



A Study of Industrial Buying Behaviour in the B2B Market for Rubber Vibration Isolation Components

Student. Abhijeet R Thumbe¹, Prof. Kanifnath Satav²

¹ MBA / Dhole Patil College Of Engineering / Savitribai Phule Pune University, Pune, India

² MBA / Dhole Patil College Of Engineering / Savitribai Phule Pune University, Pune, India

Corresponding Author Email: thumbe.abhijeet18@gmail.com

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Abstract—

This study investigates industrial buying behaviour in the Business-to-Business (B2B) market for rubber vibration isolation components, with a focus on identifying the key factors influencing purchase decisions among industrial buyers in the automotive and industrial sectors. Industrial buying behaviour differs significantly from consumer buying behaviour due to its rational, structured, and performance-oriented nature, making it essential to understand the underlying determinants that guide such decisions.

The research adopts a descriptive research design and is based on primary data collected from 40 respondents, including engineers, technicians, dealers, and workshop owners. Data was gathered using a structured questionnaire and analyzed using percentage analysis, graphical representation techniques such as bar charts and pie charts, and comparative analysis to evaluate the relative importance of different influencing factors.

The findings of the study indicate that product quality is the most critical factor influencing industrial buying decisions, followed by durability and supplier reliability. These factors are closely associated with operational efficiency, reduced maintenance costs, and long-term performance of industrial equipment. The study also reveals that price, although relevant, is not the primary determinant, as buyers tend to adopt a value-based approach rather than a cost-based approach. Additionally, the importance of supplier relationships, timely delivery, and brand reputation is highlighted as key contributors to customer loyalty and repeat purchases.

The study contributes to the existing body of knowledge on B2B marketing by providing empirical insights into industrial buying behaviour within a specific product category. It also offers practical implications for organizations aiming to enhance their marketing strategies by focusing on quality improvement, reliability, and relationship management.

Keywords— Industrial Buying Behaviour, B2B Marketing, Rubber Vibration Isolation Components, Purchase Decision Factors, Supplier Reliability, Product Quality.



I. INTRODUCTION

Industrial buying behaviour is a critical aspect of B2B marketing, as it involves complex decision-making processes influenced by multiple organizational and environmental factors. Unlike consumer buying behaviour, industrial purchasing decisions are more rational, structured, and focused on long-term value and operational efficiency.

Rubber vibration isolation components are essential in automotive and industrial applications, as they help in reducing vibration, noise, and mechanical stress. The demand for such components is driven by the need for improved machine performance, safety, and durability.

This study focuses on understanding the buying behaviour of industrial customers in relation to rubber vibration isolation components. The research is conducted with reference to Resistoflex Pvt Ltd, providing practical insights into real-world B2B marketing practices.

The key objective of the study is to analyze the factors influencing industrial buying decisions and to understand how these factors impact purchasing behaviour. The study aims to bridge the gap between theoretical concepts of marketing and practical application in industrial markets.

II. LITERATURE REVIEW

The concept of industrial buying behaviour has been extensively studied in marketing literature. According to Philip Kotler, industrial buying behaviour refers to the decision-making process by which organizations establish the need for products and identify, evaluate, and choose among alternative suppliers.

Jagdish N. Sheth proposed a model of industrial buyer behaviour, emphasizing the role of psychological, organizational, and environmental factors in influencing purchase decisions.

Similarly, Frederick E. Webster Jr. and Yoram Wind developed a comprehensive model highlighting the importance of the buying center and decision-making units in organizations.

Previous studies indicate that factors such as product quality, price, supplier reliability, and delivery performance significantly influence industrial buying decisions. Relationship marketing also plays a crucial role in B2B markets, as long-term associations between buyers and suppliers lead to trust and loyalty.

However, limited research has been conducted specifically on rubber vibration isolation components, particularly in the context of the automotive and industrial sectors. This study aims to address this gap by focusing on a specific product category and providing practical insights into buyer behaviour.

III. METHODOLOGY

The study adopts a descriptive research design to analyze industrial buying behaviour in the B2B market.

Data Collection:

a) Primary Data: Collected through a structured questionnaire from 40 respondents, including engineers, technicians, dealers, and workshop owners.

b) Secondary Data: Collected from books, research papers, journals, and company-related information from Resistoflex Pvt Ltd.

Sampling Method:

A non-probability convenience sampling technique was used due to ease of access and time constraints.

Tools for Analysis:

a) Percentage Analysis

b) Tabular Form & Pie Charts

c) Comparative Analysis

Variables:

a) Independent Variables: Product quality, price, durability, supplier reliability

b) Dependent Variable: Industrial buying behaviour

The methodology ensures systematic data collection and analysis, providing reliable insights into the factors influencing industrial purchase decisions.



IV. RESULTS AND DISCUSSION

The analysis of data reveals several important insights into industrial buying behaviour.

Firstly, product quality emerged as the most important factor influencing purchase decisions, with the highest percentage of responses. This indicates that industrial buyers prioritize performance and reliability over cost considerations.

Secondly, durability was identified as a key factor, as it directly impacts the lifespan and efficiency of machinery. Buyers prefer components that reduce maintenance requirements and operational disruptions.

Thirdly, supplier reliability and delivery performance were found to be critical factors. Industrial buyers depend on timely availability of components to ensure smooth operations, making supplier consistency an essential consideration.

The study also highlights that price, although important, is not the primary factor in decision-making. Industrial buyers adopt a value-based approach, focusing on long-term benefits rather than short-term cost savings.

Furthermore, the findings indicate strong supplier loyalty among buyers, emphasizing the importance of relationship marketing in B2B markets. Companies that maintain consistent quality and service are more likely to retain customers.

Overall, the results align with existing theories of industrial buying behaviour and provide practical insights into the decision-making process in industrial markets.

V. CONCLUSION

The study concludes that industrial buying behaviour in the B2B market for rubber vibration isolation components is primarily influenced by performance-related factors such as product quality and durability, along with supplier reliability.

Industrial buyers exhibit rational and value-driven behaviour, prioritizing long-term efficiency and reliability over price. The importance of strong supplier relationships and brand reputation further

highlights the role of relationship marketing in industrial markets.

The research contributes to a better understanding of B2B buying behaviour and provides practical implications for companies seeking to improve their marketing strategies and customer relationships.

Organizations like Resistoflex Pvt Ltd can leverage these insights to enhance product quality, strengthen supplier reliability, and build long-term customer relationships to achieve competitive advantage.

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