



International Journal of Research Publication and Reviews

Journal Homepage: www.ijrpr.com ISSN 2582-7421

The Role of Digital Marketing in Customer Acquisition in the Granite Industry. A Study in Prakasam District, Andhra Pradesh

SK. Yousuf Jameel¹, Dr. Thota.Chandra Sekhaer Yadav²

¹2400560157, Department of Management, Koneru Lakshmhia Educational Foundation, Vaddeswaram, Andhra Pradesh, India
yousufshaik5005@gmail.com

²KL Business School, Koneru Lakshmhia Educational Foundation, Green Fields Campus, Guntur, Andhra Pradesh, India
ORCID : 0009-0001-4694-9954, chandrasedhaeryadav.t@gmail.com

ABSTRACT

This study examines the role of digital marketing in customer acquisition in the granite industry of Prakasam District, Andhra Pradesh. Online visibility, messaging platforms, search engines, B2B marketplaces and online reviews have become important channels through which granite manufacturers, dealers and buyers find one another. The study focuses on the importance of online presence, digital platform use, trust in online information, reviews and comparison, responsiveness, discovery of manufacturers online, contact after online discovery and purchase after online discovery. A structured questionnaire of 27 items was analysed for 103 respondent records covering owners, managers, sales staff, dealers, existing customers and potential customers across Chimakurthy, Ongole, Martur, Markapur, Addanki, Kandukur and other locations. Descriptive findings show that 71 respondents (68.9%) were likely or very likely to discover granite manufacturers online and 64 respondents (62.1%) rated online presence as very or extremely important, whereas only 41 respondents (39.8%) often or very often contacted a business after discovering it online and 50 respondents (48.5%) were likely or very likely to purchase after online discovery. Fast response was rated the most important factor (mean 4.19), while trust in online information recorded one of the lowest means (3.17). Spearman rank correlation results showed that none of the six proposed associations was statistically significant at the 5% level. The findings point to a gap between online awareness and online action. Note: the dataset analysed here is a simulated (mock) dataset and not real survey data, so the results are illustrative only. [Delete this note once real survey data replace the simulated data.]

Keywords: Digital Marketing, Customer Acquisition, Granite Industry, Online Presence, WhatsApp Business, B2B Marketing, Prakasam District.

1. Introduction of the study

Digital channels have changed the way businesses find suppliers and customers. Search engines and maps, messaging platforms, social media, business directories and company websites allow a buyer to discover a manufacturer, view products, compare options and make contact without a physical visit. For industries that sell

physical products to business buyers, such as natural stone, these channels can become an important part of the customer-acquisition process.

Prakasam District occupies a prominent place in the Indian granite industry. The district administration recognises Granite (Black Galaxy) as the district's One District One Product, and the Galaxy granite deposit is located in Chimakurthy Mandal. Industry reports describe three main clusters in the district: Galaxy granite in and around Chimakurthy, steel-grey granite in the Ballikurava–Martur region and Black Pearl in the Gurijepalli–Santhamaguluru area. Many quarry owners, processing units, dealers and buyers therefore operate within a relatively small geography, and customer acquisition is an important commercial concern for them.

Digital marketing is a way for granite businesses to reach customers beyond personal contacts and traditional trade networks. Businesses may present slabs and tiles through photographs, videos, catalogues and showroom listings, respond to enquiries on messaging platforms and appear in search results and B2B marketplaces.

Buyers, in turn, may use reviews, comparison and quick responses to judge whether a business is reliable.

The central issue is conversion. Discovering a granite business online is not the same as contacting it, trusting it or buying from it. Therefore, the importance of online presence, trust in online information, the role of reviews, responsiveness and the problems encountered online are important considerations. The present research does not attempt to evaluate the quality of any particular granite product or business. Instead, it examines how respondents in and around Prakasam District perceive and use digital marketing in the context of customer acquisition.

The study focuses on respondents associated with the granite sector in and around Prakasam District, including business owners, managers, marketing and sales employees, dealers and distributors, existing customers and potential customers.

2. Review of Literature

Kannan and Li (2017) developed a framework for digital marketing research that highlights the touchpoints in the marketing process where digital technologies have an impact, and set out a research agenda from the perspective of the firm. Chaffey and Ellis-Chadwick (2019) present digital marketing as an integrated set of online channels, including search, social media, e-mail and websites, that support the acquisition and retention of customers. Mangold and Faulds (2009) described social media as a hybrid element of the promotion mix, because customers talk to one another while firms have less control over the content of those conversations.

In business-to-business settings, Michaelidou, Siamagka and Christodoulides (2011) examined the usage, barriers and measurement of social media marketing among small and medium-sized B2B brands. Järvinen and Karjaluo (2015) examined the use of web analytics for digital marketing performance measurement. These studies are relevant because they connect digital channels with the practical questions faced by smaller industrial firms, namely adoption, barriers and the measurement of results.

Trust is central to online exchange. Mayer, Davis and Schoorman (1995) proposed an integrative model of organisational trust in which the trustor's willingness to be vulnerable depends on the perceived ability, benevolence and integrity of the other party. This is relevant because a buyer who finds a granite supplier online must judge its reliability from limited online information, such as photographs, listings, reviews and responses to enquiries.

Local and sector context is provided by the Prakasam District Administration, which describes Black Galaxy granite as the district's One District One Product, and by the Brief Industrial Profile of Prakasam District prepared by the Government of India's Office of the Development Commissioner (MSME), which includes the Chimakurthy granite polishing cluster among the district's industrial clusters.

