

The Project Report on
Consumer buying behaviors with respect to cotton seeds (ajeet seeds)

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DECLARATION

I, the undersigned MR. GHAWATE SAURABH NAVNATH I here Bu declare that the project report entitled "Consumer buying behavior with the respect to cotton seeds (AJIT SEEDS) " is a research work made foe AJIT SEEDS LTD. (AURANGABAD) benefited work presented by me under the guidance PROF. SAYYAD L. R.

The imperial findings in this project report are based on the data collected me.

The work gas bit been submitted foe the award of any degree or diploma earlier to university of pune., it any other university. The project in submitted to Pune University, in the partial fulfillment of the Bachelors of Business Administration.

Date:


MR. GHAWATE SAURABH NAVNATH

PLACE :

ACS COLLAGE SONAI

ACKNOWLEDGEMENT

Any accomplished work is not possible without the help of others and this work is not different many people help me to complete my training and prepare it's training report successfully. Sm thankful to call if them

Owing upon this unique opportunity learns. First of all, I souls like to thank my project guide Mr. SAYYAD L. R. foe his guidance, Co-operation and encouragement towards the project.

Finally thanks to my friend Mr. Saurabh Tarawade who help a lot in successfully completion of my project .

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MR. GHAWATE SAURABH NAVNATH

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INTRODUCTION

INTRODUCTION

“Marketing management is the art and science of choosing target market and getting, keeping and growing customers through creating, delivering and communicating superior customer value that benefit organization and its stakeholders.

Marketing deals with identifying and meeting someone and social needs. Good to my getting is no accident but a result of careful planning and execution.

What customer is an integral part of the marketing process? A customer is the person who makes the important decision whether to buy/ hire a company's product . A company is dependent on the customer because the customer is decision maker. He has a number of alternatives to choose from. so it is the task of the company to try to attract maximum customers by offering competitive and superior quality products and try to retain maximum possible customers by changing needs and wants.

Satisfaction is a person feeling of pleasure it resulting from a comparison between the product performance and the customers' expectations. When the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied. Therefore it would be wise for a company to measure the customer satisfaction regularly because one key to customer retention is customer satisfaction. A highly satisfied customer stays loyal to a company for a longer time period than a dissatisfied one, buys more as the company introduces new products and upgrades existing products, speaks favorably about the company and its products, pays less attention to competing brands and is less sensitive to price

BEHAVIOUR

Meaning of Consumer Behavior:

Consumer behavior can be look upon as a study of how individuals make a decision on how to spend their available resources like time money and effort on various consumption related items.



scope of consumer buying behavior

- Why do consumer in by particular product brand?
- How do they buy them?
- Where do they this products?
- How often do they buy them?
- When do the buy them?
- Done buying poses in walls the user, influencer decider and the buyer
- the process is greatly affected by selective information received by a consumer

Importance of consumer behavior

- More aggressive competitors emerging with great and frequency
- Every increasing intensity of competition
- Changing bases of competition
- Niche attacks are becoming frequent
- Pace of innovation is rapid
- M Price competition becoming more aggressive

Needs to understand Consumer Buying Behavior:

- Why consumers make the purchase that they make
- The changing factors in our society.
- Consumer buying behavior refers to the buying behavior of the ultimate consumer. Overtime needs to analyze buying behavior for :

1) Buyers reaction to a firms marketing strategy has agreed impact on the firm's success.

2) Marketers can better predict how consumer will respond to marketing strategies.

Stages of Consumer Buying Behavior process:

- Six Stages to the consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to purchase.

The 6 stages are:

1) **Problem Recognition (awareness of need)** _ depends between the desire state and actual condition. Deficit in assortment of products. Hunger food. Hunger stimulates your need to eat.

2) **Information search:**

- Internal search, memory.
- External search if you need more information. Friends and relatives.

A successful information search leaves a buyer with possible alternatives, the evoked set. Hungry, want to go out and eat evoked set is -

Chinese food, Indian food, Burger King etc.

3) **Evaluation of alternatives -**

Need to establish criteria for evaluation , features the buyer wants or does not want. Rank /weight alternative or resume search. May decide that you want to eat something spicy, Indian gates highest rank.

If not satisfied with your choice then return to the search phase.

4) Purchase decision:

Choose buying alternative, include product, package, store, method of purchase etc.

