

## **Impact of Marketing Tools on Brand Selection in B2B Business**

تأثير أدوات التسويق على اختيار العلامة التجارية في الأعمال التجارية

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كلية الدراسات العليا في إدارة الأعمال - برنامج الدكتوراه في إدارة الأعمال

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### **Abstract:**

This study aimed to explore the effect of using suitable Marketing Tools for Brand Selection in Business to Business.

They used innovative forms of communication, such as Direct Marketing, Sales Promotion and Public Relations, that enabled them to collect customers' names, build databases & penetrate a new brand in the market.

The main objective of this study is to understand how Marketing Tools have affected Brand selection across Business to Businesses and to identify strategies that companies can implement to select the suitable tools to retain their workforce.

By examining the impact of these tools on this Business, it is possible to gain insights into the challenges faced by employers and employees alike and to appear the competitive advantage that can help support businesses and individuals during these difficult times to gain high profits with a lot of sales volumes.

Without Business-to-Business companies and the supply chain, the goods and services we take for granted as consumers and business owners wouldn't exist.

Many Marketing Activities will support Business to Business, such as advertising, direct marketing, public relations, personal selling, and sales promotion.

A questionnaire, which consists of a number of questions or other components, is used to find out more about the viewpoints, actions, or opinions of respondents. With the use of questionnaires, both quantitative and/or qualitative data could be collected.

It is important to consider the study aims while constructing a questionnaire, arrange the questions in a meaningful order, and choose the appropriate administration strategy.

The sample size after excluding the invalid questioners because the answers of the respondents are incomplete is 394 of the respondents of different genders, ages, incomes and level of educations is 394.

The statistical analysis of the answers is done by using the statistical package SPSS version 25.

The research methodology by using a lot of tests like **Kolomogorov-Smirnov test**, the **Kruskal-Wallis Test** & the **Mann-Whitney Test**.

**The Conclusion:** is the impact of marketing tools on brand selection differs from each tool & each variable of them.

Also, we found that each variable of each marketing tools has positive & negative attitudes.

**Keywords:** Business-to-business, Marketing Activities, Brand, advertising, direct marketing, public relations, personal selling, sales promotion.

### **الملخص:**

هدفت هذه الدراسة إلى استكشاف أثر استخدام أدوات التسويق المناسبة لاختيار العلامة التجارية في الأعمال التجارية.

واستخدموا أشكالاً مبتكرة من الاتصالات، مثل التسويق المباشر وترويج المبيعات والعلاقات العامة، مما مكنهم من جمع أسماء العملاء وبناء قواعد البيانات واختراق علامة تجارية جديدة في السوق.

الهدف الرئيسي من هذه الدراسة هو فهم كيفية تأثير أدوات التسويق على اختيار العلامة التجارية عبر الشركات إلى الشركات وتحديد الاستراتيجيات التي يمكن للشركات تنفيذها لاختيار الأدوات المناسبة للاحتفاظ بالقوى العاملة لديها. ومن خلال دراسة تأثير هذه الأدوات على هذه الأعمال، من الممكن الحصول على نظرة ثاقبة للتحديات التي يواجهها أصحاب العمل والموظفين على حد سواء وإظهار الميزة التنافسية التي يمكن أن تساعد في دعم الشركات والأفراد خلال هذه الأوقات الصعبة لتحقيق أرباح عالية بالكثير من أحجام المبيعات.

بدون شركات الأعمال وسلسلة التوريد، فإن السلع والخدمات التي نعتبرها أمراً مفروغا منه كمستهلكين وأصحاب أعمال لن تكون موجودة.

ستدعم العديد من الأنشطة التسويقية الأعمال التجارية، مثل الإعلان والتسويق المباشر والعلاقات العامة والبيع الشخصي وترويج المبيعات.

يتم استخدام الاستبيان، الذي يتكون من عدد من الأسئلة أو المكونات الأخرى، لمعرفة المزيد عن وجهات نظر أو تصرفات أو آراء المشاركين. باستخدام الاستبيانات، يمكن جمع البيانات الكمية و/أو النوعية.

