs), enable organizations to adapt to changing landscapes and make informed, data-driven decisions, ensuring long-term success in a competitive business environment.

1.1 OBJECTIVES

- To examine the awareness of consumer towards canon printers.
- To identify the factor influencing consumer preferences towards canon printers.
- To study the satisfaction level using canon printers.

1.2 STATEMENT OF THE PROBLEM

- Assess the extent of consumer awareness regarding Canon printers, particularly within the Excite Inc. context.
- Identify and understand the key factors that significantly influence consumer preferences towards Canon printers, including pricing, brand reputation, and product features.
- Evaluate the satisfaction levels of customers currently using Canon printers, with a specific focus on those associated with Excite Inc., and identify contributing and hindering factors.
- Examine how the geographical focus on Excite Inc. may impact the study's ability to provide insights applicable to diverse markets.
- Investigate potential challenges in data collection, such as respondent bias and time constraints, and assess their impact on the quality and reliability of study findings.

REVIEW OF LITERATURE

Alok Paranamana, Carmen T. Christensen: The paper applies the Theory of Planned Behavior to investigate consumers' social responsibility in the context of organic food consumption. It explores the role of attitudes, subjective norms, and perceived behavioral control in predicting consumer behavior towards organic products.

Pradhan, D.: This literature review synthesizes research on consumer behavior in online shopping. It covers various factors influencing online purchasing decisions, including website design, trust, security, and the impact of social media on consumer choices.

John A. Quelch, Katherine E. Jocz: The paper explores the emotional aspects of consumer decision-

making and the implications for marketing strategies. It delves into how emotions influence brand perception, product evaluation, and customer loyalty, providing insights for marketers.

C. Alberto Martinez, Carlos Javier Sanchez, Mercedes Sanchez: This literature review examines the concept of "brand love" and its impact on consumer-brand relationships. The paper explores the antecedents and consequences of brand love, shedding light on its role in building brand loyalty and positive consumer behaviors.

S. M. Riad Shams, M. M. Shariful Haque, M. Anwar Hossain: Focusing on the influence of social media, this empirical investigation explores various aspects of consumer behavior, including the impact of social media on purchasing decisions, brand perceptions, and the role of user-generated content. The study provides insights into the dynamics of consumer interactions in the social media environment.

Venkatesh Shankar, Amy K. Smith, Arvind Rangaswamy: This paper provides a comprehensive review of consumer behavior in the digital era. It covers topics such as online shopping, social media influence, and the impact of digital technologies on consumer decision-making. The authors also suggest future research directions in the context of the evolving digital landscape.

Norazah Mohd Suki, Norbayah Mohd Suki: This paper explores the impact of culture on online consumer behavior. It investigates how cultural factors, such as individualism-collectivism and uncertainty avoidance, influence consumers' attitudes and behaviors in the context of online shopping. The study provides valuable insights for businesses operating in diverse cultural settings. This research paper examines the growing influence of sustainability and ethical concerns on consumer buying behaviour. With a rising awareness of environmental and social issues, consumers are increasingly making purchasing decisions based on ethical values and a desire for a more sustainable future. This paper explores the factors driving this shift in consumer behaviour, examines the impact on various industries, and analyzes the implications for businesses.

This research paper explores the intricacies of consumer behavior within the smartphone industry. Utilizing a mixed-methods approach, the study aims to uncover patterns, preferences, and influencing factors that shape consumers' purchasing decisions. The findings contribute to a deeper understanding of the dynamics within this highly competitive market.

2. RESEARCH METHODOLOGY

Research methodology encompasses a structured approach to conducting research, guiding the researcher through the entire process. It comprises several key components. First and foremost, the research design outlines the type of research (qualitative, quantitative, or mixed methods) and the approach (deductive, inductive, or abductive) along with the strategy employed, whether it's a case study, experiment, survey, or observation. It also includes the formulation of hypotheses or research questions to direct the study. Data collection is a crucial aspect, involving decisions on data sources, collection methods (such as interviews, surveys, or content analysis), the instruments used (questionnaires, equipment), and sampling procedures to select a representative sample.

