

The Impact of Digital Marketing on Pakistan's Telecom Industry Profitability

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Abstract

This research sought to investigate the influence of digital marketing on profitability of telecom industry in Pakistan as its general objective. The research applied a descriptive research design. Data collection was done through convenience sampling of the companies Telenor, jazz, zong and ufone by answering of questionnaire. The questionnaire was self-administered for majority of the data collection while some responses were submitted online as well. The sample frame included the employees involved in daily operations of the organization. The sample size was obtained to be of 83 comprising mostly of front line workers. The results were examined using both descriptive and inferential statistics. This was done by using special package for social sciences version 23. It is evident that there exists a strong positive relationship between independent variables and dependent variable as shown by R value (0.521). The coefficient of determination (R^2) tells the degree to which change in dependent variable can be elaborated by the change in independent variables. For the given study, the three independent variables explained the variation in dependent variable (profitability) to be 44.1% as showed by R^2 . The results displayed that social media marketing the strongest positive (correlation coefficient = .365, p-value = .001 < .05) effect on profitability. In addition, SMS marketing and email marketing is positively correlated to profitability with Pearson-correlation value of .196 (p-value = 0.004 < .05) and 0.302 (p-value = 0.000 < .05). In the light of the results and conclusion, the proposition of following recommendation is put forth: attempts must be made for the implementation of digital marketing practices which are excluded from the current study as to help improve the performance of telecom industry.

Keywords: digital marketing, social media marketing, SMS marketing, email marketing, internet users.

Introduction

Background of the study

Digital marketing is the most advanced marketing being used widely to access customers using various digital platforms. It does not necessarily need the use of internet, customer can still get information without using internet applications. It includes mobile phone marketing (SMS & MMS), social media marketing by using various user friendly platforms such as, Facebook, Instagram, twitter and internet marketing by using smart tools of marketing such Search engine optimization (SEO) and search engine marketing (SEM). Through digital marketing customer can get any information about the product and services they are using, it does not only provide access to consumers but also it provides wide range for the consumer where they can decide whether they should avail the service or not. On digital platforms, not only advertisement works

for the company's benefits but it requires high quality product and service so the public feedback and word of mouth should be a positive impact for the brand image.

The purpose of marketing is to bring their brand closer to customers daily life. Loreals brand Lancôme is using email newsletter to stay connected to their users to strengthen customer relationship and enhance brand loyalty (Merisavo et al., 2004). Canon iMage Gateway provide a platform for their customers where they can share their digital photos with friends online. Khan and Mahapatra (2009) stated that technology advancement plays an important role in enhancing quality of services provided by a business. The extensive production and consumption of content has created a fiercely competitive online ecosystem where many types of content compete for the limited attention of the user population (Asur, 2012). Social media's popularity increased initially as a result of its numerous users connecting with one another. Businesses immediately became aware of the amount of online attention that social media sites were generating and realised the potential of attention that social media can generate (Asur, 2012). As a result, online traffic turned into a valuable resource. Sincethen, social media marketing has become a more well-liked form of online advertising.

Contextual Analysis

Since 1962, the telecom sector has been essential to Pakistan's telecommunications services (PTCL). This multinational company was also the first GSM service provider in Pakistan in 1994. Later, in 2001, PTCL launched its own mobile service called Ufone, but soon afterward, additional new competitors entered the market, with the likes of Mobilink, Jazz, Warid, Telenor, and Zong being the primary players. Customer satisfaction, service delivery, price, and sales promotions are the topics that have been recently covered in numerous studies in this sector. In this study, we'll address about how three digital marketing strategies helped Pakistan's telecom sector become more profitable. Internet marketing, SMS marketing, and social media marketing are the tools that will be covered in this study. We'll talk about and examine how these digital marketing tools are used in Pakistan's telecom industry to secure profits and how they might help the sector attract customers.

Gap Analysis

In this study, we'll address how three digital marketing techniques increased the profitability of Pakistan's cellular industry. The tools that will be addressed in this study are social media marketing, SMS marketing, and internet marketing. We'll discuss and look at how these digital marketing technologies are applied in Pakistan's telecom business to ensure earnings as well as potential client attraction. According to Safko (2013), social media platforms may be used to create effective content that can be promoted to bring in money for the company. They are not just for starting dialogues. Overall, the telecom business has been doing well, but with the quick evolution of technology and escalating level of competition, it needs to add some more strategic planning to its services. They must develop and decide on successful digital marketing strategies in order to effectively respond to competition pressure. Focusing on the development of new innovative goods and service offerings has been neglected in the telecom business. According to earlier research, the telecom market's performance suffered a significant decline. As a result, the sector needs to concentrate on cost-cutting methods, investments in digital technology, and advanced marketing-driven strategies.

Research Question

- What is the impact of social media marketing in profitability of telecom industry?
- What is the impact of SMS marketing in profitability of telecom industry?
- What is the impact of email marketing in profitability of telecom industry?