ومن المهم مراعاة أهداف الدراسة عند بناء الاستبيان، وترتيب الأسئلة بترتيب مفيد، واختيار استراتيجية الإدارة المناسبة.

وبلغ حجم العينة بعد استبعاد المستجوبين غير الصحيحين لعدم اكتمال إجابات أفراد العينة ٣٩٤ فرداً من مختلف الجنس والأعمار والدخل والمستوى التعليمي ٣٩٤ فرداً.

ويتم التحليل الإحصائي للإجابات باستخدام الحزمة الإحصائية SPSS  
الاصدار ٢٥.

اعتمدت منهجية البحث على استخدام العديد من الاختبارات مثل اختبار  
كولوموغروف-سميرنوف، واختبار كروسكال-واليس، واختبار مان-ويتني.

**الاستنتاج:** هو أن تأثير أدوات التسويق على اختيار العلامة التجارية يختلف عن كل  
أداة وكل متغير منها

كما وجدنا أن كل متغير من أدوات التسويق له اتجاهات إيجابية وسلبية.

**الكلمات المفتاحية:** الأعمال التجارية، الأنشطة التسويقية، العلامة التجارية، الإعلان،  
التسويق المباشر، العلاقات العامة، البيع الشخصي، ترويج المبيعات.

## **Introduction:**

Business-to-business (B2B) or B-to-B is a business model where a business sells or purchases products or services to and from another business and the companies involved to create products and services for other businesses and organizations.

It is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer.

Business-to-business refers to business that is conducted between companies, rather than between a company and individual consumer.

Without B2B companies and the supply chain, the goods and services we take for granted as consumers and business owners wouldn't exist.

B2B companies must invest in a well-designed and consistently maintained business website so their customers can find them and easily navigate their offerings. Search engine optimization is critical for achieving a top ranking in Google search, as is adapting your website for mobile.

Many Marketing Activities will support B2B, such as advertising, direct marketing, public relations, personal selling, and sales promotion.

Moreover, in advertising, we can use Outdoor (Banners), SMS by Mobile & Broadcast via TV or Radio.

Also, direct marketing can use handouts of flyers and brochures besides the annual and events Giveaways & Telemarketing.

We can work on Public Relations for exhibitions, web site, Yellow Pages, Google AdWords, YouTube, LinkedIn, Facebook & Newspapers for public relations.

In personal selling, we can do sales presentations & Incentive programs that will take place based on the department management.

The sales promotion contains discounts & Coupons with free gifts.

We will focus on Direct Marketing, Sales Promotion and Public Relation,

**Direct Marketing** is Marketing through various advertising media that interact directly with consumers generally calling for the consumer to make a direct response.

Direct marketing includes catalog, telemarketing, fax, the Internet and more. Direct marketing has also grown rapidly in business-to-business marketing, partly in response to the ever-increasing costs of reaching business markets through the sales force.

Direct marketing is well suited to highly targeted marketing efforts and to building one-to-one relationships.

**Sales Promotion** is a Short-term incentive to encourage the purchase or sale of a product or service. Sales Promotion includes activities such as point-of-purchase displays, premiums, discounts, coupons, competitions, specialty advertising and demonstrations.

Sales Promotion includes a wide assortment of tools -coupons, contests, price reductions, premium offers, free goods and others - all of which have many unique qualities:

- They attract consumer attention and provide information that may lead to a purchase.

- They offer strong incentives to purchase by providing inducements or contributions that give additional value to consumers,
- Moreover, sales promotions invite and reward quick responses. Whereas advertising says 'buy our product', sales promotion offers incentives to consumers to 'buy it now'.

**Public Relations** are Building good relations with the company's various public by obtaining favorable publicity, building up a good 'corporate image and handling or heading off unfavorable rumors, stories and events.

Organizations use public relations to obtain favorable publicity, to build up a good 'corporate image', and to handle or head off unfavorable rumors, stories and events.

**Business-to-business** is a business model in which the companies involved create products and services for other businesses and organizations.

**Marketing activities** are strategies that help a company develop and promote its products or services to customers and determine the success of your business.

