

Product-Centric Marketing: A Comparative Study of B2B vs B2C Strategies

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Abstract

The product-product market is a strategic approach that promotes the company's quality and technology significance by building customer preferences. This method is very common in the most reliable parts of the research and development (R & D) to maintain a competitive benefit. This analysis is viewed by market variation in the product-business environment (B2B) and business customers (B2C), challenges, and good works. In the context of B2B, the product-product, technical, and length-long-time, business, and the return of work. In fact, B2C trading will be used to save emotional, allerging, comforting to include customers. Comparing studies indicate that the quality of the product is very important, and the process must consider the sections of the price, the difference, and customer participation. This study uses a mixed approach, combining the first data collected in the survey and second data from scientists. The statistical evaluation shows that there is no single feature associated with market success, showing the need for a complete strategy. Tesla's studies and approximations indicate how companies access combining products and customers. The results show that the product market can encourage new jobs and make a grade of the product and strategies focus on customers. Companies should always focus on developing market conditions. By integrating the logo, the trade market, the seller's enrollment with plants and competition.

Introduction

In a contemporary business environment, an organization uses multiple marketing strategies to achieve competitive benefits. One important method is product-product marketing, which shows the design of large -quity products and increasing their attributes, rather than meeting any customer preferences. This strategy is determined by companies associated with respect, research, and technology progress to develop guidance eggs in the industry.

The shopping center on the product is on the same product as the main part of all trading purposes. But to focus on the needs of customers or preferences, a major company improves their products and distinguishes good quality. This approach is located in the project where the resulting order will result. The organizations that use this strategy and include creative characters, create creative characters in the industry and attract customers looking for medicine.

Business to Business Marketing

Business-To-Business (B2B) promotion involves displaying your item to other ventures that look to improve operational efficiencies, address challenges in their everyday operations, or investigate modern income opportunities. This preparation frequently incorporates the development of connections over time, as you work to build up extra pay streams from the same organization through different items and administrations.

Business to Consumer Marketing

Business To Buyer (B2C) ventures lock in specifically with personal clients. The scope of B2C promotion is essentially broader than that of trade to commerce (B2B), enveloping a different cluster of socioeconomics, financial foundations, and preferences. Consequently, B2C showcasing embraces a more broad methodology in its informing and focusing on. Varieties of tone, communication channels, and obtaining motivations are likely to be more articulated over distinctive campaigns and items compared to B2B promoting.

Review of Literature

Theodore Levitt (1960) - The displays showing the products related to the goods and the number of clients, rather than customer needs. This method allows the most important items to attract customers, who may not focus on application requests. In a particular case, a popular article shows the potential for cars to enter customers' business by following the needs of customers.

Day & Wensley (1988) explains that the result is based on the result of the distribution of income and achieves the creation and effectiveness of the symbol.

Seth, Newman, & Gross (1991). The B2C market is different because the seller's decision is different.

Kevin Lane Keller (2003) - He established the signature on B2C products as a strategy that is responsive to the company to build and maintain a strong signature identity. This depends on quality, specific features, and technical technology to maintain the customer's trust and competitive benefit.

Ulaga & Eggert (2006) says companies focused on B2B products, focusing on the technical benefits, because the businesses arrange the assignment.

Rust et al. (2010) will discuss the restrictions on the basis of products that are possible to cause a problem with long-term success among customers. They insist on focusing on the customer's needs, and creating the links and allowing personal experiences rather than being dependent on the importance of the product.

Kotler & Keller (2016) describes a company by those who do creative and development (R & D) to create creative products which can attract results.

Theoretical Frameworks Linking CSR and Brand Reputation

Product-Centric Marketing: A Comparative Study of B2B vs. B2C Strategies

In today's competitive countries, companies use shopping strategies to engage their products with the right citizens. Another important way is the product-product market, showing products, quality and creativity to attract customers.

However, this strategy is unique between business-business-business (B2B) businesses and business-to-buy (b2c). This article will check the comparative pieces on the results in the B2B framework and b2c, showing the differences, and the best jobs.