Research Objective

The main objective of the study is

- To find the role of digital marketing in increasing profitability of telecom industry in Pakistan
- To discuss the impact of social media marketing on telecom industry
- To examine the impact of internet marketing on telecom industry
- To find the impact of mobile phone marketing on telecom industry

Significance of the study

Many different types of people will be interested in the study's findings. First, both corporate and small-scale firm marketing specialists will gain from the study. The study's findings will shed further light, in particular, on the significance of social media marketing, sms marketing and email marketing in determining an organization's profitability. The usage of digital marketing strategies will also teach marketing professionals how to assess the profitability of their firms using key performance indicators. Additionally, marketing professionals will use the study data to create strategic plans that use digital marketing techniques to increase profitability in their individual firms. Because they will add to the body of knowledge already known about digital marketing and help to better understand its tactics, the findings will also be helpful to academics and researchers in the field of marketing.

The conclusions play a crucial role in identifying research gaps that require in-depth inquiry to advance a better understanding of the idea of profitability in digital marketing. More importantly, academicians can use the research findings to create new theories or concepts that are helpful for the attainment of good turnover estimation in digital marketing tactics. The results of this study will contribute to the development of technology marketing structures across the industry because social media today plays such a significant role in consumer equity and firm profits. Because social media and technology are so ingrained in modern culture, it's crucial for businesses to keep up with the most recent innovations that could aid in their expansion. The results of this study may be useful to firms as they launch their social media marketing campaigns. This study may help to point out areas where social media marketing for businesses may fall short. This study might aid company owners in creating social media marketing plans that are more successful.

Literature Review

Preface

Despite the fact that a number of academics have already published reviews of the literature on digital, social media, and mobile marketing (e.g., Kannan & Li, 2017; Lamberton & Stephen, 2016; Yadav & Pavlou, 2014), all of these studies have three shortcomings that prevent them from providing accurate information on industrial marketing. First of all, these literature reviews ignore the particular context of industrial firms in favor of an assumed business-to-consumer orientation. Reviews that concentrate on industrial

marketing-related subtopics, such as the usage of social media by industrial businesses (Salo, 2018) or the impact of digitization on salespeople, are notable exceptions (Singh et al., 2019). Second, organization's actual linked competencies that are necessary for success have received less attention than the vast prospects that digital marketing presents.

The study is routed by **Dynamic Capabilities Theory**. Teece et, al (1997), proposed the dynamic capability theory as an extension of the resource based view (RBV) by Barney (1986; 1991). Meanwhile, (RBV) tends to explain how the firms can still gain their competitive advantage in the changing environment. The study is guided by this theory which explains the relation of this theory with organizations, that how organization can still operate efficiently in changing environment. According to this theory, it is more challenging for organizations to stay in stable positions with increasing industrial competition, new entrants and major shifts in economic, social and technological changes. Unequal access to the information of environmental changes would lead to failures of organizational efficient performance. It is important to use the right marketing strategy at the right time to reach the targeted customers for generating high sales volume and profit. Digital media has become a platform where various activities of public are carried out on daily basis. With such large number of users it is providing opportunity for the industries to upgrade their market. Kotler and Widodo (2012) stated in explaining the advantages of internet marketing that there is no limitation such as space in online advertisement as compared to print and broadcast media.

Importance of digital marketing in profit maximization

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.

Profitability

technological advancement is growing rapidly with every passing day and have become the vital element not only for common users but also for business units. It has become the source of connection between consumers and suppliers. Therefore, in this era of technology it has become a necessity for the industries to follow digital platforms to create a potential market for them. New products and innovations are flooding into the markets in the form of new entrants and competition. Peterson, et al, (2010) discovered the fact that by implementing modern modes of marketing, the companies do generate higher profits but it also increases the modes of accountability. For the high sales volume and adequate profit, it is important to follow internet promotion techniques. By using several digital platforms. Companies can target right audience and generate

good profit. Profitability is the basic goal of all business units.

Increase In Customers

Digital platforms are the highly interactive platforms these days. Everything is one click away from customers reach. They can get any information they want and reach the products and services they are looking for. One blog post, one tweet and Facebook add can grab the attention of thousands of audience in an instant but it depends the content posted is attention grabbing or not. Alves (2014) highlighted that by using digital marketing platforms it helps to increase awareness generate more leads in sales, enhance traffic on the website and gain customer loyalty. The right marketing strategy and selection of content for posting plays a vital role in sending a message to the targeted audience.

Increase In Sales

According to Omondi (2017), SEO has a relatively small role in producing sales revenue, however social media marketing and media marketing have a major impact on increasing a company's sales volume. Social media Online selling strategy is the best tool for existing and newly entered business. It provides the market platform for potential innovative products, it does not require the marketer to be present at that place while selling the product and still they are able to make a great advertisement campaign, which is very cost effective and less time consuming. Online sales does not require a group of people to run the sales, and additional recruitments, the organization can simply use social media platform and internet marketing as effective selling platforms.

