

The Impact of Green and Social Network Marketing and Marketing Strategies on the Textile Business Performance in Pakistan: Moderating Role of Consumer Behavior

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ABSTRACT

The purpose of the current research is to investigate the impact of green marketing, social network marketing, and marketing strategies on the business performance of the textile industry in Pakistan. The goal of the present research also includes the examination of moderating the role of consumer behavior among the links of green marketing, social network marketing, marketing strategies, and business performance of the textile industry in Pakistan. This study has adopted the quantitative methods and obtained the data by using questionnaires and analyzed by smart-PLS. The results exposed that green marketing, social network marketing, and marketing strategies have a positive association with the business performance of the textile industry in Pakistan. The outcomes also revealed that consumer behavior positively moderated the nexus among the green marketing, social network marketing, marketing strategies, and business performance of the textile industry in Pakistan. This study is helpful for future studies and also for the regulation developing authorities while formulating the policies related to marketing and business performance.

Keywords: Green marketing, Social network marketing, Marketing strategies, Business performance, Textile industry in Pakistan, Consumer behavior

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INTRODUCTION

In the modern business world, there is emerging competition in the market among different business organizations. All the businesses are in a race, in the marketplace. They all try to compete against one another and want to exceed others. The overall business performance of organizations determines their position in the market. The companies having higher business performance have a higher position in the marketplace (Takata, 2016). Business performance encompasses operation, production, and financial performance. A business organization has a high performance when there is fluency in the business activities, there are good quality resources, and there are high productivity, high marketing, and high profitability. At the market level, the business performance is judged by the sales of its products and services and its profits earned through sales. The sales of the products and services are dependent on the potential customers. All the business organizations try to raise the number of potential customers to promote and sell their products. In this regard, they such policies which help improve operation and production quality and increase the number of satisfied customers (Wang, Pauleen, & Zhang, 2016).

There are different market approaches, marketing channels, and marketing strategies that not only increase the marketing of the products and profits but are also helpful in improving the operation and production performance. Our study aims at examining the role of green marketing approach, social network marketing (digital marketing channels), and marketing strategies in the achievement of high business performance at different levels of operation, production, and sales (Wu & Lin, 2016). Though many earlier studies have discussed the effects of green marketing, social network marketing,

and marketing strategies on business performance, most of these studies have analyzed their impacts only on sales of goods and services and financial position. Only a few studies like Yenyurt, Wu, Kim, and Cavusgil (2019) have discussed the effects of green marketing, social network marketing, and marketing strategies on operation performance, production, and financial performance of the business simultaneously. But our study fills this gap by addressing their operation, production, and financial performance.

Our study examines the business performance (operation, production, and financial performance) of textile industries in Pakistan on account of the integration of green concepts into marketing, adoption of social network marketing, and the implementation of effective marketing strategies. In terms of purchasing par parity, Pakistan is the 22nd largest country in the world, while in terms of gross domestic product, it is the 45th largest country in the world. It is a developing lower-middle-income country. According to the statistics of 2020, the GDP of Pakistan is 41726.683 billion rupees at current prices. Its economy is on three economic sectors, agriculture sector 18.74%, industry sector 19.74 % and service sector 61.52%. The textile industry in Pakistan's 2nd largest industry (Hayat, Hussain, & Lohano, 2020). It comprises 46% of the whole manufacturing sector and provides employment to 40 % of the total labor force. The textile industry has the largest portion of the total country's exports, which accounts for \$12,783 million. Pakistan is the 8th largest country in Asia which exports textile products. There are many large-scale textile companies, and some of them are working on a small scale. Individually, all the manufacturing enterprises which deal in textile products have a different position in the marketplace on the basis of different level of business

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performance. The growth in textile industry after covid-19 is mentioned in Figure 1.

