



Marketing Communication Effectiveness in Business-To-Business Industrial Supply Markets

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ABSTRACT

This study examines the effectiveness of marketing communication strategies in the business-to-business (B2B) industrial supply sector. The research analyzes key communication factors such as clarity of message, consistency of communication, channel usage, responsiveness to queries, timeliness and frequency, and product urge, and their influence on customer perception and engagement. A descriptive research design was adopted, and primary data were collected from 83 respondents using a structured questionnaire based on a five-point Likert scale. The data were analyzed using descriptive statistics and correlation analysis to examine relationships among the communication variables. The findings indicate that direct sales calls and meetings remain the most preferred communication platform in the industrial supply market. The results also show a significant positive relationship among communication factors, suggesting that clear, consistent, and timely communication improves customer engagement and product interest. Overall, the study highlights the importance of integrating both traditional and digital communication channels to strengthen customer relationships and support sustainable growth in B2B industrial markets.

Keywords: *B2B Marketing, Marketing Communication Effectiveness, Industrial Supply Sector, Communication Channels, Customer Engagement, Integrated Marketing Communication.*

I. INTRODUCTION

The study analyses the effectiveness of marketing communication strategies in the industrial supply sector. It evaluates key factors such as message clarity, communication consistency, channel usage, responsiveness, timeliness, frequency, and product urge in a B2B context. Primary data from 83 customers will be collected using a structured five-point Likert scale questionnaire and analysed using descriptive statistics, reliability testing, correlation, and regression. The study aims to identify gaps in current practices and suggest improvements to enhance customer engagement, brand perception, and long-term business relationships.



1.1 Objectives

1. A Study on the Marketing Communication Effectiveness in the Industrial Supply Sector.
2. To Study the interrelation between the factors affecting the marketing communication effectiveness.
3. To Suggest the strategies to improve the marketing communication.

1.2 Scope of the Study

This study evaluates the effectiveness of marketing communication in the industrial supply sector, examining its role in building brand awareness, influencing purchase decisions, and strengthening customer relationships. It focuses on key dimensions such as message clarity, communication consistency, channel selection, responsiveness, and the timeliness and frequency of communication. The scope is limited to the perceptions of clients, distributors, and industrial buyers across core business regions, covering both traditional and digital platforms. The findings aim to identify strengths and gaps in current practices and provide insights to improve engagement, customer satisfaction, and brand positioning in B2B industrial markets.

1.3 Limitations of the Study

- The study is geographically limited to regions where the organization has a strong presence, reducing wider applicability.
- Primary data through questionnaires may involve respondent bias and subjectivity.
- Time constraints restricted the sample size, and rapid changes in marketing communication may reduce long-term relevance.

II. REVIEW OF LITERATURE

Mohammed Samiuddin Sahem (Jan 2024), “A Study on the Efficiency of Marketing Communications in Business-To-Business Markets” addressing a key research gap dominated by consumer-focused studies. The study empirically tests a model incorporating communication objectives, bidirectional communication, and channels, showing a positive impact on organizational performance using structural equation modelling.

Ryuta Ishii and Mai Kikumori (2024), “Word-of-mouth in business-to-business marketing: a systematic review and future research directions” highlighting that research has largely focused on B2C contexts while B2B WOM especially electronic WOM remains underexplored. They emphasize that B2B WOM is shaped by longer sales cycles, complex offerings, and multiple decision-makers, calling for deeper research on its creation, management, and influence on purchasing decisions.

Dr. Azees KA (2023) “Effectiveness of Online Marketing in Integrated Marketing Communication: A Comprehensive Study” highlights the shift from traditional to digital marketing, emphasizing online marketing as a core element of Integrated Marketing Communication rather than a supplementary tool. The study stresses the need for integrating online and traditional channels to deliver consistent brand messages and enhance brand awareness, engagement, and profitability through measurable outcomes.

João M. Lopes and José Oliveira (2022) “The New Times of Social Media Marketing in the B2B Framework” highlight a research gap on the effectiveness of social media marketing in B2B, noting that unlike B2C, B2B relies more on customer knowledge management and personalized communication. They conclude SMM’s value in B2B lies in relationship-building and case-by-case interaction, calling for further research on integrating SMM into B2B-focused CRM strategies.

Iqbal Thonse Hawaldar, Mithun S. Ullal, Adel Sarea, Rajesha T. Mathukutti and NymphaJoseph (2022), “The Study on Digital Marketing Influences on Sales for B2B Start-Ups in South Asia” the study shows that strategies like social media marketing, content marketing, and SEO positively influence sales, brand awareness, and engagement, with effectiveness varying across countries, highlighting the need for localized approaches.



