



“ROLE OF TECHNO COMMERCIAL PERSON IN TODAY’S MARKETING INDUSTRY”

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ABSTRACT: This study has been undertaken to understand the importance of techno commercial person in today’s marketing industry as manufacturing industries faces tough problems in getting solutions from the solution providers under one roof where they get commercial advantage along with technical expertise to further enhance growth & be competitive in today’s world. This study showcases expectations of industries from solution providers & how to fulfil them. And this has been done using Qualitative research method where Observation method & Survey method are used. Observations were recorded & documented in detailed field notes. Also Surveys were done using questionnaires with open ended questions. Sample size taken in this study includes observations & surveys from different cities of India i.e. Vadodara, Ahmedabad, Vapi, Rajkot, Hyderabad, Pune, Chennai & Bangalore. These are the prominent industrial sectors for India. Through Research it has been found that Industries at different stages/level has different expectations from marketer/engineer. Also expectations varies in regards to Industries geography as well. Also Industries domain in which they are serving also varies as per different segments. Thus this study will help in bridging the gap between customer expectations & solution providers. Also will help in study behavior pattern & buying pattern of customers. Ultimately helping in win-win situation for both customers & company/solution providers.

KEYWORDS: Techno commercial, Expectations, Solution Providers, Marketers, Customers Satisfaction

I. INTRODUCTION

The ' **Indian Manufacturing** ' sector has the potential to elevate much of the Indian population above poverty by shifting the majority of the workforce out of low-wage agriculture. Manufacturing sector is the backbone of any economy. It fuels growth, productivity, employment, and strengthens agriculture and service sectors. Astronomical growth in worldwide distribution systems and IT, coupled with opening of trade barriers, has led to stupendous growth of global manufacturing networks, designed to take advantage of low-waged yet efficient work force of India. 'Indian Manufacturing' sector is broadly divided into -

- Capital Goods & Engineering.
- Chemicals, Petroleum, Chemicals & Fertilizers.
- Packaging.
- Consumer non-Durables.
- Electronics , IT Hardware & peripherals.
- Gems & Jewellery.
- Leather & Leather Products.
- Mining.

- Steel & non-Ferrous Metals.
- Textiles & Apparels.
- Water Equipment.

Indian Manufacturing Industry is successfully competing in the global marketplace and registering high growth on YoY basis, but large sections of ' **Indian manufacturing** ' sector still suffers from bottlenecks like -

- Use of primitive technology or under utilization of technology.
- Poor infrastructure.
- Over staffed operations.
- Expensive financing and bureaucracy.

Further, 'Indian Manufacturing' sector must focus on areas like improving the urban infrastructure, ensuring fair competition and access to markets, reduction of import duties, quality improvements in vocational and higher education, increased investment in R&D and support of SMEs. Government leaders, experts, and researchers focusing towards making Indian manufacturing globally competitive and to have a sustained growth, which contributes significantly to GDP growth, employment generation and overall economic development. It also aims to identify factors hampering industrial growth and seeks to redress these factors.

Figure 1



Figure 2



OBJECTIVES BEHIND STUDY:

The study proposes to understand importance of techno commercial person in today's marketing industry as to bridge the gap between customer expectations & delivering the results by company/solution provider.

Following are the objectives of the study undertaken:

1. To understand buying pattern of customers.
2. To understand customers at various stages/levels.
3. To understand their expectations at different levels.
4. To understand whether customer only needs commercial support or they do need technical expertise as well.
5. Analysis of customer as per geography & their expectations from marketer.

II. INDUSTRY PROFILE

The Indian Manufacturing sector currently contributes 16-17% to GDP and gives employment to around 12% (2014) of the country's workforce. Various studies have estimated that every job created in manufacturing has a multiplier effect in creating 2–3 jobs in the

services sector. In a country like India, where employment generation is one of the key policy issues, this makes this sector a critical one to achieve inclusive growth. Manufacturing is thus rightfully at the center-place of the Hon'ble Prime Minister's Vision for Make In India (MII), which is to increase contribution of manufacturing to GDP to 25%. With a view to achieving this objective Prime Minister Narendra Modi launched MII on September 25, 2014.

While a number of factors like robust domestic demand, a growing middle class, a young population and a high return on investment, makes India a credible investment destination and presents an attractive opportunity to manufacturers, MII campaign has emerged as a unifying factor with a holistic approach to take India to a new level of economic growth. The 25 strategic sectors that have been identified under the campaign offer a gamut of opportunities for investment. Further, a concerted plan is underway to initiate policy reforms in the identified sectors to further buttress manufacturing growth.

