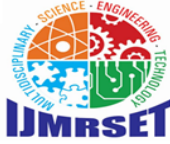# International Journal of Multidisciplinary
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A Study on Stakeholders Behavioural Patterns at IndiaMART

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ABSTRACT: This study explores the behavioural patterns of buyers and sellers on the B2B platform IndiaMART, focusing on their interactions and the success of transactions. Through a descriptive survey conducted among users in Madurai, the study evaluates how user roles, strategies, and decision-making factors influence transaction outcomes. Findings highlight that clear communication, competitive pricing, and timely delivery are essential to transaction success. The research also emphasizes the critical role of customer reviews, product specifications, and responsive seller strategies in shaping user satisfaction. Insights from this study can guide platform improvements, seller strategies, and buyer awareness in online B2B marketplaces.

KEYWORDS: IndiaMART, B2B Marketplace, Buyer Behaviour, Seller Strategy, Transaction Success, E-commerce, Madurai

I. INTRODUCTION

India's B2B e-commerce ecosystem is experiencing rapid evolution driven by increased internet penetration, digital payment systems, and the need for businesses to reach a larger audience. Among such platforms, IndiaMART has emerged as the most dominant player, especially in connecting small and medium-sized businesses with suppliers, distributors, and service providers. The platform eliminates geographical constraints, allowing buyers to access suppliers across India and even internationally. This research explores how buyers and sellers interact within this ecosystem and what factors influence their satisfaction and transactional success. Given Madurai's growing industrial and commercial significance, this study provides insights into a tier-2 city perspective, which is often underrepresented in digital commerce literature.

II. STATEMENT OF THE PROBLEM

In today's competitive business environment, B2B e-commerce platforms like IndiaMART have become vital tools that support businesses in connecting with buyers, generating leads, marketing products, and scaling across regions. These platforms are no longer limited to being digital directories—they now play a central role in how dealers navigate their business operations. Despite these advantages, dealers often face challenges that hinder their satisfaction and success. One major issue is the high number of fake inquiries, which waste time and resources without yielding real sales. Another concern is the intense competition among dealers on the platform, making it harder to stand out. Trust issues also arise, as dealers may question the authenticity of leads and the credibility of buyers or suppliers. Integration difficulties add to the problem, as many businesses struggle to align IndiaMART's services with their existing systems. These challenges directly impact dealer confidence and satisfaction. Therefore, the core research problem lies in identifying the key factors that influence dealer satisfaction with IndiaMART, especially in Madurai. The study aims to explore how well the platform's features—such as user interface, customer support, pricing, and lead quality—match the practical needs of dealers. It will also assess the effectiveness of IndiaMART's tools in aiding daily business functions. Additionally, the study considers region-specific influences, including Madurai's local market conditions, competition, and cultural dynamics. Understanding

these factors is essential for improving the user experience. By addressing these gaps, the platform can better support dealers and enhance its role as a trusted B2B marketplace.

III. SCOPE OF THE STUDY

The scope of this study is limited to analyzing the behavioral patterns of buyers and sellers using the IndiaMART platform, with a specific focus on the Madurai region. It explores how buyers choose products and suppliers, emphasizing factors like price, quality, and reviews. Similarly, it examines seller strategies such as pricing, responsiveness, and trust-building techniques. The study is confined to digital interactions and transaction behavior within the B2B e-commerce context. Both primary and secondary data sources are used to assess satisfaction and success rates in buyer-seller relationships. The findings aim to support improved practices and platform alignment in regional digital commerce.

IV. LIMITATIONS OF THE STUDY

This study is limited to data collected from a specific geographic region—Madurai—so the findings may not fully represent buyer-seller behavior across India. Responses are based on self-reported surveys, which may be subject to bias or exaggeration. The sample size, though adequate, may not capture all industry segments using IndiaMART. The dynamic nature of digital platforms means behaviors can change rapidly, limiting the long-term relevance of findings. Technological factors like app updates or platform policies were not considered in depth. Finally, qualitative aspects such as emotional trust and relationship depth were not deeply explored due to time and data constraints

V. NEED FOR THE STUDY

The need for this study arises from the growing importance of digital B2B platforms like IndiaMART in shaping modern business transactions. As more businesses shift to online sourcing and selling, understanding buyer and seller behavior becomes crucial. This study helps identify the key patterns, expectations, and challenges faced by users on IndiaMART. It sheds light on how buyers make purchase decisions based on price, product quality, and trust factors. Likewise, it explores how sellers strategize to attract and retain customers through communication, pricing, and product visibility. In regions like Madurai, where digital adoption is rising, such insights are vital for business growth. The study also helps bridge the gap between platform features and user needs. It provides practical recommendations to improve satisfaction and transaction success. With competition increasing in the B2B space, such research supports smarter platform use. Overall, the study contributes to enhancing the effectiveness of digital commerce for all stakeholders.

VI. OBJECTIVES OF THE STUDY

- To analyze the behavioural patterns of buyers while selecting products and suppliers on IndiaMART.
- To examine the strategies and behavioural approaches adopted by sellers to attract and retain buyers on IndiaMART.
- To identify the key factors influencing successful transactions between buyers and sellers on the IndiaMART platform.

