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Customer Perception towards Canon Printer

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ABSTRACT:

In this study on Customer perception towards Canon printers. It is different from other normal studies because it identifies new features for Canon printers. The present study is an effort to identify the customer perception towards Canon printers. The present study has been conducted in Coimbatore city. It additionally expresses the satisfaction level among customers. The review explores the issue faced by the Customers. For this study, I have adopted the Percentage analysis, Chi-square test and Pie Chart statistical tools were used.

Keywords: Canon printer, Printer, Canon, printing, Canon printer PIXMA, Inkjet printer, Printout, Xerox, Copiers.

INTRODUCTION:

In computing, a printer is a machine that makes a representation of graphics or text, usually on paper. While most output is human-readable, barcode printers are an example of expanded use for printers. Different types of printers include 3D, inkjet, laser, and thermal printers.

The first computer printer was designed mechanically driven by Charles Babbage for his different engines in the 19th century; however, his mechanical printer design was not built until 2000. The first commercial printers generally used mechanisms from typewriters and Teletype machines. The demand for higher speed led to the development of new systems specifically for computer use. In the 1980s there were daisy wheel systems similar to typewriters, line printers that produced similar output but at much higher speed, and dot-matrix systems that could mix text and graphics but produced relatively low-quality output. The plotter was used for those requiring high-quality line art like blueprints.

Canon Inc. is a Japanese multinational corporation headquartered in Tokyo, Japan, specializing in optical, imaging, and industrial products such as lenses, cameras, medical equipment, scanners, printers, and semiconductor manufacturing equipment.

For many years, Canon was the principal maker of the print engines found in industry-standard laser printers. The Apple LaserWriter's first models and HP's equivalent products used the Canon LBP-CX engine. The next models (LaserWriter II series, LaserJet II series) used the Canon LBP-SX engine. Later models used the Canon LBP-LX, LBP-EX, LBP-PX engines and many other Canon print engines. Following Canon's acquisition of the Dutch digital printing manufacturer Océ in 2010, Canon continued to develop and manufacture printing systems, initially under the Océ brand name. On 1.1.2020 the company Océ was officially renamed Canon Production Printing.

STATEMENT OF PROBLEM:

In modern business, it is very important to get satisfaction from the consumers, which increases the volume of profit. So, only when the consumers are satisfied with a particular product or service, they will consume it again in a particular service. Without any satisfaction of a particular service. We can say that consumers will not go for that service. Hence the research has taken the problem that the consumers are satisfied or dissatisfied with the sales, service and supply of the printers and other accessories for their continuous usage. The suppliers have been considering customers of different types and extending their full-fledged services. This type of product is admired by the customer and gets satisfied the printers.

This study is fully focused on consumer preference towards printers in Coimbatore city. The importance of this study is to determine the customer's values based on the suppliers' services of the printers and other accessories.

OBJECTIVES OF THE STUDY:

- To find the satisfaction of the consumer towards selecting a printer and other accessories.

- To study the factors influencing the consumer to buy a printer.
- To study the level of satisfaction towards the printer.
- To find the problems faced by the customers.

SCOPE OF STUDY:

Due to the development of science and technology, many new brands are introduced with new technology in the modern business world. This study can be viewed from a qualitative as well as quantitative nature since it tries to know the opinions, views and suggestions of consumer buying behaviour and the preference for buying printers. This study is an attempt to study consumer buying behaviour and preferences towards Canon printers in the market.

RESEARCH METHODOLOGY:

Various statistical tools are used to analyse data. The following tools are used for representing and analysing data.

Descriptive research is used in this study to identify the customer preference towards printers determining customer's level of satisfaction. The method used was a questionnaire.

Questionnaire design:

There were 20 questions in the survey obtaining data for one variable. Participants approached the questionnaire, hypothesis, and statistical tools were used for the data analysis and interpretation.

Statistical tools used in the study

Data collected through the questionnaire was prepared in the master table. To analyse and interpret the data.

- Percentage Analysis
- Chi-square Test

Sample population

The population for the study consists of the population in certain regions of Coimbatore City.

