

FINAL PROJECT

“Consumer Behavior Towards ITC Classmate Notebooks”

Submitted to

DMSR

G. S. College of Commerce and Economics, Nagpur

(An Autonomous Institution)

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

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NAAC Re-Accredited “A” Grade Autonomous Institution



Academic Year: 2021-22

CERTIFICATE

This is to certify that “**Gayatri Dhakulkar**” has submitted the project report titled “**Consumer Behavior Towards ITC Classmate Notebooks**”, towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by **DMSR- G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Re-accredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: - Nagpur

Date: - .../.../2021

DECLARATION

I here-by declare that the project with title “**Consumer Behavior Towards ITC Classmate Notebooks**” has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Re-accredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Gayatri Dhakulkar

Place: Nagpur

Date: .../.../2022

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide “Dr. Archana Dadhe” for her guideline throughout the project. I tender my sincere regards to coordinator, “Dr. Sonali Gadekar” for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Gayatri Dhakulkar

Place: Nagpur

Date: .../.../2022

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CHAPTER 1
INTRODUCTION

INTRODUCTION

□ Notebooks

A **notebook (Notepad, writing pad, drawing pad, Legal pad)** is a book or binder composed of pages, often ruled, made out of paper, used for purposes including recording notes or memoranda, writing, drawing and scrap booking.

□ Contents

- Paper Notebooks
- Legal pad
- Binding and Cover
- Pre-Printing
- Uses
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□ Paper Notebooks



Notebooks for sale at a department store Paper

notebooks can be distinguished by:

- Factor (size and weight)
- Binding and cover material (including printing and graphics)
- Pre-printing material on writing surfaces (lines graphics, text)

□ **Legal Pad**

According to legend, Thomas W. Holley of Holyoke, Massachusetts invented legal pad around the year 1888 when he innovated idea to collect all the sorting, various sort of substandard paper scraps from various factories, and stitch them together in order to sell them as pads at an affordable and fair price. In about 1900, the latter then evolved into the modern legal pad when a local judge requested for a margin to be drawn on the left side of the paper. This was the first legal pad.

The only technical requirement for this type of stationary to be considered a true “legal pad” is that it must have margin of 1.25 inch (3.17 CM) from the left edge of legal pad. Here, the margin, also known as down lines, is room used to write notes or comments. Legal pads usually have a gum binding at a top as opposed to a spiral or stitched binding.

□ **Binding and Cover**

Principle types of binding are padding, perfect, spiral, comb, sewn, clasp, disc, and pressure, some of which can be combined. Binding methods can affect whether a notebook can lie flat when open and whether the pages are likely to remain attached. The cover material is usually distinct from the writing surface material, more durable, more decorative, and more firmly attached. It also is stiffer than the pages even taken together, cover materials should not contribute to damage or discomfort.

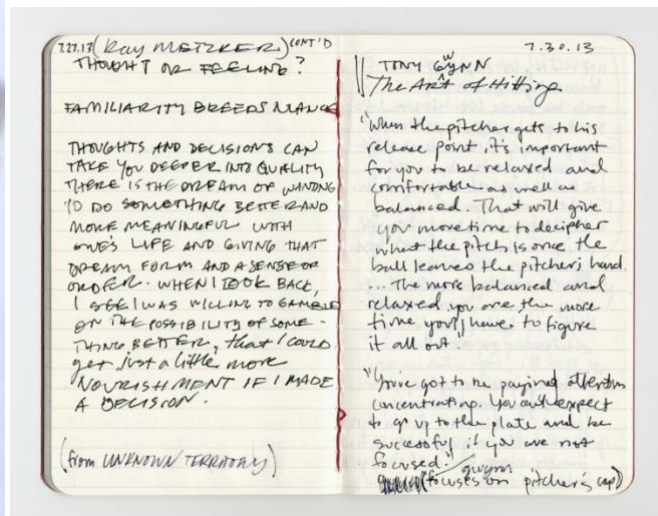
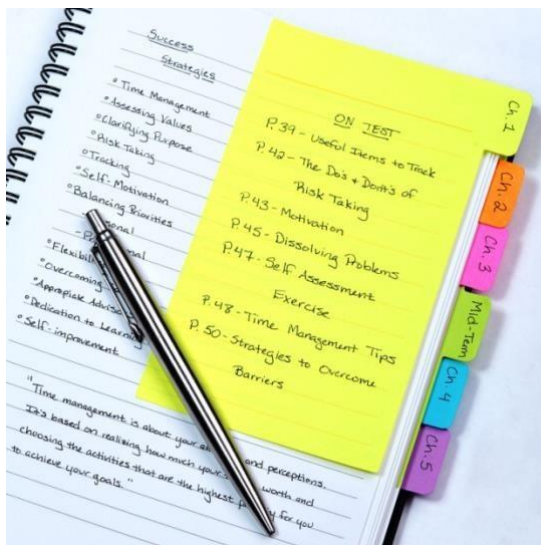
It is frequently cheaper to purchase notebooks that are spiral-bound, meaning that a spiral of wire is looped through large perforations at the top or side of the page. Other bound notebooks are available that use glue to hold the pages together, this process is called “padding”. Today, it is common for pages in such notebooks to include a thin line of perforations that make it easier to tear out the page. Spiral-bound pages can be torn-out page hard-bound notebooks include a sewn spine, and the pages are not easily removed. Some styles of sewn bindings allow pages to open flat, while others cause the pages to drape.

Variations of notebooks that allow pages to be added, removed, and replaced are bound by either rings, or discs. In each of these systems, the pages are modified with perforations that facilitate the specific binding mechanism’s ability to secure them. Ring-bound and rod-bound notebooks secure their contents by threading perforated pages around straight or curved prongs. In the open position, the pages are kept in order. Disc-bound notebooks remove the open or closed operation by modifying the pages themselves. A page perforated for a disc-bound binding system contains a row of teeth along the side edge of the page that grip onto the outside raised perimeter of individual discs.

□ Pre-Printing

Notebooks used for drawing and scrap booking are usually blank. Notebooks for writing usually have some kind of printing on the writing material, if only lines to align writing or facilitate certain kinds of drawing. Invertors notebooks have page numbers pre-printed to support priority claims. They may be considered as grew literature. Many notebooks have graphic decorations. Personal organizers can have various kinds of pre-printed pages.

□ Uses



in a Notes notebook

Artists often use large notebooks which include wide spaces of blank paper appropriate for drawing. Lawyers use rather large notebooks known as “legal pads” that contain lined paper (often yellow) and are for appropriate for use on tables and desks. These horizontal lines or “rules” are sometimes classified according to their space apart with “wide rule” the farthest, “college rule” closer, “legal rule” slightly closer and “narrow rule” closest, allowing more lines of text per page.

CHAPTER-2

LITERATURE REVIEW

PART I DEMOGRAPHIC FACTORS Baiding Hu (1997)

stated that the success of the economic reforms in rural China has raised the living standards of rural households. This is reflected in households' consuming goods and services that were not previously part of their consumption pattern. However, because of differences in economic and demographic characteristics, not every household has been able to increase consumption. Consequently, it will be useful to investigate how the likelihood of consuming such goods and services is affected by economic and demographic factors. In this paper, the probity model is used to compute the marginal and mean probabilities of consumption of five such goods and services, namely, Food away from home, Recreation, Medical Care, Transport and Postage. The empirical results show that the estimated probabilities of consuming the first three goods are more sensitive to changes in the underlying economic and demographic factors, while the probabilities of consuming the latter two goods are more sensitive to changes in the model structure.