VII. LITERATURE REVIEW

The digital marketplace landscape is rapidly evolving, and recent research offers valuable insights into optimizing user journeys and enhancing buyer-seller interactions. Airbnb, facing challenges like failed bookings and lengthy search journeys, introduced the Journey Ranker, a deep learning-based model that tracks user interactions such as clicks and saves to predict booking intent. By incorporating both guest and host preferences, Airbnb improved user satisfaction and bookings across its products. In another study, e-commerce platforms were analyzed for conversion efficiency. It was found that mobile optimization and browser compatibility significantly affect user exit rates and purchase completion. A smoother, faster checkout process was recommended to reduce abandonment. Meanwhile, the use of neural networks to analyze consumer touchpoints revealed how different brand interactions influence purchase decisions. Using Shapley values, researchers identified which touchpoints had the most impact, outperforming traditional methods and proving useful

even with limited data. On Amazon, researchers studied how platform nudges influence buyer decisions, often unintentionally favoring sellers who use Amazon services, despite not always offering the best performance. They suggested improving seller visibility metrics to promote fair competition. Fiverr's platform was explored, showing it as seller-driven, with sellers actively reaching out to buyers, forming supportive communities, and competing in oversaturated gig categories. On IndiaMART and other B2B platforms, multiple studies emphasized how digital transformation is reshaping buyer-seller dynamics. Buyers prioritize fast responses, product clarity, and verified suppliers, while sellers invest in digital tools like chatbots and dynamic catalogs to increase visibility and trust. Digital trust, reviews, and transparent communication have become central to successful transactions. Buyers now comparison-shop, seeking value and platform-backed security features, while sellers aim to scale by offering flexible pricing and proactive engagement. Collectively, these studies underscore the growing importance of technology, trust, and data-driven models in enhancing e-commerce and marketplace efficiency across B2C and B2B platforms.

VIII. RESERCH METHODOLOGY

The study adopts a descriptive survey design, ideal for analyzing complex business patterns with multiple variables. This design helps explore the relationship between dealer expectations, platform usage, and business outcomes on IndiaMART, specifically in Madurai. It allows the collection of both quantitative and qualitative data, minimizing bias and capturing real-world experiences. Primary data was gathered through structured online surveys using Google Forms, reaching dealers across Madurai. In-depth insights were collected via in-person interviews and focus group discussions with dealer associations. This mixed approach ensures varied perspectives from the business community. Secondary data was sourced from academic journals, IndiaMART's reports, industry publications, and previous research on B2B platforms. Local economic data from Madurai's business sectors were also reviewed to add contextual relevance. The main tool used was a detailed questionnaire covering demographics, platform usage, lead generation, service quality, and satisfaction levels. It also included sections on challenges faced and user suggestions. Semi-structured interviews further deepened the findings, capturing nuances not visible in surveys. This method offered a richer understanding of user behavior. The approach enabled a holistic view of buyer-seller dynamics on IndiaMART. The methodology ensured a valid, generalizable, and practical understanding of the digital B2B experience in a regional setting.

IX. FINDINGS AND SUGGESTIONS

The study revealed that buyers on IndiaMART are highly informed and cautious in their purchasing decisions. They tend to browse multiple suppliers, compare prices, and carefully check product quality and specifications. Customer reviews and ratings significantly influence their choices, indicating a strong preference for transparency and trust. Clear product descriptions and brand reputation also shape buyer decisions, suggesting that buyers prioritize reliability and value.

On the seller's side, the most impactful strategy is offering competitive pricing, which draws cost-conscious buyers. Sellers also focus on showcasing their best-selling products to capture attention. Prompt responses to buyer inquiries build trust and engagement, while regularly updating product listings enhances credibility. Sellers who offer discounts and promote transparency through communication and reviews are more likely to build long-term customer relationships. This highlights that sellers must go beyond price by focusing on service and trust-building.Successful transactions depend on both buyer behavior and seller strategies. Key factors include clear communication, timely delivery, and competitive pricing. When buyers research well and sellers respond effectively, transaction success rates improve. Trust, reliability, and collaboration between both parties are essential for building a strong digital marketplace. Suggestions for buyers include promoting buyer education through simple guides to help evaluate products and suppliers. Buyers should actively read and write reviews to build a trustworthy environment. Price awareness should also be encouraged by comparing suppliers and checking for hidden costs. For sellers, it is important to maintain competitive pricing and improve responsiveness. Keeping product listings updated and encouraging positive customer reviews will enhance credibility. Offering occasional promotions or discounts can help boost visibility and attract new buyers. IndiaMART can improve the platform by introducing smart features like AI-based recommendations, price alerts, and supplier verification badges. Conducting seller training programs

in communication, digital marketing, and platform usage will enhance seller performance. Lastly, a strong and transparent dispute resolution system should be implemented to build trust and ensure smooth business transactions for all users.

X. CONCLUSION

The study provides key insights into buyer behaviour, seller strategies, and transaction success on IndiaMART. Buyers are not passive but informed and active decision-makers. They compare prices, check product quality, and rely on customer reviews and clear descriptions. This shows their need for transparency and reduced risk. Sellers attract buyers mainly through competitive pricing and by maintaining up-to-date product listings. Prompt responses and trust-building through good communication are also important. Positive reviews and offering discounts further help in retaining customers. The study highlights that both parties must work together for successful outcomes. Clear communication, timely delivery, and fair pricing are essential. When buyers act smartly and sellers are responsive, transaction success improves significantly.

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