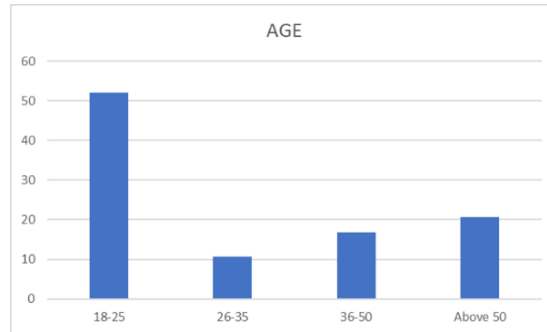
Data analysis deals with how collected data is processed and interpreted. This step typically begins with data preprocessing, including cleaning and transformation, and employs statistical techniques or qualitative analysis methods. Researchers specify the software tools used for analysis, such as SPSS or NVivo. Ethical considerations play a vital role, encompassing informed consent, privacy protection, obtaining human subjects' approval, and addressing conflicts of interest that may affect the research. The data interpretation stage presents findings, discusses their implications, acknowledges limitations, and

offers recommendations for future research.

3. DATA ANALYSIS AND INTERPRETATION

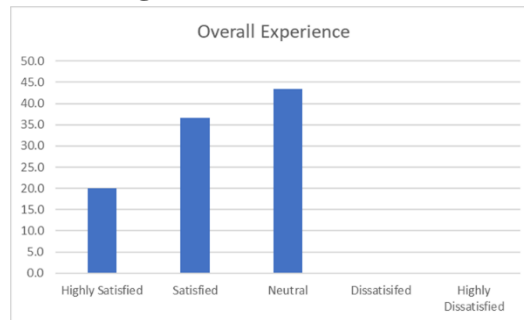
4.

TABLE & CHART 1. Showing the Age of Respondents



Age	Frequency	Percent
18-25	78	52
26-35	16	10.7
36-50	25	16.7
Above 50	31	20.7
Total	150	100

TABLE & CHART 2 Showing the level of satisfaction of the overall experience



Overall experience	Frequency	Percent
Highly Satisfied	30	20.0
Satisfied	55	36.7
Neutral	65	43.3
Dissatisfied	0	0.0
Highly Dissatisfied	0	0.0
Total	150	100.0

TABLE 3. CHI-SQUARE TESTS

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.246 ^a	6	0.643
Likelihood Ratio	4.271	6	0.640
Linear-by-Linear Association	0.025	1	0.875
N of Valid Cases	150		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.80.			

From the above table, it is inferred that the significance value is 0.875, Which is higher than 0.05. Hence H1 is Rejected, H0 is Accepted. There is no significant association between Educational Qualification and trust and a sense of security in a product

TABLE 4. CHI SQUARE TEST:

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.536 ^a	12	0.100
Likelihood Ratio	17.064	12	0.147
Linear-by-Linear Association	0.006	1	0.936
N of Valid Cases	150		
a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 4.43.			

From the above table, it is inferred that the significance value is 0.976, Which is higher than 0.05. Hence H1 is Rejected, H0 is Accepted. There is no significant association between Monthly Income and Cost of Toner.

5. FINDINGS

- The majority of respondents (52%) fall within the 18-25 age group, indicating a significant representation of young individuals in the study.
- There is a higher representation of males (62.7%) compared to females (37.3%) among the 150 respondents.
- Students make up the largest group of respondents (54.7%), followed by entrepreneurs (23.3%) and employed individuals (14.7%).
- A significant portion of respondents (42%) falls within the 10000 - 20000 income bracket, with diverse income distribution across other brackets.
- The usage of Canon printers is diverse, with a relatively equal distribution among Inkjet, Laser, Multifunctional, and 3D printers.
- TV advertisements, social media, word of mouth, and online reviews are significant channels through

which respondents became aware of Canon printers.

- Respondents visit Canon printers' websites and social media platforms with varying frequencies, indicating a mix of engagement levels.
- The overall reputation of Canon printers is positive, with a substantial portion of respondents rating their experience as Excellent or Good.
- Product quality is considered important by the majority of respondents, with a notable percentage rating it as very important.
- Canon is perceived as a high-quality printer brand by a significant percentage of respondents, surpassing other brands like Epson, Brother, and HP.
- A considerable percentage of respondents regularly read reviews before making a purchase decision.
- There is no significant association between Monthly Income and Cost of Toner.
- There is no significant association between Educational Qualification and trust and a sense of security in a product.

6. CONCLUSION

The study reveals positive perceptions of Canon printers, especially among young males and students. Factors such as effective marketing channels, emphasis on product quality, and a favorable reputation contribute to Canon's success. The findings suggest opportunities for targeted marketing and product improvements, and further exploration of age and gender-specific preferences could provide valuable insights for future strategies.

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