Sample size

It comprises 100 respondents from Coimbatore City spread across various socio-demographic profiles.

COLLECTION OF DATA:

Primary data:

The primary data was collected by a market survey in Coimbatore. A questionnaire was prepared and administered by taking a sample of 100 consumers, containing different consumer categories like students, businessmen and employees.

Secondary data:

The secondary data comprises various Books, Journals, Periodicals and other published magazines included in the study. Data was also collected from the company's records and the websites "www.canon.co.in"

Sampling

Random sampling:

This type of sampling is also known as chance sampling or probability sampling. Where every item in the population has an equal chance of inclusion in this sample and each one of the possible samples, in the case of a finite universe, has the same probability of being selected.

LIMITATIONS OF THE STUDY:

- The scope of the study is limited to the respondents selected from in and around a limited area of Coimbatore.
- Measurement of Market Survey analysis is a complex subject, which uses a non-objective, unreliable method.
- Because of the limitation of time and other resources involved in research, the present study was restricted to a limited number of samples.
- The survey was conducted among 100 respondents.

- The accuracy of the study is purely based on the information.
- The respondent's views and opinions may change in future circumstances.

REVIEW OF LITERATURE:

Tao, Y.M., Tang, H., Yang, X. and Chen, X.H., (2023). Reported that Canon printers printed impressions in pure colour and high-quality printing mode are very similar to hand-stamped impressions in terms of their microscopic characteristics. These similarities may lead to incorrect conclusions via traditional identification methods. Proposed a method for identifying counterfeit stamp impressions via texture features and image quality parameters extracted from impressions

Chen, Xiao-hong, et al. (2021). These authors propose a novel method for detecting the source of printed documents using a few printed letters. A dataset containing data about various inkjet printers, including 27 models of inkjets from HP, Canon, and Epson, and their printed documents were gathered. The specifications of the various brands and models of inkjets are summarised, and the characteristics of the microscopic appearance of the printheads are presented.

Yamson et al (2018) asserted that the proliferation of electronic resources which had affected and changed the way students and researchers utilize print resources of Canon and traditional libraries, there is a start of another flood of writing on the perception and preferences of prints and electronic resources.

ANALYSIS AND INTERPRETATION:

AGE OF THE RESPONDENTS

AGE	NUMBEROF RESPONDENTS	PERCENTAGE
21-30	64	64
31-40	17	17
41-50	12	12
ABOVE 50	7	7
TOTAL	100	100

Interpretation:

The above table indicates that 64% of the respondents are aged between 21-30, 17% are aged between 31-40, 12% are aged between 41-50 and 7% are aged 50 and above. The majority of 64% of the respondents are aged between 21-30.

PREFERENCE TOWARDS CANON PRINTER

CUSTOMER PREFERENCE	NUMBEROF RESPONDENTS	PERCENTAGE
PRICE	24	24
QUALITY	48	48
CONFIGURATION	17	17
OTHERS	11	11
TOTAL	100	100

Interpretation:

The above table indicates that 24% of the respondents preference towards the Canon printer is price, 48% of the respondents preference towards the Canon printer is quality, 17% of the respondents preference towards the Canon printer configuration and 11% of the respondents preference towards the Canon printer is other reasons. The majority of 48% of the respondents preference towards Canon printer is quality.

TYPE OF PRINTER USED

TYPE OF PRINTER	NUMBEROF RESPONDENTS	PERCENTAGE
INKJET	62	62
LASER	14	14
MULTIFUNCTION	24	24
TOTAL	100	100

Interpretation:

The above table indicates that 62% of the respondents used an inkjet printer, 14% used a laser printer, and 24% used a multifunction printer. The majority of 62% of the respondents used an inkjet printer.

THE PURPOSE OF USING A CANON PRINTER

PURPOSE	NUMBEROF RESPONDENTS	PERCENTAGE
HOME	45	45
BUSINESS	30	30
OFFICE	17	17
OTHERS	8	8
TOTAL	100	100

Interpretation:

The above table indicates that 45% of the respondent purpose of using a Canon printer for home, 30% of the respondents purpose of using a Canon printer for business, 17% of the respondents purpose of using a Canon printer for an office and 8% of the respondents purpose of using a Canon printer for other purposes. The majority of \$5% of the respondents purpose of using a Canon printer for home.

