

The mediating role of social media in the relationship between digital marketing and marketing performance. A study of Pakistan's telecom industry



By:

Hamza Khan

Enrolment # 01-221231-003

MBA-1.5

Supervisor:

Muhammad Umer Chaudhary

Department of Business Studies

Bahria University Islamabad

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Majors: MKT

Major/No. (07)

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I.

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Names of Student(s): Enroll # 01-221231-003

- Hamza Khan

Class: (MBA/MARKETING)

Approved by:

Muhammad Umer Chaudhary

Supervisor

Saqib Mushtaq

Internal Examiner

Firdous Ahmed Tashiri

External Examiner

Dr. Syed Haider Ali Shah

Research Coordinator

Dr. Khalil Ullah Mohammad

Head of Department

Business Studies

II.

Dedication

To My Parents

Whatever I have achieved in my life is due to your continuous support and prayers.

To My Supervisor

From encouraging me to take up the thesis to the continuous guidance throughout, I am

extremely grateful for all the help that you gave.

To My friends and Family

Thank you for always being there for me, you will always be my pillar of support.

III.

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Thank you all.

IV.

Abstract

This research investigated the mediating role of social media engagement in the relationship between digital marketing and marketing performance within the Pakistani telecom industry. The study confirmed the significant positive impact of digital marketing on social media engagement and subsequently on marketing performance. Additionally, a direct positive relationship between digital marketing and marketing performance was established.

The findings contribute to theoretical understanding by highlighting social media's role as a mediator and the interactive nature of modern marketing. Practically, the research offers telecom companies insights into developing effective digital marketing strategies that leverage social media to enhance performance. This involves creating engaging content, targeting specific demographics, and actively participating in online conversations. Measuring social media engagement metrics is crucial for refining strategies and optimizing campaigns.

Limitations of the study include its cross-sectional design, focus on the Pakistani telecom industry, and reliance on survey data. Future research can explore the moderating role of other factors, the impact of specific social media platforms and content types, the role of emerging technologies, and the ethical implications of digital marketing and social media engagement.

In conclusion, this research provides valuable insights into the intricate relationships between digital marketing, social media engagement, and marketing performance. The findings offer practical guidance for telecom companies seeking to enhance their marketing performance through effective digital marketing and social media strategies.

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Chapter 1

Introduction

1.1 Background of Study

In the era of rapid technological advancements and shifting consumer behaviors, digital marketing has emerged as a dominant force in reshaping the way businesses connect with their customers. Traditional marketing approaches, such as print advertising and billboards, have become increasingly ineffective in reaching and engaging tech-savvy consumers who are constantly connected to the digital world through their smartphones and other devices. As a result, businesses across various industries have turned to digital marketing, leveraging a wide array of online channels and strategies to reach a wider audience, personalize their messaging, and track the effectiveness of their campaigns. Shabbir, H., Hussain, S., & Hayat, K. (2023)

The objective of this research was to investigate the mediating effect of digital marketing practices on the relationship between standard marketing practices and market growth of aquatic products in India. Through the development of a model comprising independent, mediating, and dependent variables, the study identified various digital marketing strategies such as search engine optimization, search engine marketing, influence marketing, content marketing, social media marketing, social media optimization, email marketing, pay-per-click, and online advertisements as significant mediators between standard marketing strategies and the sales impact on aquatic products in India Latif, S. (2020). These findings underscore the importance of integrating digital marketing practices alongside traditional marketing approaches to enhance market growth within the aquatic products sector in India. Dr. Abhishek, Dr. S K Gurumoorthi, & Dr. Ch. Venkatrayulu. (2023).

Pakistan's telecom industry, characterized by intense competition and a burgeoning digital ecosystem, is at the forefront of this digital transformation. With over 190 million mobile phone subscribers and a rapidly expanding internet user base, the Pakistani telecom market presents a fertile ground for digital marketing initiatives. Ali, F., & Ahmad, Z. (2022) Telecom companies in Pakistan are actively investing in a wide array of digital marketing strategies, including search engine optimization (SEO) to improve their website's visibility on search engines, social media marketing (SMM) to connect with customers on platforms like Facebook, Twitter, and Instagram, email marketing to communicate promotions and offers directly to customers' inboxes, content marketing to educate and inform consumers through blogs, articles, and videos, and online advertising to reach specific target audiences through various online platforms. These efforts are aimed at not only reaching a larger audience but also at creating a more personalized and engaging customer experience, thereby fostering brand loyalty and driving sales. Aslam, M. (2022)

One of the most significant developments in the digital marketing landscape is the meteoric rise of social media. Platforms like Facebook, Twitter, Instagram, and LinkedIn have become an integral part of the daily lives of millions of Pakistanis, providing them with a platform to connect with friends and family, share information, and express their opinions AHMED A. M. AISH.

(2022). . For businesses, social media offers a unique opportunity to tap into this vast and engaged audience, building brand awareness, fostering customer engagement, and gathering valuable feedback. Khan, M. I., & Raza, S. (2021). The interactive nature of social media allows for real-time communication and feedback, enabling businesses to gain valuable insights into consumer preferences and behaviors, which can then be used to refine their marketing strategies and improve their products and services.

In the context of Pakistan's telecom industry, social media has emerged as a powerful tool for reaching and engaging the target audience. Telecom companies are leveraging social media platforms to promote their products and services, address customer queries, and build brand communities. Hussain, R. (2022) They are creating engaging content that resonates with their target audience, running targeted advertising campaigns, and using social media analytics to track the performance of their campaigns. However, the effectiveness of social media in driving marketing performance is not solely determined by the number of followers or likes. It is the quality of engagement, the relevance of content, and the ability to create meaningful conversations with consumers that ultimately determine the success of social media marketing campaigns. Malik, A. (2020).

The rise of social media has also led to a shift in power from businesses to consumers. Consumers are no longer passive recipients of marketing messages but active participants in the brand conversation. They have the power to amplify or undermine a brand's message through their online interactions and reviews. This has made it imperative for telecom companies to not only create engaging content but also to actively manage their online reputation and respond to customer feedback in a timely and effective manner. Furthermore, the social media landscape in Pakistan is constantly evolving, with new platforms and features emerging regularly. This requires telecom companies to be agile and adaptable, constantly experimenting with new approaches and staying up-to-date with the latest trends. Siddiqui, M., & Rehman, A. (2022). They need to understand the unique characteristics of each platform and tailor their content accordingly. For example, while visually appealing content may work well on Instagram, it may not be as effective on Twitter, where concise and informative content is preferred. Another important aspect to consider is the increasing use of mobile internet in Pakistan, which necessitates that social media content be optimized for mobile devices. Abbas, H., & Kamal, M. (2023).

The rise of social media has revolutionized the way telecom companies in Pakistan market their products and services. While it offers immense potential for reaching and engaging consumers, it also presents a complex landscape that requires a strategic and nuanced approach. By understanding the unique challenges and opportunities presented by social media, telecom companies can harness its power to drive customer engagement, build brand loyalty, and ultimately achieve their marketing objectives.

Motivation for embarking on this research stems from a deep-seated fascination with the transformative power of digital marketing and the ever-evolving role of social media in shaping consumer behavior. As a researcher with a keen interest in the intersection of technology, marketing, and consumer psychology, I am particularly intrigued by the complex interplay

between digital marketing initiatives and social media engagement in the context of Pakistan's burgeoning telecom industry. Farooq, A., & Butt, M. (2021)

1.2 Telecom Industry Of Pakistan

Shah, P. (2023) Pakistan's telecom industry has experienced exponential growth in recent years, fueled by a combination of factors, including increasing mobile penetration rates, expanding internet access, and rising demand for data services. The industry is highly competitive, with major players such as Jazz, Telenor, Zong, and Ufone vying for market share. To remain competitive in this dynamic landscape, telecom companies are continually exploring innovative ways to connect with consumers and differentiate themselves from their rivals. Jameel, S. (2022).

One of the key strategies employed by telecom companies in Pakistan is digital marketing. This encompasses a wide range of online channels and tactics, including search engine optimization (SEO) to enhance online visibility and website traffic, social media marketing (SMM) campaigns to connect with customers on platforms like Facebook, Twitter, and Instagram, email marketing initiatives to communicate promotions and offers, content marketing efforts to educate and inform consumers, and online advertising to effectively reach target audiences. Akhtar, M. (2021)

The burgeoning digital landscape in Pakistan, with a staggering 45 million active social media users, has transformed the way telecom companies engage with their consumers. Platforms like Facebook, Twitter, and Instagram have become more than just channels for communication and information sharing; they are now indispensable tools for building brand awareness, fostering customer engagement, and driving marketing performance. Rehman, U. (2022) Telecom companies are leveraging these platforms to reach a vast audience, connect with customers on a personal level, and gain valuable insights into consumer behavior.

For telecom companies in Pakistan, social media is not just an add-on to their existing marketing mix; it is a game-changer. These platforms offer a unique opportunity to foster direct communication with consumers, breaking down traditional barriers and creating a more personalized customer experience. Telecom companies can use social media to address customer queries, resolve complaints, and provide real-time support. Latif, S. (2020) This not only enhances customer satisfaction but also strengthens brand loyalty and trust. Social media platforms also provide a cost-effective way for telecom companies to reach a large audience and target specific demographics. Unlike traditional advertising channels, which often require significant financial investments, social media allows companies to reach millions of potential customers with minimal cost. Moreover, the advanced targeting options available on these platforms enable telecom companies to tailor their messages to specific demographics, ensuring that their content reaches the right people at the right time.

However, the effectiveness of social media in driving marketing performance is not solely determined by the number of followers or likes. It is the quality of engagement, the relevance of content, and the ability to create meaningful conversations with consumers that ultimately

determine the success of social media marketing campaigns. Telecom companies need to create content that is not only informative and engaging but also resonates with their target audience's interests and values. They need to actively participate in conversations, respond to comments and feedback promptly, and constantly monitor their online reputation. The impact of social media on marketing performance is likely to be mediated by various factors. For instance, the type of digital marketing strategies employed can influence the effectiveness of social media campaigns. Hafeez, S. (2021) Telecom companies that integrate their social media efforts with other digital marketing channels, such as SEO and email marketing, are likely to achieve better results than those that rely solely on social media. Similarly, the characteristics of the target audience, such as age, gender, and interests, can also influence how consumers respond to social media content.

