

Examining the Critical Role of Digital Marketing Practices on Organizational Performance: A Case of Telecommunication Sector

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Abstract

The purpose of this research was to investigate the impact of digital marketing practices, specifically social network marketing, mobile marketing, online advertising, and website marketing, on the organizational performance of telecommunications companies. The study used a quantitative research design and a structured questionnaire to collect data from a sample of telecommunications companies in a particular geographic region. The study's findings indicate a substantial positive relationship between digital marketing practices and organizational performance. It was discovered that social network marketing and mobile marketing have the greatest impact on customer acquisition, retention, and satisfaction, which have a positive effect on organizational performance. In addition, website marketing and online advertising were found to increase the brand awareness and visibility of telecommunications companies, which positively impacts organizational performance. The findings of this study emphasize the significance of incorporating digital marketing practices into the marketing strategies of telecommunications companies in order to enhance organizational performance. The findings indicate that social network marketing, mobile marketing, online advertising, and website marketing are effective digital marketing techniques that can have a significant impact on organizational performance. Overall, the study's findings have practical implications for telecommunications companies seeking to enhance their profitability and competitiveness through the implementation of effective digital marketing strategies.

Keywords: Digital Marketing, Social Network, Mobile Network, Online advertisement, Website Marketing

Introduction

Successful marketing techniques are essential for survival in the cutthroat telecommunications business. The increased reliance on technology and the internet for communication and the dissemination of information has contributed to the rise in significance of digital marketing strategies within this sector (Cahyono et al., 2023). The implementation of digital marketing strategies offers businesses in the telecommunications industry a method that is both efficient and economical for reaching a big number of people. Digital marketing platforms such as social media, email marketing, and search engine optimization (SEO) have the potential to reach a larger audience than traditional marketing approaches such as print and television advertisements (Irfan et al., 2017; Irfan et al., 2018). Other examples of digital marketing platforms include search engine optimization (SEO), video marketing, and affiliate marketing. By using these channels, telecommunications businesses are able to focus in on certain demographics, assess the efficacy of their marketing efforts in real time, and alter their plans in accordance with the findings of these evaluations (Tariq et al., 2022).

The use of digital marketing tactics may increase the level of engagement and retention among customers. By the use of digital marketing channels, telecommunications businesses are able to engage with their clients in real time, therefore giving individualized support and help. In addition, by analyzing customer data, telecommunications businesses are able to design tailored marketing campaigns that cater to the particular requirements and interests of their clientele. This, in turn, results in a rise in customer satisfaction and loyalty (Mensah et al., 2022). Further, the use of digital marketing methods may assist telecommunications firms in setting themselves apart from their rivals. Telecommunications firms may differentiate themselves from their rivals and establish marketing campaigns that are one-of-a-kind and engaging by making use of cutting-edge technology such as augmented reality (AR) and virtual reality (VR), amongst others. In addition, telecommunications businesses may position themselves as industry leaders and attract new consumers by adopting upcoming trends such as the introduction of 5G technology and the Internet of Things (IoT) (Mensah et al., 2022).

Numerous studies have shown a link between Digital marketing in term of Email and social media marketing and its effect on organizational performance (Yasir et al., 2020; Zahay, 2021). Additionally, this correlation has been explored in multiple type of business (Navithasulthana et al., 2021). According to the results, mobile marketing might have a positive effect on organization performance. Addo et al. (2021) investigated the beneficial relationship between online advertisement as a toll of digital marketing and its influence on organizational performance. Additionally, Islami et al. (2020) show that intellectual capital has a beneficial impact on organizational performance, but with a moderating effect of perceived quality.

Following this discussion, it was determined that there is still a scarcity of evidence regarding the causal relationship between digital marketing (E-mail, social network marketing, mobile marketing, and online marketing) and organization performance (Quantity, Quality, Timeliness and cost effectiveness) with mediating effect of intellectual capital (human capital, structural capital, and customer capital). Since Daud et al. (2022) have emphasised, the importance and urgency of understanding the interactions between those factors is great, as earlier work does not include all variables considered in the present research. Researchers have found that organizational performance are influenced by consume digital marketing channels therefore this study examined these aspects in the context of the Pakistan telecommunication.

