EXAMINING THE CUSTOMER REFLECTION ON EMOTIONAL ATTACHMENT TOWARDS BRAND "RICOH" – COPIER MACHINE – COIMBATORE

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1. ABSTRACT

The primary objective of the study is to analyze the customer loyalty. The period for the study was six months. The research study conducted is descriptive in nature. The sample size used for the study is 130. Simple random technique is used for selecting the sample size. The method used for this study is primary and secondary data collection methods and the primary data was collected using structured questionnaire and also through interview schedule. Percentage analysis, Multiple regression and Chi-Square Test were used for analysis and interpretation. This research mainly focuses on customer feedback and suggestion that would be useful to take necessary actions retain the loyal customer for Ricoh Products. The findings revealed that most of the respondents are satisfied with the overall approach and interest of the company. From the study it can be found that 40% of the customers are neutrally behaving to the fulfillment of their emotional attachments. The company has to concentrate much on the loyalty of the customers in order to convert neutrally behaving customers to satisfied. The research would surely help to forecasts the customer reflection and emotional attachment and help the organization to take necessary actions to fulfill the customer expectations. Keywords:emotional attachments, customer reflection, customer expectations, loyal customer

2. ABOUT THE STUDY

The extensive disaggregate data in scanner panels have permitted investigators to effectively base segmentation schemes on differences in revealed choice behavior. A common feature of these approaches is a picture of segmentation taken at the product category level. For example, Grover and Srinivasan's (1987) procedure groups households according to their switching behavior across brands. Working in the multinomial logit framework, Kamakura and Russell (1989) group households on the basis of choice response across brands, and Bucklin and Gupta (1992) group households on the basis of commonality in response function parameters across brands. From a managerial viewpoint, these procedures can pro- vide important diagnostic information on the customer driven basis for intracategory brand competition and competitive market structure.

3. OBJECTIVES OF THE STUDY

➢ To identify and analyze the various factors influencing customer perception towards RICOH – copier machine.

➢ To measure the various factors that provide the emotional attitude in RICOH copier machine.

4. SCOPE OF THE STUDY

➢ This study carried out among the customers of RICOH copier machines.

➢ This study helps the company to identify the reflection attachment level of customers towards brand.

➢ This study helps the company to know the further expectation of customers and helps to implement the

reflection and attachment of customers.

5. RESEARCH AND METHODOLOGY

The type of research design used for the study is 'Descriptive in Nature. Through direct and customer interaction/ group discussion/pear group interaction .Various journals, magazines, other e – resources and books. The tool for the study is Frequency analysis, Multiple regression, Chi – square test. Diagrammatic representations of the data are exhibited through bar charts. Items included in population are called sampling units. Samples are collected from the customers of RICOH copier machines. A sample of 130 customers was taken from survey method and interview method. The Stratified Random Sampling method is adopted for selecting the sample.

6. REVIEW OF LITERATURE

The goal of this research is to deepen our understanding of how attachment drives consumers' attitudes toward brand reengineering. First, this study used documentary analysis and the theory of semiology to draw upon some semiotics in brand reengineering, in order to understand how businesses change their brands images. Next, we studies the brand attachment experience of consumers in narrative analysis to present the phenomena in regards to using brand, also to analyze the causes of those phenomena, their feeling after losing brand, and their attitudes toward brand reengineering. N., Pertrova, P.K. and Craldini, R.B.(2006) provides a necessary examination of how consumers' purchasing habits are influenced by comparisons with individuals who are wealthier and more successful than themselves. The consumption of luxury goods involves purchasing a product that represents value to both the individual and their reference group. Referring to personal and interpersonal oriented perceptions of luxury, it is expected that different sets of consumers would have different perceptions of the luxury value for the same brands, and that the overall luxury value of a brand would integrate these perceptions from different perspectives. Even if the overall luxury value level of a certain product or brand may be perceived equally across national borders, a differentiated measurement may reveal that the overall luxury value perception is a combination of different evaluations with regard to the sub-dimensions.Batra and Ray (1986) reported a similar finding where what they measured as "affective responses" had significant effects on Additional justification for the models in comes from the work of Batra and Ray (1986) who suggest that the relationships are the most appropriate sequencing of effects.Repetition and Affect-Transfer Effects. The literature investigating the effects contains many references to classical conditioning and/ or direct affect transfer (e.g. Gardner 1985; Gresham and Shimp 1985; MacKenzie, Lutz and Belch 1986; Mitchell and Olson 1981) as an explanation for such an A^ -* At effect. McSweeney and Bierley (1984) contend that additional research is necessary to uncover the role of classical conditioning in consumer behavior contexts such as this one. Boduretal. (2000) also stated that affect has a direct and significant effect on attitude, which is independent of cognitive structure. Thus it can be deduced from the literature that cognition and affect construct are major contributors in attitude formation. Therefore they form significant variables for attitude measurement. However social scientists faced difficulty in measuring these constructs. Development of standard attitude scaling technique and some empirical research has led to understanding that evaluation is the primary component of attitudinal research (Ajzen and Fishbein 2000).

