



A STUDY ON RETAILERS PERCEPTION TOWARDS B2B MARKETING PRACTICES OF CONNECTORS AND CABLE IN CHENNAI

¹Gokul K²Dr.TR. Kalailakshmi¹ Student, School of Business Administration, Sathyabama Institute of Science and Technology, Chennai -600100² Associate Professor, School of Business Administration, Sathyabama Institute of Science and Technology, Chennai – 600100

Abstract: Connectors and Cables are crucial aspects of a variety of electronic equipment and systems because they make it easier to transport power, data, and other signals between various system components. A wide range of markets, including telecommunications, aerospace, automotive, and consumer electronics, are served by the connectors and cables industry, which is much diversified. Because of the rising need for high-speed data transfer, the adoption of cutting-edge technology, and the expansion of end-use sectors, the industry has experienced tremendous growth in recent years. The study helps for identifying areas where improvements can be made to enhance the effectiveness of B2B marketing strategies. This study analyses the factors influencing retailers' decisions to purchase Connectors and Cables products from the customer's point of view. Through the use of percentage analysis, correlation, and chi-square tools, the study determined pricing factors that motivate retailers to buy connectors and cables products, the satisfaction level of promotional offers, satisfaction towards distribution and services, and other key findings.

Key Words: Retailer's, Perception, Connectors and cables.

INTRODUCTION:

Retail is a developing industry in India, with new formats popping up all over the place. Customers are impacted by a variety of things, including product selection, services, and marketing methods. Perception is crucial in affecting client behavior towards a product or service. Retailers' perception investigates buyer decision-making processes and influences from groups such as family, friends, and society. B2B marketing is the advertising of products or services to other businesses, which includes targeting certain industries and decision-makers. Retailers function as mediators between manufacturers and end-consumers in B2B marketing and are critical to the success of B2B marketing efforts. Understanding retailer impressions is critical for establishing effective B2B marketing strategies.

REVIEW OF LITERATURE:

Several studies have been conducted in recent years to investigate merchants' perspectives of B2B marketing. Chong and Park (2018) discovered that retailers believed B2B marketing practices had grown more significant in the digital age, and that new techniques were required to sell to retailers effectively. Zhang and Wang (2019) discovered that merchants that perceived good B2B marketing practices were more inclined to stay loyal to their suppliers. Lee and Yoo (2020) discovered that merchants who perceived effective B2B marketing practices

were happier with their suppliers. Gupta and Kumar (2021) conducted a comparative study of retailers' perspectives of B2B marketing practices in India and China, discovering that while perceptions were similar, the priority placed on key components of B2B marketing varied. Kwon, E., Shin, H., and Cho, S. (2022) researched the impact of digitalization on business-to-business marketing connections and discovered that retailers appreciated organizations that could adapt to digital channels and deliver a seamless omni-channel experience.

OBJECTIVE OF STUDY:

- To study the Retailers perception towards B2B marketing practices.
- To Analyse the factors that influence the retailers to buy connectors and cables products from customer view.
- To know the satisfaction level of Quality of the product given by the company.

RESEARCH METHODOLOGY:

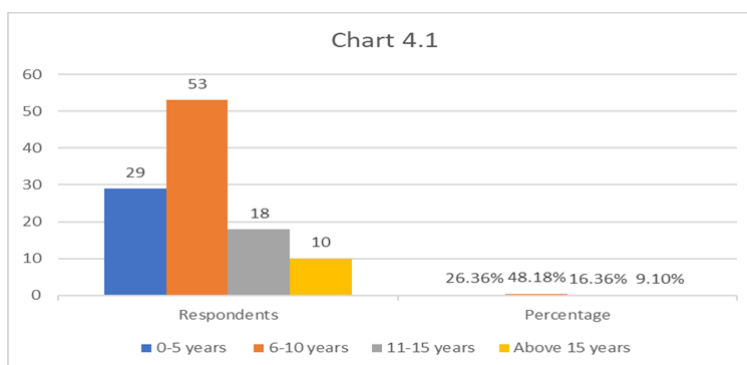
The purpose of this study is to examine merchant's perceptions of B2B marketing practices for connectors and cables Company, as well as the variables influencing their purchasing decisions and the level of satisfaction with Quality and promotional offers provided by company. The descriptive study methodology was utilized, with convenience sampling, and both primary and secondary data sources were utilized. Primary data was collected by using questionnaire and secondary data was collected from published and unpublished records like books, website, and journals. The secondary source used for this study is company profile, scope, need, review of literature. Data has been collected using a structured questionnaire. Questionnaire was divided into two sections. First part was designed to know the general information about Retailer's and the second part contained the respondent's opinions about Retailer's perception. The study is restricted to the Chennai district. The sample sizes 110 people, and the analysis is done with tools like percentage analysis and chi-square. The trial will last for three months, from January 2023 to March 2023. Through this study, it tries to identify the key areas to be enhanced to in B2b marketing of Connectors and Cables Company. This will help the management of Connectors and Cables Company to identify the gaps in the expectations of the client and the final product delivered. Through aggressive marketing efforts, the company can meet or exceed the expectations of all its Autocomponents buyers.