This research is very beneficial to organisational performance since it emphasises the critical nature of digital marketing. This highlights the need of doing the sort of investigation required for this type of inquiry. Thus, the reason for doing study on this in digital marketing is that it seems enormous. While businesses need a clearer image in order to get started, many are unsure of where or how to begin with digital marketing.

Research Objectives

1. To examine the effect of digital marketing on organizational performance
 - 1.1 To examine the effect of social network marketing on organizational performance
 - 1.2 To examine the effect of mobile marketing on organizational performance
 - 1.3 To examine the effect of online advertisement on organizational performance
 - 1.4 To examine the effect of website marketing on organizational performance

Literature Review

Resource Based Theory

One of the most well-known theoretical frameworks in strategic management is the Resource-Based View (RBV), which explains how a business may sustainably gain a competitive edge by focusing on, growing, and maximizing its internal resources and competencies. According to this idea, the resources and capabilities of a company are the major determinants of the company's performance and success (Mazikana, 2023).

RBV theory implies that businesses in the telecommunications industry may use their digital resources and skills to generate value for consumers and maintain a competitive edge in the market. Organizational performance may be enhanced by the use of digital marketing strategies including search engine optimization, content

marketing, email marketing, and social media marketing to increase consumer interest, acquisition, retention, and loyalty (Manzoor et al., 2020). A company with a robust digital capacity in social media marketing, for instance, may leverage its knowledge to develop compelling social media campaigns that bring in new business and keep existing consumers coming back. The company's capacity to sell through social media may also be used to learn more about its customers and the trends they're interested in, which in turn can guide future product creation and advertising campaigns. This may help the company maintain a competitive edge in the market by allowing it to better respond to clients' changing wants and demands (Tan et al., 2023).

Similarly, a business with superior digital capabilities in search engine optimization may boost the exposure of its website by improving its position in search engine results pages. To better tailor its content marketing and social media promotion to its audience, the company may use the insights gained from its SEO efforts. Having a prominent online presence and developing thought leadership in its sector may help the company attain a lasting competitive advantage. In sum, RBV theory is a helpful framework for analysing the effects of digital marketing on telecoms companies' bottom lines. Firms may improve their performance by capitalizing on their distinct digital resources and competencies to provide value to consumers and gain a competitive edge that will last.

Empirical Studies

Alves de Castro et al. (2020) conducted research in which they found that digital marketing methods have a substantial influence on the success of telecommunication firms in terms of the acquisition, retention, and satisfaction of customers. According to the findings of the survey, businesses who made investments in digital marketing tactics like search engine optimization (SEO) and social media marketing had a greater return on their investments (ROI) than those that depended on conventional marketing approaches. According to the findings of the survey, businesses who made use of digital marketing methods to provide individualized support and help to their clients enjoyed greater levels of customer retention and satisfaction.

Digital marketing tactics, such as social media marketing and email marketing, have the ability to increase a company's brand awareness and the amount of customer interaction it gets, according to independent study by (Wisetsri et al., 2021). The study's results showed that customers were more loyal and vocal about recommending brands that actively connected with them on social media. According to the study's findings, sales were boosted through email marketing campaigns that included personalized offers and incentives for customers.

Singh et al. (2021) conducted a study to determine how digital marketing techniques affect the productivity of Indian telecoms companies. Companies who

put money into digital marketing methods like search engine optimization (SEO) and pay-per-click (PPC) advertising were rewarded with higher volumes of website visitors and more online sales, as shown by the results of a recent study. The study also found that companies who used digital marketing to provide instantaneous assistance to their consumers were more successful in keeping their current clientele happy. Telecommunications firms who included new technologies like augmented reality and virtual reality into their digital marketing campaigns saw greater levels of consumer engagement and pleasure. The studies showed that customers were more likely to remember and recommend a brand after being exposed to it via these technologies because of the unique and engaging experience it provided (Syed et al., 2020).

