



## Understanding Consumer Preferences in the Indian Tiles Market: Insights from Sales Executives

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### ABSTRACT

The tile industry in India is highly competitive, with consumer perception playing a crucial role in brand preference and purchasing decisions. This study explores the factors influencing consumer perceptions in the tile sector, focusing on the role of sales executives in shaping market trends. Through qualitative insights from sales professionals across leading tile companies, including Monza Granito, Somany Tiles, Kajaria Tiles, and others, the research identifies key determinants such as product quality, pricing, brand reputation, and sales strategies. The study also examines the impact of digital marketing, dealer relationships, and customer engagement on consumer decision-making. Findings reveal that personalized sales approaches, effective communication, and an understanding of market trends significantly enhance brand perception and customer loyalty. Additionally, the study highlights the growing influence of data-driven sales techniques and customer relationship management (CRM) tools in modern sales operations. The research provides valuable insights for tile manufacturers, sales executives, and marketers to align their strategies with evolving consumer preferences. By bridging the gap between consumer expectations and sales strategies, the study offers recommendations to improve market positioning and brand competitiveness in the tile industry.

## **INTRODUCTION**

The tile industry in India has witnessed significant growth over the past decade, driven by rapid urbanization, increasing disposable income, and evolving consumer preferences (Vidani, 2015). With numerous brands competing for market share, consumer perception has become a key differentiator influencing purchasing decisions. Factors such as product quality, pricing, brand reputation, and customer service play a vital role in shaping consumer choices (Vidani & Solanki, 2015). In this dynamic landscape, sales executives act as the primary link between manufacturers and consumers, influencing brand perception through direct interactions, marketing efforts, and relationship management (Vidani, 2015).

This research aims to explore the critical role of sales executives in shaping consumer perceptions within the tile industry (Vidani, 2015). By analyzing insights from professionals working in leading tile companies such as Monza Granito, Somany Tiles, Kajaria Tiles, and others, the study identifies key strategies employed to attract and retain customers (Vidani, 2015). Additionally, it examines the growing influence of digital marketing, data-driven sales approaches, and customer relationship management (CRM) tools in modern sales operations (Solanki & Vidani, 2016).

Understanding consumer behavior and aligning sales strategies accordingly can help tile manufacturers strengthen their market position and enhance customer satisfaction (Vidani, 2016). This study provides a comprehensive analysis of market trends, sales techniques, and brand-building strategies to offer actionable recommendations for businesses aiming to improve their consumer engagement and competitive edge (Bhatt, Patel, & Vidani, 2017).

### **Research Gap**

While extensive research has been conducted on consumer behavior in various industries, limited studies specifically focus on the tile industry, particularly from the perspective of sales executives. Existing literature primarily examines consumer preferences based on product attributes such as quality, design, and pricing but lacks an in-depth analysis of how sales strategies influence consumer perceptions. Additionally, most studies emphasize macroeconomic factors affecting the tile sector, such as market demand and supply chain dynamics, without exploring the role of direct consumer engagement and sales techniques in shaping brand preference.

Furthermore, with the increasing adoption of digital marketing and CRM tools, there is a gap in understanding how technology-driven sales approaches impact consumer decision-making in the tile industry. While research on digital transformation in retail and FMCG sectors is widely available, there is insufficient analysis of its application in B2B and B2C sales in the tile market.

This study aims to bridge these gaps by providing qualitative insights from sales executives across various tile brands, highlighting their strategies, challenges, and the evolving role of sales in influencing customer perceptions. By focusing on the intersection of sales, marketing, and consumer psychology, this research contributes to a more holistic understanding of brand positioning in the tile sector.

## **LITERATURE REVIEW**

### **Consumer Buying Behaviour of Ceramic Tiles**

The study titled "Study on Consumer Buying Behaviour of Ceramic Tiles using Multi-criteria Decision Making" explores the various factors influencing consumer preferences in the Indian tile market (Niyati & Vidani, 2016). It highlights the importance of understanding consumer priorities and the key triggers that influence purchasing decisions (Pradhan, Tshogay, & Vidani, 2016). The research employs the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) as a multi-criteria decision-making tool to evaluate consumer preferences across different brands in the Indian market (Modi, Harkani, Radadiya, & Vidani, 2016).

