

# Analyzing the moderating role of brand awareness in the relationship between the digital advertising revolution and purchasing goals in B2B companies

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**Abstract** This study investigates brand awareness as a possible modulator of the effects of the digital advertising revolution on business-to-business (B2B) interactions. This finding emphasizes the importance of brand identification in developing successful digital marketing plans. The primary goal of this study is to assess the moderating role of brand awareness in the context of B2B transactions by investigating how target customers' brand knowledge affects the efficacy of digital advertising strategies. This study analyzes consumer purchase intentions and brand recognition as dependent variables to examine the moderating influence of brand awareness in B2B transactions via methods from quantitative research. This study was conducted with 150 participants aged 15--28 years to examine relationships and evaluate the efficiency of digital marketing. A detailed examination of brand awareness levels was performed via the Statistical Package for Social Sciences (SPSS). The results demonstrate the strong correlation that exists between brand recognition and advertising, highlighting the critical role that organized advertising campaigns play in creating long-lasting awareness. Research on email marketing, content marketing, and social media marketing has either been disproved or significantly correlated with brand awareness. The study revealed that digital marketing channels such as social media, content, and email marketing may not always be as successful as conventional advertising in creating brand recognition. B2B lending companies looking to optimize their digital marketing effect and improve their influence on purchase intentions can gain useful insights from an understanding of the complex interactions among these factors.

**Keywords:** digital marketing, business-to-business (B2B), brand recognition, quantitative research, email marketing

## 1. Introduction

The way people locate details concerning products has changed as the internet, which is also the primary channel for interpersonal communication and experience sharing with businesses. Consequently, digital marketing has emerged as a powerful catalyst for reshaping consumer behavior (Malek et al., 2022). Many companies understand how important social media and digital marketing are to their overall marketing plans (Ancillai et al., 2019). The strategic incorporation of social media, as a fundamental element of the overarching company strategy, presents organizations with substantial advantages in navigating the evolving landscape of consumer engagement and brand promotion. Build-to-last connections in business-to-business (B2B) settings necessitate a stepwise strategy (Khoa, 2023). Unlike B2C, it is questionable how important digital marketing channels are for maximizing consumer purchase intention. More work is needed to determine the critical platforms that are essential for building long-term relationships in the B2B space (Tran et al., 2021).

The digital advertising revolution is emerging as a revolutionary force in the quickly changing B2B commerce scene, changing how organizations interact with their target audience. Organizations must adapt and use digital platforms as the business environment grows more digitally oriented to remain competitive (Amiri et al., 2023). In this scenario, brand awareness assumes a central role as a possible moderator that might affect how the Digital Advertising Revolution and B2B enterprises' purchasing goals interact. The term digital advertising revolution describes the pervasive usage of digital channels, including social media, online platforms, and customized advertising, to interact and communicate with companies (Wiktor et al., 2021). The B2B industry has novel methods for communication, information sharing, and brand promotion attributable to this paradigm change, which has affected conventional marketing tactics (Abou et al., 2023). Conversely, brand awareness, which measures how well a target audience knows and remembers brands, is a crucial element of marketing success. Brand

awareness may have a considerable effect on the decision-making process in the B2B setting, where trust and connections are essential (Kumar et al., 2020). Recognizing how brand awareness modifies the link between digital advertising efforts and purchase goals becomes crucial as businesses negotiate the complexity of the digital advertising revolution (Menidjel & Bilgihan, 2023). Through an exploration of this complex interaction, this research aims to offer significant perspectives to companies that are trying to maximize their digital marketing expenditures and improve their overall influence on buying intentions in the B2B market (Herhausen et al., 2020).

The moderating role of brand image and the social advertising components affect purchasing behavior among Muslim consumers toward fashion wear during Ramadan (Rehman & Zeb, 2023). Online media channels, such as social media, email marketing, mobile marketing, SEO, and business websites, impact the efficiency of digital media advertisements (Ahmed et al., 2019). E-commerce and online marketing moderate influence on IT-business alignment to improve the performance of SMEs (Costa and Castro, 2021). Technology gives businesses many chances to use various digital marketing tools to interact with potential customers and increase their online visibility. Employing digital marketing technology allows companies to communicate with prospective clients and connect with previously unexplored markets. Digital marketing influences consumers' purchase intentions and brand awareness.

