

# A Market Study About Laser Toner At Thanjavur

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## I. INTRODUCTION

### 1.1 INDIAN PRINTER MARKET- INDUSTRY

#### PROFILE

This report examines the INDIA printing market and the industry that supports it.

The printer consumers market continues to play a vital role in the peripherals space, generating a considerable amount of revenue for printer vendors . In addition, the proliferation of rapidly evolving peripherals products such as multifunction printers, photo printers, digital cameras, laser printers, will continue to drive the demand for consumables turning in good printing volumes over the forecast period.

As the Asia/Pacific Market is fragmented, timely and accurate information is critical for effective planning and decision making. International data corporation's (IDC's) Asia/Pacific quarterly printer consumables tracker addresses this need by providing pertinent information, coupled with an in-depth analysis and forecast. Armed with this information and analysis, vendors will be better positioned to capitalize on new growth opportunities.

#### 1.1.1 2018 ASIA / PACIFIC PRINTER MARKET SHIPMENTS

**Laser Printer Market** size is driven by the rising requirement for advanced printing solutions to enhance the efficiency and productivity of the workflow. Laser printers work on the laser and electrical charge model that enhances the accuracy and neatness of the print projects and offers a resolution of up to 600 dots per inch or higher. Its printing technique, fineness, clarity, and high resolution are augmenting the demand for the laser printer market. Furthermore, the increasing demand for printing in textile and packaging industries along with the growing importance of the digital document production in commercial printing applications will also foster the market growth.

The capability of the laser printers to print on large volumes with high quality, enhanced sharpness, and color

intensity is estimated to drive the market growth. Moreover, the benefits offered by laser printers over other variants, such

as cost efficiency and the ability to print at large volumes, are also estimated to foster the market growth. However, the growing popularity of the digital media and high capital and maintenance cost of the commercial-purpose laser printers are estimated to be the major constraints in the growth of the market. The demand for the printers is reducing in certain applications, such as advertisement and directories, due to the increasing popularity of digital signages, billboards, and other digital solutions as they reduce the operating cost and increases the flexibility.

## II. REVIEW OF LITERATURE

**Vinay Prakash** The compatible toner product category of XYZ Solutions Ltd is not generating any noticeable sales or revenues. The research points out that the market is highly fragmented and the most critical factor with Compatible Toner market is its sensitivity to price. When it comes to Compatible Toners customers go for brands offering least price irrespective of quality issues. There is lack of awareness among dealers and consumers about the company's Compatible Series hence to enhance visibility and awareness, XYZ should increase its advertising campaigns (both in the print as well as the visual media) to increase its brand awareness. The number of outlets for it's products and the margins for dealers should also be increased.

This study is about the discoveries on the factors affecting customer satisfaction in after-sales service. It helps to extend the understanding on the factors that may exist and its influence towards customers' satisfaction, an important element in retaining a profitable business relationship with the customer. After-sales service which is a part of customer relationship management (CRM) helps to enhance a customer's loyalty. To date, there have been very minimum studies that were conducted by taking into consideration the after-sales service in business organizations particularly the electronic industry in Malaysia. Therefore from the data presented in this study, it can be expected that the findings can benefit both industrial and academician by giving a new source of ideas and information. There are three research objectives of the study; 1. To investigate the effects of

delivery on customer satisfaction, 2. To investigate the effects of installation on customer satisfaction and 3. To investigate the effects of warranty on customer satisfaction. Results indicated to confirm on the earlier literature that there was strong relationship between the dependent variables of customer satisfaction and three independent variables; delivery, installation, and warranty. It can be concluded that the delivery, installation and warranty aspects are important for business organizations to make their customers satisfied and delighted. The delighted customers in turn will remain loyal and always have a positive impression towards the company and its products. This is true because fast delivery is very crucial to the customers to meet their usage and production requirement. Installing a quality service and a fast response towards the warranty claim will give an indication of good quality and value product. Future research should focus on the similar study of factors affecting customer satisfaction in after-sales service in other prominent industries such as automotive, construction and other manufacturing as well as service sectors so that such constructible findings and conclusions can be generalized from study.

**Suresh V Vetri Selvi M** We are living in digital age due to Laptop is available in all the place and rapid changes of technology day by day new laptop brands exist in present scenario. So the customers' expectations are changing based on technology. It becomes very difficult to survive laptop manufacturers without satisfying of customers' needs. Laptops are very convenient for travelling, the wide range of uses for laptops and less space is enough to store. In India laptops industry have a very bright future. There are many different models available on offline and online market. This research state that looks, design, software flexibility, brand name, price and other features are very important factors, which affect the customers satisfaction level. So the laptop manufacturers should focus on these features as well as on other features which influence to satisfy the customers.