3. Research Gap

The literature reviewed above indicates a progression from general frameworks of digital marketing towards studies of B2B adoption, performance measurement and trust. However, the studies reviewed here do not combine online presence, platform use, trust, reviews, responsiveness, online discovery, contact and purchase within a single local study of a natural-stone cluster.

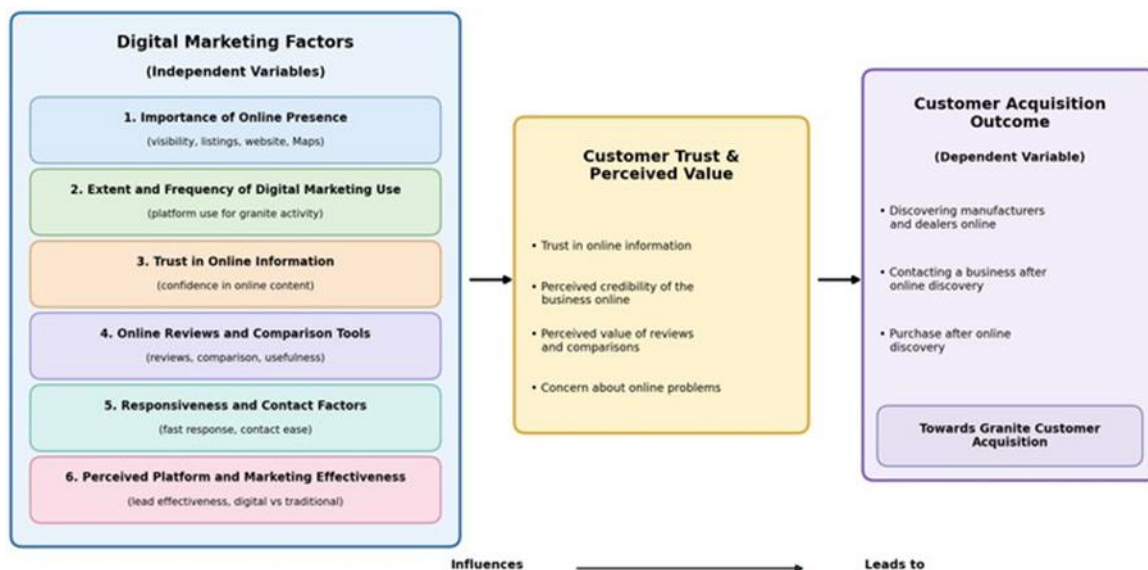
Some studies provide general frameworks of digital marketing without focusing on a specific industrial cluster.

Some studies examine social media marketing or web analytics in B2B firms without directly studying how discovery leads to contact and purchase.

Sector and district documents describe the granite industry of Prakasam District but do not examine how customers are acquired through digital channels.

The present study combines the importance of online presence, platform use, trust, reviews, responsiveness and the stages of discovery, contact and purchase in the context of the granite sector in and around Prakasam District.

4. Conceptual framework



5. Objectives of the Study

To study whether digital marketing activity is related to customer interest in and purchase of granite.

To identify the role of online presence and trust in online information in granite customer acquisition.

To examine the role of digital platforms in helping customers discover granite manufacturers and dealers. To examine the role of online reviews, comparison and fast response in customer perceptions.

To investigate the extent and frequency of digital platform use among granite-sector respondents.

To assess the overall effectiveness of digital marketing relative to traditional marketing in the granite industry. To understand the challenges and problems that discourage customers from acting on online information.

6. Research Questions

How extensively do granite-sector respondents use digital marketing and digital platforms? Which digital platforms do respondents use most?

How important do respondents consider online presence for granite businesses?

Can digital platforms assist customers in discovering granite manufacturers and dealers?

Is there a relationship between the importance of online presence and the likelihood of purchase after online discovery?

Do trust in online information and online reviews influence the likelihood of purchase after online discovery? Can problems encountered online discourage customers from contacting or buying from a business?

7. Hypotheses

H1: The importance attached to online presence is positively associated with the likelihood of purchase after online discovery.

H2: The extent of digital marketing use is positively associated with the likelihood of purchase after online discovery.

H3: Trust in online information is positively associated with the likelihood of purchase after online discovery.

H4: The influence of online reviews is positively associated with the likelihood of purchase after online discovery.

H5: The importance attached to fast response is positively associated with the likelihood of contacting a professional online business.

H6: Perceived platform lead effectiveness is positively associated with contacting a business after online discovery.

8. Research Methodology

Research Design. The study uses a quantitative, descriptive and cross-sectional research design. Information is analysed at one point in time from a structured questionnaire. The design is suitable for describing digital marketing use and attitudes among granite-sector respondents and for testing associations among measured variables.

Study Area and Population. The study is centred on respondents associated with the granite sector in and around Prakasam District, Andhra Pradesh, including Chimakurthy, Ongole, Martur, Markapur, Addanki and Kandukur.

Sample and Sampling. The dataset contains 103 respondent records (SIM001–SIM103). Of these, 94 respondents were from locations within Prakasam District and 9 were from outside the district. The Dataset_Status field of every record reads “SIMULATED — NOT REAL SURVEY DATA”; the records are therefore mock data prepared for demonstration and are not evidence from actual respondents. [Replace with the actual sampling method and sample size once real data are collected.]

Data Collection and Questionnaire. The questionnaire contained 27 questions. Questions 1–5 covered the respondent profile (role, region, industry experience, primary involvement and business size). Question 7 recorded the most-used digital platform as a categorical response. Questions 6 and 8–27 used five-point rating responses covering extent of use, frequency, usefulness, importance, likelihood, effectiveness, influence, trust, interest and agreement. Responses such as “Not sure” and “Not applicable” were not assigned a rating and were treated as missing values.

