

# B2B Digital Marketing Perspective to Study the Ethical Principles of Organization Behaviour in India

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Submitted: 02/10/2023

Revised: 21/11/2023

Accepted: 01/12/2023

**Abstract:** As new business challenges emerge in the B2B sector, which is governed by ecosystems dependent on one another, decision-making based on data is essential for developing effective strategies to manage these challenges. Customer relationship management (CRM) systems have come into their own due to the widespread use of digital marketing as a means of communication and sales. Fewer studies have focused on the understanding and application of these technologies in B2B digital marketing, despite the fact that several have been conducted to better understand B2B traditional marketing techniques leveraging CRMs that work with artificial intelligence (AI). We provide a unified theoretical framework that draws from studies in several fields. Business-to-business (B2B) responses provided the bulk of the core data. A company's success in today's fast-paced marketplaces depends on its ability to gain the trust and loyalty of its customers. Businesses that provide services to other enterprises must prioritize ongoing improvement.

**Keywords:** *Customer relationship management, digital marketing, artificial intelligence.*

## 1. Introduction

The traditional marketing measurement paradigm serves as the major source of data for the conventional marketing metrics framework, which is based on this paradigm. As a direct result of this, small and medium-sized firms (SMEs) may come to the realization that it is not financially possible for them to use the conventional model of marketing analytics because of the significant costs associated with doing so. As a result, they are faced with the challenging challenge of locating ways to cut the amount of money they spend on marketing [1].

Standard marketing measures could end up being a significant barrier for small and medium-sized businesses (SMEs) in a wide variety of different situations and audiences. The recent trend in social network marketing that has evolved in the corporate market has directly resulted in a

noticeable transformation in the purchasing behaviors of customers. This transition can be seen as a direct outcome of the recent development. Recent research indicates that eighty-two percent of business-to-business customers claim that social media has a role in the decisions they make regarding the goods and services that they opt to acquire [2] [3].

When applied to business-to-business promotion, the creative method of social media marketing has demonstrated a great deal of potential and has been found to be quite effective. During this time, new B2B practices and studies were being produced alongside this process. In today economic environment, companies that sell to other companies, also known as business-to-business, or B2B, firms, are increasingly turning to social network marketing in order to raise their status in the market [5]. Social network marketing has been primarily understood in the context of business-to-business (B2B) settings as a means through which businesses may discover and connect with potential customers, vendors, and partners [4].

Despite the fact that social network marketing has numerous applications, it has been primarily understood in this context. Despite the fact that there are a lot of different applications for social network marketing, this remains the case. In general, marketers for small and medium-sized enterprises (SME) have the misconception that social networks are both meaningless and useless, despite the obvious benefits of using social media for business-to-business marketing [6]. This is despite the fact that there are clear benefits of using social media for B2B marketing. The incorporation of social network marketing analytics into the overall business plans

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of small and medium-sized businesses (SMEs) is made more challenging by a number of factors, both inside and external to the organization [7].

Social networks are a waste of time for marketers of small and medium-sized businesses (SME) because they lack the power of personal interaction and frequently make errors in the way that they handle critical information. Small and medium-sized businesses account for 99.9% of all businesses [8]. The purpose of the authors of this study was to develop a new metric that could be utilized to evaluate the current state of social network marketing in order to achieve their objective of gaining a better understanding of the efficacy of social network marketing strategies for small and medium-sized businesses (SMEs). Indicators of success for micro-, small-, and medium-sized firms could be constructed with the help of statistics such as this one. There is a growing consensus in the academic literature that social media has become a valuable networking tool for organizations that are striving to comprehend the worldviews of their customers. This perspective is supported by the fact that this consensus is rising [9].

There is a huge barrier that must be overcome before the marketing of goods and services via social media can prove its value in the corporate world. We are of the opinion that business-to-business (B2B) small and medium-sized enterprises (SMEs) would be more competitive if they shifted their focus from the market to their stakeholders in order to have a deeper comprehension of the primary success indicator that pertains to their operations. This would allow them to be more proactive in meeting the needs of their customers. It is necessary for businesses to pay some regard to the people with whom they do business since business-to-business transactions can have far-reaching repercussions [10].