T.R. Gopalakrishnan Nair and Kumarashvari Subramaniam (2020), “Transformation of Traditional Marketing Communications into Paradigms of Social Media Networking” this emphasize that social media enables low-cost, two-way engagement, empowering consumers and requiring brands to adopt more transparent and authentic marketing practices.

III. THEORETICAL BACKGROUND

Marketing communication plays a crucial role in business-to-business (B2B) markets where strong relationships, trust, and long-term partnerships are essential. The concept of Integrated Marketing Communication (IMC) highlights the importance of delivering consistent and clear messages across multiple communication channels such as direct sales calls, trade shows, email marketing, and social media. Relationship Marketing Theory emphasizes building and maintaining long-term relationships with customers through effective and timely communication, which is particularly important in industrial markets involving complex decision-making and multiple stakeholders. Additionally, the Communication Process Model explains that effective communication depends on message clarity, appropriate channel selection, and feedback from the receiver. These theoretical perspectives suggest that factors such as clarity of message, consistency of communication, channel usage, responsiveness, and communication frequency significantly influence customer perception, engagement, and the overall effectiveness of marketing communication in the industrial supply sector.

Conceptual Model

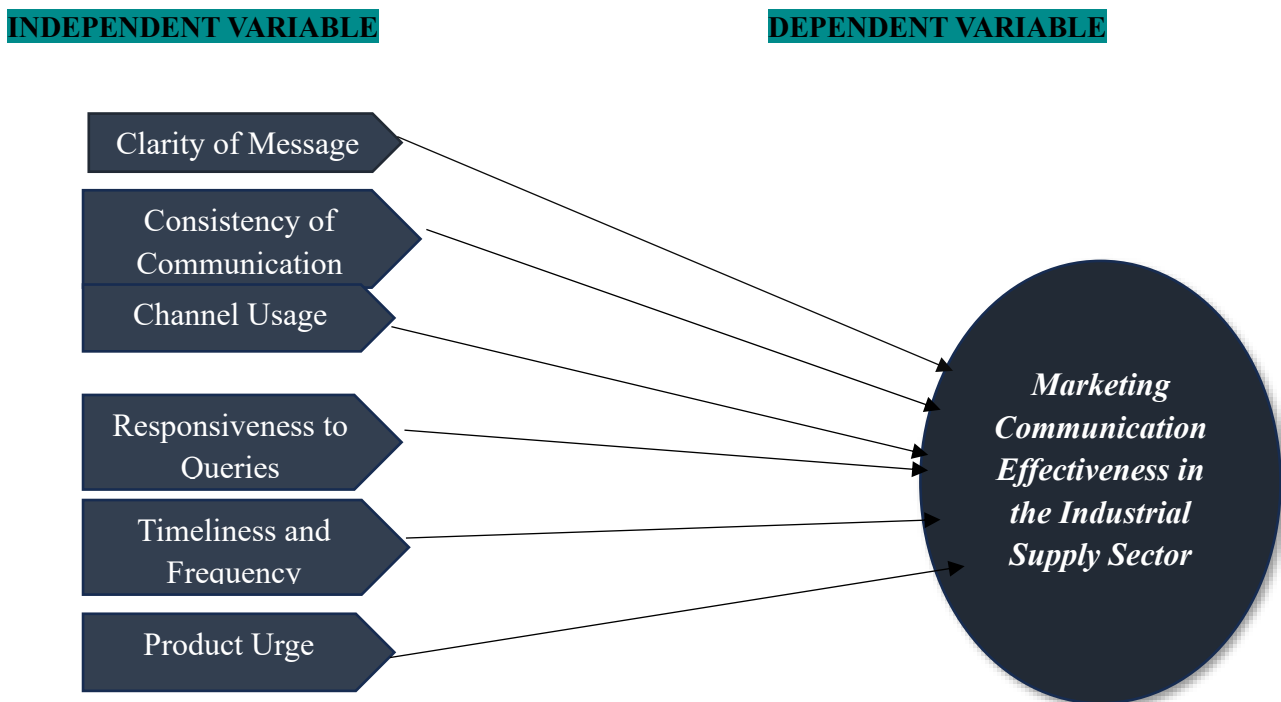


Figure 1: Conceptual Model

IV. RESEARCH DESIGN

The research design adopted for this study is descriptive in nature. A descriptive research design is appropriate when the objective is to gain a clear understanding of a phenomenon, identify patterns, and examine relationships between variables without altering the study environment. Accordingly, this design is used to assess the effectiveness of marketing communication strategies in the industrial supply sector. The study evaluates key factors such as clarity of message, consistency of communication, responsiveness to queries, communication channels used, timeliness and frequency of communication, and product appeal, and examines how these factors influence customer perception and satisfaction.