Social media marketing (SMM)

The term social media is defined as 'a platform that provide different ways to users on the internet to interact with each other, and get involved in activities like posting and sharing contents with friends, commenting on it and liking it on different sites like Facebook, Instagram, twitter and LinkedIn. people typically create their name profiles with some personal information on it to use it (Broek et al. 2009). Social media is a very powerful platform in any business. It provides control to both firms and consumers. Organizations are making a good use of social media to promote strong brand image and create a friendly relationship with their customers.

For example, well known brands like IBM, Burger King and McDonalds have been making a strong use of social media marketing to promote their brand image. IBM almost owns more than one hundred social media blog pages to promote their name and they have various official twitter accounts they also have an accepted forum called Developer Works. McDonald's promotes a strong message of customer friendly relationships on social media by adding new meals with great offerings like Happy meals etc. gain customer loyalty and increase sales.

There are increasingly more companies with Facebook pages, Twitter feeds, or online communities. Reaching consumers at the key junctures, or touch points, that influence their purchasing decisions is the fundamental aim of marketing. The decision-making process for consumers has a unique aspect: social media is the only marketing channel that can follow consumers at every stage, from the time they are considering brands and products to the time they have made a purchase, as their interactions shape their

preferences and their potential to influence others.

The way that individuals cooperate and conduct business has drastically changed during the last 40 years. Private computers, the Internet, and e-commerce have significantly changed how firms operate and advertise. Social media technology is advancing quickly, and businesses may anticipate that it will have a comparable effect both today and in the future. With more advanced technology existing businesses that adopt cutting-edge technologies see significant revenue growth. Among the most well-known examples are tech-driven businesses like Microsoft, eBay, Amazon, and Google. Last but not least, the approach is being impacted by the rapid expansion of the smart phone industry and mobile computing, as social media connectivity is getting easier and making social media shine even more.

H1 : SMM has a positive effect on profitability.

SMS Marketing

Siau et al. defined mobile commerce as a new type of e-commerce transaction conducted through mobile devices using wireless telecommunication networks and other wired e-commerce technologies. According to Yuan and Cheng, the popularity of mobile phone marketing is due to the personal nature of mobile phones. Mobile phones are genuinely piquing the interest of marketers who want to alter the way that retail, shopping, and advertising are done in order to implement mobile phone marketing and mobile commerce. Mobile phone marketing is a vital platform for emerging and existing entrepreneurs to grab an opportunity by introducing products by the use of this fast technology. Quah and Lim argued that push model explains mobile marketing as it costs less time and save money of the customer as compared to other browsers. Some organizations and media channels add numbers in their text messages to give access to consumers so they can get more information from them, this adds value to customer value proposition and promotes good consumer buyer relationship.

Consumer consent is defined as the agreement to accept SMS advertisements in regard to SMS advertising. Based on the previously proposed ideas, it is established that users' consent, cell service providers' control, and brand trust have a significant influence on whether they accept SMS advertising (Barnes & Scornavacca, 2004). Media and message are both factors in a two factor paradigm. The term "message" refers to the information contained in a message, such as the sort of advertisement—such as a competition, a survey, a special offer, or message personalization—as well as the timing and frequency of an advertisement. The message also addresses location-specific offers, user preferences, consent, consumer control, and privacy. Consumer attitudes regarding SMS advertisements have been found to be most negatively impacted by privacy. Additionally, media considerations include transmission, device and media cost (Dickinger et al., 2004).

H3: SMS marketing has a positive impact on profitability.

Email Marketing

During the early times of internet age, business men recognized the potential of the use of internet as a distribution channels to boost the sales and increase organizational performance (Hansen 1995; Westland and Au 1997). Internet marketing is defined as the use of internet as a virtual storefront where products are sold directly to the customers (Kiang et al. 2000). The concept of internet marketing has provided a platform for the small and medium enterprises to transform their traditional marketing approaches to the technological platforms where they can present themselves as a competitor with the big enterprises. Many