The MII initiative has provided fresh impetus to several sectors and has presented before the companies a wide scope for investments and opportunities in terms of partnerships, collaborations or joint ventures, R&D, manufacturing, distributorship, financing and insurance or local support.

The future of Indian Manufacturing remains bright and we look forward to seeing the sector going from strength to strength in the coming years. Global economic scenario as well as the steps taken by the Government impact performance in the manufacturing sector in the short, medium and long term.

CII through its various activities under the aegis of National Manufacturing Council has been at the forefront of the MII agenda and worked closely with the Government in providing inputs on key issues across the manufacturing spectrum to facilitate growth, enhance efficacy and competitiveness as well as generate business opportunities for both local and foreign investors. The overall mission of the Council has been to align with MII and help manufacturing sector increase its contribution to 25% by 2022.



Figure 3

Earlier India had a lot of dependency on other countries such as China in manufacturing sector, we used to import lot of things from other countries. The whole toy industry dependency was on China but after Government of India initiated the Aatma Nirbhar Bharat program known as Make In India, now India is skillful enough to manufacture all types of components here itself.

Indian Technology has become so advanced that we can make any type of components here in India itself. Now India is supplying to African countries & European countries.

III. LITERATURE REVIEW

MEASURING CUSTOMER SATISFACTION

In order to manage CS effectively, managers need to measure it. This study attempts to review most of the popular methodologies for measuring CS such as NCSI, SERVQUAL, MUSA, DEA, Ordered Probit and Ordered Logit model, etc. For practical application, CS measurements should be used as a driver for financial performance. For this objective, this paper attempts to suggest criteria which should be satisfied to make the CS measurements as Proceedings of the 7th International Scientific Conference Finance and Performance of Firms in Science, Education and Practice - 1648 - leading indicator of financial performance. It also gives some insights about how companies measure CS and raises the need for studies about the difference between measuring CS in B2B and B2C companies. The limitation of this paper lies on the lack of suggestion of methods to apply these criteria in methodologies for measuring CS which can be a concern for further research on measuring CS.

TO STUDY THE CONSUMER EXPECTATIONS

Customer expectations if not fulfilled leads to three states and then customer complains. This complaining is the post-purchase behaviour. These three states are delight, satisfaction and dissatisfaction. If the customer is pleased, satisfied and delighted, he/she admires the services (Leventhal, 2006). When the customer is not satisfied he/she expresses disappointment and complains about the quality of service (Santos & Boote, 2003).

The customer expectations lie in three categories that are fuzzy, precise, implicit, explicit, and unrealistic and realistic expectations.

Fuzzy expectations are those that are formed when customers are uncertain about the things they are expecting, they want something but they fail to comprehend what they want actually. If these expectations are not met, customers are dissatisfied but they do not understand why it happened and what they wanted. Such customers are more prone towards switching behaviour and switch to other service provider without realizing the reason and benefits. The opposite of this concept is precise expectations (Ojasalo, 2001).

The implicit expectations are associated with situations when the services are meant to be delivered just according to the expectations of customers and customer's don't want to even think about it what will happen if the services will not be delivered the way they are expecting. If these expectations are not met, they become prominent and are felt by the customers.

Explicit expectations, on the other hand are well defined in customer's mind. Customers are conscious about these expectations and about whether they are met or not (Ojasalo, 2001).

Unrealistic expectations are those that cannot be fulfilled by the service provider and even the customers themselves. Realistic expectations are exactly the opposite of unrealistic expectations (Ojasalo, 2001). All these types of expectations are likely to be expected by the customers at the same time.

All these expectations management methods increase the possibility of achieving long-term quality and the customer satisfaction.

CUSTOMER IMPORTANCE IN SERVICE INDUSTRY

The trends of the business have considerably drifted from product oriented trend to the customer oriented. The most valuable asset in the business today is the strength of the relationships of the organisation with its customers.

Long term relations are the bottom line or we can say are the basis of enhanced profitability. It is true that such relationships between a customer and an organisation only exist as long as the customer perceives good benefits and quality service from the organisation.

Quality links directly to customer, what customer suggest is the dimension of the quality. Elearn (2005) defined and linked quality with the customers point of view.

“Quality is consistent of conformance to customer’s expectations”.(Elearn 2005,p.02)

In todays market the customer has become more demanding as the expectations of the services and the expectation of the performance of the product continue to increase. The brand power or the image of a corporate has immensely decreased as the customers now know that there is an alternative and wide choice is available (Gerson.1992).

In the airline service industry customer experience service after they have already paid or purchased the service, on the other hand tangible or manufacturing industries advertise and promote their products with unique features like cool colours, nice taste, pleasant smell etc.