### 1.1. Brand awareness

It shows that a customer can identify and connect a brand to its goods or services in the marketplace. The development of a memorable and distinctive brand image through unified messaging, visual components, and consumer interactions is necessary to achieve high brand recognition. Establishing a competitive advantage in the market, influencing purchase decisions, and fostering customer trust are all facilitated by high brand recognition. It is a key marketing indicator that shows how customers perceive and connect with a brand, which ultimately affects market share and long-term brand performance. Figure 1 shows the overall conceptual framework.

### 1.2. Advertising and brand awareness

Advertising is essential for building brand recognition because it uses a variety of media to purposefully distribute promotional messages to a target audience. Businesses may promote brand awareness and familiarity by showcasing their values, goods, or services to potential customers through strategically planned campaigns. A memorable and distinctive brand identity is the goal of effective advertising, which uses catchy slogans, images, and stories that appeal to the target audience. Through the regular reinforcement of these themes across various media platforms, advertising plays a major role in impacting customer perception, fostering trust, and leaving a lasting mark on the audience (Abou-Foul et al., 2023). To put it simply, advertising acts as a dynamic catalyst to increase brand recognition, drive businesses to the front of customers' minds, and influence their choices in a competitive market.

- H1: The relationship between advertising and brand recognition is quite beneficial.

### 1.3. Content marketing and brand awareness

The application of content marketing tactics may increase a business's conversion rate by as much as thirty percent, which increases the likelihood that people who see their ads will become buyers. Providing information that is clear and easy-to-understand and that increases brand recognition is a crucial component of this strategy. Notably, customer priorities highlight the critical importance of content in marketing by ranking it as the second most important component. Utilizing digital media enables businesses to build closer relationships with their intended market by increasing customer awareness and facilitating enhanced brand involvement.

- H2: A positive correlation exists between brand recognition and content marketing.

### 1.4. Website and brand awareness

Research has employed correlation analysis to conclusively demonstrate that email marketing initiatives, in particular, have a notable effect on brand awareness. The strong correlation between these variables is demonstrated by the considerable positive correlation that is observed with 95% confidence. Regression research further confirms the reciprocal impact, emphasizing a robust and positive correlation between digital marketing campaigns and brand recognition. Research by Consulting, in particular, highlights the significant beneficial influence a website can have on brand recognition and highlights the importance of this important performance measure for businesses (Malek Shirabadi et al., 2022). The website acts as a catalyst, raising the company's profile and increasing brand recognition while also establishing itself as a benchmark for measuring overall corporate effectiveness.

- H3: Website recognition and brand recognition have strong, favorable relationships.

### 1.5. Social media marketing and brand awareness

Social media marketing offers a streamlined online platform for consumer communication, facilitating immediate brand recognition. The marketing strategy known as social media marketing is crucial for determining a well-known company's brand. A thorough examination of the positive correlation between brand awareness and social media initiatives clearly reveals that an industry's social media existence has a great impact on brand exposure. An example worth mentioning is a business that achieved remarkable success by using Instagram as its main social media channel in a calculated manner. This achievement confirms the results of another study that emphasized the important association between social media use and increased brand recognition. Comparable results in the Fin Tech sector demonstrate that these positive effects transcend industry boundaries, demonstrating the value of social media in increasing brand resonance and recognition (Abdullah, 2020).

- H4: There are significant advantages to using social media marketing to enhance brand awareness.

### 1.6. E-mail marketing and brand awareness

According to McKinney, email marketing is 40 times better at bringing in new customers and yielding a good return on investment (ROI) than are popular social media platforms such as Facebook and Twitter. Currently, with sophisticated monitoring tools guaranteeing that emails are perfectly customized to each recipient, the effectiveness of this approach is especially evident. Expanding upon previous studies, a thorough correlation study confirmed a sturdy and statistically significant positive association between digital marketing efforts, particularly email marketing, and the vital indicator of brand awareness. The analysis's empirical data reveal an impressive 95% positive correlation between the variables, demonstrating the vital role that email marketing plays in developing and improving brand awareness. Regression analysis has provided additional support for this relationship by demonstrating that both of those factors are positively correlated and have statistical significance in their relationship (Majeed et al., 2021). This highlights the critical role that email marketing plays in increasing brand awareness in the digital sphere.

- H5: Email marketing and brand recognition have a substantial beneficial relationship.