Lokhande (2003)

analysed that rural consumer has become enough aware about his needs and up gradation of his standard of living. IT, government policies, corporate strategies and satellite communication have led to the development of rural marketing. Although income is one of the major influencing factors, caste, religion, education, occupation and gender also influence the buyer Behavior in rural areas.

Verma and Munjal (2003)

identified the major factors in making a brand choice decision namely quality, price, availability, packaging and advertisement. The brand loyalty is a function of Behavioral and cognitive patterns of a customer. The age and demographic variables affect significantly the Behavior and cognitive patterns of the customers while other demographic characteristics such as gender and marital status are not significantly associated with these Behavior and cognitive patterns of the consumers.

Emin Babakus (2004)

examining individual tolerance for unethical consumer Behavior, provides a key insight in to how people behave as consumers worldwide. In this study, consumer reactions to 11 unethical consumer Behavior scenarios were investigated using sample data from Austria, Brunei, France, Hong Kong, the UK, and the USA. Nationality is found to be a significant predictor of how consumers view various questionable Behaviors. Gender is not a significant predictor, while age and religious affiliation are found to be significant predictors of consumer ethical perception. The study identifies distinct consumer

2.4 PART III RURAL CONSUMER BEHAVIOR PRE-PURCHASE Kenneth (1980)

analysed the consumer search for information and explored that a consumer often weighs between the cost and value of search. The information does not come free. It involves costs in the form of time, psychological discomfort and financial expenditure. The value of search depends on consumer experience, urgency of making purchase, satisfaction derived from search, perceived risk and value placed on the product.

Oliver (1980)

compared the pre-purchase expectations and post purchase satisfaction and found that even good performance does not ensure satisfied customers. This was because customer satisfaction typically depends on more than actual performance. According to his expectancy disconfirmation model, it was identified that satisfaction depends on a comparison of pre-purchase expectations to actual outcomes.

Kent and Allen (1994)

explained that brand familiarity captures consumer 's brand knowledge structures, that is, the brand associates that exist within a consumer 's memory. Although any advertised products are familiar to consumers, many others are unfamiliar, either because they are new to the market place or because consumers have not yet been exposed to the brand. Consumers may have tried or may use a familiar brand or they may have family or friends who have used the brand and told them something about it.

Jarvis (1998)

identified that a purchase decision requires a subset of decisions associated with information search. At some point in time, consumers acquire information from external sources that gets stored in long-term memory. For most consumers, usually this stored information, referred to as internal information, serves as the primary source of information most of the time as is evident in nominal or limited decision making.

Krishna Mohan Naidu (2004).

In his study an attempt had been made to analyse the awareness level of rural consumers. It was found from the study that awareness of the rural consumers about the consumer movements were qualitative in character and cannot be measured directly in quantitative terms. There is no fixed value or scale which will help to measure the awareness. But the awareness had been studied with the help of their responses to various questionnaires relating to consumer movements, cosmetics, banking services, drugs, food products, tooth pastes and hair oil. Awareness levels were higher in the above said segments in Ranga Reddy of Andhra Pradesh.

Sharma and Kasturi (2004)

observed that rural consumers do experience tension due to dissonance and exhibit defensive Behavior and use attribution in support of their Behavior. They were worse hit by non-availability of quality alternatives. This forces them to accept low quality products. As advertisements were not reaching the rural sector effectively, there is need to strengthen the hands of information agents to remove the ill effect of post purchase dissonance.

Anandan (2007)

found that quality is the major driver to prefer a particular brand in washing soaps in the rural market. Power soaps are ruling the rural market. If the preferred brands are not available, customers buy the available brands. It is found that there is a significant relationship between the age of the respondents and the factors influencing the customers 'brand preferences.

It is also found that there is no significant relationship between the type of income of the respondents and the factors influencing the customers' brand preferences. Higher price and non-availability are the key reasons for dissatisfaction of the rural customers. Marketers should target the customers with high qualitative soaps at affordable prices. They should concentrate on distribution strategies, as non-availability had been an important factor for dissatisfaction.

John Mano Raj (2007).

This paper covers the attractions for the FMCG marketers to go to rural and the urban markets and uses a suitable marketing strategy with the suitable example of companies and their experience in going rural. Thus, the rural marketing has been growing steadily over the years and is now bigger than the urban market forms. Globally, the FMCG sector has been successful in selling products to the lower- and middle-income groups and the same is true in India. Over 70% of sales is made to middle class households today and over 50% of the middle class is in rural India. But the rural penetration rates are low. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. The marketers need to develop different strategies to treat the rural consumers since they are economically, socially and psycho-graphically different from each other. This paper covers the attractions for the FMCG marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy with the suitable customers.

Krishna Mohan Naidu (2004).

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CHAPTER 3

RESEARCH STUDY

INDUSTRIAL PROFILE

Notebooks

Writing notebooks are the perfect companions for recording your meeting notes, your to-do list, or your lists of dreams and goals. We use the highest quality paper designed with the writing enthusiast in mind. Shop our unique collection of writing notebooks. Putting pen to paper will be an enthralling experience with any one of our notebooks whether it is a notabilia notebook, pocket notebook, or reporter notebook.

About Notebooks

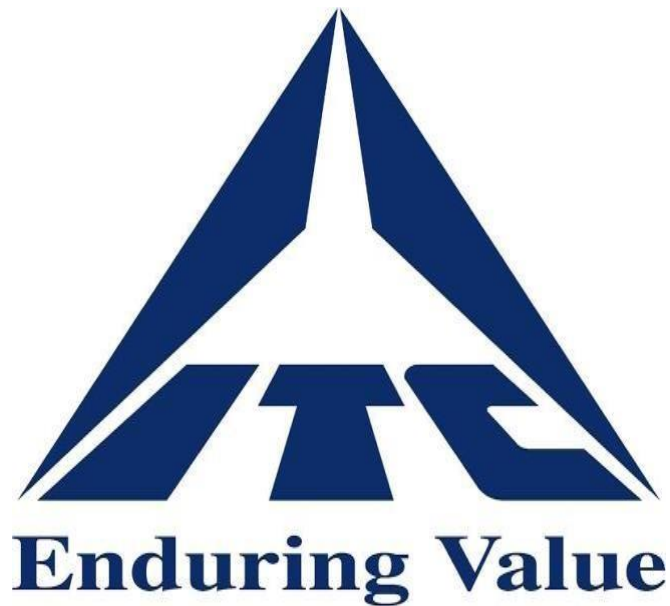
Upon forging a relationship with a Levenger notebook, you will quickly realize that each Levenger notebook has its own special qualities, regardless of which notebook you select, you're likely to be inspired better organization. With the **circa Rhodia Annotation Ruled Notebook**, indulge in deliciously smooth Clairefontaine paper, printed in Rhodia's signature purple. Although there are 60 Circa-punched sheets of 90-gsm Clairefontaine paper, the 1/2-inch Circa Discs can hold up to 80 sheets. At Levenger, there is a composition notebook suited out your wants and needs. Choose from our selection of quality writing notebooks for the home or office.

While the precise number of printing and publishing facilities is difficult to determine, 1987 census data identified approx 58,000 firms operating 62,000 facilities. Other estimates of industry size are higher, in the range of 70,000, 86% of which are thought to have press operations, with the remainder performing printing-related operations such as publishing or platemaking. It is important to note that because printing itself is a process used to transfer images or material to a substrate, "in-plant" printing operations are present in facilities throughout the manufacturing sectors.

