



## What Influences Customers to Purchase Printed Notebook?

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### ABSTRACT

The Indian Stationery market has been subject to dynamic changes owing to the shift in education, growing urbanization, living standards of the population according to published report. This industry was estimated to have six thousand corers of business pre-covid period. There are multiple brands competing for their share in this sector. The growth is expected to be more in coming years as e-commerce also grows. This research paper focused on the most consumed stationery among the youth in education sector which was printed Notebooks. The data was collected from 250 respondents in Ernakulam region, Kerala. The research was focused on a branded notebook. The research was able to identify three factors- Promotional factors, Brand awareness and Customer factors as the main contributors to purchase influence among the respondents. Easy availability of the product was a key factor for popularity of the brand under study. The research used multivariate technique of exploratory factory analysis using IBM SPSS for analysis. The need the sector to diversify the product variety may be an area the companies need to look into especially for attracting professionals in different sector.

**Keywords:** Printed Notebooks, Factor Analysis, Consumer Purchase, Promotional Factors, Brand Awareness.

### 1. Introduction

Consumer behaviour is an based investigation of how people settle on purchasing choices; what inspires them to make a buy. Marketers can understand the inclinations of consumers and design base their advancing undertakings subject to the exploration. Understanding all around and consumer conduct dependably would enable an association to consider the necessities and wants for their customers. This in this manner would help them with structuring things and set up organizations that would be of perfect utility to the customers, drawing in them closer to the association. Understanding enables the consumer conduct association to gain proficiency with a worth point for explicit customer divides, set up the best headways and spurring power plans and overall serve the customers in a manner that would empower repeat business and referrals. The other piece of slack of understanding customer lead is that enables a consumer to change the direct to advantage. It allows an association to frame and veer customer notion on the side of themselves, thusly achieving its goals of more arrangements, benefits Understanding consumer behaviour along these lines, guarantees consumer maintenance and a superior hang on the connection between the two sides. Understanding ought not be limit consumer behaviour to or end once they make a buy. Future business and the achievement or disappointment of the relationship would likewise rely upon how reliably and well an organization can comprehend and anticipate its consumer's conduct. Understanding would as consumer behaviour is an organization with predicting whether they would purchase from the organization later on. The consumer's responses to the organization's contributions would give bits of knowledge into how consumer see the organization – positive sentiments would prompt proceed with business, while the opposite would be valid if the emotions were negative. A notebook (otherwise called a scratch pad, composing cushion, drawing cushion, or legitimate cushion) is a book or pile of paper pages that are regularly administered and utilized for purposes, for example, recording notes or memoranda, other composition, drawing or scrapbooking.

In India, the major demand for stationery products is generated from the education sector due to the increasing enrollment of students in schools and higher educational institutions. Further, the growing e-commerce industry in the country is also contributing to rising sales of stationery products. According to report by research organisations, India is leading from counties such as Russia and Brazil at the million users of the internet user while searching for the online stationery product. Online shopping of books and novels generates great revenue for the Indian market of stationery (Classmate is an Indian brand of various writing material items. ITC Limited (once in the past Indian Tobacco Company) drive its Classmate image in 2003 with the notebook classification. Accordingly, Classmate included pens, pencils, mechanical pencils and geometry boxes to its portfolio. In the nation's market for

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notebooks assessed to be Rs 6,000 crore, ITC has a piece of the pie of around 25 percent (Rs 1500 crore) and looks to additionally merge with new line up of items associating with children and youthful age.

## 2. Literature Review

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 ICT has become widespread in many educational institutions (Fuadah et al.2019). Some research literature seems to show that the analog notebooks have still been seen as a option to to escape controlled consumption and to balance their relationship with the digital world(Humayun, 2019).Literature which 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 proces( Umejima et al, 2021).

Literature was found to investigate the competition between computer and pen & paper tools which are used in academics. The dominance of pen and paper tools in certain domains could not be disregarded as per the literature(Isaias et al, 2015).Paper remains versatile in terms of the spaces where it can be read and transported to (Holzinger et al., 2011) and it is more ergonomically friendly (Luff et al., 2007).The tendency to use paper more often for reading may be explained by the habits that people developed over time and their perception that the computer hinders the assimilation of information (Ackerman & Lauterman, 2012).Literature shows that the consumer purchase behaviour is affected by many variables which include internal factors, social factors,cultural factors,economics factors and personal factors(Ramya et al, 2016).Literature has shown that factors like quality, brand, price, advertisement and packaging have impact of consumer purchase behaviour (Anjana, 2018; Miiirabi,2015).Research literature has proven that during the buying process consumers are influenced by external as well as internal motivations(Gogio, 2013).