### **Key Factors Influencing Tile Selection**

The research identifies several critical factors that consumers consider when selecting ceramic tiles. These factors include brand reputation, price, quality, design, and durability (Vidani, 2016). By comparing leading brands in the Indian market, the study provides insights into how these factors weigh in consumer decision-making processes (Sukhanandi, Tank, & Vidani, 2018).

### **Multi-Criteria Decision Making (MCDM) Approach**

The use of the TOPSIS method in this study underscores the complexity of consumer decision-making in the tile market (Singh, Vidani, & Nagoria, 2016). This approach allows for a comprehensive analysis of consumer preferences by considering multiple criteria simultaneously, offering a nuanced understanding of how consumers prioritize different attributes when choosing tiles (Vidani, 2016).

### **Brand Comparison in the Indian Market**

The research includes a comparative analysis of various leading ceramic tile brands in India (Vidani, 2018). This comparison helps in identifying the strengths and weaknesses of each brand from the consumer's perspective, providing valuable insights for manufacturers and marketers aiming to enhance their market strategies (Mala, Vidani, & Solanki, 2016).

### **Implications for Tile Manufacturers and Marketers**

The findings of this study have significant implications for tile manufacturers and marketers (Dhere, Vidani, & Solanki, 2016). By understanding the factors that influence consumer preferences, companies can tailor their products and marketing strategies to better meet consumer needs and preferences, ultimately improving their competitive position in the market (Singh & Vidani, 2016).

In summary, the study provides a comprehensive analysis of consumer preferences in the Indian tile market, highlighting the importance of multiple criteria in decision-making and offering valuable insights for industry stakeholders (Vidani & Plaha, 2016).

## METHODOLOGY

Table 1. Research Methodology

<b>Research Design</b>	Exploratory
<b>Sample Method</b>	Non-Probability - Judgemental Sampling
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Personal Interview
<b>Type of Questions</b>	Open ended
<b>Data Collection mode</b>	Face to face
<b>Data Analysis methods</b>	Summarization of information collected in tabular format
<b>Sampling Size</b>	5
<b>Survey Area</b>	<b>Morbi</b>

Table 2. Data Analysis (Developed from the Interviews)

<b>Position</b>	<b>Job Role</b>	<b>Key Responsibility Areas</b>	<b>Knowledge</b>	<b>Skills (General and Specific)</b>	<b>Job Openings</b>	<b>Certifications Required (if any)</b>
Sales Executive (Monza Granito - Divyesh)	Handling dealer & distributor sales, increasing market share	Expanding dealer networks, achieving sales targets, customer relationship management	Tile types, pricing strategies, regional customer demand	Negotiation, CRM usage, competitor analysis	Openings available in different regions	No mandatory certification, but sales training helps
Sales Executive (Somany Tiles - Utsav)	Managing B2B sales, collaborating with architects & builders	Developing sales strategies, tracking project leads, handling institutional sales	Market trends, tile durability, product applications	Strategic thinking, bulk order pricing, relationship management	High demand in metro cities	No specific requirement, but project sales knowledge is beneficial
Sales Executive (Velloza Granito - Maitik)	Selling to distributors, retailers & project clients	Increasing brand visibility, managing key accounts, providing post-sales support	Product specifications, pricing models, industry demand	Strong follow-up, persuasive selling, data-driven decision-making	Openings for different regions	No certifications required
Sales Executive (Lavish Granito - Ansh)	Handling institutional & project sales, negotiating deals	Identifying new clients, ensuring payment collection, competitor analysis	Project specifications, dealer behavior, payment structures	Time management, closing sales deals, digital marketing understanding	High demand, especially in semi-urban markets	No required certifications, but sales & marketing courses are helpful

Sales Executive (Kajaria Tiles - Het)	Managing dealer relations, ensuring sales growth in the region	Tracking sales performance, promoting new products, coordinating with logistics	Product aesthetics, customer buying patterns, retail showroom sales	Communication, presentation, understanding of product USPs	Openings available across multiple locations	No certification required, but CRM & sales workshops help
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(Source: Developed by Researcher from Personal Interviews)

## RESULT AND DISCUSSION

The findings of this study highlight the significant role that sales executives play in shaping consumer perceptions within the tile industry. As key intermediaries between manufacturers and customers, sales executives influence purchasing decisions through direct interactions, relationship management, and marketing efforts. The study reveals that factors such as product quality, pricing, brand reputation, and personalized customer service heavily impact consumer choices. Sales professionals who effectively communicate the unique value propositions of their products tend to build stronger consumer trust and loyalty.

