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# Role of Website and Online Presence in Industrial Product Marketing: An Analytical Study at Roto Polymers, Chennai

**Arun Sabareesh P**

*II MBA Department of Management Studies  
St. Xavier's Catholic College of Engineering (Autonomous) Chunkankadai  
Nagercoil, Kanyakumari, Tamil Nadu, India*

**G. S. Subi Mol**

*Assistant Professor, Department of Management Studies  
St. Xavier's Catholic College of Engineering (Autonomous)  
Chunkankadai, Nagercoil, Tamil Nadu, India*

**Abstract**

*The digital transformation of business operations has fundamentally altered how industrial firms market their products and engage with business customers. This study investigates the role of websites and online presence in industrial product marketing, focusing on Roto Polymers Pvt. Ltd., Chennai. Primary data were collected from 106 B2B customers using a structured questionnaire. The Garrett Ranking Technique was employed to identify the most important digital channels, while Spearman Correlation analysis examined the relationship between website effectiveness and marketing performance. The reliability of the instrument was confirmed through Cronbach's alpha coefficient of 0.943. Results indicate that Official Company Website Presence ranks highest (average score: 69.18) among digital channels, followed by Search Engine Visibility (60.84) and Google Business Profile (54.71). The Spearman correlation analysis reveals a moderately strong positive relationship ( $r = 0.646$ ,  $p < 0.01$ ) between website effectiveness and marketing performance. These findings suggest that industrial firms should prioritize investment in website quality and search engine optimization to enhance their marketing outcomes in the B2B context.*

**Keywords:** B2B Marketing, Digital Channels, Industrial Marketing, Marketing Performance, Online Presence, Website Effectiveness.

**Introduction**

In the current business environment, digital technology has become an integral component of organizational operations and marketing strategies. The proliferation of internet usage has transformed how businesses communicate with customers and present their products (Chaffey & Ellis-Chadwick, 2019). This transformation is evident not only in consumer markets but also in industrial product marketing, where businesses engage in transactions with other businesses. Industrial product marketing involves the sale of goods and services from one organization to another, typically for production or

operational purposes.

Unlike consumer markets where buying decisions can be impulsive, industrial buying decisions require careful evaluation and involve multiple stakeholders (Kotler & Keller, 2016). With the increasing adoption of digital platforms, websites and online presence have emerged as critical tools in this process.

The B2B digital landscape has witnessed significant transformation since 2020, with research identifying key themes including marketing and sales impacts, supplier-buyer dynamics, and value-added process transformation (Kyrdoda et al., 2023). Companies are increasingly utilizing websites to provide product information, communicate with customers, and enhance market visibility. Correspondingly, industrial buyers prefer to search online, compare options, and gather information before initiating contact with suppliers.

This study focuses on understanding how websites and online presence support industrial product marketing and influence customer decisions at Roto Polymers Pvt. Ltd., a chemical manufacturing company established in 1998 in Chennai, specializing in epoxy-related products.

## Literature Review

The digital transformation of B2B marketing has significantly accelerated, especially after 2020, reshaping industrial marketing practices and business operations. Kyrdoda, Marzi, and Vianelli (2023) identified major themes such as challenges, opportunities, marketing and sales impacts, supplier-buyer relationships, and value-added process transformation, showing strong influence on firm performance. Bigi (2023) emphasized that industrial buyers rely heavily on company websites for gathering product information, comparing suppliers, and evaluating operational efficiency. The study also found that strong brand awareness improves customer trust, while better website usability strengthens confidence in the company. Similarly, Koob (2023) highlighted that customers prefer informative and useful digital content over entertainment-oriented content in corporate websites. This indicates that content quality plays a major role in improving perceived usefulness and purchase decision-making. Dóza and Vanova (2020) stressed the growing importance of SEO and PPC for improving online visibility and competitiveness among industrial firms. Their findings also pointed out that many businesses still underutilize these tools and need better performance measurement strategies. Furthermore, Bauer, Kryvinska, and Dorn proposed a trust assessment model for online advertisements, highlighting the importance of trust management systems in B2B digital platforms.

## Research Objectives

- To identify the major digital channels and online tools used by Roto Polymers Pvt. Ltd. to establish and maintain their online presence.
- To study the relationship between website effectiveness and marketing performance in Roto Polymers Pvt. Ltd.

## Research Methodology

### Research Design

This study employs a descriptive research design to analyse customer perceptions regarding website effectiveness, online communication, and support services in industrial product marketing.