Companies should do this because they want to maintain positive relationships. The next thing you need to do in order to put up a framework is to determine which of the individual indicators are the most essential, as well as how each of those indications is connected to the others. All of these factors point to the fact that carrying out the research would be incredibly beneficial. In order to develop a model, we started by conducting research on businesses that showed similar degrees of responsiveness when presented with a changing economic climate. This allowed us to get a better idea of how a model should be constructed.

## 2. Literature Survey

Chen and Lee [11] studied the various methods in which social media marketers might connect with a younger clientele. According to the results of the survey, it was established that Snapchat is the platform that is the most personal, laid-back, and up-to-date for spreading news, keeping connections with friends and family, and taking

pleasure in media. According to the findings of the study, it would appear that young consumers have a favorable impression of Snapchat, which in turn generates favorable impressions of the companies that are promoted on the app. In other words, a positive perception of Snapchat generates a positive perception of the companies that are promoted on Snapchat. When compared to other social media networks like Instagram and Twitter, it was discovered that Snapchat is more engaging than those other platforms.

The author [12] discussed how we are improving the organization reputation and its principles over the B2B digital marketing perspective using the cognitive computing method. Mainly it will classify the various strategies that businesses use to reach their target audiences as transformational, which occurs when consumers are left with a positive emotional response to the brand experience and identity; informational, which offers consumers straightforward facts about a product or service; and interactive, which makes use of platforms like social media to foster ongoing interactions between brands and their target audiences.

The author of [13] discovered the dark side of behavioral loyalty over the customers were more likely to interact with brand postings that were interactive rather than those that merely had informational message content. It became clear that Twitter was the most useful venue for achieving one educational goal. The findings of the study indicated that postings on Facebook that contained instructive material and entertaining content performed better, whilst postings on Instagram that mixed informative content and entertaining content performed better.

Ang et al. [14] used social impact theory to guide the design of a scenario-based experiment that involved 462 participants. They came to the conclusion that a strategy that focuses on live streaming is more real in the eyes of customers than a strategy that relies on pre-recorded videos. This is due to the fact that it boosts consumer tendency to seek for those companies and subscribe to them. The purpose of the test was to determine whether or not a live-streaming technique is more effective than using pre-recorded videos. The experiment was carried out in order to achieve this objective.

Kang and Park [15], the consumer behaviors that are most heavily influenced by message structure include brand perception, customer trust in firms, and the intention to buy. Message structure has a significant influence on a wide variety of customer behaviors, including the ones listed above. There are a great many obstacles that businesses must overcome in order to create an effective strategy for promoting their products or services via social media.

Aswani et al. [16], companies that engage in digital marketing yet staff it with employees who have little to no

relevant experience run the risk of causing more harm than good. Ineffective marketing strategy and execution are the root cause of a number of undesirable outcomes, according to the findings of the research. These undesirable outcomes include negative impacts on long-term benefits, transaction costs, coordination costs, and the loss of value that cannot be contractually negotiated.

