

## **A STUDY ON IMPACT OF ADVERTISING IN B2B MARKETING**

**Naveen P<sup>1</sup>, Ms. Bhanupriya. N<sup>2</sup>, Dr.M.Gurusamy<sup>3</sup>**

<sup>1</sup>Final Year MBA Student, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>2</sup>Assistant Professor, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>3</sup>Professor and Head, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

Email: <sup>1</sup>np7022634439@gmail.com, <sup>2</sup>bhanusowsh@gmail.com, <sup>3</sup>gurusamyphd@gmail.com

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**Abstract**—Companies are being increasingly narrowly focused due to market dynamics to gain a competitive edge and B2B marketing is a link between manufacturer and end users. Rapid technological and demographic developments, the globalization of markets and industries and the adaptation of goods and/or services require a technical and electronic adjustment of companies. E-commerce not only sets new standards for distribution technology procurement and management but also influences and modifies business process design. Consequently, the marketing strategies and market success due to B2B have changed dramatically in recent decades largely due to the Internet. Therefore, this reduced economic, geographical, and mental gap, the B2B need appropriate management plan and, of course, support for personnel and workers, as the strategic goals cannot be accomplished without them. A lot of writers stress the positive effect of B2B Marketing on the company's growth. It is presented from the statements in the article that for controlling selected performance a clear criteria and verification is required. Therefore, the parameters should be laid out and well understood. This is also very critical that several elements influence results, namely: technical support, employee attitude, quality of B2B marketing operation and, of course, business strategy, generated by the management of the organization and employee.

**Keywords**—Advertising, E-Commerce, Globalization, Marketing, Relationship.

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### **INTRODUCTION**

The effect of B2B Marketing on the company's success highlights a variety of writers. Important for industries where intangible assets are linked to critical factors for success. 1429. In the year 1429. In the 1429 A.D. Awareness as indicator of advertising effectiveness.

Social media platforms nowadays have proven to be cost-effective advertising platforms. Social media (SoMe)-are websites where visitors can socialize, create, and consume content that is created by other users of the platform. They offer an advertiser a complete picture of what happens with a specific advertisement by providing a wide variety of performance metric. They give an advertiser a clear picture of what happens to a specific commercial. By far the bulk of work on social media marketing has concentrated on business-to - consumer (B2C) companies only (Swain, Brown & Milne 2014, 873). The author argues that social media advertisements should not be confined as primary consumers to B2C businesses, so this study would explore the possibilities of applying social media advertisement as a selling contributes to the generation of the tool in a business-to - business (B2B) company's marketing mix.

The research focuses on small and medium-sized companies (SMEs), as these businesses typically do not have adequate departments for sales and marketing. SMEs are big job creators, responsible for 60-70% of workers in larger OECD countries (Economic Co-operation and Growth Organization) (Dwyer 2009, 1; OECD 2017). The value of the theoretical work applicable to SMEs can therefore be beneficial. Social media marketing can produce contributing results if done correctly and can even surpass multiple business units when well configured.

The work is being conducted by a commissioner-a small marketing firm in Riga, Latvia-. The case-company aims to use social media as a source of lead generation, and the use of ads is essential to the strategy. The key aim of the thesis project is to establish a marketing strategy on social media site

The thesis project centres on the development of an advertising campaign for the case-company. The thesis project is divided into three chapters: theoretical guidance and a foundation for the next parts; primary research-qualitative

interviews to understand the actuality of the topic and provide unbiased insights and perspectives from other B2B companies; secondary research and practical part of the metrics-based advertising campaign to test and measure the campaign performance.

To keep it oriented and descriptive, subjects such as digital marketing, content marketing, or search engine optimization will be omitted from the project thesis. The project's thesis explores the usage of social media sites, including e-book academic journals, peer-reviewed applicable articles, Final library services, global surveys, and reputable statistical data.

Reviewing literature is the most critical step in any study cycle and a second one. First, the analysis of literature is to find out and appreciate the key context of the specific topic or work of the researcher. It is a record of what has been done in this regard in the recent past. And the latest pattern in the topic chosen when the researcher checks the literature is the one.

## **REVIEW LITERATURE**

### **Miller et al., (2010)**

In his study revealed that over eleven million shoppers use 70% of social networking to buy various product and services. The consumers provide useful data concerning the product and share comments with different consumers over social media.