V. DATA ANALYSIS AND INTERPRETATION

5.1 Descriptive Analysis

The following table presents the Demographic and Dependent variable by analysis of the respondents.

Table 1: Demographic Variable

Variable	Category	Frequency	Percentage (%)
Designation	Marketing Manager	1	1.2
	Sales	9	10.8
	Despatch and Logistics	27	32.5
	Technical Manager	41	49.4
	Others	5	6.1
Total		83	100.0
Communication Platform	Email Marketing	13	15.7
	Social media	9	10.8
	Direct Sales Calls/ Meetings	50	60.2
	Trade Shows & Events	11	13.3
	Total		83
Organization Type	Manufacturer	3	3.6
	Trader	8	9.6
	Supplier	72	86.7
	Total		83

Interpretation

The data shows that most respondents are Technical Managers (49.4%) and Dispatch and Logistics staff (32.5%), indicating strong participation from technical and operational roles. Direct Sales Calls/Meetings (60.2%) are the most commonly used communication platform, followed by email marketing, trade shows, and social media. In terms of organization type, the majority of respondents are Suppliers (86.7%), with fewer traders and manufacturers. Overall, the results indicate that technical professionals from supplier organizations mainly prefer direct communication methods for business interactions.

5.2 CORRELATION BETWEEN THE FACTORS AFFECTING THE MARKETING COMMUNICATION HYPOTHESIS ANALYSIS

Null Hypothesis (H₀): There is no significant correlation among the variables Clarity of Message, Consistency of Communication, Channel Usage, Environmental Considerations, Timelines and Frequency, and Product Urge.

Alternative Hypothesis (H₁): There is a significant correlation among the variables Clarity of Message, Consistency of Communication, Channel Usage, Environmental Considerations, Timelines and Frequency, and Product Urge.



Correlation Between Factors affecting the Marketing Communication

Table 2: Correlation

Variables	Clarity of Message	Consistency of Communication	Channel Usage	Environmental Considerations	Timelines and Frequency	Product Urge
Clarity of Message (Pearson Correlation)	1	.642**	.439**	.606**	.375**	.595**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	83	83	83	83	83	83
Consistency of Communication (Pearson Correlation)	.642**	1	.378**	.600**	.379**	.559**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	83	83	83	83	83	83
Channel Usage (Pearson Correlation)	.439**	.378**	1	.590**	.461**	.478**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	83	83	83	83	83	83
Environmental Considerations (Pearson Correlation)	.606**	.600**	.590**	1	.446**	.692**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	83	83	83	83	83	83
Timelines and Frequency (Pearson Correlation)	.375**	.379**	.461**	.446**	1	.496**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	83	83	83	83	83	83
Product Urge (Pearson Correlation)	.595**	.559**	.478**	.692**	.496**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	83	83	83	83	83	83



Interpretation

The correlation analysis shows that all variables have a positive and statistically significant relationship at the 0.01 level ($p = 0.000$) with $N = 83$. Clarity of message is strongly related to consistency of communication ($r = .642$) and environmental considerations ($r = .606$). The strongest relationship is between environmental considerations and product urge ($r = .692$), indicating that environmental messaging strongly influences consumers' urge to buy the product. Overall, the results suggest that effective communication factors positively influence consumer product urge.

VI. MANAGERIAL IMPLICATIONS

- Balance between traditional platforms (direct calls, trade shows) and digital platforms (social media, email, LinkedIn, website updates).
- Use an integrated communication model so messages remain consistent across channels.
- Improve website visibility through SEO and digital ads.
- Use LinkedIn and industry forums for B2B networking.
- Share technical blogs, product innovations, and success stories to strengthen brand authority.
- Track communication effectiveness through open rates, response time, conversion ratios.
- Use data dashboards to monitor platform performance and customer engagement.

VII. CONCLUSION

The study on marketing communication effectiveness in business-to-business industrial supply sector highlights the important role of communication strategies in building strong industrial relationships. The findings show that organizations perform well in areas such as responsiveness, product design, and participation in industry events, but there is still scope for improvement in customer retention, digital presence, and diversification of communication channels. Effective marketing communication significantly influences customer perception and helps in building trust, loyalty, and long-term partnerships in the B2B environment. Overall, the study concludes that clear, consistent, and timely communication strengthens market position, enhances customer relationships, and supports sustainable growth in the industrial supply sector.

VIII. REFERENCES

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