

## **Abstract**

This study examines consumer buying behavior towards CRI Pumps, Coimbatore, focusing on the factors that influence customers' purchasing decisions for industrial pumps and related products. The research explores key determinants such as product quality, brand reputation, pricing, customer service, and after-sales support. It also evaluates the role of marketing strategies, including promotions and advertising, in shaping consumer perceptions and influencing buying decisions. Through surveys and interviews with customers and dealers, the study identifies patterns and preferences in the buying behavior of CRI Pumps' target market. The findings provide valuable insights for improving marketing strategies, enhancing customer satisfaction, and strengthening CRI Pumps' market position in Coimbatore and surrounding regions.