

## An Empirical Study to Investigate the Role of Social Media to Promote Sustainability among Service Providing Organizations of Pakistan

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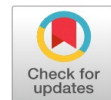
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**Abstract:** This study is aimed to investigate a theoretical base for examining the customer social media use factors (e.g., social media reviews, satisfaction of products, and operations of services) in service organizations context. In order to find out the efficiency of this association, this study is used simple regression analysis and the correlation analysis technique. Data were collected from 385 respondents use social media frequently, by focusing a convenience-based non-probability sampling technique. The questionnaire was circulated with the help of e-mail and other social media like Facebook, Instagram, IMO, What Sapp, and LinkedIn. Questionnaire was also distributed in educational institute (Students of different universities), insurance companies, and those organizations who offer their services through social media. The data was collected by using the quantitative technique in which customers were asked to fill the questionnaire on a voluntary basis. Results designate an optimistic association of social media factors and customers satisfaction. The results indicated that social media reviews have a strong association with job satisfaction. Further, the findings highlight the importance that product satisfaction has a significant effect on customer satisfaction. Lastly, the researcher findings indicated that operations of services have a significant and positive association with customers satisfaction. Further, this study also discloses the discussion about the accepted hypothesis as well as managerial implications or future research directions for practitioners and academicians. This research is novel for service-providing organizations to understand the behavior of customers.

**Keywords:** Social media use, Customer satisfaction, Service provision, Brand satisfaction, Social media review

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### INTRODUCTION

Social media is continuously changing buyers and sellers interact (Alalwan et al., 2017). In the modern era, online purchasing is rapidly growing as most brands provide their services on a digital mode (Erkan & Evans, 2018). People would prefer to buy on the online mode of shopping regarding the visit of physically in the marketplace, so all the worldwide brands are known for promoting expansion (Papanastasiou et al., 2019). Satisfaction is outstanding to the value after products are acknowledged in the deal. When the customers get product and service or recognize a higher worth, they feel pleasant about examining their commerce decisions that eventually show the way to customer level of satisfaction (Yuan et al., 2019). The purpose here is to investigate what sequentially mediated towards customer satisfaction. The researcher proposed the sequential mediation of images and memories with the direct linkage of customer satisfaction and proposed variables (Qalati et al., 2019). Exposed that the product-specific image had a noteworthy optimistic result on the customers' purchasing decisions, later on the research directed by the displayed that the image had no significant association towards the purchase choice (Chauhan et al., 2021). Numerous other researchers showed that price perceptions are linked with the positive effect towards customer satisfaction (Palalic et al., 2020). There is more usage of social media in all the daily aware activities like knowing about new brands in the latest survey, the average person in the United States spend more than 45 to 50 minutes on the Twitter or facebook regarding about knowledge of the digital things (James & Harville, 2018). Meanwhile, social media usage is now treated as an addiction as it brings many physical and mental problems (Hargittai, 2020). Likewise, it is disturbed the average quality of life of the persons. The psychosomatic collision of societal and lacking of the focusing on regulation and work resulted in difficulties in adjusting the work

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and controlling the behavior (David et al., 2018). This obsession often acts as a method for potentially expressively dangerous behaviors such as replicated hounding, clique-forming, sleep dispossession, and sexual experimentation (Wong et al., 2020).

Several evidences and facts also support the hypothesis that online media will gradually enhance with the involvement of efficient technology know-how. Representation of the figures 29 percent of the entire ecosphere community discarded social networks to deteriorate purchase objectives or online information (Galkin et al., 2018). Existing of the 2.1 billion enthusiastic community accounts, a 1.685 billion are vigorous mobile registers of users. The foremost products of the area take the exhausted market and accomplished website aspects custom pointers (Wang et al., 2019). This also reflects the response conventional from customers through community stations. The main purpose of the existing study is to the examined role of societal media in Pakistan among service-providing organizations through the review of social media, service procedures, and purchase fulfillment (Wang et al., 2020). Social media show a significant role in customers' buying behavior. There needs to be more literature on the role of social media in Pakistan for service-providing organizations, as a marketer needs more literature to build future strategies (Mou et al., 2019). This study is supported by the evidence of the theory of planned behavior as the subjective norms and social influence in the making of influencing behavior (Bosnjak et al., 2020). This study can also guide marketers on how they use social media to promote their service in the future. The coming era is about technology; if we want to motivate the customer, the best method is social media. So not only the manufacturing organizations but also the service organization should develop consistency in social media. This research investigates social media's role in promoting sustainability among service-providing organizations.