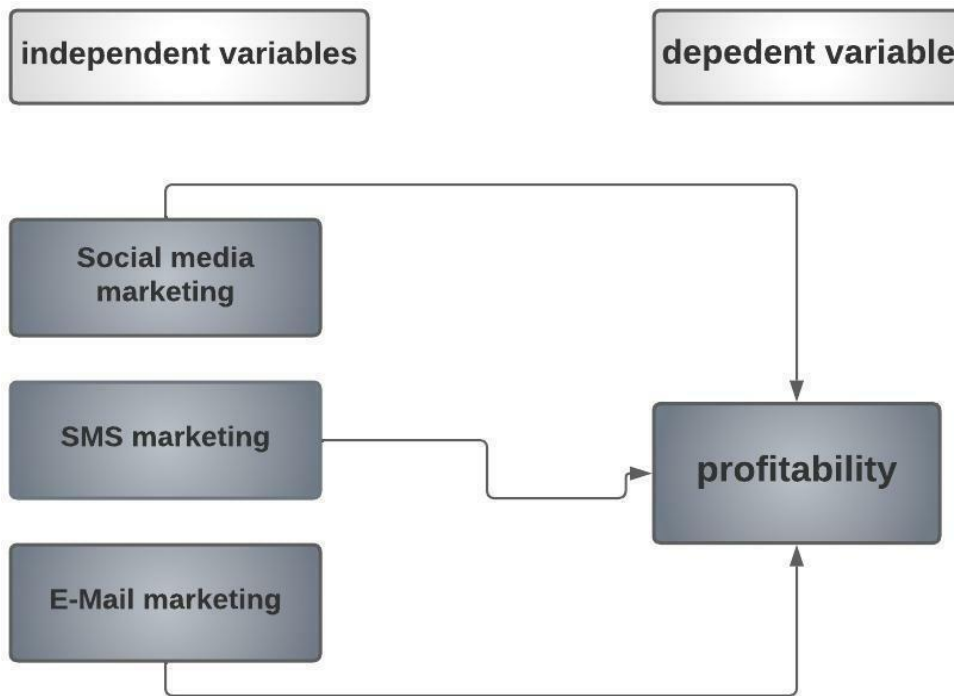
publications has presented the concept of internet as a commercial source and market platform (Haffman et. al., 1995; Jarvenpaa & Todd 1997). Internet has become the source of managing consumers more cost effectively since 1993.

Email marketing is practical and helpful, but marketers should remember that it is not the sole strategy that will advance their company. The value of an integrated marketing strategy is emphasised by S. Gunelius (2018, p. 40–41). A cohesive brand experience should be created across all marketing channels, including emails, social media, advertising, direct mail, and customer service. All marketing messages and issues must be consistent with brand commitments. If a business opportunity falls short of the brand's claims, it will be simple to lose clients and damage the brand's reputation. It is crucial to make sure that marketing communications accurately reflect brand promises across all marketing channels by developing a company's integrated marketing plan.

An automated series of communications that are intended to work with an integrated marketing strategy can be created by a marketer. Once everything is configured properly and the free marketing form has been put to the website, the email submission form is prepared; testing it is advised. If everything functions properly, it's time to advertise it online and on social media. With email marketing tools and landing page builders, the marketing funnel development process is easier to control. Once a marketer sets up an automated email marketing funnel, manual labour is not always required. 139–140 (Gunelius S., 2018).

H3: Email marketing has a positive impact on profitability.

Theoretical Framework



Theoretical review

Market segmentation theory

Richard S. Tedlow developed the market segmentation idea in the 1880s (Füller and Matzler, 2008). Market segmentation theory is also known as segmented markets theory (Regan, 2008). Vargo (2011) asserts that the market segmentation hypothesis holds that long-term interest rates are unrelated to short-term interest rates. Market segmentation theory is the idea that investors who have preferences for investing have distinct durations, which may be either short, long, or intermediate, in the market where there are several segments, according to a different definition offered by Cleveland et al. (2011). Agarwal et al. further noted that the market segmentation hypothesis claimed there was no connection between the behaviour of short-term interest rates and long-term interest rates (2010).

The internet has recently emerged as a crucial tool for everyday communication and transactional activities. Madhavaram and Hunt (2008), who emphasised that through digital marketing, online customers established three global divisions that included basic communicators, the lurking shoppers, and the lurking shoppers, provided support for market segmentation theory. Additionally, Boxall and Macky (2009) argued that customers who utilised email to communicate via the internet constituted the basic communicators. Second, the "lurking shoppers" are people who browse the internet and do a lot of their shopping there. Last but not least, internet users who connect socially through video streaming, chatting, blogging, and downloading are known as social thrivers.

Network theory

Network theory was developed in the 1930s, and Jacob Moreno is credited with this. The study of graphs as a representation of the symmetric and asymmetric relationships between discrete objects is known as network theory (Lin, 2017). Graph theory is another name for network theory (Law, 2008). The tools for analysing graphs are improved by network theory (Borgatti and Halgin, 2011). In the field of business, network theory is used in a system as a graph-theoretic model to analyse how agents interact inside an organisation. Network theory, according to Barabási (2009), focuses on improving social links that help with information transmission, channelling media and personal influence, and facilitating behavioural and attitudinal change. Since the 1960s, network theory has been able to broaden the scope of media research's effects, leading to an increase in network theory application (Rodger et al., 2009). In spite of the network theory's employment in areas like the legal and social sciences, Dáz and Urquhart (2010) claimed that it may also be employed in economic research. Network theory will help in economic analysis in terms of understanding antitrust law and being able to identify illegal cartels. To be more exact, organisational structures that harm society as a whole can be found and eliminated thanks to the general metrics and components provided by network theory. Simply put, the network work theory is used to examine cartels.

