

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

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Under the Guidance of
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Submitted To
“SAVITRIBAI PHULE PUNE UNIVERSITY”
In Partial Fulfillment of the Requirement
For The Award of the Degree Of
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
THROUGH



Mula Education Society's
Arts, Commerce & Science College, Sonai
Academic Year 2019-2020

DECLARATION

I, the undersigned MR. PARIMAL ANIL GADAKH I hereby declare that the project report titled "Consumer buying behavior with the respect to cotton seeds (AJIT SEEDS) " is a research work made for AJIT SEEDS LTD. (AURANGABAD) benefited work presented by me under the guidance PROF. SAYYAD L. R.

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

The work has not been submitted for the award of any degree or diploma earlier to any university of Pune., or any other university. The project is submitted to Pune University, in the partial fulfillment of the Bachelors of Business Administration.

Date:

PLACE :


MR. PARIMAL ANIL GADAKH

ACS COLLEGE 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 he project.

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

Thank you.

Mr. PARIMAL ANIL GADAKH

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Date:-09/03/2020

Certificate

To whom so ever it may concern

This is to certify that **Mr. Parimal Anil Gadakh** student of TYBBA of our college has done project work. The title of the Project report is, "**Consumer buying Behaviors with respect to Cotton Seeds**" Submitted for the award of the degree of Bachelor of Business Administration.

This is original work carried out under guidance and supervision of project guide. We wish him all the best for his future endeavor.

Project Guide
Prof. Sayyad. L. R.

External examiner

H.O.D

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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.

Customer 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 introduce 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 gets 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.

Purchase :

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

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.

Customer 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.

What do the customer expectations? Expectations are formed on the basis of buyers past buying experience statements by the Prince and associates and market and competitor information and promises.

One of the trends in most successful companies are rising expectations and delivering the performance. The companies are aiming high because customers who are just satisfied will still find it easy and switch supplier when a better offer comes along. The fact is that high satisfaction or delight creates an emotional affinity with the brand, not just a national reference and this creates customers high loyalty.

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

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

Second, the company might be able to increase its profitability in the other ways such as by improving its and manufacturing or investing more in r&d

Third, the company has been many stakeholders including companies dealers, suppliers and stakeholders. Spending more to increase the customers satisfaction would divert funds from increasing the satisfaction of the 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 the satisfaction to the 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 upgrades existing once
- Offer product/services ideas to the firm

Methods of tracking and measuring customers satisfaction

Complain and suggestion system

Customer centered organization would make it easy for itsol a customer to deliver suggestions and complaints. Many restaurants and hotel provide forms for guests to report like and dislike. Hospital called places addition boxes in the corridors, supply comment cards to the existing patients, and higher patient advocate to handle grivances .

Customer satisfaction survey

A company must not conclude that it can be a full picture of the customers 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 how much they are experience. Still another method in to ask respondents to list any problem they have had with offer and to list any improvements they could suggest.

Cost 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 trying the companies and competitors product . These ghost shoppers can even pose certain problems to test whether to companies sales personal handle the situation well.

Exit 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 learn

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 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 gourd etc.

Ajeet seed is the first Private seed company's in India to introduce proprietary variety of wheat Ajeet-02. 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 a team of expert scientists. The company is trying to develop its 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 a team of experienced scientists.

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

Ajeet - 111 BG -2

atures :

- 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.

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 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.



Object - 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.



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.