5) Purchase :

May differ from decision, time lapse between 4 and 5 product availability.

6) Post-purchase evaluation:

Outcome satisfaction or dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after-sales communication

After eating an Indian meal, may think really you wanted a Chinese meal instead.

Customer satisfaction

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms

the satisfaction is a function of difference between perceived performance and expectation. A customer could experience one of three broad levels of satisfaction:

- If the performance falls short of expectations, the customer is dissatisfied.
- If the performance matches to the expectation of the customer then the customer is satisfied.
- If the performance exceeds the expectation of the customer the customer is highly satisfied.

But how do the customer expectations? expectations are formed on the basis of buyers past buying experience statements by the Prince and associates and marketre and competitor information and promises.

some of the todays in most successful company are rising expectation and delivering the performance. The company's are aiming high because customer who are just satisfied will still find it easy and switct supplier when a better offer comes and along . The fact is that high satisfaction or delight creates an emotional affinity with the brand, not Jus a national reference and this creates customers high loyalty.

Companies seeking to win in today's markets mast track the customers expectation perceived company performance, and customer satisfaction.

First they can increase the customer satisfaction by Lawerinh the price or increasing its service but this may result in law profits.

Second, the company might be able to increase its profitability in other ways such as by improving its manufacturing or investing more in R&D.

Third, the company has many stakeholders including companies, dealers, suppliers, and other stakeholders. Spending more to increase customer satisfaction would divert funds from increasing the satisfaction of other partners. Ultimately, the company must operate on the philosophy that it is trying to deliver a high level of customer satisfaction level subject to delivering at least acceptable levels of satisfaction to other stockholders within the constraints of its total resources.

Benefits of customer satisfaction:

- State loyal for a long time
- Are cost effective
- Talk favorably about the firm and its products
- Pay less attention to competing brands
- Buy new products and upgrade existing ones
- Offer product/service ideas to the firm

Methods of tracking and measuring customer satisfaction

Complain and suggestion system

Customer centered organization would make it easy for its sole customer to deliver suggestions and complaints. Many restaurants and hotels provide forms for guests to report like and dislike. Hospitals call places addition boxes in the corridors, supply comment cards to the existing patients, and higher patient advocates to handle grievances.

Customer satisfaction survey

A company must not conclude that it can be a full picture of the customer's satisfaction and dissatisfaction by simply a complaint and suggestion system. A study shows that customers are dissatisfied with one out of the 4 and less than 5% of the dissatisfied customer with complain. Customer satisfaction can be measure in the number of ways. It can be measure directly by asking : "indicate how satisfied you are with the service x on the following scale: high satisfied". Respondents can be asked as well to rate how much they are expecting of as certain attribute and also how much they are experience. Still another method in to ask respondents to list ang problem they have had with offer and to list any improvements they could suggest.

Ghost shopping

Another useful way to gather a picture of customer satisfaction is to hire the person to pose as the potential buyer to report their findings on Strong and weak point they experienced in buying the companies and competitors product . These ghost shoppers can even pose certain problems to test wether to companies sales personal handle the situation well.

Lost Customer Analysis

Companies should contact customer who have stopped buying have switched to another supplier to learn why this in happened. When IBM loses a customer,they mount a through effort to lea

rn where they failed is their price low to high , their service deficient,their products unreliable,and do on . Not only in it important to conduct exit interviews but also to monitor the customer loss rate which,if it is increasing , clearly indicates that the company is failing to satisfy its customers.

Company Profile

The Blooming Profile

Ajeet seeds established in 1986, when the Green revolution was progressing, Ajeet seeds participated and shared its role in this.

This company formed by a son of farmer and industrialist Shri padmakarrao Mulay, keeping in mind to avail Best quality seeds at reasonable rates to farming community.

With the humble beginning the company started production and marketing of public bred hybrids and varieties.



Introduction of Ajeet-11, the cotton hybrid in 1992 are known for their seed quality tolerance to biotic stresses. "Nothing succeeds like success" Ajeet-33 with distinguishing differences and attributes. It was followed by research hybrids jowar, Bajra, Maize, Sunflower etc. The first vegetable, hybrid Bhendi Ajeet-311 was launched in 2002. It was followed by hybrid chillies, Brinjal, Tomato, Bitter melon etc.

