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## Effect of Social Media in Business to Business (B2B) Marketing: A Quantitative Study

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### Abstract

The quantitative study exploring the impact of social media on B2B marketing dives deep into how digital platforms are transforming modern B2B interactions. It highlights key areas like brand awareness, customer engagement, and marketing performance. Over the last ten years, social media has become increasingly important as B2B companies realize its potential—not just for sharing information, but for creating interactive communication, building trust, and opening doors to global markets, all while cutting down on traditional marketing expenses. This research fills important gaps in existing literature, which has often focused more on Business-to-Consumer (B2C) scenarios. It systematically reviews and evaluates social media strategies among a range of medium-to-large B2B organizations. Using quantitative methods like surveys and engagement metrics analysis, in this study the researcher is conveniently selecting 80 respondents to objectively measures the direct effects of social media on brand awareness and customer engagement. The findings reveal a significant link between the frequency and quality of social media activity and increased brand visibility, with content relevance and originality standing out as key factors driving customer interaction and sharing. Social media encourages two-way conversations, enabling B2B marketers to gather valuable feedback, tailor their offerings, and strengthen loyalty and business relationships more effectively than traditional methods. Additionally, the analysis shows that platforms like LinkedIn and Twitter play a crucial role in networking, lead generation, and maintaining a unique brand presence in competitive global markets. Despite facing challenges such as limited resources and knowledge gaps about effective usage, the evidence indicates that B2B firms that strategically invest in social media see tangible increases in sales leads, client acquisition rates, and overall marketing ROI. The study wraps up by highlighting that bringing social media into B2B marketing isn't just a nice-to-have; it's absolutely crucial. It encourages marketers to focus on creating relevant, consistent, and engaging content online, while also using analytics to fine-tune their results. In the end, this research offers valuable, data-driven insights for both scholars and industry professionals about best practices, the hurdles they might face, and how social media is becoming a key player in driving value, managing relationships, and maintaining a competitive edge in B2B marketing.

**Keywords:** B2B, brand awareness, customer engagement, value creation, client acquisition rate, networking, marketing ROI

### Introduction

Social media has completely changed the game for business-to-business (B2B) marketing, becoming a vital channel for companies to connect with buyers, nurture relationships, and sway purchasing decisions. In the past, B2B marketing was all about direct sales and trade networks, but now, with the rise of digital platforms like LinkedIn, Twitter, and Facebook, businesses can engage with a much wider audience in real time. Recent studies show that over 60% of B2B marketers view social media as one of the most effective ways to generate revenue, helping to boost brand awareness and streamline sales processes throughout the buying journey. Research has shown that social media marketing plays a crucial role in fostering relationships with stakeholders, boosting customer loyalty, and allowing for targeted marketing efforts that yield measurable results in the B2B arena. These platforms enable two-way communication, giving companies the chance to collect valuable feedback, quickly adapt to the needs of their partners, and engage decision-makers with relevant and timely content. However, integrating social media effectively into B2B strategies comes with its own set of challenges, such as the impact of algorithms on content visibility and the necessity for data-driven performance assessments. This study aims to explore the influence of social media on B2B marketing using a solid quantitative approach, assessing its effects on

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organizational effectiveness and marketing performance while focusing on current empirical trends and theoretical insights.