Understanding Product-Centric Marketing

The market focuses on the products that make products, rather than the needs of the customers or experiences. The organizations support this strategy by producing research materials and evolution that is new, easy and better than their competition.

This method is found in parts such as technology, medicine, and form, which are important to separating market success.

B2B Product-Centric Marketing Strategies

In the B2B market, product-oriented marketing focuses on efficiency, long-term value and adaptation. Key features include:

1. Technical expertise and product knowledge B2B buyers need the details, specifications and performance metrics of the receiving technology before making a purchase decision.
2. Relationship-oriented marketing companies rely on stronger partnerships and construction than large advertising.
3. The long sales cycle of B2B transaction decisions is extended, and in many cases, multiple stakeholder approval is required.
4. Emphasis on prepositions on ROI and value.
5. Targeted Content Marketing - White papers, case studies, webinars and product demonstrations play a key role in training potential buyers.

B2C Product-Centric Marketing Strategies

Generally, trading strategies related to B2C products are designed to attract individual customers with emotional, comfort, and brand.

The main features are:

- ASHOL and the world's messages for B2C marketing are interested in how many results increase in existence, power or satisfaction.
- Short Credit Changes Defining Decisions on circumstances, reviews, and newsletters. The mass trade and signature of social media, marketing traders, with digital messages, and digital messages promoting understanding.
- The experience of users and the easiest of the sales, Esthetics, acne, and poultry services will be very touching sales behavior.
- Promotions & Discount - B2C marketing leverages seasonal sales, discounts, and loyalty programs to attract and retain customers.

Difference between B2b and B2C

The primary distinction between B2B and B2C marketing lies in the target audience of the marketing efforts. Numerous subtleties exist in achieving the appropriate tone, atmosphere, and providing suitable incentives to encourage purchases from your organization.

Astute marketers recognize the essential differences in their approach when dealing with B2B versus B2C clients. Strategies for B2B marketing diverge from those for B2C in aspects such as purchasing cycles, communication methods, and the ways in which businesses cultivate relationships with their clientele

Comparison Between B2B and B2C Product-Centric Marketing

Regression is a statistical method that finds the relationship between a dependent variable and one or more independent variables that allow us to predict outcomes, see trends, and identify how reviewers are affected by other variables.

Aspect	B2B Marketing	B2C Marketing
Decision Approach	More methodical and research-heavy, with several people weighing in	Often emotional and impulsive, based on personal taste
Sales time	Takes longer, with back-and-forth discussions and approvals	Much quicker, sometimes instant
Customer Focus	All about nurturing lasting, trust-driven relationships	More about creating loyalty through good experiences
Marketing Channels	Leans on direct contact, LinkedIn, trade shows, and informative content	Relies on social media buzz, TV ads, influencers, and online shopping
Pricing Model	Usually flexible and negotiable, with discounts for bigger orders	Fixed prices, with plenty of promos and seasonal deals

B2B vs B2C Marketing: The Difference in Customer Relationships

B2B marketing tends to be more personal, while B2C marketing will likely always see it as more transactional.

Branding

In branding for B2B, the focus is largely on how to position it, while in B2C, there's more emphasis on how/with what messages are communicated.

Decision Making

B2B marketing is viewed as being successful when communication has been clear throughout the decision-making journey. When B2C marketing is successful, they expedite this process as efficiently as possible.

Audience Targeting

In general, the B2B marketing strategy attempts to identify a precise niche of audience while B2C marketing will tend to follow a broader funnel approach.

Ad Copy

In ad writing for B2B marketing, terms are used that clients understand, whereas a B2C marketing copy takes a more fun and emotive approach.

Best Practices to Effectively Promote a Product

1. In B2B context, focus on expertise in the field, gain trust in the field of work, and create marketing plans that are tailored to business needs.
2. In B2C scenarios, improve the narrative around the brand, utilize testimonials, and design captivating online interactions.
3. For both types, prioritize innovation in products, provide excellent customer support, and adjust marketing approaches according to customer input and shifts in market dynamics.