7. ANALYSIS AND INTREPERATATION

Demographic variable (Proprietorship) Vs. Perception factors towards emotions.

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables.

Q.No	Factors	Chi square value	Sign value	Status
11	In past today & future the value behind this brand will not change	6.669	0.672	Not significant
13	This brand identifies itself with my lifestyle	5.273	0.810	Not significant
15	This brand keep me up with many latest trends	9.591	0.652	Not significant
16	This brand is always updated with new version	28.016	0.000	significant
17	This brand is very comfort and easy portable	1.383	0.998	Not significant

Interpretation:

➢ If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.

➢ If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table:

It is observed by the researcher that. The perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significantvalue relation between the two variables. [the q. no 16 has the p value less than 0.05 then it is concluded that there is a significant value relationship between the two variables.

Demographic variable (Business segment) Vs. Perception factors towards emotions.

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables.

Q.No	Factors	Chi square value	Sign value	Status
11	In past today & future the value behind this brand will not change	10.851	0.286	Not significant
13	This brand identifies itself with my lifestyle	8.861	0.450	Not significant
15	This brand keep me up with many latest trends	46.010	0.007	Not significant
16	This brand is always updated with new version	3.351	0.764	Not significant
17	This brand is very comfort and easy portable	1.324	0.000	significant

Interpretation:
- If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.
- If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table: It is observed by the researcher that. The perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables. the q. no 17 has the p value less than 0.05 then it is concluded that there is a significant value relationship between the two variables.

Demographic variable (Level of business) Vs. Perception factors towards emotions.

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables.

Q.No	Factors	Chi square value	Sign value	Status
11	In past today & future the value behind this brand will not change	2.815	0.971	Not significant
13	This brand identifies itself with my lifestyle	10.256	0.330	Not significant
15	This brand keep me up with many latest trends	3.541	0.990	Not significant
16	This brand is always updated with new version	14.145	0.028	Not significant
17	This brand is very comfort and easy portable	10.640	0.301	Not significant

Interpretation:
- If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.
- If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table:
It is observed by the researcher that. The perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (Number of machines purchased) Vs. Perception factors towards emotions.

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables

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Q.No	Factors	Chi square value	Sign value	Status
11	In past today & future the value behind this brand will not change	2.263	0.894	Not significant
13	This brand identifies itself with my lifestyle	6.609	0.359	Not significant
15	This brand keep me up with many latest trends	3.070	0.930	Not significant
16	This brand is always updated with new version	5.773	0.217	Not significant
17	This brand is very comfort and easy portable	5.310	0.505	Not significant

Interpretation:
- If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.
- If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table:

It is observed by the researcher that. The perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (Proprietorship) Vs. External factors towards emotions.

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables.

Q.No	Factors	Chi square value	Sign value	Status
21	I know of many people who own/used this brand	17.329	0.138	Not significant
23	I very loyal to this brand because my competitors also use it	10.229	0.596	Not significant
25	I listen with interest to information about this brand	5.412	0.943	Not significant
26	I will feed back to the manufacture of this brand	6.504	0.689	Not significant
30	Over time this brand is more important to me	17.481	0.132	Not significant

Interpretation:
- If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.
- If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table: It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26,

30] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (Business segment) Vs. External factors towards emotions

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables.

Q.No	Factors	Chi square value	Sign value	Status
21	I know of many people who own/used this brand	31.506	0.002	significant
23	I very loyal to this brand because my competitors also use it	6.786	0.0871	Not significant
25	I listen with interest to information about this brand	25.979	0.011	Not significant
26	I will feed back to the manufacture of this brand	8.215	0.513	Not significant
30	Over time this brand is more important to me	20.955	0.051	Not significant

Interpretation:
➤ If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.
➤ If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table: It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26, 30] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables. the q. no 21 has the p value less than 0.05 then it
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is concluded that there is a significant value relationship between the two variables.

Demographic variable (Level of business) Vs. External factors towards emotions .

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables

Q.No	Factors	Chi square value	Sign value	Status
21	I know of many people who own/used this brand	12.337	0.419	Not significant
23	I very loyal to this brand because my competitors also use it	6.472	0.890	Not significant
25	I listen with interest to information about this	23.788	0.022	Not significant

	brand			
26	I will feed back to the manufacture of this brand	6.479	0.691	Not significant
30	Over time this brand is more important to me	22.740	0.030	Not significant

Interpretation:
- If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.
- If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table: It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26, 30] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (no of machine purchased) Vs. External factors towards emotions

H 0: There is no significant relationship between two dependent & independent variables. H1: There is the significant relationship between the dependent & independent variables.