For example, one of the largest screen printing operations is within Boeing Corporation. Other examples include firms that print textiles, product manufacturers that print their label, and manufacturers of printed circuit boards, the number of printing and publishing operations, therefore, could well exceed 100,000.

The Bureau of the census estimates that in 1987, 1.5 million people were employed in printing and publishing the value of shipments (revenue associated with product sales) generated by printing and publishing facilities totalled \$135 billion. This value of shipments figure omits up to \$100 million associated with in-plant and quick printers (operating xerographic copiers or small lithographic presses). Sales within the printing industry are expected to grow by 3.5 to 5.3% annually between 1990 and the year 2000. One of the most significant characteristics of the printing industry is the large proportion of very small firms. Almost one-half of all printing facilities have fewer than five employees, approximately 84% employ fewer than 20. Flexographic and gravure printers, however, tend to be larger operations to have more employees.

ITC COMPANY PROFILE



ITC was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianised, the name of the Company was changed from Imperial Tobacco Company of India Limited to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974. In recognition of the Company's multi-business portfolio encompassing a wide range of businesses - Fast Moving Consumer Goods comprising Foods, Personal Care, Cigarettes and Cigars, Branded Apparel, Education and Stationery Products, Incense Sticks and Safety Matches, Hotels, Paperboards & Specialty Papers, Packaging, Agri- Business and Information Technology - the full stops in the Company's name were removed effective September 18, 2001. The Company now stands rechristened 'TTC Limited, 'where 'ITC' is today no longer an acronym or an initialized form.

□ **A Modest Beginning**

The Company's beginnings were humble. A leased office on Radha Bazar Lane, Kolkata, was the center of the Company's existence. The Company celebrated its 16th birthday on August 24, 1926, by purchasing the plot of land situated at 37, Chowringhee, (now renamed J.L. Nehru Road) Kolkata, for the sum of Rs 310,000. This decision of the Company was historic in more ways than one. It was to mark the beginning of a long and eventful journey into India's future. The Company's headquarter building, 'Virginia House', which came up on that plot of land two years later, would go on to become one of Kolkata's most venerated landmarks.

□ **Packaging and Printing: Backward Integration**

Though the first six decades of the Company's existence were primarily devoted to the growth and consolidation of the Cigarettes and Leaf Tobacco businesses, ITC's Packaging & Printing Business was set up in 1925 as a strategic backward integration for ITC's Cigarettes business. It is today India's most sophisticated packaging house.

□ **Entry into the Hospitality Sector - A 'Welcome' Move**

The Seventies witnessed the beginnings of a corporate transformation that would usher in momentous changes in the life of the Company. In 1975, the Company launched its Hotels business with the acquisition of a hotel in Chennai which was rechristened 'ITC-Welcomgroup Hotel Chola' (now renamed My Fortune, Chennai). The objective of ITC's entry into the hotels business was rooted in the concept of creating value for the nation. ITC chose the Hotels business for its potential to earn high levels of foreign exchange, create

tourism infrastructure and generate large scale direct and indirect employment. Since then ITC's Hotels business has grown to occupy a position of leadership, with over 100 owned and managed properties spread across India under four

brands namely, ITC Hotels - Luxury Collection, Welcome Hotels, Fortune Hotels and Welcome Heritage.

ITC Hotels recently took its first step toward international expansion with an upcoming super premium luxury hotel in Colombo, Sri Lanka. In addition, ITC Hotels also recently tied up with RP Group Hotels & Resorts to manage 5 hotels in Dubai and India under ITC Hotels' 5-star 'Welcome Hotels' brand and the mid-market to upscale 'Fortune' brand.

□ **Paperboards & Specialty Papers - Development of a Backward Area**

In 1979, ITC entered the Paperboards business by promoting ITC Bhadrachalam Paperboards Limited. Bhadrachalam Paperboards amalgamated with the Company effective March 13, 2002 and became a Division of the Company, Bhadrachalam Paperboards Division. In November 2002, this division merged with the Company's Tribeni Tissues Division to form the Paperboards & Specialty Papers Division. ITC's paperboards' technology, productivity, quality and manufacturing processes are comparable to the best in the world. It has also made an immense contribution to the development of Sarapaka, an economically backward area in the state of Andhra Pradesh. It is directly involved in education, environmental protection and community development. In 2004, ITC acquired the paperboard manufacturing facility of BILT Industrial Packaging Co. Ltd (BIPCO), near Coimbatore, Tamil Nadu. The Kovai Unit allows ITC to improve

customer service with reduced lead time and a wider product range.

□ **Nepal Subsidiary - First Steps beyond National Borders**

In 1985, ITC set up Surya Tobacco Co. in Nepal as an Indo-Nepal and British joint venture. In August 2002, Surya Tobacco became a subsidiary of ITC Limited and its name was changed to Surya Nepal Private Limited (Surya Nepal). In 2004, the company diversified into manufacturing and exports of garments.

□ **Paperboards & Specialty Papers - Consolidation and Expansion**

In 1990, ITC acquired Tribeni Tissues Limited, a Specialty paper manufacturing company and a major supplier of tissue paper to the cigarette industry. The merged entity was named the Tribeni Tissues Division (TTD). To harness strategic and operational synergies, TTD was merged with the Bhadrachalam Paperboards Division to form the Paperboards & Specialty Papers Division in November 2002.

□ **Agri Business - Strengthening Farmer Linkages**

Also in 1990, leveraging its Agri-sourcing competency, ITC set up the Agri Business Division for export of Agri-commodities. The Division is today one of India's largest exporters. ITC's unique and now widely acknowledged e-Choupal initiative began in 2000 with soya farmers in Madhya Pradesh. Now it extends to 10 states covering over 4 million farmers.

□ **2002: Education & Stationery Products - Offering the Greenest products**

ITC launched line of premium range of notebooks under brand Paperkraft in 2002. To augment its offering and to reach a wider student population, the Classmate range of notebooks was launched in 2003. Classmate over the years has grown to become India's largest notebook brand and has also increased its portfolio to occupy a greater share of the school bag. Years 2007- 2009 saw the launch of PracticalBooks, Drawing Books, Geometry Boxes, Pens and Pencils under the 'Classmate' brand.

In 2008, ITC positioned the business as the Education and Stationery Products Business and launched India's first environment friendly premium business paper under the 'Paperkraft' Brand. 'Paperkraft' offers a diverse portfolio in the premium executive stationery and office consumables segment. In 2010, Colour Crew was launched as a new brand of art stationery.



□ **Lifestyle Retailing - Premium Offerings**

ITC also entered the Lifestyle Retailing business with the Wills Sport range of international quality relaxed wear for men and women in 2000. The Wills Lifestyle chain of exclusive stores later expanded its range to include Wills Classic formal wear (2002) and Wills Club life evening wear (2003). ITC also initiated a foray into the popular

segment with its men's wear brand, John Players, in 2002. In 2006, Wills Lifestyle became title partner of the country's most premier fashion event - Wills Lifestyle India Fashion Week - that has gained recognition from buyers and retailers as the single largest B-2-B platform for the Fashion Design industry. To mark the occasion, ITC launched a special 'Wills Signature', taking the event forward to consumers.

□ **Information Technology - Business Friendly Solutions**

In 2000, ITC spun off its information technology business into a wholly owned subsidiary, ITC InfoTech India Limited, to more aggressively pursue emerging opportunities in this area. Today ITC InfoTech is one of India's fastest growing global IT and IT-enabled services companies and has established itself as a key player in offshore outsourcing, providing outsourced IT solutions and services to leading global customers across key focus verticals - Banking Financial Services & Insurance (BFSI), Consumer Packaged Goods (CPG), Retail, Manufacturing, Engineering Services, Media & Entertainment, Travel, Hospitality, Life Sciences and Transportation & Logistics.