**T. Porkodi** In the present study the consumers look for products with higher specifications, the faithful laptop is starting to witness a bit of a revival in the industry. Brand new laptops were unveiled, all with competitive prices helping to increase their sales, outshining smaller tablets. With customers' demands for faster download speeds and streaming increasing, the laptops seem to fit the bill over tablets. Consumers are also beginning to look to laptops for their portability benefits, as charger wires are used less frequently thanks to longer lasting battery life. Plus, laptops have more powerful processors and technology embedded within that is similar to a personal computer. The present study attempted to explore the demographic factors that influence the decisions of the customers on purchase of the laptops, the selection and

satisfaction of the same in Tiruchirappalli. The study concludes that demographic factors such as age, income, gender and education are having significant role in the product selection. Shopper groups mainly vary in choosing a product based on their significance for patronage factors of a shop or dealer. Consumers first choose the equipment and then move in to particular aspects where they can save time, money and effort. Hence, retaining customer allegiance to a particular sale condition is posed as a major task. To conclude, the Indian consumers are more concern about service quality, convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer satisfaction. First, the dealers need to enhance product quality and store convenience to improve customer affinity. Second, they must assure quality and availability of new products to enhance customer satisfaction for a long tenure of the business trend s. This shall also be International Journal of Pure and Applied Mathematics Special Issue 1562 supported by the manufacturers of the electronic goods and accessories consistently for the specific products like laptops and the accessories for the laptops, so that it would satisfy the customers as well as increase the sales and profit

**Xiaojing Li , Jianjing Sun** The laptop industry is booming in China and the competition of this market becomes much fiercer, companies are paying more attention to customers' need, grasping customers in order to share market is the key to their survival and development. Customer satisfaction is a measure for companies' long term success. This paper aims to build a customer satisfaction measurement system in laptop industry, analyzing each factor's relative importance and performance through importance-satisfaction matrix. Finally, it gives some suggestions to major laptop players to improve their products and services.

**Pro. Ram Mohan** The dramatic technological revolution that has taken place in the last decade makes it imperative for students to emerge from their undergraduate education technologically proficient, comfortable with technology, and ready to pursue their chosen fields. Computers, like pencils and notebooks, have become an integral part of the college experience. The objective of the study is to understand the main factors influencing purchase of a laptop. The study also looked into the most widely used laptop brands among students and made an attempt to evaluate the post purchase behaviour of the respondents which helped to reach certain inference which is detailed in the interpretation and findings. The research type was descriptive in nature. The research instrument used was a questionnaire which was designed to capture the main factors influencing laptop purchase. The

respondents where 193 students randomly chosen from different B-schools.

**Mohamed Ismail Mohideen Bawa** In today's dynamic business environment, marketers must study about marketing mix for the targeted consumer expectation, perception, preferences, brand awareness and behaviour for understanding consumer satisfaction. This study attempts to identify the impact of marketing mix on customer satisfaction towards laptop industry. 100 undergraduates from South Eastern University of Sri Lanka is taken as sample size for the study. In this research, the data were collected mainly from primary data. Study concluded that majority of the respondents are females. Results of the correlation revealed that product, price, place, and promotion have relationship with satisfaction. Hypothesis result disclosed that there is relationship between marketing mix and customer satisfaction. Results of the regression exposed that values of  $R^2$  and adjusted  $R^2$  are 0.539 and 0.520 respectively. This proves that marketing mix such as product, price, place and promotion explain 50% of the variation on customer satisfaction.

**S. Madhan Kumar, V. Sathish Kumar** The project entitled "A study on consumer preference and satisfaction towards laptops with special reference to erode" is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to erode. Delivering customer satisfaction is the heart of modern marketing theory.

**Pinki Sharma**, Laptop market is a highly competitive market in the present scenario. Due to rapid changes in the field of technology day by day new laptop brands come in to existence. Also, the consumer desires and expectations are moving on. It becomes difficult to survive for laptop manufacturers if they don't move fast with growing needs of consumers. This study presents a brief overview of Indian Laptop industry. The present paper highlights the laptop usage in study from student's point of view. The research paper further makes an attempt to identify and evaluate various factors which influence purchase intent of management and engineering students. Finally present paper comes with some simple and practical suggestions to improve laptop features and that will help laptop manufacturers to develop brand management strategies and to make proper positioning of their brands.