### **According to McKinsey Company (2010)**

In his study, Social Media has a notable influence on customers particularly who are first time purchasers of a product. It has a greater influence on high-priced products because the consumers want to conduct additional analysis and to get opinions for buying the product. This indicates that Social Media has an impact on customers in their data search stage of buying a product and as a result, customers will use Social Media to get data concerning the product and services.

### **Hoyer et al., (2010)**

In his study explains that Social Media is a non-marketing factor which has a significant influence on customer buying decision process than the other sources of marketing. Social Media is platform where customers exchange much information with others via electronic word of mouth, reviews, and recommendations. Social Media websites helps individuals to share and communicate each other via communities. According to the author, buyers on Social Media are ready to pay attention to others opinion and have a trust on the peers and influenced by the peer in their buying decision process.

### **Kozinets et al., (2010)**

Suggest that on-line teams make an understandable influence on the buying behaviour of the consumer and in buying decision. For instance, the public discussion forum in the websites of social media offers consumers to collect information about the product, which helps them to take the decision on purchase selections.

### **Pookulangaran et al., (2011)**

In his article states that purchasing is always an experience and social media permits the consumers to connect with people who are mostly strangers. Cultural characteristics impacts on consumer's usage of social media and a great impact on the online buying behavior.

### **Haciefendioglu (2011)**

In his study brings to light that buyers are influenced by the opinion of their friends on social media during their purchase decision. The study also states that the opinions of their friends in social media direct the consumers to take decision for purchase a specific product or from a specific company.

### **Karimov et al., (2011)**

In their research suggesting that purchasing of products online may be considered risky by customers because of the lack to make physical product analysis, lack of personal information contact, and in some cases the dearth of secure transactions. The efforts towards increasing the basic issue of trust in shopper behaviour can be supported with the employment of social media channels, like Face book, YouTube, Twitter, and company blogs as they enhance the sensation of social presence additionally, shoppers may use social media as a communication tool which can facilitate them decide what to shop for. The recent addition to the capabilities of social media is the addition of mobile applications to communicate with others.

**Stephen Guo et al., (2011)**

This paper analyses a Chinese marketplace, Taobao, which is the world's largest e-commerce site. Integrated instant electronic messaging tool makes Taobao high from its competitors. In our study, this study specializes how a person's transaction are embedded in the social media. The analyses conclude a model for purchasing a product through buyer recommendation, if an individual wants for a product, how he will act to decide the shop. The model uses data retrieval techniques from the websites and demonstrates how social factors will help to understand client behaviour.

**KhushbuPandya (2012)**

This study is an effort to make awareness among Indian marketers regarding the facility of social media which is spreading at a massive rate. The study is explorative in nature and used last five years secondary data. The findings of the study answer one major question – what the state of social media on consumer behaviour in India is, the study provides figures, all major facts, analysis, and examples of case study.

**Pietro et al., (2012)**

Explore the extend of social media, particularly Face book, influence buying decision. They find happiness in using social media for buying decision. The study reveals about consumer's suggestions and recommendations on merchandise on Face book, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumer towards buying intention of customer and social media.

**Hajli et al., (2014)**

In his findings says that Social media contributed new opportunities to customers to interact in websites. Customers use on-line communities, to get the information and to communicate with other users. The information from the survey shows social media enables the interaction of customers, which results in increased trust and intention to shop for products. The results also encompass the intention to shop for products.

**JugalKishor et al., (2014)**

In their study analysed the aspects that effects buying attitude on Social Networking Websites, factors that influence searching attitude on social networking sites. The study also explains the various mode of payment used for purchasing through Social Networking Websites. This study disclosed that social networking sites have totally different industries and customers. The study focuses on buying through Social networking Websites. The results of the study show that time spent on social websites that influences the disposition to yearning for things on an extended social communication. The study shows the people who often use informal communication tend to accept for additional offers. It is discovered from this study that people of varied age teams have association with the Social Networking Websites.

**Yichuan Wang et al., (2015)**

In their study, found that social media platforms have contributed to the growth of recent business developments in e-commerce and modified the buyer decision making process. A survey was conducted with two hundred and seventeen active customers in the social commerce sites at pre-purchase stage and post-purchase stage. The results indicate that there exists both positive and negative opinion about the product. This affects the consumers' purchases. Word of mouth content in social media influences consumers' intention to shop for a product. The Word of mouth contents thereby increasing the chance of actual shopping for products and helps in information sharing of product with others on social commerce sites.