□ **2001: Branded Packaged Foods - Delighting Millions of Households**

ITC's foray into the Foods business is an outstanding example of successfully blending multiple internal competencies to create a new driver of business growth. It began in August 2001 with the introduction of 'Kitchens of India' ready-to-eat Indian gourmet dishes. In 2002, ITC entered the confectionery and staples segments with the launch of the brands mint-o and Candyman confectionery and Aashirvaad atta (wheat flour). 2003 witnessed the introduction of Sunfeast as the Company entered the biscuits segment. ITC entered the fast growing branded snacks category with Bingo! in 2007. In 2010, ITC launched Sunfeast Yippee! to enter the Indian instant noodles market. In just over a decade, the Foods business has grown to a significant size under seven distinctive brands, with an enviable distribution reach, a rapidly growing market share and a solid market standing.

□ **2002: Agarbattis & Safety Matches - Supporting the Small and Cottage Sector**

In 2002, ITC's philosophy of contributing to enhancing the competitiveness of the entire value chain found yet another expression in the Safety Matches initiative. ITC now markets popular safety matches brands like iKno, Mangaldeep and Aim.

PRODUCT PROFILE

□ Classmate stationary

Classmate



Industry : Consumer Goods

Area served : India

Products : Variety of consumer goods-Notebooks, Pencils, Pens, Precision Instruments, Erasers & Sharpeners

Website : www.classmatestationary.com

Classmate is an [Indian](#) brand of student stationery products. [ITC Limited](#) launched its Classmate brand in 2003 with the notebooks category. Subsequently, the Company added new products to its portfolio, including pens, pencils, mechanical pencils and geometry boxes. Classmate has 900 distributors who make the products available in over 70,000 outlets in India.

□ **PRODUCTS**

Classmate manufactures the notebooks, [pens](#), [pencils](#), Art Stationery products and Mathematical Drawing instruments.

□ **Notebook**

Classmate notebooks consist of more than 300 variants including notebooks, long books, practical books, drawing books and reminder pads. ITC focused on the design elements of notebooks: each Classmate notebook has a theme on the cover and related information inside.



□ **Pens**

The range of pens includes ball, fountain, gel, roller etc.

□ **Pencils**

Classmate's range of pencils includes both wooden and mechanical pencils. The different variants of wooden pencils include: HB Bonded Lead, HB Jet Black, Carbon Black, 2B Trilobe and Rubber Tipped.

Art Stationary products

Classmate Colour Crew range of art materials include Wax crayons, Plastic Crayons, Oil pastels and sketch pens.

Mathematical Drawing Instruments

The variants of Mathematical Drawing Instruments available include: Classmate Asteroid, Classmate Invento Plus, Classmate Invento & Classmate Victor.



Initiatives

Classmate Ideas for India challenge

Classmate has launched a program called Classmate Ideas for India challenge. The program was a part of the company's centenary initiative. The nationwide program would invite ideas of the youth who have the potential to transform India. Classmate Ideas for India challenge plans to reach out to 2.5 million students across 30 cities, 500 schools and

200 colleges across the country. The CII-ITC Centre of Excellence for Sustainable Development, WWF India, the Tony Blair Faith Foundation, Junagarh and the Akshaya Patra Foundation among others are the program partners for the event. The program would encourage the finalists with an internship with relevant program partners, besides cash prizes and other rewards. Additionally, the top five winners would be sent to a one-week international study tour.

□ **Discussions**

ITC Classmate hosted a discussion on the subject titled Principal, Parents and Children: Building a Relationship of Mutuality. The panellists agreed on the need for greater student involvement, in the choice of what they are taught, as well as the method of imparting education.

□ **Corporate Social Responsibility**

Every Classmate notebook carries ITC's [Corporate Social Responsibility](#) message on its back. For every four Classmate notebooks purchased, ITC contributes ₹1 to its social development initiative that supports, among other projects, primary education.

□ **Classmate Young Authors Contest**

The Classmate Young Authors Contest 2004 (CYAC 2004) was initiated by ITC Limited to provide a platform for budding writers among students to showcase their talent and an opportunity to develop it through interaction with some of the country's leading literary icons.

□ **WWF-India and ITC Ltd. Promoting Responsible Forestry**

This first took off in 2009. ITC Classmate was the first Indian company to join the Global Forest and Trade Network (GFTN). Paperkraft Premium Business Paper is a product of [ITC Limited](#) and is the country's greenest paper mill. ITC contributes towards environment: through ozone treatment & ECF technology to eliminate toxicity in the industrial effluents released by them into the ecosystem, and in a large scale through afforestation and water conservation by planting 8 trees for every tree used, which has greened over 1 lakh hectares since 2008.

NEED OF THE STUDY

- This study helps the candidates to know about the consumer buying behaviour and its influencing factors
- This study will help the company to know about the consumer buying behaviour pattern of their products.
- This study will help the company to identify the right marketing mix for the products.
- This study helps the company to improve their strategic formulation and decision making process

HYPOTHESIS

Hypothesis is considered as the most important instrument in research. A hypothesis is an assumption or some assumption to be proved or disapproved. Hypothesis can also be divided as (1) Null Hypothesis or (2) Alternative Hypothesis.

1) Null Hypothesis: Is a statement that no difference exists between a population parameter and a sample statistic

2) Alternative Hypothesis: 7 When the null hypothesis is rejected, then, we accept the alternative hypothesis. The alternative hypothesis is the logical opposite of the null hypothesis.

- H0:- Customers are satisfied with the ITC Company Products .
- H1:- Customers are not satisfied with the ITC Company Products.

OBJECTIVES

- To know the quality of classmate notebooks.
- To find the consumer behavior to classmate notebook.
- To know the different products in ITC products.
- To make aware about ITC Stationary items.
- To know the Purpose of using this Classmate Notebook.

CHAPTER 4

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research refers to search for knowledge it is an art of scientific investigation research comprises definite problem.

The research design ascetically states the procedures of data collection and analysis of information relevant to problem.

Methodology is the branch of logic concerned with the application of the principle of reasoning to scientific and philosophical enquiry. The method to be followed to proceed with research is called methodology and the method adopted depends on the type of study and thenature of the study.

“Marketing research is the systematic gathering, recording and analysing of data about problems relating to the marketing of goods and services”.

-According to **American Marketing Association.**

□ DATA COLLECTION

The information required for the preparation of report is collected through two sources.

- **Primary Data**
- **Secondary Data**

- **PRIMARYDATA**

The data is collected through questionnaires, which form the major part.

- **SECONDARY DATA**

The secondary data is readily available from the dealer's news and magazines.

Data like company profile and product profile are collected from the Internet.

- **METHODS OF COLLECTING PRIMARY DATA**

The collection of information is referred to as primary method. There are various methods in which primary data can be adopted and thus can be broadly classified as survey method and experimental methods.

- **SURVEY METHOD**

A research is a technique in which information is gathered from people through the use of survey or questionnaires.

- **SAMPLING**

An integral component of Research Design is the sampling plan.

Specifically it addresses three questions

- Whom to survey (The sampling unit)
- How many to survey (Sampling size)
- How to select them (The sampling procedure)

SAMPLING UNITS: Student, Business, People, Professionals,
Common people are surveyed.

