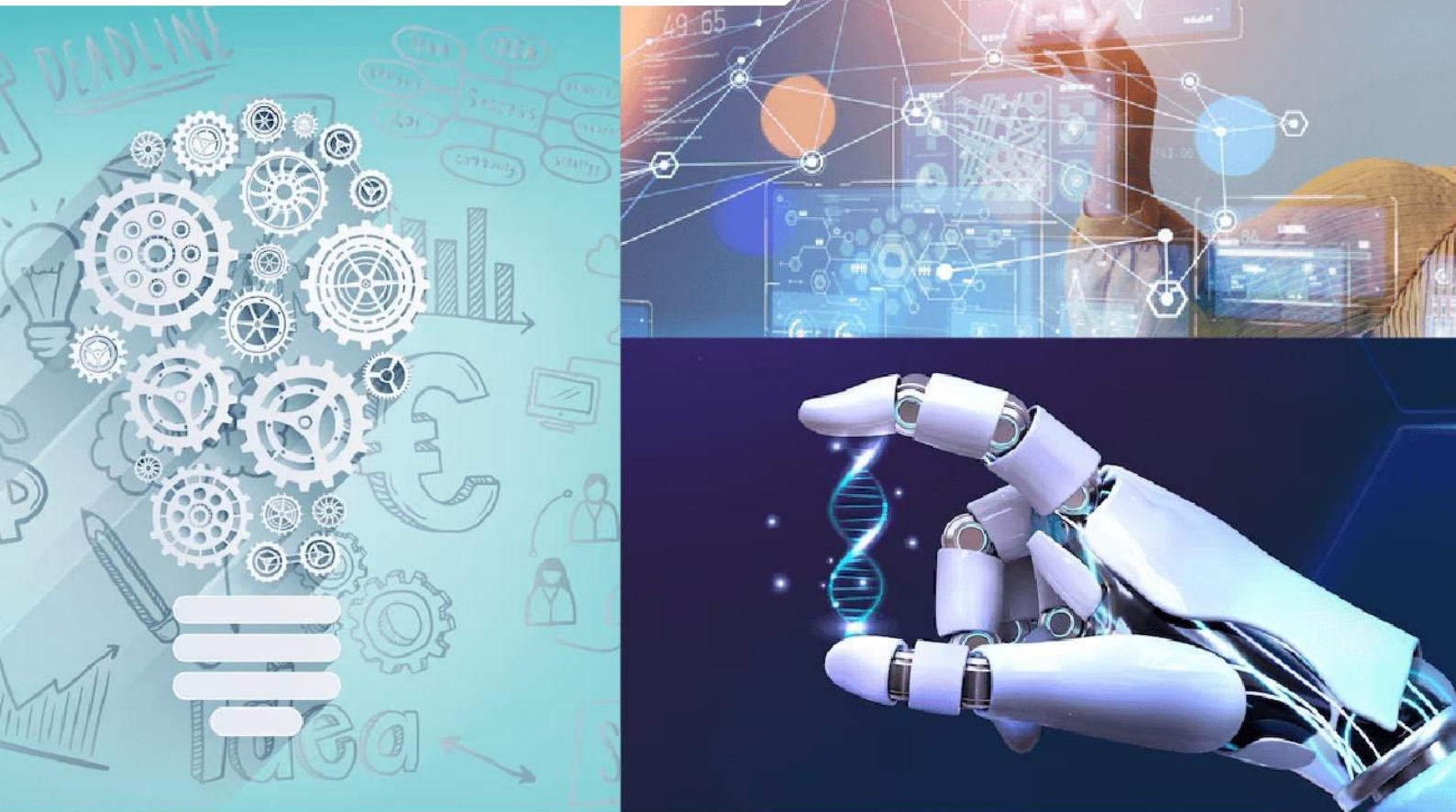




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A Study on Business to Business Marketing Strategies in Tenne Co Automotive India. Pvt Ltd