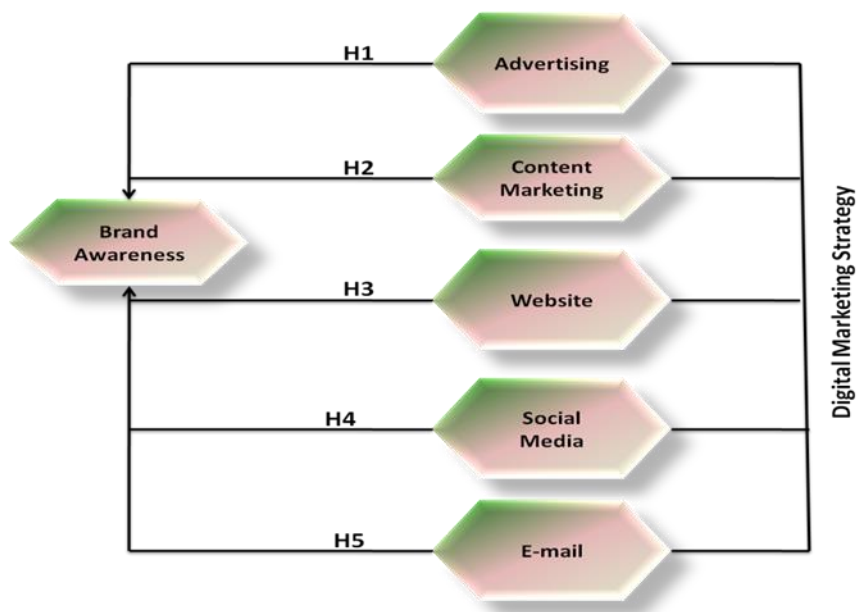


Figure 1 Conceptual framework.

The objective of this study is to examine and evaluate how brand awareness functions as a moderator in the context of B2B transactions. In particular, this study focuses on how the brand awareness of the target customer influences the effectiveness of digital advertising strategies. This study aims to provide useful insights to companies that want to maximize their digital advertising efforts and improve their overall influence on buying objectives in the B2B sector by exploring this dynamic interaction. We hope to add to the expanding collection of information in B2B and digital marketing by thoroughly investigating these associations and providing useful insights for companies managing the modern marketplace.

## 2. Methodology

The principal purpose of this research is to evaluate how purchasing intentions and the Digital Advertising Revolution interact in the framework of businesses. Understanding how brand awareness functions as a moderator in this connection is the main topic. The research involved 150 individuals aged 15–28 years who were selected to explore the role of brand awareness as a moderator in B2B deals. The sample population is likely young and more accustomed to internet ads. The information was gathered via web questionnaires or surveys. Table 1 describes the demographic features of the respondents.



**Table 1** Demographic distribution of the participants.

Demographic Category	Range/Details
Total Number of Respondents	150
Age Range	15 to 28 years old
Gender	Male: 80; Female: 70
Educational Level	High School: 25; Undergraduate: 50; Graduate: 75
B2B Awareness Level	Low: 60; Medium: 50; High: 40
Brand Awareness Level	Low: 40; Medium: 50; High: 60
Digital Marketing Focus	Social Media Marketing: 70; Content Marketing: 55; Email Marketing: 25

Using a quantitative research methodology, this study emphasizes the examination of numerical data over the expression of individual opinions. To evaluate the data in an organized manner and conduct a structured analysis of customer behaviors and perceptions, a quantitative research approach was used. Table 2 depicts the measurement of the variables.

**Table 2** Measurement variables.

Variable Type	Variable	Definition
Dependent Variables	Brand Awareness	The degree to which consumers recognize and recall a specific brand. It is an indicator of the brand's visibility and presence in the minds of the target audience.
	Consumer Purchase Intention	The likelihood of consumers making a purchase based on their exposure to social media content marketing. This variable reflects the intention or inclination to engage in a buying decision influenced by the marketing content encountered on social media platforms.
	Social Media, Content Marketing	The marketing strategy is employed across various social media platforms to engage and influence the target audience. It encompasses the creation and dissemination of content designed to enhance brand visibility, engage users, and ultimately drive consumer behavior.

**2.1. Statistical analysis**

The data analysis employed the Statistical Package for Social Sciences (SPSS). Multiple regression analysis and coefficient correlation analysis were the analytical techniques employed. To examine the correlations between the variables and derive significant insights to arrive at definitive study findings, these statistical tests were essential.

$$Y = \alpha + \beta X + \mu \quad (1)$$

Here,  $\mu$  is an error term,  $\beta$  is the coefficient of the independent variable,  $X$  is an independent variable,  $\alpha$  is a constant, and  $Y$  is a dependent variable.