The competitive landscape in the Pakistani telecom industry also plays a significant role in shaping the impact of social media on marketing performance. With intense competition among major players like Jazz, Telenor, Zong, and Ufone, telecom companies are constantly vying for consumer attention on social media Gill, R., & Javed, A. (2022). This requires them to be innovative and creative in their social media strategies, constantly seeking new ways to differentiate themselves from their competitors and capture the attention of their target audience. Furthermore, the social media landscape in Pakistan is constantly evolving, with new platforms and features emerging regularly. This requires telecom companies to be agile and adaptable, constantly experimenting with new approaches and staying up-to-date with the latest trends. They need to understand the unique characteristics of each platform and tailor their content accordingly. For example, while visually appealing content may work well on Instagram, it may not be as effective on Twitter, where concise and informative content is preferred. Another important aspect to consider is the increasing use of mobile internet in Pakistan, which necessitates that social media content be optimized for mobile devices. Baig, N. (2021)

Social media has emerged as a game-changer for telecom companies in Pakistan, offering unprecedented opportunities to connect with consumers, build brand awareness, and drive marketing performance. Elahi, T. (2023). However, to harness the full potential of social media, telecom companies need to adopt a strategic and nuanced approach that takes into account the unique characteristics of the Pakistani market, the evolving social media landscape, and the diverse preferences of their target audience. By understanding the complex interplay between social media and other digital marketing channels, telecom companies can create a cohesive and effective digital marketing strategy that delivers tangible results. Tariq, F. (2023)

The relationship between digital marketing and marketing performance in various industries and regions, there is a paucity of empirical research specifically focused on the Pakistani telecom industry. Moreover, studies that have examined the role of social media in this context often lack a comprehensive understanding of how it mediates the relationship between digital marketing and marketing performance. Aslam, M. (2022)

1.3 Research Gap:

This gap in research is significant because the Pakistani telecom market has unique characteristics that may influence the way in which social media interacts with digital marketing efforts. For instance, the high penetration of mobile phones and the increasing use of mobile internet in Pakistan may necessitate different social media strategies compared to markets with lower mobile penetration rates. Additionally, cultural factors and social norms in Pakistan may also influence how consumers perceive and engage with social media content from telecom companies. Ahmad, N., & Khan, R. (2023).

Furthermore, the existing literature often focuses on individual components of digital marketing or social media, rather than examining their combined impact on marketing performance. This fragmented approach limits our understanding of the complex interplay between these variables and their cumulative effect on marketing outcomes. To address this gap, this study will adopt a holistic approach that considers the entire digital marketing ecosystem, including various digital channels and social media platforms, and examines their combined impact on marketing performance metrics such as brand awareness, customer acquisition, and revenue generation. Haider, M. (2023).

1.4 Problem Statement:

Despite the widespread adoption of digital marketing and social media by telecom companies in Pakistan, there remains a lack of clarity regarding the mediating role of social media in the relationship between digital marketing and marketing performance. While existing research has explored the relationship between digital marketing and marketing performance in various industries and regions, there is a dearth of empirical evidence specifically focused on the Pakistani telecom industry Hussain, R. (2022). This gap in research is significant because the Pakistani telecom market has unique characteristics that may influence the way in which social media interacts with digital marketing efforts. For instance, the high penetration of mobile phones and the increasing use of mobile internet in Pakistan may necessitate different social media strategies compared to markets with lower mobile penetration rates. Additionally, cultural factors and social norms in Pakistan may also influence how consumers perceive and engage with social media content from telecom companies. Previous studies emphasize the importance of a mixed-methods approach to capture the complexity of digital marketing dynamics (Hennink, Hutter, & Bailey, 2020; Creswell & Plano Clark, 2017)

Furthermore, studies that have examined the role of social media in the context of digital marketing often lack a comprehensive understanding of how it mediates the relationship between digital marketing efforts and marketing performance outcomes. This is partly due to the fact that these studies often focus on individual components of digital marketing or social media, rather than examining their combined impact on marketing performance. This fragmented approach limits our understanding of the complex interplay between these variables and their cumulative effect on marketing outcomes. Quantitative data can be gathered through structured surveys targeting telecom customers to measure their engagement levels and the perceived impact of social media marketing on brand awareness, customer acquisition, and revenue generation (Rehman, U. 2022).

The lack of a comprehensive understanding of social media's mediating role poses a significant challenge for telecom companies in Pakistan. Without a clear understanding of how social media amplifies the impact of digital marketing efforts, telecom companies may struggle to allocate resources effectively, create engaging content, and choose the right platforms to maximize their return on investment. This can lead to suboptimal marketing performance and missed opportunities for growth. Shabbir, H., Hussain, S., & Hayat, K. (2023).

To address this challenge, this study aims to provide a comprehensive analysis of the mediating role of social media in the relationship between digital marketing and marketing performance in Pakistan's telecom industry. By adopting a holistic approach that considers the entire digital marketing ecosystem, including various digital channels and social media platforms, this study seeks to uncover the underlying mechanisms through which social media influences the impact of digital marketing on key marketing performance metrics such as brand awareness, customer acquisition, and revenue generation. Ali, F., & Ahmad, Z. (2022).

1.5 Research Objectives

- 1). To examine mediating role of social media in the relationship between digital marketing initiatives and marketing performance metrics within Pakistan's telecom sector.
- 2). To examine digital marketing efforts on various marketing performance outcomes.
- 3). To investigate the mediating effect of social media on the relationship between digital marketing and marketing performance in Pakistan's telecom industry.

1.5.1 Research Questions

- 1). What is the mediating role of social media in the relationship between digital marketing initiatives and marketing performance metrics within Pakistan's telecom sector?
- 2). What impact do digital marketing efforts have on various marketing performance outcomes, such as brand awareness, customer acquisition, and revenue generation, in the context of Pakistan's telecom industry?
- 3). How does social media mediate the relationship between digital marketing and marketing performance in Pakistan's telecom sector?

1.6 Definitions of key terms

1.6.1 Digital Marketing

In the context of the study focused on Pakistan's telecom industry, digital marketing refers to the utilization of various online strategies and channels by telecom companies to promote their services, engage with consumers, and drive business growth. This encompasses a wide array of digital marketing tactics, including search engine optimization (SEO) to enhance online visibility and website traffic, social media marketing (SMM) campaigns to connect with customers on platforms like Facebook, Twitter, and Instagram, email marketing initiatives to communicate

promotions and offers, content marketing efforts to educate and inform consumers, and online advertising to effectively reach target audiences Omer, K. (2023). These digital marketing strategies are crucial for telecom firms to adapt to changing consumer behaviors and preferences in an increasingly connected world, ultimately aiming to enhance brand visibility, drive customer engagement, and achieve marketing performance objectives within the competitive telecom market landscape of Pakistan. GSMA (2020). Digital marketing in Pakistan's telecom industry has evolved significantly over recent years, driven by the increasing penetration of internet and mobile technologies. Telecom companies in Pakistan are leveraging various digital marketing strategies to enhance their market presence, connect with customers, and drive growth. Latif, S. (2020). Telecom companies utilize SEO strategies to improve their website's visibility in search engine results. By optimizing their content and website structure, they aim to attract more organic traffic, thus increasing the likelihood of converting visitors into customers (Khan, M. I., & Raza, S., 2021). SMM campaigns are essential for telecom companies to connect with consumers on platforms such as Facebook, Twitter, Instagram, and LinkedIn. These platforms offer a way to engage with customers, respond to inquiries, and promote services in real-time. The interactive nature of social media allows for personalized communication and immediate feedback, which is crucial for building customer relationships (Farooq, A., & Butt, M., 2021).

Through targeted email campaigns, telecom companies can communicate promotions, new services, and offers directly to their customers. This form of marketing is effective in maintaining customer engagement and loyalty by providing valuable information and exclusive deals (Tariq, M., 2021). Creating informative and engaging content helps telecom companies educate their audience about the benefits and features of their services. This could include blog posts, articles, videos, and infographics that provide insights into industry trends, usage tips, and company updates (Rehman, U., 2022). Digital marketing strategies are crucial for telecom firms to not only survive but thrive in the competitive telecom market landscape of Pakistan. By leveraging these strategies, telecom companies aim to enhance their market presence, drive customer engagement, and achieve their marketing performance objectives (Latif, S., 2020).

1.6.2 Social Media

In the context of the study focusing on Pakistan's telecom industry, social media refers to online platforms such as Facebook, Twitter, Instagram, and LinkedIn, which have emerged as integral channels for telecom companies to engage with consumers, address queries, provide customer support, and build brand loyalty Tariq, F. (2023). With Pakistan experiencing a significant surge in social media usage, these platforms serve as hubs for telecom firms to share user-generated content, customer testimonials, and promotional messages. Social media plays a crucial role in amplifying the impact of digital marketing initiatives within the Pakistani telecom sector, influencing consumer perceptions, preferences, and purchase decisions. It facilitates real-time interactions, enabling telecom companies to communicate with their audience on a more personal level and leverage targeted advertising to enhance brand communication and customer engagement strategies. Umar, F. (2022). In the context of the study focusing on Pakistan's telecom industry, social media platforms like Facebook, Twitter, Instagram, and LinkedIn have become essential tools for telecom companies to engage with consumers, address their queries, provide customer support, and build brand loyalty (Tariq, F., 2023).

The rapid increase in social media usage in Pakistan has turned these platforms into vital hubs where telecom firms can share user-generated content, customer testimonials, and promotional messages. Social media platforms offer advanced targeting options, allowing telecom companies to reach specific demographics based on age, location, interests, and online behavior. This targeted advertising ensures that promotional messages are delivered to the right audience, increasing the chances of engagement and conversion (Shams, M., & Ali, S., 2023). Social media plays a crucial role in enhancing the effectiveness of digital marketing initiatives within the Pakistani telecom sector. By leveraging social media, telecom companies can influence consumer perceptions, preferences, and purchase decisions. These platforms facilitate real-time interactions, enabling companies to communicate with their audience on a more personal level, which helps build stronger relationships and trust (Umar, F., 2022).