Companies are growing more and more used to the practice of using social media platforms for the purpose of marketing their goods and services, and this trend is expected to continue. Wang et al. (2020) performed study to explore the influence that social network marketing has on the overall performance of enterprises by using the example of the hotel industry. According to the results of the study, marketing via social networks had a positive impact not only on customer loyalty but also on consumer satisfaction and brand awareness, which in turn led to improvements in organizational performance. In addition, the research revealed that marketing via social networks provided hotels with an alternative that was both effective and affordable, allowing them to engage with their customers in real time while also reaching a large audience at the same time.

Mobile marketing has established itself as an integral component of contemporary digital marketing strategies in light of the continuing growth in the number of people using mobile devices. In the year Maduku et al. (2016) carried out study on the topic of the impact that mobile marketing has on the overall performance of organizations operating within the framework of the retail industry. According to the results of the study, mobile marketing had a positive influence not only on customer engagement but also on customer satisfaction and loyalty, which eventually led to improvements in organizational performance. According to the findings of the study, mobile marketing provides companies with an efficient and customized approach to engage with their customers, as well as to alert them about upcoming promotions and offers.

It is becoming more popular for companies to sell their products or services to a big number of people via the use of online advertising, which is a method that allows firms to reach a huge number of individuals simultaneously. Alam et al. (2019) performed study to evaluate the influence that internet advertising has on the overall performance of enterprises within the setting of the telecoms industry. According to the conclusions of the study, advertising on the internet has a positive impact on the recognition of a brand, the involvement of consumers, and sales, all of which lead to an improvement in the performance of an organization. The study also found that

targeted online advertising was more effective in terms of reaching the audience that was intended for it and delivering a higher return on investment.

Website marketing has developed into an integral component of many digital marketing strategies as a direct result of the growing reliance that businesses have placed on their websites to sell their products and services. Alwan and Alshurideh (2022) did study to evaluate the influence that internet marketing has on the overall performance of firms within the setting of the healthcare industry. According to the conclusions of the study, marketing that is carried out via websites has a good influence on the engagement, satisfaction, and loyalty of consumers, which eventually leads to higher organizational performance. In addition, the study found that marketing done via websites provided healthcare companies with a platform for engaging with their patients and giving information and help that was specifically tailored to particular people.

In summing up, the research that has been conducted indicates that digital marketing strategies including social network marketing, mobile marketing, online advertising, and website marketing all have a constructive effect on the overall performance of a firm. Digital marketing practices can help organizations improve their profitability and competitiveness by providing a cost-effective way to reach a large audience, improving customer engagement and retention, and increasing brand awareness and loyalty. These are just some of the ways that digital marketing practices can help. As a result, businesses need to make investments in digital marketing techniques if they want to maintain their relevance and achieve success in today's quickly changing market.

Methodology

The research methodology that has been chosen for this study is a quantitative research design. The purpose of this research design is to determine whether or not there is a cause-and-effect link between digital marketing strategies and organizational performance. For the purpose of this research, a cross-sectional survey methodology was used to gather data from a selection of telecommunications firms located within a certain geographical region. All of the managers, team leaders, supervisors, and staff members working in the Customer Care, Information Center, Website and social media, Research and Development, and sales departments of several different telecommunication companies operating in Pakistan are included in the population of the study. It was decided to contact the head of marketing at each company in order to make arrangements for the questionnaire to be sent to the necessary number of people from the sample size. The researcher was using the questionnaire, which served as a research tool or instrument, in order to collect data from the study sample. The research questionnaire was designed in cooperation with previous research and relevant literature references (Wanjiru, 2015).

A questionnaire of a specific format was used to obtain the information required for this investigation. The purpose of the survey was to collect data on the use of digital marketing strategies such as, social media marketing, mobile marketing, online advertising, and website marketing. In addition, the questionnaire was used to gather information on the performance of the business in areas such as the acquisition, retention, and satisfaction of customers. Descriptive statistics such as mean, standard deviation, and frequency distribution were used in the processing and interpretation of the data obtained from the questionnaire. In addition, structural equation modeling was employed in the research to determine the connection between digital marketing techniques and organizational performance.

Data Analysis

Demographic Profile

The findings provide a demographic breakdown of the people who participated in the survey. According to the statistics, 55.1% of the respondents are male. In addition, the table illustrates that the majority of the respondents were between the ages of 20 and 30 years old (47.1%) and that the majority of them had a Master's degree (70.4%). The results also demonstrated that most of the respondents have experience less than 10 years (44.7%), majorly company age was 1-5 years (40%).

