

Consumer Buying Behaviour Towards ITC Classmate Notebooks With Special Reference To Coimbatore City

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Abstract- The researcher underwent a Project study at ITC Ltd to acquaint himself with the business environment for a period of four months from Jan 27th, 2023 to Apr 19th, 2023 as a part of the B.Com curriculum at Sri Krishna Adithya college of arts and science, Coimbatore.

The topic for the study is on “Consumer Buying Behaviour toward ITC Classmate notebooks with special reference to Coimbatore City”. Notebook is a product, which is used by each and every person. There are various brands of notebooks in the market of different types Price, Colour, design, etc. So the notebook market is full of competition where the consumer possesses vast variety of choice to select his brand which depends on his buying behaviour. Of course it is very difficult to describe consumer buying behaviour about ITC Classmate notebook; even though I have tried to find how the consumer purchases a particular brand? How much he searches for his brand? What factors influence he to buy the preferred brand? What are the different perceptives of retailers on classmate notebook? The technique of data collection is through questionnaire as it is less complex and easy Two methods (i.e.) Graphical method, percentage are used as tools /techniques of analysis.

I. INTRODUCTION

In recent years, the lifestyle of a large number of consumers in India has changed dramatically and the process of change is on. The buying behaviour of the consumers is influenced by several factors such as socio-economic conditions, cultural environment, literacy level, occupation, geographical location, efforts on the part of sellers, exposure to media etc. Consumer behaviour in the market is perplexing because of a singular lack of consistency in groups which are homogeneous in parameters of demographics-Age, occupation, education and income.

The study of consumer behaviour implies how & why a particular consumer reacts to the decisions of producers. It is the study of how individual make decision to

spend their available resources (time, money, effort) on consumption related items. It includes the study of why they buy it, when they buy it, where they buy it, how often they buy it & how often they use it. This study focused on understanding the consumer buying behaviour of notebooks at retail Outlets. It also focused on the issue that whether the marketing strategies are properly implemented or not.

The study would be beneficial for the ITC Company to formulate the strategy for future.

STATEMENT OF THE PROBLEM:

The purpose of my study is to understand the consumer buying behavior towards classmate notebooks and other brands in the market. In addition to that this project also helps to understand the retailer perspective of classmate notes in accordance with the other brands in the market. The study will help in understanding in what makes the classmate notebooks to be more preferred brand notebooks than of other notes.

OBJECTIVES OF THE STUDY:

- To study purchase pattern of notebook by the consumers.
- To know which factors mostly influences the consumer to buy notebooks.
- To study the impact advertisement on consumers.

SCOPE OF STUDY:

This study helps the candidates to know about the consumer buying behavior and its influencing factors. This study will help the company to know about the consumer buying behavior pattern of their products. This study will help the company to identify the right marketing mix for the products (i.e.) product, price, place, promotion. This study helps the company to improve their strategic formulation and

decision making process to increase their sales as well as profit of the firm.

II. REVIEW OF LITERATURE

Vikas Gupta (2022), chief executive, education and stationary products business division, ITC, said, "ITC Classmate believes in the Joy of Learning and reinforces that learning must be an exciting and engaging experience for students. The pandemic had challenged our younger generation, most particularly the students, in unprecedented ways. ITC Classmate has crafted this Anthem to ensure that our children can look forward to commencing their academic pursuits at schools with joy and enthusiasm. As schools begin to reopen, the Classmate Anthem is indeed our special way of reminding the students of the happy moments spent with their classmates and teachers."

Emadh Dware (2021) analysed the performance of each segment of ITC and its return on investments each segments. He used Common size statements and Accounting ratios as tool to make analysis and study about the performance of ITC Company. There have been various segments in ITC which are producing different products and also launching new products every year. Through this analysis we can able to know there is increasing and decreasing tendency among various segments.

Fuadah et al. (2019) Literature has showed studies aiming to identify the preferences of customers to paper notebooks which is a crucial item for school students and academic institutions used although ITC has become widespread in many educational institutions.

Umejima et al, (2021) found that studies brain retrieval process related to information that has been stored in paper notebook, mobile phone and tablets, generated interesting result that the people who used the paper notebooks had deeper and better cognitive process.

Anjana (2018); Miirabi (2015) shown that factors like quality, brand, price, advertisement and packaging have impact of consumer purchase behaviour.

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN:

The research will bring light the perception of customers regarding the awareness and demand of various products presently provided by ITC Classmate Notebooks. This study will help us to understand customers, preference and their needs, and it will help to improve the market. It also

helps to know the existing products which they are offering are really satisfying the customer needs.

SAMPLE SIZE:

The sample size is **126** respondents

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data can be defined as the data's collected from the source where the originally originates from and used for the research. This research contains the primary data where the questionnaire is collected from various areas of Coimbatore from the individuals.

