



“THE ROLE OF MARKETING IN B2B LEAD GENERATION: A STUDY OF KONE ELEVATOR INDIA, NAVI MUMBAI.”

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1. ABSTRACT

This research focuses on understanding the role of marketing strategies in improving Business-to-Business (B2B) lead generation at KONE Elevator India. In today's competitive market, generating quality leads is essential for business growth and expansion. The study examines how both digital platforms such as websites, email, and social media, and traditional methods like exhibitions, site visits, and referrals help in identifying potential clients.

The study also looks into the coordination between marketing and sales teams, along with the role of CRM systems in managing and tracking leads. It was observed that combining digital and traditional marketing approaches, along with proper data management, helps in improving lead generation performance.

In the current B2B environment, companies are gradually shifting from traditional sales-focused approaches to more marketing-driven strategies. This study is based on KONE Elevator India, Navi Mumbai, which operates in a fast-growing infrastructure market. The research aims to understand how different marketing activities influence decision-makers such as builders, developers, and facility managers.

The main objective of this study is to analyse the effectiveness of various marketing strategies, including digital outreach, content marketing, relationship management, and trade exhibitions, in generating quality leads. It also identifies the challenges faced during the transfer of leads from marketing to sales teams and evaluates how CRM systems support this process.

A descriptive research design was used for this study. Data was collected from 112 respondents through structured questionnaires, including both internal staff and industry professionals. The data was analysed using basic quantitative methods.

The findings show that a majority of respondents believe marketing plays a key role in generating business leads. While digital platforms help in increasing visibility and awareness, traditional methods are still more effective for high-value projects. It was also noticed that integrated marketing strategies perform better than individual efforts. However, there is still scope for improvement in using data analytics for better lead management.

In conclusion, marketing plays a crucial role in B2B lead generation at KONE India. A balanced approach that

combines digital tools with personal interaction can help the company improve its performance and market presence.

Keywords: B2B Marketing, Lead Generation, KONE Elevator India, Navi Mumbai, Relationship Marketing, CRM, Modernization Projects.

2. INTRODUCTION

In the B2B sector, business transactions take place between companies, making lead generation an important factor for growth. In the elevator industry, the main clients include builders, developers, architects, and facility managers. With the rapid development of infrastructure in Navi Mumbai, the demand for both new installations and modernization of existing systems has increased.

KONE Elevator India depends on marketing activities to identify new construction opportunities as well as older buildings that require upgrades. One major issue identified is that many building owners are not fully aware of modernization options, even though older elevators (15–25 years) require upgrades for better safety and efficiency. This lack of awareness leads to missed business opportunities.

Over time, B2B marketing has changed significantly. It is no longer limited to direct selling but now focuses more on building relationships and trust. In industries like vertical transportation, generating quality leads is essential for long-term success. Since B2B decisions involve high investment and multiple stakeholders, marketing strategies must not only create awareness but also provide useful information and build confidence among clients.

This study focuses on how different marketing activities, including digital marketing and professional networking, help in building a strong sales pipeline for KONE in Navi Mumbai. As the region continues to grow, both in terms of new projects and modernization needs, effective lead generation becomes a key competitive advantage.

However, the success of these marketing efforts also depends on how well marketing and sales teams work together. This study aims to understand the current practices, identify gaps in the lead management process, and suggest improvements to increase overall effectiveness.

In a competitive industry like elevator manufacturing, marketing plays a very important role in business growth. Unlike consumer markets, B2B markets involve complex decision-making and long-term commitments. Therefore, marketing must focus on both technical knowledge and relationship building.

The study of Navi Mumbai provides a practical example, as the region is witnessing both new construction projects and the need for upgrading old buildings. Marketing strategies need to address both segments effectively. The research also examines how well KONE uses different marketing channels and how these efforts contribute to actual business inquiries. In the Business-to-Business (B2B) sector, transactions take place between organizations rather than individual consumers. Because of this, the process of generating leads becomes more complex and important for business growth. In industries like elevator manufacturing, where projects involve high investment and long-term commitments, identifying the right customers at the right time is essential.