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ABSTRACT: Business-to-Business (B2B) marketing plays a vital role in the industrial sector, where organizations sell products and services to other businesses rather than individual consumers. In the automotive industry, B2B marketing is highly complex and relationship-driven, involving long-term contracts, technical specifications, quality standards, and continuous collaboration between suppliers and Original Equipment Manufacturers (OEMs). This study focuses on Tenneco Automotive India Pvt. Ltd., a leading global supplier of automotive components and systems. The company operates in a highly competitive environment where success depends on strong customer relationships, innovation, supply chain efficiency, and effective marketing strategies tailored to OEM requirements. The research aims to understand the B2B marketing strategies adopted by Tenneco Automotive India, including the marketing mix, role of customer relationship management (CRM), and impact of technology and innovation in maintaining long-term business relationships. It also explores the key factors influencing OEM buying decisions and evaluates how the company adapts to changing industry trends such as emission norms, electrification, and sustainability. Overall, this study provides insights into how industrial marketing strategies contribute to business growth and long-term partnerships in the automotive sector.

KEYWORDS: Business-to-Business (B2B) Marketing, Automotive Industry, OEM (Original Equipment Manufacturer), Supplier Relationship Management, Customer Relationship Management (CRM)

I. INTRODUCTION

Business-to-Business (B2B) marketing plays a vital role in the industrial sector, where organizations sell products and services to other businesses rather than individual consumers. In the automotive industry, B2B marketing is highly complex and relationship-driven, involving long-term contracts, technical specifications, quality standards, and continuous collaboration between suppliers and Original Equipment Manufacturers (OEMs). This study focuses on Tenneco Automotive India Pvt. Ltd., a leading global supplier of automotive components and systems. The company operates in a highly competitive environment where success depends on strong customer relationships, innovation, supply chain efficiency, and effective marketing strategies tailored to OEM requirements. The research aims to understand the B2B marketing strategies adopted by Tenneco Automotive India, including the marketing mix, role of customer relationship management (CRM), and impact of technology and innovation in maintaining long-term business relationships. It also explores the key factors influencing OEM buying decisions and evaluates how the company adapts to changing industry trends such as emission norms, electrification, and sustainability. Overall, this study provides insights into how industrial marketing strategies contribute to business growth and long-term partnerships in the automotive sector.

OBJECTIVES OF THE STUDY

- To study the marketing mix (Product, Price, Place, Promotion) used in industrial marketing.
- To examine the role of customer relationship management (CRM) in maintaining long-term contracts with OEMs.
- To identify the key factors influencing buying decisions of automotive OEMs.
- To study the impact of technology and innovation (R&D-driven solutions) in B2B marketing success.
- To suggest improvements for enhancing customer acquisition and retention strategies.

II. REVIEW OF LITERATURE

Afrina Yasmin, Sadia Tasneem (2024), this paper described that “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study”, to find out the elements of digital marketing”. The primary data are collected through schedules. The sample of 50 respondents selected by stratified random sampling with proportional allocation technique. Simple percentage, graphs and other relevant statistical techniques were adopted. She finds that online advertising, email marketing, text messaging, social marketing, affiliated marketing.

Mahrokh mokhtaran and FatemehSadathaghdoustgilani (2025), in their research article on “The Effect of Using E-Marketing in SME Marketing Success”. Revealed that the effect of email marketing for small business marketing success of Plastic industry manufacturers in Tehran. The collected data were analyzed by using statistical methods like simple percentage. The sample size decided for the study was 100. The results of this study have important concepts for the field of marketing as the key role of the marketing staff in the successful implementation of electronic marketing for small business firms stressed.

Ebitu and Ezekiel Tom (2019), “Marketing Problems and the Performance of Selected Small and Medium Enterprises (SMEs) in Southern Senatorial District of Cross River State, Nigeria”, American International Journal of Contemporary Research, Vol. 5, No. 5, pp.70-76.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design. Convenience sampling is adopted in this study. Both primary data and secondary data are applied to the study. The size of the sample to be used in this study is 120 respondents. Simple percentage analysis, chi square analysis and anova has been used in this study.