CHI-SQUARE TEST

The chi-square test is the non-parametric test of significant differences between the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as the chi-square test) is one of the simplest and most widely used non-parameter tests in statistical work. The symbol is the Greek letter, Chi. The test was first used by Karl Person in 1900.

THE COMPARATIVE RELATIONSHIP BETWEEN THE MONTHLY INCOME AND COST OF AMOUNT SPENT FOR BUYING A CANON PRINTER

HOW MUCH AMOUNT SPEND FOR BUYING A CANON PRINTER					
Monthly income	5,000-10,000	10,001-15,000	15001-20,000	ABOVE 20,000	TOTAL
BELOW 20,000	9	7	1	0	17
21,000-30,000	19	8	2	0	29
31,000-40,000	12	9	4	0	25
ABOVE 40,000	8	10	3	8	29
TOTAL	48	34	10	8	100

CHI SQUARE VALUE (X^2) = (Observed value – Expected value)² / Expected value. Calculated Value of $X = 0.402495552$.

Degree of freedom = (Row - 1) * (Column - 1)

= (4-1) * (4-1)

Degree of Freedom = 9 Significance Level = 0.05 Table value = 16.919 **Hypothesis:**

H0 There is no significant relationship between monthly income and the amount spent on buying the Canon printer.

H1 a significant relationship exists between monthly income and the amount spent on buying the Canon printer.

Interpretation:

In the above comparative analysis, the calculated value (0.402495552) is less than the table value 16.919 at a 0.05 level of significance. Hence Null hypothesis is accepted. Thus, a significant relationship exists between monthly income and the amount spent on buying the Canon printer.

FINDINGS, SUGGESTIONS & CONCLUSION**Findings:**

1. Majority of 64% of respondents are male.
2. Majority of 64% of respondents are from the age 21-30.
3. Majority of 68% of respondents are undergraduate
4. Majority of 53% of respondents are students.
5. Majority of 30% of respondents monthly income is 21,000-30,000.

6. Majority of 62% of the respondents are unmarried.
7. Majority of 70% of respondents buy on a cash basis.
8. Majority of 32% of respondents suggested advertisements.
9. Majority of 48% of respondents prefer quality.
10. Majority of 45% of respondents use it for home purposes.
11. Majority of 62% of respondents use Inkjet printers.
12. Majority of 48% of respondents spend 5,000-10,000 for buying a Canon printer.
13. Majority of 34% of respondents are aware by self and spouse.
14. Majority of 31% of respondents are using Canon printers for 1 year.
15. Majority of 43% of respondents prefer Canon printers for quality.
16. Majority of 53% of respondents print 1-25 pages daily.
17. Majority of 42% of respondents are satisfied with the level of Canon printers.
18. Majority of 92% of respondents received a warranty for the printer.
19. Majority of 36% of respondents are impressed with the sale promotional activity.
20. Majority of 89% of respondents will recommend Canon printers to others.
21. Majority of 81% of respondents are satisfied with the service provided by Canon.
22. Majority of 32% of respondents faced the problem of printing too slowly.

Suggestions:

- Many of the respondents prefer Canon printers because of the quality and price.
- Most of the respondents feel the Canon printer is good and convenient to use compared to other printers.
- Companies should always try to improve service as well as quality.
- The company should concentrate on more advertising because most of the customers are not aware of Canon printers.
- We can advertise in many ways like banner advertising, web advertising, outdoor housing advertising etc.

Conclusions:

According to the findings, we can say that this survey is very much helpful to know the customer's perception towards Canon printers, according to my survey most customers are moving now from hp to Canon but they are facing some problems with Inkjet printers like printing too slowly. The company should concentrate on product quality. The company should concentrate on the warranty also because the customers are facing warranties not provided to them properly. Canon has a good brand image in Cameras but lots of customers are not aware of the printer.

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