### 3. Proposed Method

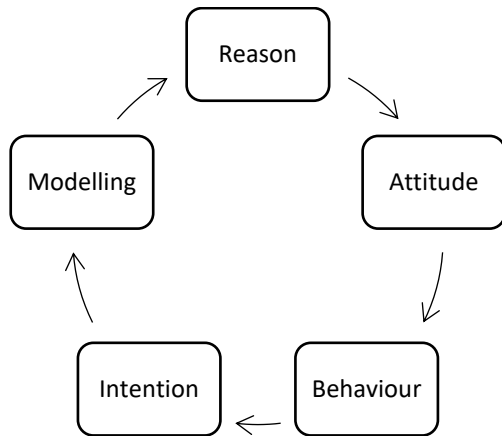


Fig 1: B2B Decision Making

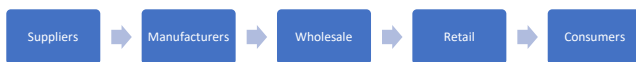


Fig 2: AI based B2B

Figure 1 provides about the several methods used in B2B Decision making and Figure 2 shows an example of a company that communicates with other companies through the use of artificial intelligence. The idea of marketing through augmented reality is one that is strategic in nature and involves a sufficient amount of money, as well as expertise of 3D visualization, technologies, or an awareness of user behavior. As a result, it really shouldn't come as much of a surprise to learn that the field of augmented reality marketing comprises a wide range of distinct sub-fields of expertise. Collaboration with other departments, such as those responsible for public relations, sales, innovation management, information technology, legal affairs, and so on, can assist marketers in increasing their chances of being successful in their endeavors.

The following is a list of inquiries that are critical from both a management and a theoretical point of view, but none of them have been satisfactorily answered:

- **Product:** How is the experience that customers have with virtual objects different from the ones that they have had in their day-to-day lives with real things? There is no doubt that buyers are able to create emotional relationships to the tangible items they buy; the question is whether or not they

are able to do the same with digital products. What are some people thoughts on the benefits and drawbacks of acquiring virtual items as opposed to actual ones?

- **Price:** How big of a monetary commitment do customers anticipate making when purchasing digital goods? Is there a correlation between the number of features a product offer, and the amount of money a customer is willing to spend on that product? Will potential buyers be prepared to pay a premium for things that they may virtually try out in augmented reality (AR) before committing to a purchase?
- **Place:** Where exactly are the most convenient locations for clients of different types to purchase and browse around while making use of augmented reality channels? What are the specific advantages and disadvantages, if there are any?
- **Promotion:** What factors determine the success of advertisements displayed in augmented reality, and how can these factors be changed? To be more specific, what features identify successful storytelling or content promotion using augmented reality? Is it possible to raise a customer level of happiness with a product while at the same time lowering the number of times, they need to send it back for a refund by providing them with the opportunity to test it out before they buy it?

The five stages of the customer decision journey are as follows: recognizing a need, contemplating possibilities, actively analyzing those options, making a purchase, and living with the results of the purchase. AI may be of assistance to marketers and advertisers by educating them on these stages of the customer decision journey. That is to say, by utilizing these components as a basis, AI is able to assist and change marketing jobs at each level of the journey. For instance, technology based on artificial intelligence (AI), which aids in recognizing the desires and demands of new consumers throughout the purchase cycle, can be of service. AI-based technology has the potential to be useful.

In the process of mapping the consumer choosing process, the utilization of technologies based on artificial intelligence is highly encouraged as an effective strategy. On the other hand, this model is wholly reliant on the traditional stages of the customer journey toward reaching a purchase decision in order to function properly. Artificial intelligence (AI) technologies are unable to better grasp the consumer decision journey since there is little research on the algorithms that customers use to make decisions in the digital realm[17]. Because of this, they are unable to effectively aid marketers and advertisers in the development of more efficient types of intelligent advertising.

In addition, a shopper capability of making sound decisions while shopping online is directly correlated with their capability of making use of the aspects of online settings that improve decision quality while simultaneously avoiding those aspects of online settings that detract from decision

quality. This is because a shopper ability to make sound decisions while shopping online is directly correlated with their capability of making use of the aspects of online settings that improve decision quality[18]. A number of the aspects of the TPM ethical algorithmic routes, including time restraints, cognitive costs, perceived risks, and product knowledge, have already been taken into consideration and resolved.

The algorithmic pathways, such as the fast-buying pathway, take into consideration the amount of time and effort that is required to actually carry out a search before they begin. In addition to this, the time-starved individual who is typical of those who shop online does so because it enables them to achieve more in a shorter amount of time than they would otherwise be able to. In a similar vein, the behaviors of seeking and assessing that customers engage in while using the internet are compatible with the fact that they have a limited amount of time. Second, there are cognitive costs associated with algorithmic ethical paths, but these are decreased in digital contexts due to the availability of recommendation agents. Third, there are social costs associated with algorithmic ethical paths. Third, there are costs to society connected with using algorithms to determine what is ethical.

