



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CUSTOMER SATISFACTION TOWARDS ITC CLASSMATE NOTEBOOK WITH SPECIAL REFERENCE TO COIMBATORE CITY

¹Ms.K. Kaviya, ²Mrs.A. Angelchristina,

¹II M. Com, ²Assistant Professor,

¹PG Department of Commerce,

¹Nirmala College for Women, Coimbatore, India

Abstract: This study aims to understand customer satisfaction towards ITC Classmate Notebook. The research will focus on the factors that influence customer satisfaction such as product quality, price, customer service, and overall experience. Both quantitative and qualitative methods will be used to measure the satisfaction level of customers. The survey will be conducted on a sample of ITC Classmate Notebook users in order to gather the necessary data. The facts together will then be scrutinized by means of evocative and inferential information. The results of the study will provide insights on the effectiveness of the product and its features. Furthermore, the results will help ITC Classmate Notebook in improving their product and services in order to enhance customer satisfaction.

Keywords: Customer Satisfaction, ITC Classmate Notebook, Product Quality, Price, Customer Service, Overall Experience.

I. INTRODUCTION

This study seeks to examine customer satisfaction towards ITC Classmate notebooks. With the growing popularity of digital devices, customers are increasingly turning to pen and paper notebooks for their day-to-day activities. ITC Classmate notebooks have become a popular choice among students, teachers and professionals alike. This research will explore the satisfaction of customers using ITC Classmate notebooks based on various parameters such as design, price, quality, durability and customer support. This study will provide insights into the customer experience of using ITC Classmate notebooks and how it can be improved to meet the ever-changing needs of customers. The research will also explore the impact of customer satisfaction on the overall brand perception of ITC Classmate notebooks. This study is made in order to analyse the factor influencing the customer, to know the customer satisfaction towards ITC classmate notebooks and to find out various problem faced by the customers while using classmate notebooks.

II. OBJECTIVES OF THE STUDY

- To study the customer satisfaction towards ITC Classmate notebooks.

III. RESEARCH METHODOLOGY

Research Design	Descriptive research design
Source of Data	Primary Data: Structured questionnaires in Google forms. Secondary Data: Books, journals, websites.
Sampling Technique	Simple Random Sampling
Sample Size	100 respondents
Sampling Area	Coimbatore
Tools used	Chi – square test and One -Way Anova

IV. REVIEW OF LITERATURE

Rajasekar, Y. Haribabu (2018), “A Study on consumer behaviors towards ITC Classmate notebooks”. Classmate is a variety of seminary provisions from India. In 2003, ITC Limited introduced the Classmate brand alongside the laptop market. Later, the business expanded its line of goods to include pens, pencils, mechanical pencils, and geometry boxes. Classmate has 900 distributors that supply their goods to more than 70,000 retail locations in India. The goal of this study is to determine how people use classmates' notebooks. The primary source is compiled using convenience sampling methods from 100 respondents who complete a standardised questionnaire. The majority of respondents expressed positive satisfaction with classmate notebooks using the statistical methods of percentage analysis and chi square analysis. It was recommended to the company to increase both the quality and quantity of notebooks produced in order to increase market demand.

S. Sangeetha, P. Sri Padma Abirami (2016), “Buyer Gratification towards ITC Products”. With a market capitalization, Forbes magazine named ITC one of the World's Most Reputable Businesses and Business Today included it among India's Most Valuable Companies, it is one of India's leading private sector corporations. ITC is one of Business Week's 50 best-performing firms in Asia. This survey sheds light on consumer satisfaction levels as well as ideas, preferences, and buying habits about ITC products. The primary source is compiled using convenience sampling methods from 100 respondents who complete a standardised questionnaire. In general, buyers prefer to purchase the majority of ITC items because of the margins they offer, according to statistical methods like percentage analysis and chi square analysis. ITC food products, ready-to-eat items, and stationery items are popular with consumers. Some consumers frequently prefer alternative brands because they can get good quality for less money. The ITC are able to draw clients because of its quality and brand reputation. One of India's emerging branded firms is the ITC. If the business improves the quality of its products and its advertising, it can establish a solid reputation in India.