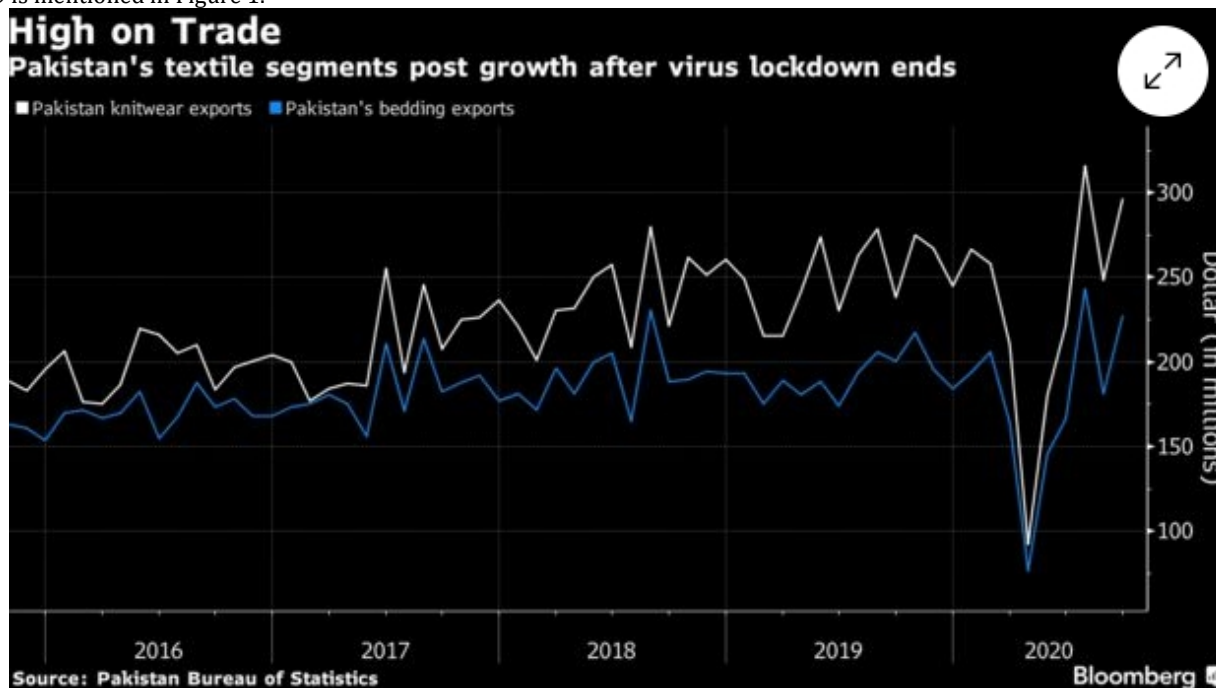


Figure 1: Pakistan's Textile Growth

Research by Zafar, Qiu, Li, Wang, and Shahzad (2019), has proved that the business enterprises which have effective marketing strategies and green integration into the marketing policies and process are making rapid progress. The successful textile enterprises in Pakistan have expanded their marketing through social networks like digital devices and digital plate-forms. But still, there is a need to give serious attention to marketing strategies for the progress in this sector.

LITERATURE REVIEW

With the progress in social media, the competition among the business organizations is increasing rapidly, as the general people getting more awareness about the environmental issues, services of different organizations, and the different brands (Nawaz et al., 2020). In this situation, it becomes necessary for the business organization to pay serious attention to the changes in the needs and requirements of customers and the shifts in marketing trends (Chen & Wu, 2016). And they should adopt such policies which improve the operational and production quality along with the rise in the marketing so that customers' needs and requirements can be perfectly fulfilled, and their confidence can be achieved even in future. The different marketing approaches, strategies, and marketing channels are effective in this context, like green marketing, social network marketing, and market strategies (Chen & Wu, 2016). Several literary workouts have captured the contribution of green marketing, social network marketing, and effective marketing strategies in the achievement of higher performance, out of which some studies are cited by the current study below.

Papadas, Avlonitis, and Carrigan (2017), in their literary article, states that green marketing is the products that are expected to be environmentally safe. Green marketing consists of a wide range of activities, including a change to the quality of raw-material, modification in the existing products, changes in the production procedures, sustainable packaging, and change in the advertisement

which do not have a negative impact on the environment, natural resources, and the health of the human beings. Under the effective implication of green marketing, the business organizations have a healthy labor force and healthy and active customers, there is more productivity, and there is more marketing. While implementing the green marketing, the business organization acquires good quality raw material which are switched into good quality products which do not affect the health of consumers and maintains their confidence in the products. Thus, high marketing increases the financial performance of the organization (Papadas, Avlonitis, Carrigan, & Piha, 2019). Under green marketing, renewable energy resources and technology are used, which do not create harmful gases, toxic substances, and contaminating wastes into air and water (Nawaz et al., 2021). On one side, it keeps the working environment safe and does not adversely affect the health of the workers who can actively and wholeheartedly perform business functions; this enables the organization to achieve higher operational performance (Sun et al., 2020). On the other side, it keeps the general people healthy who raise marketing. The use of ecologically friendly material in the packaging of products and advertisement, the use of ecological friendly logistics to deliver the orders do not emit harmful gases and chemical which may adversely affect the natural environment, natural resources, and health of the consumers, saves marketing and financial position of the business organization (M. Han, Lin, Wang, Wang, & Jiang, 2019). Hence, we can hypothesize:

H1: Green marketing has a positive association with business performance.