**Brand** is a name given to a product and/or service such that it takes on an identity by itself.



**Advertising** is the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

**Direct marketing** is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman.

**Public relation** is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

**Personal selling** is face-to-face selling where one person who is the salesman tries to convince the customer to buy a product assigned by the company.

**Sales promotion** is an action taken to temporarily increase sales or eliminate excess inventory

### **Research Problem:**

This study aimed to explore the effect of using suitable Marketing Tools for Brand Selection in Business B2B.

They used innovative forms of communication, such as Direct Marketing, Sales Promotion and Public Relations that enabled them to collect customers' names, build databases & penetrate a new brand in the market.

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Organizations use public relations to obtain favorable publicity, to build up a good 'corporate image', and to handle or head off unfavorable rumors, stories and events.

### **Importance and Objective of the Study:**

The main objective of this study is to understand how Marketing Tools have affected Brand selection across B2B Businesses and to identify strategies that companies can implement to select the suitable tools to retain their workforce. By examining the impact of these tools on this Business, it is possible to gain insights into the challenges faced by employers and employees alike and to appear the competitive advantage that can help support businesses and individuals during these difficult times to gain high profits with a lot of sales volumes.

### **Research Problem:**

This study aimed to explore the effect of using suitable Marketing Tools for Brand Selection in Business-to-Business B2B.

They used innovative forms of communication, such as Direct Marketing, Sales Promotion and Public Relations, that enabled them to collect customers' names, build databases & penetrate a new brand in the market.

### **Research Questions:**

Here are some questions are posed following an assessment of the study's problem and need answers:

1. What is the impact of Direct Marketing on Brand Selection?
2. What is the impact of Sales Promotion on Brand Selection?
3. What is the impact of Public Relations on Brand Selection?

### **Research Methodology:**

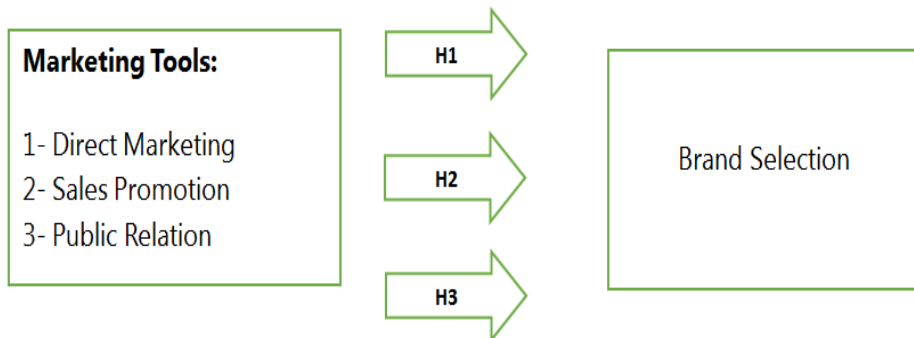
A questionnaire, which consists of a number of questions or other components, is used to find out more about the viewpoints, actions, or opinions of respondents. With the use of questionnaires, both quantitative and/or qualitative data could be collected.

It is important to consider the study aims while constructing a questionnaire, arrange the questions in a meaningful order, and choose the appropriate administration strategy.

A questionnaire can be computer-based, telephone-based, private, postal, open-ended, multiple-choice, or scale-based, among other formats. As the primary method of data collection, questionnaires offer the following advantages: homogeneity, since each person is offered identical questions, Cost-

effectiveness, the potential to gather data more quickly, the researcher's bias, should be minimal or nonexistent during the data collection process, participants typically have enough time to think over their answers compared to interviews, and the viability of using an internet survey to reach respondents in remote locations. The study simply employs the questionnaire as a tool for data collection. The researcher relies on online dissemination of the proposed research questionnaire for enhanced accessibility. The information gathered will be assessed, together with the research hypothesis, using the SPSS statistical program.

**Conceptual Framework:**



**(Conceptual Framework)**

**Research hypothesis:**

For conducting this study, it is assumed that there are two variables for building a research model. Marketing Tools is the independent variable and Brand Selection is the dependent variable.