Data Analysis. Frequency and percentage analysis were used for categorical responses. Mean scores were calculated for the rating-scale items using valid responses only. Spearman rank correlation was used to test the six proposed hypotheses because the main variables were measured on ordered response scales. Pairwise deletion was used for missing values, and associations were tested at the 5% level (two-tailed).

8.1 Variables of the Study

The study examines the importance of online presence, extent and frequency of digital marketing use, trust in online information, influence of online reviews, importance of fast response, perceived platform lead effectiveness, and the customer-acquisition outcomes of online discovery, contact after online discovery and purchase after online discovery. The analysis links these factors to respondents' digital-marketing-related behaviour and attitudes.

8.2 Measurement Scale

The rating items were coded on a five-point scale. The wording of the response options differs by item, but the coding is consistent: 1 is the lowest category and 5 is the highest category.

Scale	Meaning
1	Lowest category (e.g., Not at all, Never, Not important, Very unlikely, Strongly disagree)
2	Low (e.g., To a small extent, Rarely, Slightly important, Unlikely, Disagree)
3	Moderate (e.g., To a moderate extent, Sometimes, Moderately important, Neither likely nor unlikely)
4	High (e.g., To a great extent, Often, Very important, Likely, Agree)
5	Highest category (e.g., To a very great extent, Very often, Extremely important, Very likely, Strongly agree)

8.3 Ethical Considerations

The dataset does not contain names or other personally identifiable information; respondents are identified only by serial codes, and the analysis uses the responses in aggregate form. Because the dataset is simulated, no human participants were surveyed. [Update this section with consent and ethics details when real data are collected.]

9. Data Analysis and Interpretation

A total of 103 responses were analysed. Percentages reported below use the full response count of 103 unless a different base is stated. For rating items with “Not sure” or “Not applicable” responses, means and top-two-box shares use valid responses only. The following sections present respondent characteristics, industry involvement, digital platform use, online presence and discovery, contact and purchase behaviour, rating-scale means and hypothesis testing.

9.1 Respondent Profile

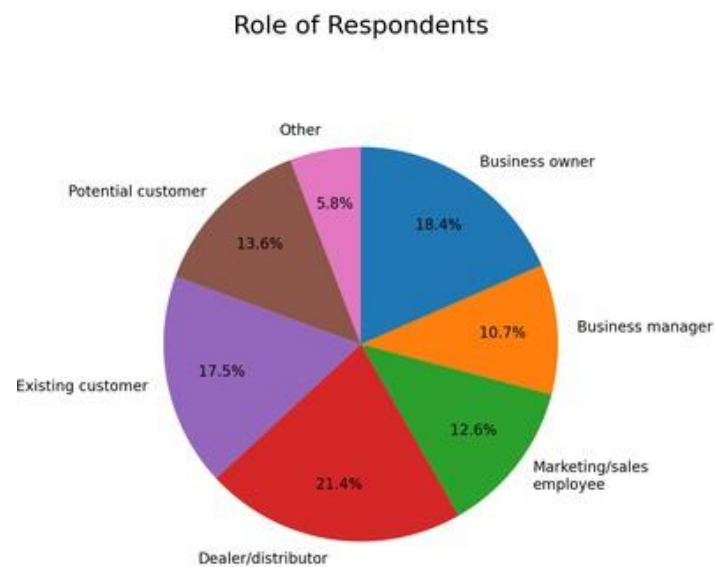


Figure 1. Role of respondents (n = 103)

The largest group was granite dealers or distributors, with 22 respondents (21.4%). Granite business owners accounted for 19 respondents, existing customers for 18, potential customers for 14, marketing or sales employees for 13, business managers for 11 and other roles for 6. Supplier-side roles (owners, managers, sales employees and dealers) accounted for 65 respondents (63.1%), and customers (existing and potential) for 32 respondents (31.1%).

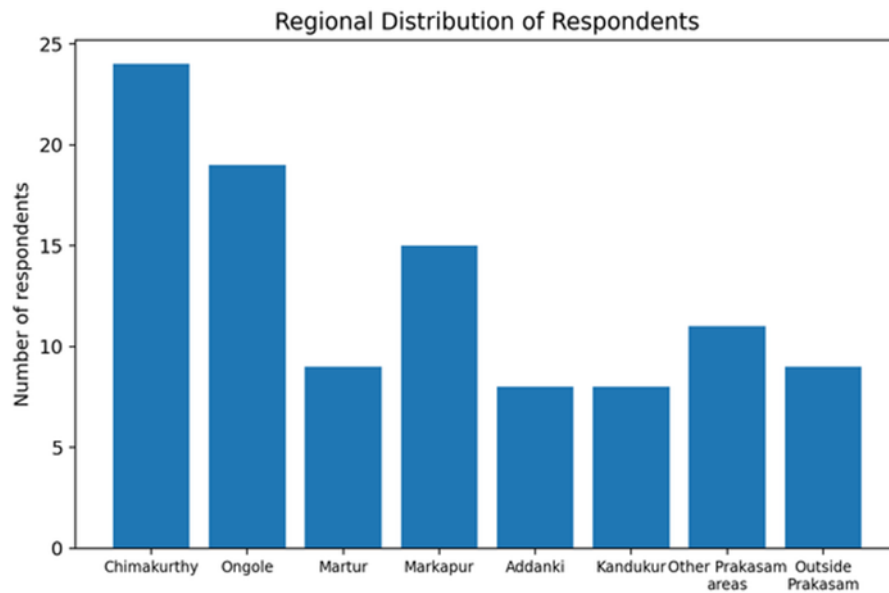


Figure 2. Regional distribution of respondents (n = 103)

Chimakurthy had the largest number of respondents with 24 (23.3%), followed by Ongole with 19 (18.4%) and Markapur with 15 (14.6%). Other areas of Prakasam District accounted for 11 respondents, Martur and respondents from outside the district for 9 each, and Addanki and Kandukur for 8 each. In total, 94 respondents (91.3%) were from within Prakasam District. The sample is spread across the main granite locations, although no claim of statistical representativeness is made.