**Dr.P.Saravanan**                      **Dr.A.Sulthan**                      **Mohideen K.M.Shibhathullah** One of the huge benefits of living in the so-called "digital age" is the amount of choice which we are

given in technology. Where as in the 1980's, had one wanted a television, there might have been three available options, now we might have 103 within our budget and the specifications we require. As much as this amount of choice is wonderful, it can also be confusing as we try to work out what is the best model of a certain instrument for our requirements. Laptops are no different and given the wide range of uses for laptops, it's little wonder that many people find themselves confused and don't know which is the best laptop for them. It makes sense then, when trying to narrow the search to start with the different types of laptop and from this point start to look at actual models.

**Dr. Srinivasa Rao Kasisomayajula** The consumers' tastes are changes rapidly. They want new models with the latest features. It is a very hard fight. The competition is on features differentiation, time to market and promotion, basically on every front. The dealer-push and brand pull, both plays a very crucial role. Hence the company concentrate on both fronts equally will have an upper hand over the others. Companies like hp, Compaq, Lenovo, Sony and LG have practices this very well and leading on the sales front. The dealers have to observe that the consumers add a lot of value after sales and service provided by the company while making a purchase decision. Today Management of Customers' relationship is assuming more and more importance and company cannot afford to ignore this. Based on the above response, hp and Compaq, provide better customer service as compared to others.

### III. RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN

It is a conceptual structure within which research should be conducted. Thus the preparation of such a design facilitates research to be as efficient as possible and will yield max information.

##### 3.1.1 RESEARCH OBJECTIVES

- To study the perception of consumers towards the popular brands of Laser Printers.
- To identify the influencing factors on individual's choice among the alternatives.
- To analyze the interest of respondents towards buying new Original Laser Toner or Refilling the Laser Toner.
- To know the reason for preferring the competitors brand (Other Brands).
- To identify the real opinion of the consumers towards Laser Toners.

### 3.1.2 SOURCES OF DATA

The task of collecting data begins after a research problem has been defined and plan is chalked out. This study pertains to collection of data from primary sources.

### 3.1.3 PRIMARY DATA

Data are collected for the first time for a specific purpose in mind using the questionnaire method. Information was collected through personal contact and telephone calls.

### 3.1.4 TYPE OF RESEARCH

Here in order to meet the research objectives, descriptive research design is used.

#### 3.1.4.1 DESCRIPTIVE RESEARCH DESIGN

A research design is an arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure.

The study is descriptive in nature i.e., descriptive research. This includes surveys and fact-finding enquiries of different kinds. The main characteristic of this method is that the researcher has no control over the variables; one can only report what has happened or what is happening. Thus, the research design in case of descriptive study is a comparative design throwing light on all the areas and must be prepared keeping the objectives of the study and the resources available. This study involves collection of data from Hardware Executives in the Companies.

#### 3.1.4.2 INSTRUMENT DESIGN

##### 3.1.4.2.1 QUESTIONNAIRE DESIGN

Designing and implementing the questionnaire is one of the most interesting and challenging tasks of conducting research and analysis. This questionnaire has revealed the importance of the above.

##### 3.1.4.2.2 QUESTIONNAIRE

This method of data collection is quiet popular particularly in case of big enquiries. This is used by Research workers, private and public organizations and even by government. In this method, a questionnaire is sent to the persons concerned with the request to answer the questions and return the questionnaire. A questionnaire consists of

number of questions printed or typed in a definite order on a form.

The researcher has used questionnaire for the following purposes

- To identify the reason for the brand preference over the competing brands and to find out the consumer perception on various attributes of the products.
- To study the interest and perception level towards the various attributes of Laser Toners.
- To know the maintenance handling system adopted by the users.
- To identify the kinds of recommendations made towards the product to others.

#### 3.1.4.3 RESEARCH PLAN

Data source	: Primary
Research Approach	: Survey method
Research Instrument	: Questionnaire
Contact method	: Direct – Personal
interview / Telephone Calls	
Sample size	: 100

### 3.2 SAMPLING DESIGN

A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

After deciding the research approach and instrument the next stage is to design a sampling plan. The selected respondents from the total population constitute what is technically called a “sample” and the selection process is called “Sampling technique”.

The sampling technique used was under non-probability convenience sampling. The targeted respondents were the Hardware Executives in the company in Thanjavur city.

### 3.3 STATISTICAL TOOLS

The Statistical Tools used for data analysis were

- Percentage Analysis
- Cross tabulation
- Weighted Average

**TABLE 4.3.2  
CROSS TABULATION BETWEEN RESPONDENTS BUYING/ REFILLING DECISION AND DURATION OF CHANGING THEIR LASER TONER. CHOICE OF NEW/REFILL & FREQUENCY OF REPLACEMENT.**

DECISION	ONCE IN 2 WEEKS	ONCE IN A MONTH	IN 2 MONTHS	IN 3 MONTHS	GRAND TOTAL	PERCENTAGE
ORIGINAL TONER	7	51	3	2	63	63%
REFILLING	21	10	6		37	37%
GRAND TOTAL	28	61	9	2	100	100%

**Interpretation:**

75% of persons who change toner once in 2 weeks use refilling, where as only 25% buy new. On the other hand, 84% of people who change the toners once a month buy new toner and only 16% go for refilling.