### Sample Design

The population comprises B2B customers of Roto Polymers, Chennai (N = 145). Using the finite population formula:

$$n = N / (1 + N(e^{-2}))$$

Where  $N = 145$  and  $e = 0.05$ , the calculated sample size is 106 respondents. Convenience sampling technique was employed to select participants based on availability and willingness to participate.

### Sampling Technique

This study uses Convenience Sampling Technique

### Statistical Tools

**Garrett Ranking Method:** Used to identify and rank major digital channels based on respondent preferences. This method converts ranks into numerical scores for accurate comparison among factors.

**Spearman Correlation:** Applied to examine the relationship between website effectiveness and marketing performance—a non-parametric technique measuring strength and direction of association between variables.

### Data Analysis and Interpretation

#### Demographic Profile of Respondents

The majority of respondents are male (58.9%), with the largest age group being 46–55 years (33.9%). A significant proportion holds postgraduate qualifications (58.0%), indicating informed decision-making capacity. Manufacturing businesses constitute the largest segment (30.4%), and most respondents operate in semi-urban areas (53.6%).

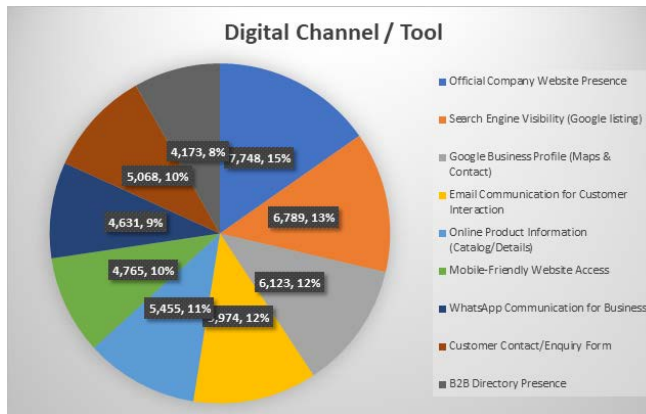
#### Garrett Ranking Technique

The Garrett Ranking Technique was applied to identify the relative importance of different digital channels in maintaining online presence.

**Table 1 Garrett Ranking for Digital Channel/Tool**

Digital Channel/Tool	Total Score	Average Score	Rank
Official Company Website Presence	7,748	69.18	I
Search Engine Visibility (Google listing)	6,789	60.84	II
Google Business Profile (Maps & Contact)	6,123	54.71	III
Email Communication for Customer Interaction	5,974	53.35	IV
Online Product Information (Catalog/Details)	5,455	48.71	V
Mobile-Friendly Website Access	4,765	42.54	VI
WhatsApp Communication for Business	4,631	41.35	VII
Customer Contact/Enquiry Form	5,068	45.25	VIII
B2B Directory Presence	4,173	37.17	IX

Source: Primary Survey



### Interpretation:

The Garrett ranking results provide clear insights into the prioritization of digital channels by industrial firms. Official Company Website Presence (Rank I) holds the highest average score (69.18), establishing it as the most critical digital channel. This indicates that industrial firms consider their website the foundation of their digital identity, serving as a central platform for showcasing company information, credibility, and product offerings. Search Engine Visibility (Rank II) with an average score of 60.84 highlights the importance of discoverability through search engines. This suggests firms recognize the value of SEO in attracting potential customers and generating leads. Google Business Profile (Rank III) emphasizes the significance of local search presence, location visibility, and accessibility of contact information—particularly valuable for industrial firms targeting regional clients. Email Communication (Rank IV) remains a key tool for maintaining professional interaction with customers, indicating that despite newer platforms, email retains its position as a reliable formal communication channel in industrial settings. Online Product Information (Rank V) reflects the importance of detailed catalogs and specifications, crucial in industrial markets where purchase decisions depend heavily on technical details. The lower rankings for WhatsApp Communication, Mobile-Friendly Website Access, and B2B Directory Presence suggest these channels, while relevant, are not yet prioritized to the same extent. This may indicate a traditional desktop-oriented user base and preference for owned digital channels over external directories.

### Spearman's Correlation analysis

Spearman's Correlation analysis was conducted to examine the relationship between website effectiveness and marketing performance.

The study used a structured questionnaire to collect primary data from respondents. The questionnaire was designed using a five-point Likert scale consisting of Strongly Agree (SA), Agree (A), Neutral (N), Disagree (DA), and Strongly Disagree (SD). The variables selected for analysis were grouped under two major dimensions, namely Website Effectiveness and Marketing Performance.

