

# Impact of Digital Advertising on Brand Visibility in B2B at Petrocoat Speciality Chemical Private Limited

OPEN ACCESS

Volume: 12

Special Issue: 1

Month: May

Year: 2024

E-ISSN: 2582-6190

Impact Factor: 4.118

Received: 17.04.2024

Accepted: 18.05.2024

Published: 28.05.2024

Citation:

Ponkavi, E., and C. Saraswathy. "Impact of Digital Advertising on Brand Visibility in B2B at Petrocoat Speciality Chemical Private Limited." *ComFin Research*, vol. 12, no. S1, 2024, pp. 57–64.

DOI:

<https://doi.org/10.34293/commerce.v12iS1-May.7810>



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## Abstract

*In the digital era, business-to-business (B2B) businesses' visibility is greatly influenced by digital advertising. Through a review of previous research, empirical studies, and industry data, this study investigates the ways in which digital advertising methods affect the visibility of brands within the B2B sector. It examines several digital advertising platforms and strategic factors to make campaigns successful. This research seeks to assist B2B marketers in leveraging digital advertising to improve their brand's visibility and achieve a competitive edge by providing useful insights and advice.*

## Introduction

This study examines the significant influence that digital advertising has on brand awareness in the business-to-business (B2B) market. It looks into how digital technology has transformed marketing tactics and given B2B companies never-before-seen chances to interact with their target audience. The study seeks to identify the processes by which digital advertising improves visibility of brands through a review of the literature and empirical investigations that have already been done. It also explores best practices and strategic considerations for creating and executing successful digital advertising campaigns in business-to-business settings. In the end, this study offers practical advice to business-to-business marketers that want to use digital advertising to improve brand awareness and obtain a competitive advantage in the digital marketplace.

## Definition

Business-to-business, or B2B, marketing employs techniques, material, and strategies designed especially to promote a good or service to other businesses. B2B marketing concentrates on companies as opposed to consumer marketing (B2C marketing), which targets specific customers.

## **Objectives of the Study**

### **Primary Objective**

- To study the impact of digital Advertising on brand visibility in the B2B Marketing

### **Secondary Objectives**

- To measure the effectiveness of various digital advertising channel in enhancing brand visibility within B2B market.
- To identify key factors influencing B2B customer's awareness, perception, and engagement with digital advertising efforts.

### **Scope of the Study**

This study compares the efficacy of digital advertising methods used in the business-to-business (B2B) sector, investigating consumer perception and engagement. By means of this comprehensive methodology, practical suggestions will be obtained to enhance brand awareness and interaction for business-to-business enterprises within the digital space.

### **Review of Literature**

Yuxuan Wan (2023) At present, digital marketing is essential for firms. It connects with consumers, builds brand exposure, and increases sales utilizing digital technologies. Notwithstanding its advantages, there are drawbacks such as raising sales and brand exposure.

This study investigates the favorable effects of digital marketing on sales, customer engagement, and brand awareness using research methodologies and data analysis. Businesses may increase customer loyalty, reach their target demographic more successfully, and increase brand impact by utilizing digital platforms and tailored marketing. This report provides useful guidance for companies looking to enhance their digital marketing tactics.

Sulkala, Kristiina (2023). The goal of this research-based development study, which is the thesis, is to introduce an industry-neutral tool that will enhance social media marketing on Meta Platforms. Advertising agency The Commissioner caters to a wide range of clients with different demands when it comes to social media marketing. Common issues include poor comprehension, a lack of disciplined content planning, and resource limits during conversations with the commissioner and the client firms, a number of social media features were discovered. The swift advancement of digital marketing and the emergence of two-way communication via platforms like as Meta underscores the necessity for effective and user-friendly solutions to augment social media marketing.

Firozkhan Pathan (2021). Speaking with rural customers today reveals that they share many of the same views and opinions as urban consumers, and that rural is now frequently limited to a certain area or physical region. The majority of communities have enough housing, electricity, and pakka roads. What matters most to marketers, though, is that rural customers' perspectives are shifting. One of the main reasons India's per capita consumption is so low compared to other developing markets is the country's far lower rural consumption, penetration, and frequency than its urban counterpart. But it's crucial to get past the apparent and realize that a large portion of rural income is disposable, meaning that people's capacity and inclination to buy are always changing. For this reason, rural India offers a plethora of opportunities.

