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**International Journal of Intellectual Advancements  
and Research in Engineering Computations**

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**A study on analysis of market share of sharp photocopier with special  
reference to Tirupur District**

**K. Rajeshkumar<sup>1</sup>, J. Tamilarasu<sup>2</sup>**

<sup>1</sup>II-MBA, Nandha Engineering College, Perundurai, Erode

<sup>2</sup>Assistant Professor, MBA, Nandha Engineering College, Perundurai, Erode

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**ABSTRACT**

The article is aimed to discuss and analyze market share of sharp photocopier and its core competencies. The research study will focus on the historical background and the era of success and downfall of the organization. In addition, several management models are also applied in this article in order to examine the comparative advantage of the organization and its strategies to sustain the competitive market. The strategic problem faced by organization and its consequences are discussed and in order to manage those issues and problems.

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**INTRODUCTION**

Rising economy is showing growth opportunity for the photocopier machine market. During these countries, the per capital consumption of machine stands significantly less when compared to the global standard. The contribution of copier machine is significantly high in the overall machine utilization. Application of photocopier machine in education is one of the key drivers, since the number of students is escalating, the demand for copying and writing machine is accelerating. Apart from this, government offices make use of photocopier machine to archive most of their data; this is expected to fuel the demand for photocopier machine. Consumption of copier machine is relatively lesser in African countries, which is anticipated to rise during the forecast period, due to the increasing literacy rates. Latin American and Middle Eastern countries are also predictable to represent attractive opportunities for the development of photocopier machine market [1-3].

**STATEMENT OF THE PROBLEM**

Competition is very high in today's market place. Every organization therefore determined to differentiate their brands and marketing strategy, service offering compared to their competitors. In effect everybody is trying to have unique features in their brands and market them. If organization wants to succeed in the place they need to assess their brands honestly else similar me too brands are out there in the market. Which can destroy entire marketing efforts? Brands suffering from symmetry syndrome will find it difficult to survive in the market after some time. If the brand is not able to distinguish itself in the marketplace than the marketing communication strategy is probability not effective. This needs to be investigated. Considering that in mind, the research is focused on developing a brand differentiation measurement model and analysis of market share.

## OBJECTIVES OF THE STUDY

1. To identify the demographic profile of respondents.
2. To identify the problem faced by the respondents over sharp photocopier.

## SCOPE OF STUDY

The study is done in these areas which are broadly referred to sales analysis aspect of market potential/demand projection, purpose of market characteristics, market share estimation, studies of selling trends, etc. Marketing research studies are also conducted with a view to evaluate the value of present distribution system. Such studies are used in establish or revise sales territories. They are also supportive in organization of sales quota, design of territory boundary, recompense to sales force, physical distribution, cost analysis, etc. It is also done to evaluate the effectiveness of special promotional activities [4-7].

## LIMITATION OF THE PROBLEM

1. Some of the respondents be not ready to reply the question
2. There was a time constraint while conducting the report
3. It might be possible that answer given by the respondents are full of biasness

## LITREATURE REVIEW

According to Yang and Haung (2008), thousands of people across the world are concerned in the operation of photocopiers either in commercial photocopier units or offices. Working with photocopiers has been shown to be associated with an increased prevalence of sick building pattern symptom for some time. Consequently, the effects of photocopier emissions on human health have received significant attention in recent days.

According to Destailats et al. (2008) emissions of VOCs from printers and photocopiers are generally higher than from computers, particularly styrene, toluene, xylene and other alkyl benzenes. Lee et al. (2006) found that the concentrations of

benzene, toluene, ethyl benzene, xylenes (BTEXS) and styrene were well below the occupational exposure threshold guidelines. However, under conditions of inadequate ventilation, it is feasible that individuals working in the photocopy center may be exposed to high levels.

Yang and Haung (2008) declared that working exposure to pollutant emitted from photocopiers was not considerably associated with an excess of chronic respiratory symptoms and sharp irrelative symptoms in photocopy workers. They were of the view, that the current publicity levels in photocopy centers may be sufficiently safe in well-controlled work environments, particularly if the photocopier is handled carefully.

## RESEARCH METHODOLOGY

### Research design

A Master plan that specifies the method and measures for collecting and analyzing needed information.

A research design is a structure or blueprint for conduct the marketing research project

### Type of research

Descriptive research has been used in this report. It is a fact-finding with adequate interpretation. It is used to describe characteristics of a population being studied. It does not reply questions about how/when/why the individuality occurred. Rather it addresses the "what" question.

### Sample design

Sampling is the process of selecting a adequate number of elements from the residents. A Sample Design is a definite plan for obtaining a sample from the frame. It refers to the method or procedure the researcher would accept in selecting some sampling units from which inference about the population is strained.