### Website Effectiveness

Website effectiveness refers to the extent to which the company website satisfies users in terms of accessibility, usability, responsiveness, and information quality. The following statements were used to measure website effectiveness:

No.	Statements
1	The company website has fast page loading speed.
2	The website is mobile-friendly and responsive.
3	The website provides clear and detailed product information.
4	The website has effective call-to-action features (enquiry/contact buttons).
5	The website provides an easy online quotation/request facility.

### Marketing Performance

Marketing performance refers to the contribution of the website towards business growth, customer generation, and online visibility. The following statements were used to evaluate marketing performance:

No.	Statements
1	The website contributes to increased website traffic volume.
2	The website helps in generating quality business leads.
3	The website improves conversion of visitors into customers.
4	There is an increase in sales after improvements in the website.
5	The company has strong brand visibility in online search results.

**Table 2 Correlation Analysis**

	Marketing Performance	Website Effectiveness
Marketing Performance		
Correlation Coefficient	1.000	.646**
Sig. (2-tailed)	.	.000
Website Effectiveness		
Correlation Coefficient	.646**	1.000
Sig. (2-tailed)	.000	.

\*\* Correlation is significant at the 0.01 level (2-tailed)

### Interpretation:

The Spearman correlation analysis reveals a correlation coefficient of 0.646, indicating a moderately strong positive relationship between website effectiveness and marketing performance. This positive direction demonstrates that both variables move together—as website effectiveness increases, marketing performance correspondingly improves. The significance value of 0.000 ( $p < 0.01$ ) confirms that this relationship is statistically significant and not attributable to chance. The observed association between website effectiveness and marketing performance is reliable and meaningful. Based on these findings, the null hypothesis is rejected, and it is concluded that there is a significant positive relationship between website effectiveness and marketing performance in industrial product markets. The implications suggest that a well-designed website—one that is easy to navigate, informative, and functional—creates positive impressions on users and supports promotional efforts. Such websites improve customer engagement, provide better access to

product information, and enhance overall business visibility, collectively contributing to improved marketing performance.

### Findings

- The majority of respondents are male (58.9%), indicating that industrial decision-making roles remain predominantly male-oriented, though female participation shows gradual growth toward inclusivity.
- Most respondents belong to the 46–55 years age group (33.9%), reflecting the opinions of experienced professionals with substantial industry exposure.
- A significant proportion of respondents are postgraduates (58.0%), indicating that collected data reflects informed and analytical decision-making.
- The sample comprises predominantly manufacturing and industrial businesses, ensuring high relevance of findings to production-oriented sectors.
- Most respondents operate in semi-urban areas (53.6%), highlighting the growing importance of digital adoption beyond metropolitan regions.
- Customer duration analysis indicates most respondents are relatively new or mid-term customers, suggesting need for improved long-term retention strategies.
- Garrett ranking analysis identifies Official Company Website as the most important digital channel (average score: 69.18), emphasizing its role as the core of organizational online presence.
- Search Engine Visibility ranks second (average score: 60.84), demonstrating that online discoverability is crucial for attracting potential customers.
- Google Business Profile ranks third (average score: 54.71), indicating the importance of local search visibility and easy access to business information.
- Correlation analysis reveals a moderately strong positive relationship ( $r = 0.646$ ,  $p < 0.01$ ) between website effectiveness and marketing performance, confirming that better websites lead to improved marketing outcomes.

### Suggestions

- Industrial firms should focus on developing and maintaining highly professional, user-friendly websites, as they play a central role in shaping customer perceptions and business credibility.
- Companies should invest in effective search engine optimization strategies to improve online visibility and attract larger audiences.
- Businesses should actively manage their Google Business Profiles to enhance local reach and provide accurate, updated information to customers.
- Greater emphasis should be placed on mobile-friendly website design to ensure accessibility across all devices, particularly smartphones.
- Companies should improve online enquiry and contact systems to enhance efficiency and user-friendliness.
- Firms should provide detailed and accurate online product information to support informed decision-making by customers.
- Continuous monitoring and updating of digital platforms should be conducted to meet changing customer expectations and technological advancements.

### Conclusion

This study concludes that digital channels play a vital role in enhancing the marketing performance of industrial firms, with official websites and search engine visibility emerging as

the most significant factors. The findings highlight that website effectiveness has a strong positive correlation with marketing success, underscoring the importance of digital investment in B2B contexts. Industrial firms must adopt a strategic approach toward digital transformation by focusing on website quality, search engine optimization, and comprehensive online product information to achieve sustainable growth and competitive advantage. As industrial buyers increasingly depend on digital platforms for searching and evaluating products, companies that prioritize their online presence will be better positioned to capture market opportunities and build lasting customer relationships.

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