Generational theory

In the 1980s, William Strauss and Neil Howe developed the generational hypothesis (Wilson and Gerber, 2008). Another name for generational theory is Strauss-Howe generational theory (Li et al. 2013). Pendergast (2009) claimed that generational theory was made up of historical occurrences that, over time, launched a new period and marked a turning point in which a new political environment emerged. This idea states that the periods simply known as turnings, which took place during the reign of the dominant generation and typically lasted for twenty to twenty-two years (Parry and Urwin, 2011). The notion aids marketers in comprehending and connecting with their prospective customers. According to Maxwell (2014), marketing managers that adopted the generational theory were better able to comprehend the

relationships and touch points of their clients on a regional, national, and international level. Additionally, the marketing managers were able to comprehend the behaviour, needs, and preferences of their target audience (Leiter et al., 2010).

According to Bolotaeva & Ceta (2011), firms have the chance to improve both their overall brand image and return on investment by implementing digital marketing campaign techniques. The writers specifically pointed out that brand awareness promotion investment was still in its infancy and was a strategy that was likely to measure corporate earnings as a result of using more modern marketing techniques, such as online marketing. The authors also found that by combining other key performance indicators in marketing, such as conversion rates, e-commerce, and website activity, it was possible to boost revenues in enterprises overall. In support of the aforementioned findings, Fabio et al. (2015) demonstrated that implementing initiatives aimed at enhancing a company's brand led to higher customer retention, increased demand from current consumers, and increased brand recognition. However, the authors pointed out that the success of any promotions whose goal was to improve the overall perception of the brand depended simply on how well the returns from the promotions were examined.

Methodology

Research Design

Descriptive research design was used since it is a good approach to sum up findings and support or refute a hypothesis. Since the structure has remained constant over time, it is regarded as a standard in many fields and disciplines. A thorough explanation is reached following statistical analysis of the data, and the findings are then acceptable for discussion and publication.

Population and Sample Size:

Population, according to Mugenda & Mugenda (2012), is the study of a clearly defined group of individuals or things that are recognised to have similar characteristics. Typically, all people or things within a population share a common, unifying quality or attribute. According to one definition, a population is the entire collection of individuals or objects taken into account in any field of research and sharing a particular trait (Yin, 2013). The top-rated telecom firms in Pakistan's twin cities, including Telenor, Jazz, Ufone, and Zong, were the target audience. Convenience sampling was used to choose the sample size. Using the formula $(8 \cdot n + 50)$, the predicted sample size comes to be 82. (Greens, 1991).

Sampling Technique:

Convenience sampling was the method of sampling that was used in this investigation. People are chosen as samples in this kind of sampling, which is referred to as "non-probability sampling," merely because they are "convenient" sources of data for the researcher to access. The simplicity, effectiveness, and low cost requirements of this technology are its main benefits.

Instrument:

Primary data have been employed in the study. Information that has been obtained recently, for the first time, and that is true to its original form is referred to as primary data, according to Kothari (2004). This entails employing both qualitative and quantitative approaches to collect data from a population study. Surveys, questionnaires, in-person interviews, and direct observation can all be used for this.

The majority of the data was gathered through self-administered questionnaire, while some was also gathered using online google forms, the questionnaire was adapted from a prior investigation of analysis of

digital marketing and its impact on consumer behavior by (Nya Gibson, 2018). The survey utilized a five-point Likert scale. Respondents had a choice of five points to indicate how much they agreed or disagreed with the question. The five responses were (1) Strongly Disagree, (2) Disagree, (3) Neutral/Neither Agree nor Disagree, (4) Agree, and (5) Strongly Agree. To measure the desired variables, a questionnaire with a total of thirty items was used. The majority of the responders were workers at businesses who are accustomed to regular marketing procedures. Out of the 102 people who were targeted, 83 responded, yielding a response rate of 81.4 percent. According to Mugenda & Mugenda (2012), a response rate of 70% or greater is considered appropriate for research purposes..

Data Analysis:

Multiple regression analysis was used to examine the link between telecom profitability and digital marketing. The link between the dependent variable and the independent factors was investigated using correlation analysis. The study employed analysis of variance (ANOVA) to assess the relationship between the independent and dependent variables, with a 95% level of confidence and a 0.05 level of significance. The acquired information was collated and quantitatively examined. Accordingly, conclusions and suggestions were taken from the analysis.

Results And Findings

Reliability Analysis of All variables:

The most widely utilized internal consistency metric, Cronbach's alpha (α), was employed by the researcher. It shows the degree to which a collection of test questions can be interpreted as assessing a single latent variable. As a cutoff for reliability, the suggested value of 0.5 was applied. All the scales were found acceptable with all alpha levels above 0.5 except profitability having reliability factor of ($\alpha = 0.472$). The reasons are discussed in the following chapter. Social media marketing had reliability factor of ($\alpha = 0.5$), email marketing had reliability of ($\alpha = 0.699$) being the highest of them all, and sms marketing having reliability at ($\alpha = 0.524$).