Reliability and Validity Analysis

Table 1: Reliability analysis

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Organization Performance	0.81	0.81	0.86	0.61
Social network marketing	0.79	0.80	0.83	0.55
Mobile marketing	0.75	0.78	0.80	0.51
Online Advertisement	0.81	0.84	0.88	0.59
Website Marketing	0.71	0.72	0.74	0.52

Table 2 demonstrates that the reflecting structures have a construct reliability that is more than 0.70. (Nunnally and Bernstein, 1994). In addition, the values of (Rho A) and C-A were found to be more than the permissible limit of .70 as shown in table 1. The AVEs that were obtained for each construct fell between the range of .51 and .61, indicating a good level of construct reliability as well as convergence of measurement models. At the end, the discriminant validity of the measurement model was evaluated, as can be shown in Table 2

Table 2: Discriminant Validity_ Fornell Larcker Criterion

	OP	SNM	MM	OA	WM
OP	0.65				
SNM	0.33	0.56			
MM	0.51	0.27	0.75		
OA	0.37	0.38	0.47	0.73	
WM	0.23	0.41	0.43	0.51	0.51

Table 3: Discriminant Validity_HTMT

	OP	SNM	MM	OA	WM
OP					
SNM	0.43				
MM	0.56	0.35			
OA	0.40	0.49	0.56		
WM	0.38	0.55	0.61	0.33	

The results of table 2 fornell larcker criterion indicated that all the variables have appropriate discriminant validity. The results of the HTMT, which is yet another measure of discriminant validity, were presented in Table 3. The findings

show that the values fall somewhere in the range of 0.40 and 0.61, which indicates discriminant validity (Farooq et al., 2018).

Structural Model

A structural link between variables was postulated by the researcher, and it was tested. The research indicates that social network marketing has a significant impact on the performance of organizations (Beta = 0.29, T = 4.32, and P =.000), which adds credibility to the first hypothesis (H1). Further the table demonstrated the effect of mobile marketing on organizations performance (Beta= 0.51, T=7.85, P=.000) and it found significant. Thus, H2 is accepted. Moreover, the table demonstrated the direct effect of online advertisement on organizations performance (Beta= 0.29, T=2.72, P=.010) and it found significant. Thus, H3 is also supported. Lastly, the table demonstrated the direct effect of Website Marketing on organizations performance (Beta= 0.31, T=2.74, P=.001) and it found significant. Thus, H4 is also supported.

Table 4: Testing of Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social network marketing -> Organization Performance	0.29	0.29	0.03	4.32	0.000
Mobile marketing -> Organization Performance	0.51	0.52	0.05	7.85	0.000
Online Advertisement -> Organization Performance	0.29	0.29	0.04	2.72	0.010
Website Marketing -> Organization Performance	0.31	0.32	0.04	2.74	0.001

Discussion

The results of the present study provide conclusive evidence of a statistically significant link between the dependent and independent variables. The first hypothesis of the research was appropriate for probing the effect of social network marketing on Organization Performance. The majority of prior studies on the topic

of digital banking focused on the telecommunication performance, therefore the results of the present study are consistent with those of other studies in establishing the existence of a substantial impact between the variables studied. As a result, this study confirms the results of similar studies (Adwan et al., 2023; Saura et al., 2023; Tresnasari & Zulganef, 2023). In addition, there is a strong correlation between the variables identified in this study, as shown by the statistical significance. The second hypothesis was appropriate for testing the effect of mobile marketing on the telecommunication performance. The results unequivocally demonstrated a significant relationship between the measurable variables. As a result, this study confirms the results of similar studies (Blouch et al., 2023; Hajar et al., 2022; Haq et al., 2023). Moreover, the third hypothesis was applicable to the investigation of how online advertisement impacts the performance of organizations, which was the main focus of the research. According to the findings, online advertisement marketing is likely one of the primary contributors to the improved performance of Pakistan's telecommunication industry.