The following hypothesis is assumed to conduct the study:

- |    |   |
|----|---|
| H1 | • There is a correlation between Direct Marketing and Brand Selection |
| H2 | • There is a correlation between Sales Promotion and Brand Selection  |
| H3 | • There is a correlation between Public Relations and Brand Selection |

### **Analysis**

The sample size after excluding the invalid questioners because the answers of the respondents are incomplete is 394 of the respondents of different genders, ages, incomes and level of educations is 394.

The statistical analysis of the answers is done by using the statistical package SPSS version 25.

### **The research methodology:**

- 1- The frequency tables for all the variables and the sub-variables.

- 2- The graph presentation for the answers of the variables and the sub-variables using the histogram.
- 3- The descriptive measures (central and dispersion) measures for all the variables and the sub-variables.
- 4- The normality test of the answers of all the variables and the sub-variables using the **Kolomogorov-Smirnov Test**.
- 5- Test the significance difference between the answers for more than two classifications using the non-parametric test, the **Kruskal-Wallis Test**.
- 6- Test the significance difference between the positive and negative attitudes towards each variable and the sub-variables using the non-parametric test, the **Mann-Whitney Test**.

#### **Normality test:**

By testing the normality of the responds of the interviewers through applying the Kolomogorov-Smirnov test, where

The null hypothesis ( $H_0$ ) : The responds are normally distributed

The Alternative hypothesis ( $H_1$ ) : The responds are not normally distributed

- The following table represents the answers of the test for the sub-variables of the Direct Marketing

#### **NPar Tests**

## Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Websites have an effect on brand selection	394	3.54	1.298	1	5
Paid media has an effect on brand selection	394	3.55	1.336	1	5
Advertising media has an effect on brand selection	394	3.60	1.389	1	5
Handouts of flyers, catalog and brochures have an effect on brand selection	394	3.49	1.207	1	5
Telemarketing has an effect on brand	394	3.12	1.375	1	5

□

## One-Sample Kolmogorov-Smirnov Test

		Websites have an effect on brand selection	Paid media has an effect on brand selection	Advertising media has an effect on brand selection	Handouts of flyers, catalog and brochures have an effect on brand selection	Telemarketing has an effect on brand selection
N		394	394	394	394	394
Normal Parameters <sup>a,b</sup>	Mean	3.54	3.55	3.60	3.49	3.12
	Std. Deviation	1.298	1.336	1.389	1.207	1.375
Most Extreme Differences	Absolute	.272	.301	.266	.214	.156
	Positive	.130	.152	.157	.111	.147
	Negative	-.272	-.301	-.266	-.214	-.156
Test Statistic		.272	.301	.266	.214	.156
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Test for the sub-variables of the Direct Marketing

From the values of the Asymp. Sig (2-tailed) in the previous table and where all these values are zeros which are less than the significance level ( $\alpha=0.05$ ), therefore the null hypothesis are rejected for all the sub-variables and we can't reject the alternative hypothesis for all the sub-variables which means that



the answers for all the sub-variables of the direct marketing are not normally distributed and the non-parametric tests will be used.

- The following table represents the answers of the test for the sub-variables of the Sales Promotion.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Discounts have an effect on brand selection	394	3.65	1.376	1	5
Coupons with free gifts have an effect on brand selection	394	3.64	1.364	1	5
Free goods have an effect on brand selection	394	3.57	1.386	1	5
Free premiums have an effect on brand selection	394	3.49	1.310	1	5

### One-Sample Kolmogorov-Smirnov Test

		Discounts have an effect on brand selection	Coupons with free gifts have an effect on brand selection	Free goods have an effect on brand selection	Free premiums have an effect on brand selection
N		394	394	394	394
Normal Parameters <sup>a,b</sup>	Mean	3.65	3.64	3.57	3.49
	Std. Deviation	1.376	1.364	1.386	1.310
Most Extreme Differences	Absolute	.284	.274	.259	.299
	Positive	.163	.159	.151	.134
	Negative	-.284	-.274	-.259	-.299
Test Statistic		.284	.274	.259	.299
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

### Test for the sub-variables of the Sales Promotion

From the values of the Asymp. Sig (2-tailed) in the previous table and where all these values are zeros which are less than the significance level ( $\alpha=0.05$ ), therefore the null hypothesis are rejected for all the sub-variables and we can't reject the alternative hypothesis for all the sub-variables which means that the answers for all the sub-variables of the Sales Promotion are not normally distributed and the non-parametric tests will be used.

