B2B Marketing Mix Impact On Asia Pacific Region

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KEYWORDS
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ABSTRACT
Abstracts: Business to business marketing primarily refers to trade dealings between two businesses. This business can be between manufacturers and wholesalers or between wholesaler and retailers. Business-to-business marketing is currently one of the fastest-growing areas of marketing in Asia pacific region as well as all over the world. As technology brings more businesses together, companies are beginning to court each other far more aggressively. Business-to-business marketers target only other companies; they have significantly more targeted businesses than customer marketers. Even when marketing vary specific products for a fairly small subset of individuals, the latter type of marketer has a far larger audience than the former. However, b2b transaction is growing in Asia pacific region very rapidly. Especially it's transaction through internet is noticeable; it is higher than the past situation. The marketing mix of b2b is very much different than consumer marketing. In marketing mix you have to understand the cross-culture issue for any product. When you are going to segment your b2b market, you have to understand the several type's b2b byer's nature and mind. Target market segmentation is especially important in B2B markets, as there is often little to differentiate one product from another. Future of B2b is promising but there are some ongoing and upcoming challenges. But if we could overcome them, B2b will remain the ultimate form of trade transactions as current and future prediction.

REFERENCES


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Inflation in the Asia-Pacific region may increase once global factors, including US inflation and commodity prices, become less favorable, and policymakers should stand ready to act. In addition, higher inflation may persist on account of the increasingly backward-looking inflation process. And with a flatter Phillips curve, the output cost of disinflating could be higher.