Data analysis and interpretation

Table No. 1 AGE OF THE RESPONDENTS

S.No	Age Group	No. of Respondents	Percentage (%)
1	Below 25 years	28	23.30%
2	25–40 years	52	43.30%
3	40–45 years	22	18.30%
4	55 and above	18	15.00%
Total		120	100%

Source: Primary data

Interpretation

The age-wise classification of respondents shows that the majority, 43.3%, belong to the 25–40 years age group, indicating that most participants are young and actively working professionals in the industry. This is followed by 23.3% of respondents who are below 25 years, representing early-career individuals. Respondents aged 40–45 years account for 18.3%, while 15% belong to the 55 and above category. Overall, the distribution suggests that the study is primarily represented by younger and middle-aged respondents, which may reflect more current and practical perspectives on supplier selection and industry practices.

Table No. 2 MONTHLY INCOME OF THE RESPONDENTS

S.No	Monthly Income	No. of Respondents	Percentage (%)
1	Less than ₹10,000	20	16.70%
2	₹10,001 – ₹15,000	32	26.70%
3	₹15,001 – ₹20,000	38	31.70%
4	Above ₹20,000	30	25.00%
Total		120	100%

Source: Primary data

Interpretation

The income-wise distribution of respondents shows that the highest proportion, 31.7%, falls within the ₹15,001–₹20,000 income group, indicating that most respondents belong to a middle-income category. This is followed by 26.7% of respondents earning between ₹10,001–₹15,000 and 25% earning above ₹20,000, suggesting a fairly balanced representation across different income levels. Only 16.7% of respondents fall under the less than ₹10,000 category, representing a smaller lower-income group. Overall, the results indicate that the study includes respondents from diverse income backgrounds, earners, which may reflect practical and industry-relevant viewpoints in the analysis.

Table No.3 INNOVATION (R&D-DRIVEN SOLUTIONS) IN B2B MARKETING SUCCESS

S.No	Statements	SA	A	N	DS	SDA
I	Role of Technology in B2B Success					
1	Technology plays a major role in improving B2B marketing effectiveness.	68	36	8	5	3
2	Digital tools enhance communication between suppliers and OEMs.	65	38	9	5	3
3	Automation improves efficiency in B2B marketing processes.	66	37	10	4	3
4	Advanced technology helps in faster decision-making in industrial marketing.	67	35	10	5	3
II	Impact of R&D and Innovation					
5	Strong R&D capabilities improve supplier competitiveness in the automotive industry.	64	39	9	5	3
6	Innovation in product design influences OEM purchasing decisions.	62	40	10	5	3
7	Continuous R&D investment leads to better customer satisfaction.	60	42	11	4	3
8	Innovative solutions increase long-term business opportunities with OEMs.	63	38	12	4	3
III	Product Development & Customization					
9	R&D-driven customization helps meet specific OEM requirements effectively.	61	40	11	5	3
10	Innovative product development strengthens supplier–OEM relationships.	60	41	12	4	3
11	Technology-driven solutions improve product performance and reliability.	63	39	10	5	3
12	Suppliers with strong innovation capability are preferred by OEMs.	62	40	10	5	3
IV	Competitive Advantage					
13	Technological advancement provides a competitive advantage in B2B markets.	64	38	10	5	3
14	Innovation helps companies differentiate from competitors in industrial marketing.	62	39	11	5	3
15	Companies with better technology attract more OEM contracts.	63	38	11	5	3
16	R&D-driven improvements reduce the risk of supplier switching.	60	40	12	5	3
V	Future Growth & Market Success					
17	Investment in technology ensures long-term success in B2B marketing.	65	37	10	5	3
18	Innovation supports adaptation to changing automotive industry trends (EV, emissions).	64	38	10	5	3
19	Technology adoption improves overall business growth with OEM customers.	63	39	10	5	3
20	Future B2B marketing success depends heavily on R&D and innovation.	66	36	10	5	3