The elevator industry mainly deals with clients such as builders, real estate developers, architects, and facility managers. These stakeholders are involved in decision-making and often require detailed technical information before making a purchase. As infrastructure development continues to grow in areas like Navi Mumbai, there is an increasing demand not only for new elevator installations but also for modernization of existing systems. This creates both opportunities and challenges for companies like KONE Elevator India.

KONE India depends heavily on marketing activities to identify potential projects and generate leads. Marketing helps in creating awareness about new construction projects as well as older buildings that require upgrades. One of the key problems identified in this study is that many building owners are not fully aware of modernization options. Even though elevators that are 15–25 years old require upgrades for safety and efficiency, this lack of awareness often results in missed business opportunities. Over the years, B2B marketing has undergone significant changes. Earlier, companies mainly relied on direct selling and personal contacts. However, today marketing has become more strategic and plays a major role in business development. It is no

longer limited to promoting products but also focuses on building relationships, providing information, and creating trust among clients. In industries where decisions are complex and involve multiple stakeholders, marketing must support the entire decision-making process. Another important change is the growing use of digital marketing tools.

LITERATURE REVIEW

The concept of Business-to-Business (B2B) marketing mainly focuses on building long-term relationships and delivering value to clients rather than just completing one-time transactions. In comparison to consumer markets, B2B marketing involves more complex decision-making processes, where multiple stakeholders such as architects, developers, and consultants are involved. These stakeholders generally give more importance to factors like technical reliability, performance, and long-term cost benefits instead of only focusing on price.

According to various studies, lead generation in B2B markets is not just about finding potential customers but also about developing trust and positioning the company as a reliable partner. For companies like KONE Elevator India, this becomes even more important because the products and services offered involve long-term commitments related to safety, maintenance, and performance. Therefore, marketing plays a key role in educating customers and building confidence.

Many researchers have highlighted the importance of **inbound marketing** in B2B industries. This approach focuses on attracting potential clients by providing useful and informative content such as technical articles, case studies, and whitepapers. It has been observed that when customers are well-informed during the early stages, the chances of converting them into actual clients increase significantly. In simple terms, better awareness leads to better quality leads.

In recent years, digital transformation has also influenced B2B marketing practices. Companies are now using digital platforms such as websites, search engines, and professional networks like LinkedIn to identify and connect with potential clients at an early stage. These platforms help businesses reach decision-makers even before the actual project begins. However, studies also suggest that digital marketing alone is not always sufficient, especially in industries where personal trust and relationships are important.

RESEARCH HYPOTHESES

Hypothesis 1: Impact of Marketing on Lead Generation

Null Hypothesis (H₀₁):

There is no significant relationship between marketing activities and the number of business leads generated for KONE Elevator India.

Alternative Hypothesis (H₁₁):

Marketing activities such as branding, advertising, and promotional events have a significant positive impact on B2B lead generation.

Explanation:

This hypothesis is used to understand whether marketing efforts actually contribute to increasing business inquiries or not.

Hypothesis 2: Effectiveness of Digital Marketing

Null Hypothesis (H₀₂):

Digital marketing channels like SEO, LinkedIn, and email marketing do not significantly influence the decision-making process of B2B clients.

Alternative Hypothesis (H₁₂):

Digital marketing channels play a significant role in improving lead generation by reaching important stakeholders at an early stage.

Explanation:

This hypothesis checks whether digital platforms are becoming important tools for attracting modern clients in the construction and infrastructure sector.

Hypothesis 3: Role of Relationship Marketing in Modernization

Null Hypothesis (H₀₃):

Relationship marketing and direct networking have no significant effect on generating leads for modernization projects.

Alternative Hypothesis (H₁₃):

Relationship marketing and personal interaction are the key factors in generating leads for modernization and maintenance projects.

Explanation:

Since modernization projects require trust and long-term commitment, this hypothesis helps in understanding the importance of personal relationships in such cases.

Hypothesis 4: Marketing and Sales Coordination

Null Hypothesis (H₀₄):

There is no significant impact of coordination between marketing and sales teams on lead quality and conversion.