1.6.3 Marketing Performance

In the context of the study focusing on Pakistan's telecom industry, marketing performance refers to various metrics used to evaluate the effectiveness and success of digital marketing efforts employed by telecom companies Mirza, T. (2020). These metrics include brand awareness, which encompasses factors such as social media reach, impressions, and brand mentions, reflecting the extent to which telecom companies are recognized and recalled by consumers in the digital sphere. Additionally, marketing performance includes customer acquisition metrics, such as website conversions, app downloads, and subscriber growth rates, indicating the success of digital marketing campaigns in attracting new customers and expanding market share. Furthermore, revenue generation metrics, such as online sales revenue, average revenue per user (ARPU), and customer lifetime value (CLV), provide insights into the financial impact of digital marketing investments on business performance within the telecom sector Kamal, S., & Hussain, A. (2021).

Overall, marketing performance metrics in this context assess the effectiveness of digital marketing strategies in achieving business objectives, enhancing brand visibility, driving customer engagement, and ultimately contributing to sustainable growth and competitive advantage in the telecom market of Pakistan. Qadir, R. (2022). Subscriber growth rate, this metric measures the increase in the number of subscribers over a specific period, reflecting the success of marketing campaigns in attracting new customers (Shabbir, H. et al., 2023). Overall, marketing performance metrics in the context of Pakistan's telecom industry provide comprehensive insights into the effectiveness of digital marketing strategies. These metrics help telecom companies enhance brand visibility, drive customer engagement, and achieve sustainable growth and competitive advantage (Qadir, R., 2022).

1.7 Summary of chapter

This thesis proposal outlines a comprehensive study on the mediating role of social media in the relationship between digital marketing and marketing performance in Pakistan's telecom industry. By addressing the existing gap in research and providing actionable insights for telecom companies, this study seeks to contribute to both academic knowledge and practical applications in the field of digital marketing. The findings of this research can empower telecom companies in Pakistan to leverage social media effectively to enhance their marketing performance and achieve sustainable growth in the digital age.

Chapter 2

Literature Review:

2.1 Digital Marketing

Digital marketing has evolved significantly over the years, with its discussion in thesis publications and research articles reflecting this progression. The scholarly examination of digital marketing can be broadly categorized into several thematic areas: the development and adoption of digital marketing strategies, the impact of digital marketing on consumer behavior, the effectiveness of various digital marketing tools and platforms, and the future trends in digital marketing. In the early 2000s, the focus was on the initial exploration of the internet as a marketing tool. (Hair et al., 2019). Key topics included e-commerce, website usability, and email marketing. Theses during this period often examined the transition from traditional marketing to digital, assessing the effectiveness of early digital tools like websites and email newsletters. This period marked the beginning of recognizing the internet's potential for marketing, laying the groundwork for more complex digital marketing strategies (Lamberton & Stephen, 2016).

During the mid to late 2000s, the focus expanded to include various digital marketing channels such as search engine marketing (SEM) and social media marketing (SMM). Key topics included SEO, PPC advertising, and the rise of social networks like Facebook and Twitter. Research explored how businesses could optimize their websites for search engines and leverage social media for brand engagement. These discussions highlighted the growing importance of being present on multiple digital platforms and optimizing digital content for better reach and engagement (Kannan & Li, 2017). In the early 2010s, the focus shifted to the integration of digital marketing with overall marketing strategies and the personalization of digital content. Key topics included cross-channel marketing, data-driven marketing, personalized email campaigns, and content marketing. Theses analyzed how businesses integrated digital marketing strategies with traditional ones to create cohesive campaigns and the role of data analytics in tailoring marketing efforts. This era emphasized the importance of a unified marketing approach and the power of data in creating personalized marketing experiences (Chaffey & Ellis-Chadwick, 2019).

During the mid to late 2010s, the focus was on advanced technologies such as AI and big data in digital marketing and a deeper understanding of consumer behavior. Key topics included artificial intelligence, machine learning, big data analytics, and influencer marketing. Research explored how AI and big data could predict consumer behavior and enhance marketing efforts, and how influencers on social media could impact brand perception. These discussions underscored the transformative impact of technology on marketing strategies and the need to understand and leverage consumer insights (Ryan, 2020; Tiago & Veríssimo, 2014). In the early 2020s, the focus shifted to omnichannel marketing, ethical issues in digital marketing, and the impact of COVID-19. Key topics included seamless customer experience across channels, data privacy, ethical use of AI, and shifts in consumer behavior due to the pandemic. Theses examined how businesses adapted to an omnichannel approach to provide a consistent customer experience, the ethical

implications of data collection and AI, and the significant shift towards online shopping during COVID-19. This period highlighted the importance of a holistic approach to marketing across multiple channels and the growing concerns around ethics and privacy in digital marketing practices (Lamberton & Stephen, 2016; Ryan, 2020).

Digital marketing strategies have been crucial for business growth, enabling companies to reach a wider audience and engage with customers in more personalized ways. The ability to collect and analyze data allows businesses to gain deeper insights into consumer behavior, preferences, and trends, leading to more effective marketing strategies Latif, M. (2023). Compared to traditional marketing, digital marketing often provides a more cost-effective way to reach and engage with customers. The digital landscape is continuously evolving, and research in digital marketing helps businesses stay updated with the latest trends and technologies. As digital marketing practices become more sophisticated, understanding the ethical implications is crucial for maintaining consumer trust and compliance with regulations (Kannan & Li, 2017; Tiago & Veríssimo, 2014).

The impact of digital marketing capabilities on the market performance of small to medium enterprise (SME) agro-processors in Harare, Zimbabwe, a developing country context where research is limited. A survey of 298 SME agro-processors' managers and owners was conducted using a mixed sampling approach and analyzed with multiple logistic regression. The findings reveal that digital strategy development & execution, digital market innovation, e-market sensing, and leadership capabilities positively influence intermediate market outcomes such as customer awareness and brand associations. However, only digital strategy development & execution capability significantly affects final market outcomes like sales growth, market share, and profitability. This suggests that to achieve sustainable business success, agro-processors must develop digital marketing capabilities that extend beyond intermediate outcomes to achieve primary business objectives. The study contributes to literature by highlighting the contextual nature of marketing knowledge in the digital marketing environment of a developing country. Chinakidzwa, More, Phiri, Maxwell. (2020)

Digital marketing, integrating traditional marketing with digital elements, significantly enhances the growth, performance, and competitiveness of small businesses. Kampung Batik Kembang Turi Blitar, established to empower citizens and preserve cultural heritage, remains relatively unknown and relies on basic marketing methods without leveraging online platforms. Community service initiatives have been introduced to assist Kampung Batik in utilizing digital marketing for commercializing their products. These efforts aim to enable Kampung Batik Kembang Turi Blitar to effectively market their products through social media and e-commerce, resulting in improved understanding and skills in digital marketing, and increased motivation to adopt these strategies for business growth. Zhao Shi Tao. (2023)

The applicability of digital marketing in the healthcare sector, which has been slower to adopt such practices compared to other industries. Using a cross-sectional survey of 575 employees from four private hospitals in Beijing, data was collected and analyzed to determine the impact of digital marketing on hospital performance. With a sample size of 210 determined by the Krejcie and Morgan formula at an 80% confidence level and 20% error margin, the findings reveal a positive correlation between hospital performance and both social media marketing (0.145*) and email

marketing (0.202**), with email marketing having the strongest connection. The multiple linear regression analysis showed that digital marketing strategies accounted for 51.4% of the variations in hospital performance, indicating their significant impact. The study concludes that social media and email marketing are effective strategies for improving hospital performance, supporting the proposed hypotheses. Akademi Komunitas Negeri. (2021)

This research aims to elucidate how Micro, Small, and Medium Enterprises (MSMEs) in Bekasi, Indonesia, implement digital marketing and innovation to gain competitive advantage and enhance marketing performance. It specifically examines the influence of digital marketing and innovation on marketing performance through the lens of competitive advantage, focusing on small-scale food and beverage entrepreneurs. The study details the processes and impacts of these strategies, providing insights into their effectiveness in the MSME context. Indra Muis. (2023)

This study states the influence of digital marketing, customer relationship management (CRM), and service quality on brand equity in the context of services, specifically focusing on Jawwar Telecommunication company subscribers in Gaza City, Palestine. Adopting the Theory of Customer-Based Brand Equity (CBBE), the research empirically tests these relationships using data from 150 respondents, analyzed through correlation and multiple regression analysis in SPSS version 22. The findings confirm that digital marketing, CRM, and service quality significantly enhance brand equity. The study emphasizes the importance for managers to focus on these constructs to build brand equity, rather than solely measuring it as a financial performance outcome. It provides theoretical and practical insights, addressing study limitations and offering suggestions for future research. AHMED A. M. AISH. (2022)

This study investigates the impact of relationship marketing and digital marketing on competitive advantage and marketing performance in SMEs in Semarang Regency. Using path analysis and data collected from 100 SMEs via questionnaires, the research finds that both relationship marketing and digital marketing significantly enhance competitive advantage, which in turn improves marketing performance. The findings suggest that SMEs can boost customer trust and commitment by maintaining product quality, providing excellent customer service, and creating engaging promotional programs. Additionally, frequent use of social media for promotions and maintaining responsive customer relations are crucial for improving marketing performance. The study highlights the importance for SME owners to focus on customer relationships and digital marketing strategies to enhance their business outcomes. Suci Ayu Sudari. (2024)

In today's era of digital transformation, business analytics has emerged as a pivotal tool, reshaping marketing strategies alongside the advent of digitization. Within this landscape, social media platforms have become instrumental in driving new marketing approaches, yet there remains a gap in research regarding their influence on the Indian telecom sector. This study addresses this gap by examining the impact of social media marketing efforts (SMME) on branding and customer response (CR) within Indian telecom brands. With primary data collected from 184 respondents, statistical analysis confirms that SMME significantly affects both branding and consumer response, underscoring the importance of leveraging social media platforms for marketing effectiveness in the telecom industry. Sharma, P. (2012)

This research delves into the integration of artificial intelligence (AI) into digital marketing within Oman's telecommunications industry, assessing its impact, benefits, drawbacks, and customer perception. Through a survey questionnaire approach conducted with major telecom providers including Omantel, Ooredoo, and Vodafone Oman, the study reveals a strong recognition and support for AI implementation in digital marketing strategies. While respondents acknowledge the advantages of AI, such as data analysis and cost reduction, there is still some skepticism and lack of awareness among consumers regarding its application. The findings suggest the need for educational initiatives to bridge this communication gap and maximize the potential of AI in optimizing digital marketing efforts, ultimately driving corporate growth in the telecommunications sector. Rachel Zara Jude, Aqeel Nazim & Said Saud Said Al Hatmi. (2023)

This research states to investigate the impact of digital marketing on the profitability of the telecom industry in Pakistan. Utilizing a descriptive research design, data was collected through convenience sampling from employees of major telecom companies such as Telenor, Jazz, Zong, and Ufone via self-administered questionnaires, both in-person and online. With a sample size of 83 frontline workers, the data was analyzed using descriptive and inferential statistics. The results revealed a strong positive relationship between digital marketing practices and profitability, with social media marketing showing the strongest positive effect. SMS and email marketing also demonstrated positive correlations with profitability. The findings underscore the importance of implementing digital marketing practices to enhance the performance of the telecom industry in Pakistan. Fatima, A., Ahmad, K., Amna, & Tahir, F. (2024).