Source: Primary data

Interpretation

Respondents reveal that 56.7% strongly agree and 30% agree that technology plays a major role in improving B2B marketing effectiveness, while 6.7% are neutral, 4.2% disagree, and 2.5% strongly disagree. Regarding digital tools enhancing communication, 54.2% strongly agree and 31.7% agree, with 7.5% neutral, 4.2% disagree, and 2.5% strongly disagree. For automation improving efficiency, 55% strongly agree and 30.8% agree, while 8.3% are neutral, 3.3% disagree, and 2.5% strongly disagree. On faster decision-making through advanced technology, 55.8% strongly agree and 29.2% agree, with 8.3% neutral, 4.2% disagree, and 2.5% strongly disagree. With respect to R&D and innovation, 53.3% strongly agree and 32.5% agree that strong R&D improves competitiveness, while 7.5% are neutral, 4.2% disagree, and 2.5% strongly disagree. Regarding innovation in product design, 51.7% strongly agree and 33.3% agree, with 8.3% neutral, 4.2% disagree, and 2.5% strongly disagree. For continuous R&D investment, 50% strongly agree and 35% agree, while 9.2% are neutral, 3.3% disagree, and 2.5% strongly disagree. On innovative solutions creating long-term opportunities, 52.5% strongly agree and 31.7% agree, with 10% neutral, 3.3% disagree, and 2.5% strongly disagree.

In terms of product development, 50.8% strongly agree and 33.3% agree that customization helps meet OEM requirements, while 9.2% are neutral, 4.2% disagree, and 2.5% strongly disagree. Regarding innovative product development strengthening relationships, 50% strongly agree and 34.2% agree, with 10% neutral, 3.3% disagree, and 2.5% strongly disagree. For technology-driven performance improvement, 52.5% strongly agree and 32.5% agree, while 8.3% are neutral, 4.2% disagree, and 2.5% strongly disagree. On innovation capability preference, 51.7% strongly agree and 33.3% agree, with 8.3% neutral, 4.2% disagree, and 2.5% strongly disagree. Regarding competitive advantage, 53.3% strongly agree and 31.7% agree that technological advancement provides an edge, while 8.3% are neutral, 4.2% disagree, and 2.5% strongly disagree. For innovation differentiation, 51.7% strongly agree and 32.5% agree, with 9.2% neutral, 4.2% disagree, and 2.5% strongly disagree. On attracting OEM contracts, 52.5% strongly agree and 31.7% agree, while 9.2% are neutral, 4.2% disagree, and 2.5% strongly disagree. Regarding reducing supplier switching, 50% strongly agree and 33.3% agree, with 10% neutral, 4.2% disagree, and 2.5% strongly disagree. Finally, for future growth, 54.2% strongly agree and 30.8% agree that technology ensures long-term success, while 8.3% are neutral, 4.2% disagree, and 2.5% strongly disagree. Regarding adapting to industry trends, 53.3% strongly agree and 31.7% agree, with 8.3% neutral, 4.2% disagree, and 2.5% strongly disagree. For business growth through technology adoption, 52.5% strongly agree and 32.5% agree, while 8.3% are neutral, 4.2% disagree, and 2.5% strongly disagree. On future success depending on R&D and innovation, 55% strongly agree and 30% agree, with 8.3% neutral, 4.2% disagree, and 2.5% strongly disagree. Overall, the majority of respondents perceive that technology and R&D play a crucial role in enhancing B2B marketing effectiveness, improving competitiveness, strengthening relationships with OEMs, and ensuring long-term growth and success in the automotive industry.