In terms of experience, 31 respondents (30.1%) reported more than 10 years in the industry, 19 had 1–3 years, 18 had 4–6 years, 18 had 7–10 years and 11 had less than one year; 6 respondents selected Not applicable. By business size, micro or small-scale businesses accounted for 40 respondents (38.8%), medium-scale businesses for 24 (23.3%), large-scale businesses for 13 (12.6%) and individual buyers or customers for 21 (20.4%); 5 respondents selected Not applicable / Not sure.

9.2 Industry Involvement

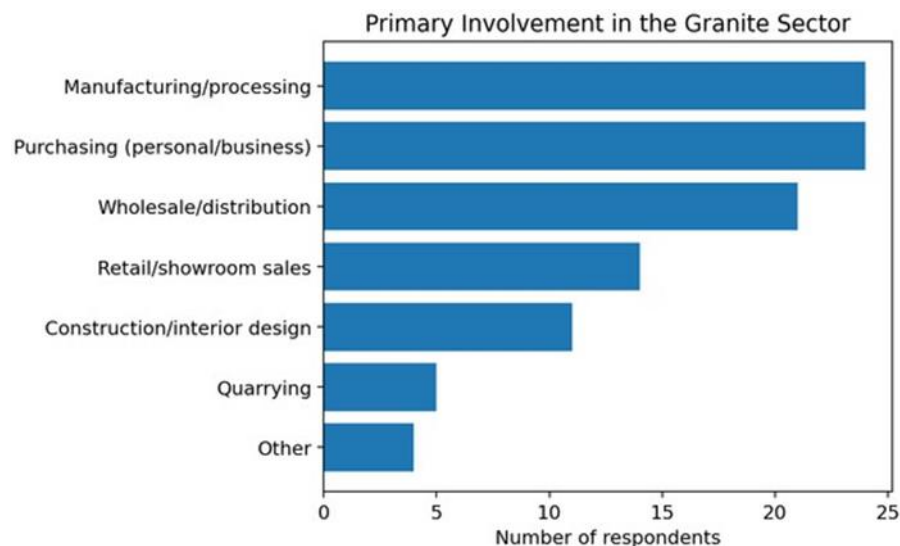


Figure 3. Primary involvement in the granite sector (n = 103)

Granite manufacturing and processing and granite purchasing for personal or business use were the two largest categories, with 24 respondents each (23.3%). Wholesale and distribution accounted for 21 respondents, retail and showroom sales for 14, construction or interior design for 11, quarrying for 5 and other involvement for 4. The distribution indicates that the sample contains both sellers and buyers across the supply chain.

9.3 Digital Marketing Use

Extent of Digital Marketing Use

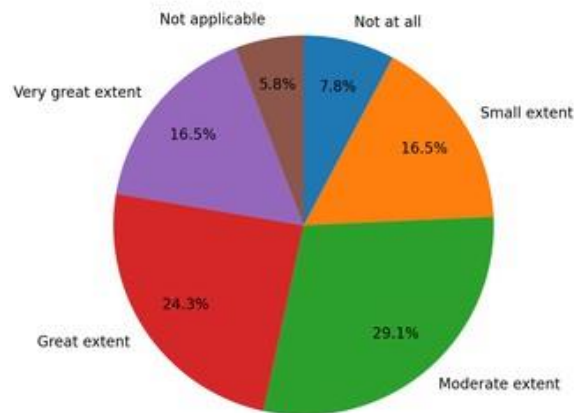


Figure 4. Extent of digital marketing use (n = 103)

The most common category was a moderate extent of use, reported by 30 respondents (29.1%). A great extent was reported by 25 respondents (24.3%) and a very great extent by 17 (16.5%), while 17 respondents (16.5%) reported use to a small extent and 8 (7.8%) not at all. Six respondents (5.8%) selected Not applicable. Of the 97 respondents with a rating, 42 (43.3%) reported use to a great or very great extent; the mean score was 3.27.

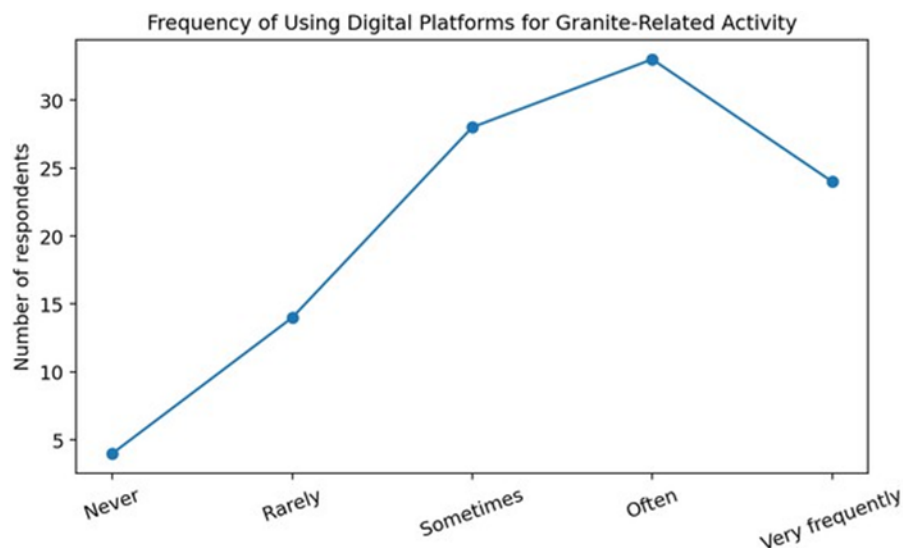


Figure 5. Frequency of using digital platforms for granite-related activity (n = 103)

