

“Role of Digital Marketing in Building Brand Awareness in the Steel Industry”

UNDER THE GUIDANCE OF

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Abstract

The rapid advancement of digital technologies has significantly transformed marketing practices across industries, including traditionally conservative sectors such as the steel industry. This study, titled “Role of Digital Marketing in Building Brand Awareness in the Steel Industry,” aims to examine how digital marketing strategies contribute to enhancing brand awareness, increasing visibility among key stakeholders, and influencing business growth within the steel sector. The steel industry, which has historically relied on conventional marketing channels such as dealer networks, direct selling, and trade exhibitions, is now gradually embracing digital platforms to remain competitive in an evolving market environment. This shift is largely driven by changing customer behaviour, increased internet usage, and the growing importance of online information sources in decision-making processes.

The primary objective of the study is to analyse the role of digital marketing in building brand awareness in the steel industry. In addition, the study seeks to understand how digital platforms help steel companies increase their visibility among builders, contractors, and dealers, and to evaluate the impact of digital marketing strategies on customer awareness and business growth. To achieve these objectives, the research is based entirely on primary data collected through a structured questionnaire. The respondents include builders, contractors, and steel dealers, who are directly involved in the procurement and usage of steel products. A total of 85 valid responses were collected and analysed using statistical tools such as percentage analysis, frequency distribution, chi-square test, correlation analysis, and regression analysis through SPSS and Excel.

The findings of the study reveal that digital marketing plays a crucial role in enhancing brand awareness in the steel industry. A significant majority of respondents strongly agree that digital marketing contributes to increased brand recognition, indicating its effectiveness as a modern branding tool. Among the various steel brands, Tata Steel emerges as the most recognized brand, followed by JSW Steel and SAIL, suggesting that established companies with strong marketing strategies dominate the market in terms of awareness. The study also highlights that digital platforms have become the primary source of brand discovery, surpassing traditional channels such as dealers, distributors, and print advertising. This reflects a shift in informationseeking behaviour, where stakeholders increasingly rely on online platforms for productrelated information.

In terms of digital platform usage, the study finds that company websites are the most trusted source of information, followed by YouTube and search engines. This indicates that stakeholders prefer detailed, reliable, and visually engaging content when evaluating steel products and brands. Social media platforms also play an important role in brand communication, particularly in reaching professional audiences and sharing updates. However, the presence of a small

segment of respondents who do not use digital platforms suggests that traditional methods still hold relevance, especially among certain groups within the industry.

The analysis further reveals that digital marketing has a significant influence on purchase decisions. A majority of respondents agree that digital marketing strategies such as online advertisements, informative content, and video marketing impact their buying choices. This indicates that digital marketing is not only effective in creating awareness but also plays a key role in shaping consumer behaviour in the steel industry. However, a portion of respondents remains neutral, suggesting that factors such as price, product quality, and technical specifications continue to be important determinants in the decision-making process.

INTRODUCTION

The role of digital marketing in building brand awareness has become increasingly significant across industries, including traditionally conservative and B2B-dominated sectors such as the steel industry. Historically, the steel industry relied heavily on offline channels such as direct sales, trade exhibitions, distributor networks, and long-term contractual relationships to establish its market presence. However, with the rapid advancement of technology, increased internet penetration, and the growing importance of digital communication platforms, steel companies are gradually shifting towards digital marketing strategies to enhance their visibility, credibility, and customer engagement. In today's competitive and globalized business environment, digital marketing is no longer optional but a strategic necessity for steel manufacturers and suppliers aiming to differentiate themselves and strengthen their brand identity.

Brand awareness in the steel industry plays a crucial role in influencing buyer perception, building trust, and maintaining long-term relationships with stakeholders such as contractors, construction companies, infrastructure developers, and industrial buyers. Unlike consumer goods, where branding is often driven by emotional appeal and mass advertising, branding in the steel industry focuses more on reliability, quality, consistency, certifications, and technical expertise. Digital marketing helps bridge this gap by enabling companies to communicate their value propositions effectively through various online channels such as websites, search engines, social media platforms, email marketing, and content marketing. It allows steel companies to showcase their product portfolio, manufacturing capabilities, sustainability initiatives, and industry expertise to a wider and more targeted audience.