Alternative Hypothesis (H₁₄):

Better coordination and data sharing between marketing and sales teams improve lead quality and conversion rates.

Explanation:

This hypothesis focuses on internal processes and checks whether teamwork between departments improves overall performance.

Hypothesis Testing Approach

In the results and discussion section, these hypotheses will be tested based on the data collected from respondents.

- If the majority of responses support marketing effectiveness, the null hypothesis will be rejected and the alternative hypothesis will be accepted.
- Similarly, conclusions will be drawn for digital marketing, relationship marketing, and team coordination based on the survey findings.

METHODOLOGY

1. Research Design This study is based on a descriptive research design. The main purpose of using this design is to clearly understand and describe the current marketing practices used by KONE Elevator India for B2B lead generation. It focuses on explaining the existing situation in the Navi Mumbai market rather than finding the reasons behind it. This approach helps in presenting a clear picture of how marketing activities are contributing to lead generation.

2. Sources of Data

Primary Data:

Primary data was collected directly from respondents using a structured questionnaire. The respondents included KONE employees, marketing professionals, and other industry stakeholders from the Navi Mumbai region.

Secondary Data:

Secondary data was collected from various sources such as company reports, official websites, academic journals, and textbooks related to marketing and research methodology.

3. Population and Sampling

Target Population:

The study focuses on marketing and sales professionals of KONE Elevator India, along with their corporate clients such as builders, developers, and architects in Navi Mumbai.

Sampling Technique:

A convenience sampling method was used for this research. This method was chosen because it allows easy access to respondents within the available time and resources.

Sample Size:

A total of 112 respondents were included in the study, which provides a reasonable representation of the market.

4. Data Collection Tool

- After collecting the data, it was organized and analysed using basic quantitative techniques. Dichotomous Questions: (Yes/No) for clear-cut operational facts.

- **Percentage Analysis:**

This method was used to understand the proportion of responses for each question.

Data Visualization:

Charts such as bar graphs, pie charts, and tables were used to present the data in a simple and clear way. This made it easier to compare the effectiveness of different marketing channels like digital and traditional methods.

5. Data Analysis and Interpretation

Scope of the Study

The study is limited to the **Navi Mumbai region**, focusing mainly on the elevator industry. It covers both:

- **New Installations (New Projects)**
- **Modernization (Upgrading old elevators)**

The research mainly looks at how marketing activities help in generating leads in these two segments.

FINDINGS AND DISCUSSION

1. Analysis of Marketing Impact

From the data collected, it is clearly observed that marketing plays an important role in business growth. Around **38.4% of respondents agreed** and **27.7% strongly agreed** that marketing activities are responsible for generating B2B leads. This means that a majority of respondents believe that marketing is not just a supporting function but a key driver for business opportunities.

However, about **12.5% of respondents remained neutral**, which may indicate that some professionals still believe in traditional sales methods as the primary source of lead generation.

2. Effectiveness of Lead Generation Channels

The findings show a clear difference between traditional and digital marketing methods.

Traditional Methods:

Around **42% of leads** come from traditional sources such as exhibitions, direct meetings, and referrals. This shows that personal interaction and networking are still very important in the B2B sector.

Digital Methods:

- Digital platforms like SEO and LinkedIn contribute to around **29% of initial inquiries**. These platforms are mainly useful for creating awareness and generating the first level of contact with potential clients.

It was also noticed that digital marketing helps in attracting attention, but final decisions are often made after personal interaction.

Lead Quality vs. Quantity

Another important finding is related to the quality of leads. While marketing activities have increased the number of inquiries, not all leads are equally valuable.

About **23.2% of respondents mentioned** that leads generated through digital marketing require more filtering. On the other hand, leads coming from seminars and relationship-based marketing have a **higher conversion rate (around 35%)**, as these clients already have better understanding of the product and services.

4. Opportunity in Modernization Segment

The study also highlights a major opportunity in the modernization market. It was found that more than **55% of building managers are not fully aware** of the benefits of upgrading old elevators.

