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“From insight to impact: the role of data driven decision making in enhancing sustainable marketing performance ”



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Abstract

The increasing adoption of digital technologies and analytics-based decision-making has transformed contemporary marketing practices, making data-driven marketing an important organizational capability for achieving long-term performance. However, limited empirical evidence exists regarding how perceived data-driven marketing practices contribute to perceived sustainable marketing performance, particularly in emerging economies such as Pakistan. Furthermore, the mediating role of marketing analytics capability in this relationship remains underexplored.

Grounded in the Resource-Based View (RBV) and Dynamic Capabilities View (DCV), this study examines the effect of perceived data-driven marketing practices on perceived sustainable marketing performance and investigates the mediating role of marketing analytics capability. RBV suggests that data-driven marketing practices and analytics capabilities constitute valuable organizational resources, while DCV explains how firms integrate and reconfigure these capabilities to adapt to changing market conditions and achieve sustainable outcomes.

A quantitative research approach was employed using a structured questionnaire administered to marketing professionals and managers in Pakistani organizations. Data were collected from 300 respondents through purposive sampling. The measurement scales were adapted from previously validated studies, and the data were analyzed using descriptive statistics, reliability analysis, correlation analysis, regression analysis, and mediation analysis through IBM SPSS Statistics.

The findings reveal that perceived data-driven marketing practices have a positive and significant effect on perceived sustainable marketing performance. The results further indicate that data-driven marketing practices significantly enhance marketing analytics capability, which in turn positively influences sustainable marketing performance and partially mediates the relationship between the two constructs.

The study contributes to theory by integrating the RBV and DCV perspectives to explain how data-driven capabilities create sustainable marketing outcomes. Practically, the findings provide managers with evidence that investments in analytics capabilities and evidence-based marketing practices can improve long-term competitiveness, stakeholder trust, and sustainable value creation. For policymakers,

the study highlights the need to promote digital infrastructure, analytics capability development, and data governance frameworks that support sustainable business practices in emerging economies such as Pakistan.

Keywords: Perceived Data-Driven Marketing Practices, Marketing Analytics Capability, Perceived Sustainable Marketing Performance, Sustainable Marketing, Pakistan.