Social network marketing is the utilization of social media platforms like what's an app, Facebook, Instagram, YouTube, LinkedIn and, Twitter, and different websites to promote the marketing of products and services. Marketing through social media platforms helps build a brand, increases quality performance, and enhances customers and sales. Thus, the overall business

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performance of a company can be with the use of social network marketing to sell products (Kennedy, 2016). The build-in analytical tools enable the companies to monitor the progress, success, and engagement of ad campaigns. This guides them on what to do next to save the brand and promote marketing. This guides them in which area and to what extent they still need to struggle. Social network marketing provides the company with an opportunity to share its message, brand videos, pictures, and other brand description through posts and bloggers on different digital platforms. This creates awareness in the consumers of the brand and attracts their attention towards the product. Thus, the number of potentials and active customers increase, and the company can achieve a superior financial position in the market (Mitchell, Schuster, & Drennan, 2017). The company's online representative or influencer can directly interact with the consumers on social platforms. They can acquire information about the customers' needs, wants, and requirements towards the products and services. This timely and exact information about the customers is used to bring improvement in the quality of products and services. This automatically brings improvement into the quality of all resources and operations and raises the market. Moreover, digital media platforms like Facebook, Twitter, pages, and websites, etc., provide a large audience to address as the message through posts and blogs reach all the social media users. It gives a chance to company to interact with a large number of consumers and promote market (Carins, Rundle-Thiele, & Fidock, 2016). Hence, we can hypothesize,

H2: Social network marketing has a positive association with business performance.

Marketing of the products and services is essential of a business. Any rise or fall in the marketing of products affects the performance of the business. With the formation and implementation of marketing strategy, the sales level of products and services can be heightened. The marketing strategy is a long-term, anticipating approach and a plan of a business organization whose basic purpose is to raise marketing or achieve competitive advantages with the consideration of the needs or requirements of customers. The marketing strategy defines the current marketing and financial position of the company, analyzes the areas affecting this position, brings improvement, and raises marketing and competitive advantages. In this process, the overall business performance improves as the marketing strategies are effectively implemented (De Pelsmacker, Van Tilburg, & Holthof, 2018). If there is the strategy that the company must present goods and services according to the marketing trend, the management must seek information about the marketing trends and behaviors and strategies of rival companies and bring changes in their operations accordingly. Similarly, if there is a strategy to market products and to adopt such advertisement and marketing which do not have adverse impacts on the consumers and general people, the company uses such ecological friendly energy resources, raw material, and technology which do produce toxic and harmful substances. This improves the environmental performance of the company and financial performance as well because the people like to deal with the company, which takes care of the environmental health (Li, Jayaraman, Paulraj, & Shang, 2016). When a company forms a strategy to adopt digital marketing channels to sell the products, the business performance is high. The

use of digital devices and digital plate-forms increase the marketing scope as it provides a large audience to interact with and motivates them to prefer the concerned brand (Lo & Campos, 2018). Hence,

H3: Marketing strategies have a positive association with business performance.

The business performance depends on the creation and existence of customers. The higher the number of customers, the higher is the marketing of products and business performance. The consumers' behavior affects the marketing and operations of the company. When the consumers have positive behavior towards the company's goods and services, they like to do business with the company. The behavior of the consumers also affects the operational and production performance, in the sense that they cooperate with the company and make them aware of their arising needs and desires about the quality of products and services (Godey et al., 2016). The consumers' behavior towards the company representative helps implement green marketing strategies and processes. When the customers show positive and cooperative behavior, the management becomes aware of environmental issues caused by marketing and customers' environmental requirements. In this way, management can initiate to remove these issues and meet the customers' requirements bringing necessary changes in the resources' quality, operation procedures, and marketing techniques. Thus, the positive behavior of the customers accelerates the business performance (Platania, Platania, & Santisi, 2016). Consumers' positive behavior towards the company's posts, blogs, and any other brand details on the different digital media plate-forms in the form of comments, likes, different positive expressions, and shares popularizes the brand and raises interest in more audience. This enhances the marketing and financial performance of the company. Similarly, the consumers' positive behavior helps the organization to implement the marketing strategies regarding production quality, advertisement quality, and marketing of products. And the effective implementation of marketing strategies accelerates the business performance. So,

H4: Consumers' behavior is the mediator between green marketing and business performance.

H4: Consumers' behavior is a mediator between social network marketing and business performance.

H4: Consumers' behavior is a mediator between marketing strategies and business performance.

RESEARCH METHODS

This research investigates the impact of green marketing, social network marketing, and marketing strategies on business performance and also examines the moderating role of consumer behavior among the links of green marketing, social network marketing, marketing strategies, and business performance of the textile industry in Pakistan. This study has adopted quantitative methods and obtained the data by using questionnaires. These questionnaires were forwarded to the selected respondents by personal visit. The marketing employees of the textile industry are the respondents that were selected based on simple random sampling. During the first visit, 540 surveys were distributed, and during the second visit after one month, only 290 were received, which has 53.70 percent response rate.

This study has used the smart-PLS to test the convergent along with discriminant validity and also examine the

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nexus among the variables. The smart-PLS has provided the best estimations when the complex model has been used by the study, and the purpose of the research is hypotheses testing (Hair Jr, Babin, & Krey, 2017). This study has adopted the business performance (BP) as a predictive variable with six items, and consumer behavior

(CB) has been taken as the moderating variable with three items. In addition, the present study has taken three predictors, such as green marketing (GM) with five items, social network marketing (SNM) with four items, and marketing strategies (MS) with four items. These variables with links are shown in Figure 2.