The study's multiple regression equation, which is based on the variables used, is as follows:

$$\text{Consumer purchase decision} = \alpha + \beta(\text{BRAND AWARENESS}) + \beta(\text{SMCM}) + \mu \quad (2)$$

**3. Results**

**3.1. Data collection**

One hundred fifty male and female respondents, aged 15--28 years, composed the sample size for the online poll. The research collected relevant data by administering a 15-question questionnaire that included social media content marketing, demographics, customer purchase choices, and brand awareness. Figure 2 and Table 3 illustrate the gender distribution among the respondents, revealing that 60% of the research individuals identified as female, whereas 40% identified as male. Consequently, a predominant portion of the collected responses emanated from female participants.

The dataset is thoroughly outlined by descriptive statistics, which include the minimum, maximum, and mean of the dependent and independent variables, as shown in Figure 3 and Table 4. The correlation coefficient test is subsequently employed to ascertain relationships between variables and derive interpretations. Additionally, multiple regression analysis is conducted to gauge the interrelationships among variables and assess the extent of impact on the dependent variable resulting from variations in the independent variable. These analyses collectively contribute to a robust understanding of the dataset, shedding light on the associations and predictive capacities of the examined variables. The lowest and maximum values of a consumer purchase decision are 2 and 5, respectively. 3.76 is the average consumer purchase choice. Brand awareness ranges from 2--5, with a mean of 3.46. Social media content marketing, with a mean of 4.09, ranges from a minimum of 2 to a maximum of 5.



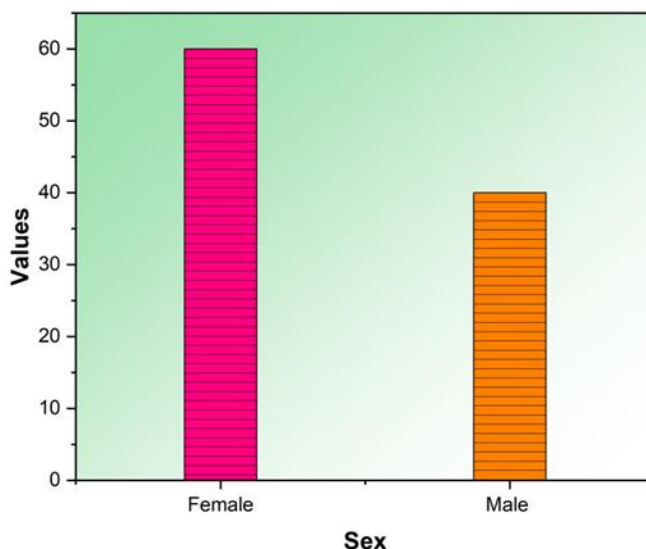


Figure 2 Gender distribution: A diverse perspective on study responses.

Table 3 Several uses of advertising in India.

Sex	Values
Female	60%
Male	40%

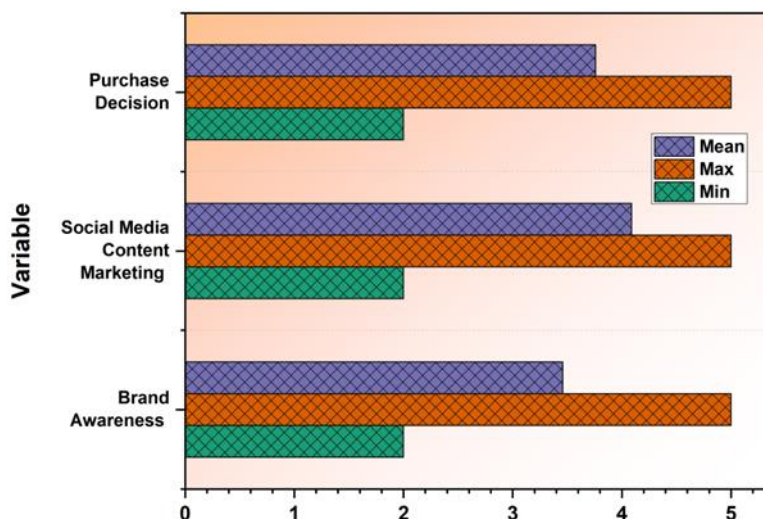


Figure 3 Ranging from brand awareness to purchase decision in the study of responses.

Table 4 A metric overview of brand awareness in purchase decisions.

Variable	Min	Max	Mean
Brand Awareness	2	5	3.46
Social Media Content Marketing	2	5	4.09
Purchase Decision	2	5	3.76

By the outcome of the tests executed, the first indication is assessed in line with the data shown in Table 4, as its lowest Cronbach's alpha value is 0,698 and its maximum is 0,917. These data prove that every Cronbach's alpha has results > 0.06 and that every variable has satisfied the criteria for a valid Cronbach's alpha. The composite reliability index, as validated by esteemed experts Fornell and Larcker, attains an accepted value of 0.7, meeting the criterion for reliability assessment.