Despite the fact that many businesses switched from non-digital to digital marketing, Chaffey & Patron (2012) found that the majority of businesses did not see the intended return from implementing the new marketing strategies. The authors claim that improper web analytics implementation was to blame for poor digital performance. The RACE (Reach, Act, Convert, and Engage) model was recommended by the researchers as a way to increase client acquisition, conversion, and retention as well as to estimate the revenues that organizations would have earned had they adopted the current marketing approaches. Additionally, revealing the financial results of digital marketing is no longer seen as a virtue but rather as a need in businesses, claims Joel (2016). The majority of marketers, according to the author, find it challenging to assess the efficacy of digital strategies. The most significant determinant of the profits generated by digital marketing techniques, according to the researcher's poll, was the capacity of firms to translate web analytics data into meaningful discernments. To develop long-term leads and conversions, the author advised, digital analytics data must be linked with the company's long-term objectives.

As the trend of the business moving towards digitalization process, ought to implement digital marketing strategies. The alignment of traditional marketing strategies with digital technology plays a crucial role. Should able to take the advantage of digital technology and its implementation in the functional traditional technology. The digital marketing practices which are very much essential in order to gain new business opportunities to grow continuous business. The digital marketing includes stimulating customer communication through the company website. In general digital marketing include: search engine optimization, company websites, online ads, e-mails are the major digital marketing platforms. Many countries in the world have taken the advantage of e-

commerce to promote their products globally. From past two decades marketing practices shifted towards digital transformations. There are various digital marketing practices like: digital advertisements, mobile services and other technologies lead to a revolution. Saunders, M., Lewis, P., & Thornhill, A. (2019)

Social media marketing facilitates to market the product through various social media platforms like: Facebook, Instagram, Twitter, Whatsapp are the various social media platforms will facilitates to create the awareness on products. As many people around the world engaging in social media. The social media based marketing its is trending in now a days, majority of the organizations are searching approaching or searching for social media platforms for marketing their products. Therefore, the social media marketing plays a significant role to product fisheries and aqua products in the contemporary world. Dr Gurumoorthi S K. (2023)

This study investigates the mediating role of social media in the relationship between digital marketing and marketing performance within Zain Telecom Company in Iraq. Recognizing the limited research in this area within the country, the research employs both descriptive and analytical approaches to explore these variables. Through a questionnaire distributed to employees of Zain Telecom Company in Baghdad Governorate, the study establishes a positive correlation between digital marketing and marketing performance, as well as between digital marketing and social media, and marketing performance and social media. The findings highlight the significance of social media as a mediator in enhancing marketing performance through digital marketing strategies within the telecommunications sector in Iraq. Hanan N. AL-Dulaimi. (2023)

2.2 Social Media

Li, J., Ma, L., & Chan, R. C. H. (2021) Social media has transformed how individuals and businesses communicate and interact, significantly influencing marketing strategies and consumer behavior. The academic exploration of social media in thesis publications and research articles has evolved over the years, reflecting its growing importance and impact. The discussions can be broadly categorized into several thematic areas: the development and use of social media platforms, the impact of social media on consumer behavior, the effectiveness of social media marketing, and the future trends in social media.

In the early 2000s, the focus was on the emergence of social media platforms such as Friendster, MySpace, and later Facebook. Key topics included the basic functionalities of these platforms and their potential for social interaction. Theses during this period explored the initial adoption of social media and its impact on personal communication and networking. This period marked the beginning of understanding social media as a powerful tool for connecting people and sharing information (Kaplan & Haenlein, 2010).

During the mid to late 2000s, the focus shifted to leveraging social media as a marketing tool. Key topics included social media marketing (SMM), brand engagement on platforms like Facebook and Twitter, and the viral nature of content. Research examined how businesses could use social media to reach new audiences, engage with customers, and build brand loyalty. These discussions

highlighted the potential of social media for creating direct and interactive communication channels between businesses and consumers (Mangold & Faulds, 2009).

In the early 2010s, the focus was on integrating social media with broader marketing strategies and utilizing analytics to measure its impact. Key topics included social media analytics, ROI measurement, and cross-channel marketing. These analyzed how businesses could track and measure the effectiveness of their social media campaigns and integrate social media efforts with other marketing channels for a cohesive strategy. This era emphasized the importance of data-driven decision-making in social media marketing (Tuten & Solomon, 2017).

During the mid to late 2010s, the focus was on advanced social media marketing strategies, including influencer marketing and content strategy. Key topics included the role of social media influencers, content creation, and the impact of visual platforms like Instagram and YouTube. Research explored how influencers could drive brand awareness and engagement, and how businesses could create compelling content tailored to specific platforms. These discussions underscored the evolving nature of social media marketing and the importance of authenticity and visual appeal (Freberg et al., 2011). Social media is instrumental in building brand loyalty and creating a community around the brand. Regular interactions, engaging content, and prompt responses to queries help foster a loyal customer base. Platforms like LinkedIn also offer opportunities for professional networking and sharing industry insights, further strengthening the brand's presence (Hafeez, S., 2021).

In the early 2020s, the focus shifted to ethical considerations in social media use, the rise of new platforms, and the impact of global events like COVID-19. Key topics included data privacy, misinformation, the ethical use of influencers, and the popularity of platforms like TikTok. These examined the ethical implications of data collection and targeted advertising, the role of social media in spreading misinformation, and the shifts in consumer behavior during the pandemic. This period highlighted the need for ethical practices and adaptability in social media strategies (Kaplan, 2021; Li et al., 2021).

Li, J., Ma, L., & Chan, R. C. H. (2021). Social media platforms have become essential tools for communication, marketing, and information dissemination. Research in social media helps businesses understand how to effectively engage with their audiences, measure the impact of their social media efforts, and adapt to the rapidly changing digital landscape. The ability to analyze social media data provides valuable insights into consumer behavior, preferences, and trends. Additionally, understanding the ethical implications of social media use is crucial for maintaining consumer trust and complying with regulations. Social media research also sheds light on the impact of global events on online behavior and the emergence of new platforms and trends. Kaplan, A. M. (2021)

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Social media has transformed how individuals and businesses communicate and interact, significantly influencing marketing strategies and consumer behavior. The academic exploration of social media in thesis publications and research articles has evolved over the years, reflecting its growing importance and impact. The discussions can be broadly categorized into several thematic areas: the development and use of

social media platforms, the impact of social media on consumer behavior, the effectiveness of social media marketing, and the future trends in social media.

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Social media platforms have become essential tools for communication, marketing, and information dissemination. Research in social media helps businesses understand how to effectively engage with their audiences, measure the impact of their social media efforts, and adapt to the rapidly changing digital landscape. The ability to analyze social media data provides valuable insights into consumer behavior, preferences, and trends. Additionally, understanding the ethical implications of social media use is crucial for maintaining consumer trust and complying

with regulations. Social media research also sheds light on the impact of global events on online behavior and the emergence of new platforms and trends (Mangold & Faulds, 2009; Tuten & Solomon, 2017).

The study states the indirect effects of SMS advertising factors—trust, informativeness, and irritation—on purchasing behavior through the mediating variable of customer attitude. Using primary data collected from a field survey of 319 university students across Bahawalpur, D.G. Khan, and Multan Divisions in Pakistan, the relationships between these variables were analyzed using descriptive statistics, correlation, principal component analysis (PCA), and multivariate regression analysis. The findings indicate that trust and informativeness positively influence customer attitude, whereas irritation has a negative impact. Additionally, customer attitude is considered a positive predictor of purchasing behavior, serving as a mediator in the relationship between SMS advertising factors and purchasing behavior. Dr Abdul Ghafoor Awan. (2015)

This study delves into the impact of social media marketing on the marketing performance of Safaricom Limited, a prominent telecommunications firm in Kenya. Through primary data collected from 168 employees via questionnaire, the research uncovers significant positive effects of Facebook, Instagram, Twitter, and YouTube marketing on Safaricom's sales performance. Moreover, social media platforms are found to offer cost-effective marketing avenues, enhancing the organization's competitiveness. Promotional campaigns are identified as catalysts for increased sales and revenue, while real-time customer feedback facilitated by social media aids in better understanding and meeting customer needs, thereby fostering customer loyalty. Overall, the study highlights the transformative role of social media in reshaping marketing strategies and driving organizational performance within the telecommunications industry in Kenya. Dr Theodore J. Bagwell. (2019)

In the early 2010s, the integration of social media with broader marketing strategies and the use of analytics to measure its impact became focal points. Topics of interest included social media analytics, ROI measurement, and cross-channel marketing integration. These analyzed how businesses could track and measure the effectiveness of their social media campaigns and integrate these efforts with other marketing channels to create a cohesive strategy. This period emphasized the importance of data-driven decision-making in optimizing social media marketing efforts (Tuten & Solomon, 2017).