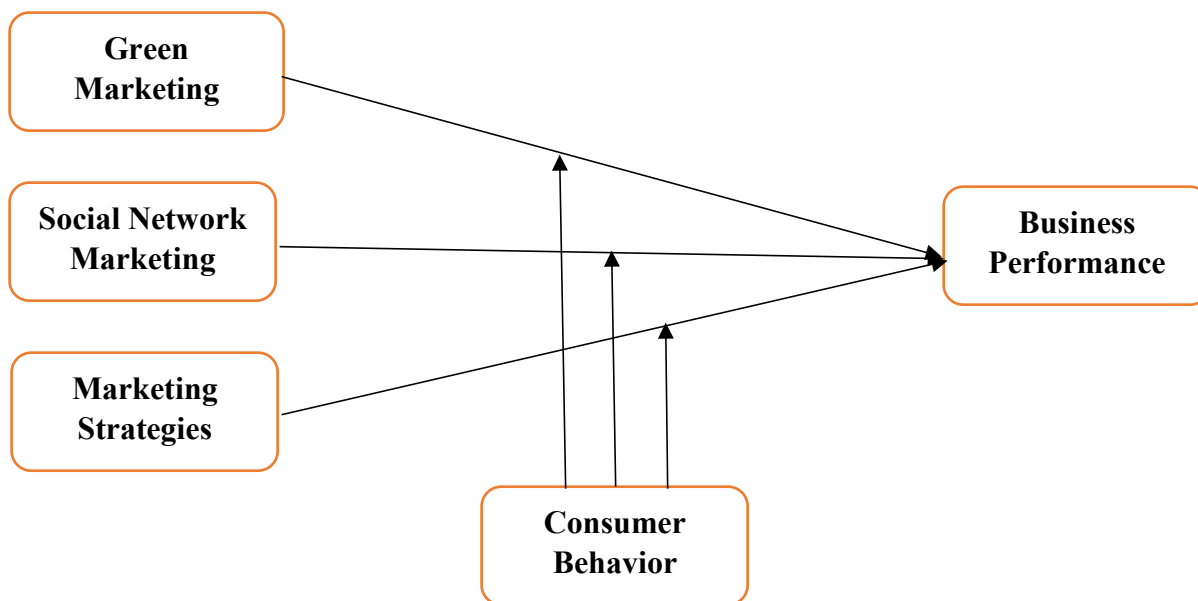


Figure 2: Theoretical Model

FINDINGS

This study has examined the convergent validity that shows the relationships between the items. This study has shown that the Alpha and CR figures are more than

0.70, and the loadings and AVE figures are higher than 0.50. These values are highlighted that the valid convergent validity and high association between the items. These figures are mentioned in Table 1.

Table 1: Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE
Business Performance	BP1	0.808	0.889	0.918	0.692
	BP3	0.820			
	BP4	0.852			
	BP5	0.816			
	BP6	0.862			
Consumer Behavior	CB1	0.588	0.719	0.762	0.528
	CB2	0.614			
	CB3	0.929			
Green Marketing	GM2	0.925	0.946	0.961	0.861
	GM3	0.932			
	GM4	0.931			
	GM5	0.924			
Marketing Strategies	MS1	0.880	0.909	0.936	0.785
	MS2	0.879			
	MS3	0.888			
	MS4	0.896			
Social Network Marketing	SNM1	0.958	0.966	0.975	0.908
	SNM2	0.943			
	SNM3	0.952			
	SNM4	0.959			

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This study has also examined the discriminant validity that shows the relationships between the variables. This study has shown that the values of the Heterotrait Monotrait (HTMT) ratio are lower than 0.85. These

values are highlighted that the valid discriminant validity and the low association between the variables. These figures are mentioned in Table 2.