### Review of Literature

Kumar, B., & Sharma, A. (2022) <sup>[1]</sup>. The influence of social media on business-to-business marketing has garnered considerable interest from both practitioners and scholars. Additionally, social media has affected the selling process, and our research investigates the existing literature to gain a more profound understanding of this field and to pinpoint avenues for future inquiry. This study analyses 115 articles concerning social media in business-to-business markets to comprehend the relationship between sales and social media research within this domain. Employing a multimethod approach, this paper categorizes social media research in business-to-business marketing into four thematic clusters: the adoption of social media; the application of social media in business-to-business marketing; the relationship between social media and the selling process; and the connection between social media and marketing strategy. Furthermore, this study reviews 29 articles related to sales and social media research, discovering that the research can be divided into usage, performance, and framework. Given the scarcity of research on business-to-business sales and social media, we also present findings from a survey that explored potential directions for future research. It is our aspiration that this article acts as a catalyst for further exploration in this field. Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (2023) <sup>[2]</sup>. Social media is a crucial element in the digital transformation of businesses. This research offers a thorough analysis of how business-to-business (B2B) companies utilize social media. The present study examines various aspects of social media, including its impact, the tools available, the extent of its use, the adoption process and associated barriers, strategies for implementation, and methods for measuring its effectiveness. This research delivers a significant synthesis of pertinent literature regarding social media in the B2B context by analyzing, conducting weight analysis, and discussing the principal findings from existing studies on social media. The results of this study can serve as a valuable framework for understanding social media for both academics and practitioners. Madanaguli, A. T., Dhir, A., Talwar, S., Singh, G., & Escobar, O. (2022) <sup>[2]</sup>. This research aims to discover, analyze, and synthesize the existing literature regarding the formation of business-to-business (B2B) alliances among various health-care enterprises. In doing so, this research intends to pinpoint noticeable research gaps to propose future research inquiries and to create a conceptual framework that will guide a future research agenda. The study employs the well-established systematic literature review method to identify 57 studies that have explored B2B relationships within the health-care sector. Subsequently, a qualitative analysis is conducted to outline the research profile and synthesize the primary themes investigated in the chosen studies. The qualitative analysis reveals two main thematic focuses: the types and purposes of B2B relationships, as well as relevant challenges in sustaining B2B relationships. Within these themes, the authors emphasize the different categories of firms and their motivations for participating in B2B relationships. Additionally, the authors summarize various challenges that

these firms encounter in such relationships. Ultimately, the authors point out the limitations present in the current research and propose future research questions to address these gaps. The findings are encapsulated in a conceptual framework.

### Objectives of the Study

- To Analyze Applications of social media in Business-to-Business Marketing.
- To Understand the role of ethics B2B Marketing.
- To access the Marketing of Companies about using social media and increasing Brand Awareness.

### Hypothesis of the Study

- **H<sub>0</sub>:** There is no statistically significant impact of brand awareness on social media marketing.
- **H<sub>1</sub>:** There is a statistically significant impact of brand awareness on social media marketing.

### Research Methodology

To collect quantitative data on how social media impacts marketing outcomes, this research employs structured online surveys targeted at B2B marketing professionals across various industries. The sample is carefully chosen, focusing on decision-makers and marketing managers. For data analysis, we utilize both descriptive and inferential statistics—like frequencies, averages, and regression—to explore the connections between social media activities and performance metrics. Ethical considerations are taken into account, ensuring participation is voluntary and data remains anonymous. We also rely on software tools such as SPSS or Excel to maintain the validity and reliability of our findings.

**Sampling design:** Convenience sampling method is used for study sampling size.

Reliability statistical test	
Cronbach's Alpha	N of Items
0.819	22

0.819 which is greater than 0.5, it means these statements is sufficient to measure the effectiveness of social media in B2B marketing.

**The first objective of the study focuses on Analyze the Applications of social media in B2B Marketing.** The study explores the social media plays a crucial role in helping businesses connect with decision-makers, engage in real-time, and build meaningful relationships. By sharing targeted content, companies can nurture prospects as they move through the sales funnel and create valuable networking opportunities. All of this ultimately leads to increased sales and better marketing effectiveness in the B2B landscape. When we look at how social media is applied in B2B marketing, we see that platforms like LinkedIn, Twitter, and specialized industry networks are key to boosting brand awareness, generating leads, strengthening customer relationships, and improving communication between businesses.

### Results and Discussions

**Table 1:** Showing Demographic Profile of the Respondents

Demographic Factor	Attribute	F	Percent
Gender	Male	48	60
	Female	32	40
Age	18-25	16	20
	26-35	11	13.8
	36-45	43	53.8
	Above 40	10	12.5
Education	SSLC	9	11.3
	PUC	10	12.5
	Under Graduation	17	21.2
	Post Graduation	34	42.5
	Professional Degrees	10	12.5
Income Level	Less than 50,000	28	35
	50,000-1,00,000	19	23.7
	1,00,000-1,50,000	17	21.3
	1,50,000- 2,00,000	8	10
	Above 2,00,000	8	10
Occupation	CEO/Director	7	8.8
	Executors	14	17.5
	Manager	34	42.5
	Employee	25	31.5