The outcomes are displayed in Table 5 below, and all the variable indicators are considered legitimate for use with the composite dependability index. The AVE assessment is considered acceptable when the acceptance value is at least larger than 0. Table 6 lists the discriminant validity test results, with values ranging from 0.799--0.914. In Table 5, where each variable's average variance extracted (AVE) is highlighted, it is confirmed that all the variables surpass the recommended threshold of 0.07. This reaffirms the conclusion's validity, demonstrating the successful completion of the discriminant validity test for each variable, with AVE values exceeding 0.07.



**Table 5** Reliability and validity metrics for key properties.

Key properties	Composite Reliability	AVE	Cronbach's Alpha	Validation
Content Marketing	0.881	0.790	0.733	Applicable
Brand awareness	0.680	0.741	0.652	Applicable
Email Marketing	0.957	0.918	0.913	Applicable
Website	0.915	0.835	0.802	Applicable
Advertising	0.840	0.635	0.719	Applicable
Social Media Marketing	0.861	0.682	0.762	Applicable

- Brand Awareness: Confirms its validity with a 0.652, 0.680 Composite Reliability, and 0.741 AVE.
- Advertising: Shows its validity with an AVE of 0.635, a Composite Reliability of 0.840, and a 0.719.
- Content marketing: The dependability of content marketing is validated by its scores of 0.733, 0.881 for composite reliability, and 0.790 for AVE.
- Website: Verifies its authenticity with an AVE of 0.835, Composite Reliability of 0.915, and 0.802.
- Email marketing: This variable is 0.913, the AVE is 0.918, and the composite reliability is 0.957, indicating its viability.
- Social media marketing: The AVE of 0.682, composite dependability of 0.861, and reflection of 0.762 all support social media market dependability (Table 6).

**Table 6** Reliability and validity metrics for key properties.

Key properties	Advertising	Brand Awareness	Content Marketing	Email Marketing	Social Media Marketing	Website
Advertising	0.795					
Brand Awareness	0.607	0.863				
Content Marketing	0.564	0.482	0.891			
Email Marketing	0.245	0.213	0.208	0.961		
Social Media Marketing	0.626	0.478	0.0626	0.154	0.823	
Website	0.401	0.415	0.378	0.917	0.465	0.427

#### 4. Discussion

The findings substantiate the existence of a statistically significant positive effect (H1) between the advertisement and brand awareness-related aspects. These encouraging findings suggest that advertising could effectively stimulate creative thinking, spark interest, and increase awareness when it is created to connect and understand the requirements of the target audience. H2, which asserts an important association between content marketing and brand awareness, is rejected. This implies that there is no substantial interaction between these two latent variables. Consequently, the ease of sharing information or fostering two-way communication through content marketing with the platform does not emerge as a primary focal point for individuals, suggesting that awareness might not be influenced primarily by these specific aspects of content marketing. H3 supports a notable positive association between the website and brand awareness, emphasizing a meaningful correlation between the two variables.

Websites serve as comprehensive platforms that deliver essential brand information, facilitating a clear understanding of brand identity. The content hosted on websites contributes to the accessibility of fundamental brand details, streamlining the process of comprehending and recognizing the brand. Since social media marketing and brand recognition are found to be positively and statistically significantly correlated, H4 is refuted rather than supported. The lack of substantial impact between these two variables can be attributed to the ineffectiveness of a tangible representation, such as a brief video, in practical terms. H5 is rejected, indicating a lack of statistically significant association between brand awareness and email marketing. Despite widespread acknowledgment that information disseminated via email marketing is often read and utilized for brand identification, the findings of this study diverge from those of other studies. The research indicating a correlation between these variables through regression analysis seems incongruent with the outcomes presented in this study. Moreover, research reinforces a positive and significant effect between brand awareness and email marketing conflicts with the outcomes of this investigation. These disparities emphasize the nuanced nature of the relationship and emphasize the importance of contextual factors in understanding the dynamics between brand awareness and email marketing effectiveness.

Behera et al. (2022) drawback is that it relies more on conceptual analysis and theoretical frameworks than on empirical validation. Although ethical principles and cognitive computing are examined with respect to organizational reputation, the findings may not be broadly applicable due to the absence of quantitative data or real-world case studies. Furthermore, it was



difficult to maintain the long-term relevance and applicability of the suggested principles given the dynamic and changing nature of digital marketing technology and ethical norms in B2B situations.

