

“TO STUDY THE CONSUMER BUYING BEHAVIOUR PATTERN AT RAHURI TALUKA WITH RESPECT TO MAHINDRA TRACTORS”

G. S. SHINDE & S. S. TEMKAR

Assistant Professor, MAEERS MIT College of Management, Pune, India

ABSTRACT

The Research involved gathering wide information about the company its products sales funnel analysis of customer and lost customer analysis is held to know the reasons behind the diversion of customer to the company's product. The Research was conducted through collection of Primary and Secondary data. Primary data collected through well- Framed questionnaire of which later a detailed analysis was done using various statistical tolls. The primary data collected through direct meet the customers using scheduled method. The secondary data collected through web sites magazines and Reference books.

On the basis of secondary data analysis and the extensive analysis of the primary data Interpretations were drawn for the questions and conclusion is drawn. Certain suggestion also drawn from the analysis to help. The main Research that followed is to know Consumer Buying Behaviour due to the limited resources and time constraints, the study was conducted with in the area of Rahuri Talkua and its villages only

The study will find out the Consumer Buying behaviour or decline of customers, to know the perception of customers regarding the charges or rates and after sale service offered by the Mahindra Tractor and to know the any suggestions from customers to improve the service.

After the Research it is found that 100% of people have Aware the Mahindra tractors and its farm equipment About 58.52% of the farmers lies between 1 to10 acre of agriculture land area, 23.86% of the farmers lies between 11 to 20 acre land area ,10.22 % farmers between 21 to 30 acre of land , 3.97% of the farmers lies between 31 to 40 acre of land ,1.70% of the farmer lies between 41 to 50 acre and 1.13 % of the farmer lies between 51 to 60 acre This research also helps to find out the parameter of Consumer buying behaviour pattern of Mahindra Tractor.

KEYWORDS: Buying Behaviour, Decline of Customers, Perception of Customers, Satisfaction Level, Purchase Decision