## 3. Research Methodology

It is the specification of the methods used for acquiring the information needed. In short it is the master plan for conducting the research study. The study was conducted to shed light on the factors influencing customers towards purchase of Classmate notebooks in Ernakulam, Kerala. The respondents were from Ernakulam area , Kerala.

Research Design: The research design adopted for the purpose of study is descriptive in nature. A thorough analysis of information with respect to the study on service quality with special reference to Big Bazaar has been made to arrive at logical, conclusion and suggestions were given for improvement. Likert Scale was part of the questionnaire framing. The data collected will include the demographics of the respondents

Sampling method: The sampling method used was convenience sampling. Primary data was collected through a Questionnaire. Secondary data was collected from journals and websites/related Reports on the Hypermarkets.

Sample Size: The sample size consisted of 250 people in the age group above 18 years for the purpose of the research. The sampling method was convenience sampling. The people were from different professional backgrounds.

Data Collection method: A structured questionnaire designed using Google forms was used for executing this survey.

## 4. Results and Discussion

The survey data was analyzed using the statistical package SPSS 23. The sample data was 250 respondents. Based on this, further testing was done which included Percentage analysis and Factor analysis.

Table 1: Demographic Details

Demographic characteristic	Percentage of Respondents (%)
<b>Age Group</b>	
18 -30	35.2
31- 40	42.8
41 – 50	2
<b>Gender</b>	
Male	50.8
Female	49.2
<b>Level of Education</b>	
SSLC/10th	2
Plus Two	24
Graduate	45.6

Post Graduate	24.4
<b>Occupation</b>	
Student	69.6
Business	12.4
Salaried	10.4
Others	7.6
<b>Annual Income</b>	
1,00,000-3,00,000	64
3,00,000-5,00,000	15.2
5,00,000-7,00,000	11.6
7,00,000-10,00,000	6
Above 10,00,000	2.8

#### 4.1 Most Preferable Notebook

Table 2 : Most Preferable Notebook Type

Most preferable	Number of respondents	Percentage of respondents
Ruled notebook	105	42%
Unruled notebook	145	58%
Total	250	100%

Based on the survey from the sample population, fifty eight percent of the respondents prefer unruled notebook and forty two percent prefer ruled notebooks.

#### 4.2 Availability Of Notebook

Table 3 : Easily Availability of Notebook

Easily availability	Total of respondents	Percentage of respondents
Yes	241	96.4%
No	9	3.6%
Total	250	100%

Another interesting find of the survey was that 96.4% of the respondents gave a feedback that the product was easily available in nearby outlet and a minority of the respondents felt otherwise.

#### 4.3 Will You Recommend The Product?

Table 4 : Will You Recommend ITC Notebook

Would Recommend the Product	Total number of respondents	Percentage of respondents
Yes	232	93.2%
No	17	6.8%
Total	250	100%

93.3% of the respondents gave a feedback that they would recommend ITC notebook to their friends and relatives. A small group of the respondents thought otherwise.

#### 4.4 Factor Analysis-Factors influencing purchase decision

Table 5:KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.838
Bartlett's Test of Sphericity Approx. Chi-Square	3142.102
Df	66
Sig.	.000

From the table KMO value is "0.838" (sample adequacy ratio). Therefore, the sample size is just adequate to conduct the study. In SPSS. The sampling is adequate or sufficient if the value of Kaiser Meyer Olkin (KMO) is larger than 0.5 Field (2000), according to Pallant (2013) the value of KMO is 0.6 and

above. Kaiser (1974) recommends a bare minimum of 0.5 and the value between 0.5 and 0.7 are mediocre, value between 0.7 and 0.8 are good, value between 0.8 and 0.9 are great and value between 0.9 and above are superb (Hutcheson & Sofroniou, 1999).

From the table Bartlett's test significant value is "0.000". Therefore, reject the null hypothesis. The strength of the relationship in SPSS can be measured by a Bartlett Test of Sphericity. It is actually a measure of a multivariate normality of set of distribution. This test also checks the null hypothesis that the original correlation matrix is an identity matrix. The significant value less than 0.05 indicates that these data do not produce an identity matrix and are thus approximately multivariate normal and acceptable for further analysis (Pallant,2013).