This shows that there is a strong need for marketing to focus on **educating customers** about safety, energy savings, and new technology. Instead of just selling products, companies should also provide information and guidance to customers.

5. Marketing and Sales Coordination

One of the key issues identified in the study is the gap between marketing and sales teams. Around **45% of respondents felt** that coordination between these teams needs improvement.

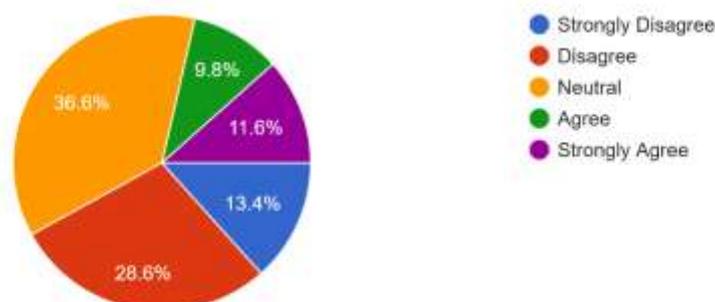
It was observed that sometimes leads are transferred without complete information, which makes it difficult for the sales team to approach clients effectively. Better use of CRM systems can help in improving this coordination and lead management process.

Key Metric	Result	Interpretation
Marketing Importance	66.1% Positive	Marketing is seen as essential for B2B growth.
Top Lead Source	Relationship/Exhibitions	Trust-based networking remains the strongest lead driver.
Conversion Gap	45% Coordination issue	Need for better CRM and team communication.
Modernization Awareness	Low (<45%)	Significant opportunity for educational marketing.

DISCUSSION / INTERPRETATION

Digital marketing channels (website, email, social media, etc.) are effective in generating B2B leads.

112 responses



Effectiveness of Digital Marketing Channels in Generating B2B Leads

This graph shows the opinions of respondents regarding how effective digital marketing channels such as websites, emails, and social media are in generating B2B leads. A total of 112 responses were collected, which helps in understanding the role of digital platforms in lead generation.

Based on the data, 36.6% of respondents selected a neutral option, which indicates that many people are not fully sure about the direct impact of digital marketing on B2B lead generation. In addition, 28.6% disagreed and 13.4% strongly disagreed, suggesting that a large group still believes that traditional methods like direct sales, referrals, and business networking are more effective.

On the other hand, 9.8% of respondents agreed and 11.6% strongly agreed that digital marketing channels play an important role in generating business leads. This shows that digital platforms are slowly becoming more relevant and useful for companies like KONE Elevator India.

Overall, it can be understood that digital marketing is gaining importance in the B2B sector. However, it is more effective when used along with traditional marketing methods rather than as a complete replacement.