DATA ANALYSIS AND INTERPRETATION:

Percentage analysis

Experience of the Retailer

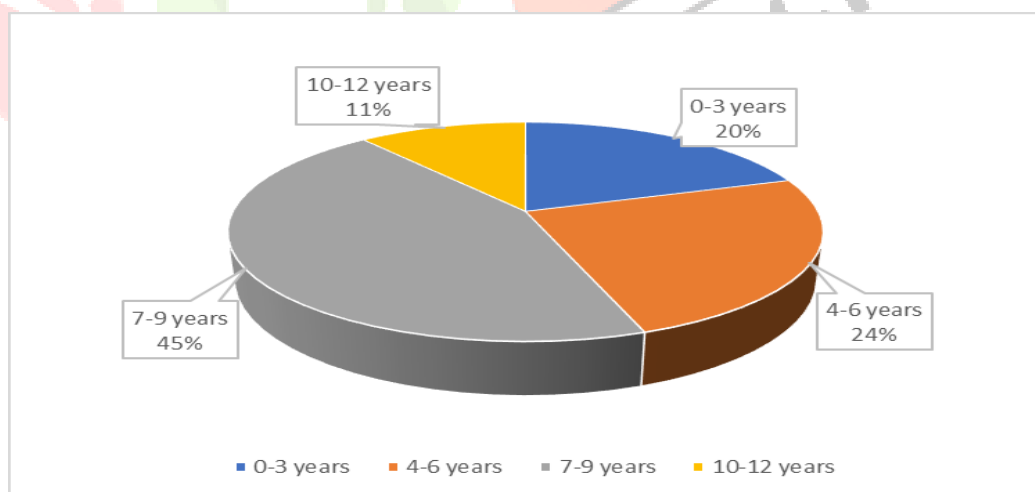
Particulars	Respondents	Percentage
0-5 Years	29	26.36
6-10 Years	53	48.18
11-15 Years	18	16.36
Above 15 years	10	9.10
Total	110	100.00



The given data represents the distribution of years of experience of respondents who were asked about their experience as a retailer. Out of the total respondents, 26.36% (29 individuals) have an experience of 0-5 years, 48.18% (53 individuals) have an experience of 6-10 years, 16.36% (18 individuals) have an experience of 11- 15 years, and 9.10% (10 individuals) have an experience of above 15 years as a retailer.

Dealing Period with company

Particulars	Respondents	Percentage
0-3 years	22	20.00
4-6 years	27	24.54
7-9 years	49	44.54
10-12 years	12	10.90
Total	110	100.00



20% of the respondents have been dealing period with connectors and cables company for 0-3 years. 24.54% of the respondents have been dealing period with connectors and cables company for 4-6 years. 44.54% of the respondents have been dealing period with connectors and cables company for 7-9 years. 10.90% of the respondents have been dealing period with connectors and cables company for 10-12 years.

Chi-Square Test

H₀ (Null hypothesis): There is no significant difference between Dealing period with Connectors and cables company and Satisfaction level of quality of the product.

H1 (Alternative hypothesis): There is significant difference between Dealing period with Connectors and cables company and Satisfaction level of quality of the product.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-square	39.345	9	.000
Likelihood Ratio	39.206	9	.000
Linear-by-Linear Association	4.899	1	.027
N of valid Cases	110		

Since the p-value is less than 0.05. We reject the null hypothesis and accept the alternate hypothesis. Hence there is significant difference between Dealing period with connectors and cables Company and satisfaction level of quality of the product.

CONCLUSION:

It has concluded that every solution has pros and cons after investigating how retailers see connectors and cables. The bulk of the retailers in my survey had been in business for 6 to 10 years. The vast majority of respondents dealing with the company for 7-9 years. The majority of the respondents in my study buy the connectors and cables product based on the customers view is Price. Promotion had the least positive impact on consumers buying decisions, thus the business should focus on improving it and offering more promotion to customers. According to my data, the majority of them have little influence with company's offers. However, the company may need to improve its advertisement, relevant offers, in-store displays, and banners to increase their satisfaction ratings among customers. The handling time for connectors and cables and the level of reported product quality satisfaction are noticeably different.

REFERENCE:

1. Chong, H., & Park, S. Y. (2018). Retailers' Perception of Business-to-Business Marketing in the Digital Age. *Sustainability*, 10(8), 2807.
2. Goyal, A., & Sharma, R. (2017). Retailers' Perception towards B2B Marketing Practices: An Empirical Study. *International Journal of Business and Management Invention*, 6(9), 33-38.
3. Gupta, R., & Kumar, V. (2021). Retailers' Perception towards B2B Marketing Practices: A Comparative Study between India and China. *Journal of Asia Business Studies*, 15(2), 174-191.
4. Kwon, E., Shin, H., & Cho, S. (2022). The effect of influencer marketing on consumer behaviour: An empirical study of the beauty industry. *Journal of Business Research*, 139, 350-360.
5. Lee, H., & Yoo, D. (2020). Exploring the Relationship between B2B Marketing Practices and Retailer Satisfaction. *International Journal of Industrial Distribution & Business*, 11(1), 25-32.