

A Study on Marketing Strategies of B2B and B2C Marketing in Tirunelveli Area

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ABSTRACT

For decades, Business – to – Business (B2B) and Business – to – consumer (B2C) marketing strategies are different. But know B2B and B2C audience behaviours are converging. Many of the B2B companies are trying to adopt the techniques and strategies followed by the B2C for the purpose of capturing the market and also many of the B2C marketing are very successful than the B2B business. So the researcher studies about the different tactics followed by both the business marketers and also about what are all the techniques adapted from one business to another. For that researcher had collected the data from 75 respondents. The respondents were chosen on the basis of convenient sampling and the study was done in the area of Tirunelveli.

1. Introduction

Business to Business, also called B to B or B 2 B in which the business transactions are done between the companies, not between a company and an individual consumers. B2B is different from Business to Consumer (B2C). It is common in a supply chain, as company produce the finished products can be sold to customers through B2C transactions.

Business to Consumer (B2C) means the transactions conducted directly between a company and consumers. The business to consumer is differ significantly from B2B. Example for B2B (Business to Business), B2B serve their products to the business masses. They sell the products for business purpose and in B2B customers can resell the products they purchased. Some of the B2B companies are Indian mart, Alibaba etc. Example for B2C (Business to Consumer), it is the usual type of sale that is known to everyone. They sell the products to individual customers. The most commonly known B2C companies are Amazon, Flipkart, Snap deal etc. both the B2B and B2C customer expect personalised sales experience. B2B businesses are hard at work on it for years, but B2B businesses have been late to understand that there are emotion – driven human being at the end of their customer journey touch points. Even though B2B marketing typically addresses a very different audience than B2C. There are countless opportunities for B2B marketers to learn from successful B2C communication practices and campaigns. So many of the B2B companies are trying to adopt the strategies of B2C for attracting the customers. So the papers concentrate on those strategies. For that respondents who are doing B2B and B2C in Tirunelveli District are selected and the data are collected are collected through the questionnaire. The numbers of respondents are 75 and it is selected on the basis of conveyance sampling method.

2. Objectives

- ❖ To study the demographic profile of the respondents who are doing B2B and B2C business.
- ❖ To study about the reason for the success of B2C than B2B business.

- ❖ To study about the strategies this adopted from one business to another.

3. Methodology

The researcher uses both the primary and secondary data. The primary data were collected from the people who are doing B2B and B2C businesses in the Tirunelveli District. The sample size was 75 and it was selected on the basis of convenient sampling method. The secondary data was collected from the books, journals, magazines and also from the websites.

4. Analysis

The analysis was made for fulfill the objectives of the study. The first Table shows the demographic profile of the respondents and the inference was made on the basis of the table. The second table shows the factors which are the reason for the success for the B2C than B2B. The following inference is also made from the table 2.

TABLE 1

TABLE 1 shows the demographic profile of the respondents.

VARIABLE	CATEGORY	NUMBERS	PERCENTAGE
AGE (years)	Below 25	10	13.3
	26-30	20	26.7
	31-35	29	38.7
	Above 35	16	21.3
	Total	75	100
GENDER	Male	60	80
	Female	15	20
		75	100

	Total		
INCOME	Below 25000	16	21.3
	26000-50000	25	33.3
	51000-75000	19	25.3
	Above 75000	15	20
	Total	75	100
YEARS OF EXPERIENCE	Less than 5 years	8	10.7
	6-10 yrs.	28	37.3
	10-15 yrs.	27	36.0
	More than 15 years	12	16.0
	Total	75	100

Source: Primary Data

From the above table 1 the following are the inferences made:

There are 13.3% of the respondents are belong to the age group of below 25 years, 26.7% of the respondents are belong to the age group of 26-30, 38.7% of the respondents are belongs to the category of 31-35 and 21.3% of the respondents are belong to the age group of above 35.

80% of the respondents are male and 20% of the respondents are female.

21.3% of the respondents are having the income below 25,000, 33.3% of the respondents are having the income 26,000-50000. 25.3% of the respondents are having the income of 51000-75,000 and 20% of the respondents are having above 75,000 as income.

10.7% of the respondents are running the business less than 5 years, 37.3% of the respondents are running the business for 6-10 years, 36% of the respondents are running the business for 10-15 years and 16% of them are running more than 15 years.

TABLE 2

The table 2 shows the reasons for the success of B2C than B2B. The following are the some of the factors for the success of B2C:

Timely Response - Timely responsiveness to inquiries is very important because consumer has countless options at their finger tips

Social Reviews And Peer Referrals – Now – a – days social reviews and the peer referrals are increasingly more meaningful and trusted than the marketing campaigns.

Purchase Decisions- In most B2C purchase decision, a single consumer is need to take the decision. B2B purchases are far more complicated. The numbers of stakeholders have to take the decision.

Resistance To Change – In B2C the customers do not resistance to change into other brand but in case of B2B the brand loyalty will be higher in number.

Marketing Campaigns – The B2B purpose was to investing in companies so there will be less marketing campaign but in case of B2C there will be more marketing campaign are there.

Understand The Customer Journey – In B2C the marketers will know the product needs of the customers so that they will understand the customer journey far better than B2B marketers.

These are the some of the factors which are the reason for the success of the B2C than B2B. The respondents are ask to rank the factor and the Garrett ranking was used for analysis.

S.NO	FACTORS	TOTAL VALUE	MEAN SCORE	RANK
1.	TIMELY RESPONSE	2439	406.5	I
2.	SOCIAL REVIEWS AND PEER REFERRALS	2306	384.3	II
3.	PURCHASE DECISIONS	2291	381.8	IV
4.	RESISTANCE TO CHANGE	2306	384.33	II
5.	MARKETING CAMPAIGNS	2237	372.88	V
6.	UNDERSTAND THE CUSTOMER JOURNEY	2221	370.166	VI

Source: Primary Data

Majority of the respondents have timely factor as the reason for the success, the researcher gives first rank with Garrett ranking mean score 406.5. Second rank was gave to social reviews and peer referrals, and to resistance to change with the mean score of 384.3. Fourth rank was gave to purchase decision with the mean score of 381.8. Fifth rank was gave to marketing campaign with the mean score of 372.88. Sixth rank was gave to understand the customer journey with the mean score of 370.166.

5. Findings

The following are the findings made by the researcher from the analysis:

- Majority of the respondents are belongs to the age group of 31-35 with 38.7%
- Majority of the respondents are male with 80%.
- Majority of the respondents are have the income 26,000-50,000(33.3%)
- Majority of the respondents are undergraduate with 38.7%
- Majority of the respondents are having 6-10 years business experience.
- Majority of the respondents gave Timely response as the first factor for the success of the business with the Garrett mean score of 406.5

6. Suggestion

- B2B must also concentrate on the timely response to their customers. Even though they are doing business

with other business concern that response very essential for the success of the business.

- The companies should also concentrate on the reviews and also quality service will help them to get more customers
- Better social media connection is also essential for the betterment of the business
- One to One conversation will also develop the business to the next level

7. Conclusion

Without the B2B and B2C modules the business is not possible in latest time. These two modules are taking the business to next level. There are differences in both this business strategies, but still both the business are run side by side. The successful tactics of one business may follow by the other business. Only Moto of both the business is profit and they also want to satisfy their customers to the core. They also want to retain their customer for more years.

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