**Source:** Primary Data.

The demographic breakdown of the respondents reveals a fairly even gender split, with 60% identifying as male and 40% as female, suggesting a slight male predominance in the sample. Most participants are in the 36-45 age bracket (53.8%), which points to a group of seasoned professionals, while younger individuals aged 18-25 make up 20%, with fewer respondents in the other age categories. On the education front, a significant portion of the respondents hold postgraduate degrees (42.5%), indicating a well-educated group, alongside a notable number with undergraduate (21.2%) and professional degrees (12.5%). When it comes to income, 35% earn under 50,000, while a combined 55% fall within the 50,000 to 150,000 range, highlighting a middle-income majority among the participants. In terms of job roles, managers represent the largest segment at 42.5%, followed by employees at 31.5%, with smaller shares of executives (17.5%) and CEOs/directors (8.8%). This suggests that the sample is predominantly made up of mid to senior-level professionals. Overall, this demographic data

indicates that the study captures insights from educated, experienced individuals primarily in managerial positions with moderate income levels, offering valuable perspectives on B<sub>2</sub>B marketing dynamics and the role of social media in professional decision-making contexts.

The second objective of this study encompasses to Understanding the role of ethics in B<sub>2</sub>B Marketing. This study is to Understanding how ethical principles and practices shape business relationships, decision-making, and brand reputation in the B<sub>2</sub>B landscape is crucial for grasping the importance of ethics in B<sub>2</sub>B marketing. This exploration highlights the vital role of honesty, fairness, transparency, and respect in all marketing communications and transactions, which helps build trust and foster long-lasting business partnerships. It also tackles concerns around data privacy, the accurate representation of products and services, and the responsible use of social media platforms to maintain integrity and uphold industry standards.

**Table 2:** Showing Ethical Behavioural Rate

	Frequency	Percentage	Mean	Standard deviation
Very Unethical	11	13.8	3.113	1.512
Somewhat Unethical	8	10		
Neutral	33	41.2		
Somewhat Ethical	17	21.3		
Very Ethical	11	13.7		
Total	80	100		

**Source:** Primary Data.

The findings on how people perceive ethics reveal that most respondents (41.2%) have a neutral stance on the ethical issues in the context we examined, which suggests that many participants feel mixed or uncertain about their views. In total, 35% of those surveyed see some level of unethical behavior, with 13.8% categorizing it as very unethical and 10% as somewhat unethical, indicating that a notable minority is worried about ethical matters. Conversely, another 35% of respondents consider the behavior to be ethical to some extent, with 21.3% labelling it as somewhat ethical and 13.7% as very ethical. The average score of 3.113 points to a general tendency toward neutrality, though it leans slightly toward ethical perceptions. The standard

deviation of 1.512 shows a moderate range of responses, reflecting a variety of opinions among participants regarding ethics. All in all, these results illustrate a balanced spectrum of views on ethical issues, underscoring the need to address ethical concerns and boost ethical awareness in the context we studied.

### Inferential Statistics

#### Hypothesis of the Study

**H<sub>0</sub>:** There is no statistically significant impact of brand awareness on social media marketing.

**H<sub>1</sub>:** There is a statistically significant impact of brand awareness on social media marketing.

**Table 3:** Correlation b/n social media and brand awareness

Independent Variable		Dependent Variable		
Social media		Importance of using social media to Increasing Brand awareness	Believe social media has been effective in Increasing Brand awareness	Other marketing channels how effective to find social media for B2B marketing
Level of ethical behavior in B2B marketing	Pearson Correlation	.433	.305	.230
	Sig. (2- tailed)	.000	0.006	0.04
	N	80	80	80
company marketing budget is allocated specially to social media marketing	Pearson Correlation	.484	0.165	.400
	Sig. (2-tailed)	.000	0.144	.000
	N	80	80	80
Quality and relevance of the content your company share on social media	Pearson Correlation	.365	.288	.402
	Sig. (2-tailed)	0.001	0.01	.000
	N	80	80	80
Prove training or guidance to employees	Pearson Correlation	.323	0.206	0.369
	Sig. (2-tailed)	0.003	0.067	0.001
	N	80	80	80

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

\*. Correlation is significant at the.005 level (2-tailed).

A Pearson correlation analysis was carried out involving 80 respondents to explore how different aspects of social media use relate to brand awareness in B<sub>2</sub>B marketing. The findings showed that the significance placed on social media for boosting brand awareness ( $r = 0.433$ ,  $p < 0.001$ ), the belief in its effectiveness for enhancing brand awareness ( $r = 0.305$ ,  $p = 0.006$ ), and the perceived benefits of other marketing channels in relation to social media for B2B marketing ( $r = 0.230$ ,  $p = 0.04$ ) all demonstrated positive and statistically significant correlations. Moreover, the portion of a company's marketing budget dedicated to social media marketing revealed the strongest connection ( $r = 0.484$ ,  $p < 0.001$ ). These results suggest that as companies recognize the value of social media and allocate more resources to it, there is a notable and significant rise in brand awareness within the B<sub>2</sub>B marketing landscape.