## **LITERATURE REVIEW**

### **Customer Satisfaction**

Rendering towards the defining term of when goods or the service move across to meet the needs as well the requirements of shoppers (Kurdi et al., 2020). it is recognized as customer satisfaction. Further, Kotler specified that the producer must design products that fulfill their customers' requirements (Aldaihani & Ali, 2018). Kotler has made a great contribution to the history of marketing strategies; according to him, if a company wants consumers to be satisfied with their offerings as well as make them loyal, they should design the product as per their requirements (Godovykh & Tasci, 2020), Customers' demands can be fulfilled with the goods and service that offered by the detailed website to mark their customers trustworthy, loyal over and done with their repurchasing performance or behavior (Mahsyar & Surapati, 2020). It is stated that a customer makes buying decisions on behalf of multiple features while buying a product or service (Puspaningrum, 2018).

Each and every time the purchaser consumes an intent, if they consume to purchasing extremely rate paid manufactured goods similar to a car, house, or some other heavy jewelry things (Alauddin et al., 2019). Customers go ended and are done with after all these buying stages, but on the additional side, the regular basis acquisitions of goods need to be looked-for practices. An additional study scholar accompanied experimental research concerning the existing phenomenon of client pleasure and established that there occurs a strong suggestion among buyer satisfaction and buy-in reliability (Hakim, 2021). The reason is that now future types them inspired by repurchase performance and enthusiasm in the way of the industrial goods of an exact product (Hidayat et al., 2019). Moreover, give prominence to the many troubles correlated with online achievement and accomplishment of consumers comprises; (Aburumman & Nieto, 2019). The hope of online purchasers is also founded on the premium quality of the ordered, and the procurer has a chance for the recognized instruction as it has remained supported with comprehensive info in the announcement (Gunawan & Prasetyo, 2020). Hence it has remained strong-minded in the structures of product materials; moreover, the purchaser is creating an online and offline purchase.

### **Customer Satisfaction as a Sustainability Factor for Continuous Improvement**

The business world has changed this observation on the way to preliminary objective consumers by developing conservative goods profits to inspire buyers' satisfaction and dedication or make them pleased (Ingaldi & Ulewicz, 2019). According to the research scholar, the explanation of sustainability is not easy to explain. In the meantime, no commonly documented description exists. Most descriptions of this notion are founded on the level of capabilities and assistance of an organization in relative to its competitor's situation (Goshime et al., 2018). The Resource-based view of corporations specified; the firms need a packet of strategic and tactical as well as operating capital.

Corporations with innovative and exceptional capital or resources are more envisioned to attain a sustainability position in the marketplace by focusing on competitive advantage (Koch et al., 2020).

Further the study of suggest that marketing principles helps organizations to focus on numerous techniques from out-of-date advertising, in direction to brand use of extra resources than to encourage usage of the goods (Choi et al., 2019). Ultimately the intentions are to enhance the share in the marketplace for improving current or established position. Hence based on this literature evidence, it has been proposed to examine the intermediating attitude of sustainability between the direct suggestion of societal business and green advertising (Çavuoğlu et al., 2020). Conversational friendly strategies should be interconnected to the shareholders, and customers. They are all the midpoint of all business technique for their sustainability titles those Internet authorities the businesses to achieve concentrated viewers on every place, every time.

Additionally, he clarified that individual marketing can be satisfied in an efficient method for sustainability of organizations to gain a competitive edge over the competitors as well to enhance the market share (Chen et al., 2019). The globalization consumes an excessive inspiration on business focused responsibilities globalization controlled business in the direction of more dominant global challenge as well as transformed their method of operational and effective at the current time (Türeli et al., 2019). Conservational tools, economic strategies, and community inspirations all are important for commercial sustainability of the national (Kim et al., 2020). Their impact created upon the accomplishing these changes in an actual consumption preparations and movements Many experiential investigations on green feasting have a go to categorize the features associated to green performance, encompassing demographics ecological awareness or information, attitudes and interior and exterior authorities.

### Social Media

As per the marketing principles, an important problem for the corporations is how to overseas the offerings for insights to serve the consumers in better ways (Alalwan et al., 2017). Nowadays, businesses are using big social data that make real time strategic business choices that help to upsurge sales and output, but that is the starting point of online shopping handling (Appel et al., 2020). Social cites and huge data of corporation organization in place of a foundation of communal beginning remains valuable designed for commercial after it stays rummage-sale toward excerpt significant info to simplify scheduled business selections electronic technology foundations are generally reasonable as well available (Ansari et al., 2019).

