



## A STUDY ON CONSUMER BEHAVIOUR TOWARDS ITC CLASSMATE NOTEBOOKS IN MADURAI CITY

**KEERTHIVASAN. V**

III B. COM (CA), MANNAR THIRUMALAINAICKER COLLEGE, MADURAI.

**KUMARESAN. M**

III B. COM (CA), MANNAR THIRUMALAINAICKER COLLEGE, MADURAI.

**U.BHARATHI**

M.COM.,M.PHIL., ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

### ABSTRACT:

This study shows students' purchasing attitudes toward Classmate products. The main goal of his project is to find out the students' perception of the product and the attitudes of their classmates. The study was conducted on a random sample of 110 people from Coimbatore district. The study used simple percentage analysis, rank analysis, and chi-square tests. The results of this study may provide valuable information to help ITC and other brands understand how they can better meet the needs and preferences of students as consumers. This study shows students' preferences and positive and negative factors for Classmate products.

### KEYWORDS:

ITC CLASSMATE NOTEBOOKS, CUSTOMER PREFERENCE, PRODUCT FEATURES, BRAND PERCEPTION, BRANDING.

### 1.1 INTRODUCTION

Study of student buying attitude towards Classmate products, gather data from students about their purchasing behaviour and preferences and observations Of student behaviour in retail settings or online shopping platforms to gain a comprehensive understanding of their buying behaviour. The research aims to Identify the key factors that influence students' buying decisions when it comes to Classmate products, such as product quality, design, brand recognition, Price, and recommendations from peers. The study also examines the students' perceptions and attitudes towards buying the classmate products. Overall, the study of student buying attitude towards Classmate stationary products is crucial in helping ITC and other brands understand and reach this target Demo graphic, and in providing valuable insights into the consumer behaviour and preferences of students.

### 1.2 STATEMENT OF THE PROBLEM:

Despite the popularity of ITC's Classmate brand in the stationery market, it is unclear what the buying attitude of students is towards Classmate products And to find out the difficulties for the students faced. Thus, this study aims to investigate the factors influencing the purchasing behaviour of students towards Classmate products and to identify the strengths and weaknesses of the brand in meeting the needs and preferences of students.

### 1.3 REVIEW OF LITERATURE:

Chirravenu (2020), The research theme is "research rejecting buying habits of students. "The pen is used by a product. According to the market option to buy brand buy their own choice from different types of contests in different brands of pen, write, colour, quantity, source, etc.

It was very difficult to understand the purchase price for the property Research and understanding, as well as the customers of the proposed activities and products, developed for the analysis of customer satisfaction.

Mukherjee (2019), Found that the attractive designs and packaging of Classmate products made them stand out on the shelves and catch the attention of potential buyers.

Parab and Saravanan (2019), Found that easy availability of Classmate products in local stores or online shopping websites was an important factor in the buying decisions of students.

Surensnar Kumar (2019), People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. Profession is random category for the respondent's profession wise the respondent are student, service class people, Housewife and some professionals are there.

Patil and Nalavade (2019), Found that Classmate products were seen as a reliable and trustworthy brand of stationery among students, who appreciated the brand's consistent quality and performance

### 1.4 OBJECTIVES OF THE STUDY:

- To understand the factors that influence student buying attitude towards classmate products.
- To determine the level of awareness and perception of students towards classmate products.
- To identify the area of improvement needed in the

point of view of students.

- To determine the most preferred channels for purchasing classmate products among student.

### 1.5 RESEARCH DESIGN:

#### PRIMARY DATA:

In this research the primary data that is been used in questionnaire. Structure questionnaire is been framed to collect the data from the respondent.

#### SECONDARY DATA:

This may be used to collect the necessary data and records by different website, magazines, annual report, journal, reference book and newspapers.

#### SAMPLE SIZE:

55 responses were collected through questionnaire by Google form.

#### SAMPLING METHOD:

- Convenience sampling method.
- The population being large and the time for the project are limited, urged choose techniques.

### 1.6 DATA ANALYSIS:

The data collected were categorized and tabulated. Various aspects of the themes under study and the observations made from the data were discussed in detail.