Q.No	Factors	Chi square value	Sign value	Status
21	I know of many people who own/used this brand	9.838	0.277	Not significant
23	I very loyal to this brand because my competitors also use it	8.958	0.346	Not significant
25	I listen with interest to information about this brand	6.685	0.571	Not significant
26	I will feed back to the manufacture of this brand	5.711	0.456	Not significant
30	Over time this brand is more important to me	5.349	0.720	Not significant

Interpretation:
- If the value p in the greater than 0.05 (p>0.05), Accept H0, Reject H1.
- If the p value is lesser than 0.05 (p<0.05), Reject H0, Accept H1.

From the above table: It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26, 30] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables. the q. no 21 has the p value less than 0.05 then it is concluded that there is a significant value relationship between the two variables.

8. FINDINGS
- Majority of the respondents are sole proprietorship 66.4%(89 Respondents).
- Majority of the respondents belongs to education segment 65.7%(89 Respondents).
- Majority of the respondents belongs to Others business level 70.9%(95 Respondents).
- Most of the usage of machines of the respondents belongs to 2 - 4 yrs

31.3%(42 Respondents).

❖ The researcher found that Majority of the respondents purchased belongs to 2 nos of machines 62.7%(84 Respondents).

❖ The researcher find that Majority of the respondents belongs product knowledge to Advertisement 68.7%(92 Respondents).

❖ The effect of usage of machines, the unstandardized coefficient is equal to 0.089.

➢ It means that increase in business segment will increase the brand adequate image.

➢ The effect of number of machines purchased it unstandardized coefficient is equal to 0.057.

➢ It means that increase in number of machines purchasing will increase the brand trust worthy.

➢ The effect of usage of machine the unstandardized coefficient is equal to 0.252.

➢ It means that increase in usage of machine purchasing will increase the brand makes honest client.

Demographic variable (Proprietorship) Vs. Perception factors towards emotions:

It is observed by the researcher that. The perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables. [the q. no 16 has the p value less than 0.05 then it is concluded that there is a significant value relationship between the two variables.

Demographic variable (Business segment) Vs. Perception factors towards emotions:

It is observed by the researcher that. The perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables. the q. no 17 has the p value less than 0.05 then it is concluded that there is a significant value relationship between the two variables.

Demographic variable (Level of business) Vs. Perception factors towards emotions:

It is observed by the researcher that. The

perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (Number of machines purchased) Vs. Perception factors towards emotions:

It is observed by the researcher that. The perception factors towards emotions [Q. no 11, 13, 15, 16, 17] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (Proprietorship) Vs. External factors towards emotions:

It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26, 30] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (Business segment) Vs. External factors towards emotions:

It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26, 30] has the p value greater than 0.05., it is concluded that there is no significant value .relation between the two variables. the q. no 21 has the p value less than 0.05 then it is concluded that there is a significant value relationship between the two variables.

Demographic variable (Level of business) Vs. External factors towards emotions:

It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26, 30] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables.

Demographic variable (no of machine purchased) Vs. External factors towards emotions:

It is observed by the researcher that. The perception factors towards emotions [Q. no 21, 23, 25, 26, 30] has the p value greater than 0.05., it is concluded that there is no significant value relation between the two variables. the q. no 21 has the p value less than 0.05 then it is concluded that there is a significant value relationship between the two variables.

9. SUGGESTIONS

- ✓ As the customer attachment and emotion on the RICOH copier machine to provide innovation to the product.
- ✓ To promote the customer attractive and user friendly products and it helps to develop the market rate and product demand on the both customer and market place.
- ✓ A large size of the customer expects attractive technologies and flexibility, the company has to provide the low cost of machines and maintenances.
- ✓ Proper guidelines for installation of machine and quick process should be done by the company to the customer for services.
- ✓ There is a lack of awareness about the new technology adoption and fulfill the customer needs. The company can be promote products and increase the customer base and increase the profit by customers emotional attachments.
- ✓ The company has to take efforts to promote the total purchase experience of the customer.

10. CONCLUSION

From the research it is clear that most of the respondents are satisfied with the Emotional attachments towards the RICOH copier machines. Further the company has to increase the satisfaction level by fulfilling customer needs like low cost, products innovation, more attractive technologies improved to the machines, customer service, user friendly and better approach of company. In the office automation industry, product differentiation is the only thing which highlights the company from their competitors. The project is done for RICOH India office automation. From the study it is clear that most of the customers are attachment with the RICOH photo copier machines that competitor's product. But still a dealer should take necessary steps in making brand awareness among rural customers; the best marketing strategy should be followed in order to compete in market.

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