Christopher & Peck (2003) suggest that to retain a customer requires an understanding of what those customers value and a focus on the processes whereby that value can consistently be delivered. Clearly there is an equation between the value that customer percieve they are getting and the price they are prepared to pay.

Gerson (1992),explained “why customer buy?”, The author explained Customers basically buy for the four reasons: to make or save money, to save time, to feel secure (have peace of mind) or boost their ego. Thus if a company promises that their product or the service will do one or more of these four things, it will have better productivity and performance .If it doesn’t then a company implement their service recovery programme to ensure the satisfaction and the loyalty of a customer are maintained.

IV. RESEARCH METHODOLOGY

DEFINING THE OBJECTIVE:

The basic objective of this project is to understand the importance of techno commercial person in today’s marketing industry in order to bridge the gap between customer expectations & actual service which they perceive to create win-win situation for both customers & company/solution providers.

COLLECTION OF DATA:

Here, for this research, we have used Qualitative research methods for data collection.

a) Primary data:

Collected primary data directly visiting customers with the help of a structured questionnaire

b) Secondary data:

Secondary data collected from the different website & sales report of different companies & customers. This secondary data helped us to form the conceptual background for the project.

RESEARCH INSTRUMENT:

The research instrument use in the project is Observations & Surveys to collect primary information, it provides flexibility by using close ended and few open-ended questions.

METHOD OF DATA COLLECTION:

Information was collected by personally visiting different customers from different cities.

- 1) OBSERVATIONS : Personally visiting customers
- 2) SURVEYS
- Sample : Vadodara, Ahmedabad, Vapi, Rajkot, Hyderabad, Pune, Bangalore, Chennai

V. DATA ANALYSIS AND INTERPRETATION

1) Percentage of customers visited, location wise :

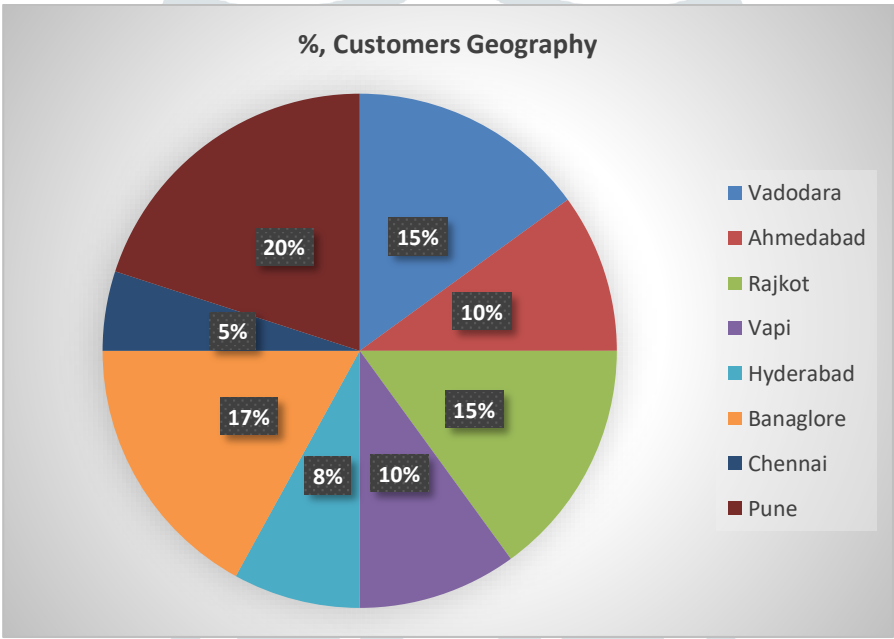


Figure 4

INTERPRETATION:

- The above graph indicates that research has been done in the industrial sectors which has dominant presence in Indian industry.

2) Level/Stages of customers :

Levels	Meaning
Beginners	New entrants into manufacturing industry
Intermediate	Established players
Advanced	Expertised players