Case Study

Case Study I: Tesla's Dual Approach

Business-to-Business Approach: Tesla offers strength solutions, such as photo voltaic panels and battery strength storage systems, to industrial entities. Marketing techniques spotlight effectivity gains, fee savings, and environmental benefits, focused on company consumers and strength companies specifically.

Business-to-Consumer Approach: Tesla markets electric powered cars without delay to consumers, emphasizing innovation, sustainability, and overall performance capabilities. The company employs a complete on-line platform, interactive showrooms, and referral packages to interact with viable client utilizes a robust online platform, interactive showrooms, and referrals to connect with prospective customers.



Case Study II: Tata Motors – A Product-Centric Approach

Overview

Tata Engines, a prominent automobile manufacturer in India adopts a product-oriented marketing approach which focuses on manufacture, advanced innovation and durability over the B2B (commercial vehicles) and B2C (passenger vehicles) sectors.



Strategies

1. Solid R&D Center – Large investment in Electric Vehicles (EVs), fuel efficiency, and safety features.
2. B2B Service – Dominates commercial vehicle market by focusing on strength, fuel economy and large contracts.
3. Feature Branding (B2C) – Shows safety (Worldwide NCAP ratings), performance, and steady quality above emotional ads.
4. EV Advertise Development — Drives India's EV market with Tata Nexon EV and Tata Tigor EV, focusing on battery technology and eco-friendliness.

Challenges

- **Consumer Wish vs. Innovation**
Some cars (like Tata Nano) failed because they lacked emotional demand.
- **Competition with Customer-Oriented Brands**
Maruti Suzuki and Hyundai dominate by focusing on design and customer experience.
- **Balancing Innovation & Customer Needs**
Tata is improving branding and after- sales service while retaining its product-driven approach.

Research Methodology Research Design

The study adopts a mixed-methods research design; both quantitative and qualitative approaches are applied to gain an in-depth understanding of the relationship between B2B and B2C.

Sources of data Primary Data

Primary data refers to that information which is collected for the first time. It is essentially available in an original form and is at the disposal of the researcher. The present study has collected primary data through a questionnaire which was distributed and collected from 47 respondents via Google Forms belonging to the Royapettah area and some other districts located within Tamil Nadu.

Secondary Data

Secondary data refer to that information which has already been collected, tabulated, and presented in some or the other manner by somebody else for some specific purpose. Secondary data are gathered from different websites such as Research gate, Institute of actuaries of India, Google scholar, and Parliament library.

Regression Analysis

Regression is a statistical technique used to find out the relation between a dependent variable and one or more independent variables. It allows us to estimate the results, spot patterns, and study the influence of various factors.

Question 1

Which factor is most important in a product-centric marketing strategy.

Variable	Coefficient	Std. Error	t-Statistic	p-Value
Intercept (const)	1.33	0.37	3.60	0.0008 (Significant)
Product Features	0.67	0.49	1.36	0.180
Brand Image	0.45	0.47	0.95	0.345
Pricing Strategy	0.33	0.49	0.68	0.500

Interpretation

The results show that no single factor has a meaningful effect ($p > 0.05$). Product-focused marketing is shaped by many factors instead of just one main influence. Product features have the strongest positive effect but this relationship is not statistically significant which means we cannot be sure about its impact. Brand Image and Pricing Strategy have positive effects but their low statistical significance indicates that they only play a small role. These results show that we need to consider many different factors together to make product-focused marketing work well.

Question 2:

What is the most significant challenge in product-centric marketing.