**TABLE 4.3.1**

**CROSS TABULATION BETWEEN RESPONDENTS BUYING/ REFILLING DECISION AND NUMBER OF PAGES PRINT IN A DAY.**

DECISION	101-200	201-300	ABOVE 300	GRAND TOTAL	PERCENT
ORIGINAL TONER	0	8	55	63	63%
REFILLING	1	3	33	37	37%
GRAND TOTAL	1	11	88	100	100%

**PAGES PRINT/DAY**

**Interpretation:**

The choice of buying Original Toner or Refilling does not appear to be influenced by the no. of pages printed per day.

**V. FINDINGS, SUGGESTION AND CONCLUSIONS**

**5.1 FINDINGS OF THE STUDY**

1. 73% of the respondents are using HP Printers.
2. 17% of the respondents are using Samsung Printers.
3. 63% of the respondents are acting as Buyers in the company.

4. 28% of the respondents acting as Influencer/Advisor in the company.
5. The respondents who are going to buy the new Original Toner constitute 63%.
6. The respondents who are going to refill their Toner constitute 37%.
7. 30% of the respondents are buying their Toner based on the Quality.
8. 32% of the respondents are buying their Toner based on the Brand Name.
9. 71% of the respondents refill/buy their Toner based on cost.
10. Major buying procedures used are Float a Tender (65%), buy from Experienced vendors (32%) and Local Retailer (3%).
11. Major factors influenced respondents while purchasing the Laser Toner are Quality (30%), Brand Name (32%), Lowest Cost (27%) and Warranty (11%).
12. 47% of the respondents have at least one Laser Toner Cartridge at their Office.
13. 88% of the respondents are printing more than 300 Pages in a day.
14. 31% of the respondents are refilling their Toner more than Three times before changing to a new one.
15. 61% of the respondents are changing their Toner once in a month.
16. 83% of the respondents are willing to buy Compatible Toners at a price range upto Rs 2500.

**5.2 SUGGESTION AND RECOMMENDATIONS**

- Most of the respondents are not aware of the total cost of ownership and cost per copy of various Toner cartridges in the market. Because of that they prefer some unfamiliar brands of Laser toners at low initial Cost. This reason mainly influences some costumers to go for refilling their Toner. So proper communication can be given to the users and proper positioning (price) can be done in order to convince the consumers to use toners instead of refilling old ones.
- The branded toners have a considerable market share and the customers are happy with the products. The consumers rank Image Quality and Price as the most important attributes of a toner. Hence the company should focus on these attributes while marketing their toner.
- As significant quantity is bought through tenders, the company can also think on providing low price models in order to cover all corporate, financial institutions, Banking Industry, Educational

Institutions, IT Industry, Medical Industry and also compete with existing players in the market.

- Efforts to be taken to popularise the product, product variants, products prices, product differentiation, service, service differentiation through appropriate publicity measures.

### 5.3 CONCLUSION

The study was conducted in Thanjavur city to understand the toner replacement market. The market volume is assessed through the number of pages printed per day and the frequency of toner replacement. It is found that 89% of the consumers replace their toners at least once in a month. It is also found that 63% of the consumers buy original toners while 37% of the consumers resort to refilling.

It is found that Brand name, Quality and Cost form the important basis in the choice of toner. Hence any new entrant in the market will have to spend considerable efforts and resources in creating a brand image in addition to the traditional factors of quality and cost.

It is found that HP is the market leader in both Printers and Toners. They have a 75% market share. In the presence of such a strong brand, any new entrant will find market penetration quite difficult. However the other side of the coin is that anyone who wants to enter the replacement market can focus on a narrow set of products to reach volumes without the need for great variety.

It is found that Image Quality and Price are the most important attributes that the customers look for in the toners. It is necessary for the manufacturer to concentrate on these factors to gain reasonable market share.

Many of the large buyers resort to tendering process to purchase their requirements. This segment of the market is a high volume- low margin market. Further the original printer manufacturers are also very strong in the toner supply market. To compete against such brands, low cost and high quality are essential.

In conclusion it can be said that the Laser Toner market is a large market where branded suppliers dominate. Any new entrant to the market can compete only in terms of low price and high quality. Since there is a single brand with a very high market share, the new entrant should concentrate on the replacement market for that single brand thus avoiding the complexities of large variety.

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