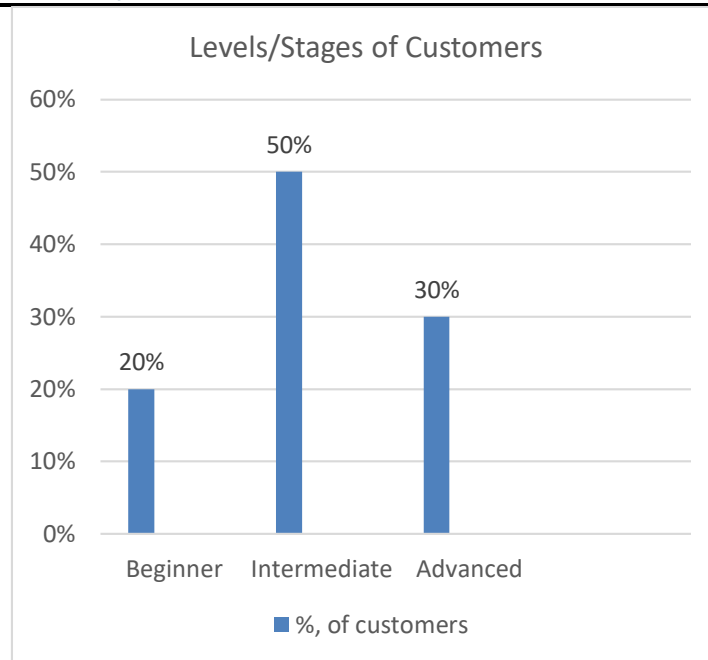


Figure 5

INTERPRETATION:

- The above graph shows that 20% are entrepreneurs, 50% are well settled players & rest 30% are ruling the industry.
- Though market is dominated by expertise customers but intermediate customers weighs an equal weightage.

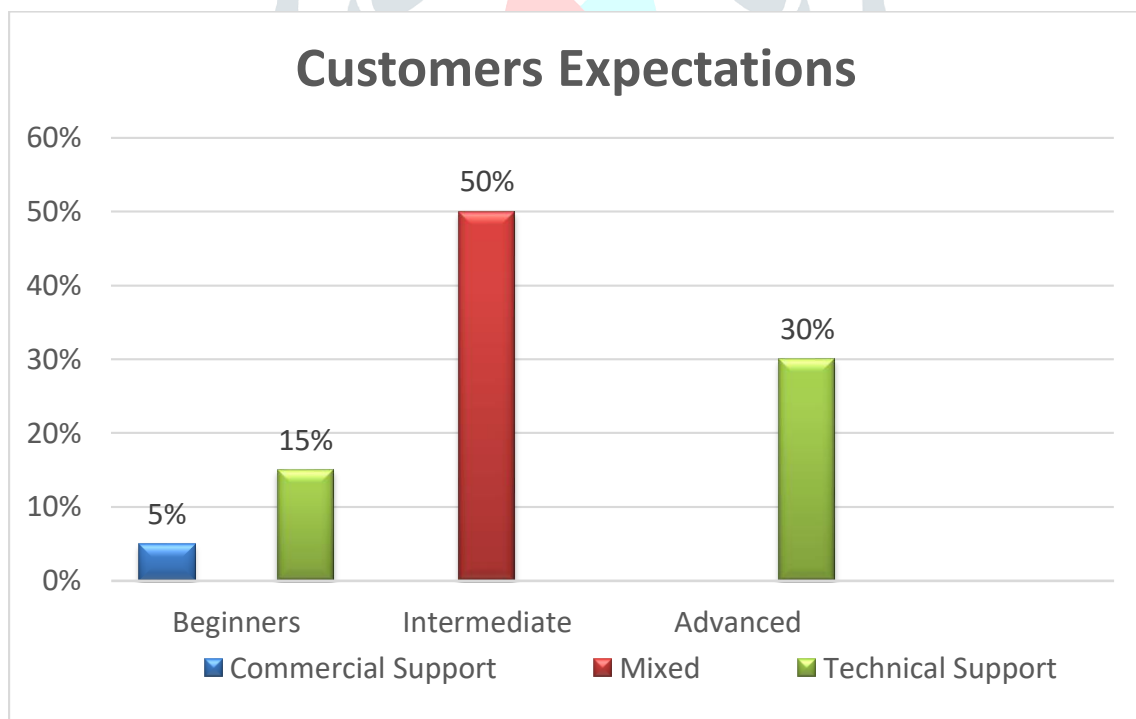
3) Behavioural Pattern of customers as per level/stages :