SAMPLING SIZE 100

SAMPLING PROCEDURE: Random sampling

□ **QUESTIONNAIRE:** -

A set of questions printed in the form are provided to the respondents for their answers, closed ended and opened questions are used. The questionnaires are developed and tested before using for data collection.

▪ **Closed-ended questions:** -

Closed ended questions include all possible answers/prewritten response categories and respondents are asked to choose among them.

Example: Multiple choice questions, scale questions.

▪ **Open-ended questions:** -

Open-ended questions allow respondents to answer in their own words. Questionnaire does not contain boxes to tick but instead leaves a blank selection for the response to write in an Answer.

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

The consumer behavior refers to the behavior that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decision to spend their available resources. (Time, money, effort) on consumption related termsit includes the study of what they buy, how often they buy it and how often they use it.

Consumer research provides the basis for the development of new products and services concepts to meet targeted consumer needs. It also enables the marketer to build consumer meaning into the product or service by discovering which attributes are most important to the target market and integrating them into the product or service design.

□ **MODELS OF CONSUMER BEHAVIOR**

The starting point for understanding buyer behavior is the stimulus response model marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and Decision Process lead to certain Purchase Decisions.

▪ **MAJOR FACTOR INFLUENCING BUYING BEHAVIOR**

A consumer buying Behavior is influenced by:

1. Cultural factors
2. Social factors
3. Personal factors
4. Psychological factors

1.CULTURAL FACTORS:

A) CULTURE:

It is the fundamental determinant of a person's wants and Behavior. A growing child acquires a set of values, preferences, perceptions and Behavior through his/her family and other key instructions.

B) SUB CULTURE:

Subculture includes nationalities, religious, social groups and Geographic regions make up important market segments and marketers often design products tailored to their needs.

C) SOCIAL CLASS:

Social class shows distinct product and brand preferences in many areas, including clothing, home furnishing, leisure activities and automobiles.

2. SOCIAL FACTORS:

Consumer is influenced by social factors such as a reference group, family and social roles and statuses.

A) FAMILY:

The family is the most important consumer buying Organization in society and it has been researched extensively. They constitute the most influential primary reference group.

B) REFERENCE GROUP:

A person's reference consists of all the groups that have a director in direct influence on the person's attitudes or behavior. Reference groups expose an individual to new behavior and lifestyles. Reference group Appeal to influence both product and brand choice strongly only in case of automobiles, Color televisions and refrigerators.

C) ROLE AND STATUS:

The person's position in each group is defined in terms of roles and status. Role consists of activities that a person is expected from. Each role carries a status. Marketers are aware of status symbol potential of products and brands.

3. PERSONAL FACTORS:

Buying decisions are also influenced by personal characteristics.

This includes the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyle and personality and self-status.

A) AGE:

People buy different goods and services over their lifetime. Tastes in cloths, furniture and Recreation are also related.

B) OCCUPATION:

Marketers try to identify groups that have above interest in their products and services. A company can specialize its products for certain occupational groups.

C) LIFESTYLE:

A Lifestyle is a person's pattern of living in the world as expressed in activities, interests and opinions. Marketers search for relationships between their product and Lifestyle groups.

4.PSYCHOLOGICAL FACTORS:

A person's buying choices are influenced by four major psychological factors.

- ◆ Motivation
- ◆ Perception
- ◆ Learning
- ◆ Beliefs and Attitude

Table showing respondents are using ITC Classmate note books.

Opinion	No. Of respondents	% of respondents
Yes	76	76%
No	24	24%
Total	100	100%

INFERENCE: From the above table, it is inferred that

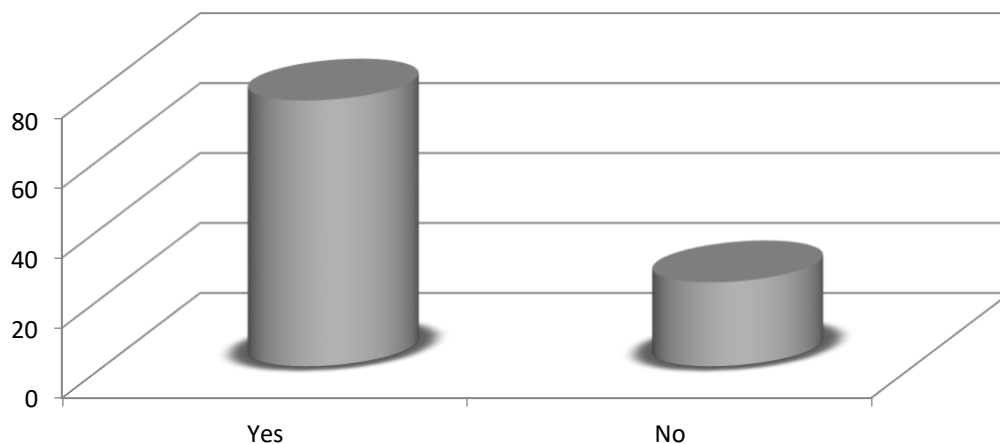
Majority of the respondents are using.

Minority of the respondents are not using.

Source: Questionnaire.

Graph Representing the Number of Respondents are Using ITC Classmate Notebooks.

Using of Classmate Notebook



1. Table Representing the No. of Respondents preferring other company Note Books.

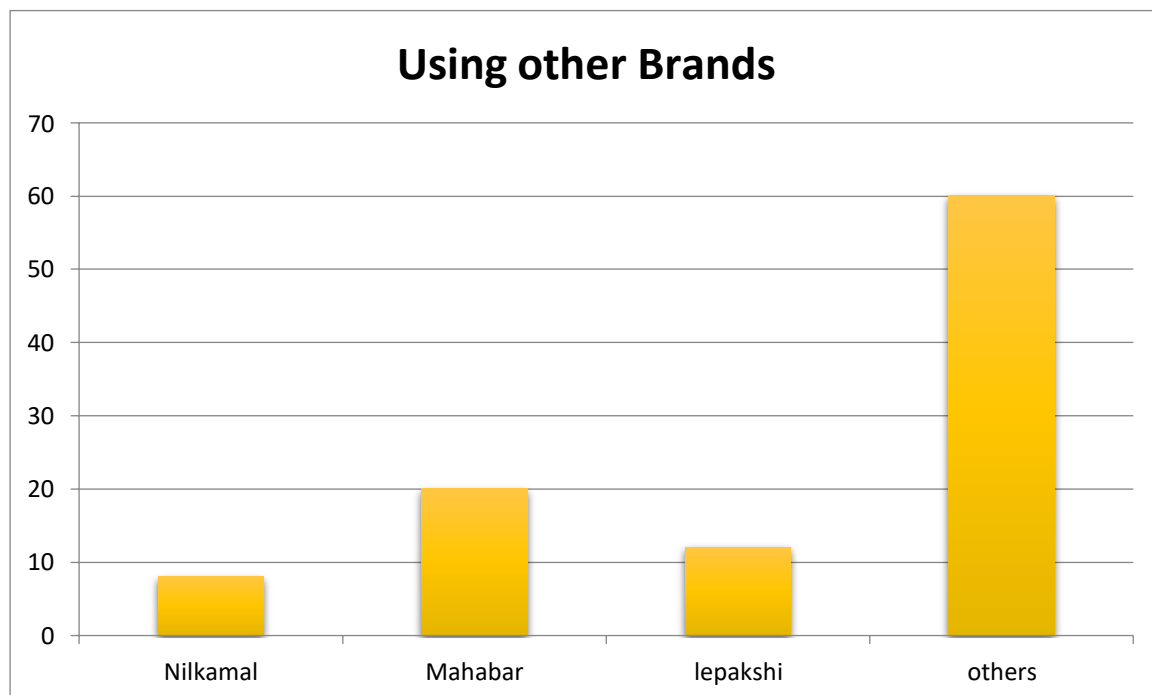
Opinion	No. of Respondents	% of Respondents
Nilkamal	8	8%
Mahabar	20	20%
Lepakshi	12	12%
Others	60	60%
Total	100	100%

INFERENCE: From the above table it is inferred that

60% of the Respondents are using other Notebooks. 12% of the Respondents are using Lepakshi Notebooks. 20% of the Respondents are using Mahabar Notebooks. 8% of the Respondents are using Nilkamal Notebooks.