**Charles-Henri et al., (2012)**

The study explains how social media influence on the buying decision process of consumer and how it differ at each stage of buying decision process. A structure form and two semi-structured interviews are used to gather data for the study. The study finds that Social Media varies at every stage of buying decision. As the buyer dig deep to get more information about the product, the influence of Social Media is reduced. The study highlights that there are possibilities for the sellers to hold the influence of Social Media in buying decision

**STATEMENT OF PROBLEM**

B2B marketing is not a perfect industry (what industry is it?), but the key reasons against B2B marketing, such as unoriginality, competitiveness and bland goods, are also the places where a business will stand out most online. The following are some of the main B2B marketing challenges, and how you can make your campaigns stand out. Because

their demographic is so much smaller than the B2C market, they are not required to be creative, so B2B marketers (and typically their executive supervisors) can be used to promote the same postcards, email blasts and web ads over and over again. Yet note that those you seek to touch from a B2B viewpoint are consumer Even in the corporate sense, too. The coming of the Internet and its public acceptance have profoundly altered the way companies market their services and goods as well as the contact networks between them and their consumers. This is seen in the way that they are now promoting and communicating their brands and goods which is becoming a daunting project.

**OBJECTIVES OF THE STUDY**

- To assess the marketing strategy of companies about B2B using social media.
- To study the advertising strategies of companies’ regard to price change and quality improvement.
- To examine the leadership strategy of companies under B2B in the global arena.

**RESEARCH DESIGN**

The plan of action of this study is goes like assessing the marketing strategy of companies with regard to B2B using social media and the strategies of companies with regard to price change and quality improvement on the basis of response of customers how the companies convince to buy products. So, the questionnaire has been structured questionnaire prepared to collect the required data for analysis using Google forms. Percentage analysis is carried out to know the marketing strategies of companies about B2B and price change and quality improvement and leadership strategy in the market.

**LIMITATIONS OF THE STUDY:**

- The study is confined to Bangalore region adopted convenience sapling in collecting data
- The study is partial as the number of data collected is less as compared to the whole population of study area
- The drawn inferences are limited to short period of time, as the reliability of data is found to be narrow.

**DATA ANALYSIS AND INTERPRETATION**

**TABLE 1: COMPANY USE FUSION MARKETING PARTNERS**

<i>Opinion</i>	<i>Percentage</i>
Strongly Disagree	07 %
Disagree	13 %
Neutral	20 %
Agree	27 %
Strongly Agree	33 %

As per the data obtained from the respondents, 33% respondents confirm that companies use fusion marketing strategy and another 27% have the same opinion only 7% are not having knowledge of fusion marketing technology.

**TABLE 2: OUTSOURCING A GOOD IDEA FOR MY BUSINESS?**

<i>Opinion</i>	<i>Percentage</i>
Strongly Disagree	19%
Disagree	15 %
Neutral	17 %
Agree	25 %
Strongly Agree	24%

On the opinion of outsourcing of a good idea of business 24% responses confirms that it’s a good way to get the work done through outsourcing and another 25% agree it. Another 19% say the outsourcing of business is not effective.

**TABLE 3: MY COMPANY A GOOD FIT TO WORK WITH FMP (FACEBOOK MARKETING PARTNERS)**

<i>Opinion</i>	<i>Percentage</i>
Strongly Disagree	10 %
Disagree	15 %
Neutral	24 %
Agree	25 %
Strongly Agree	26 %

Based on usage of FMP (Facebook Marketing Partners) the 26% of respondents confirms there is usage of FMP in marketing and another 25% agrees and 10% disagree with the usage of FMP is ineffective.

**TABLE 4: YOU SHOULD EVER ENGAGE IN RELEVANT CONVERSATION ON SOCIAL MEDIA?**

<i>Opinion</i>	<i>Percentage</i>
Strongly Disagree	5 %
Disagree	4 %
Neutral	11 %
Agree	20 %
Strongly Agree	16 %

On the basis of conversation on social media 16% of the respondents agree that they have involved in social media conversation and 20% agree on the argument , only 5% says that they have not involved in social media conversation with regard to marketing and business.

**TABLE 5: HOW DO YOU GO ABOUT THOUGHT LEADERSHIP IN THE SOCIAL SPACE?**

<i>Opinion</i>	<i>Percentage</i>
Strongly Disagree	14 %
Disagree	19 %
Neutral	20 %
Agree	22 %
Strongly Agree	25 %

As per the respondents view leadership in the social space exist in marketing and promotion of their products and companies expanding their market share. Against this argument only fewer people responded.