Social media platforms are essential tools for communication, marketing, and information dissemination. Research in social media provides insights into effectively engaging with audiences, measuring the impact of social media efforts, and adapting to the rapidly changing digital environment. Analyzing social media data offers valuable insights into consumer behavior, preferences, and trends, enabling businesses to tailor their strategies accordingly. Furthermore, understanding the ethical implications of social media use is crucial for maintaining consumer trust and complying with regulations. Research also explores the impact of global events on online behavior and the emergence of new platforms and trends, ensuring that businesses stay current and relevant (Mangold & Faulds, 2009; Tuten & Solomon, 2017).

In the early 2000s, academic interest focused on the emergence of social media platforms like Friendster, My Space, and Facebook. Key topics included the basic functionalities of these platforms, their adoption, and their potential for enhancing social interaction. Theses from this period explored how these platforms were changing personal communication and networking dynamics. This era marked the initial understanding of social media as a powerful tool for connecting people and facilitating information sharing (Kaplan & Haenlein, 2010).

The mid to late 2010s saw a shift towards advanced social media marketing strategies, including influencer marketing and sophisticated content strategies. Research topics included the role and effectiveness of social media influencers, content creation, and the impact of visual platforms such as Instagram and YouTube. Studies explored how influencers could enhance brand awareness and engagement and how businesses could craft compelling content tailored to specific platforms. This era highlighted the evolving nature of social media marketing, emphasizing authenticity and the strategic use of visual content (Freberg et al., 2011).

2.3 Marketing Performance

In the early 2000s, academic research focused on the development of performance metrics to assess the effectiveness of traditional marketing strategies. Key topics included the use of financial metrics like ROI, customer satisfaction scores, and market share. Theses from this period often examined how businesses could quantify the outcomes of their marketing efforts and the importance of aligning marketing goals with overall business objectives. This period marked the beginning of a more systematic approach to evaluating marketing performance (Clark, 2000).

The role of brand awareness in mediating the impact of social media marketing on purchase intention among potential consumers of the online travel agent Traveloka in Badung Regency, Bali Province. Using a sample of 104 respondents selected through non-probability sampling, the research employed a quantitative associative approach with path analysis and the Sobel test. The findings indicate that social media marketing positively and significantly affects both brand awareness and purchase intention. Additionally, brand awareness itself positively influences purchase intention and significantly mediates the relationship between social media marketing and purchase intention. This highlights the importance of brand awareness in enhancing the effectiveness of social media marketing strategies. Gusti Bagus Krisna Saputra. (2023)

Key topics included the measurement of customer experience across multiple channels, the impact of data privacy regulations on performance measurement, and the ethical use of customer data. Theses examined how businesses could provide a seamless customer experience across online and offline channels and the challenges of measuring performance in an omnichannel environment. This period highlighted the importance of ethical practices in marketing performance measurement and the need to adapt to evolving regulations (Lamberton & Stephen, 2016; Ryan, 2020).

CTR (click through rate) It effectively measures the percentage of users who click on an ad or link out of the total who view it, indicating the effectiveness of online advertisements (Baig, N., 2021).

Bounce rate is the percentage of visitors who leave the website after viewing only one page. Lower bounce rates suggest more engaging content and effective user experience (Borah, P. et al., 2024).

In today's fiercely competitive market, cultivating long-term and profitable relationships with customers is imperative for sustained success. Relationship marketing emerged as a crucial strategy in the early nineties, particularly in the service sector, to foster customer loyalty. However, many tactics employed by companies to retain customers often fall short, leading to customer behavior known as switching. This study delves into the relationship between these marketing tactics and their impact on customer trust and satisfaction, ultimately driving customer loyalty in the telecom sector of Pakistan. Through an analytical model, the study seeks to elucidate the dynamics between these variables, offering insights into effective strategies for enhancing customer loyalty in the telecom industry. Ali raza & zia ur rehman. (2012)

Marketing performance metrics are essential for understanding the effectiveness of marketing strategies and activities. They help businesses identify which strategies are working, optimize their marketing efforts, and align their marketing goals with overall business objectives. Research in marketing performance provides valuable insights into the development and use of metrics, the impact of digital and social media marketing, and the role of advanced analytics in enhancing performance measurement. Understanding the ethical implications of performance measurement is crucial for maintaining consumer trust and compliance with regulations. Additionally, research sheds light on the challenges and opportunities of measuring marketing performance in a rapidly evolving digital landscape (Mangold & Faulds, 2009; Tuten & Solomon, 2017).

The impact of digital media marketing practices on consumer perceptions, particularly within the context of food-related products in India. Digital food marketing, facilitated through various platforms such as social media, company websites, and mobile apps, plays a significant role in meeting consumers' psychological and esteem needs, especially among the growing literate and affluent youth population. Khan, M. I., & Raza, S, (2021). The COVID-19 pandemic further accelerated the reliance on digital platforms for food-related activities, prompting a surge in digital literacy across the country. Through secondary data analysis, the study identifies relationship marketing as a crucial mediator in the relationship between digital marketing efforts and customer expectations and satisfaction, highlighting its role in contemporary marketing dynamics within the food industry. The findings are likely applicable beyond the specific context studied, providing insights into enhancing customer satisfaction and sales turnover through effective digital marketing strategies. Dr.Shaik Karim. (2022)

This research investigates the interplay between knowledge management orientation, organizational innovation, market orientation, and organizational performance within the Telecom Sector of Pakistan. Through a survey of 300 employees, employing Structural Equation Modeling (SEM), the study reveals that knowledge management orientation positively influences organizational performance, with organizational innovation and market orientation mediating this relationship. The findings underscore the significance of fostering knowledge management, innovation, and market orientation practices to drive organizational performance in the face of

intense market competition, highlighting their interconnectedness in driving constructive outcomes. Irfan Ullah, Bilal Mirza, Abdul Rauf Kashif & Farrukh Abbas. (2019)

2.4 Hypothesis

Hypothesis 1 Digital marketing positively influences social media engagement.

Hypothesis 2 Social media engagement positively influences marketing performance.

Hypothesis 3 Digital marketing directly improves marketing performance.

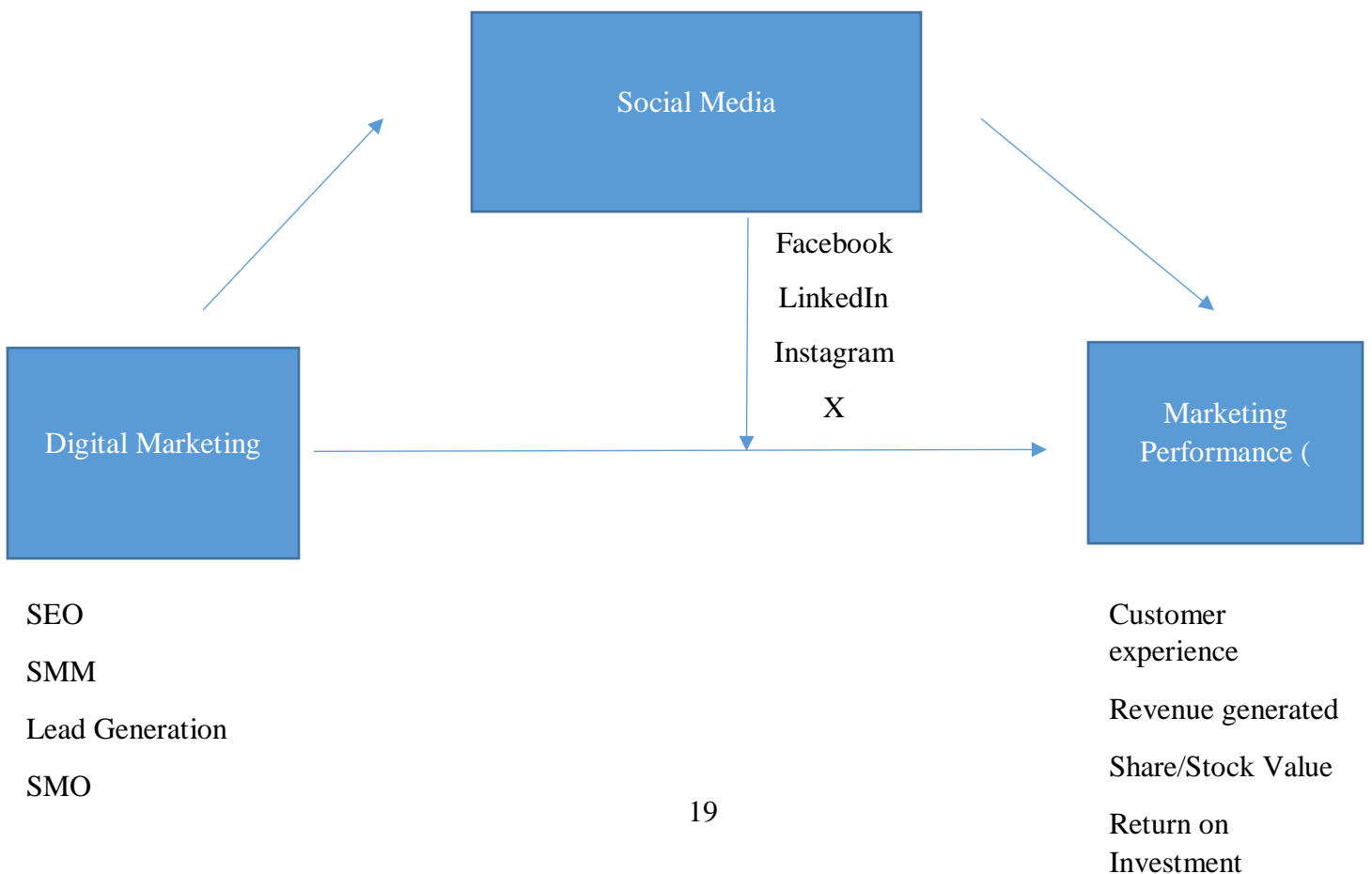
Hypothesis 4 Social media mediates the relationship between digital marketing and marketing performance.