Table 2: Discriminant Validity

	BP	CB	GM	MS	SNM
BP					
CB	0.292				
GM	0.518	0.317			
MS	0.411	0.311	0.397		
SNM	0.436	0.680	0.467	0.411	

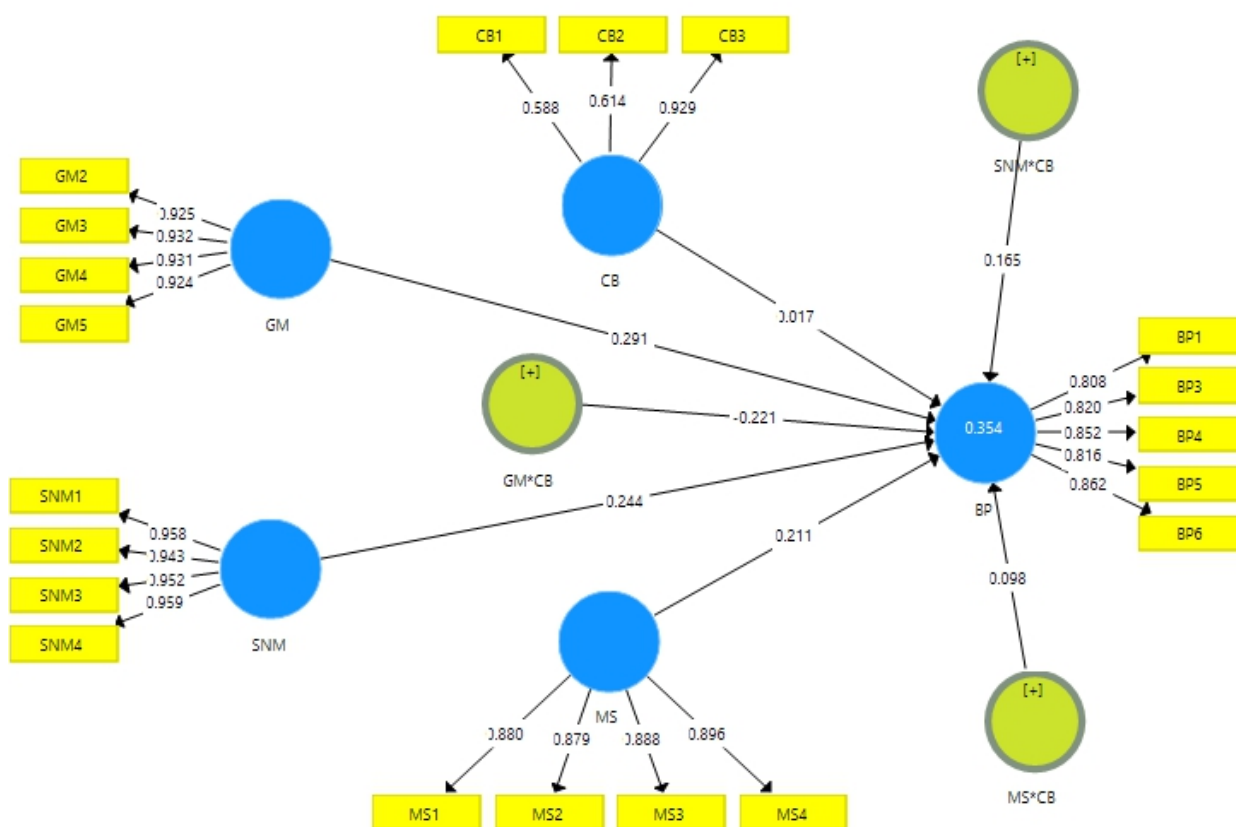


Figure 3: Measurement Model Assessment

This study has also examined the nexus among the constructs, and the results exposed that green marketing, social network marketing, and marketing strategies have a positive association with the business performance of the textile industry in Pakistan and accept H1, H2, and H3. Moreover, the outcomes also revealed that consumer

behavior positively moderated the nexus among the green marketing, social network marketing, marketing strategies, and business performance of the textile industry in Pakistan and accepted H4, H5, and H6. These links are mentioned in Table 3.

Table 3: Path Analysis

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
GM -> BP	0.291	0.055	5.332	0.000	0.187	0.380
GM*CB -> BP	-0.221	0.054	4.056	0.000	-0.311	-0.108
MS -> BP	0.211	0.052	4.089	0.000	0.135	0.303
MS*CB -> BP	0.098	0.056	1.757	0.041	0.010	0.169

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SNM -> BP	0.244	0.096	2.541	0.006	0.088	0.403
SNM*CB -> BP	0.165	0.072	2.291	0.012	0.039	0.281