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



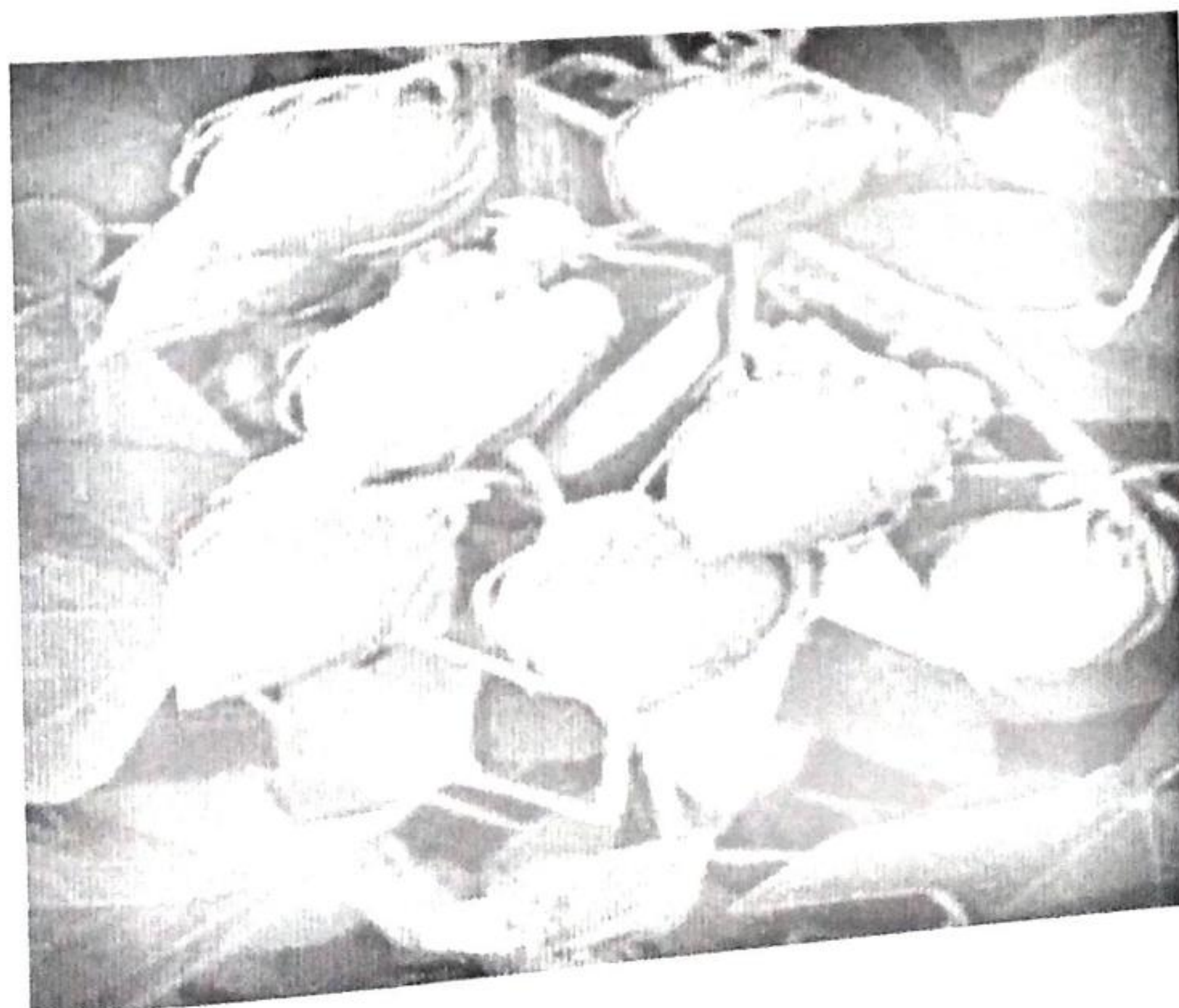
9) Ajeet -1 BG- 2

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
- **Sailent 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 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