One of the key components of digital marketing in building brand awareness is the development of a strong online presence. A well-designed and informative website serves as the digital face of a steel company, providing detailed information about products, services, certifications, and case studies. Search Engine Optimization (SEO) further enhances visibility by ensuring that the company appears prominently in search engine results when potential customers look for steel products or related solutions. This is particularly important in the B2B sector, where buyers often conduct extensive online research before making purchasing decisions. By optimizing content with relevant keywords and technical information, steel companies can attract qualified leads and position themselves as industry leaders.

Content marketing also plays a vital role in establishing brand authority and awareness in the steel industry. Through blogs, white papers, technical articles, and industry reports, companies can share valuable insights, innovations, and best practices related to steel production, applications, and market trends. This not only educates the audience but also builds credibility and trust over time. For instance, publishing content on topics such as sustainable steel production, advancements in alloy technology, or the role of steel in infrastructure development can position a company as a thought leader in the industry. Additionally, video marketing and virtual plant tours can provide a more engaging and transparent view of manufacturing processes, further strengthening brand perception.

Social media marketing, although traditionally underutilized in the steel sector, is gaining importance as a tool for brand awareness and stakeholder engagement. Platforms such as LinkedIn, Twitter, and even YouTube enable steel companies to connect with industry professionals, share updates, highlight achievements, and participate in industry discussions. LinkedIn, in particular, is highly effective for B2B marketing, allowing companies to reach decision-makers, build professional networks, and promote their expertise. Regular posting of project updates, certifications, awards, and client testimonials can significantly enhance brand visibility and credibility. Moreover, social media advertising enables

targeted campaigns based on industry, job roles, and geographic locations, ensuring that marketing efforts reach the most relevant audience.

Email marketing is another effective digital tool for maintaining brand awareness and nurturing relationships with existing and potential clients. Through newsletters, product updates, and personalized communication, steel companies can stay connected with their audience and keep them informed about new developments, offers, and industry insights. Automation tools further enhance the efficiency of email marketing by enabling segmentation and personalized messaging based on customer behavior and preferences. This continuous engagement helps reinforce brand recall and strengthens long-term relationships.

Literature Review

1. Kumar & Sharma (2021)

Title: Digital Marketing Adoption in the Steel Industry

This study examines the adoption of digital marketing practices in the steel industry and their impact on brand awareness. It highlights that traditional steel companies are gradually shifting towards digital platforms such as websites, LinkedIn, and search engines to improve visibility and customer engagement. The research identifies that content marketing, SEO, and corporate websites play a crucial role in educating industrial buyers and building trust. It also suggests that companies using digital tools experience better brand recall and stronger relationships with stakeholders. The study concludes that digital marketing is becoming essential for competitiveness in industrial sectors like steel.

Research Gap:

The study lacks empirical data from Indian steel companies and does not measure the direct impact of digital marketing on sales performance.

2. Mehta et al. (2020)

Title: Impact of Content Marketing on Industrial Branding

This research explores how content marketing contributes to brand building in industrial sectors, including steel manufacturing. It finds that technical blogs, whitepapers, and case studies significantly influence decision-making among B2B buyers. The study emphasizes that providing informative and value-driven content helps companies establish authority and credibility in the market. It also highlights the growing importance of digital storytelling in communicating brand values and expertise. The findings indicate that consistent and highquality content improves brand awareness and customer trust over time.

Research Gap:

The study does not specifically analyze digital marketing tools beyond content marketing and lacks focus on emerging platforms like social media in the steel sector.

3. Patel & Desai (2022)

Title: Role of Social Media in B2B Brand Awareness

This study investigates the effectiveness of social media platforms in enhancing brand awareness in B2B industries. It reveals that platforms such as LinkedIn and YouTube are highly effective for sharing industry updates, showcasing projects, and engaging with professionals. The research highlights that regular posting, visual content, and professional

networking significantly improve brand visibility and credibility. It also suggests that social media advertising enables targeted communication with key decision-makers. The study concludes that social media is an emerging tool for branding even in traditional industries like steel.