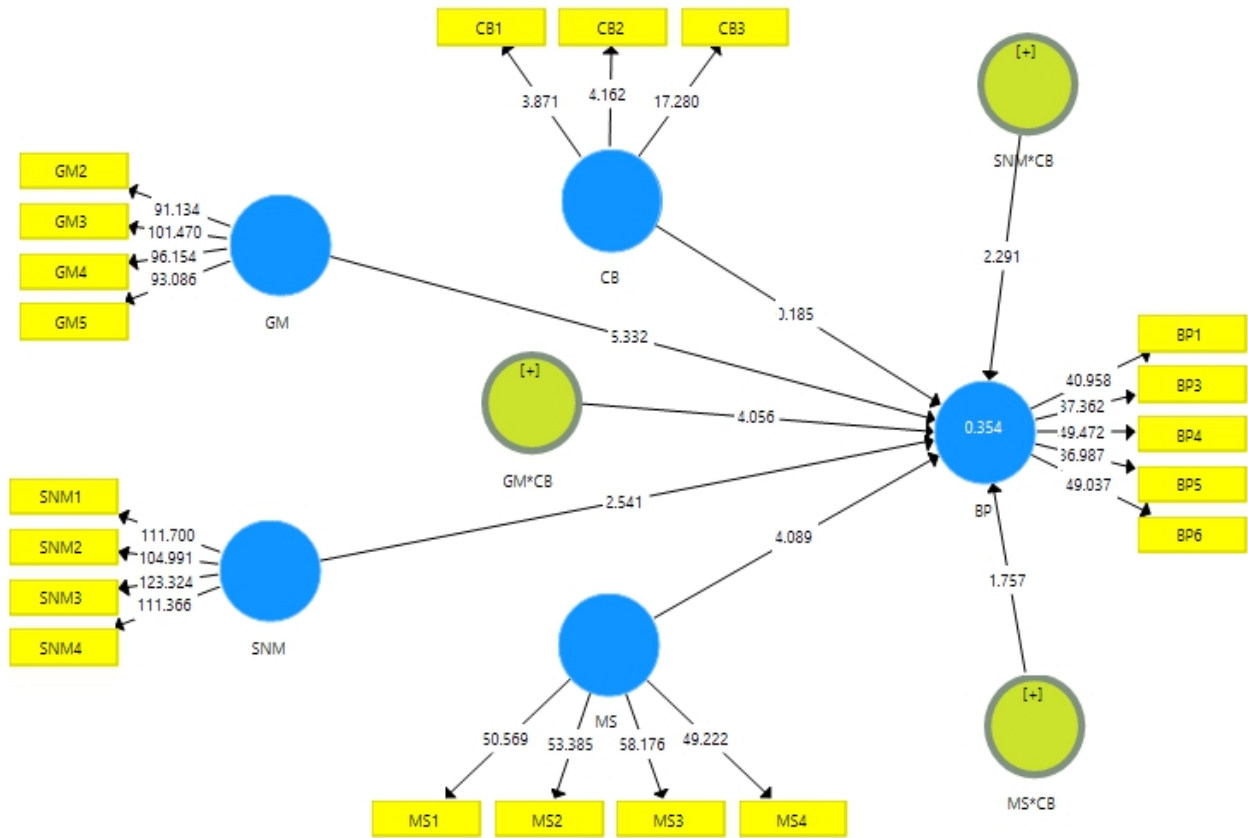


Figure 4: Structural Model Assessment

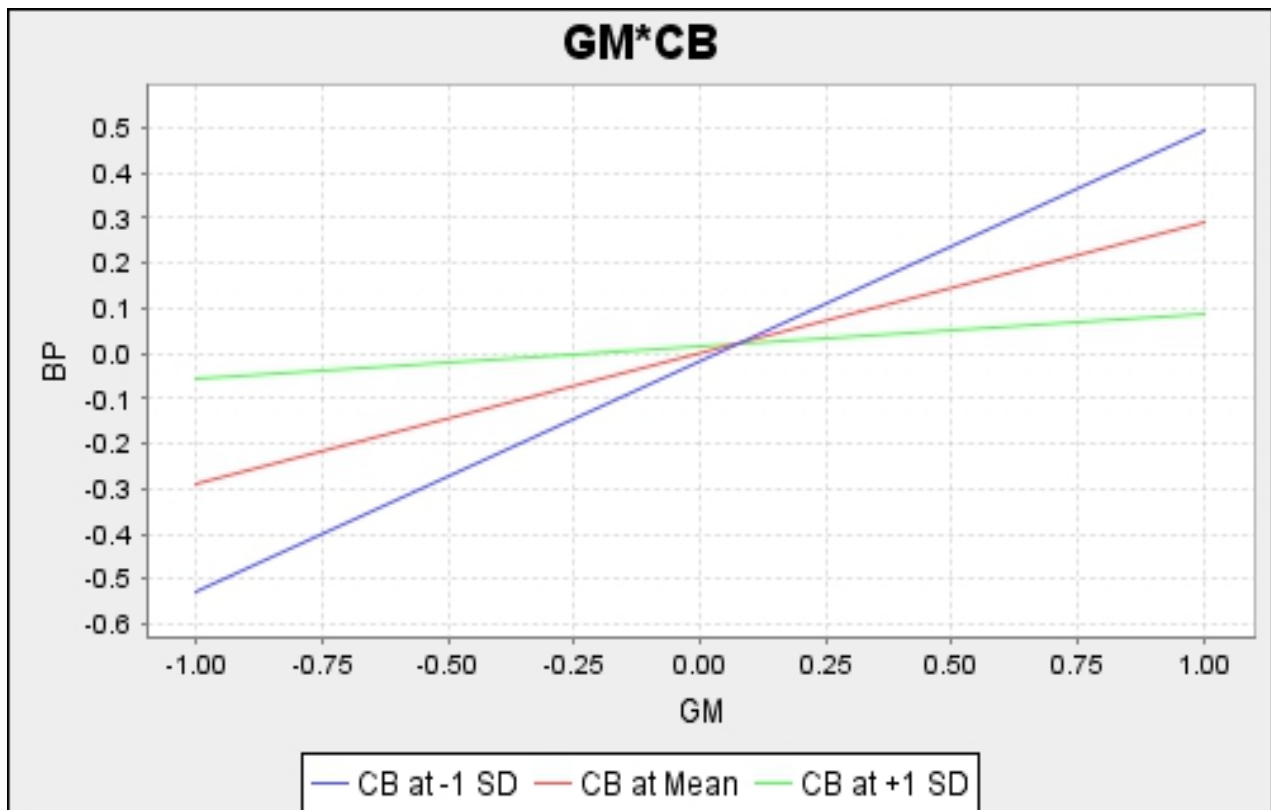


Figure 5: GM*CB

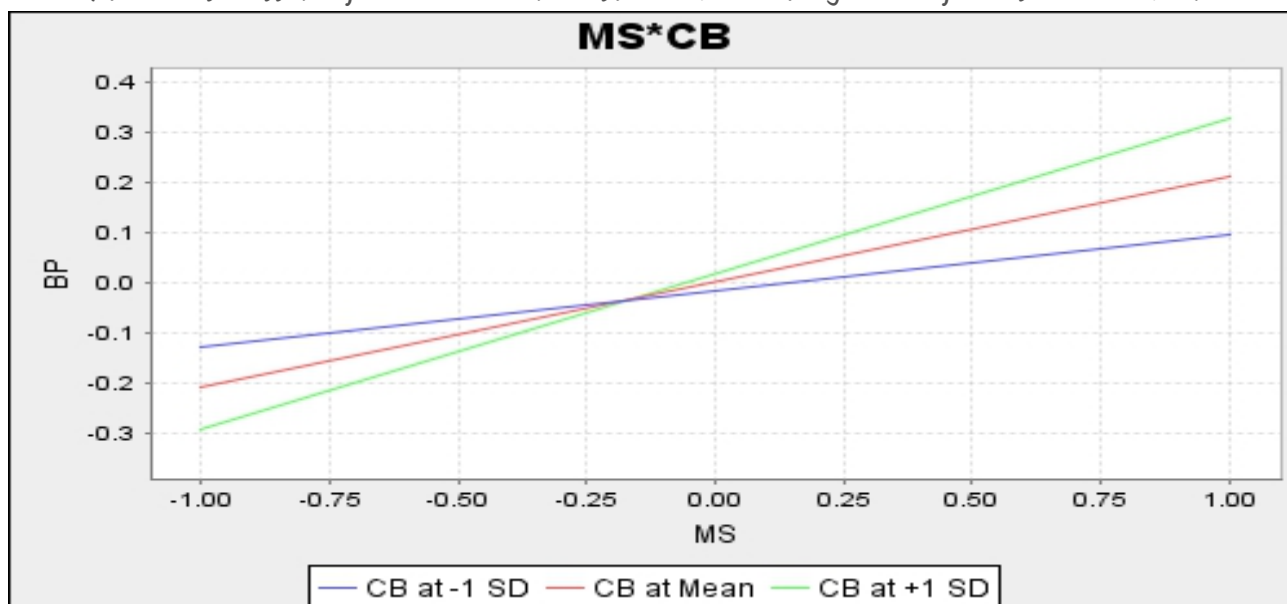


Figure 6: MS*CB

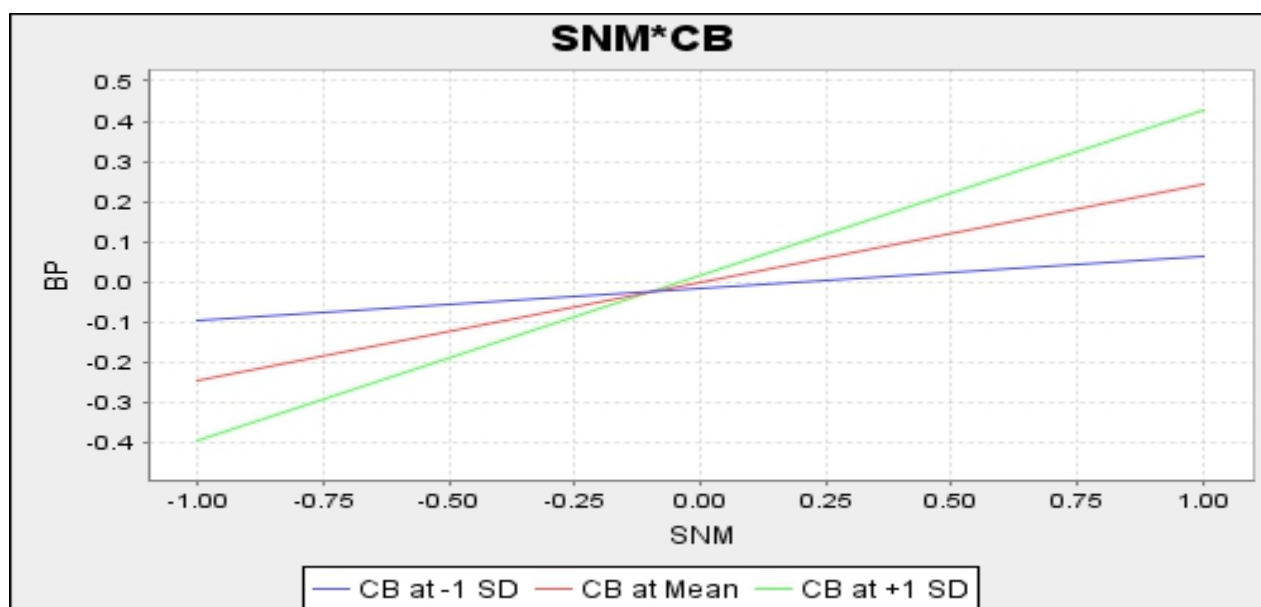


Figure 7: SNM*CB

DISCUSSION AND IMPLICATION

The study results have revealed that green marketing has a positive relationship with business performance. The study suggests that green marketing is a powerful instrument to promote marketing, maintaining the health of the natural environment, and thus, the health of the workers and general public. So, green improves the rate of higher business performance. These results are in line with the past study of [Mukonza and Swarts \(2020\)](#), which shows that the effective integration of environmental concepts into the marketing techniques gives the protective health environment to the public. In this way, an organization achieves the confidence of the customers in their operation and products and enjoys the higher business performance. The study results have also revealed that social network marketing is linked with business performance in a positive manner. These results are approved by the past study of [Kapologwe et al. \(2017\)](#), marketing through social networks whether through traditional social networks or digital social media business has more number of audience to address, to

motivate, and thus the number of customers is high. Through social networks, the organization can also learn about the up-to-date requirements of customers and respond to them through positive changes in their operation. The study results have also indicated that marketing strategies have a positive impact on business performance. These results are supported by the previous study of [Wu and Lin \(2016\)](#), which indicates that the management strategies about the marketing channels and marketing procedure and personnel's behavior towards customers affect the marketing and business performance.

The study results have revealed that the customers' behavior is a significant moderator between green marketing and business performance. In case the customers show positive, cooperative behavior towards the organization and its personnel, it becomes easy to apply green marketing strategies and also to enhance the rate of business performance. These results are supported by the past study of [Stephen \(2016\)](#), which shows that the incorporation of green marketing is likely