The most common response was Often, selected by 33 respondents. Sometimes was selected by 28, Very frequently by 24, Rarely by 14 and Never by 4. In total, 57 respondents (55.3%) used digital platforms often or very frequently. This indicates that digital platforms form a regular part of granite-related activity for most respondents, although they are not used with the same frequency by everyone.

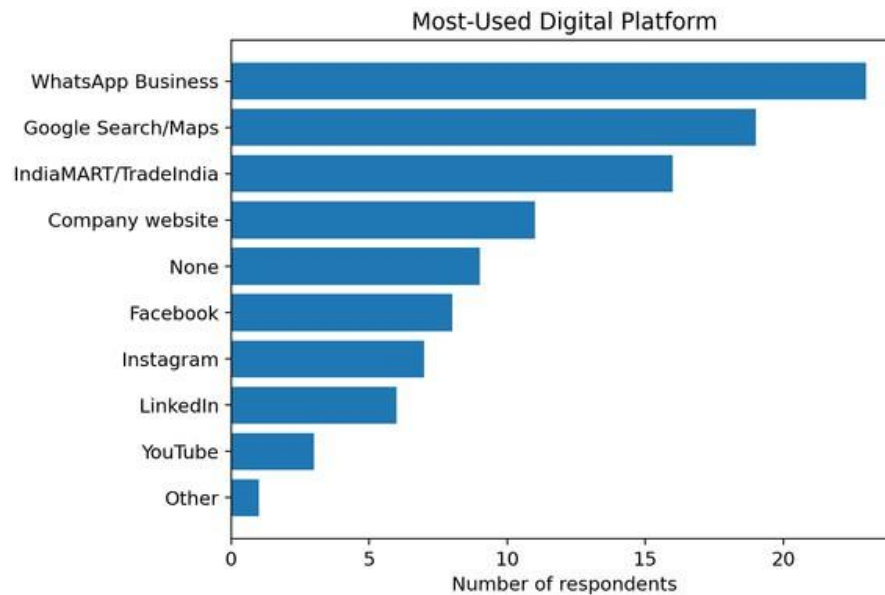


Figure 6. Most-used digital platform (n = 103)

WhatsApp Business was the most-used platform with 23 respondents (22.3%), followed by Google Search or Google Maps with 19 (18.4%) and IndiaMART or TradeIndia with 16 (15.5%). A company website was the most-used platform for 11 respondents. Nine respondents (8.7%) reported using no digital platform. Facebook (8), Instagram (7), LinkedIn (6), YouTube (3) and other platforms (1) together accounted for 25 respondents. This suggests that messaging, search and B2B marketplace channels are used more than social media platforms in the surveyed sample.

9.4 Online Presence and Discovery

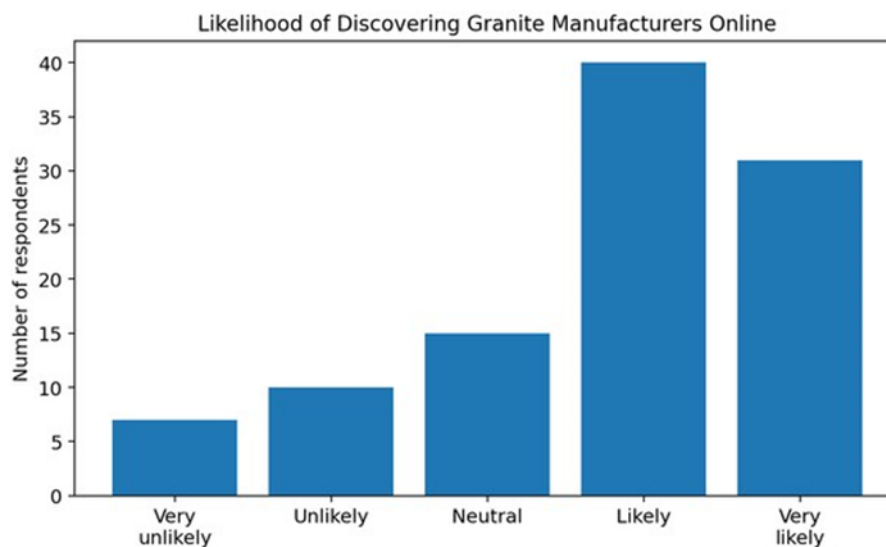


Figure 7. Likelihood of discovering granite manufacturers online (n = 103)

Likely was the most common response with 40 respondents, followed by Very likely with 31. Fifteen respondents were neutral, 10 selected Unlikely and 7 selected Very unlikely. In total, 71 respondents (68.9%) considered it likely or very likely that they would discover manufacturers online. The mean score was 3.76.