This study's conclusions are consistent with those of other studies that have looked at the correlation between online advertisement and telecommunication industry (Hewapathirana & Thilina, 2022; Kelley et al., 2022; Sahoo & Sahoo, 2022). As a result, this study confirms the results of similar studies. Lastly, according to the findings, website marketing is likely one of the primary contributors to the improved performance of Pakistan's telecommunication industry. This study's conclusions are consistent with those of other studies that have looked at the relationship between website marketing and telecommunication industry. As a result, this study confirms the results of similar studies (Alves de Castro et al., 2020; Saha et al., 2023; Wisetsri et al., 2021).

Conclusion

The purpose of this research was to investigate the significant impact that digital marketing strategies have on the operational efficiency of businesses in the telecommunications industry. More specifically, the purpose of the research was to investigate the impact that social network marketing, mobile marketing, online advertising, and website marketing have on the performance of organizations. According to the results of the research, there is a substantial positive connection between online marketing strategies such as social network marketing, mobile marketing, online advertising, and website marketing and the overall performance of a business. According to the findings, telecommunications companies that implement digital marketing practices, in particular marketing via social networks and mobile devices, are more likely to have higher rates of customer acquisition, retention, and satisfaction, all of which translate to improved organizational performance.

In addition, the results of the research reveal that digital marketing activities, in particular website marketing and online advertising, play a vital role in boosting the brand recognition and visibility of telecommunication firms, which has a favorable effect on organizational performance. The results of the research show, on the whole, that organizations in the telecommunications industry need to include digital marketing methods into their marketing plans in order to enhance their organizational performance. According to the results, mobile marketing, social network marketing, website marketing, and online advertising are all successful forms of digital marketing techniques that have the potential to dramatically affect the performance of a business.

Since interpreting the results, it is important to take into account the limitations of the research, such as the fact that it was based on a cross-sectional survey methodology and the possibility of response bias. Additional study employing longitudinal designs and various data collecting techniques may give a more thorough knowledge of the link between digital marketing tactics and organizational performance in the telecommunications industry.

Theoretical Contribution

This research makes a significant contribution to the current body of literature on digital marketing by highlighting the influence that digital marketing techniques have on the overall performance of organizations. The Resource-Based View (RBV) theory, which contends that businesses may gain a sustained competitive advantage by cultivating and using their one-of-a-kind resources and capabilities, serves as the theoretical foundation for this research. When it comes to digital marketing, businesses may make use of the digital capabilities they possess to provide value for their consumers and improve their own operational efficiency. The Marketing Mix theory, which highlights the significance of product, price, promotion, and place in marketing, is also taken into consideration in this research. This research investigates how the practices of digital marketing have influenced each of these components and their effect on the performance of organizations. Digital marketing practices have altered the manner in which businesses handle various aspects of their operations.

Practical Contribution

As a result of providing insights into digital marketing approaches that have the potential to improve organizational performance, this research has practical implications for businesses who are active in the telecommunications industry. Platforms for social media give businesses with the possibility to communicate with their consumers and reach a broad audience at the same time. Businesses are able to utilize social media to market their goods and services, raise consumers' knowledge of their brand, and cultivate a favorable picture of the company's brand. According to the findings of the research, businesses that use social media marketing have better

levels of consumer involvement, which ultimately results in higher levels of customer loyalty and satisfaction. A website may be optimized using a technique known as search engine optimization in order to get a better ranking on the results pages of search engines (SERPs). Companies that rank higher in search engine results pages (SERPs) have a greater chance of luring prospective clients and driving more traffic to their websites. According to the findings of the research, businesses who make investments in search engine optimization (SEO) have greater levels of website traffic, which in turn results in higher levels of client acquisition. In addition, content marketing entails the production and distribution of quality material for the purpose of attracting and retaining consumers.

Content marketing allows businesses to educate clients about their goods and services, create trust with those customers, and promote themselves as thought leaders in their respective industries. According to the findings of the research, businesses that use content marketing have much greater rates of customer engagement and loyalty, which directly leads to significantly higher rates of customer retention. Last but not least, email marketing entails communicating marketing messages to clients via electronic mail. Email marketing enables businesses to advertise their goods and services, inform consumers about new product releases, and cultivate connections with those customers. According to the findings of the research, companies that engage in email marketing have greater levels of client loyalty and retention.

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