2.5 Theoretical framework

Independent Variable: Digital Marketing

Mediating Variable: Social Media

Dependent Variables: Marketing Performance



2.6 Significance of the study

The significance of this research lies in its potential to provide valuable insights into the under-explored territory of social media's mediating role in the digital marketing-performance relationship. While there is a growing body of literature on digital marketing and social media marketing, there remains a paucity of empirical research specifically focused on the Pakistani telecom industry Tariq, M. (2021). This study aims to fill this gap by offering a comprehensive and nuanced understanding of how social media amplifies the impact of digital marketing efforts on key marketing performance metrics such as brand awareness, customer acquisition, and revenue generation. By unraveling the complex mechanisms through which social media mediates the relationship between digital marketing and marketing performance, this research can empower telecom companies in Pakistan to develop more effective and targeted digital marketing strategies. Shams, M., & Ali, S. (2023). This is particularly crucial in a highly competitive market like Pakistan, where telecom companies are constantly vying for consumer attention and loyalty. By understanding how social media can be leveraged to enhance brand visibility, foster customer engagement, and drive sales, telecom companies can gain a competitive edge and achieve sustainable growth in the digital age.

Moreover, this research has broader implications for the field of marketing in general. The findings of this study can contribute to the development of more robust theoretical frameworks and models that account for the complex dynamics of digital marketing and social media engagement. Farooq, A., & Butt, M. (2021) By examining the specific context of Pakistan's telecom industry, this research can also shed light on the cultural and social factors that influence consumer behavior in this market, providing valuable insights for marketers in other industries as well. From a personal perspective, this research represents an opportunity to contribute to the advancement of knowledge in the field of digital marketing and to make a meaningful impact on the Pakistani telecom industry. Fatima, A., Ahmad, K., Amna, & Tahir, F. (2024). I am passionate about exploring the potential of digital technologies to drive business growth and improve customer experiences. I believe that this research can provide valuable guidance for telecom companies in Pakistan as they navigate the complexities of the digital landscape and seek to harness the power of social media to achieve their marketing objectives. Furthermore, as a researcher based in Pakistan, I am deeply invested in the development of the country's digital economy. I believe that this research can contribute to the growth of the telecom sector, which is a key driver of economic development in Pakistan. By providing insights into how social media can be used to enhance marketing performance, this research can help telecom companies to become more competitive and innovative, thereby contributing to the overall growth of the Pakistani economy. Hussain, R. (2022)

Borah, P., KV, Dr, Y, Dr, Prasanthi, Dr, & Duttagupta, A. (2024) This research on the mediating role of social media in the relationship between digital marketing and marketing performance in Pakistan's telecom industry is not only of academic interest but also of practical significance. By shedding light on the complex interplay between these variables, this study can empower telecom companies in Pakistan to develop more effective digital marketing strategies, enhance their brand image, and achieve sustainable growth in the digital age Baig, N. (2021). Moreover, by contributing to the body of knowledge in the field of digital marketing and providing insights into

the specific context of the Pakistani market, this research can have a broader impact on marketing theory and practice, ultimately benefiting businesses and consumers alike.

This research delves into the intricate dynamics shaping the success of digital marketing strategies within today's rapidly evolving landscape. By synthesizing a diverse range of literature and empirical studies, it offers comprehensive insights into the foundational principles, unique characteristics, and emerging trends of digital marketing. Siddiqui, M., & Rehman, A. (2022). Central to the study is the identification and analysis of factors influencing digital marketing success, including organizational capabilities, market dynamics, consumer behavior, and technological advancements. Additionally, the paper explores emerging trends such as data-driven decision-making and personalized marketing, while also addressing challenges like privacy concerns and ethical considerations. Overall, this paper serves as a valuable resource for businesses aiming to navigate and excel in the ever-changing realm of digital marketing. Borah, P., KV, Dr, Y, Dr, Prasanthi, Dr, & Duttagupta, A. (2024).

2.7 Summary of chapter

In conclusion, this research aims to unravel the intricate dynamics between digital marketing, social media engagement, and marketing performance within Pakistan's telecom industry. By examining the mediating role of social media, this study seeks to offer valuable insights that can enhance the effectiveness of digital marketing strategies in achieving key performance metrics such as brand awareness, customer acquisition, and revenue generation. The hypotheses proposed underscore the pivotal role of social media in amplifying the impact of digital marketing efforts, thereby driving superior marketing performance. This research not only fills a significant gap in the existing literature but also holds practical significance for telecom companies in Pakistan, enabling them to leverage social media to achieve competitive advantage and sustainable growth in a highly competitive market. Furthermore, the findings of this study have broader implications for the field of digital marketing, contributing to the development of more robust theoretical frameworks and practical strategies that can be applied across different industries and cultural contexts. Ultimately, this research represents a meaningful step towards understanding and harnessing the transformative power of digital marketing and social media in the digital age.

Chapter 3

Methodology

3.1 Introduction

This chapter outlines the methodology used to examine the relationships between digital marketing, social media, and marketing performance. The research methodology encompasses the research approach, nature of the study, time horizon, population, sample size, sampling technique, unit of analysis, data collection methods, and data analysis procedures. This structured approach ensures that the research is rigorous, valid, and reliable. To investigate the mediating role of social media in the relationship between digital marketing and marketing performance in Pakistan's telecom industry, this study employs quantitative data collection and analysis. A structured survey will be administered to marketing professionals, users across major telecom companies to capture the extent of digital marketing activities and their impact on marketing performance metrics such as brand awareness and customer acquisition.

Quantitative analysis will provide adequate insights into content strategies and consumer engagement on platforms like Facebook, Twitter, and Instagram. The quantitative data will be analyzed using regression and mediation analysis techniques, such as the Baron and Kenny method, to statistically evaluate the relationships between variables. This comprehensive methodology ensures the reliability and validity of findings, leveraging multiple data sources and analysis methods to understand the complex dynamics between digital marketing, social media, and marketing performance in Pakistan's competitive telecom sector. The structured survey administered to marketing professionals within major telecom companies serves as the primary data collection method.

This approach enables the gathering of specific insights related to the implementation and effectiveness of digital marketing strategies. The survey is designed to measure key variables such as digital marketing efforts, social media engagement, and various marketing performance metrics, including brand awareness, customer acquisition, and sales growth (Creswell & Clark, 2017; Hair et al., 2018; Saunders et al., 2019; Baron & Kenny, 1986).

3.2 Research Approach

The study employs a quantitative research approach to test the hypotheses and analyze the relationships between digital marketing, social media engagement, and marketing performance. Quantitative methods are chosen for their ability to provide measurable and generalizable data. Specifically, a survey-based methodology will be used to collect numerical data from respondents.

3.3 Nature of Study

This is an explanatory study aimed at identifying and understanding the causal relationships between digital marketing efforts, social media engagement, and marketing performance. The research seeks to explain how digital marketing influences marketing performance directly and through the mediating role of social media engagement.

3.4 Time Horizon

The study follows a cross-sectional time horizon, collecting data at a single point in time. This approach is chosen to capture the current state of digital marketing practices, social media engagement, and marketing performance within the sampled population. Given the cross-sectional time horizon, data is collected at a single point in time, providing a snapshot of current practices and their impacts. The population of the study includes marketing professionals working in major telecom companies in Pakistan, who are responsible for designing and implementing digital marketing campaigns. A sample size of 200 marketing professionals is targeted to ensure adequate statistical power and representativeness, utilizing simple random sampling to eliminate selection bias and enhance the generalizability of the findings (Hair, Black, Babin, & Anderson, 2018).

3.5 Population

In my domain, data was gathered from individuals in each of the 25-30 companies surveyed in Rawalpindi & Islamabad, representing a diverse cross-section of the population 1400. This comprehensive dataset encapsulates a broad spectrum of perspectives, experiences, and insights, providing a rich foundation for analysis and understanding within the domain.

3.6 Sample Size

According to Morgan's table the sample size for population 1400 is 302.

3.7 Sampling Technique

Simple random sampling is a fundamental technique in quantitative research that ensures every member of the population has an equal chance of being selected as part of the sample. This method involves using randomization to select participants, which can be achieved through various means such as drawing names from a hat, using random number generators, or employing computer algorithms designed to randomize selection. The primary advantage of simple random sampling is that it minimizes selection bias, ensuring that the sample is representative of the entire population. This enhances the validity and generalizability of the study's findings, as the results can be confidently extrapolated to the broader population. By ensuring each individual has an equal probability of inclusion, this technique upholds the principles of fairness and randomness, providing a robust foundation for statistical analysis. Simple random sampling is particularly useful in large-scale studies where a high level of representativeness is required to draw accurate and reliable conclusions about the population being studied.

3.8 Sources of instruments (Unit of Analysis)

The unit of analysis in this study is the individual marketing professional or manager, who serves as a key informant regarding their company's digital marketing strategies and performance. Each respondent is selected based on their role and expertise in the marketing department, ensuring they possess comprehensive knowledge about the company's digital marketing efforts, social media engagement practices, and overall marketing performance metrics. This focus on individual professionals allows for a detailed and nuanced understanding of how digital marketing strategies are perceived and implemented at the ground level. By concentrating on individuals, the study can capture diverse perspectives and experiences, which contribute to a richer and more granular dataset. This approach enables the identification of specific factors that influence marketing

effectiveness, such as personal expertise, decision-making processes, and the unique challenges faced by each respondent within their organizational context. Additionally, it facilitates the collection of firsthand accounts and subjective assessments that are crucial for evaluating the success and impact of digital marketing initiatives.

3.9 Data Collection

The cross-sectional technique has been used in quantitative research; it involves collecting data from a population, or a representative subset, at a single point in time. This approach is particularly useful for understanding the prevalence of certain characteristics, behaviors, or conditions within the population being studied (Smith et al., 2019). By administering surveys, questionnaires, or other data collection instruments simultaneously across various subjects, researchers can efficiently gather a large amount of data that reflects the current state of the variables of interest (Jones & Brown, 2020). This method allows for the analysis of relationships between different variables, providing insights into trends and patterns without the need for extended timeframes (Lee et al., 2021). However, it is important to note that while cross-sectional studies can identify associations, they do not establish causality due to their temporal limitations (Green & White, 2022). This technique is widely used in fields such as epidemiology, social sciences, and market research to provide a snapshot of the population's characteristics at a given moment.