Table I: Reliability factor for all variables

Sr. No.	Variable Scale	Reliability factor (α)
1	Social media marketing	0.5
2	SMS marketing	0.524
3	Email marketing	0.699
4	Profitability	0.472

Frequency Tables and Demographics:

		Frequency	Percent	Cumulative Percent
Gender	Male	65	78.3	78.3
	Female	18	21.7	100
	Total	83	100	
	18-25 years	4	4.81	4.81

Age	25-35 years	32	38.55	43.36
	35-40 years	34	40.96	84.32
	40-45 years	9	10.84	95.16
	Total	83	100	100
Firm Name	Telenor	25	30.0	30
	Jazz	29	34.93	24.08
	Zong	21	25.30	36.12
	Ufone	8	9.63	50.58
	Total	83	100	

Descriptive Analysis

Social media marketing

The respondents were questioned about how much their businesses employed surveys on customer use of social media customer input into the creation of specifications, feedback on product quality, and firm management responses to customer queries to increase the focus on the needs of their customers. The results showed a mean of 3.56 for survey's, 4.33 for use of social media advertisement, 3.85 for sharing advertisement, and 3.64 for firm's perceived view of customer complaints. 3.31 for sales promotions. According to the findings, respondents concurred that their companies focused on social media marketing to enhance profitability. Further a standard deviation of 0.834, 0.579, 0.524, 0.778 and 1.169 showed that respondents did not differ in their views significantly except for product specification where many managers explained that their firm mainly decides on product specification alone.

Table 2: Mean and Standard Deviation on social media marketing

Item Statistics

	Mean	Std. Deviation	N
I do use social media to follow advertisement frequently	3.56	.834	83
Online visibility of business does affect my purchase	4.33	.579	83

I believe business will achieve more profit , if integrated to socialmedia marketing	3.85	.524	83
I believe social media is a best way to reach targeted audience	3.64	.778	83
I prefer to follow up to date social media channels for advertising	3.31	1.169	83

SMS marketing

The respondents were questioned regarding the SMS marketing usefulness, how they like to customize SMS on their phone for advertisement. SMS marketing plays a critical role in profitability, so we engaged the audience in knowing their response that how helpful it would be for the people who like to receive messages as advertisements, promotions and for sales. The results show a mean of 3.04 for customize messages for advertisement for audience, 3.89 for SMS marketing being unlikeable for some customers towards sales, promotions; 3.45 for following the promotional codes, advertisements from SMS marketing; 2.98 for the people who are interested in getting advertisement and promotional campaigns through text messages on their phones; 2.96 for getting more exclusive information through SMS; and 2.78 for buying products and services mentioned in the SMS; 3.76 for people feeling secure about sharing their information with company. The values below four were for items that were reverse coded within the scale. Further a standard deviation of 0.962, 0.832, 0.978, 0.991, 1.018, 1.134, 1.134, 1.133, 0.744 and 1.008 showed that respondents did not differ too much in their views. Thus, it was determined that the people are likely to get more information and promotional codes through messages.

Table 3; mean and standard deviation on SMS marketing

Item Statistics

	Mean	Std. Deviation	N
The advertising messages customized to my profile are fun	3.04	.962	83
I feel that mobile advertising is irritating	3.89	.832	83
Content in mobile advertising is often annoying.	3.45	.978	83
I am interested in buying the product or service mentioned in the text message or taking part in the event	2.98	.991	83
Through advertising messages via the MOBILE phone I receive exclusive information	2.96	1.018	83
I am willing to provide my background information (e.g. gender, age) to a company practicing mobile marketing.	2.78	1.134	83
I am willing to give my mobile phone number to a company that practices mobile marketing	2.89	1.133	83

Redeeming coupons makes me feel good.	3.76	.744	83
I enjoy reading different advertising for the sake of comparison.	3.27	1.008	83

Email marketing

The respondents were asked to indicate the extent of new methods and techniques implied by their firm, investment in email marketing and different use of digital marketing tools. The results show a mean of 2.91 for trusting email advertised products . 2.93 for information accuracy provided by email advertisements ; 2.51 for feeling fun for getting promotions and details about new offers through email ; 2.84 for email being a good helper in making purchase decisions ; 2.84 for trusting email offered products. a standard deviation of .0.948, 0.813., 0.940, 0.977 and 0.977 indicates that respondents do not differ significantly in their views. Following table presents the results.

Table 4: mean and standard deviation table on email marketing

Item Statistics

	Mean	Std. Deviation	N
I trust email advertised products	2.91	.948	83
Email advertising provides information I really need	2.93	.813	83
It is fun to receive email advertisements	2.51	.940	83
Email marketing Helps me make good purchase decisions	2.84	.977	83
I trust email advertised products	2.84	.977	83

Profitability

The respondents were asked about the marketing contribution in profitability. The mean of the respondents are as follows; 4.49 for the digital marketing being the great contributor in increasing profitability of telecom, ; 4.36 for digital marketing the cause of growth in sales; 4.44 for increasing customer base by digital marketing. Standard deviations are as follows 0.540, 0.649 and 0.688. showing the respondents does not differ significantly in their views.