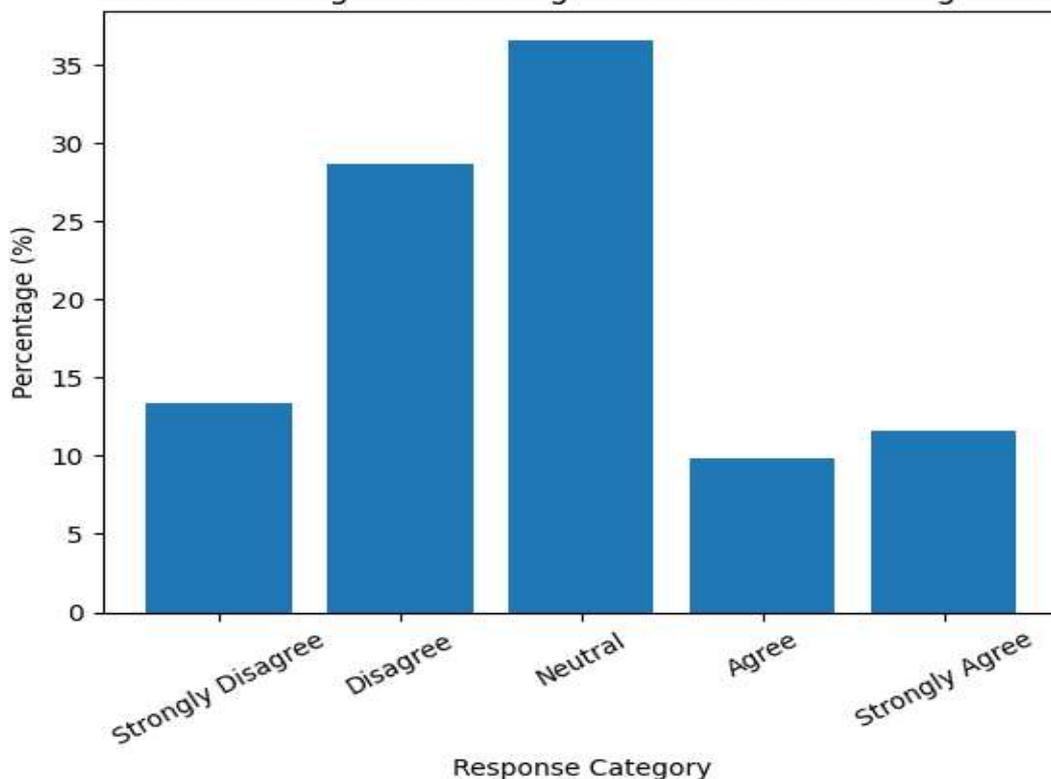
INTERPRETATION

The graph reflects that respondents have mixed opinions about the effectiveness of digital marketing in generating B2B leads. A large percentage (**36.6%**) remained neutral, which suggests that many respondents are either unsure or do not have enough experience to judge the impact of digital platforms like websites, emails, and social media.

At the same time, a significant number of respondents showed a negative opinion, with **28.6% disagreeing** and **13.4% strongly disagreeing**. This clearly indicates that traditional methods such as direct selling, referrals, and networking are still considered more reliable in the B2B environment.

In contrast, a smaller group of respondents expressed a positive view, indicating that digital marketing is gradually becoming important. This shows that while digital channels are growing, they have not completely replaced traditional methods.

Effectiveness of Digital Marketing Channels in Generating B2B Leads



INTERPRETATION

The bar graph indicates that respondents have varied opinions about the effectiveness of digital marketing channels in generating B2B leads. The largest group of respondents (36.6%) selected a neutral option, which shows that many are uncertain about how much impact digital platforms actually have.

A considerable number of respondents shared a negative view, with 28.6% disagreeing and 13.4% strongly

disagreeing. This suggests that traditional methods like direct sales and referrals are still preferred by many businesses, as they are seen as more reliable.

At the same time, a smaller group responded positively, where 9.8% agreed and 11.6% strongly agreed that digital marketing helps in generating leads. This reflects that digital platforms are slowly becoming more important in the B2B sector. Overall, it can be understood that digital marketing is gaining acceptance, but it works best when used along with traditional marketing methods rather than replacing them completely.

1. Strategic Shift to Marketing The data clearly shows that the elevator industry is gradually moving away from traditional methods like cold-calling towards a more marketing-driven approach. Most respondents agree that marketing plays an important role in generating leads. This indicates that in the Navi Mumbai market, having strong brand visibility has become essential, especially when dealing with large developers.

2. The "Digital" Reality The findings suggest that digital platforms such as LinkedIn and SEO are useful for creating awareness and reaching potential clients at an early stage. However, they are not enough on their own. Personal interaction, such as site visits and technical discussions, still plays a major role. This shows that a combination of digital and physical interaction works best for converting leads into actual business.

3. The Modernization Awareness Gap Another important observation is that many building managers are not fully aware of the benefits of modernization. This highlights a gap in awareness, especially regarding safety improvements and energy efficiency. It suggests that KONE should focus more on educating customers rather than only promoting products. This approach can help in tapping the growing market for upgrading old buildings in Navi Mumbai.

4. The Sales-Marketing Alignment The study also points out a gap between marketing and sales teams, with around 45% of respondents feeling that coordination can be improved. This lack of alignment may affect lead conversion. It indicates the need for better use of CRM systems so that complete information about leads can be shared.

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