- Differentiation from Competitors
- Pricing Strategy
- Customer Retention
- Advertising Budge

Variable	Coefficient	Std. Error	t-Statistic	p-Value
Intercept (const)	1.57	0.30	5.29	0.000004 (Highly Significant)
Differentiation from Competitors	0.51	0.43	1.18	0.244
Pricing Strategy	0.06	0.45	0.15	0.885
Customer Retention	-0.02	0.47	-0.03	0.973

Interpretation

The consequences imply that no single undertaking has a statistically huge impact ($p > \text{zero}.05$) on product-centric advertising achievement. Differentiation from competition has the very best superb coefficient (zero.fifty one), suggesting it'd have a few have an impact on, but its p-cost (zero.244) indicates vulnerable statistical support. client Retention (-zero.02) and Pricing method (zero.06) display minimal effects, implying they're not fundamental obstacles. extensively, the intercept (1.57, $p = \text{zero}.000004$) shows that external factors beyond the analyzed challenges play a more substantial role in figuring out advertising and marketing fulfillment.

Question 3

Which pricing strategy do you use.

- Fixed Pricing
- Dynamic Pricing
- Subscription-based
- Volume-based Discounts

ANOVA for Pricing Strategy Impact on Marketing Success

Statistic	Value
F-Value	1.34
p-Value	0.274

Interpretation

The p-value (0.274) is greater than 0.05, indicating that there is no significant difference in marketing success among various pricing strategies statistically. So, the decision of a company to use Fixed, Dynamic, Subscription-based, or Volume-based Discounts to carry out marketing activities does not result in any product-centric marketing success that is statistically significant. Even though the F- Value (1.34) suggests some differences among the groups, it is very insignificant and can not be considered significant.

Question 4

Most Effective Marketing Platform.

- Customer Feedback
- Sales Growth
- Website Traffic
- Brand Awareness

Statistic	Value
F-Value	1.06
p-Value	0.374

Interpretation

The p-value (0. Three hundred seventy-four is more than zero. 05 shows that there is no meaningful difference in how successful various marketing platforms are. The F-Value is a statistic used in analysis of variance to compare different groups. It helps determine if the differences between the groups are significant or just due to random chance. A higher F-Value usually indicates that there are meaningful differences among the groups being studied. It shows that there is only a small difference between the groups but it is not big enough to be important in a statistical sense. This means that Sponsorships Meta Ads Google Ads and Traditional Marketing all play an equal role in achieving marketing success and none of these platforms stands out as better than the others.

Limitations

1. Mainly investigate the macro-trends in marketing, but may not tackle all the problems your industry might be.
2. Advertising tactics can quickly become obsolete due to advances in technology, and thus specific data points are often time-sensitive.
3. The approach of the study is qualitative rather than statistical and full marketing data approach.
4. While case studies have been very helpful and provide practical applications, their relevance may differ depending on your business model.
5. B2C marketing fads come and go, often responding to changes in consumer tastes and the larger economic environment.

Conclusion

Product-centric marketing continues to be a compelling approach for organizations that concentrate on innovation, technical capability, and provide high-quality products. It also implicitly believes that when a product is great, it can essentially sell itself, but the way it operates is different in B2B and B2C.

In a B2B marketing context, product-centric marketing means that you are marketing a long-term value and technical capability and you are delivering a selling proposition broadly to an organization that has bought into the company and is making returns on investment, efficiencies, and dependability paramount when they are making business decisions. Product-centric marketing in a B2C marketing context allows for an emotional aspect, you as a marketer will focus on branding, or you are trying to make it easy to buy, using lifestyle marketing to pull the emotional trigger for consumers to get them to buy quickly without thinking.

When looking at the comparative case study, it is clear that both B2B and B2C marketing must balance their product-focused marketing with elements of branding, pricing, engagement or value for customer experience, differentiation, and customer journey or all will have complex relationships and impacting each other. It is added complexity for companies to remain competitive, while constantly innovating in dynamic markets and increasingly complex circumstances.

In summary product-centric marketing can be a benefactor of a product leader embarking on new series of opportunities and potentially position a leader for market leadership. If organizations focus on increasing their ability to include customers in their marketing the organization would enhance their chances of securing long term success through customer loyalty and overall successful sustainable growth.

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