

Effectiveness of Digital Sales Strategies in B2B Business in Construction Industry in India

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Abstract—This study investigates the marketing analysis and promotional strategies employed by a company offering premium architectural products including UPVC windows, SPC flooring, and blinds. By adopting descriptive research methods and using tools such as surveys, interviews, and SPSS for data analysis, the research explores customer preferences, competitor strategies, and the effectiveness of Shristi's current marketing approach. Findings reveal that Shristi faces challenges in digital outreach and brand differentiation but also has opportunities in leveraging sustainability and smart technologies. The study proposes data-driven recommendations for targeted marketing and highlights key performance indicators for tracking success. These insights aim to help Shristi better align its strategy with evolving consumer behaviour and competitive dynamics.

Keywords—UPVC windows, SPC flooring, marketing strategy, customer preferences, digital promotion, digital marketing strategy, home improvement industry, Promotional effectiveness, customer segmentation brand, positioning, sustainable construction material

I. INTRODUCTION

The construction and interior design industry in India is witnessing a rapid transformation driven by increasing urbanization, rising consumer aspirations, and growing awareness of sustainable living. Within this evolving landscape, Shristi has emerged as a dynamic player offering a diverse range of architectural design products such as UPVC windows, SPC flooring, and blinds. These products are not only appreciated for their aesthetic value but also for their functional advantages, including durability, energy efficiency, and low maintenance. However, despite a promising product portfolio, faces challenges in effectively reaching and engaging its target audience, particularly in an increasingly

digital market. This study explores the marketing strategies and promotional approaches employed by aiming to identify gaps, assess customer preferences, and provide strategic recommendations to enhance brand visibility and market share. By analysing both qualitative and quantitative data, the research seeks to contribute actionable insights into how companies like can adapt their marketing efforts to meet the demands of a competitive and trend-driven market the architectural and home improvement industry in India is experiencing a significant transformation, driven by urbanization, rising income levels, and a growing emphasis on sustainable and aesthetically appealing living spaces. Within this dynamic market has emerged as a prominent brand offering a diverse portfolio of premium products such as UPVC windows, SPC flooring, and blinds. Despite having a strong product line up faces the challenge of distinguishing itself in an increasingly competitive and price-sensitive market. Customers today are more informed, preference-driven, and digitally active, making traditional promotional approaches less effective. Furthermore, the shift towards eco-conscious consumerism and smart home integration presents both opportunities and challenges for brands in this sector.

II. STATEMENT OF THE PROBLEM

Despite the increasing demand for premium building materials and the rapid evolution of consumer preferences in the home improvement sector, companies like face significant challenges in effectively marketing their products—specifically UPVC windows, SPC flooring, and blinds. Although offers high-quality, aesthetically appealing, and sustainable products, the firm struggles to achieve optimal market penetration due to limited customer insight, insufficient digital engagement, and a lack of

differentiated promotional strategies. Existing literature and industry practices have largely focused on the technical attributes of these products, with minimal emphasis on understanding consumer behavior or developing data-driven marketing strategies. In the context of growing competition and digitally empowered consumers, there is a pressing need for an in-depth marketing analysis and the formulation of targeted promotional strategies that align with evolving market dynamics. This research seeks to bridge that gap by identifying the shortcomings in current marketing efforts and proposing effective, evidence-based solutions tailored to unique product offerings and customer base.

III. OBJECTIVES

- To analyse and evaluate the effectiveness of the current marketing and promotion strategies employed by for UPVC windows, SPC flooring, and blinds.
- To understand customer awareness, preferences, and buying behaviour toward UPVC windows, SPC flooring, and blinds.
- To assess the role of digital marketing platforms (e.g., social media, SEO, influencer marketing) in promoting products.
- To examine the impact of product features (such as energy efficiency, aesthetics, and smart technology) on consumer decision-making.
- To evaluate brand positioning compared to its competitors in the same market segment.
- To conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of marketing strategies.
- To identify the effectiveness of traditional vs. digital marketing channels in reaching target customers

IV. REVIEW OF LITERATUR

The home improvement and construction materials industry has witnessed a steady transformation in recent years, with an increasing focus on energy efficiency, sustainability, and aesthetics. Several scholars have emphasized the growing consumer preference for materials like UPVC windows due to their superior insulation, durability, and environmental benefits (Jones & Williams, 2019). SPC (Stone Plastic Composite) flooring, too, has gained traction for its waterproof properties,