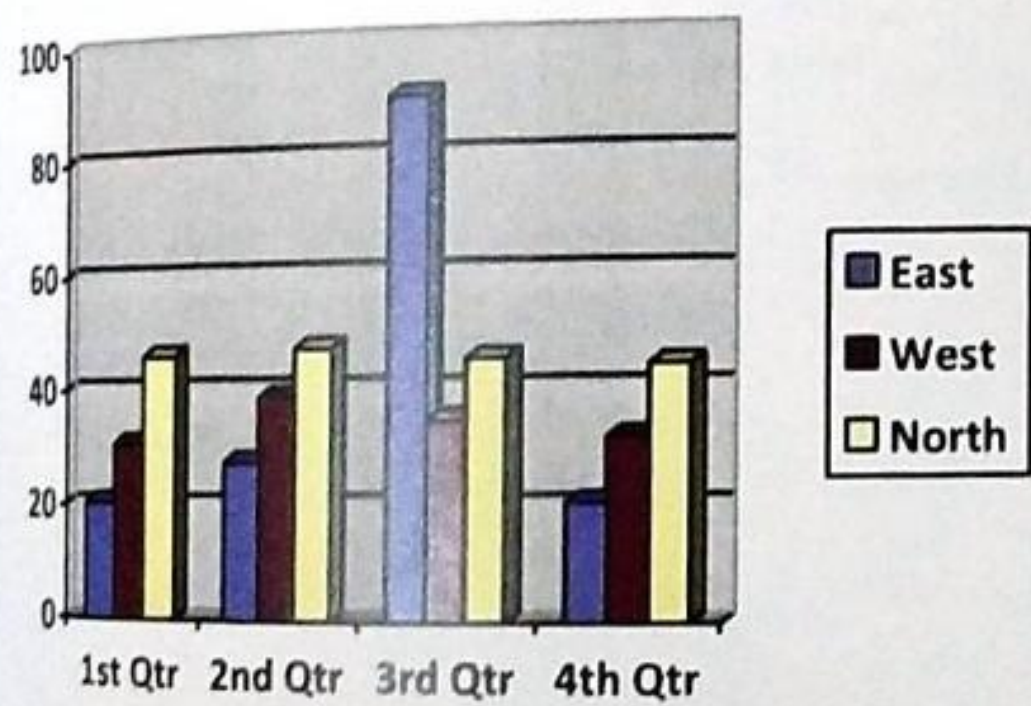
Limitations of project

- 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

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

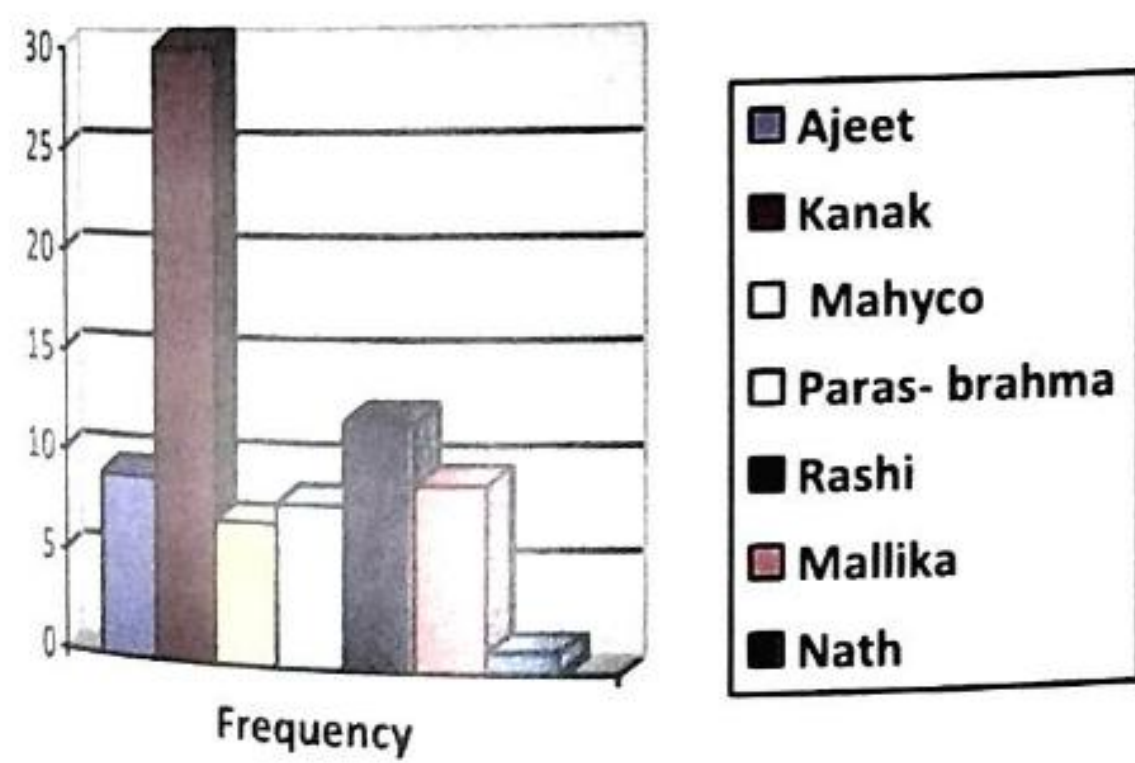


INTREPETATION :

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



INTERPRETATION :

- Perference of Rashi and kanak is very high .
- Preference for Mallika and Ajeet are high .
- Preference for nath is low.
- Preference for maycho & paras-brahma is medium .

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

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 , and Firends .