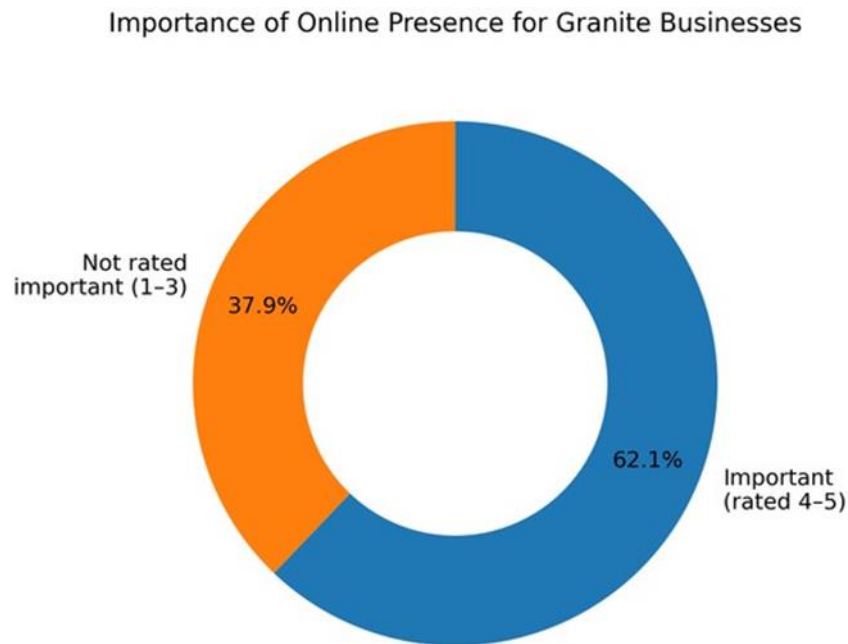


Figure 8. Importance of online presence for granite businesses (n = 103)

Sixty-four respondents (62.1%) rated online presence as very or extremely important, while 39 (37.9%) rated it moderately important or lower. The mean score was 3.66. Online content was also considered useful: 72 respondents (69.9%) rated online content as very or extremely useful (mean 3.81).

9.5 Online Discovery and Customer Acquisition

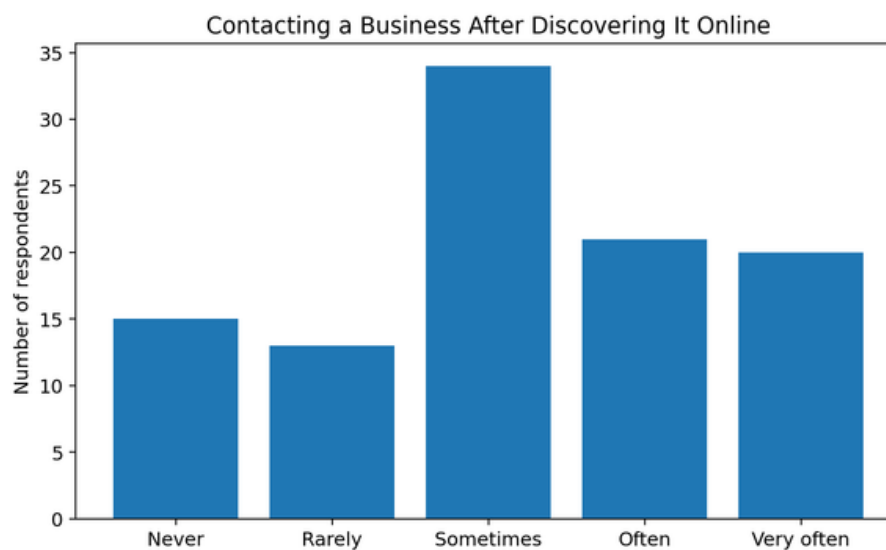


Figure 9. Contacting a business after discovering it online (n = 103)

Sometimes was the most common response with 34 respondents. Often was selected by 21 and Very often by 20, so 41 respondents (39.8%) often or very often contacted a business after discovering it online. Fifteen respondents had never done so and 13 had done so rarely (together 27.2%). The mean score was 3.17, the joint-lowest among the rating items.



Figure 10. Likelihood of purchase after online discovery (n = 103)

Thirty-three respondents were likely and 17 were very likely to purchase after online discovery (together 50 respondents, 48.5%). Thirty-one (30.1%) were neutral, while 22 (21.4%) were unlikely or very unlikely. The mean score was 3.32. Compared with the 68.9% who expected to discover manufacturers online, a smaller share expressed a likelihood of purchase, which indicates that online discovery does not automatically lead to purchase.

9.6 Rating-Scale Analysis

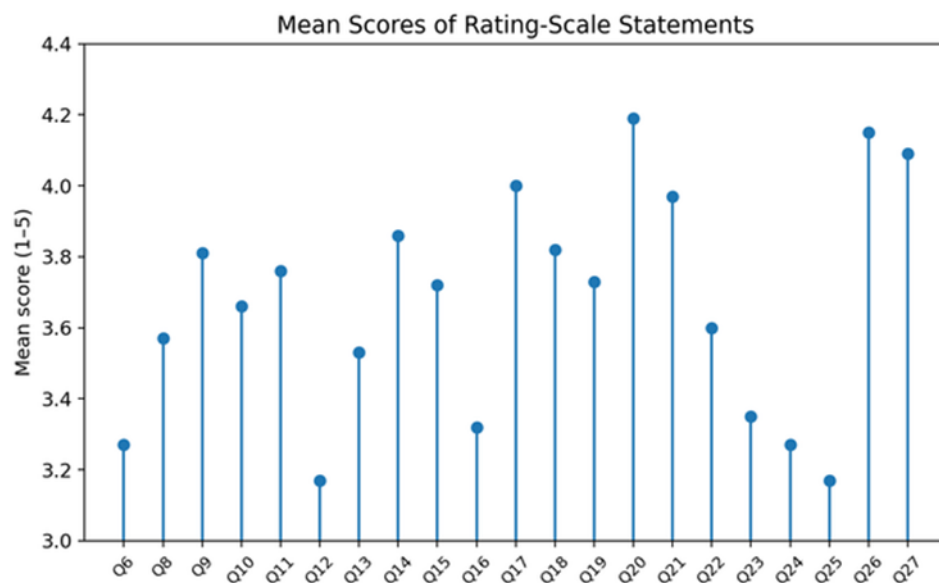


Figure 11. Mean scores for rating-scale statements (n = 103; valid responses only)