The internet obtain ability generates the addition of info bases; use of automation scheme, usage of intellects, procedures behindhand intellects brands or enables dealers to reflect out of the box. Also, this fact discloses that online feature makes commercial trade to setup interaction more wild and originate that associated with persons who use 0 to 2 social media display place, persons who usage 7 to 11 social media stages have considerably higher chances of consuming augmented stages of anxiety symptoms (Asih et al., 2020). In an up-to-date longitudinal revision amongst U.S. youths, initiate a statistically noteworthy but diffident connotation amid higher occurrence of digital media and succeeding signs of behavior (Moslehpour et al., 2020). The importance of the balance between social life and work lies in creating a healthy and preserved work environment (Bedard & Tolmie, 2018). Employees have many responsibilities, like their work, taking care of children, home works, and voluntary work, and taking care of parents and old people (Chen & Lin, 2019).

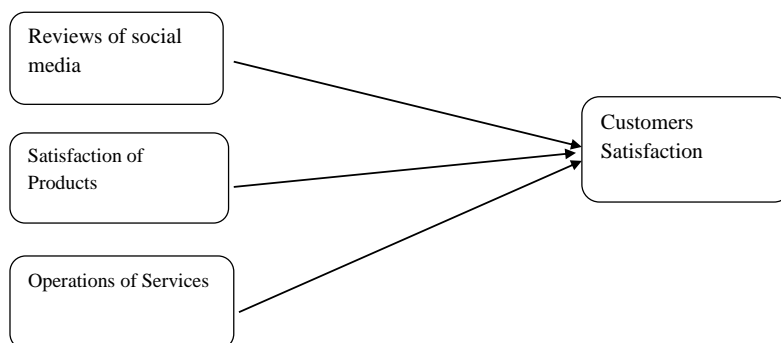


Figure 1: Theoretical framework

## Hypothesis

- H1: Social media review has significant relationship with customer satisfaction.
- H2: Satisfaction of products has significant relationship with customer satisfaction.
- H3: Operations of services have a significance impact of customer's satisfaction.

## RESEARCH METHODOLOGY

The current research based on irritated sectional learning for gathering data through the survey tool. Cross sectional study design focus to gather data at a single point of time. It has additional preferences over other data collection method in the viewpoint of time saving alarm. The questionnaire was circulated with the help of e-mail and other social media like Facebook, Instagram, IMO, Whatsapp and LinkedIn. The questionnaire was distributed in educational institute (students of different universities), insurance companies, and those organizations who offer their services through social media. The data was collected by using the quantitative technique in which customers will ask to fill the questionnaire voluntary basis. We target the Pakistani online consumers who use the social media to get the services and products. Therefore, a questionnaire survey was used as the primary data collection instrument of the current study. To access the social media brand as an information source items were adopted from the study of (Ahmad & Murad, 2020).

### Customer Satisfaction

- I use social media for interpretation of news brand availability
- I use social media to share new ideas about new brand purchase I like to share my online shopping practice with others through community media
- I like to recommend the brand facility
- I like to participate in brand communities' discussions Social media review
- The product that I purchased is introduced by friends to me
- I got more clear information through Reading product reviews
- The product that I purchase is Introduced by media
- I come to know about purchased product through Introduced by customer review

Service operations has been accessed through these items (Ramanathan et al., 2018).

- The product is easy to locate for me
- The price tags are always clearly mentioned over it
- It is a very clear method to choose the product
- There is an availability of big brands over the social media
- There is money saving option through social media purchase
- There is also brand information with cheap prices
- There is a secured payment method by using social media or purchase option

5 items scale founded on the study of (Alshibly, 2014) were used to measure customer satisfaction.

- Are you satisfied with social media usage, as a customer?
- How actual is this website in supportive your purchase from your viewpoint as a purchaser?
- Are you satisfied with the technical quality of these websites?
- Are you satisfied with the information provided concluded these websites?
- Are you satisfied with the quality of the service available through these websites?
- Are you satisfied with the way these websites adjust to your specific needs?

### Time Horizon of the Study

*Sample size and sampling technique* : In the direction towards draw the appropriate model size, the current revision will follow the equation for calculating the sampling size.

$$n_o = Z^2 pq / e^2 \quad (1)$$

$n_o$  - The sample size

$Z^2$  - The abscissa of the normal curve or preferred confidence level, normally taken 95%.

$e^2$  - The acceptable sampling error

$p$  - The estimated proportion of an attribute that is present in the population

$$q = 1-p$$

$$n_o = (1.96)^2(0.5)(0.5)/(0.5)^2 n_o = 385$$

### Statistical Techniques for Analysis

SPSS has been used to examine the result of the proposed hypothesis. A demographics aspect was opening over and completed with expressive modification. The suggestion has also been recognized to show the landscape of connection amid variables. This is also basic by enchanting contemplation of the association statistical practices analysis.