Ankur Tiwari (2010), “Customer satisfaction towards ITC Products”. ITC has expanded quickly in its more recent FMCG business. With a market capitalization, Forbes magazine has named ITC as one of the world's most renowned firms and one of India's most valuable companies. ITC is a leading private sector company in India. ITC is ranked among Business Week's list of Asia's top performing businesses. ITC is currently the nation's top FMCG marketer and the clean market leader in the paperboard and packaging sector. This survey sheds light on consumer satisfaction levels as well as ideas, preferences, and buying habits about ITC goods. The primary source is compiled using convenience sampling methods from 100 respondents who complete a standardised questionnaire. With the help of statistical methods like percentage analysis and chi square analysis, it was determined that the majority of Indian consumers enjoy and are satisfied with ITC products.

V. ANALYSIS AND INTERPRETATION

5.1 Chi – Square Test

Comparison between age and level of satisfaction towards ITC classmate notebooks

Ho: There is no significant relationship between age and level of satisfaction towards ITC Classmate notebooks.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Price	164.485 ^b	4	0.001
Quality	134.889 ^b	4	0.001
Availability	62.495 ^c	3	0.001
Reputation of the seller	73.677 ^b	4	0.001
Brand name	152.869 ^b	4	0.001

Source: Author's Computation

The table shows that the calculated value is lesser than P value at 5% level of significance for level of satisfaction (Price, Quality, Availability, Reputation of the seller, Brand name). So, the Null Hypothesis is rejected. Hence, there is significant relationship between age and level of satisfaction.

Comparison between gender and major problem faced in using ITC classmate notebooks

H₀: There is no significant relationship between gender and major problem faced in using ITC classmate notebooks.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Major problem faced	35.880 ^b	3	0.001

Source: Author's Computation

The table shows that the calculated value is lesser than P value at 5% level of significance for the problem faced (Ink visible by the back side of the paper). So, the Null Hypothesis is rejected. Hence, there is significant relationship between gender and problem faced (Ink visible by the back side of the paper).

5.2 One – way Anova**Comparison between occupation and feature influencing buying decision**

H₀: There is no significant difference between occupation and feature influencing buying decision

OCCUPATION		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.	S/NS
Features influencing buying decision	Between Groups	13.774	3	4.591	3.834	0.012	S
	Within Groups	114.976	96	1.198			
	Total	128.750	99				

Source: Author's Computation

The table depicts that there is a significant difference between occupation and feature influencing buying decision. Hence, the Null Hypothesis is rejected.

Comparison between family monthly income and price range preferred to purchase

H₀: There is no significant difference between family monthly income and price range preferred to purchase.

FAMILY MONTHLY INCOME		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.	S/NS
Price range preferred to purchase	Between Groups	23.748	3	7.916	12.457	0.01	S
	Within Groups	61.002	96	0.635			
	Total	84.750	99				

Source: Author's Computation

The table depicts that there is a significant difference between family monthly income and price range preferred to purchase. Hence, the Null Hypothesis is rejected.

VI. FINDINGS

- There is significant relationship between age and level of satisfaction (Price, Quality, Availability, Reputation of the seller, Brand name).
- There is significant relationship between gender and problem faced (Ink visible by the back side of the paper).
- There is a significant difference between occupation and feature influencing buying decision.
- There is a significant difference between family monthly income and price range preferred to purchase.

VII. CONCLUSION

Consumption to meet the wide range of human needs is the ultimate goal of all production. Because of increased awareness, information technology, and other factors, consumer behaviour has evolved in recent years. According to the results of this survey, quality has been identified as the most significant element influencing consumer decisions to purchase notebooks. Consumers value the product's high quality and low cost, as well as the variety of functions it offers. Both professionals and students at the school have given the product positive reviews. The majority of respondents have experienced the issue of ink that is visible on the paper's reverse.

VIII. REFERENCES

- Rajasekar, Y. Haribabu (2018), "A Study on Consumer Behavior towards ITC Classmate Notebooks" Vol 2, Issue 3, ISSN 2247-6789
- S. Sangeetha, P. Sri Padma Abi rami (2016), "Customer Satisfaction towards ITC Products".
- Ankur Tiwari (2010), "Customer Satisfaction towards ITC Products" ISSN issues.
- <http://www.researchgate.com>
- <http://www.investopedia.com>