- The following table represents the answers of the test for the sub-variables of the Public Relations.

## NPar Tests

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Exhibitions have an effect on brand selection	394	3.33	1.320	1	5
Yellow Pages have an effect on brand selection	394	3.05	1.250	1	5
Google AdWords have an effect on brand selection	394	3.43	1.184	1	5
Newspapers have an effect on brand selection	394	2.83	1.311	1	5
Social medias (LinkedIn, Facebook & WhatsApp) have an effect on brand selection	394	3.71	1.498	1	5

## One-Sample Kolmogorov-Smirnov Test

		Exhibitions have an effect on brand selection	Yellow Pages have an effect on brand selection	Google AdWords have an effect on brand selection	Newspapers have an effect on brand selection	Social medias (LinkedIn, Facebook & WhatsApp) have an effect on brand selection
N		394	394	394	394	394
Normal Parameters <sup>a,b</sup>	Mean	3.33	3.05	3.43	2.83	3.71
	Std. Deviation	1.320	1.250	1.184	1.311	1.498
Most Extreme Differences	Absolute	.252	.168	.215	.166	.260
	Positive	.127	.168	.115	.166	.194
	Negative	-.252	-.147	-.215	-.123	-.260
Test Statistic		.252	.168	.215	.166	.260
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

### Test for the sub-variables of the Public Relations

From the values of the Asymp. Sig (2-tailed) in the previous table and where all these values are zeros which are less than the significance level ( $\alpha=0.05$ ), therefore the null hypothesis are rejected for all the sub-variables and we can't reject the alternative hypothesis for all the sub-variables which means that the answers for all the sub-variables of the Public Relations are not normally distributed and the non-parametric tests will be used.

### **Conclusion**

The impact of marketing tools on brand selection differs from each tools & each variable of them.

We focused on Direct Marketing, Sales Promotion and Public Relation of marketing tools.

In direct marketing we can use handouts of flyers and brochures besides the annual and events Giveaways & Telemarketing.

We can work on Public Relations for exhibitions, web site, Yellow Pages, Google AdWords, YouTube, LinkedIn, Facebook & Newspapers.

In personal selling, we can do sales presentations & Incentive programs that will take place based on the department management.

The sample size after excluding the invalid questioners is 394 of the respondents of different genders, ages, incomes and level of educations is 394.

The statistical analysis of the answers is done by using the statistical package SPSS version 25.

The research methodology by using a lot of tests like **Kolomogorov-Smirnov test**, the **Kruskal-Wallis Test** & the **Mann-Whitney Test**.

Also, we found that each variable of each marketing tools has positive & negative attitudes.

In addition to this, we found that the highest positive attitude for each variable of the **Direct Marketing and Brand Selection** according to the opinion of the respondents is **Paid media**

and the highest negative attitude for each variable of the **Direct Marketing and Brand Selection** according to the opinion of the respondents is **Telemarketing**.

Moreover, we found that the highest positive attitude for each variable of the **Sales Promotion and Brand Selection** according to the opinion of the respondents is **Discounts** and the highest negative attitude for each variable of the **Sales**

**Promotion and Brand Selection** according to the opinion of the respondents is **Free goods**

Besides, we found that the highest positive attitude for each variable of the **Public Relations and Brand Selection** according to the opinion of the respondents is **social medias (LinkedIn, Facebook & WhatsApp)** and the highest negative attitude for each variable of the **Public Relations and Brand Selection** according to the opinion of the respondents is **Newspapers**

### **Limitations & Future Research**

The study carried out has some limitations in different dimensions. In Demographic segmentation we have a lot of limitations such that Age, Education & Income.

For Future Research we can concentrate to add some Demographic segmentation which helps representatives of the study to understand consumer behavior accurately that in turn, helps them perform better for instance, we can focus on the Age to be from 18 to 40 years.

Moreover, the education level. Also, the income status which affect for the results too.

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