

A Study on Consumer Brand Preference Towards Parker Pen

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Abstract- *The consumer preference plays a major role in the day to day running of the market and it also improves the efficiency of the organization and helps in the growth of the economy. This study helps us in understanding the consumer preference towards Parker pen. It is extremely complicated to find consumer preference towards pen even though the present study finds how the consumer prefers Parker brand, and the factors influence the consumers before buying. The technique used to collect data is through questionnaire. The sampling method used is convenience sampling.*

I. INTRODUCTION

When a customer chooses one brand over another consistently, this is called their brand preference. In other words, they have gotten familiar with the competitors, maybe even tried a few products from different brands, and made a choice that they like this brand the best.

Brand preference goes hand in hand with brand loyalty. When faced with the decision, customers with brand preference will choose your brand every time. This kind of repeat business leads to customer loyalty and brand advocates, in turn helping you create a successful and sustainable business. Brand preference, like brand loyalty, won't build up overnight. It's developed over time and with product and brand consistency. Although there are no silver bullets to build brand preference quickly, there are some things you can do to help develop it.

The stationery industry mainly consists of a large number of materials that comprises of paper, office supplies, writing implements, greeting cards, etc. The yearly turnover of the stationery industry in India is around 4,000 crore.

The writing industry in India is worth over 2,600 crore. Pen industry is an industry that is undergoing a lot of technological changes, so many experts claim that the writing instrument industry is going to survive very well in the years to come. There are seemingly substantial technological improvements in the raw materials, ink and metal used in manufacturing writing instruments, these advancements help in creating user friendly products. This is one of the major

reasons why pen and pencil are still being used by consumers in this technological era.

STATEMENT OF THE PROBLEM:

Parker pens are usually known to produce pens that are slightly costlier than most of the brands sustaining in the market today. Due to the recent changes in the field of writing instruments there are a different varieties of Pen and Pen brands available in the market that are as efficient as a Parker pen and are more affordable as well. Most of the times consumers are in a state of dilemma as they have the luxury to choose between various brands of pen. The user of Parker pen knows its features in and out. The main purpose of the study is to trace what attributes make the consumer prefer Parker pen over various brands of pen available in the market.

OBJECTIVES OF THE STUDY:

- To study the overall perception of consumers towards different brand.
- To determine consumer preference in respect of Parker pen.
- To study the consciousness of brand by consumers while purchasing a Parker pen.
- To determine why consumers prefer this particular brand.
- To study the important features to be considered while purchasing a Parker pen

RESEARCH METHODOLOGY:

Area of study: The research was carried out in Coimbatore city.

Period of study: The study was carried out for three months.

Collection of data: The data collected for "A Study on consumer brand preference towards parker pen" is Primary data. The data collection process is done through Google forms.

Sample size and design: A sample size is a definite plan for obtaining sample from a definite population. It refers to the

technique or the procedure the researcher would adopt in selecting items for the sample. Sample design also leads to a procedure to tell the number of items to be included in the sample i.e size of the sample.

- In this study, 52 representatives were selected as the size of the sample.
- The sampling technique used is Convenient sampling.

Tools for analysis: The analytical method used in this study is simple percentage method.

II. REVIEW OF LITERATURE

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.

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.

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.

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.

III. ANALYSIS AND INTERPRETATION

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. According to Shamoo and Resnik (2003) various analytic procedures “provide a way

of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”..

Interpretation of data refers to the task of drawing inferences from the collected facts after an analytical and/or experimental study. In fact, it is a search for broader meaning of research findings. The task of interpretation has two major aspects viz.,

1. the effort to establish continuity in research through linking the results of a given study with those of another, and
2. the establishment of some explanatory concepts.

SIMPLE PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Formula

$$\text{Percentage} = \frac{\text{Number of response}}{\text{Total no.of Respondents}} \times 100$$

TABLE 1

Table to show consumers most preferred brand

Sno.	brand	No of respondents	Percentage
1	Parker	25	48.1
2	Cello	12	23.1
3	Reynolds	11	21.2
4	Flair	4	7.7
Total		52	100

The above table shows the brand preferred the most by the consumers.48.1% of the respondents prefer Parker brand, 23.1% of the respondents prefer Cello brand, 21.2% of the respondents prefer Reynolds brand, 7.7% of the respondents prefer Flair brand. Based on the above table most of the respondents prefer Parker pen.