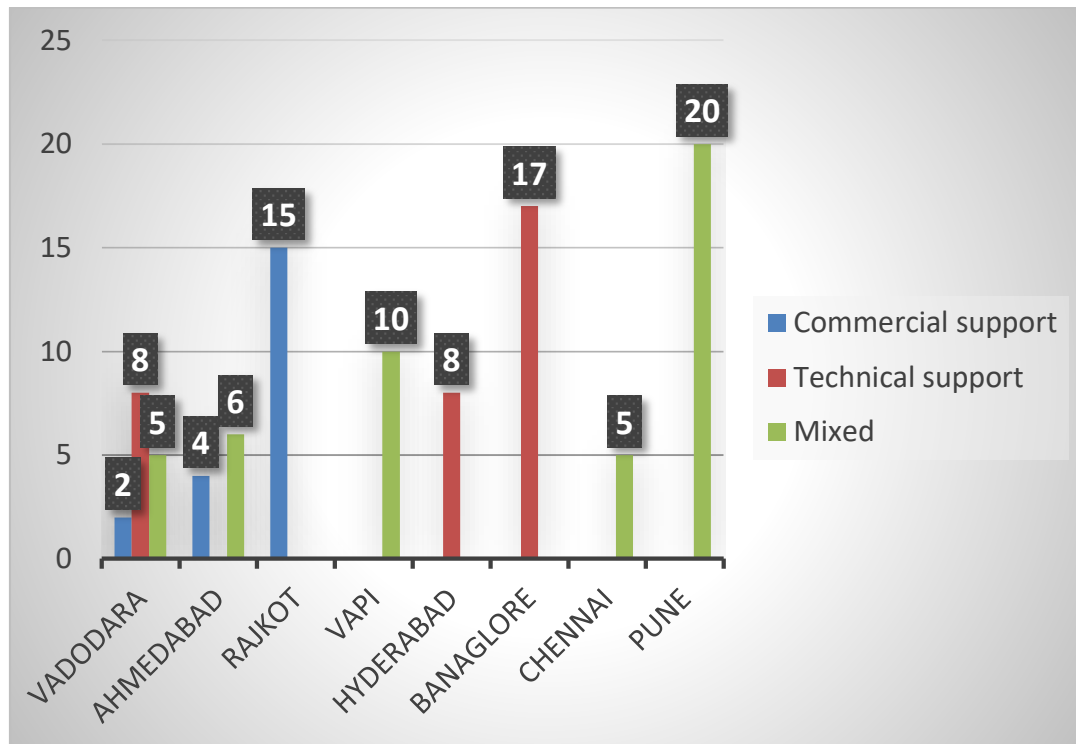
Figure 6

INTERPRETATION:

- 15% Beginners expect thorough technical support from sales engineer & rest 5% expects commercial support.
- 50% Intermediate customers are a batch of customers who needs balanced support of commercial as well as technical.
- 30% Advanced customers needs thorough technical expertise from sales engineer.

4) Behavioural pattern of customers as per geography :

Figure 7

**INTERPRETATION:**

- South Indian market is more technical expertise driven market
- West market is mixed of both where support is required on both fronts commercially & technically.

FINDINGS OF THE RESEARCH

- Indian Manufacturing sector contributes much more to the developing vision of our country. And it has been clearly evident that how Indian Manufacturing sector has become independent & hardly relies on any country for manufacturing segment. Indian Government plays a crucial role in supporting, developing & motivating these sector. And there's no doubt in how the Entrepreneurship model is evolving in country.
- As Indian Manufacturing sector is growing, there's also a need of technology driven products to cater such requirements. Such sector requires both Local & Imported technology driven products to fulfill their requirements.
- And to deliver these technology driven products, Indian Industries requires highly qualified Engineers who can understand their needs & try to provide the advance solutions at an economical rates.
- Also MBA + Engineer candidate is the high need of Indian Industries to handle all such enquiries as Techno Commercial people is the need of an hour since customers always look to deal under one roof where they have to deal with only one person who is capable of both satisfying their technology needs & at the same time understanding their commercial structure.
- Customer behavioural pattern based on geography & investment is different & accordingly their expectations are different.

SUGGESTIONS

- There's a lack of understanding target market & their expectations & what satisfies them. Companies should try to understand what exactly customer wants, is it just pricing they need in that case sales can be done by just B.com or graduate

students, for which CTC is less or is it really the technical expertise which customer needs & can only be delivered by an Engineer or is it a mixed of both.

- Understand the market & deploy sales personnel accordingly.
- Try to understand how the Indian Manufacturing sector is evolving & what is the need of an hour.
- And also what are the products really required to cater Indian Manufacturing Industries.
- The role of Techno Commercial guy (MBA + Engineer) in delivering the right technology driven products keeping the customers budget in mind to get the end work done.
- At the end Sales can only be achieved if you focus on solving the real problems of customers rather than focusing on just selling.

CONCLUSION

Companies should understand the buying & behavioural pattern of customers as per their geography & amount of investments/revenues/turn-over. Companies should try to deploy their sales personnel depending on customer expectations. Thorough technical person is the need for South Industries where as it's a mixed of both commercial & technical in West part of India. Understanding that sales/market personnel recruitment should be done. Thus ultimately helps in bridging gap between what customer expects & what it perceives. It creates win-win situation for both, helps in regaining customers loyalty & sales.

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