Further for analysis following tests has been applied

- Demographic
- Descriptive
- Correlation
- Reliability
- Regression

While performing the analysis following analysis has been performed, firstly demographic analysis is concern to explain the respondent’s details like gender, age, experience to use social big data etc. then descriptive analysis highlights the mean as well the standard deviation of the average response of the target sample. Carry on with the analysis discussion the reliability analysis explains the survey instrument validity level with the alpha value worth. Furthermore, the results explain the correlation analysis to explain the magnitude and the association in the middle of items of study. Finally, consistent with relevant prior literature used the regression analysis to access the possible linkage among the relationships.

## RESULTS AND DISCUSSION

### Demographic

Table 1: Demographic profile of the respondents

	Demographic	%
Gender	Male	51%
	Female	49%
Age	20-25years	25%
	26-30 years	50%
	More than 30 years	25%
Qualification	Graduation	45%
	Masters	15%
	Others	40%

The above table indicated that 51% males are participant of the study and 49% female are respondents. Further, majority of the respondent age was between 26-30 years old and having qualification of graduation (45%).

### Reliability Analysis

Table 2: Reliability of the study

Variables	Cronbach’s Alpha	No of Items
Social media Reviews	.743	04
Satisfaction of Products	.718	05
Operations of Services	.743	07
Customers Satisfaction	.798	06

Table 2 indicates the reliability of all constructs. According to the literature, the value of C.A should be higher than 0.70. In above Table it is clearly shows that all variables C.A values are above the threshold. Thus, all variables considered valid.

Table 3: Correlation analysis

	1	2	3	4
1. Social media reviews	1			
2. Brand satisfaction	.349**	1		
3. service Operations	.278**	.254**	1	
4. customer satisfaction	.371**	.211**	.421**	1

Table 3 indicates the correlation between the variables. According to the table, all variables has significantly and positively associated with each other. Thus, the correlation is existed in all variables.

Table 4: Regression Analysis

Variables	Beta	Std. Error	t	Sig	
Social media	0.489	0.252	7.441	0.000	***
Social media reviews	0.648	0.253	9.434	0.000	***
Brand satisfaction	0.793	0.260	0.108	0.000	***
Constant	1.924	0.378	5.834	0.000	

The above Table indicated the relationship between independent and dependent variable. Results designate an optimistic association of social media factors and customers satisfaction. The results indicated that social media reviews have a strong association with job satisfaction. Further, the findings highlight the importance that product satisfaction has a significant effect on customer satisfaction. Lastly, the researcher findings indicated that operations of services have a significant and positive association with customers satisfaction.

## DISCUSSION AND CONCLUSION

The greatest significant impartial of this revision is to find out the features of social interacting features and the aspects that include in them and that can reason the online shopping behavior of that merchandise product. In the scenario of social media usage, we deliberate the aspects that can be recognized as an antecedent to get on at the social media usage and then how this generates the satisfaction level of the customers in the service sector. The study is quite significant from both theoretical and practical perspectives. Most significantly its major focus is to a great extent of current issue that even due to huge investment in social media organization is not able to increase the purchase intension of a product they offering online. As in Pakistan a developing state likewise the other countries the trend of online purchasing increases so the companies and the individuals who are trending their products on the online world ought to understand the position of the features or aspects which effect online selling of your product.

Pakistani marketplace is entering in a digital age, so current study will provide an assistance to comprehend the Pakistani online marketplace in a novel method and also deliver us the interpretation point that, in this world what did you say should be the essential elements of an online announcement so it arrest the courtesy of online shoppers that centrals in the direction of the buying of products. In current research investigation the researcher find out those managers should realize the position of medium that they are placing in their publicity channel. Social networking is the most important and effective tool of promoting the goods and service in this time so this study includes the all those core areas and points that what should be include in the social media advertisement so that after see those ads the intension to purchase that product or service can be generated in the mind. So, companies should address the reviews process better and more influential as well as the brand satisfaction and service operations to be more positively associated with the customers satisfaction of the product so these core areas should be addressed. Technology efficient era brands people exists more demanding, they obligate no additional time to dedicate by go to the marketing first. As janitors quote is declared in the literature that reveals that the reorganized the period of technology can change the business game at every time. Correspondingly this is happening with the development of the knowledge that it develops the games of business for every producer either talk about a marketing exit or any

their creator.

### Limitations and Future Research Directions

The Present research investigation had few of the limitations that should be needed to address by the other research scholars to enhance the current domain of research. Firstly, this is scrutinized in the context of Pakistan social media zone or just in service provided organizations, so future investigation should focus on other areas either things or facilities for more generalizability the results, as the media usage is different accordance to the western as well as Asian context. Furthermore, the summary of this study is imperfect to its objectives. This study has been conducted with a suggestion between hypotheses of interest, without observing its backgrounds. Therefore, a gap exists to determine other diminishing and intermediating variables (like the commitment regarding environmental supports).

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