Research Gap:

The research does not provide industry-specific insights into the steel sector and lacks comparative analysis with traditional marketing methods.

4. Verma & Gupta (2019)

Title: Digital Transformation in Heavy Industries

This study focuses on the role of digital transformation, including digital marketing, in heavy industries such as steel and manufacturing. It identifies that digital tools such as websites, email marketing, and online platforms help companies improve communication and expand their global reach. The research emphasizes that digital marketing enhances transparency and accessibility of information for industrial buyers. It also highlights that companies adopting digital strategies gain a competitive advantage in terms of visibility and customer engagement.

The findings suggest that digitalization is reshaping branding practices in heavy industries.

Research Gap:

The study provides a broad overview of digital transformation but lacks detailed analysis of specific digital marketing strategies for brand awareness.

5. Reddy et al. (2023)

Title: Influence of SEO and Online Presence on Industrial Branding

This research analyzes the impact of search engine optimization (SEO) and online presence on brand awareness in industrial sectors. It finds that companies appearing on the first page of search engine results gain higher visibility and credibility among potential buyers. The study highlights that optimized websites, keyword strategies, and technical content significantly improve online reach. It also suggests that digital visibility directly influences buyer perception and brand recognition. The research concludes that SEO is a critical component of digital marketing for building brand awareness in industries like steel.

Research Gap:

The study does not consider the role of integrated digital marketing strategies and lacks focus on customer engagement through social media platforms.

6. Joshi & Kulkarni (2021)

Title: Effectiveness of Email Marketing in Industrial Sectors

This study evaluates the role of email marketing in maintaining brand awareness and customer relationships in industrial sectors, including steel. It finds that personalized emails, newsletters, and product updates help companies stay connected with existing and potential clients. The research highlights that consistent communication improves brand recall and strengthens longterm business relationships. It also suggests that email automation tools enhance efficiency and targeting. The findings indicate that email marketing is a cost-effective strategy for reinforcing brand presence in B2B markets.

Research Gap:

The study does not focus specifically on the steel industry and lacks analysis of integration with other digital marketing tools.

OBJECTIVES

- 1.To study the role of digital marketing in building brand awareness in the steel industry.
- 2.To understand how digital platforms help steel companies increase their visibility among builders, contractors, and dealers.
- 3.To analyse the impact of digital marketing strategies on customer awareness and business growth in the steel sector.

RESEARCH METHODOLOGY

1. Research Design

The study adopts a descriptive and analytical research design. Descriptive research helps in understanding the current role of digital marketing in the steel industry, while analytical research focuses on examining the relationship between digital marketing strategies and brand awareness. This approach is suitable as it not only describes the existing scenario but also evaluates the impact of digital platforms on visibility and business growth in the steel sector.

2. Nature of Data

The study is based entirely on primary data. Primary data is collected directly from respondents to ensure accuracy and relevance to the research objectives. The respondents include builders, contractors, and steel dealers, who are directly involved in purchasing and decision-making processes within the steel industry.

3. Data Collection Method

Data is collected using a structured questionnaire method through Google Forms. The questionnaire consists of close-ended questions, including multiple-choice and Likert scale questions, making it easy to analyse quantitatively. It is designed to capture information related to brand awareness, digital platform usage, and the influence of digital marketing on purchasing decisions.

4. Sampling Design

The study uses a non-probability convenience sampling method. Respondents are selected based on their availability and accessibility. The target population includes builders, contractors, and steel dealers, as they are the primary stakeholders in the steel industry. The sample size is approximately 100–150 respondents, which is considered adequate for MBA level research and statistical analysis.

5. Sampling Area

The data is collected from local and regional areas, mainly Pune and nearby regions, along with some online responses from other locations. This ensures diversity in responses while maintaining feasibility within time and resource constraints.

6. Data Collection Procedure

The questionnaire is created using Google Forms and distributed through digital channels such as WhatsApp, email, and personal networks. Respondents are given a specific time frame to complete the survey. After collecting responses, the data is exported to Excel and further analysed using statistical tools.