Pooja Jain Muskan Karamchandani Anubhuti Jain (2019). These days, the term "digital marketing" is all the rage in corporate management. Due to its low cost, digital advertising, which is a part of it, has gained the most attention and discussion. The exchange of information between a buyer and a seller has assumed a new dimension in the technological era. As more and more people become familiar with the internet, it is becoming a powerful tool for advertising. This essay aims to explain the efficacy of digital advertising in terms of raising consumer awareness, piqueing

interest, and influencing buy intent by imparting product knowledge. There is also a description of the most popular ad types. According to the study's findings, people view digital advertising as amusing and helpful.

Robert Bamm, Marc Helbling, Kaisa Joukanen (2018). The chapter covers business-to-business web branding and the advantages it provides for B2B actors. A tool for interacting and communicating with both current and future clients is online branding. The writers also discuss the nature of digital interactions in social media and content marketing as a marketing tool available to B2B marketers. The reader gains knowledge about the advantages of using digital channels to brand the organization as well as the significance of doing so. Social media platforms including Twitter, Facebook, LinkedIn, YouTube, blogs, search engine optimization, and paid advertising are among the digital technologies discussed in this chapter. The advantages and disadvantages of these instruments are covered in great depth.

Aijaz A. Shaikh, Richard Glavee-Geo, Adina- Gabriela Tudor, Chen Zheng & Heikki Karjaluoto (2018). Social media has emerged as a new way of life that facilitates real-time communication between companies and customers (B2B) and between consumers and businesses (P2P/C2C) (B2C). Social networking sites (SNS) are becoming more and more accessible to consumers, thus in order to increase exposure, businesses and organizations must have a presence on these platforms. This chapter's primary goal is to set the stage for future research on social network brand visibility (SNBV). We defined and put forth a concept of SNBV and provide the results of an exploratory investigation.

Timothy Cawsey Jennifer Rowley (2016). The objective of this manuscript is to present a distinctive synopsis of business-to-business (B2B) enterprises' involvement in and tactical methodology for leveraging social media for brand establishment. This study adds to the body of knowledge about social media use in business-to-consumer (B2C) scenarios that is far more broad.

Järvinen, Joel (2011) Businesses frequently find it difficult to convince upper management of the benefit of marketing communications, particularly when it comes to the financial effect. However, new methods for measuring marketing communications efforts have been made possible by the growth of digitization. Although it is simpler to follow behaviour online, it is unclear how effectively this holds true for business-to-business (B2B) industrial enterprises that place a high value on personal selling. This study looks at how B2B industrial companies evaluate digital-era marketing communications. It concludes that most businesses don't track metrics consistently or disclose findings to upper management. Digital technologies haven't completely changed measuring procedures yet, even though they do aid in assessing online presence and appeal.

Moslehuddin Khaled (2010). Businesses are constantly searching for instruments and strategies to improve communication and brand awareness. One of the main marketing objectives for advertisers is always to communicate their brand to customers. They achieve this by investing a lot of money through their marketing services company, which offers client companies communication and advertising services. Because they use easily deployable media, such as TV, print newspapers, etc., the majority of marketing services businesses charge their clients a lot of money. Nonetheless, a large number of rural or semi-urban regions in South Asian nations, such as Bangladesh, have historically had little access to print media and are media poor. Points of purchase (POP), such as stores and adjacent areas, may be used by businesses to communicate their brand.

## **Research Methodology**

The methodical, theoretical examination of the approaches used in a field of study is known as methodology. It consists of the theoretical examination of the collection of practices and ideas

related to a field of study. It usually includes ideas like stages, theoretical models, paradigms, and quantitative or qualitative methods. Thus, it follows that choosing a research technique is among the most important aspects of any research project. Currently, Petrocoat Speciality Chemical Private has around 135 clients. Specific methodologies were applied to force the topic in a coherent manner for the examination report. The descriptive research approach, which depends on primary data, is used in this study design

### Research Design

- The description of procedures and strategies for gathering data required to organize or resolve an issue is known as research design.
- “The arrangement of conditions for collection and analysis of the data in a manner that aims to combined relevant to the research purpose with economy in procedure” is the definition of research design.
- The study employed a descriptive research design.
- In this study, descriptive research was employed to minimize bias and maximize the dependability of the data gathered. In order to critically evaluate the material that was accessible, the researcher had to use fact and information that was previously available through financial records from prior years. Therefore, by doing research that is both descriptive in nature.

### Data Collection

Questionnaires are used in the data collection process. The questionnaires are first created and sent to every employee on the list. Google Form is used to gather and examine the replies. Subsequently, percentage and cross-tabulation are used to tabulate and analyze the results. Eventually, conclusions are derived from the tables.

### Data Analysis Tools

The researcher has used a variety of tools for data analysis and interpretation over the course of the study, some of which are listed below.