#### SIMPLE PERCENTAGE ANALYSIS:

Simple Percentage Analysis is used to indicate more clearly the relative size of two or more numbers. In the present study this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

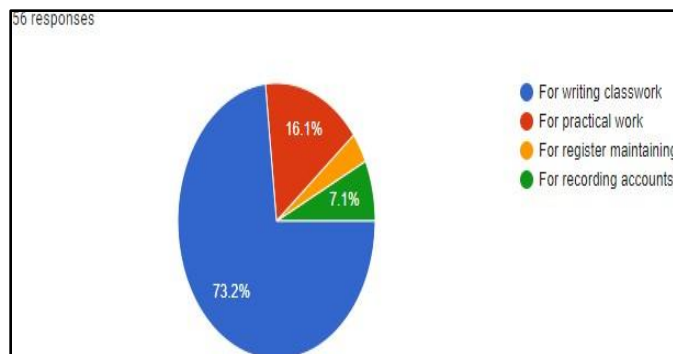
No Of respondents

Simple percentage = ..... X 100

Total no of respondents

#### 1.6.1 RESPONSE TO ITC CLASSMATE NOTEBOOKS PURCHASE

PURPOSE	NO. OF RESPONDENTS	PERCENTAGE
For writing class work	40	72.7
For practical work	9	16.4
For register maintaining	2	3.6
For recording accounts	4	7.3
Total	55	100



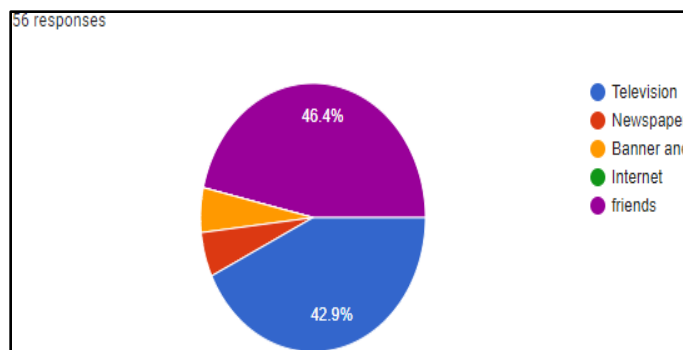
#### INTERPRETATION:

The above table shows that 72.7% of respondents buy ITC classmate notebooks for writing class work and 16.4% of respondents buy ITC classmate notebooks for practical work, 7.3 % purchased for register maintenance.

#### 1.6.2 FACTORS INFLUENCING ITC NOTEBOOK PURCHASE

FACTORS	NUMBER OF RESPONSE	PERCENTAGE
Television	24	43.6
Newspaper	3	5.5
Banner and	3	5.5
Interest	0	0
Friends	25	45.5
Total	55	100

#### CHART:



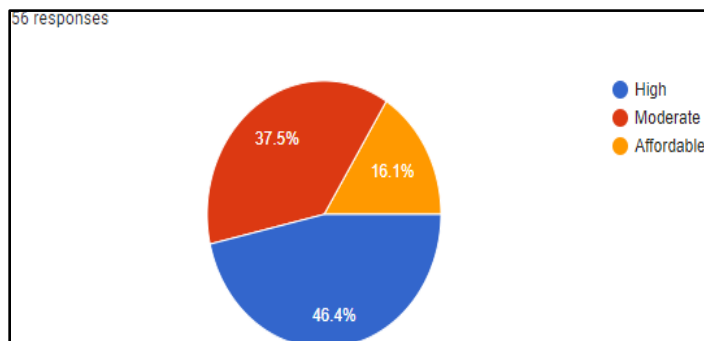
#### INTERPRETATION:

The above table interprets that 46.5% of respondents purchased ITC class note notebooks because of the recommendations given by friends, television is the factor that influenced respondents to buy ITC notebooks and Newspapers and advertisements are the factor that influenced respondents to buy ITC notebooks

#### 1.6.3 RESPONSE TO ITC NOTEBOOKS PRICE AFFORDABILITY

OPINION	NUMBER OF RESPONSE	PERCENTAGE
High	26	47.3

Moderate	20	36.4
Affordable	9	16.4
Total	55	100

**CHART:****INTERPRETATION:**

Out of 55 respondents 47.3% expressed that the ITC notebook prices are high and 36.4% responded that the ITC notebook prices are moderate and 16.4% of the respondents ITC notebook prices are affordable

**FINDINGS:**

- ❖ Majority of respondents purchased ITC classmate Note books for doing class work
- ❖ Television advertisement, Friends are the influences to purchase ITC classmate Note books

- ❖ ITC classmate Note books prices are high and some of them replied that the price are moderate

**CONCLUSION:**

Based on the study on student buying attitude towards ITC's Classmates Note books, it can be concluded that Classmate is a popular brand among students, and it has gained significant market share due to its quality, brand recognition, and affordability. The study found that the most important factors influencing the purchasing decisions of students are price, quality, and brand. Overall, students are satisfied with the quality and price of Classmate products, and they are likely to recommend them to others. However, the study also revealed that there is still room for improvement in areas such as sustainability, design, and customer service. Overall, Classmate products have a positive reputation among students, and they are likely to continue to be a popular choice for students in the future.

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3. <https://itcstore.in/pages/classmate?gclid=CjwCAjw3POhBhBQEiwAqTCuBvz1UcGEeRP6Blxliam3002erwLBI0B7sZJj6CbuPQUqDd>