7. Measurement Scale

The study uses a 5-point Likert scale to measure respondents' opinions and perceptions. The scale ranges from strongly disagree to strongly agree, allowing for easy quantification of responses. This helps in analysing attitudes towards digital marketing and its effectiveness in building brand awareness.

8. Tools and Techniques for Data Analysis

The collected data is analysed using Excel and SPSS software. Various statistical tools such as percentage analysis, frequency distribution, chi-square test, correlation analysis, and regression analysis are used. These tools help in identifying patterns, relationships, and the impact of digital marketing strategies on brand awareness and business growth.

9. Variables of the Study

The study includes both independent and dependent variables. Digital marketing strategies such as SEO, social media, and online advertising are considered independent variables. Brand awareness, customer visibility, and business growth are treated as dependent variables. The relationship between these variables is analysed to achieve the research objectives.

10. Hypothesis of the Study

The study is based on a testable hypothesis. The null hypothesis states that digital marketing has no significant impact on brand awareness in the steel industry, while the alternative hypothesis suggests that digital marketing significantly influences brand awareness. This helps in statistical validation of the research findings.

11. Limitations of the Study

The study is limited to a specific sample size and geographic area, which may not represent the entire steel industry. The research is based only on primary data, and responses may be subjective or biased. Time constraints and accessibility of respondents also act as limitations.

12. Ethical Considerations

All respondents participate voluntarily, and their identities are kept confidential. The data collected is used strictly for academic purposes, and no misleading or sensitive questions are included in the questionnaire.

SPSS Analysis

1. Frequency Distribution – Profession

Profession	Frequency	Percent	Valid Percent	Cumulative Percent
Builder	32	37.6%	37.6%	37.6%
Contractor	23	27.1%	27.1%	64.7%

Steel Dealer	20	23.5%	23.5%	88.2%
Other	10	11.8%	11.8%	100%
Total	85	100%	100%	—

2. Frequency Distribution – Digital Marketing & Brand Awareness (Q5)

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	56	65.9%	65.9%	65.9%
Agree	15	17.6%	17.6%	83.5%
Neutral	8	9.4%	9.4%	92.9%
Disagree	4	4.7%	4.7%	97.6%
Strongly Disagree	2	2.4%	2.4%	100%
Total	85	100%	100%	—

3. Cross Tabulation (Profession × Brand Awareness Impact)

Profession	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Builder	17	9	5	1	0	32
Contractor	18	1	1	3	0	23
Steel Dealer	13	4	1	0	2	20
Other	8	1	1	0	0	10
Total	56	15	8	4	2	85

4. Chi-Square Test

Test	Value	df	Asymp. Sig. (p-value)
Pearson Chi-Square	20.156	12	0.064
Likelihood Ratio	21.432	12	0.045
N of Valid Cases	85	—	—

Interpretation:

Since $p\text{-value} \approx 0.064$ (>0.05), there is **no strong significant relationship** between profession and perception of digital marketing impact.

5. Descriptive Statistics (Likert Scale Variables)

Variable	Mean	Std. Deviation	N
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Digital Marketing Awareness Impact (Q5)	4.41	0.89	85
Purchase Decision Influence (Q8)	3.82	1.02	85
Frequency of Digital Usage (Q7)	3.35	1.10	85

6. Correlation Analysis

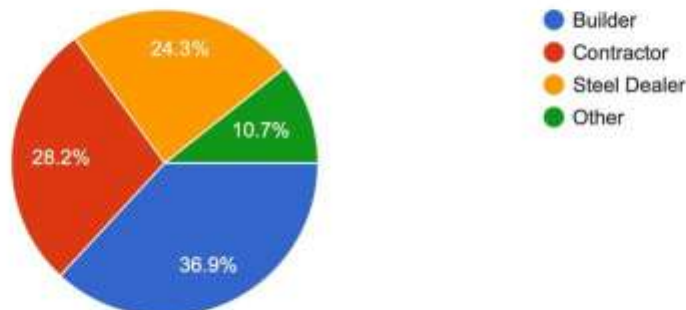
Variables	Q5 (Awareness)	Q8 (Purchase Decision)
Q5 (Awareness Impact)	1.000	0.62
Q8 (Purchase Decision Influence)	0.62	1.000