The mean scores ranged from 3.17 to 4.19 on the five-point scale. The highest mean was Q20 (4.19), showing the importance respondents attach to fast response; 80 respondents (77.7%) rated it very or extremely important. Q26 recorded 4.15 for interest in digital improvements and Q27 recorded 4.09 for agreement that more should be invested in digital marketing, with 78 (75.7%) and 76 (73.8%) respondents respectively in the top two categories. Q17 (importance of selection factors) recorded 4.00 and Q21 (deterrence by online problems) 3.97, with 79 respondents (76.7%) reporting that online problems deter them to a great or very great extent. The lowest means were Q12 (contact after online discovery) and Q25 (trust in online information), both 3.17; only 42 respondents (40.8%) trusted online information considerably or completely. Q18 (influence of reviews) recorded 3.82 and Q19 (usefulness of comparison) 3.73. For Q23, 50 of 96 valid respondents (52.1%) considered digital marketing slightly or much more effective than traditional marketing, 24 considered it equally effective and 22 considered it less effective. The results suggest that respondents value digital marketing, want faster and better digital services and are willing to invest, while remaining cautious about trust and about problems encountered online.

9.7 Hypothesis Testing

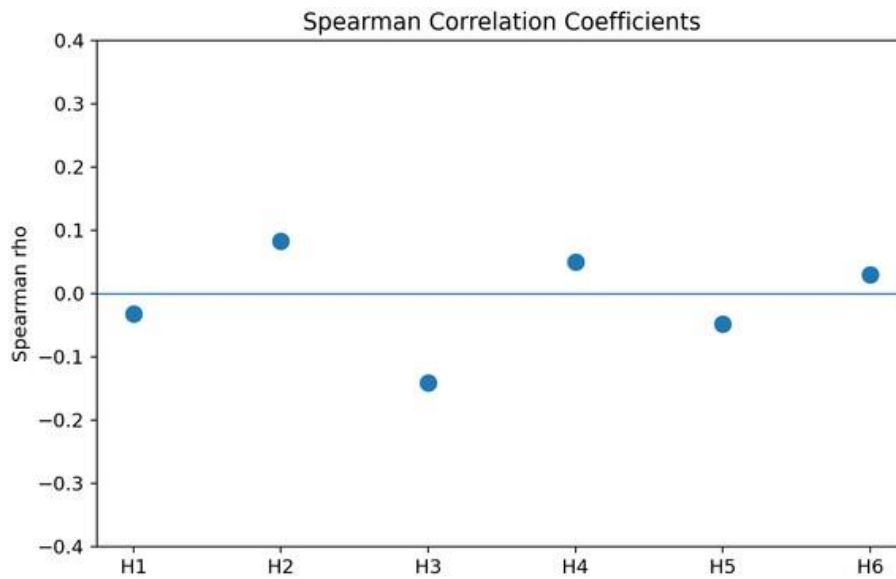


Figure 12. Spearman correlation coefficients for the proposed hypotheses

Figure 12. Spearman correlation coefficients for the proposed hypotheses

Hypothesis	Spearman rho	p-value	Valid n	Decision
H1	-0.032	0.7448	103	Not supported
H2	0.083	0.4210	97	Not supported
H3	-0.141	0.1565	103	Not supported
H4	0.050	0.6190	103	Not supported
H5	-0.048	0.6289	103	Not supported
H6	0.030	0.7774	89	Not supported

H1: Importance of online presence and likelihood of purchase after online discovery showed a very weak and statistically non-significant relationship (Spearman rho = -0.032, $p = 0.7448$). H1 is not supported.

H2: The extent of digital marketing use showed a weak positive but statistically non-significant relationship with the likelihood of purchase after online discovery (rho = 0.083, $p = 0.4210$, $n = 97$). H2 is not supported.

H3: Trust in online information showed a weak negative and statistically non-significant relationship with the likelihood of purchase after online discovery (rho = -0.141, $p = 0.1565$). H3 is not supported.

H4: The influence of online reviews showed a very weak positive but statistically non-significant relationship with the likelihood of purchase after online discovery (rho = 0.050, $p = 0.6190$). H4 is not supported.

H5: The importance of fast response showed a very weak negative and statistically non-significant relationship with the likelihood of contacting a professional online business (rho = -0.048, $p = 0.6289$). H5 is not supported.

H6: Perceived platform lead effectiveness showed a very weak positive but statistically non-significant relationship with contact after online discovery (rho = 0.030, $p = 0.7774$, $n = 89$). H6 is not supported.

None of the six hypotheses reached statistical significance at the 5% level, and the coefficients were close to zero. In this sample, positive attitudes towards online presence, reviews and responsiveness were therefore not systematically related to higher stated likelihood of purchase or contact. Because the rho values are small and the sample is limited, the results should be treated as descriptive rather than as evidence of absence of an association in the wider industry.

10. Findings of the Study

The study analysed 103 respondent records, of which 94 were from locations within Prakasam District and 65 were in supplier-side roles.