**TABLE 6: DO YOU USE A CUSTOMIZED CALL TO ACTION OR UNIQUE URLS?**

<i>Opinion</i>	<i>Percentage</i>
Yes	45%
May be	30 %
No	25 %

When it comes to the usage of a customized call to action or Unique Url's in promotion of their company 45% say it is a effective tool for promotion and 25% say no.

**TABLE 7: HAVE YOU GUYS HAD ANY SUCCESS CREATING INDUSTRY SPECIFIC CONTENT?**

<i>Opinion</i>	<i>Percentage</i>
Yes	33%
May be	37%
No	30 %

Over the argument on creating an industry specific content for success 33% of the respondents says it will be effective and another 37% say may be and 30% says No.

**TABLE 8: DO YOU GO FOR ONLINE CONTENT CONSUMPTION?**

<i>Opinion</i>	<i>Percentage</i>
Yes	40%
May be	35%
No	25%

Based on content consumption online for marketing and promotion of business 40% confirms it is an effective tool and another 25% respondents says No.

**TABLE 9: DOES ADVERTISING REALLY INCREASE SALES?**

<i>Opinion</i>	<i>Percentage</i>
For to little	10 %
To little	10%
About right	20 %
Too much	29 %
For too much	31 %

Based on the argument does advertising really increases sales 31% of the confirms it significantly contribute the sales and another 29% says it does. Only 10% of the respondents are against the argument.

**TABLE 10: DO RESPONDENTS THINK ANYTHING IS MISSING FROM THE ADVERTISEMENTS?**

<i>Opinion</i>	<i>Percentage</i>
Yes	24 %
May be	26 %
No	50 %

Based on responses on the argument does anything is missing from the advertisement in marketing and promotion activity of the company 24% confirms there is some more to be done. About 50% says advertisement is adequate.

## **FINDINGS**

- Advertising has an impact in B2B marketing
- Advertising place important role in enhancing business
- Advertisements mainly generates interest in the customers and leaves a positive impression
- As advertisement enhancing the business and generating interest with living positive impression, I would suggest that every business should a should use advertisement for promoting the products and services

### *A Study on Competition Analysis of Four-Wheeler Tyre Brands in Bangalore*

- The first and the major problem is that the company does not have direct and permanent contract with retailers it is general complaint that there is a big communication gap between the company and the retailers and no one is a solve their problem
- As per the respondents view leadership in the social space exist in marketing and promotion of their products and companies expanding their market share. Against this argument only fewer people responded.
- As per the data collected from the respondents 33% respondents are aware about the fusion marketing strategy and another 7% are not having any knowledge of fusion marketing technology.
- On the opinion of outsourcing 24% responses confirms that its good way to get work done by others and 19% of respondents says it is not effective.
- Based on FMP (Facebook Marketing Partners) 26% of respondents confirms that it is effective, and it gives good result and 10% of respondents says it is not at all effective.
- On usage of customized call or unique URL in promotion 45% respondents says it is effective and 25% of respondents says it is ineffective.
- In creating an industry specific content 33% of respondents says it will be effective and 37% of respondents says might me and rest 30% says there will be no success.
- Based on content consumption online for marketing and promotion of business 40% confirms it is an effective tool and another 25% respondents says No.
- Regarding advertisement increases sales 31% confirms that it is helping to increase sales and 10% says there will be no results.
- Based on responses on the argument does anything is missing from the advertisement in marketing and promotion activity of the company 24% confirms there is some more to be done. About 50% says advertisement is adequate

### **SUGGESTIONS**

The companies can adapt advanced technologies in the field of computer science like Artificial intelligence & Machine learning to know the consumer perception towards the product and their tastes and preferences. Apart from usage of social media artificial intelligence could bring numerous changes in the field of advertising and marketing in the days to come usually the customers purchase history will be a tool in deciding the future purchase.

### **CONCLUSION**

In last to conclude that majority of respondents agree that there is more impact of advertisement with regard to business to business, they also agree that missing from the advertisement and promotion activity there will be a loss to a business, and good strategy and policies should be implemented by business in order to increase sales, and celebrities should be used for promotion so that it is easy to capture a attention and to attract consumers.

The future of advertising is more challenging, and it is difficult as unlimited imaginations and people starts seeking more effective and efficient way to promote the brands and companies which they represent.

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