Volume : 1 | Issue : 7 | Dec 2012 • ISSN No 2277 - 8160

Research Paper | Management

Customer Experience on Digital Photocopier with the Xerox Shop Owners in Chennai City: an Empirical Study

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ABSTRACT

Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. The main aim of the study is to understand the "customer experience" in using and maintaining the digital photocopier. The study focused on various factors like (1) factors enable to be a customer of particular brand (2) promotional activities (3) after sales service (4) satisfaction level. The number of samples collected by the researcher is 97 customers, who were using for commercial purpose. The study was conducted in Chennai city. A structured questionnaire was used to collect data from Xerox shops, Telecom shops, and Stationery stores in Chennai. The study concluded that Most of the shop owners feel that their expectations related promotional activities are not matching with the company offers. The owner's who use the product for long years can able to explain about the product clearly and also it relates with their satisfaction level.

KEYWORDS: Customer experience, Digital photocopier, Xerox shops, telecom shops, stationery stores

1. (a) INTRODUCTION:

Customer experience is one of the great frontiers for innovation. Al though the concept was first invented by Joe Pine and Jim Gilmore in their 1998 Harvard Business Review article, most companies have been slow to grasp it.

A customer experience is an interaction between an organization and a customer as perceived through a customer's conscious and subcon scious mind. It is a blend of an organization's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.

Customer experience begins with a difficult faith; it starts with a com mitment to deliver the result for each customer which is also a concern of the customers. Customer experience encompasses every aspect of a company's offering—the quality of customer care, of course, but also advertising, packaging, product and service features, ease of use, and reliability. Today's consumers have made it clear that they expect a personalized Customer Experience. They want this personalized ex perience across every element of the media mix. And, they want these experiences to be driven by their product, channel and frequency pref erences.

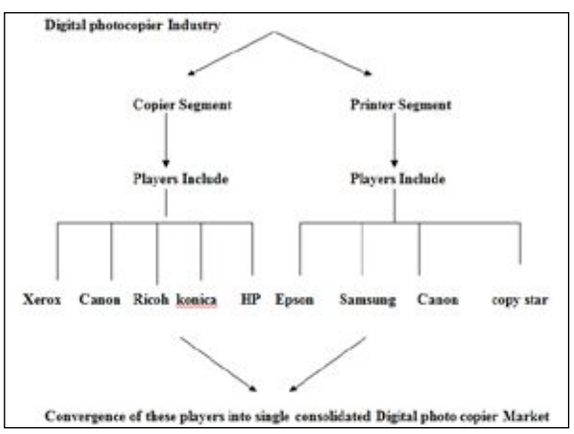
Customer Experience Management in Modern Marketing is a dynamic approach to the co-creation of value through the relationship. The most powerful force for future business success is not the product, the service or the technology—it's the customer. It is important to note that 'customer experience is the new black,' and everyone is jumping on the bandwagon," adds Bingham. "To be successful, organizations around the world must raise the notion of customer-centricity to a val ued corporate discipline that results in dramatic sustainable growth."

"Products and services are becoming commodities, easily duplicated by competitors," he says. "The only sustainable competitive advantage left is the company's ability to intimately understand customer needs, wants, and desires and better fulfill these than any other competitor."

(b) DIGITAL PHOTCOPIER INDUSTRY

This industry is categorized into two different segments; one is Copier Segment and then the Printer Segment.

This is the general classification on how the players where categorized before the introduction of Multifunction Device, Now after the intro duction of multifunction devices, we have seen the convergence of the Industry into one and both the players from these compete with each other to capture the market share of the documentation solution.



Indian Market:

Indian Market in the recent years, have turned to be a very competi tive one. Since after the opening up of the economy, and right now the market is booming with many players.

The major players in the Indian Market are

- Xerox
- **Canon**
- **Sharp**
- **Ricoh**
- **Toshiba (HCL is the distributor of Toshiba in India)**
- **HP**

There are many other small players but the major portion of the market share is distributed between these top players. This is how the market share stands as for the Indian Corporate Market stands

2. BRIEF REVIEW OF LITERATURE:

(Hokanson1995),The author said these factors include friendly employ ees, courteous employees, knowledgeable employees, helpful employ ees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service.

(Anton. J 1996), To be successful, organizations must look into the needs and wants of their customers. That is the reason why many re-

searchers and academicians have continuously emphasized on the importance of customer satisfaction, loyalty and retention.

(John Wiley & Sons 1997), Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. In the context of relationship marketing, customer satisfaction is often viewed as a central determinant of customer retention. The few empirical investigations that a direct relationship between these constructs is weak or even nonexistent.