### Probability sampling

Probability Sampling is a sampling technique in which sample from a larger population are chosen using a method based on the theory of probability. For a participant to be considered as a probability sample, he/she must be selected using a random selection.

### Simple random sampling

Simple random sampling is a sampling technique where every item in the population has an even chance and likelihood of being selected in the sample. Here the selection of items completely depends on chance or by probability and therefore this sampling technique is also sometimes known as a method of chances.

### Size of the sample

The Sample size is 100.

## DATA COLLECTION METHOD

### Primary data

These are data which are used for the first time directly by the investigator for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire

### Secondary data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites

## STATISTICAL TOOLS USED

### Simple percentage analysis

To analyze and interpret collected data the following simple percentage and ranking were used.

### Simple percentage formula

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

### Henry Garrett ranking

Garrett's ranking method to find out the most of significant factor which influences the respondent; Henry Garrett's ranking method was used. As per this technique, respondents have been asked to allocate the rank for all factors and the outcomes of such ranking have been transformed into score value with the help of the following formula: Percent position =  $100 (R_{ij} - 0.5) / N_j$  Where  $R_{ij}$  = Rank given for the  $i^{\text{th}}$  variable by respondents.  $N_j$  = Number of variables ranked by respondents.

## DATA ANALYSIS

The respondents participate in the research are from expand background with gender, age, occupation, brand and daily volume.

**Table No.1 Demographic profile of the sharp photocopier respondents**

Details of the respondents		No. of Respondents	Percentage
Age	Below 20 Years	4	5
	20 - 30 Years	48	58
	Above 30 Years	30	37
	Total	82	100
Gender	Male	56	68
	Female	26	32
	Total	82	100
Marital Status	Married	55	67
	Unmarried	27	33
	Total	82	100
Educational Qualification	SSLC	9	11
	HSC	10	12
	UG	38	46
	PG	25	31
	Total	82	100

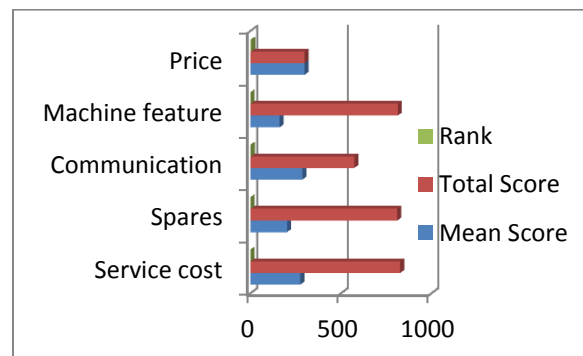
## INTERPRETATION

From this study is evident that age group of the 40% of the respondents fall under the above category of above 40years, 65% of the respondents fall under the gender group of male, 35% of the

respondents using canon, the occupation of 35% of the respondents fall under the category of business, the average daily volume of 34% of respondents falls under the category of 100-200.

**Table No.2: Rank the problem faced by sharp photocopier in market place**

S. No	Problems	Mean Score	Total Score	Rank
1	Service cost	276	828	1
2	Spares	203	812	3
3	Communication	287	574	4
4	Machine feature	163	815	2
5	Price	301	301	5



**Chart No.1 Rank of the problem faced by sharp photocopier in market place**

## FINDINGS

- 58% of the respondents fall under the age group of 20-30Years
- 68% of the respondents fall under the Gender group of Male
- 67% of the respondents are married
- 46% of the respondents complete their educational qualification with UG
- “Service cost” is ranked as No. 1 problem with the total score of 828
- “Machine feature” is ranked as No. 2 problem with the total score of 815
- “Spares” is ranked as No. 3 problem with the total score of 812
- “Communication” is ranked as No. 4 problem with the total score of 574
- “Price” is ranked as No. 5 problem with the total score of 301

## SUGGESTION

- The organisation may reduce the service cost to attract more customers.

- Introducing new machines with more features helps to gain more customers.
- Organisation takes initiatives to avail spare parts to the customers with in their nearest area.

## CONCLUSION

Photocopier business has a very high growth potential in market. Post liberalization, the industry; organization has been growing at a rapid pace in conditions of its asset under management. The study aimed at finding out the market shares of sharp photocopier machine. It was found that mostly organization prefer the sharp photocopier machine. Because the machine features, price facility of MFD, power saving print quality better than other photocopier machine. On the behalf of this study the market of photocopier machine in India is brilliant. The project analysis of the Tirupur (Tamil Nadu)market is shown very clear picture that today sharp photocopier satisfied to his customer and better market creditability in comparison to other company.

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