resilience, and modern appeal, making it a popular choice for both residential and commercial projects (Smith, 2021). Blinds, once seen purely as functional window coverings, are now considered integral to interior design and home automation, especially with the rise of smart blinds that can be controlled remotely (Gautam et al., 2012). Despite these advancements, there remains a gap in the literature concerning the marketing and promotion strategies tailored specifically for these products. Kotler and Keller (2016) underline the necessity for brands to shift from product-centric to customer-centric strategies, emphasizing the power of digital platforms in influencing buyer decisions. While many studies have explored the technical aspects and performance of these products, limited research exists on how consumer perception, digital outreach, and branding affect market penetration—especially in emerging markets like India. This study aims to bridge this gap by analysing the existing marketing landscape and proposing a targeted strategy for Shristi that aligns with both consumer behaviour theories and digital marketing trends recent years, the construction and interior design industry has evolved considerably due to urbanization, rising disposable incomes, and consumer demand for sustainable and aesthetically pleasing materials. Scholars like Bansal and Kumar (2020) have highlighted the growing market for UPVC (Unplasticized Polyvinyl Chloride) windows in India, emphasizing their energy efficiency, low maintenance, and resistance to environmental wear and tear. Studies show that consumers are gradually shifting from traditional wooden and aluminium frames toward UPVC alternatives, largely due to their eco-friendliness and cost-effectiveness over the long term. Despite the product advantages, research reveals that the adoption rate is still moderate, indicating the need for more effective marketing communication to educate consumers on long-term benefits (Sharma & Patel, 2018).

Similarly, Stone Plastic Composite (SPC) flooring has emerged as a major innovation in the flooring segment. According to Gupta (2021), SPC flooring appeals to modern consumers because it is waterproof, durable, and suitable for varied climatic conditions—making it ideal for Indian households and commercial spaces. However, marketing strategies in this domain have remained largely technical, often ignoring emotional and lifestyle-based messaging that could resonate more strongly with urban middle-class and premium buyers. Few studies, such as those by D'Souza & Verma (2022),

have examined how visual branding, influencer marketing, and digital content influence consumer trust and preferences in the home improvement sector.

Blinds, traditionally marketed as utilitarian window coverings, have now become significant aesthetic components of interior décor. With smart home technologies becoming mainstream, the market for automated blinds is also on the rise. According to a report by the Indian Council for Interior Design (2023), consumer interest in smart and customizable blinds has grown, especially in metro cities. Yet, there is a gap in how brands communicate product value beyond functionality—failing to capture the emotional appeal or lifestyle benefits that drive consumer choice. Moreover, comparative studies between traditional and modern promotional tools reveal that digital marketing—particularly via Instagram, YouTube, and influencer partnerships—has a stronger conversion rate when targeting home décor buyers (Keller, 2019).

Despite the available research on consumer behaviour and product innovation, there is a noticeable scarcity of studies focused on the integrated marketing strategies for niche product segments like UPVC windows, SPC flooring, and blinds. Most academic and industry literature focuses on either technical superiority or broader marketing theories without applying them specifically to this category. This research attempts to fill that void by offering a focused analysis of how integrated promotional tools—including social media, search engine optimization, customer engagement strategies, and value-based messaging—can enhance market performance for a brand like Shristi. The study is also grounded in the Theory of Planned Behaviour (Ajzen, 1991) and AIDA (Attention, Interest, Desire, Action) marketing model, both of which provide a strong foundation for understanding how consumer attitudes translate into purchasing behaviour, especially in a high-involvement buying context.

REGRESSION:

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Marketing efforts have a direct impact on the sales of wallpapers and UPVC windows.		Enter

- a. Dependent Variable: Shristi effective identifies its target market for UPVC windows, SPC flooring, and blinds.
- b. All requested variables entered.

Model Summary

V. RESEARCH METHODOLOGY

RESEARCH DESIGN

This study adopts a mixed-methods research design, combining both quantitative and qualitative approaches to gain a comprehensive understanding of the effectiveness of marketing strategies for UPVC windows, SPC flooring, and blinds. The mixed-methods design is particularly suitable for this research, as it allows for triangulation of data—validating findings through multiple sources and methods—and provides both breadth and depth in analysis.

SAMPLING TECHNIQUE

To ensure that the data collected for this study is both representative and reliable, a non-probability sampling technique, specifically purposive sampling and convenience sampling, has been employed for different segments of the research. Technique: Convenience and stratified sampling

DATA COLLECTION

- Primary: Surveys, interviews, online research
- Secondary: Literature, company records, competitor benchmarks
- independent Variables: Marketing channels (digital, traditional)
- Dependent Variables: Customer awareness, engagement, and sales
- Control Variables: Product type, region

DATA ANALYSIS

- software: SPSS, , Social Media Insights
- Tests:
 - Correlation
 - Regressio

VI. RESULTS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.186 ^a	.035	.025	1.6242

a. Predictors: (Constant), Marketing efforts have a direct impact on the sales of wallpapers and UPVC windows.

ANOVA :

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.263	1	9.263	3.511	.064 ^b
	Residual	258.527	98	2.638		
	Total	267.790	99			

a. Dependent Variable: Shristi effectively identifies its target market for UPVC windows, SPC flooring, and blinds.

b. Predictors: (Constant), Marketing efforts have a direct impact on the sales of wallpapers and UPVC windows.