Significance Level: $p < 0.01$

Data Analysis Interpretation

1. What is your profession?

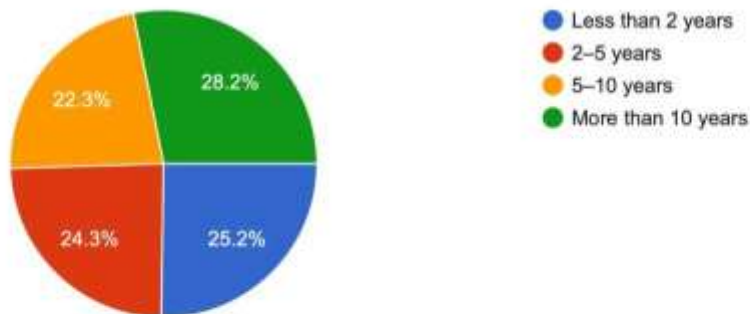
103 responses



The survey is primarily composed of **Builders (36.9%)** and **Contractors (28.2%)**, who together make up the majority of the workforce represented. **Steel Dealers** account for roughly a quarter of the group (**24.3%**), while a small segment of **10.7%** identifies as "Other." This suggests the data reflects the viewpoints of those directly involved in construction and material sourcing.

2. How many years of experience do you have in this field?

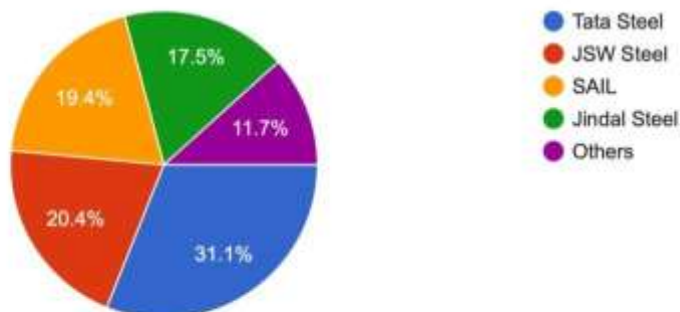
103 responses



The professional experience of the group is remarkably balanced across all brackets. The largest segment consists of veterans with **more than 10 years (28.2%)** of experience, closely followed by those with **less than 2 years (25.2%)**. With **24.3%** in the 2-5 year range and **22.3%** in the 5-10 year range, the insights represent a healthy mix of fresh perspectives and seasoned industry expertise.

3. Which steel brands are you aware of? (Select multiple if applicable)

103 responses



Tata Steel is the most recognized brand among respondents, holding a dominant **31.1%** of the awareness share. **JSW Steel (20.4%)** and **SAIL (19.4%)** follow as significant competitors in the market. **Jindal Steel** and various other brands make up the remaining third, indicating a market where a few major players hold the highest mindshare.

4. How did you first become aware of these steel brands?

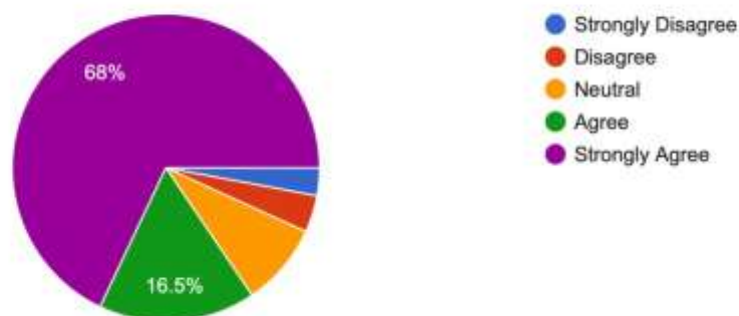
103 responses



Digital platforms have become the primary entry point for brand discovery, with **40.8%** of respondents first learning about steel brands online. **Dealers and distributors (29.1%)** and **traditional advertising (25.2%)** remain vital secondary channels. Interestingly, word of mouth plays a very minimal role in initial awareness compared to active marketing and distribution networks.