Source: Questionnaire.

Graph Showing the Type of other Company Notebooks used by the Respondents.



2. Table showing the reason for preferring the classmate Note books.

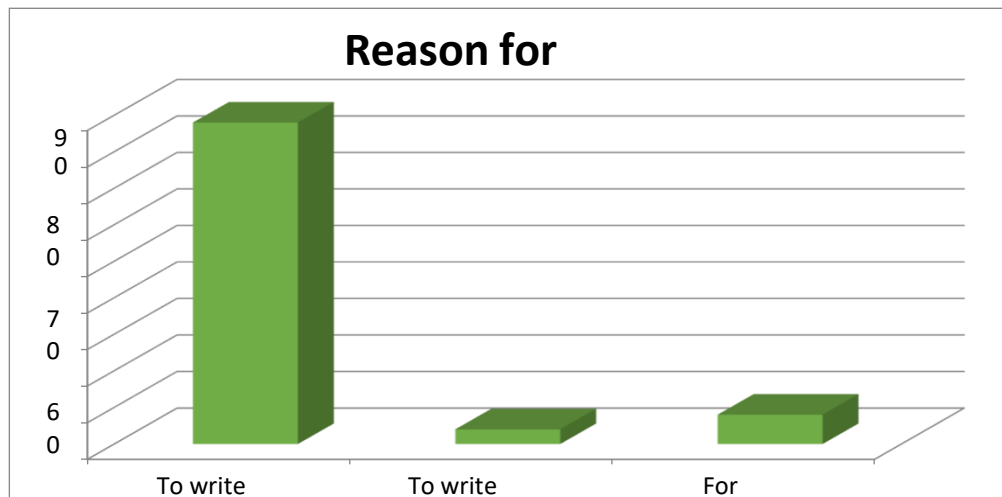
Reason to Prefer	No. of Respondents	% of Respondents
For Drawing	8	8%
To Write Notes	88	88%
To Write Reports	4	4%
Total	100	100%

INFERENCE: From the above table it is inferred that

88% of the respondents prefer for to write notes.4%
of the respondents prefer for to write reports.8% of
the respondents prefer for drawing.

Source: Questionnaire.

Graph Representing the Reason for Preferring Classmate Notebooks by the Respondents.



3. Table Representing Various Sources of Purchase By the Respondents

Opinion	No. of Respondents	% of Respondents
Bookstore	80	80%
Supermarket	4	4%
Wholesale Shops	12	12%
Retail Shops	4	4%
Total	100	100%

INFERENCE: From the above table it is inferred that

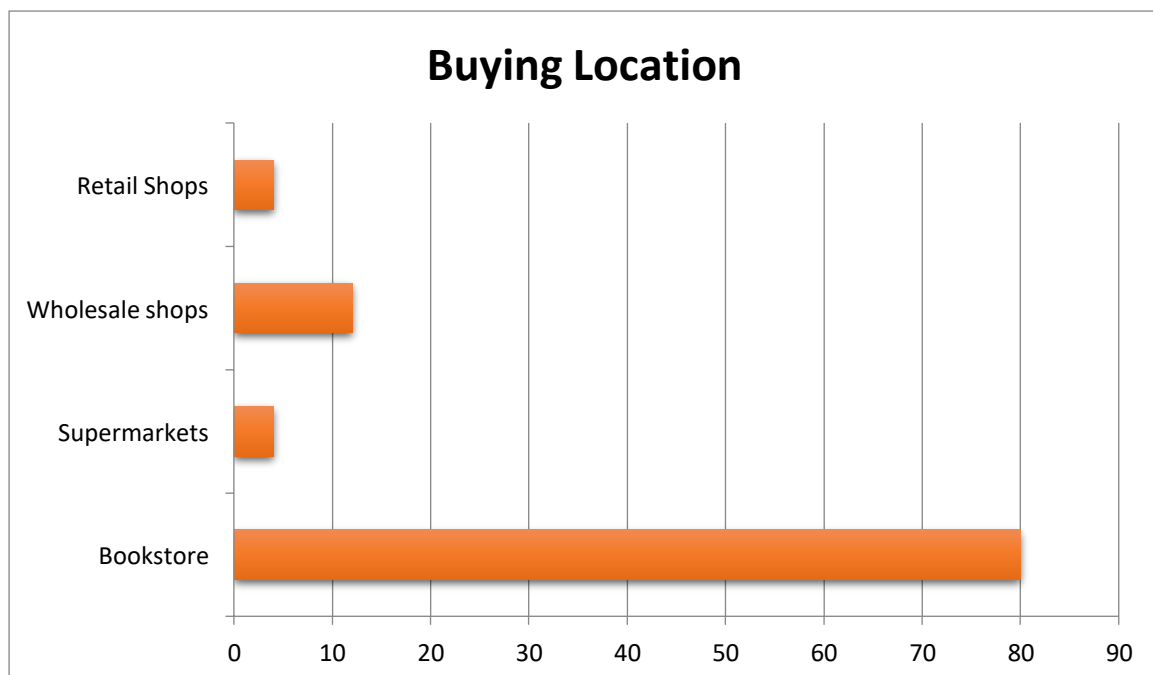
80% respondents are buying from bookstore. 4%

respondents are buying from Supermarkets.

12% respondents are buying from Wholesale Shops.

4% respondents are buying from retail Shops.

Source: Questionnaire.



Graph Showing from Where the Respondents are Buying Classmate Notebooks.

4. Table Representing Consumers level of Satisfaction towards classmate notebooks.

Satisfaction level	No. of Respondents	% of Respondents
Excellent	32	32%
Good	52	52%
Average	8	8%
Moderate	8	8%
Total	100	100%

INFERENCE: From the above table it is inferred that

52% of the Respondents satisfaction level is good. 8% of the Respondents satisfaction level is Moderate. 32% of the Respondents satisfaction level is Excellent. 8% of the Respondents satisfaction level is Average.

Source: Questionnaire

Graph representing Respondents satisfaction level towards classmate notebooks.