Ajeet seed is the first Private seed company's in India to introduce proprietary variety of wheat Ajeet-102. The progress is continued and spontaneous. As a result the product profile of the company covers 22 crops and their 55 different hybrid varieties.

With understanding the pivotal role of Bio-technology in seed industry, a separate department of Bio-technology has been established in 2003. It is blooming with hopes.

The company established a State of Art laboratory supported by team of expert scientist. The company is trying to develop own transgenic technology for the crops which shall accelerate the progress furthermore in the nearest future.

Accordingly it has introduced genetically modified three Bt Cotton hybrids in khatif-2006. A modern Bio-technology Laboratory is commissioned at Hanumantgaon farm Taluka Gangaour of Aurangabad district. The mission is headed by a veteran Bio-technology expert with team of experienced scientist.

Value statement**Our value -**

To generate farm prosperity through excellence in Agri Bio-technology.

Vision -

Acquire and apply latest technologies to enhance crop productivity.

Mission -

To make available high quality seeds of right type of Genotypes at right time and at affordable price.

ACHIEVEMENTS

- Cotton Hybrid, Ajeet-11 (Irrigated and Rain fed) ranked first for consequently 3 years and Cotton Hybrid, Ajeet-33
- Jowar hybrids Ajeet-997 and Ajeet-333 ranked First in the National level testing.
- The Company has developed its own genetic resources of GMS and CMS based hybrid seeds in Cotton, Jowar, Bajra, Maize.
- The Company have established wide network of 400 distributors, 3000 dealers and more than 30000 seed growers all over In
- Ajeet Seeds Pvt. Ltd. is the first seed company to introduce proprietary variety of Wheat, Ajeet-102.
- Ajeet Seeds Pvt. Ltd., have established Tie up with Mahyco-Monsanto Biotech (I) Ltd., Mumbai for Transgenic (Bt.) Cotton.
- The Genetic Engineering Approval Committee (GEAC), Ministry of Environment & Forest, Govt. of India.
- The company is ready with indigenous transgenic in Okra & Cotton for resistance to biotic and abiotic stress.
- Ajeet Seeds Pvt. Ltd. is the first seed company to introduce proprietary variety of Wheat,

PRODUCT PROFILE

Product Profile

1.) Ajeet - 111 BG -2

Features :

- Duration (days) : 140-155
- Plant height (cm) : 135-150
- Boll weight (gm) : 5.5-6.0
- Staple length (mm) : 30.0-31.0
- Ginning (%) : 37.5-38.5
- **Sailent Features :**
- Most suitable for rainfed as well as irrigated cultivation.
- Good boll retention capacity.
- Highly tolerant to leaf reddening, sucking pest and diseases.



2) Ajeet-11 BG -2

Features:

- Duration (days) : 140-150
- Plant height (cm) : 140-150
- Boll weight (gm) : 4.5-5.0
- Staple length (mm) : 28.0-29.0
- Ginning (%) : Ginning (%)
- **Sailent Features :**
- The hybrid is most suitable for rainfed as well as irrigated cultivation. Highly tolerant to water stress conditions .
- Good boll retention capacity.
- Highly tolerant to sucking pests due to leaf hairyness.
- Short duration of the hybrid facilitates double cropping.
- Highly tolerant to leaf reddening.



3) Ajeet - 199 BG-2

Features:

- Duration (days) : 140-150
- Plant height (cm) : 150-160
- Boll weight (gm) : 6.0-6.5
- Staple length (mm) : 29.5-30
- Ginning (%) : 37.5-38.0
- **Sailent Features:**
- Tall plant type with more no. of sympodia having big boll size
- Good rejuvenation.
- Good bearing and boll retention capacity.
- Highly tolerant to leaf reddening, sucking pests and diseases.
- Good fibre qualities.



4) Ajeet - 155 BG-2

Features:

- Duration (days) : 140-150
- Plant height (cm) : 140-155
- Boll weight (gm) : 5.0-5.5
- Staple length(mm) : 28.5-29.5
- Ginning (%) : 37.0-38.0
- Sailable Features:
- Consistent in seed cotton yield
- Good retention capacity assures high stable
- Highly tolerant to sucking pests .
- Highly tolerant to leaf reddening.