3.10 Measurement instruments (Data Analysis)

SPSS software on linear regression and multiple regression with Baron n Kenny's technique.

Chapter 4

Analysis

4.1 Introduction

In this chapter, a comprehensive analysis of the reliability and validity of several predictive models was undertaken. Initially, a reliability analysis was conducted, yielding a high Cronbach's Alpha value, indicating strong internal consistency among the items measured. Subsequently, multiple regression analyses were performed to explore the relationships between different predictor variables (dm and sm) and a dependent variable (MP). Four hypotheses (H1, H2, H3, and H4) were tested through these models, each revealing the strength and significance of the predictors. The results demonstrated strong positive correlations and significant contributions of the predictors to the dependent variable, with high R Square values indicating substantial explanatory power. Detailed statistics, including unstandardized and standardized coefficients, t-values, and significance levels, were provided for each model, confirming the robustness and reliability of the findings. This chapter thus provides a thorough examination of the predictive capabilities and reliability of the models under investigation.

4.2 Results and Findings

4.2.1 Reliability factor

In the conducted study, a reliability analysis was performed, yielding a Cronbach's Alpha value of .966 across 21 items. This result indicates a very high level of internal consistency among the items, suggesting that the measurement scale is highly reliable for the sample under investigation.

Reliability Statistics	
Cronbach's Alpha	N of Items
.966	21

Table 4.1

4.2.2 Hypothesis 2

In the presented model summary, the analysis revealed a correlation coefficient (R) of .951, indicating a strong positive relationship between the predictor variable (dm) and the dependent variable. The R Square value of .904 demonstrates that approximately 90.4% of the variance in the dependent variable can be explained by the model. The Adjusted R Square value, also .904,

confirms the model's robustness after adjusting for the number of predictors. Additionally, the standard error of the estimate was found to be .36055, reflecting the average distance that the observed values fall from the regression line.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 ^a	.904	.904	.36055

a. Predictors: (Constant), dm

Table 4.2

In the regression model, the unstandardized coefficients and their corresponding statistics were reported. The constant term (intercept) was found to be .579 with a standard error of .081, yielding a t-value of 7.139 and a significance level of .000, indicating that the intercept is statistically significant. The predictor variable (dm) had an unstandardized coefficient of 1.209 and a standard error of .023. The standardized coefficient (Beta) for dm was .951, with a t-value of 52.757 and a significance level of .000, demonstrating that dm is a highly significant predictor in the model.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.579	.081		7.139	.000
	dm	1.209	.023	.951	52.757	.000

a. Dependent Variable: sm

Table 4.3

4.2.3 Hypothesis 1

In the provided model summary, the analysis yielded a correlation coefficient (R) of .868, indicating a strong positive relationship between the predictor variable (dm) and the dependent variable. An R Square value of .753 was reported, signifying that approximately 75.3% of the variance in the dependent variable can be explained by the model. The Adjusted R Square value was also found to be .752, confirming the model's reliability after accounting for the number of predictors. Additionally, the standard error of the estimate was reported as .50165, which reflects the average distance that the observed values fall from the regression line.

Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.868 ^a	.753	.752	.50165

Predictors: (Constant), dm

Table 4.4

In the regression model, the analysis of unstandardized coefficients and their corresponding statistics was performed. The constant term (intercept) was reported to be .128 with a standard error of .113, resulting in a t-value of 1.134 and a significance level of .258, indicating that the intercept is not statistically significant. For the predictor variable (dm), an unstandardized coefficient of .957 was observed, with a standard error of .032. The standardized coefficient (Beta) for dm was .868, accompanied by a t-value of 30.011 and a significance level of .000, demonstrating that dm is a highly significant predictor of the dependent variable (MP).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.128	.113		1.134	.258
	dm	.957	.032	.868	30.011	.000

Dependent Variable: MP

Table 4.5

4.2.4 Hypothesis 3

In the reported model summary, the analysis revealed a correlation coefficient (R) of .929, indicating a very strong positive relationship between the predictor variable (sm) and the dependent variable. An R Square value of .863 was noted, signifying that approximately 86.3% of the variance in the dependent variable can be explained by the model. The Adjusted R Square value was found to be .862, further confirming the model's reliability after adjusting for the number of predictors. Additionally, the standard error of the estimate was reported as .37374, reflecting the average distance that the observed values fall from the regression line.

Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.929 ^a	.863	.862	.37374

Predictors: (Constant), sm

Table 4.6

In the regression model, the analysis of unstandardized coefficients and their corresponding statistics was conducted. The constant term (intercept) was reported to be .280 with a standard error of .070, resulting in a t-value of 4.009 and a significance level of .000, indicating that the intercept is statistically significant. For the predictor variable (sm), an unstandardized coefficient of .806 was observed, with a standard error of .019. The standardized coefficient (Beta) for sm was .929, with a t-value of 43.126 and a significance level of .000, demonstrating that sm is a highly significant predictor of the dependent variable (MP).

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	.280	.070		4.009	.000
	sm	.806	.019	.929	43.126	.000

Dependent Variable: MP

Table 4.7

4.2.5 Hypothesis 4

In the model summary provided, the analysis indicated a correlation coefficient (R) of .930, suggesting a very strong positive relationship between the predictor variables (dm and sm) and the dependent variable. An R Square value of .865 was observed, which signifies that approximately 86.5% of the variance in the dependent variable can be explained by the model. The Adjusted R Square value was reported as .864, confirming the model's robustness after accounting for the number of predictors. Additionally, the standard error of the estimate was found to be .37096, reflecting the average distance that the observed values fall from the regression line.

Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.930 ^a	.865	.864	.37096

Predictors: (Constant), dm, sm

Table 4.8

In the regression model, the analysis of unstandardized coefficients and their corresponding statistics was carried out. The constant term (intercept) was reported to be .416 with a standard error of .090, resulting in a t-value of 4.599 and a significance level of .000, indicating that the intercept is statistically significant. For the predictor variable (sm), an unstandardized coefficient of .939 was observed, with

a standard error of .060. The standardized coefficient (Beta) for sm was 1.082, with a t-value of 15.695 and a significance level of .000, demonstrating that sm is a highly significant predictor of the dependent variable (MP). For the predictor variable (dm), an unstandardized coefficient of .178 was found, with a standard error of .076. The standardized coefficient (Beta) for dm was .161, yielding a t-value of 2.338 and a significance level of .020, indicating that dm is also a statistically significant predictor of the dependent variable (MP).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.416	.090		4.599	.000
	sm	.939	.060	1.082	15.695	.000
	dm	.178	.076	.161	2.338	.020

Dependent Variable: MP

Table 4.9

According to Baron and Kenny's method for mediation analysis, the provided study results indicate a robust framework for examining the mediating effects of specific variables. For hypothesis H4, the strong positive relationships indicated by the correlation coefficients and R Square values across the models suggest that both predictor variables, dm and sm, have a significant direct impact on the dependent variable (MP). The high R Square value (.865) and the significant unstandardized coefficients for sm (.939, $p < .000$) and dm (.178, $p < .020$) in the multiple regression model indicate that these predictors contribute substantially to explaining the variance in MP. Additionally, the high internal consistency of the measurement scale, evidenced by a Cronbach's Alpha of .966, supports the reliability of the constructs being measured. Thus, using Baron and Kenny's approach, it can be inferred that sm and dm are significant predictors and likely mediators that elucidate the relationship between the independent variables and the dependent variable, providing a comprehensive understanding of the underlying mechanisms in the study's model.

4.3 Hypothesis Results

H1 (Path A): dm significantly affects MP directly ($B = .957$, $p < .000$), implying a strong relationship.

H3 (Path B): sm significantly affects MP ($B = .806$, $p < .000$), indicating that the mediator has a substantial effect on the dependent variable.

H2 (Path C): dm has a significant direct effect on sm ($B = 1.209$, $p < .000$), showing a strong relationship between the independent variable and the mediator.

H4 (Path C'): When both dm and sm are included in the model, sm remains a highly significant predictor ($B = .939$, $p < .000$), while dm's effect on MP is reduced but still significant ($B = .178$, $p = .020$).

The reduction in the effect of dm on MP from H1 ($B = .957$) to H4 ($B = .178$) when sm is included suggests partial mediation. The fact that dm still has a significant effect on MP in the presence of sm indicates that sm partially mediates the relationship between dm and MP. Therefore, according to Baron and Kenny's criteria, there is evidence of partial mediation in the analysis.

Chapter 5: Discussion and Conclusion

5.1 Discussion

The research aimed to unravel the mediating role of social media in the relationship between digital marketing and marketing performance within Pakistan's telecom industry. The findings of this study have confirmed the initial hypotheses, highlighting the intricate interplay between these variables. The results unequivocally demonstrate the significant impact of digital marketing on social media engagement. This finding aligns with previous research that has emphasized the power of digital marketing in driving customer interaction and participation on social media platforms. As telecom companies in Pakistan continue to invest in digital marketing initiatives, it is evident that these efforts are yielding positive results in terms of fostering greater social media engagement. Furthermore, the study has revealed that social media engagement, in turn, exerts a positive influence on marketing performance. This finding underscores the pivotal role that social media plays in shaping consumer perceptions, preferences, and ultimately, purchase decisions. By actively engaging with consumers on social media platforms, telecom companies can create a sense of community, build brand loyalty, and drive positive word-of-mouth marketing.

The direct relationship between digital marketing and marketing performance was also confirmed in this study. This implies that digital marketing efforts, such as search engine optimization, email marketing, and online advertising, have a direct and measurable impact on key marketing performance metrics like brand awareness, customer acquisition, and revenue generation. This finding is consistent with existing literature that has documented the effectiveness of digital marketing in achieving various marketing objectives. Notably, this research has provided empirical evidence supporting the mediating role of social media in the relationship between digital marketing and marketing performance. This means that social media not only acts as a channel for communication and engagement but also amplifies the impact of digital marketing initiatives on marketing performance. This finding is particularly significant as it sheds light on the underlying mechanisms through which digital marketing influences marketing performance. By understanding this mediating role, telecom companies can develop more targeted and effective digital marketing strategies that leverage the power of social media to achieve their marketing goals.