- Percentage Analysis.

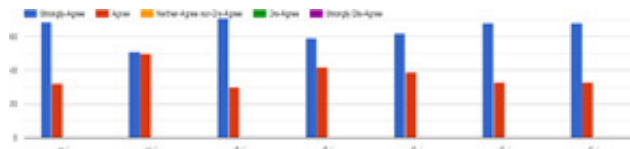
### Data Analysis And Interpretation

#### Percentage Analysis

**Table 4.1 Effectiveness Group**

Particulars	SA	%	A	%	N	%	D	%	SD
When I see Petrocoat advertisements online, I often engage with them (like, share, comment).	69	68.3	32	31.7	0	0	0	0	0
I am likely to recommend Petrocoat to others based on its digital advertising.	51	50.5	50	49.5	0	0	0	0	0
Petrocoat’s digital advertisements effectively convey the brand’s message and values.	71	70.3	30	29.7	0	0	0	0	0
Petrocoat’s digital advertisements are visually appealing and engaging.	59	58.4	42	41.6	0	0	0	0	0
Petrocoat’s digital advertisements provide useful information about its products services.	62	61.4	39	38.6	0	0	0	0	0
Petrocoat’s digital advertising has influenced my perception of the brand positively.	68	67.3	33	32.7	0	0	0	0	0

Petrocoat’s digital advertising has encouraged me to explore more about its products/services.	68	67.3	33	32.7	0	0	0	0	0
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**Figure 4.1 Graph Showing Effectiveness Group**

**Interpretation**

From the data, 68.3% of respondents liked, shared, or commented on Petrocoat’s online advertisements, indicating that a sizeable majority of respondents interact with them. Furthermore, based on Petrocoat’s digital advertisements, half of the respondents are willing to suggest the company. Seventy-three percent of respondents believe Petrocoat’s digital advertisements successfully convey company principles and message. In addition, 58.4% of respondents think the advertisements are visually appealing and captivating, and 61.4% think they offer helpful information about Petrocoat’s goods and services. Furthermore, 67.3% of respondents said the advertisements have a favorable impact on their opinion of the company and encourage them to research its products.

**Table 4.2 B2B Customer Perception**

Particulars	SA	%	A	%	N	%	D	%	SD	%	T
I am aware of Petrocoat digital advertising campaigns.	55	54.4	46	45.6	0	0	0	0	0	0	
Petrocoat digital advertising reflects the company’s professionalism and expertise in the industry.	43	42.6	58	57.4	0	0	0	0	0	0	
Petrocoat digital advertising stands out from its competitors within the B2B market.	67	66.3	34	33.7	0	0	0	0	0	0	
I perceive Petrocoat digital advertising as an effective means of communication in the B2B space.	60	59.4	41	40.6	0	0	0	0	0	0	



**Figure 4.2 B2B Customer Perception**

**Interpretation**

The table presents information on how respondents felt about Petrocoat’s online marketing initiatives. About half of those polled said they would be inclined to suggest Petrocoat based on

these advertisements, while 54.4% of respondents were aware of these promotions. Furthermore, a noteworthy 57.4% of participants believe that Petrocoat’s digital advertisements represent the professionalism and knowledge of the business. Furthermore, a sizable majority of respondents-66.3%-think that Petrocoat’s digital advertising distinguishes itself in the cutthroat B2B industry. Moreover, Petrocoat’s digital advertising is seen as successful in B2B communication by 59.4% of respondents. These results highlight how crucial Petrocoat’s digital marketing campaigns are to establishing brand recognition and making a splash in the B2B market.

**Table 4.3 B2B Customer Awareness**

Particulars	SA	%	A	%	N	%	D	%	SD
I am familiar with Petrocoat digital advertising campaigns.	54	53.4	47	47	0	0	0	0	0
Petrocoat digital advertisements are easily recognizable to me when I encounter them online	50	49.5	50	49.6	0	0	0	0	0
Petrocoat digital advertising consistently appears in my online professional networks or communities.	59	58.5	39	38.6	3	2.9	0	0	0
I frequently engage with Petrocoat digital advertisements by clicking on them or exploring further content.	57	56.5	43	42.6	1	0.9	0	0	0