5) Ajeet - 104 BG- 2

Features :

- Duration (days) : 135-145
- Plant height (cm) : 130-150
- Boll weight (gm) : 6.5-7.0
- Staple length (mm) : 29.0-30.0
- Ginning (%) : 35.5-36.5
- **Sailent Features :**
- *Suitable for rainfed as well as irrigated cultivation.
- More no. of sympodia having big boll size leads to higher yield.
- Good fibre qualities.
- Highly tolerant to leaf reddening and sucking pest.
- Suitable for double cropping



6) Ajeet - 177 BG -2

Features :

- Duration (days) : 145-160
- Plant height (cm) : 145-160
- weight (gm) : 6.0-6.5
- Staple length (mm) : 31.5-32.5
- Ginning (%) : 36.5-37.5
- **Sailent Features:**
- Big boll size with good bearing and retention capacity.
- good fibre qualities.
- Highly tolerant to leaf reddening & moderately tolerant to sucking pest.
- Good rejuvenation capacity.



7) Ajeet -133 BG-

Features:

- Duration (days) : 145-155
- Plant height (cm) : 140-150
- Boll weight (gm) : 4.5-5.0
- Staple length (mm) : 28.0-29.0
- Ginning (%) : 36.5-37.0

Sailent Features:

- Suitable for rainfed as well as irrigated cultivation.
- Good boll retention capacity.
- Highly tolerant to sucking pests and leaf reddening.



8) Ajeet -33 BG-2

Features :

- Duration (days) : 140 - 155
- height (cm) : 150-160
- Boll weight (gm) : 4.0 - 4.5
- Staple length (mm) : 29.0 - 30.0
- Ginning (%) : 37.0 - 38.0
- **Sailent Features :**
- Suitable for rainfed and irrigated cultivation.
- Suitable for rainfed and irrigated cultivation.
- Tolerant to sucking pest and diseases.
- Tall plant type with more no. of sympodia having good retention capacity Highly tolerant to leaf reddening.
- Hybride for fibre qualities.



9) Ajeet -1 BG- 2

Features :

- Duration (days) : 145-160
- Plant height (cm) : 140-150
- Boll weight (gm) : 5.0-5.5
- Staple length (mm) : 28.5-29.5
- Ginning (%) : 37.0-38.0
 - **Sailent Features :**
 - Suitable for rainfed and irrigated cultivation.
 - Tolerant to sucking pest and diseases.
 - Tall plant type with more no. of sympodia having good no. of bolls.
 - Highly tolerant to leaf reddening.
 - Good fibre qualities.



10) Ajeet - 5 BG - 2

Features :

- Duration (days) : 130-140
- height (cm) : 120-125
- Boll weight (gm) : 6.0-6.5
- Staple length (mm) : 29.0-30.0.
- Ginning (%) : 37.0-38.0.
- **Sailent Features :**
- Suitable for irrigated & rainfed condition.
- Good boll size.
- Good bearing & boll retention capacity.
- Highly tolerant to sucking pest & diseases.
- Good for fibre qualities.



11) Ajeet - 6 - BG-2

Features :

- Duration (days) : 135 - 145
- Plant height (cm) : 110 -125
- Boll weight (gm) : 4.5-5.0.
- length (mm) : 27.0-28.0.
- Ginning (%) : 35.5-36.0
- **Silent Features :**
- Suitable for irrigated & rainfed condition.
- Suitable for HDP
- Good bearing & boll retention capacity.
- Early crop duration hence suitable for double cropping.

Objectives

- To study consumer buying behaviour with the respect of cotten seeds .
- To study consumer satisfaction with the respect to cotten seeds.

RESEARCH

MOTHODOLOGY

Research Methodology

RESEARCH DESIGN

Type of data used:

Primary as well as secondary data used

Source of data:

Primary data was collected from the customer through the questionnaires.

Secondary data:

Secondary data was collected from company website, company records and documents.

Data collection method:

Customer serve method was used for data collection

Sampling plan:

Sampling method : convenient sampling method was used.

Sample size: 75

Duration: 15 Days

**LIMITATIONS
OF
PROJECT**

Limitations of project

- The research was to be completed in a given time frame and hence it was difficult to cover all aspect of the topic.
- Do to time constraints the information are not in detail .