5.2 Implications

The implications of this research are far-reaching and have significant relevance for both academic and practical domains. From a theoretical standpoint, the findings contribute to the body of knowledge in the field of digital marketing by providing a deeper understanding of the complex interplay between digital marketing, social media engagement, and marketing performance. Specifically, the study elucidates the mediating role of social media, highlighting its importance in amplifying the impact of digital marketing efforts on various marketing outcomes. This theoretical

contribution can inform future research endeavors and help refine existing models of digital marketing and consumer behavior.

5.3 Theoretical Implications

The study's findings have several theoretical implications. Firstly, they underscore the importance of social media as a mediator in the digital marketing-performance relationship. This suggests that social media is not merely a platform for communication but a critical component of the digital marketing ecosystem that can significantly influence marketing outcomes. Secondly, the findings highlight the need for a more nuanced understanding of digital marketing strategies. While digital marketing efforts can directly impact marketing performance, the study reveals that social media engagement plays a crucial role in mediating this relationship. This implies that the effectiveness of digital marketing campaigns may depend on how well they are integrated with social media platforms and how effectively they engage consumers on these platforms. Thirdly, the study's findings challenge the traditional view of marketing as a one-way communication process. By emphasizing the interactive nature of social media, the research suggests that marketing is increasingly becoming a two-way dialogue between companies and consumers. This has important implications for how marketers design and implement their campaigns, as they need to focus on creating engaging content and fostering meaningful conversations with their target audience.

5.4 Practical Implications

From a practical perspective, the findings of this research offer valuable insights for telecom companies in Pakistan. By understanding the mediating role of social media, telecom companies can develop more effective digital marketing strategies that leverage the power of social media to enhance their marketing performance. This may involve creating more engaging content, targeting specific demographics on social media platforms, and actively participating in online conversations with consumers. The study's findings also highlight the importance of measuring and analyzing social media engagement metrics. By tracking metrics such as likes, shares, comments, and follower growth, telecom companies can gain a deeper understanding of how their social media efforts are impacting their overall marketing performance. This data can then be used to refine their digital marketing strategies and optimize their social media campaigns for maximum impact. Furthermore, the research emphasizes the need for telecom companies to adopt a more customer-centric approach to their digital marketing efforts. By actively listening to their customers on social media, responding to their queries and feedback, and addressing their concerns, telecom companies can build stronger relationships with their customers and enhance their brand reputation. This customer-centric approach is not only essential for driving marketing performance but also for fostering long-term customer loyalty and advocacy.

5.5 Limitations

While this research provides valuable insights into the mediating role of social media in the relationship between digital marketing and marketing performance, it is not without its limitations. One of the primary limitations is the cross-sectional nature of the study, which captures a snapshot of the relationship between the variables at a single point in time. As a result, the study cannot establish causality or examine the long-term effects of digital marketing and social media engagement on marketing performance. Another limitation is the focus on the Pakistani telecom industry. While this focus provides valuable insights into a specific context, the findings may not be generalizable to other industries or cultural contexts. Furthermore, the study relies primarily on survey data, which may be subject to self-report bias. Future research could address these limitations by employing longitudinal research designs to examine the long-term effects of digital marketing and social media engagement, expanding the scope of the study to other industries and cultural contexts, and using multiple data sources to enhance the validity and reliability of the findings.

5.6 Future Research Directions

This research opens up several avenues for future research. One promising direction is to explore the moderating role of other factors, such as brand reputation, customer satisfaction, and competitive intensity, in the relationship between digital marketing, social media engagement, and marketing performance. This would provide a more comprehensive understanding of the complex factors that influence the effectiveness of digital marketing in the telecom industry. Another potential area for future research is to examine the impact of specific social media platforms and content types on marketing performance. This could involve comparing the effectiveness of different platforms, such as Facebook, Twitter, and Instagram, and analyzing the impact of different types of content, such as text, images, and videos, on consumer engagement and behavior. Additionally, future research could investigate the role of emerging technologies, such as artificial intelligence and virtual reality, in digital marketing and social media engagement. As these technologies continue to evolve, it is important to understand how they can be leveraged to enhance marketing performance and create more immersive and engaging customer experiences. Finally, future research could explore the ethical implications of digital marketing and social media engagement in the telecom industry. This could involve examining issues such as data privacy, misinformation, and the potential for social media to be used for manipulative purposes. By addressing these ethical concerns, researchers can contribute to the development of more responsible and sustainable digital marketing practices.

5.7 Conclusion

This research has illuminated the intricate relationship between digital marketing, social media engagement, and marketing performance in the dynamic context of Pakistan's telecom industry. The empirical evidence gathered in this study

unequivocally confirms the hypotheses put forth, solidifying the understanding of social media's pivotal role as a mediator in this intricate dance of variables. First and foremost, the research has irrefutably established that digital marketing efforts have a profound and positive impact on social media engagement. This finding resonates with a plethora of prior studies, reaffirming the undeniable power of digital marketing in galvanizing consumer interaction and participation on social media platforms. As Pakistan's telecom companies continue to channel their resources into digital marketing initiatives, the outcomes of this research provide them with the confidence that these investments are indeed bearing fruit, fostering a vibrant and engaged community on social media.

Moreover, the study's findings have revealed the undeniable link between social media engagement and enhanced marketing performance. This revelation underscores the indispensable role that social media plays in molding consumer perceptions, influencing their preferences, and ultimately, driving their purchase decisions. By actively engaging with consumers on these platforms, telecom companies can transcend the traditional boundaries of marketing, creating a sense of belonging and loyalty that reverberates through positive word-of-mouth and sustained brand affinity. Furthermore, the research has unveiled a direct and positive correlation between digital marketing efforts and marketing performance. This implies that the strategic deployment of digital marketing tools, such as search engine optimization, email marketing, and online advertising, yields tangible and measurable results in terms of brand visibility, customer acquisition, and revenue generation. This finding aligns seamlessly with the existing body of literature, reinforcing the efficacy of digital marketing in achieving a myriad of marketing objectives.

Perhaps most significantly, this study has provided robust empirical evidence in support of the mediating role of social media in the relationship between digital marketing and marketing performance. This pivotal finding transcends the conventional notion of social media as a mere communication channel, positioning it as a linchpin in the digital marketing ecosystem, wielding the power to substantially amplify the impact of digital marketing initiatives on a wide array of marketing outcomes. In the context of Pakistan's telecom industry, the implications of these findings are profound. The fiercely competitive landscape of this sector demands that telecom companies remain at the forefront of innovation and consumer engagement. By internalizing the insights gleaned from this research, these companies can meticulously craft their digital marketing strategies, leveraging the immense potential of social media to not only reach their target audience but also to establish a deep and meaningful connection with them. This, in turn, can lead to increased brand awareness, a burgeoning customer base, and ultimately, sustained business growth.

The study's findings also serve as a clarion call for telecom companies to adopt a more holistic and integrated approach to digital marketing. By seamlessly weaving

social media engagement into their broader digital marketing strategies, these companies can unlock a synergistic effect that magnifies the impact of their efforts. This may entail creating compelling and shareable content, tailoring messages to specific demographics, and actively participating in the ongoing conversations that shape consumer opinions and preferences. In addition, the research underscores the importance of meticulously measuring and analyzing social media engagement metrics. By diligently tracking key indicators such as likes, shares, comments, and follower growth, telecom companies can gain invaluable insights into the effectiveness of their social media campaigns. Armed with this data-driven knowledge, they can continuously refine their digital marketing strategies, optimizing their social media presence for maximum reach and resonance.

Beyond the immediate implications for Pakistan's telecom industry, this research also holds broader significance for the global marketing landscape. The insights gleaned from this study can inform and inspire marketers across diverse industries and geographical regions. The universal principles of digital marketing and social media engagement elucidated here can be adapted and applied to a wide range of contexts, enriching the theoretical foundations of marketing and fueling the development of innovative and effective marketing practices.

In conclusion, this research has made a substantial contribution to the understanding of the complex relationship between digital marketing, social media engagement, and marketing performance in Pakistan's telecom industry. The findings not only validate existing theoretical frameworks but also offer actionable insights for practitioners seeking to harness the transformative power of digital marketing and social media. As technology continues to evolve at an unprecedented pace, it is imperative for businesses to stay abreast of these changes and adapt their marketing strategies accordingly. This research serves as a compass, guiding telecom companies in Pakistan and beyond towards a future where digital marketing and social media engagement are not merely tools but indispensable pillars of sustainable business growth.

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Appendix

Questionnaire

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

MARKETING PERFORMANCE		1	2	3	4	5
MP1	How would you rate your company's sales growth over the past year?					
MP2	How effective has your digital marketing strategy been in acquiring new customers?					
MP3	How would you rate the increase in brand awareness since implementing your digital marketing strategy?					
MP4	What percentage of your new customers can be attributed to social media marketing?					
MP5	To what extent do you agree that customer engagement has improved due to your digital marketing efforts?					
MP6	To what extent do you agree that customer satisfaction has improved due to your digital marketing efforts?					
MP7	How would you rate the overall impact of digital marketing on your company's marketing performance?					

DIGITAL MARKETING		1	2	3	4	5
DM1	How effective do you find SEO in achieving your marketing goals?					
DM2	How effective do you find SEM in achieving your marketing goals?					
DM3	How effective do you find content marketing in achieving your marketing goals?					
DM4	How effective do you find email marketing in achieving your marketing goals?					
DM5	How effective do you find social media marketing in achieving your marketing goals?					
DM6	How often do you update your digital marketing strategies?					

DM7	To what extent do you agree that digital marketing has significantly improved your overall marketing performance?					
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SOCIAL MEDIA		1	2	3	4	5
SM1	How often do you post content on your primary social media platform?					
SM2	How would you rate the engagement level of your audience on social media platforms in terms of likes/reactions?					
SM3	How would you rate the engagement level of your audience on social media platforms in terms of comments?					
SM4	How would you rate the engagement level of your audience on social media platforms in terms of shares?					
SM5	How would you rate the engagement level of your audience on social media platforms in terms of direct messages?					
SM6	To what extent do you use social media advertising to promote your products/services?					
SM7	To what extent do you agree that social media significantly enhances your marketing performance?					

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