5. Table Representing satisfaction level towards classmate notebooks regarding price.

Price	No. of respondents	% of respondents
High	28	28%
Moderate	64	64%
Affordable	8	8%
Total	100	100%

INFERENCE: From the survey it is found that

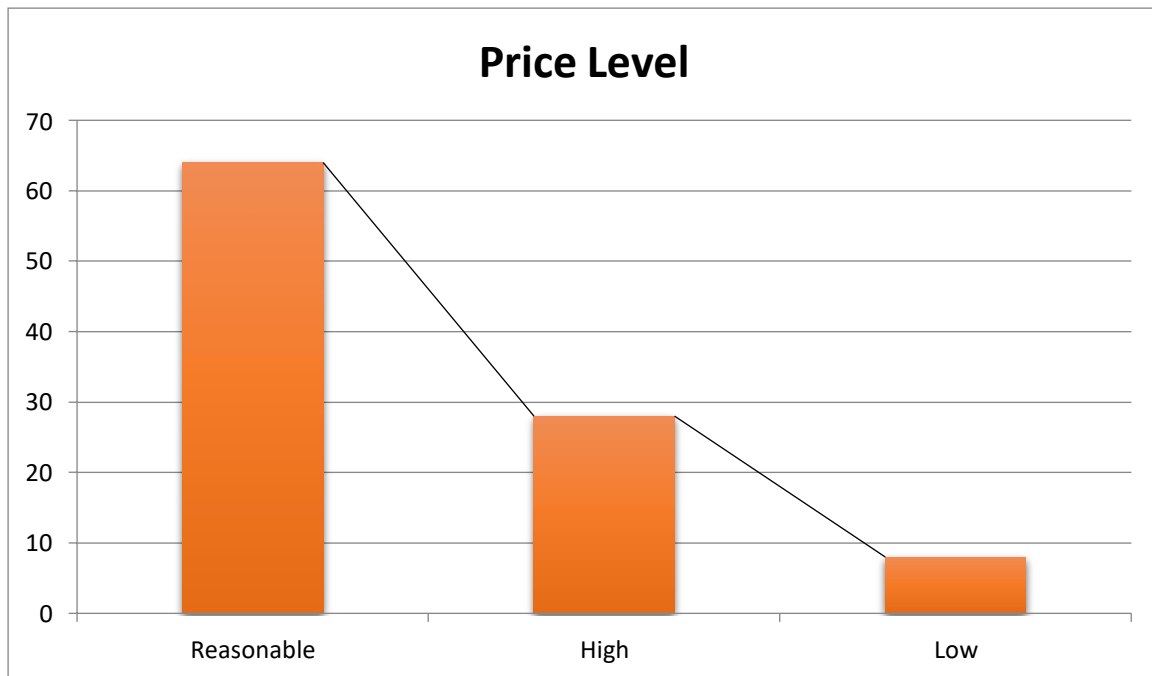
28% of the Respondents opinion about the price is High.

64% of the Respondents opinion about the price is Reasonable.8%

of the Respondents opinion about the price is Low.

Source: Questionnaire

Graph representing the opinion of Respondents regarding the price of classmate notebooks.



6. Table Representing satisfaction level of classmate notebooks towards quality.

Opinion	No. of Respondents	% of Respondents
Good	82	82%
Not Good	18	18%
Total	100	100%

INFERENCE: From the survey it is found that

Majority of the Respondents opinion is good.

Majority of the Respondents opinion is not good

Source: Questionnaire

graph Representing the Respondents Opinion Regarding Quality of ClassmateNotebooks.



6. Table representing the number of classmate notebooks purchased by the Respondents.

Purchasing	No. of Respondents	% of Respondents
1 to 3	48	48%
1 to 5	24	24%
1 to 6	20	20%
1 to 12	8	8%
Total	100	100%

INFERENCE: From the survey it is found that

20% of the Respondents are purchasing 1 to 6 notebooks.

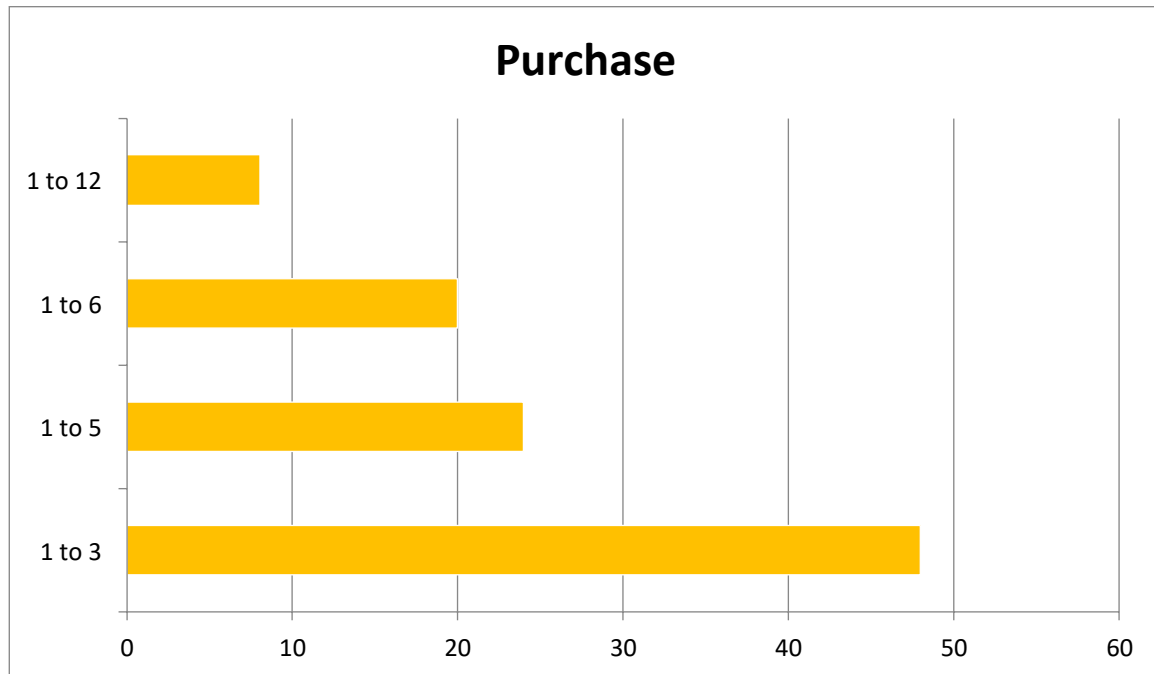
48% of the Respondents are purchasing 1 to 3 notebooks.

24% of the Respondents are purchasing 1 to 5 notebooks.8%

of the Respondents are purchasing 1 to 12 notebooks.

Source: Questionnaire

Graph Representing the Number of Classmate Notebooks Purchasing by the Respondents.



7. Table Representing the respondents awareness towards ITC's contribution of Rs.1 to backward children for Education.

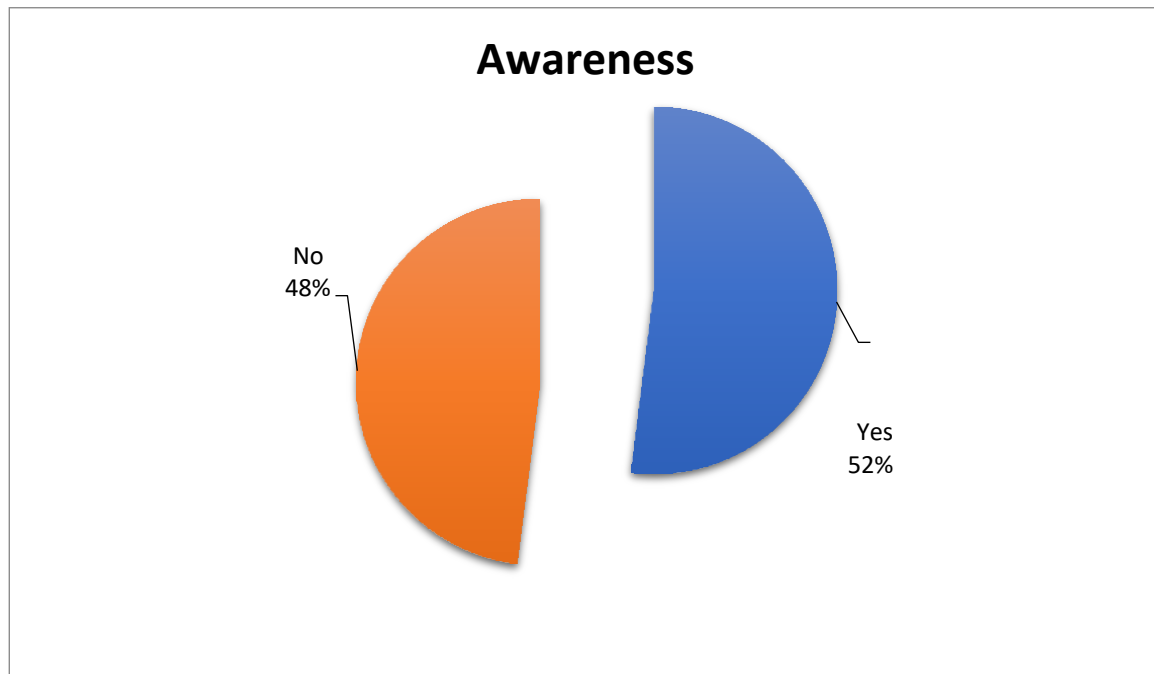
Opinion	No. of Respondents	% of Respondents
Yes	52	52%
No	48	48%
Total	100	100%