TABLE 2

Table showing the awareness level of Parker brand among respondents

Sno	Levels of awareness	No of respondents	Percent age
1	High	19	36.5
2	Medium	21	40.4
3	Low	12	23.1
Total		52	100

The above table shows the awareness level of Parker pen among the respondents, 36.5% of the respondents are highly aware of Parker pen, 40.4% of the respondents have a medium level of awareness about Parker brand, 23.1% of the respondents have very low awareness about Parker brand.

TABLE 3

Table showing the respondent's frequency in buying Parker Pen

Sno	Frequency of buying	No of respondents	Percent age
1	Very often	6	11.5
2	Often	16	30.8
3	Seldom	25	48.1
4	Never	5	9.6
Total		52	100

The above table shows the respondents frequency in buying Parker pen, only 11.5% of the respondents prefer to buy Parker pen very often, 30.8% of the respondents prefer to buy Parker pen often, 9.6% of respondents never prefer to buy Parker pen, 48.1% of the respondents very rarely prefer buying Parker pen.

TABLE 4

Table showing the respondents preference towards Sub brands of Parker

Sno	Sub brands of Parker pen	No of respondents	Percent age
1	Parker jotter	17	32.7
2	Parker reflex	15	28.8
3	Parker vector	16	30.8
4	Parker beta	4	7.7
Total		52	100

The above table shows the respondents preference towards the sub brand of Parker pen. 32.7% of the respondents prefer Parker jotter, 28.8% of the respondents prefer Parker reflex, 30.8% of the respondents prefer Parker vector, 7.7% of the respondents prefer Parker beta.

TABLE 5

Table showing the kind of Parker pen the respondents prefer

Sno	Preferred kind	No of respondents	Percentage
1	Fountain pen	18	34.6
2	Roller pen	10	19.2
3	Ball point	24	46.2
Total		52	100

The above table shows the respondent's preferred kind of Parker pen. 46.2% of the respondents prefer ball point pen, 34.6% of the respondents prefer Fountain pen, only 19.2% of the respondents prefer Roller pen.

TABLE 6

Table showing the time period the respondents have been using Parker pen.

Sno	Time period	No of respondents	Percent age
1	Below 3 months	7	13.5
2	3-6 months	8	15.4
3	6-12 months	8	15.4
4	Above 1 year	24	46.2
5	Never	5	9.6
Total		52	100

The above table shows the time period for which the respondents have been using Parker pen. 46.2% (majority) of the respondents have been using Parker pen for more than 1 year, 15.4% of the respondents have been using Parker pen for 3-6 months, 15.4% of the respondents have been using Parker pen for 6-12 months, 13.5% of the respondents have been using Parker pen below 3 months, 9.6% of the respondents have never used Parker pen.

TABLE 7

Table showing medium of awareness of Parker pen for respondents

Sno	Medium	No of respondents	Percent age
1	Newspaper	5	9.8
2	Television	13	25.5
3	In shop posters	27	52.9
4	Magazines	6	11.8
Total		52	100

The above table shows the medium of awareness of Parker pen, 52.9% of the respondents know about this brand through in shop posters. 25.5% of respondents know about this brand through Television, 11.8% of the respondents know about this brand through Magazines, 9.8% of the respondents know about this brand through Newspaper

TABLE 8

Table showing the reason why respondents prefer Parker pen

Sno	Options	No of respondents	Percentage
1	Quality	32	61.5
2	Price	9	17.3
3	Variety of product	10	19.2
4	Packaging	1	1.9
Total		52	100

The above table shows the various reasons for the respondents to prefer Parker pen, 61.5% (of the respondents prefer Parker pen due to its quality, 17.3% of the respondents prefer Parker pen due to its price, 19.2% of the respondents prefer Parker pen owing to variety of products they offer, only 1.9% of the respondents prefer Parker pen for their packaging.