Table 6: Communalities

	Initial	Extraction
1.Familiarity With Brand	1.000	.810
2.First Time Hearing About The Brand	1.000	.866
3. Last Purchased	1.000	.882
4.Purchase Experience	1.000	.863
5. Brand Performance	1.000	.910
6. Frequency Of Purchase	1.000	.793
7. Motivating Factors	1.000	.767
8. Recommendation By Others	1.000	.877
9. Influence Of Other Factors	1.000	.886
10. Variant In The Products	1.000	.899
11. Level Of Satisfaction With The Brand	1.000	.493
12. Brand Assist You	1.000	.695

Extraction Method: Principal Component Analysis.

From the output of Communalities table which shows how much of the variance in the variables has been accounted for by the extracted factors. The table shows all the variables have variance greater than .5. Therefore, none of the variables were removed from the Factor analysis stage. The variable -"Satisfied with brand " accounts for 91 % of the variance while the next highest variance was accounted for by the variables, "Variant in the products " with 89.9 % of variance. The lowest variance was shown by the variable, " Level of Satisfaction with the brand " with approximately 50 % was accounted for.

Table 7 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.950	49.585	49.585	5.950	49.585	49.585	5.921	49.345	49.345
2	2.664	22.201	71.786	2.664	22.201	71.786	2.682	22.353	71.699
3	1.125	9.379	81.164	1.125	9.379	81.164	1.136	9.466	81.164
4	.810	6.754	87.918						
5	.408	3.404	91.322						
6	.335	2.793	94.115						
7	.200	1.669	95.784						
8	.166	1.383	97.166						
9	.141	1.173	98.339						
10	.080	.663	99.002						
11	.069	.576	99.578						
12	.051	.422	100.000						

Extraction Method: Principal Component Analysis.

From this table, it proves that the first factor accounts for “49.585 %” of the variance, the second “22.2%” and the third “9.379%”. All the remaining factors are not significant. The twelve variables were reduced to three components.

Table 8: Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
1.Brand performance	.951		
2.Recommendation by others	.932		
3. Variant in the product	.914		
4. Influence of other factors	.892	-.301	
5. Last purchased	.850	-.352	
6. Purchase experience	.780	-.503	
7. Brand assist you	.768		-.316
8. Frequency of purchase	.676	.559	
9. First time hearing about the brand		.913	
10. Familiarity with brand		.888	
11. Motivating factors		.404	.736
12. Level of Satisfaction with the brand			.608

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

Based on the results of Factor analysis, the first component was named as “Promotional Factors” which Brand performance, Recommendation by others, Variant in the product, Influence of other factors, Last purchased, Purchase experience, Brand assist you, Frequency of purchase. The second component was named as “Brand awareness” which included first time hearing about the brand and familiarity with brand. The third component was named as “Customer Factor” which motivating factors and level of Satisfaction with the brand. Research literature shows that Brand awareness is one of the major contributors to brand commitment (Asif et al, 2018; Muthu Lakshmi and Suresh, 2021). Previous studies show that Promotion is an importance consumer purchase influencer (Rachmawati et al, 2019; Jasmani and Sunarsi, 2020). Research literature shows that motivational factors have influence customer loyalty( Cheung et al, 2021).

The study proved that majority of the respondents were users of ITC classmate notebooks. The youth were the major consumers of the product. The learners group formed the major share of the consumers. The design and style were the motivating factors for consumer purchase of the product. Unruled Notebooks had higher consumers according to response from the survey. The easy availability of the product added to its popularity among the target group. Frequency of purchase was monthly. Consumers often referred to the product to their friends.

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**5. Conclusion**

The study was able to identify the factors that influence the purchase of printed Notebooks. The product was popular among the youth and majority of the consumers were students. Design and style seemed to influence the purchase among the target group. The accessibility to the product was an add-on to the popularity of the product. The study was able to bring about three factors- Brand awareness ,Promotional Factors and Customer Factors which contributed to the customer purchase. The brand needs to focus more on expanding their to professionals by designing products that suit their purpose. This would

exponentially expand their customer base compared to the existing numbers. The growth of online purchase by customers is expected to have its impact on this sector as well.

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