The analysis reveals a clear link between the quality and relevance of social media content and the training or guidance provided to employees, both of which positively impact key marketing outcomes in B<sub>2</sub>B companies. When it comes to content quality and relevance, moderate positive correlations were observed with outcome variables ( $r$  values between 0.288 and 0.402, all  $p < 0.01$ ). This suggests that sharing valuable and relevant content can significantly boost

brand awareness and the effectiveness of social media marketing. On the other hand, offering employee training also shows statistically significant positive correlations ( $r$  values from 0.206 to 0.369, most  $p < 0.05$ ), indicating that investing in staff development leads to more effective social media strategies and better marketing results. In summary, these findings highlight that higher content quality and well-prepared staff are closely linked to greater marketing success in the social media landscape for B<sub>2</sub>B firms.

The strength of relationship between social media influencing social media influencing brand awareness is moderate and the  $p$ -value is less than 0.05, hence the null hypothesis is rejected. It is concluded that there is a significant impact between brand awareness on social media marketing.

Thus, it can be concluded that the given null hypothesis is rejected on the strength of the correlation data gather from brand awareness. Therefore, the study coined the alternative hypothesis starting that there exists a strong correlation between social media and brand awareness in B<sub>2</sub>B marketing under the study.

#### Results of Multiple Regression between brand awareness on social media marketing

Model Summary				
Model	r	r square	Adjusted R Square	Std. Error of the Estimate
1	.530 <sup>a</sup>	.281	.222	3.13475

a. Predictors (Constant), gender, frequently use social media professional purposes, social media platforms use for b2b marketing, satisfied with your social media marketing effort in b2b sector, company's willingness to adopt emerging social media technologies, social media contributes to b2b marketing success

The result of multiple regression between brand awareness on social media marketing are as following result were

observed with correlation coefficient of.530, squared R value of.281, and variance of 22.2per cent respectively.

ANOVAa						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	279.853	6	46.642	4.746	.000 <sup>b</sup>
	Residual	717.347	73	9.827		
	Total	997.200	79			

a. Dependent Variable Dependent

b. Predictors (Constant), gender, frequently use social media professional purposes, social media platforms use for b2b marketing, satisfied with your social media marketing effort in b2b sector, company's willingness to adopt emerging social media technologies, social media contributes to b2b marketing success



The regression ANOVA revealed that all the F values obtained for 1 model are highly significant. The F value ranged from 4.746 with the significance levels at 0.000 for

predicted models. It is clear that all the five predicted models as a whole have statistically significant predictive capabilities.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.768	1.890		4.111	.000
	Social media platforms use for b2b marketing	.772	.228	.350	3.389	.001
2	Frequently use social media professional purposes	.629	.368	.203	1.709	.092
3	Social media contributes to b2b marketing success	.280	.316	.105	.888	.377
4	satisfied with your social media marketing effort in b2b sector	.390	.293	.145	1.331	.187
5	company's willingness to adopt emerging social media technologies	.420	.306	.160	1.373	.174
6	gender	.137	.742	.019	.184	.855
a. Dependent Variable Brand awareness						

From the step 1 to 6 the minimum and maximum beta value found for social media ranged from 0.629 to 0.772. t values obtained and predicted models were found to be significant for the all models (1 to 6). The t-values ranged from 1.709 to 3.389 with the significance levels of 0.001 to 0.092 for the entire six models.

### Conclusion

The research shows that social media is a game-changer for B2B marketing. It boosts brand visibility, strengthens business relationships, and creates a two-way communication channel that builds trust and loyalty. With social media platforms, B2B companies can tap into larger markets, cut down on marketing costs, and drive innovation through collaboration with partners and clients. The data clearly indicates that using social media marketing strategies leads to better engagement, improved sales performance, and stronger customer relationships. This makes it a vital tool for modern B2B businesses looking to gain a competitive edge and ensure sustainable growth. However, future research could benefit from including qualitative insights to better understand the perceptions and challenges B2B organizations face when adapting to social media.

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