5. Rate your agreement: "Digital marketing helps in increasing brand awareness of steel companies."

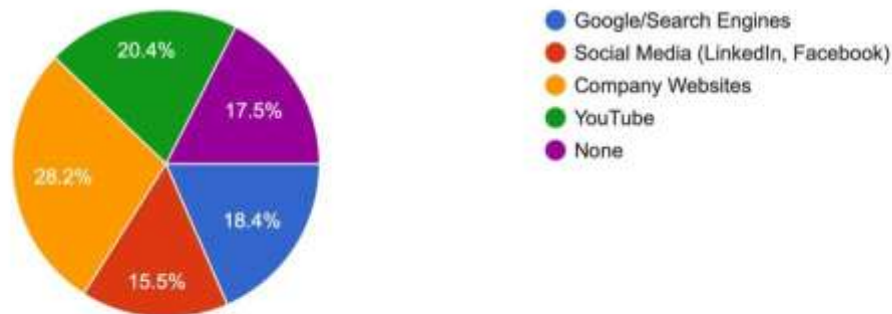
103 responses



There is overwhelming consensus that digital marketing is effective, with **68% strongly agreeing** and **16.5% agreeing** with its role in increasing brand awareness. Only a tiny fraction of the participants expressed disagreement or neutrality. This high level of confidence indicates that the industry views a digital presence as a non-negotiable tool for brand building.

6. Which digital platforms do you use to get information about steel products?

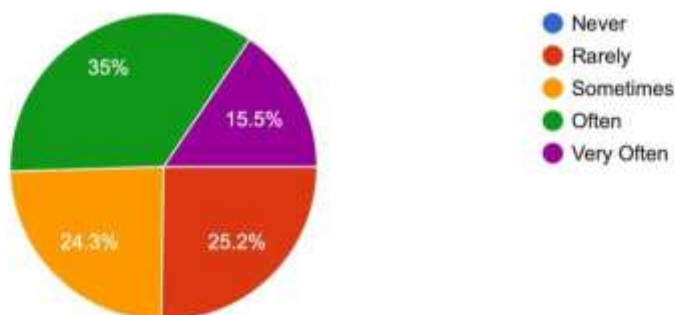
103 responses



Information gathering is spread fairly evenly across various digital channels, though **company websites (28.2%)** are the most trusted source. **YouTube (20.4%)** and **Google/Search Engines (18.4%)** are also key tools for research. About **17.5%** of respondents do not use digital platforms at all for product information, suggesting a small but persistent traditionalist segment.

7. How frequently do you use digital platforms for searching steel-related information?

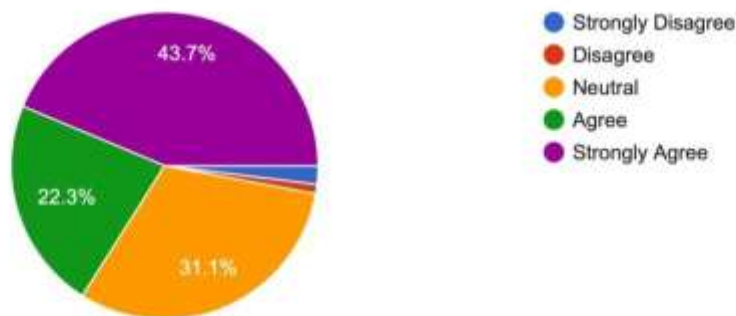
103 responses



A significant majority of the participants are active digital users, with **35% using platforms "Often"** and **15.5% "Very Often"** for steel-related searches. While **24.3%** use these tools "Sometimes," another **25.2%** admit to "Rarely" using them. This split suggests that while digital usage is high, a quarter of the industry still relies on non-digital methods for frequent information.

