

An Analysis of B2B Consumers of Cement Brands in Mumbai

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Abstract

This study was undertaken to understand the brand positioning of various brands of cement in B2B market & its buying behaviour in Mumbai, India. The Inter correlation matrix was used to study the relationship between Quality, Brand, Price, Credit terms, Ease of ordering, Company Sales Personnel, Advertisement, Technical support, Digital E marketing, & Trade shows and exhibitions. This study found that company sales personnel played a major role in Brand B as compared to Brand A. The study further found that Quality and consistency of cement is strongly correlated with Brand Name & company name. There is also a strong positive correlation between Brand Name and Trade shows and exhibitions in both Brand A & B. The findings would help the Manufacturers & B2B Marketers of cement with better understanding of B2B consumer behaviour to meet their expectations effectively.

JEL Code : D12, M3, M370, M310, L61, L67, L68, P3

Keywords : B2B, Business, Cement, Consumer, Marketing, Mumbai, India

I. Introduction

INDIA HAS MADE great strides in producing world class cement. Cement industry also plays a significant role, in the rapid growth and development of a country because cement is a fundamental requirement of all construction activities. Cement is used in housing, dams, bridges, industrial construction, roads etc, so cement is basic material which is used in all types of constructions.

Till 1985 in India cement was a regulated commodity, with limited production, pricing was arbitrary & quality was unheard of. After the

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context, that the present study which deals with the nature of B2B buying process, parameters which B2B customers are looking for while buying a brand, is carried out. It is expected that the study would help cement marketing companies to evolve suitable strategies for B2B Marketing.

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