Item Statistics

	Mean	Std. Deviation	N
digital marketing has increased our customer base	4.49	.540	83
digital marketing has increase our market share	4.36	.649	83
digital marketing has caused growth in market share	4.44	.688	83

Inferential Statistics

Correlation

To understand the connection between digital marketing and profitability, correlation analysis was used in the study. The Statistical Package for Social Scientists (SPSS) version 25 was used to code, input, and calculate the Pearson correlation coefficient (r). The Pearson correlation coefficient, whose value varies from -1 (when there is a perfect negative correlation) to +1 (when there is a perfect positive correlation), assesses the strength of a linear relationship between two or more variables. The degree of linear correlation is smaller the closer the value is to zero (Boslaugh, 2012). According to the findings in Table 4.41, there is a strong and positive association between social and profitability, as revealed by a positive and significant Pearson correlation ($r=.365, P=0.001 < 0.05$), suggesting that as social media marketing grows, profitability will also increase. Additionally, a positive and significant correlation between SMS marketing and profitability was found ($r=.186, P=0.093 > 0.05$), suggesting that as SMS marketing campaign rises, profitability, may increase. There is a strong but significant correlation between email marketing and profitability ($r=.302, P=0.06 > 0.05$). The results are in alignment with Dorson (2018), who found that innovation has positive effect on service firm performance.

Table : Correlation

	Social media marketing	SMS marketing	Email marketing	profitability
Social media marketing	1	0.535**	0.349**	0.365**
SMS marketing		1	0.314**	0.302**
Email marketing			1	0.196**
Profitability				1

** . Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

The link between independent (social media marketing, SMS marketing, email marketing) and dependent (profitability) variables was explained using multiple linear regression analysis. The coefficient of determination R square (R²) was used to calculate the percentage of variance in the dependent variable (profitability) that could be explained by the three independent variables taken into account by the regression model. The percentage of variation that could be only be explained by those independent variables that really assisted in explaining the dependent variable was then adjusted. The table below combines the critical values for hypothesis H1. The value of R² comes out to be .192 meaning social media marketing explains 19.2% of profitability. The value for F- test came at 8.447. The study also showed that keeping everything constant, a unit increase in social media marketing resulted in 4.528 ($\beta=.565$) increase in profitability. The table shows that the variable is significant ($p=0.01<0.05$) with regards to measuring profitability.

Hypothesis 1 (H1): Regression Analysis:

	R Square	F	β	T	Sig.
Social media marketing	.192	8.447	.565	4.528	0.01

- a. Dependent Variable: profitability
- b. Predictors: (Constant), socialmediamarketing

The table below combines the critical values for hypothesis H2. The value of R² comes out to be .169 meaning sms marketing explains 16.9% of profitability. The value for F-test came at 4.892. The study also showed that keeping everything constant, a unit increase in supplier evaluation resulted in 0.442 ($\beta=.442$) increase in profitability. The table shows that the variable is significant ($p=0.05<0.05$) with regards to measuring profitability.

Hypothesis 2 (H2): Regression Analysis:

	R Square	F	β	T	Sig.
SMS marketing	.169	4.892	.442	1.700	0.05

- a. Dependent variable: profitability
- b. Predictors: (Constant), smsmarketing

The table below combines the critical values for hypothesis H3. The value of R² comes out to be .088 meaning email marketing explains 8.8% of profitability. The value for F-test came at 1.606. (p=0.02>0.05).

Hypothesis 3 (H3): Regression Analysis:

	R Square	F	β	t	Sig.
Email marketing	.088	3.067	.212	1.606	0.02

- a. Dependent Variable: profitability
- b. Predictors: (Constant), Emailmarketing

The below table specifies details for the proposed hypothesis. H1 is accepted as the relationship is positive and significant. H2 is accepted as the relationship is positive and significant. H3 has been accepted because it's evident from the results that the relationship becomes significant.