Khodabandeh and Lindh (2021), on the basis of self-reported data, which could be skewed by social desirability bias and might not fully represent real purchasing behavior, is one of its limitations. Furthermore, the results may not be as applicable to larger consumer populations because of the exclusive focus on a particular demographic or geographic area. It is also difficult to identify long-term trends due to the dynamic nature of influencers and online platforms, which means that the results are more indicative of recent than long-term customer behavior.

The limitation of Melović et al. (2020) is that they focused on Montenegro; this limits the generalizability of the findings to nations with distinct digital infrastructures, consumer habits, or market dynamics. There are restrictions on the availability and precision of local data on marketing strategies and digital transformation. Furthermore, some observations soon became outdated due to the rapid speed of technology change, which would restrict long-term applicability in the larger context of global digital business trends.

The limitations of the study of Alalawneh et al. (2022) are that the relationship between social media platform usage and organizational performance is ignored and that other factors that could also significantly affect outcomes, such as market conditions, industry type, or the competitive landscape. Additionally, social media statistics vary from platform to platform, which makes generalizations and comparisons more challenging. Giving businesses long-term insights can be challenging because social media trends and algorithms are constantly evolving.

By combining theoretical frameworks and actual data, this study overcomes these restrictions and offers a more thorough grasp of the subject. To ensure wider applicability, quantitative research and real-world case studies should be incorporated to validate the findings. To consider consumer behavior, industry types, and market conditions to handle the impact of external factors. To provide more flexible insights and increase the long-term relevance of our findings, we also employ a variety of data sources and examine how digital platforms are changing.

The research involved 150 participants aged 15–28 years, which restricts the generalizability of the findings to broader B2B decision-makers. Since most B2B purchase decisions are made by experienced professionals and managers, a young sample may not accurately represent real-world corporate buying behavior (Tran et al., 2021). This demographic limitation reduces the external validity of the study, as responses may reflect consumer-style perceptions rather than strategic B2B buying intentions.

The data were collected via self-administered questionnaires, which may introduce biases such as social desirability and a subjective interpretation of digital advertising effectiveness. Without behavioral or transactional data, it becomes difficult to validate whether brand awareness truly influences purchase decisions in actual B2B scenarios (Menidjel & Bilgihan, 2023). Future research should integrate real-time engagement metrics, CRM analytics, or sales conversion data to strengthen empirical validity.

The research broadly analyzed digital channels (email, content, social media) but did not distinguish the individual performance impact of each platform on purchase intent. B2B interactions vary significantly across channels such as LinkedIn, Google Ads, industry forums, and webinars; however, this differentiation has not been addressed (Ahmed et al., 2022). Prior studies highlight that certain digital platforms are more influential in trust-building and long-term B2B relationship management, but such platform-specific moderating effects have been overlooked.

The present research captures digital advertising at a specific moment but does not account for evolving trends such as AI-driven personalization, programmatic advertising, and data-driven targeting in B2B sectors. The rapid transformation of digital marketing technologies may limit the long-term applicability of the findings (Amiri et al., 2023). The absence of longitudinal analysis raises concerns regarding the sustainability and adaptability of the model within the fast-changing digital advertising ecosystem.

## 5. Conclusion

The study emphasizes how crucial brand awareness is for managing the complexity of the digital advertising revolution in the context of B2B exchanges. The outcomes express complex interactions with digital marketing channels even as we confirm the long-lasting value of traditional advertising in building brand recognition. In contrast to what was anticipated, there was no discernible relationship between brand recognition and email, content, or social media marketing in the B2B setting. This demonstrates that different digital techniques are performed in B2B transactions. B2B organizations should understand that a one-size-fits-all strategy might not work for them and that, to have the most impact, careful integration of conventional and digital marketing components is essential. The research provides significant perspectives for B2B companies looking to develop their digital marketing efforts and exert a stronger impact on purchase intentions in the fast-paced business environment. The very small sample size of responders is one of the study's limitations. Moreover, the study's dependence on data provided by participants increases the risk of personal assessments of the participants' interactions with digital advertising and responses being distorted.

## Ethical Considerations

This study is committed to upholding the highest ethical standards in its collection and use of primary data involving human participants. The data collection was independent of any institutional affiliations, ensuring that participants were selected without bias or socioeconomic influence.

### Conflict of Interest

The authors declare no conflicts of interest.

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