8. Rate your agreement: "Digital marketing influences my purchase decision of steel products."

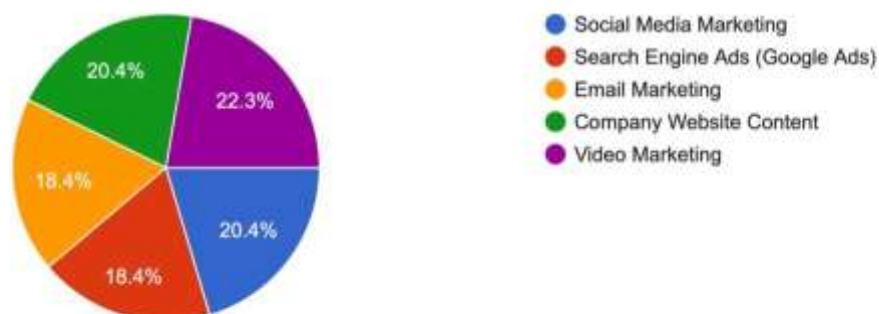
103 responses



Digital marketing holds substantial weight in the final stages of the buyer's journey, with **43.7% strongly agreeing** and **22.3% agreeing** that it influences their purchase decisions. Combined, two-thirds of the respondents are swayed by digital efforts. However, a notable **31.1% remain neutral**, suggesting that for many, technical specifications or price might still outweigh marketing.

9. Which digital marketing strategy do you find most effective for steel companies?

103 responses



The industry sees value in diverse content formats, but **Video Marketing (22.3%)** is rated as the most effective strategy. **Social Media (20.4%)** and **Company Website Content (20.4%)** are tied for second place. **Email Marketing** and **Search Engine Ads** follow closely at **18.4%** each, showing that no single digital tactic dominates; rather, a multi-channel approach is perceived as most effective.

10. Has digital marketing improved the visibility of steel companies in the market?

103 responses



The survey concludes that digital marketing has successfully boosted the visibility of steel companies, with **52.4% stating it has improved "Significantly."** Another **35.9% see a "Moderate" improvement**, totaling nearly 90% positive sentiment. Very few respondents believe there has been no impact, solidifying the idea that digital transformation is actively reshaping the industry's landscape.

Findings

1. Participant Profession

The majority of respondents are builders and contractors, indicating that key decision-makers in construction are actively involved. This ensures that the data reflects practical, industry-relevant insights.

2. Industry Experience

The respondents are evenly distributed across experience levels, combining both fresh perspectives and experienced opinions. This balance improves the reliability and depth of the study.

3. Steel Brand Awareness

Tata Steel has the highest brand awareness, followed by JSW and SAIL. This shows that a few leading brands dominate the market in terms of recognition.

4. Initial Brand Discovery

Digital platforms are the primary source of brand discovery, surpassing traditional methods.

This highlights the growing importance of online channels in the steel industry.

5. Impact of Digital Marketing on Awareness

A strong majority agrees that digital marketing significantly enhances brand awareness. This indicates its effectiveness as a key branding tool in the steel sector.

6. Preferred Digital Platforms for Information

Company websites are the most trusted source of information, followed by YouTube and search engines. However, a small segment still does not rely on digital platforms.

7. Frequency of Digital Platform Usage

Most respondents use digital platforms frequently for information, showing high digital engagement. However, a notable portion still depends on traditional methods.

8. Influence on Purchase Decisions

Digital marketing significantly influences purchase decisions for most respondents. However, some remain neutral, suggesting other factors like price and quality also matter.

9. Most Effective Marketing Strategies

Video marketing is considered the most effective, followed by social media and website content. This indicates the importance of visual and informative digital content.

10. Improvement in Market Visibility

The majority believe that digital marketing has significantly improved brand visibility. This confirms its growing impact on the steel industry's market presence.

Recommendations

Recommendations for Steel Companies (Brands)

Steel companies should focus on strengthening their digital presence by investing in SEO, social media, and high-quality website content, as digital platforms are the primary source of brand discovery. Since buyers value informative and visual content, companies should prioritize video marketing, project showcases, and technical content instead of basic promotional ads. Adopting a multi-channel digital strategy and regularly engaging with builders, contractors, and dealers will help build trust, improve brand recall, and convert awareness into business growth.