TABLE 9

Table showing the respondents perception regarding the price of Parker pen

Sno	Options	No of respondents	Percentage
1	Costly	20	38.5
2	Value for the money	30	57.7
3	Cheap	2	3.8
Total		52	100

The above table shows the respondents perception regarding the price of Parker pen, 57.7% of the respondents think that the price of the Parker pen is value for the money, 38.5% of the respondents think that the price of the Parker pen is costly, 3.8% of the respondents think that the price of the Parker pen is cheap

TABLE 10

Table showing the satisfaction level of respondents towards the Packaging of Parker pen

Sno	Options	No of respondents	Percentage
1	Highly satisfied	16	30.8
2	Satisfied	35	67.3
3	Highly dissatisfied	1	1.9
Total		52	100

The above table shows the satisfaction level of respondents towards the packaging of Parker pen, 67.3% of the respondents were satisfied with their packaging, 30.8% of the respondents were highly satisfied with their packaging, only 1.9% of the respondents were highly dissatisfied with their packaging.

TABLE 11

Table showing the various factors considered by respondents before purchasing a Parker pen

Sno	Factors	No of respondents	Percentage
1	Performance	18	34.6
2	Design	9	17.3
3	Brand name	12	23.1
4	Price	7	13.5
5	Color	6	11.5
		52	100

The above table shows the various factors considered by the respondents before purchasing a Parker pen, 34.6% of the respondents consider performance before buying a Parker pen, 17.3% of the respondents are specific about design before buying a Parker pen, 23.1% of the respondents consider buying Parker pen because of its Brand name, 13.5% of the respondents consider pricing before buying a Parker pen, 11.5% of the respondents are specific about color before purchasing a Parker pen

TABLE 12

Table showing the respondents perception towards various attributes of Parker pen

Sno	Attributes	Options	No of respondents	Percentage
1	Performance	Highly satisfied	21	40.4
		Satisfied	25	48.1
			6	11.5
		Neutral		
2	Design	Highly satisfied	11	21.2
		Satisfied	31	59.6
			10	19.2
		Neutral		
3	Brand name	Highly satisfied	16	30.8
		Satisfied	27	51.9
			9	17.3
		Neutral		
4	Colour	Highly satisfied	9	17.3
			22	42.3
		Satisfied	17	32.7
			4	7.7
		Dissatisfied		

The above table shows the respondents perception towards various attributes of a Parker pen, 48.1% of the respondents are satisfied with the performance of the Parker pen, 59.6% of the respondents are satisfied with the design of the Parker pen, 51.9% of the respondents are satisfied with the brand name of the Parker pen, 42.3% of the respondents are satisfied with the color of Parker pen, only 7.7% of the respondents are dissatisfied with the color of Parker pen.

IV. SUMMARY AND FINDINGS

- 48% of the respondents prefer Parker pen over various brands.
- 33% of the respondents prefer Parker jotter over any other sub brand of Parker.
- 48% of the respondents prefer buying parker pen very rarely.
- 46% of the respondents ball point Parker pen over roller ball or ink pen.
- 46% of the respondents have been using Parker pen for more than 1 year.
- 52% of the respondents are aware of Parker brand through in shop posters/banners.
- 61% of the respondents prefer Parker pen due to the quality the brand provides.
- 34% of the respondents consider performance of the Parker pen over many attributes.

V. CONCLUSION

The present study was conducted to know the consumer brand preference towards parker pen. In this study it was observed that most of the consumers prefer this brand owing to the quality the brand provides. It is also observed through the study that majority of the consumers prefer ball point parker pen. Majority of the consumers consider performance of the Parker pen before buying it, so it is observed that the performance of a Parker pen affects the buying behavior of the consumers. It is also observed that a small number of respondents are not satisfied with the coloring choices in Parker pen, which may affect consumers buying behavior to a certain extent. It is also found that most of the consumers are aware of Parker brand through in shop posters,

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