(McIlroy and Barnett 2000), The author said that loyalty cannot be taken for granted. They said that it will continue only as long as the customers feel they are receiving better value than they would obtain from another supplier.

(Zineldin 2000), said that retention can be defined as "a commitment to continue to do business or exchange with a particular company on an ongoing basis". (Hoyer and MacInnis, 2001 Consumer Behavior 2nd ed., Boston, Houghton Mifflin Company) Customer expectations are pretrial beliefs about a product (Olson and Dover 1979) that serve as standards or reference points against which product performance is judged.

The essence of CEM is treating customers as individuals. He quotes Stanley Marcus, former president and chairman of the board at Neiman-Marcus: "Consumers are statistics. Customers are people."

-Bruce Temkin, Vice President & Principal Analyst at Forrester Research

3. RESEARCH OBJECTIVES:

The main aim of the study is to understand the "customer experience" in using and maintaining the digital photocopier. The study focused on various factors like (1) factors enable to be a customer of particular brand (2) promotional activities (3) after sales service (4) satisfaction level.

4. RESEARCH METHODOLOGY:

Samples

The number of samples collected by the researcher is 97 customers, who were using for commercial purpose. The study was conducted in Chennai city.

Measures

The questionnaire is prepared in a well-structured and non-disguised form. The questionnaire was collected from Xerox shops, Telecom shops, Ice cream parlors, Stationery stores in Chennai city. The study covered the areas like Nungambakkam, Kodambakkam, Teynampet, Egmore, Ekkaduthangal, Nandanam, Mount road, Anna nagar, T.nagar, Purasaiwalam high road.

5. RESEARCH HYPOTHESIS

Hypothesis 1:- There is no association of perception about the product quality with the customer experience in usage of the photocopier.

Hypothesis 2:- There is no association between the levels of satisfaction with the years of using digital photocopier.

Hypothesis 3:- There is no significant relationship between period and perception on after sales service.

Hypothesis 4:- There is no significant relationship between shop owner's expectations with the promotional activities done by the company.