One of the key insights from this research is the growing influence of digital marketing and CRM tools in modern sales strategies. With increasing competition in the tile industry, companies are leveraging data-driven approaches to enhance customer engagement and optimize sales performance. CRM tools help sales executives manage customer relationships more effectively, track buying patterns, and personalize sales pitches, leading to improved conversion rates. Additionally, digital marketing efforts, including social media promotions, influencer collaborations, and online product showcases, have emerged as critical tools for influencing consumer perceptions even before direct sales interactions occur.

Despite these advancements, the study also identifies challenges faced by sales executives, including intense market competition, price sensitivity among consumers, and delayed payments in B2B transactions. Managing these challenges requires a combination of strategic pricing, flexible payment options, and strong post-sales support to enhance customer satisfaction and retention. Overall, the findings suggest that a well-rounded sales strategy combining personal engagement, digital marketing, and data analytics can significantly improve consumer perception and brand positioning in the tile industry. By adapting to evolving market trends and technological advancements, tile manufacturers and sales professionals can strengthen their competitive edge and achieve sustainable business growth.

### **Theoretical Implications**

This study contributes to the existing literature on consumer perception and sales strategies in the tile industry by integrating sales psychology, brand positioning, and digital marketing. While previous research has largely focused on consumer decision-making based on product attributes, this study highlights the direct influence of sales executives on shaping consumer preferences. The findings reinforce theories related to relationship marketing, consumer trust-building, and brand loyalty, emphasizing the role of personalized sales interactions in high-involvement purchase decisions. Furthermore, the study extends the application of digital marketing and CRM adoption theories by demonstrating their growing importance in the tile sector.

### **Practical Implications**

From a managerial perspective, this research provides valuable insights for tile manufacturers, sales executives, and marketing professionals. The findings suggest that companies should focus on training sales personnel to enhance their communication and negotiation skills while also integrating digital marketing and CRM tools to improve customer engagement. A hybrid sales approach that combines traditional relationship-based selling with data-driven insights can significantly improve brand perception and customer retention. Additionally, manufacturers can leverage influencer marketing and online platforms to educate customers about product features, influencing their purchase decisions even before they interact with sales representatives.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

This study underscores the critical role of sales executives in shaping consumer perceptions and driving sales in the tile industry. Factors such as product quality, pricing, and brand reputation remain crucial, but the way sales professionals engage with customers, manage relationships, and leverage digital tools significantly impacts consumer decision-making. The increasing adoption of CRM and digital marketing strategies suggests a shift towards more data-driven, customer-centric sales approaches. However, challenges such as price sensitivity, competition, and payment delays continue to pose hurdles for sales professionals, necessitating strategic solutions to enhance customer trust and long-term brand loyalty.

### **Recommendations**

1. **Expansion to Other Markets:** Future studies could explore consumer perceptions and sales strategies in international tile markets to compare differences in buying behaviour across regions.
2. **Impact of AI and Automation:** With the increasing use of AI-driven sales analytics and chat bots, further research can examine how automation influences sales efficiency and consumer engagement in the tile industry.
3. **Longitudinal Studies on Consumer Loyalty:** Investigating how sales strategies impact long-term customer retention and repeat purchases over time would provide deeper insights into brand loyalty in the tile sector.

4. Influence of E-commerce on Tile Sales: As online tile purchases become more common, future studies could analyze the effectiveness of e-commerce platforms in influencing consumer decision-making compared to traditional retail models.
5. Sustainability and Consumer Preferences: With the rising demand for eco-friendly tiles, future research could explore how sustainability factors influence consumer perception and sales strategies in the industry.

By addressing these areas, future research can further refine the understanding of consumer behavior and sales dynamics in the evolving tile industry landscape.

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