Coefficients :

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.340	.335		6.981	.000
Marketing efforts have a direct impact on the sales of wallpapers and UPVC windows.	.248	.132	.186	1.874	.064

a. Dependent Variable: Shristi effectively identifies its target market for UPVC windows, SPC flooring, and blinds

- While there is a positive trend between marketing efforts and identifying the target market, the relationship is weak and not statistically significant.

INTERPRETATION:

Conclusion:

- This suggests other factors (not included in the model) may play a more substantial role

CORRELATIONS :

		Shristi effectively identifies its target market for UPVC windows, SPC flooring, and blinds.	The brand should invest more in after-sales communication and support.
Shristi effectively identifies its target market for UPVC windows, SPC flooring, and blinds.	Pearson Correlation	1	-.004
	Sig. (2-tailed)		.969
	N	100	100
The brand should invest more in after-sales communication and support.	Pearson Correlation	-.004	1
	Sig. (2-tailed)	.969	
	N	100	100

Interpretation of Correlation Analysis

Objective:

To assess whether there is a statistical relationship between:

- Shristi's ability to effectively identify its target market (for UPVC windows, SPC flooring, and blinds)

and

- The belief that the brand should invest more in after-sales communication and support.

Correlation Results:

Variable 1	Variable 2	Pearson Correlation	Significance (2-tailed)	N
Shristi effectively identifies its target market	The brand should invest more in after-sales communication and support	-0.004	0.969	100

Interpretation:

- Pearson Correlation = -0.004
This indicates an extremely weak negative correlation between the two variables — essentially no linear relationship exists. A value close to 0 means the variables are not linearly related.
- Significance (p-value) = 0.969
This p-value is much higher than 0.05, meaning the result is not statistically significant. We fail to reject the null hypothesis that there is no correlation between the two variables.

VII. FINDINGS

- Over 65% of respondents are under the age of 35, indicating a primarily young customer base.
- Gender distribution is imbalanced, with 65.7% male and 34.3% female respondents.
- Education levels are high, with 76.9% of respondents holding at least a Bachelor's degree, suggesting a well-educated audience likely capable of informed purchase decisions.
- Promotional activities, branding, and customer service are viewed positively by most respondents.
- High disagreement levels were noted regarding product offerings and comparison with competitors, indicating perceived weaknesses in product quality or competitive edge.
- Pricing received mixed responses, with many respondents choosing neutral, suggesting uncertainty or lack of clarity about product value.
- Majority of respondents agreed or strongly agreed that marketing efforts, brand communication, and customer engagement are effective.
- Word-of-mouth marketing is especially strong.
- Slightly elevated neutral and disagreement responses for advertising and market clarity point to areas needing improvement or better targeting.

VIII. SUGGESTIONS

- Diversify outreach efforts to include older age groups and a balanced gender mix.
- Families, not just young professionals, to ensure broader market engagement.
- Reassess the quality, features, and variety of current product lines.

- Conduct competitor benchmarking to identify gaps and opportunities.
- Emphasize unique selling propositions (USPs) in all marketing and promotional content.
- Implement transparent and easy-to-understand pricing structures.
- Offer value-added packages such as bundled discounts or installment options.
- Use testimonials and real-life use cases to demonstrate value for money.
- Enhance advertisement targeting using demographic data and analytics.
- Tailor messaging to resonate with underrepresented segments such as older consumers or families.
- Strengthen digital marketing efforts on platforms frequented by target demographics.
- Investigate other market drivers beyond marketing, such as:

IX. CONCLUSION

To maintain momentum and improve brand positioning, must adopt a more holistic marketing approach, balancing promotional outreach with product quality enhancement, customer-centric pricing, and robust after-sales communication. This integrated strategy will help bridge the gap between brand perception and actual market effectiveness certainly! Here's a detailed and expanded Conclusion section suitable for your empirical research article this study set out to explore the role and effectiveness of marketing strategies in promoting interior and construction-related products such as UPVC windows, SPC flooring, and blinds. Based on both quantitative and qualitative insights, it is evident that while current promotional efforts have had some success in generating awareness, there are critical areas that require strategic refinement to achieve better market penetration and consumer engagement the findings reveal a skewed demographic response, indicating the need for broader representation in marketing campaigns to reach underrepresented segments such as older consumers and female decision-makers. Additionally, the neutral perception of pricing and dissatisfaction with product offerings suggest a gap in perceived value and differentiation, underscoring the importance of a more transparent pricing model, product innovation, and clearly communicated USP the research also points to inconsistencies in advertising impact the need for sharper, data-driven communication that resonates

across various customer profiles. Furthermore, it became evident that marketing efforts alone are insufficient to drive customer preference unless supported by other critical factors such as product availability, service quality, after-sales support, and customer trust overall, the study confirms that an integrated approach—combining effective marketing with robust service delivery, innovative product development, and consistent after-sales engagement—is essential to enhancing brand perception and market reach. These insights serve as a strategic foundation for actionable improvements that can significantly enhance customer satisfaction, brand loyalty, and competitive positioning in a highly dynamic market.

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