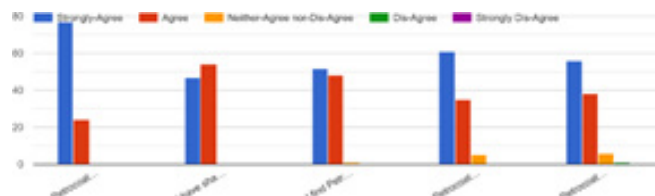
**Figure 4.3 B2B Customer Awareness**

**Interpretation**

A respectable degree of awareness is indicated by the fact that 53.4% of respondents are familiar with Petrocoat’s digital advertising initiatives. Furthermore, almost half of the participants (49.5%) see Petrocoat’s online digital advertisements as instantly recognized, indicating a robust and unique brand identity. In addition, a sizable majority (58.5%) stated that they regularly encountered Petrocoat’s digital advertisements in their online communities or professional networks, demonstrating thoughtful and deliberate placement. Furthermore, a significant percentage of participants (56.5%) expressed regular contact with Petrocoat’s digital advertisements, indicating its efficacy in piqueing audience curiosity and stimulating additional communication. The aforementioned results underscore Petrocoat’s efficacious digital advertising tactics concerning online awareness, recognition, positioning, and interaction.

**Table 4.4 B2B Customer Engagement**

Particulars	SA	%	A	%	N	%	D	%	SD
Petrocoat digital advertising prompts me to visit the company’s website for more information about their products/services.	77	76.2	24	23.8	0	0	0	0	0
I have shared Petrocoat digital advertisements with colleagues or peers within my professional network.	47	46.5	54	53.5	0	0	0	0	0
I find Petrocoat digital advertising content interactive and engaging.	52	51.6	48	47.5	1	0.9	0	0	0
Petrocoat Speciality Chemical Pvt Ltd effectively utilizes interactive elements (e.g., videos, quizzes, polls) in their digital advertising to capture my attention.	61	60.4	35	34.7	5	4.9	0	0	0
Petrocoat digital advertising encourages me to participate in discussions or events hosted by the company.	56	55.5	38	37.6	7	6.9	0	0	0



**Figure 4.3 B2B Customer Engagement**

**Interpretation**

Based on the report, Petrocoat’s digital advertisements are highly successful. After seeing the advertisements, the majority of viewers (76.2%) go to Petrocoat’s website to learn more. Indicating their liking for the advertisements, nearly half (46.5%) share them with others in their professional networks. The advertisements effectively capture attention, since more than half (51.6%) regard them to be interactive and interesting. And most (60.4%) are aware that Petrocoat uses interactive elements in its advertisements, such as quizzes and videos. Lastly, more over half (55.5%) say the advertisements encourage them to participate in business talks or events, suggesting that they are motivating individuals to become active. Petrocoat’s digital advertisements appear to be connecting with their target group overall.

**Findings**

Petrocoat’s digital marketing has been extremely successful in a number of ways. First off, a significant portion of respondents strongly indicate that they would refer Petrocoat, demonstrating the effectiveness of the company’s digital ads. B2B clients also have a favorable opinion of these advertisements and commend them for their professionalism, ability to stand out in the market, and clear communication. Furthermore, a sizeable section of the audience actively interacts with Petrocoat’s digital advertisements in addition to being familiar with them, demonstrating a high degree of brand connection. Additionally, Petrocoat’s digital advertising successfully communicates its goods and services, which is vital in influencing B2B consumers’ decision-making processes and raising the brand’s profile in the sector.

## Suggestions

Prioritizing engagement and innovation is critical to ensuring Petrocoat maintains its position as a leader in the B2B industry. In addition to strengthening relationships with customers, conducting webinars, product demos, and Q&A sessions provide insightful information about their requirements and preferences. Establishing virtual communities on the internet where clients may exchange stories promotes a feeling of acceptance and fortifies brand loyalty. Additionally, in order to improve tactics and be one step ahead of rivals, Petrocoat should constantly assess the success of its digital advertising using engagement analytics and feedback questionnaires. In the increasingly competitive B2B market, Petrocoat can stand out from the competition and increase brand exposure by making investments in cutting-edge technology like augmented reality and interactive video commercials. Petrocoat can firmly establish itself as a reliable partner and sector leader by means of strategic engagement and innovation, fostering long-term growth and success.

## Conclusion

In conclusion, Petrocoat's B2B digital advertising initiatives hold a lot of potential for strengthening its position as an industry leader. Petrocoat may enhance its consumer engagement and reach by customizing strategies to suit the target demographic and diversifying its digital platforms. Fostering face-to-face communication and utilizing interactive materials improves relationships with clients and yields insightful information. Petrocoat is adaptable to changes in the market through data-driven decision-making and monitoring the efficacy of its advertising. Petrocoat can develop its company and increase brand awareness in a sustainable way by making smart investments and staying ahead of trends. In general, Petrocoat's emphasis on digital advertising puts it in a strong position for long-term success in the cutthroat B2B market.

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