A Study on Student Buying Attitude towards ITC'S Classmate Products

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ABSTRACT

This study highlights the Student buying attitude towards Classmate Product. The main objective of this project is to know the Student awareness and attitude towards Classmate Product. The study was conducted in Coimbatore district with sample size of 110 respondents through random sampling method. The method used for the study is simple percentage, rank analysis and chi-square test. The result of this study can provide valuable insights for ITC and other brands in understanding how to better meet the needs and preference of students as consumers. This research shows the student preference, positive and negative factors that are related to Classmate Products.

INTRODUCTION:

Study of student buying attitude towards Classmate products, gather data from students about their purchasing behavior and preferences and observations of student behavior in retail settings or online shopping platforms to gain a comprehensive understanding of their buying behavior. 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 demographic, and in providing valuable insights into the consumer behavior and preferences of students.

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 behavior of students towards Classmate products and to identify the strengths and weaknesses of the brand in meeting the needs and preferences of students.

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 arear of improvement needed in the point of view of students.
- To determine the most preferred channels for purchasing classmate products among stude

SCOPE OF THE STUDY:

- Understanding the behavior of students in regards to classmate products.
- Analysis of the various factors that influence student buying decisions, such as advertising, past experiences, and peer recommendations.
- Recommendations for improving the marketing strategies of classmate products to better meet the needs and preferences of students.
- The study will investigate the role of price, quality, brand image, and other factors in the purchasing behavior of student towards classmate products.

RESEARCH METHODOLOGY:

This chapter describes the methods applied for the study in detail. Research methodology is the precise process or strategies used to identify, pick, technique, and examine statistics about a topic. In a studies paper, the methodology section allows the reader to critically evaluate a take a look acts overall validity and reliability.

Area of Study:

The area of the study is about Coimbatore.

Data Collection:

Data was collected using both primary and secondary data collection methods.

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:

It will be checked to add the value between the primary data. This may be used to collect the necessary data and records by different website, magazines, annual report, journal, reference book and newspapers.

Sampling Technique:

Sampling may do either probability or non-probability basis. This is an important research, design, decision and one which depends on such factor has whether qualitative or quantitative method are used.

Period of Study:

The period of study is within 2023-2024.

Sample Size:

110 respondents constituted sample covering Coimbatore.

Statistical Tools Used In The Study:

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage Analysis
- Chi square Test
- Rank Analysis

LIMITATIONS OF THE STUDY:

- Data was collected from the limited location to Coimbatore city.
- The sample size was confined to 110 respondents keeping in view time constraints.
- The necessary of the study is purely based on the information as given by the respondents.

REVIEW OF LITERATURE:

1. **Chirra Venu (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, color, 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.

2. **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.

3. **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.

4. **Surenshar 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.

5. **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.

ANALYSIS AND INTERPRETATION OF DATA:

Analysis and interpretation of data is the process of assigning meaning to the collected information

and determining the conclusions, significance and implications of the findings.

PERCENTAGE ANALYSIS

In the percentage analysis Percentage is calculated by multiplying the no of respondents divided by the sample size.

Simple Percentage = <u>No. of Respondents </u>x 100

                                 Sample Size

1. Table showing Factors influencing purchase Decising of the Respondents

S.no	Particulars	No. of Respondents	Percentage
1	Price	24	22
2	Quality	50	45
3	Brand Image	27	25
4	Other	9	8
	Total	**110**	**100**

SOURCE: Primary Data

Interpretation:

The above exhibit indicates that 22% respondents are Price, 45% of the respondents are Quality, 25% respondents are Brand Image, and 8 respondents are Other.

Chart showing Factors influencing purchase Decising of the Respondents
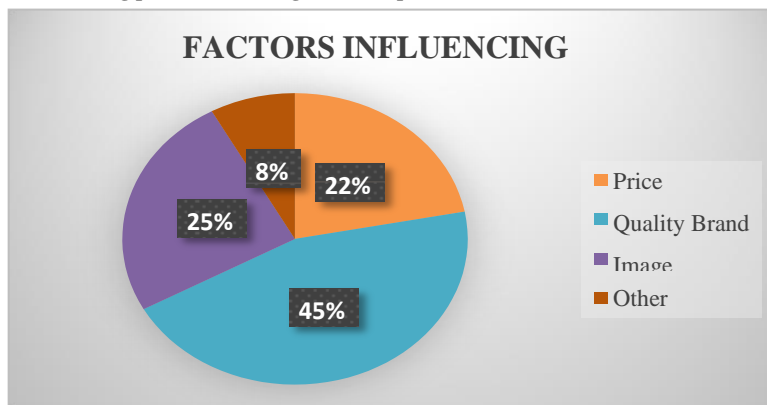
2. Table showing Quality/Price Satisfaction of Classmate

S.no	Particulars	No. of Respondents	Percentage
1	Satisfied	35	32
2	Very Satisfied	40	36
3	Neutral	28	26
4	Dissatisfied	7	6
	Total	**110**	**100**

SOURCE: Primary Data

Interpretation:

The above exhibit indicates that 32% respondents are Satisfied, 36% of the respondents are Very Satisfied, 26% respondents are Neutral, 6% respondents are Dissatisfied.