Chimakurthy (24 respondents) and Ongole (19 respondents) were the most represented locations.

Fifty-seven respondents (55.3%) used digital platforms often or very frequently for granite-related activity.

WhatsApp Business (23), Google Search or Google Maps (19) and IndiaMART or TradeIndia (16) were the three most-used platforms; Facebook, Instagram, LinkedIn and YouTube together accounted for 24 respondents.

Seventy-one respondents (68.9%) were likely or very likely to discover granite manufacturers online, and 64 (62.1%) rated online presence as very or extremely important.

Only 41 respondents (39.8%) often or very often contacted a business after online discovery, and 50 (48.5%) were likely or very likely to purchase after online discovery, indicating a gap between discovery and action.

Fast response was the most highly rated factor (mean 4.19), and 79 respondents (76.7%) said online problems deter them to a great or very great extent.

Trust in online information recorded the joint-lowest mean (3.17); only 40.8% trusted online information considerably or completely.

Seventy-eight respondents (75.7%) were very or extremely interested in digital improvements, and 76 (73.8%) agreed or strongly agreed that more should be invested in digital marketing.

Of the 96 respondents with a rating, 50 (52.1%) considered digital marketing more effective than traditional marketing.

None of the six proposed associations was statistically significant at the 5% level.

11. Suggestions and Recommendations

Granite businesses should prioritise the channels that respondents use most, namely WhatsApp Business, Google Search and Maps, and B2B marketplaces, and keep product information, photographs and contact details complete and consistent on them.

Because fast response was rated the most important factor, businesses should set internal response-time standards for online enquiries and assign responsibility for handling them.

Businesses should address the sources of online problems that deter customers, such as incomplete information or delayed replies, since three-quarters of respondents reported being deterred to a great extent.

Given the low trust in online information, businesses should provide verifiable details such as clear specifications, genuine photographs of available stock, transparent terms and customer references.

Online reviews and comparison were rated useful; businesses can encourage satisfied customers to share feedback and can present products in a way that supports comparison.

Micro and small-scale businesses, which form the largest business-size group in the sample, may benefit from shared training and cluster-level initiatives by industry associations in digital skills.

Businesses that plan to invest more in digital marketing should track leads at each stage (discovery, contact, quotation and purchase) to learn which channels convert.

Future studies should use real survey data, larger samples and different customer groups to compare results and improve generalisability.

12. Practical and Theoretical Implications

Practical Implications. The findings are relevant to granite manufacturers, dealers, industry associations and digital marketers working with the sector. The most notable pattern in the analysis is the gap between the high perceived importance of online presence and discovery and the lower levels of contact, purchase likelihood and trust. Marketing efforts should therefore go beyond visibility and focus on responsiveness, credible information and ease of contact.

Theoretical Implications. The study applies a digital marketing framework to a natural-stone cluster and combines online presence, platform use, trust, reviews, responsiveness and the stages of discovery, contact and purchase within one empirical framework focused on Prakasam District. The absence of significant correlations in the present sample suggests that stated attitudes and stated intentions should not be assumed to be linked, and that behavioural data would add value.

13. Limitations and scope for further research

Future research can replace the simulated dataset with data collected from actual granite manufacturers, dealers and customers and extend the study to other granite clusters in India. Longitudinal research could examine whether investment in digital channels leads to changes in lead generation and sales over time. Further studies could compare channels such as WhatsApp Business, search listings and B2B marketplaces, and examine how response speed and verifiable information affect trust. Comparing supplier-side and customer-side respondents, and micro and small businesses with larger ones, would also be useful.

14. Conclusion

The study examines the role of digital marketing in customer acquisition among respondents associated with the granite sector in and around Prakasam District. Online channels appear to be an important discovery route: 71 of the 103 respondents (68.9%) were likely or very likely to discover manufacturers online, and 64 (62.1%) rated online presence as very or extremely important. WhatsApp Business, Google Search or Maps and B2B marketplaces were the most-used platforms.

However, discovery does not translate directly into action. Only 41 respondents (39.8%) often or very often contacted a business after online discovery, 50 (48.5%) were likely to purchase after online discovery, and trust in online information recorded the joint-lowest mean score (3.17). Fast response was rated the most important factor (mean 4.19), and most respondents were interested in digital improvements and agreed that more should be invested in digital marketing.

None of the six hypothesised associations was statistically significant at the 5% level, so the study does not show that online presence, trust, reviews or responsiveness are associated with higher stated purchase or contact likelihood in this sample.

Overall, the study concludes that digital marketing is widely valued in the sample, but that its effectiveness depends on responsiveness, trust and the resolution of problems encountered online. Important limitation: the dataset is simulated (mock) data and every record is marked as not real survey data, so the findings demonstrate the analysis and format of the paper and are not evidence about the actual granite industry or its customers. [Replace with the limitations of the real study (sample size, sampling method, region) once real data are used.]

15. References

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson Education.
- Järvinen, J., & Karjalainen, H. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*, 50, 117–127.
- Kannan, P. K., & Li, H. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709–734.
- Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153–1159.
- Prakasam District Administration, Andhra Pradesh. One District One Product: Granite (Black Galaxy). <https://prakasam.ap.gov.in/granite-black-galaxy-odop/>
- Office of the Development Commissioner (MSME), Government of India. Brief Industrial Profile of Prakasam District, Andhra Pradesh. <https://dcmsme.gov.in/dips/>
- Stone News. India: Granite units face manpower crisis in Andhra Pradesh. <https://stonenews.eu/?p=29103>