Hypothesis

Hypothesis	Results
H1= social media marketing has a positive relation with profitability	Accepted
H2= SMS marketing has positive relation with profitability	Accepted
H3= email marketing has positive relation with profitability	Accepted

Discussion & Conclusion

Discussion of the Findings

There is no denying the significance of digital marketing. The management of marketing resources in particular has significantly improved as a result of digitalization and digital technology. As a result, businesses have been able to modernize their marketing services and gain a competitive edge thanks to the incorporation of digital technology, particularly social media networks (Mazurchenko & Marková, 2019). This study intends to ascertain the impact of social media marketing, SMS marketing and Email marketing use in increasing the profitability of Telecommunication companies. Overall, the findings showed that all of the hypotheses were supported. First and foremost, the findings of this study support the idea that using social media marketing in telecom companies helps to build good customer base and capital. This suggests that social media may help build capital. This result supports previous findings as well which quoted social media as a strong platform to promote your product, McKinsey's report, more a firm would use social media platforms it will make more networks, the more this firm is going to get long term benefits due to the multiplicative benefits of effective social media marketing. That is because networking is important for the better performing systems of firms (Shearman, 2011). Second, the results show that there is a connection between SMS marketing and profitability, although the results supports the findings less supportive comparison to social media marketing, but it does play a significant role in grabbing the customer attention. People are more inclined to follow the information through SMS than usually they do follow on social media. This suggests that a person will be more willing to develops closer ties with social media users.

Conclusion of the Study

Every day, trends come and go. Because of this, telecoms firms must adopt new technologies and continuously prepare for their application. To do this, it is essential to develop and utilize PR services, sales promotion, etc. in the same manner you can overtake the market leaders, despite the intense level of competition. The characteristics of the customer service process are presently a crucial component of the contact between customers and businesses, despite the fact that technology continuously improves the quality of telecommunications services. Individualization is possible in the context of a saturated market for telecom services through the creation and provision of service products and use of social media. This study demonstrates the viability and unmistakable trend change from offline to online recruiting tactics. Social media has significantly impacted how businesses are managed, but those who can afford to do so utilize specialized software, unique online human contact techniques, and credible websites (Facebook).

Fundamentally, social media has made it possible for people to connect and communicate socially as well as for commercial purposes, enabling employees and employers to do so. Fortunately, the majority of technologically knowledgeable individuals are aware of privacy settings and have the choice to only share posted information with site users who are connected to them. Innovative hiring techniques undoubtedly provide new difficulties and could result in a shift in business culture. Social networking can be an effective tool for promoting products to people who aren't actively looking for social media. It's incredible that Pakistan has more than a million daily users of Facebook, for instance. Facebook has been used successfully by businesses in their advertisement efforts, but more research is still needed. Thirdly, most telecommunications vendor businesses in Pakistan favor other marketing tools as well like email marketing for promotional purposes. Each of the three is significant in its own right.

Limitations of the Study

Our assessment of the literature must therefore be "retrospective," limited to issues that have already been studied, and subject to the constraints imposed by the original studies. The performance results of digital marketing capabilities are only briefly discussed in a few papers. Since developing these capabilities can be expensive, many studies have examined the relationship between digital marketing capabilities and related constructs from a nomological network (e.g., social media use influences better collection of market intelligence online). However, it is unclear whether these digital marketing capabilities increase sales or other financial outcomes or whether they provide a positive return on investment. Additionally, the majority of papers do not take into account potential results of digital marketing capabilities. While a contingency strategy has already saturated "mainstream" capacity research (Morgan et al., 2019). There aren't many papers on digital marketing in the context of telecommunication industry. Future study should focus on such crucial subtleties. None of the subsequent interviews we conducted or the survey we conducted allowed us to measure actual usage or results, but both were intended to shed light on the existing state and potential future significance of digital marketing capabilities among practitioners. A larger sample could look into differences in the weighting of the importance of the various digital marketing capabilities that are industry-specific, and more detailed empirical studies could determine the relative performance effects of various digital marketing capabilities for industrial firms.

Managerial implications

The study has a number of managerial implications. The social media strategy should first be tailored to the commercial priorities of the firm. Therefore, managers should concentrate on creating the appropriate set of strategies for assessing social media success, which aids organization in achieving its corporate goals. By eliminating information overload, prioritization enables marketers to concentrate on important organizational goals. Managers should also make sure the Web analytics team has the funding to support and carry out the digital marketing plan. The organizational sales team members' should be tied to the preparation and implementation of their digital marketing strategy.

Managers should perform a strength, weakness, opportunity, and threats (SWOT) study of the organization while identifying the marketing platforms for firms. The environment in which businesses currently function is constantly changing. In order to revisit the marketing platforms, managers should maintain a dynamic picture of the firm's SWOT. Businesses could use numerous sales training programmed centered around Facebook, LinkedIn, YouTube, Twitter, and blogs to integrate digital marketing. For instance, YouTube can be used by the business to offer customers online remedies for common product problems. By watching the provided YouTube link, you may learn how to assemble the products and do simple repairs. Similar to how a website may be used for marketing, a blog could feature client success stories and write about the effectiveness of a product alongside images and videos.

Future Recommendations

The results of the research shows that digital marketing will significantly play a positive role towards the profitability of telecom industry. As for the future recommendations, we suggest that limiting to these variables is not enough, the digital marketing is vast field with more efficient tools. There could be a greater contribution by digital marketing tools such as search engine optimization, search engine marketing and content marketing could be much more efficient and participative towards good marketing and revenue generating platforms. The research on these variables can be persuaded successfully in the future.

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