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to improve in case the company has good and cooperative behavior from customers and thereby, the rate of business performance increases. The study results have also indicated that the customers' behavior plays a moderating role between social network marketing and business performance. The goals of social networks established for marketing can be achieved when the customers show positive and cooperative behavior towards the company representatives, and then the company performs at a higher rate. These results are online with the past study of [Shaw and Bagozzi \(2018\)](#), which represents that the customers' behavior affects the effectiveness of social network marketing and the business performance. The positive, cooperative behavior of customers not only affects the performance of social network marketing and the overall business performance but also affects their mutual association. Moreover, the study results have indicated that the customers' behavior is an appropriate moderator between the implementation of effective marketing strategies and business performance. These results are approved by the past study of [C. M. Han and Guo \(2018\)](#), which indicates that under the positive and cooperative behavior of customers, effective marketing strategies can be established and implemented, which promotes marketing and the overall business performance.

Theoretical, as well as an empirical implication, has been made by this study. It has vital theoretical significance because of its lot of contribution to the literature on the economy. It enlightens the three marketing elements, such as green marketing, social network marketing, and marketing strategies, and their influences on the achievement of higher operation and marketing performance. This study also initiates to introduce customers' behavior as a moderator between green marketing, social network marketing, and marketing strategies and the achievement of overall business performance. The significance of the current study is not only limited to the literary contribution, but it is a guideline to economists and individual business organizations. It provides them with guidance on how to accelerate the overall business performance by taking certain steps like the integration of green concepts into the marketing strategies, effective application of social network marketing, and efficient implementation of effective marketing strategies. This study also elaborates that with the positive, cooperative behavior of customers, the contribution of green marketing, social network marketing, and marketing strategies into the business performance increase.