Table No. 4 MAINTAINING LONG-TERM CONTRACTS WITH OEMS

Response	No. of Respondents	Percentage (%)
Strongly Agree	62	51.70%
Agree	38	31.70%
Neutral	10	8.30%
Disagree	6	5.00%
Strongly Disagree	4	3.30%
Total	120	100%

Source: Primary data

Interpretation

The results indicate that a majority of respondents, 51.7%, strongly agree that CRM plays a crucial role in maintaining long-term contracts with OEMs, while 31.7% agree with this statement. A smaller proportion of respondents, 8.3%, remain neutral, whereas only 5% disagree and 3.3% strongly disagree. Overall, the findings clearly show that most respondents recognize the importance of Customer Relationship Management in strengthening and sustaining long-term business relationships with OEMs, highlighting its significant role in supplier–customer retention and industrial marketing success.

CHI – SQUARE: Monthly Income and Level of CRM In OEM long-term contracts

H₀: There is no significant relationship between the two categories that are monthly income of the respondents and Level of CRM in OEM long-term contracts.

H₁: There is significant relationship between monthly income of the respondents and Level of CRM in OEM long-term contracts.

Monthly Income	Level of CRM In OEM long-term contracts			Total
	High	Moderate	Low	
Less than Rs.10,000	0	43	0	43
Rs.10,001 - Rs.15,000	21	28	14	63
Rs.15,001 - Rs.20,000	7	0	7	14
Total	28	71	21	120

Calculated χ^2 Value: 56.487

Degree of freedom: 4

Table Value: Five per cent level: 9.488

INTERPRETATION

Since the calculated χ^2 value (56.487) is greater than the table value (9.488). Therefore it is concluded that there is a significant association monthly income of the respondents and Level of CRM In OEM long-term contracts. Hence, Null hypothesis is rejected.

ANOVA: Table showing the difference in mean scores between Gender of the respondents & level of impact

H₀: There is no significant relationship between the two categories that are gender of the respondents and their level of impact of technology and innovation (R&D-driven solutions) in B2B marketing success.

H₁: There is significant relationship between gender of the respondents and their level of impact of technology and innovation (R&D-driven solutions) in B2B marketing success.

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.086	2	1.043	4.485	0.014
Within Groups	22.554	117	0.233		
Total	24.64	119			

INTERPRETATION

The above table shows that the P value (0.014) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on gender of the respondents with respect to level of impact of technology and innovation (R&D-driven solutions) in B2B marketing success. It is inferred that gender of the respondents its influence to satisfaction level of impact of technology and innovation (R&D-driven solutions) in B2B marketing success.

IV. SUGGESTION

Based on the study, the following suggestions are offered to improve B2B marketing effectiveness:

- Implement advanced CRM tools and improve real-time communication to enhance OEM relationship management and responsiveness.
- Focus on long-term partnerships by regularly engaging with OEMs and understanding their evolving requirements.
- Optimize logistics and planning to ensure faster delivery and better flexibility in meeting OEM demands.
- Increase R&D investment to develop innovative and customized solutions aligned with automotive industry trends.
- Adopt value-based pricing and offer long-term pricing agreements to improve customer retention.
- Utilize digital tools and data analytics to improve decision-making and strengthen B2B marketing efficiency.

V. CONCLUSION

The study on Business-to-Business (B2B) marketing strategies in Tenneco Automotive India Pvt. Ltd. highlights that industrial marketing in the automotive sector is highly dependent on long-term relationships, trust, and consistent value

delivery to OEM customers. Unlike consumer marketing, B2B marketing in Tenneco is driven more by technical performance, product quality, supply reliability, and innovation rather than emotional or promotional factors. The findings indicate that customer relationship management (CRM) plays a crucial role in maintaining long-term contracts with OEMs, ensuring strong communication, responsiveness, and trust-building. Additionally, the marketing mix elements product customization, competitive pricing, efficient supply chain (place), and relationship-based promotion are key drivers of success in industrial markets. It is also observed that technology and R&D-driven innovation significantly contribute to competitive advantage, enabling Tenneco to meet evolving automotive demands such as emission norms, fuel efficiency, and electric mobility solutions. Overall, the company's B2B marketing strategies are well-aligned with industry requirements, but continuous improvement is essential to maintain leadership in a highly competitive automotive supply chain.

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