In India offshore software service centres are commonly available in addition to the domestic ones, these centres provides various software products and services to a wide spectrum of buyers. The situation presents a great competition to marketers dealing in such products. The researcher, with an objective to gain more knowledge as to how the customers behave during the entire buying process of the aforesaid software product or service focused his research on buying behaviour of the customers of Corporate Performance Management software products & services in Mumbai region because of two important reasons:

Firstly, due to the nature of Corporate Performance Management software products and services i.e. there is a wide variety of them and there is no standardized and uniform buyer for them.

Secondly, that it is observed that, in the Indian context, there is no systematic work done on the above issue.

The first chapter “Introduction” discusses about the different types of consumers and the entire Organizational buyer behaviour in detail along with the factors affecting the same. This is followed by explaining the concept of Corporate Performance Management and its various components such as Reporting, Analysis, Dashboards, Budgeting, Forecasting, Planning & Consolidation. The business and technology benefits of CPM are discussed in detail followed by challenges, limitations and overall CPM market. Lastly the chapter also presents the objectives of the said study.

The second chapter “Literature Review” the researcher made an attempt to present the literature review of the relevant research works done by researchers in the area of customer buying behavior and allied subjects. The literature review is presented with the sole objective of identifying the research gap to validate undertaking the present research work by the researcher.
The third chapter “Company Profile” contain profiles of various companies under study the study analyzed total 44 companies mentioning their head office, product they are dealing in and turnover etc. Name of the companies are not mentioned in the chapter for the sake of maintaining privacy of the company.

The fourth chapter “Research Methodology” contains the aspects of date for the study and its various sources. It also discussed on the method used to arrive at the sample size and the statistical tools used in the study. Details pertaining to the pilot study carried out by the researched and the reliability of the questionnaire are also captured. The Hypothesis framed for the research are also stated here.

The fifth chapter “Data Analysis”, descriptive research type has been adopted. The information which was collected through questionnaire was used to test the hypotheses of the research which was later presented as findings chapter. As the study was on a large sample (industrial study) the number of companies under study was 44 (more than 30) and population was assumed to be normal, Z test was employed to test the hypotheses.

The sixth chapter “Findings, Suggestions, Recommendations, Conclusion” presents the details on the findings of the study with respect to the objectives framed which is then followed by suggestions derived based on the findings. This chapter also presents the recommendations as derivative of the research work and also the conclusion.

Lastly, bibliography lists the books, journals / periodicals, websites and research paper / articles followed by annexures presenting the Questionnaire, Limitations of the study, further scope for study, Publication details and also the details of the project cost.