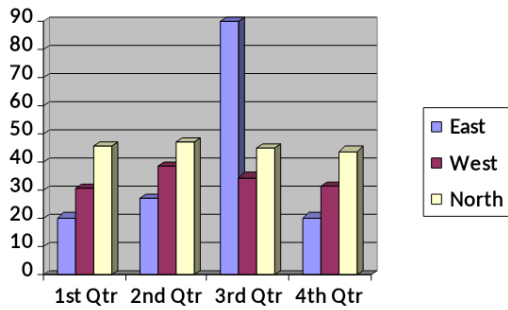
DATA ANALYSIS AND INTREPETATI-ON

DATA ANALYSIS AND INTREPETATI-ON

1) which seed companies you are aware of ?

Showing the awareness of the seed companies

Manufacturer	Frequency
Ajeet	40
Kanak	70
Mahyco	40
Paras- brahma	42
Rashi	72
Mallika	65
Nath	26



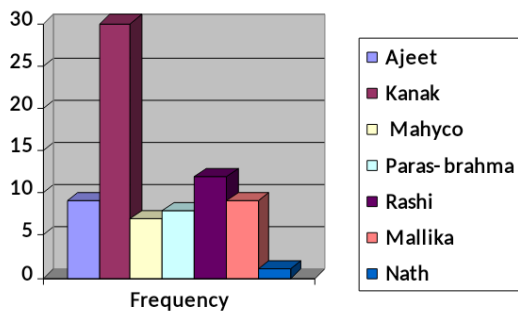
INTREPETATION :

- Awareness of Rashi and kanak is very high
- Awareness for Mallika in high
- Awareness for nath is low.
- Awareness for Ajeet, maycho & paras-brahma is medium

24) which company do you prefer in cotten seed ?

Manufacturer	Frequency
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Ajeet	9
Kanak	30
Mahyco	7
Paras- brahma	8
Rashi	12
Mallika	9
Nath	1

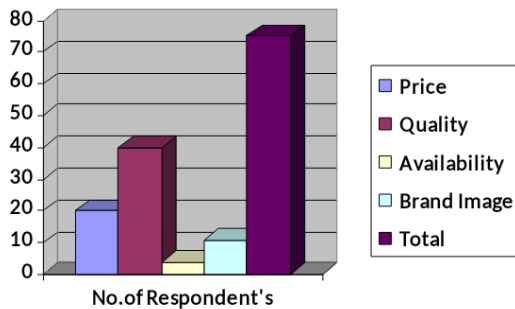


INTERPRETATION :

- Preference of Rashi and Kanak is very high .
- Preference for Mallika and Ajeet are high .
- Preference for Nath is low.
- Preference for Mahyco & Paras-brahma is medium .

3) Rate of attribute that compels you to select the particular seed company

Attributes	No.of Respondent's
Price	20
Quality	40
Availability	4
Brand Image	11
Total	75



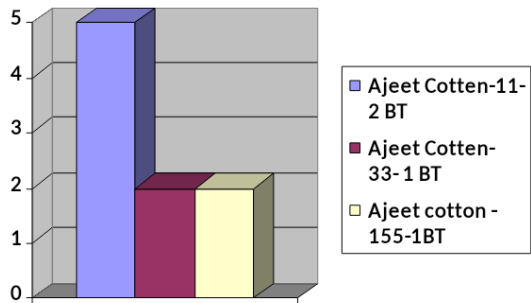
INTERPRETATION :

The 27% farmers select the company on the basic of price , 53% select on the quality,5% select on the brand Image basis .

Availability & 15% farmers select on the brand image basis.

4) which variety of ajeet seeds/other you have used last year ?

Ajeet Cotten-11- 2 BT	5
Ajeet Cotten- 33- 1 BT	2
Ajeet cotton -155-1BT	2

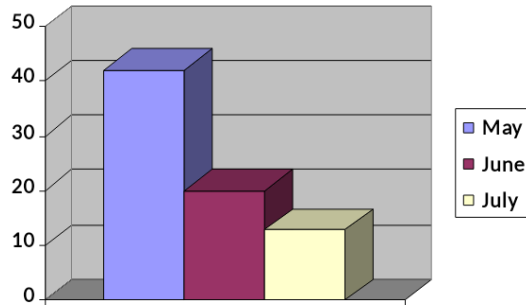


INTERFERENCE :

- Out of nine customer 5 customer choose Ajeet Cotten-11-2 BT
- * 2 customer had choosen ajeet cotton-33-1-BT
- 5 customers had choosen ajeet cotton-115-1-BT

5) When do you purchase the cotten seeds ?