Recommendations for Industry Stakeholders (Builders, Contractors, Dealers)

Industry stakeholders should actively utilize digital platforms such as company websites,

YouTube, and search engines to gather accurate and updated information about steel products. As digital marketing increasingly influences purchase decisions, it is advisable to compare brands based on quality, certifications, and online reviews rather than relying solely on traditional sources. Staying digitally active will help stakeholders make informed decisions and benefit from better product knowledge and competitive options.

Recommendations for Government and Regulatory Bodies

The government should encourage digital adoption in the steel industry by promoting transparency, standardization, and online information availability. Introducing clear digital guidelines for product specifications, certifications, and quality standards will help buyers make informed decisions and reduce misinformation. Additionally, supporting digital

infrastructure and awareness programs for small and medium steel businesses will enhance their online presence and contribute to the overall growth and modernization of the industry.

Conclusions

The present study on the “Role of Digital Marketing in Building Brand Awareness in the Steel Industry” provides comprehensive insights into how digital transformation is influencing one of the most traditional and industrial sectors. The steel industry, historically dependent on conventional marketing channels such as direct sales, dealer networks, and word-of-mouth communication, is gradually transitioning towards digital platforms to enhance its brand presence and market reach. This shift is largely driven by changing buyer behaviour, increased internet penetration, and the need for competitive differentiation in a highly saturated market.

The primary objective of this study was to understand the role of digital marketing in building brand awareness in the steel industry. The findings clearly indicate that digital marketing has become a crucial tool for enhancing brand visibility and recognition. A significant proportion of respondents strongly agreed that digital marketing contributes positively to brand awareness, highlighting its effectiveness in reaching a wider and more targeted audience. Platforms such as company websites, search engines, and social media channels have emerged as key sources through which stakeholders gain information about steel brands. This demonstrates that digital marketing is no longer limited to consumer-oriented industries but is equally impactful in B2B sectors like steel.

The study also aimed to examine how digital platforms help steel companies increase their visibility among builders, contractors, and dealers. The results show that digital platforms have become the primary medium for brand discovery, surpassing traditional methods such as dealer recommendations and print advertising. A large percentage of respondents reported that they first became aware of steel brands through digital channels, indicating a significant shift in information-seeking behaviour. Company websites were identified as the most trusted source of information, followed by platforms like YouTube and search engines. This suggests that stakeholders prefer detailed, reliable, and easily accessible digital content when evaluating steel products and brands.

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ANNEXURE

Title:

Role of Digital Marketing in Building Brand Awareness in the Steel Industry

Section A: General Information

1. What is your profession?

☐ Builder☐ Contractor☐ Steel Dealer☐ Other: _____

2. How many years of experience do you have in this field?

☐ Less than 2 years☐ 2–5 years☐ 5–10 years☐ More than 10 years**Section B: Brand Awareness**

3. Which steel brands are you aware of? (You may select more than one)

☐ Tata Steel☐ JSW Steel☐ SAIL☐ Jindal Steel☐ Others: _____

4. How did you first become aware of these steel brands?

☐ Digital platforms (Google, social media)

☐ Dealers/Distributors

☐ Traditional advertising (TV, Newspaper)

☐ Word of mouth

5. Digital marketing helps in increasing brand awareness of steel companies.

☐ Strongly Disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly Agree

Section C: Digital Platform Usage

6. Which digital platforms do you use to get information about steel products?

☐ Google/Search Engines

☐ Social Media (LinkedIn, Facebook)

☐ Company Websites

☐ YouTube ☐ None

7. How frequently do you use digital platforms for searching steel-related information?

☐ Never

☐ Rarely

☐ Sometimes

☐ Often

☐ Very Often

Section D: Impact of Digital Marketing

8. Digital marketing influences my purchase decision of steel products.

☐ Strongly Disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly Agree

9. Which digital marketing strategy do you find most effective for steel companies?

☐ Social Media Marketing

☐ Search Engine Ads (Google Ads)

☐ Email Marketing

☐ Company Website Content

☐ Video Marketing

10. Has digital marketing improved the visibility of steel companies in the market?

☐ Yes, significantly

☐ Yes, moderately

☐ No significant impact

☐ Not sure