6. DATA ANALYSIS:

6(a) CHARTS

CHART 6(a).1 EXPERIENCE OF CUSTOMER

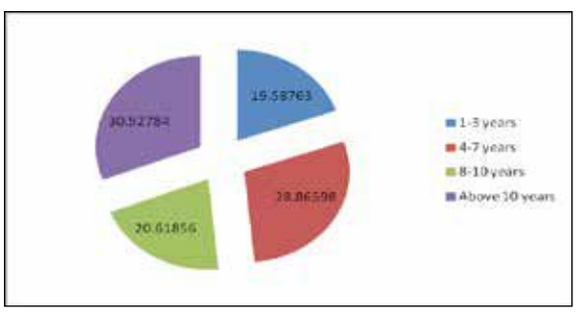


CHART 6(a).2 FACTOR ENABLES THEM TO BE CUSTOMER

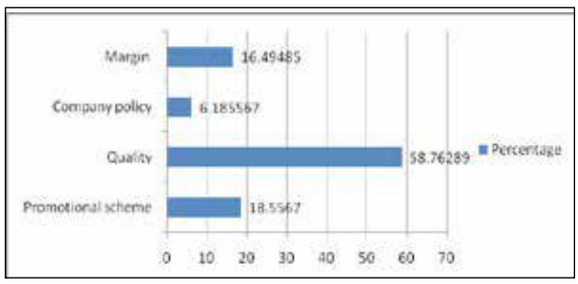


CHART 6(a).3 PROMOTIONAL ACTIVITY PREFERRED BY CUSTOMERS



CHART 6(a).4 EXPECTATION OF CREDIT PAYMENT BY CUSTOMER

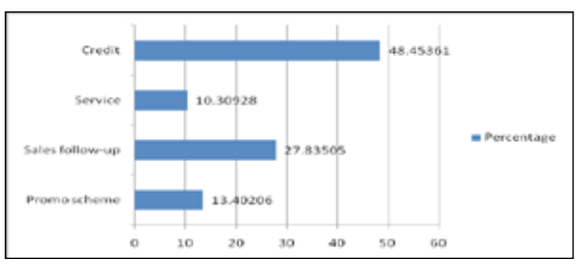


CHART 6(a).5 QUALITY OF PRODUCT

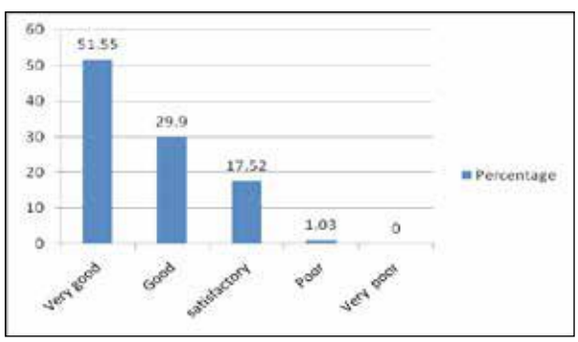


CHART 6(a).6 LEVEL OF PROMOTIONAL ACTIVITY

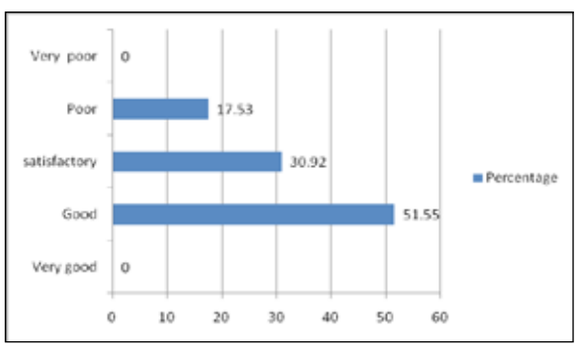
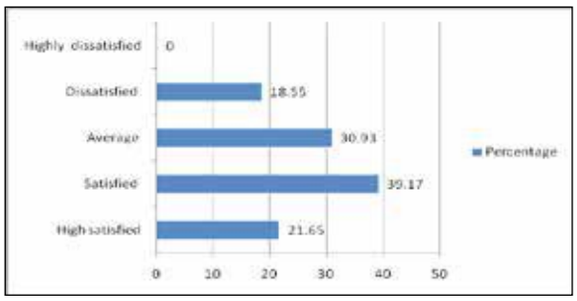


CHART 6(a).7 AFTER SALES SERVICE OF PRODUCTS



6(b) ANALYSIS TABLE:

Table 6(b).1

Chi Square	DF	N
29.202	9	97

Table 6(b).2

Chi Square	DF	N
8.407	9	97

Table 6(b).3

Chi Square	DF	N
6.785	9	97

Table 6(b).4

Source Of Variance	Df	Sum Of Squares	Mean Square(Variance)	F Value
Between the means of column	3	119.3	39.77	
Within column	9	286	31.77	1.251
Total	12	405.3		

7. MAJOR FINDINGS:

Customer experience is what that customer receives at every touch-point through processes, products and people. In chart 6(a).1 shop owners 30.92% have more than 10 years of experience as customer and 20.62 % have 8 to 10 years of experience as customer. In chart 6(a).2 customer 58.76% says that Quality is the factor which enables them to be customer of that brand, 18.55% says that Promotional scheme, 16.50% says that Margin and 6.18 % says that Company policy are the factors. In chart 6(a).3 customers 61.85 % prefer discount, 22.68% prefer Offers, 8.25 % prefer Gift, and 7.21 % prefer Prize as the best promotional activity. In Chart 6(a).4 customers 48.45% expect credit from the company, 27.84% expect sales follow up from the company, 13.4% expect more promotional scheme from the company, and 10.31% expect better service from the company. In Chart 6(a).5 customers 51.55% says the quality and promotional activities are good. In Chart6 (a).6 customers 39.17% were satisfied with the after sales service. In Table6 (b).1 the customers who have good experience are using the product can able to produce proper information about the product quality of each brand. In Table6(b).2 the customers who use the product for long years can able to explain about the product clearly and also it relates with their satisfaction level. In Table6 (b).3, the shop owners perceive the products based on the period of usage of the printers. In Table 6(b).4 mostly shop owners feel that their expectations related promotional activities are not matching with the company offers.

8. SUGGESTIONS AND CONCLUSION

Oliver (1980a) described expectations to three factors: the product itself, the context, and individual characteristics. Parasuraman, Zeithaml, and Berry (1985) accepted the importance of external company communications to customers in shaping expectations. Quality of the product must be improved for the customer satisfaction. The customer should not be affected even indirectly. It is advisable for the Digital photocopier companies to have various promotional activities. It is because; all the customers need not to like the same kind of promotional activities. It will be better to have a feedback from the customers at regular intervals, and to minimize the communication gap between the customers and company people.

To be customer-centric, everyone inside a company should gain a thorough understanding of customer expectations, monitor customer data relevant to their role, and use it to make a difference on a continual basis. Competing is the global brand and it is difficult one. The company has mostly achieved in satisfying its customers. Outstanding customer experiences go about the design business in a unique way.

9. LIMITATIONS AND FURTHER SCOPE FOR RESEARCH

Since the study is limited only to Chennai city, the result may not be applicable to other geographical regions. So, the study can be extended to other locations also. This study does not focus on any particular brand; the conclusion drawn cannot be widely applied. The researcher can also confine their research towards other brands.

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