May	42
June	20
July	13

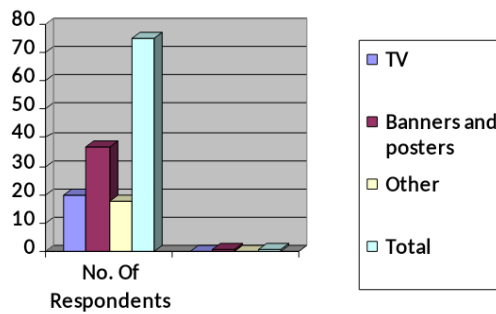


Interference :

- 56% of the people purchase the seeds in the month of may .
- 27% of the people purchase the seeds in the month of June .
- 017% of the people purchase the seeds in the month of July .

6) Which advertising media farmers feel most effective ?

Source	No. Of Respondents	Percentage
TV	20	25.94%
Banners and posters	37	48.14%
Other	18	25.92%
Total	75	100%



INTERPRETATION :

In this seems that 48% farmers seeing banners & posters in an effective advertising media, 20% seeing TV and 25.92% seeing other .

RESEARCH FINDING

Research Findings

- 1) Awareness for Rashi & kanak is very high , Awareness for Mallika is high , Awareness for ajeet, mahyco & paras-brahma is medium , Awareness for nath is low .
- 2) 56% of the people purchase the seeds in the month of may , 27% of the people purchase the seeds in the month of june , 17% of the people purchase the seeds in the month of july .
- 3) Preference for Rashi & kanak is very high, preference for Mallika & Ajeet is high , preference for mahyco & paras-brahma is medium & preference for nath is low .
- 4) 96% people say that dealers are co-operative & 4% of people are not happy with dealers co-operation.

SUGGESTION

Suggestions

- 1) Digital Advertising should be used for the advertisement .
- 2) Ajeet seeds should increase the promotional activity's of it's product so as to increase awareness among people .
- 3) Cotten seeds should be made available in the month of May .
- 4) Dealers should be given good insentives so that they suggest the Ajeet's product to the customers, which helps to increase the sales .

CONCLUSION

Conclusion

- There is a need of company expert in each market for checking and solving farmers problem in standing crops.
 - The seeds market are very huge and the leading companies in this are coming with new policies.
 - Results of the seed product are very important because farmer only purchase those products which is giving a good result .
 - Consumers / Farmer's expected that seed product should have the following attributes :
1. Quality
 2. Low Price
 3. Timely Available

ANNEXUURE

Questionnaire

Personal information :

NAME: _____

Address: _____

Contact No: _____

1) Which seed companies you are aware of ?

2) Which company do you prefer in cotton seed ?

Sr.no	Manufacturer	
1	Ajeet	
2	Kanak	
3	Mahyco	
4	Paras- Brahma	
5	Rashi	
6	Mallika	
7	Nath	

3) Rate of attribute that compels you to select the particular seed company.

Attribute	
Price	
Quality	
Availability	
Brand images	

4) When do you purchase seeds?

- a. May
- b. June
- c. July
- d. Others month

5) Which variety of Ajeet seed / other seed you have used last year ?

Ajeet Cotton-11-2 BT (BG 2)	
Ajeet Cotten - 33-1 BT	
Ajeet Cotten -155 - 1 BT	

6) Opion about the seed quality of Ajeet seed ?

Seed Quality	Farmer's Opinion
Excellent	

Good	
Better	
Poor	

7) Whom do you consult before purchasing the seed ?

Source	
Dealers	
Newspaper	
TV advertisement	

8) Opinion about seed price of ajeet seeds as compare to others ?

Opinion	Respondent
High	
Equal	
Less	

9) Which advertising media farmers feel most effective ?

Media	
TV	
Digital Advertising	
Banner's & Posters	
Others	

10) Are Ajeet seed dealer's co-operative ?

a. Yes

b. No

11) Are you satisfied with Ajeet seed company ?

Farmer's Opinion	Respondents
Highly satisfied	
Moderately satisfied	
Satisfied	
Unsatisfied	

12) Do you have any suggestion for the company ?

BIBLIOGRAPHY

BIBLIOGRAPHY

Data collect from the following sources :

Company website : www.ajeetseed.co.in

Other website : www.google.com

Newspaper : Agro won

Other sources : Guide , Farmer's , Dealer's and Firends .