SECONDARY DATA

Secondary data are defined as the data's which are collected by someone and used by the others. It also reduces spending time on the collection of data as the information is already collected. This research also contains the secondary data as the second chapter deals with review of literature.

TOOLS FOR ANALYSIS:

Following tools are used in the study

- Percentage analysis.
- Pie charts.
- Research Instrument and tools used are questionnaire for collecting primary data.

LIMITATIONS OF THE STUDY:

1. There a number of a factor, which affects consumer's perception about notebooks and it is not possible to take all of them into account. Thus, this study is limited to variable under consideration.
2. The research is based on the responses given by the respondents, which may or may not be biased.
3. The research study was conducted within the limited duration of time. So a detailed and comprehensive study could not be made.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Particulars	No. of Respondents	Percentage
Gender	Male	63	50
	Female	63	50
	Others	0	0
Age	Below 18	12	9.5
	19-21	92	73.1
	22-25	9	7.1
	26 Above	13	10.3
Locality	Rural	61	48.4
	Urban	42	33.3
	Semi-Urban	23	18.3
The Characteristics of classmate notebooks influencing the Respondents	Quality of paper	65	51.6
	Front Cover Pages	12	9.5
	Price	7	5.6
	All of the above	42	33.3
The Suggestion of Classmate notebooks of the Respondents to others	Yes	101	80.2
	No	12	9.5
	Maybe	13	10.3
The types of notebooks that the Respondents choose	Ruled Notebooks	33	26.2
	Unruled Notebooks	75	59.5
	Record Notes	8	6.3
	Binded Notes	6	4.8
	Short Sized Notebooks	4	3.2
The Preference of local brands of the Respondents	Yes	75	59.5
	No	51	40.5

Buying Location of the Respondents towards ITC Classmate notes	Stationary Shop	90	71.4
	Supermarket	23	18.3
	Online Website	6	4.3
	Others	7	5.6
The person influencing the Respondents to buy Classmate	Parents	40	31.7
	Friends	50	39.7
	Colleagues	17	13.5
	Sales Person	5	11

Notes	Others	14	11.1
The reason for the Respondents to choose another brand	High Quality	34	27
	Brand Image	18	14.3
	Easy availability	18	14.3
	Value for Money	39	31
	Others	17	13.4

INTERPRETATION

This study reveals that Majority **63%** of the respondents belongs to both ‘Male’ and ‘Female’ category, Majority **73.1%** of the respondents belongs to ‘Age 19-21’ category, Majority **48.4%** of the respondents are from Rural areas, Majority **51.6%** of the respondents are influenced by the characteristics of classmate notebooks, Majority **80.2%** of the respondents suggests Classmate notebooks to others, Majority **59.5%** of the respondents chose Unruled notebooks, Majority **59.5%** of the respondents prefer Local brands and Majority **31%** of the respondents has chosen classmate notebooks for Value for money.

IV. FINDINGS

- Majority **73.1%** of the respondents are aged between **19-21 Years of age**.
- Majority **50%** of the respondents are **both Male and Female**.
- Majority **48.4%** of the respondents are from **Rural Areas**.
- Majority **51.6%** of the respondents chose **Quality of paper**.
- Majority **80.2%** of the respondents chose **Yes** to suggest classmate to others.
- Majority **59.5%** of the respondents chose **Yes** to preference for local brands.
- Majority **59.5%** of the respondents are using **Unruled Notebooks**.
- Majority **71.4%** of the respondents are buying from **Stationery Shop**.
- Majority **39.7%** of the respondents are influenced by **Friends**.
- Majority **31%** of the respondents chose **Value for Money**.

V. SUGGESTIONS

- According to my survey, majority of the consumers prefer to buy other brand notebooks over classmate notebooks because of the price of the notebook sold. So the company

or the management should look over to the pricing of the classmate note books in order to increase to sales.

- As Classmate is relatively new to the market, consumers are not that much aware about the product, so company should mainly focus more on promotional activities such as advertisements or providing discounts on customized classmate notebooks order in their website.
- Compare to other brands classmate have limited or minimum In-shop advertisement objects, by increasing this brand awareness can be improved.
- From the survey it is clear that different variable/features influence buying decision of consumer in different segments. Thus Company should not have a common Positioning for all Targeted Markets. The companies should try to focus on a target group by focusing on various characteristics that affect their buying decision.

VI. CONCLUSION

The project entitled “**CONSUMER BUYING BEHAVIOUR TOWARDS ITC CLASSMATE NOTEBOOKS WITH SPECIAL REFERENCE TO COIMBATORE CITY**” has helped in studying the various aspects of consumer behaviour especially towards notebooks. The study also helped in understanding and analyzing customer satisfaction about services and products offered to customers. Every company in the notebook industry is trying to cover more marketshare than the other. So the company must be more alert in providing high quality service and awareness to customers.

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