Chart showing Quality/Price Satisfaction of Classmate

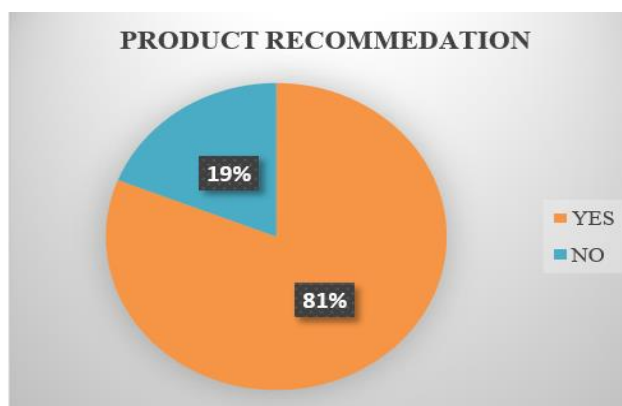**3. Table showing Product Recommendation by Respondents**

S. no	Particulars	No. of Respondents	Percentage
1	Yes	89	81
2	No	21	19
	Total	**110**	**100**

SOURCE: Primary Data

Interpretation:

The above exhibit indicates that 81% respondents are yes, 19% of the respondents are No.

Chart showing Product Recommendation by Respondents

RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second.

Table Showing Ranking for Satisfaction Level of Classmate Product

S.NO	SATISFCTION LEVEL OF CLASSMATE PRODUCTS					T O T A L	RANK
	H. SATISFIE D	SATISFIED	NEUTRAL	DISSATISFIE D	H. DISSA TISIED		
Price	35	30	25	13	7	257	3
Quality	39	42	21	6	2	220	5
Offers	29	20	46	13	2	269	1
Customer Service	29	31	33	12	5	263	2
Design	43	26	22	10	9	246	4

SOURCE: Primary data

INTERPRETATION

The above table shows the satisfaction level of classmate product that the highest rank towards the Offer of the Product, Second rank towards Customer Service, Third rank towards Price, Fourth towards Design, Fifth towards Quality.

CHI - SQUARE ANALYSIS

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. A chi-square test or comparable nonparametric test is required to test a hypothesis regarding the distribution of a categorical variable.

Formula Used $= X^2 = \sum (O - E)^2$ X^2 = Chi square

O = Observed value (actual value)

E = Expected value

TABLE SHOWING THE RELATIONSHIP OF EDUCATION & CLASSMATE PRODUCT QUALITY

S.NO	Education/Classmate Product Quality					T O T A L
	H. SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	H. DISSATISIED	
School	2	7	4	1	0	14
Diploma	5	4	4	2	0	1
Under Graduate	24	27	10	1	1	63
Post Graduate	8	4	3	2	1	18
Total	39	42	21	6	2	110

O	E	(O – E)	(O –E)^2	(O-E)^2/E
2	4.963	-2.963	8.779	1.1768
5	5.318	-0.318	0.101	0.018
24	22.336	1.664	2.768	0.123
8	6.381	1.619	2.621	0.410
7	5.345	1.655	2.739	0.512
4	5.727	-1.727	2.982	0.520
27	24.054	2.946	8.678	0.360
4	6.872	-2.872	8.248	1.200
4	2.672	1.328	1.763	0.659
4	2.863	1.137	1.763	0.659
10	12.027	-2.027	4.108	0.341
3	3.436	-0.436	0.190	0.055
1	0.763	0.237	0.056	0.073
2	0.818	1.182	1.397	1.707
1	3.436	-2.436	5.934	1.727
2	0.981	1.019	1.038	1.058
0	0.254	-0.254	0.064	0.251
0	0.272	-0.272	0.073	0.268
1	1.145	-0.145	0.021	0.018
1	0.327	0.673	0.452	1.382
TOTAL	110			12.901

Chi-Square Value $X^2 = \sum (O - E)^2 / E$

= 12.901 / 110

= 0.11728

Degree of freedom= (row-1) (column-1)

= (4-1) (5-1)

= (3) (4)

= 12

Significance Level = 0.05 Table Value= 21.026

X^2 Calculated Value $<$ X^2 Tabular Value

HYPOTHESIS

Ho There is no significant relationship between education and classmate product quality.

H1 There is significant relationship between education and classmate product quality

INTERPRETATION

In the above analysis the calculated value (0.11728) is lower than the table value (21.026) at the level of 0.05 significance. Hence there is no significant relationship between Education and Classmate Product Quality.

FINDINGS:

PERCENTAGE ANALYSIS

1. Majority of 56% of male respondents.

2. Majority of 66% of the respondents are of age group between 18 to 25.

3. Majority of 89% respondents are purchased classmate products.

4. Majority of 37% respondents frequently purchase classmate product Monthly.

5. Majority of 45% of the respondents' factors influencing are Quality.

RANK ANALYSIS

The above table shows the satisfaction level of classmate product that the highest rank towards the Offer of the Product, Second rank towards Customer Service, Third rank towards Price, Fourth towards Design, Fifth towards Quality.

CHI-SQUARE TEST

Education has no significant relationship between the classmate product quality.

SUGGESTIONS:

On the basis of the study, the following are the Suggestions

- Focus on improving sustainability and eco- friendliness of Classmate products to appeal to environmentally conscious students.

- Offer more design options for Classmate products to cater to students' diverse preferences.

- Expand the product line to include more stationery items and accessories.

- Offer discounts or promotions to increase the affordability of Classmate products for students.

- Enhance the availability of Classmate products in retail stores and online platforms.

CONCLUSION:

Based on the study on student buying attitude towards ITC's Classmate products, 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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