Third, in order to lower the risk, buyers require more powerful signals (such as brand names and the reputation of the merchant), which are based on a particular algorithmic ethical pathway that involves the hazards that they perceive. In addition, it possible that the ease of adopting a particular algorithmic method to finish online retail transactions can be more appealing than the risk that associated with it. This gets us to the fourth spot on our list, which discusses the potential for the implementation of algorithmic ethical approaches to increase customer awareness of products. Researching information about products may also be performed rapidly and without much effort thanks to the Internet and the algorithms that are behind artificial intelligence.

#### 4. Results and Discussion

Figure 1 demonstrates that the majority of B2B companies employ loss-leader pricing in an effort to attract clients into their facilities. When customers arrive at the location, the business may offer a variety of deals in the hope of persuading them to make a purchase. On the other hand, other stores like making use of coupons because they have the potential to contribute to increased earnings. The overwhelming majority of companies that sell tea do not offer price reductions or discounts to their clientele.

The greatest possible value is shown in Table 1, which demonstrates that the fact that many clients take pleasure in reading periodicals, it is reasonable to assume that the majority of businesses would agree that such consistent advertising is effective in increasing sales. This is because of

the fact that many clients enjoy perusing periodicals such as newspapers and magazines while drinking beverages such as tea or coffee. Consumers at the time had developed an incredibly favorable perception of the brand that was being marketed to them.

Advertisements that appear in mediums other than newspapers and magazines are typically disregarded by both retailers and the consumers who shop at those retailers. Businesses are of the idea that consistent advertising in publications like social media is the single most essential factor in determining the level of profitability that can be achieved by their operations.

In order for the company to realize its objective of appealing to a more sizable audience, it needs to put additional work into the websites it maintains and the numerous other online advertising activities it engages in. The merchants are of the belief that in order for the firm to pick up some new ideas regarding how to promote the brand in the market, the company should go to the trade fair or expo. In addition to this, the corporation ought to boost the number of adverts that are displayed in public spaces that are pertinent to the brand that they manage which is shown in Table 1.

**TABLE 1** WEIGHTED AVERAGE

<b>B2B Promotional Activity</b>	<b>Average</b>
Website	4.550304
Video Marketing	4.20453
SEO	3.683823
Adwords	3.665409
Social Media	3.583569
Customer	3.551856
Content	3.515028
Community	3.489453
Conversion	3.401475
Cohesion	3.384084

**TABLE 2** CHI-SQUARE TEST

<b>Factor</b>	<b>Null hypothesis</b>	<b>Asymptotic Significance</b>
Promotion	Rejected	0.019
Digital Media	Rejected	0.015

Direct Marketing	Rejected	0.005
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It would appear from the data presented in Table 2 that there is a connection between tea and the factors that impact the level of enjoyment felt by retailers. This conclusion was reached after examining the data. In the event that the results of the Chi-square test presented in the table have an asymptotic significance that is lower than 0.05 ( $p < 0.05$ ), then the null hypothesis is rejected and the two variables are found to be related.

## 5. Conclusion

Making decisions based on data is vital for building successful strategies to manage emerging corporate challenges in the business-to-business market, which is regulated by ecosystems that are dependent on each other. This is because the market is governed by interdependent ecosystems. As a result of the expansion of digital marketing as a medium for communication and sales, CRM systems have developed.

Although many studies have been done to better understand B2B traditional marketing strategies that make use of CRMs that collaborate with artificial intelligence, fewer studies have focused on the understanding and application of these technologies in B2B digital marketing. This is despite the fact that many studies have been conducted to better understand B2B traditional marketing strategies. We put out an integrated theoretical framework that draws on data from a wide variety of research areas and do so in a consistent manner. The vast bulk of the necessary information was obtained through B2B dealings, which are sometimes frequently referred to in full as business to business interactions. In the markets of today, when competition is strong, it is absolutely necessary to earn the trust of one client in order to secure their continuous business. Those who offer their expertise to other businesses need to consistently challenge themselves to improve their level of experience in the subject that they have chosen.

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