INFERENCE: From the survey it is found that

Most of the Respondents Know. Minority
of the respondents don't know.

Source: Questionnaire

Graph Representing the Respondents Awareness towards ITC's contribution of Rs.1 to Backward Children for Education.



8. Table Representing Respondents Reaction on Non-availability of ITC Classmate notebooks.

Opinion	Satisfaction	% of Satisfaction
Will go to other Outlet	56	56%
Will buy another Product	44	44%
Total	100	100%

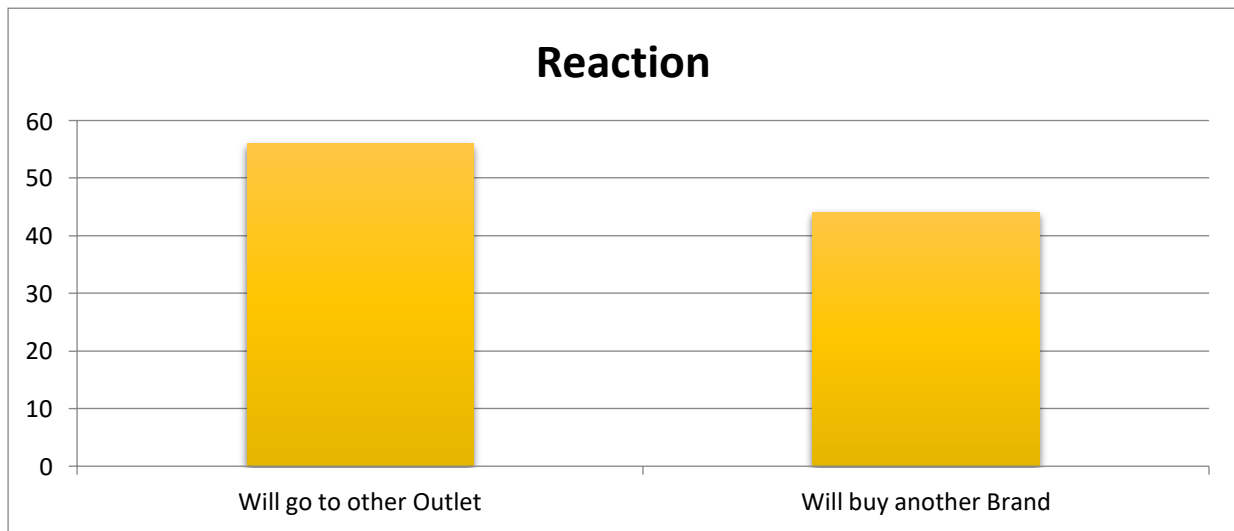
INFERENCE: From the survey it is found that

Majority of Respondents will go to the other outlet.

Minority of Respondents will buy other Product

Source: Questionnaire

Graph Representing Respondents Reaction on Non Availability of ITC Classmate notebooks.



CHAPTER 6
CONCLUSION

Conclusion

From the survey conducted regarding the awareness of the products offered by ITC Classmate, which is a stationary brand, it can be seen that the majority of people are aware about the product and that too with a higher satisfaction rate.

The quality of the products is liked or rather praised by the majority of the respondents, and the frequency of their use is also high.

The purpose for which they use the classmate products is generally for making notes and for other educational purposes.

CHAPTER 7
LIMITATIONS

LIMITATIONS

Apart from the needs and importance of the study, there are limitations also.

The limitations are as follows:

- 1) The study is confined to Kurnool City. Not the customers around the world.
- 2) The survey was carried about 3 months, which was a time constraint.
- 3) Some of the customers are not interested to give the accurate information about the product.
- 4) The research has been centered to only 100 customers rather than Millions.
- 5) The methods used in the project are Random sampling methods and the results obtained may not be fully accurate and believable.
- 6) This study is based on the figure available and the information given by the customers.
- 7) The conclusions drawn are subjected to the information provided by various buyers contacted.

CHAPTER-8

FINDING

Findings:

1. Majority of the Respondents satisfaction level is good.
2. Majority of the Respondents are using Notebooks.
3. Majority of the Respondents are using for writing Notes.
4. Majority of the Respondents opinion about the quality is good.
5. Majority of the Respondents are aware through advertisement.
6. Majority of the Respondents are using Pencils, Erasers towards other products of ITC.

CHAPTER-9

SUGGESTIONS

Suggestions:

- 1) Try to introduce new notebooks.
- 2) They have to improve Quality & Quantity.
- 3) Change the old models of Notebooks.
- 4) Provide More Market Network.
- 5) Try to give more Promotional Activities to improve sales.
- 6) Try to create more creativity in advertisement to attract consumers.
- 7) Try to Reduce Price of the Notebooks.

CHAPTER 10

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[VIEW OF LITERATURE](#)

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By, Alex Simonson , Bernd H. Schmitt

Experimental Marketing : How to Get Customer to Sense ,Feel ,Think ,Act, Relate

By, Bernd H. Schmitt

Brand Leadership

By, Devid A. Aaker, Erich Joachimsthaler

CHAPTER 11

APPENDICS

Name:

Gender: M F

1. What is your profession?

(a) Employee (b) Student (c) Businessmen (d) Others

2. Do you use ITC Classmate

Notebooks? (a) Yes (b) No

3. If no, Which Company Notebooks do you prefer?

(a) Nilkamal (b) Mahabar (c) Lepakshi (d) Others

4. For what Purpose do you use ITC Classmate Notebooks?

(a) For drawing (b) To Write notes (c) To Write reports

5. Where do you buy this product?

(a) Bookstore (b) Supermarket (c) Wholesale shops (d) Retail shops

6. What is your level of Satisfaction with this product?

(a) Average (b) Moderate (c) Good (d) Excellent

7. What is your opinion regarding the price of classmate notebooks?

(a) High (b) Moderate (c) Affordable

8. Do you think ITC classmate notebooks is best quality notebooks than the others?

(a) Yes (b) No

9. How many notebooks do you purchase at a time?

(a) 1 to 3 (b) 1 to 5 (c) 1 to 6 (d) 1 to 12

10. Do you know ITC contributes Rs.1 from each product for backward children for Education?

(a) Yes (b) No

11. What will be your reaction on the non-availability of classmate notebooks?

(a) Will go to another Outlet. (b) Will buy another brand.

12. Please give your valuable suggestions regarding to this product_