CONCLUSION AND LIMITATION

The present study analyzes the development of business performance in a developing economy like Pakistan and examines three marketing factors such as green marketing, social network marketing, and marketing strategies. The study implies that the integration of green concepts into the marketing strategies helps improve the business performance. As green marketing provides a pollution-free healthy environment to the general people, they prefer to contact the concerned organization to make purchases. High marketing increases the overall business performance. The study implies that social network marketing improves business performance. The application of both traditional and digital social platforms to promote marketing not only increases the marketing for the products and services but also helps

the business organization bring improvement in its business operations. Similarly, effective marketing strategies are helpful in achieving superior business performance. The management's choice of marketing channels, marketing procedures, and interaction with the customers affects both the quality of production and marketing level. Thus, suitable strategies in this regard enhance the business performance. Moreover, the study suggests that in case the customers show positive, cooperative behavior towards the company or its representatives, it becomes easy for green marketing, social network marketing, and marketing strategies to enhance business performance.

This study has certain limitations, which need serious attention from the scholars while replicating this study. First of all, the scope of the study is limited in the sense that the study addresses only marketing factors like green marketing, social network marketing, and marketing strategies in relation to the achievement of superior business performance. Many other economic and cultural factors which have deep impacts on the achievement of business performance have been left by this study unaddressed. The scholars in the future must also address some other economic and cultural factors as drivers of business performance. Moreover, the current study has addressed the customers' behavior as a moderator between green marketing, social network marketing, and marketing strategies, and business performance. At the same time, the customers' behavior as a mediator between the aforementioned variable is more appropriate. Thus, future scholars are recommended to intro customers' behavior as a mediator in their study.

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