
**IMPACT OF MARKETING STRATEGIES ON PERFORMANCE
OF TELECOMMUNICATION FIRMS IN PAKISTAN**

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ABSTRACT

Purpose of the study: The study was focused to examine the impact of marketing strategies on performance of telecommunication firms in Pakistan

Research methodology: The research adopted the descriptive research design. The target population was 584 and two major telecommunications companies in Pakistan: Pakistan Telecommunication Company Limited and Nayatel network (NTL), formed the unit of analysis. The study used questionnaires to collect the data. The analysis of the collected data was done using the Statistical Package for the Social Sciences (SPSS).

Findings: The correlation results showed that marketing strategies is positively and significantly associated with performance ($r=.510$, $p=.000$). It was found that marketing strategies explains 25.4% of the variations in the performance among the telecommunication firms in Pakistan. The study found that marketing strategies is positively and significantly related to performance ($\beta=.138$, $p=0.007$).

Conclusion: The research concluded that marketing strategy improves the performance of an organization. The results showed that when marketing strategy improves by one unit, the performance of organizations will increase by 0.138 units while other factors are held constant. The marketing technique is essential for the success of any organization, whether service or product-oriented.

Recommendations: The research recommended that telecommunication firms in Pakistan need to put more attention to marketing and embrace new marketing strategies. Advanced networks used by competitors such as social media systems need to be utilized to enhance organizational performance.

Keywords: *Marketing strategies, performance, telecommunication firms, Pakistan*

INTRODUCTION

The performance of an organization is critical in determining its sustainability and growth. A firm's performance relies upon marketing approaches to attain marketing goals that will undoubtedly lead to performance (Anderson, Fornell & Rust, 2019). To attain organizational targets, firms conceptualize style and carry out different methods. The marketing approach has emphasized organizations and is a tool for overall company efficiency (Gruen, 2018). Promotion, pricing, distribution, and item standardization and adjustment affect organizations' sales, customer, and financial performance. Marketing strategy has become an essential tool internationally for any firm to remain in a competitive market setting and more powerful (Knight, 2020). The strategy indicates the evaluation of the market and its environment, consumer buying behavior, competitive activities, and marketing intermediaries' need and abilities.

Marketing strategy, consequently, can be specified as a way by which a company attempts to reach its target audience. Marketing method begins with marketing study, in which demands and perspectives and rivals' items are examined and continues via right into advertising, promotion, distribution and where relevant, consumer servicing, sales and distribution. The marketing strategy should concentrate on supplying better value to consumers and the company at a lower price (Wong, Turner & Stoneman, 2019). The marketing strategy provides a top-quality product that pleases customer requirements, using affordable price and taking part in the more extensive

distribution and back it up with efficient promotion method. Marketing strategy is an essential requirement of the industry's capacity to strengthen its market share and reduce the effect of the competition.

The strategy gives the avenue for utilizing a company's resources to accomplish its collection of objectives and goals (Armstrong, Adam, Denize & Kotler, 2018). A marketing approach is described as, in a given marketplace, the proper appropriation of resources to sustain business to win a competitive advantage. Marketing strategy is the set of marketing tools that companies use to achieve their target market's advertising goals. As a result, the function of the marketing approach is to develop the nature, strength, instructions, and interaction between the advertising mix- components and the ecological aspects in a particular scenario. The aim of advancing a company's marketing method development is to develop, build, defend and maintain its competitive advantage (Srivastava, Fahey & Christensen, 2021). Managerial judgment is essential in dealing with environmental ambiguity and uncertainty in strategic marketing. When accomplished the proper way, many marketing strategies can assist one to attain firms' short or long-term objectives. Marketing business appropriately assists in much better interaction with the targeted market. A marketing method aims to enhance sales and accomplish a lasting competitive advantage. Thus, the study sought to examine the impact of marketing strategies on the performance of telecommunication firms in Pakistan.

LITERATURE REVIEW

A marketing method essentially makes a company be known all over the world (Yogesh, Sharaha & Roopan, 2019). Decades back this procedure was done with conventional marketing techniques. Whether it is traditional marketing or digital marketing, the thing that remains consistent is that it is essential to supply the best information to the correct audience at the correct time. Applying and executing marketing for your brand name or service is one of the most effective ways of growing your customer base. The more you market your company, the more people get an opportunity to think about acquiring your item and services. A marketing strategy can assist you attain objectives that you set for your brand or business. For a great deal of companies, specifications like customers, products offered, consumers are necessary metrics that suggest success. A lot of marketing approaches, when carried out the proper way, can help one attain business short or lasting objectives (Fifield, 2019). Marketing company effectively aids in better communication

with the audience. It additionally interacts with the audience in a safer and quicker approach instead of papers, sales brochures, radio nor television.

Karim and Rahman (2020) argued that marketing technique could be split right into four methods to study that: Dual-oriented marketing technique; utilizing logical and emotional item name, simple to keep in mind, and pricing to take into account the expense of service and quality orientation, mental aspects and rivals' prices. Rational marketing approach; the use of functional needs of a rational position, think about after-sales service, guarantees, shipment and installation attached by the item factors. Emotional marketing strategy; the emotional appeal to find, focus on physical item shape, color design, emotional item names, and more memory, attention to item packaging and labeling. Upkeep marketing approach; customers are more concerned about price and quality, it is not appropriate to use plenty of marketing methods, manufacturers can improve the product, offer primary name for remember, think about the quality placement and competitor pricing throughout pricing.

Simpson (2019) analyzed the impact of the marketing approach on firm performance as a private organization with unique recommendation to the Cihan College Duhok Camps KRG-Iraq. The survey study style approach was utilized in this research that consisted of utilizing a self-design set of questions in accumulating information from 100 participants. Tool used in this research is a close-ended set of questions which were designed by the scientists. Outcome revealed that the independent variables (i.e. Marketing Strategy (MS), Service Strategy (SS), Pricing Strategy (PS), Promotions Strategy (PRS), Place Approach (PLS), After Sales Solution Method (ASSS), Higher Education Marketing Techniques (HEMS), and Social Media Site Marketing Techniques (SMMS) were considerable joint forecasters of company performance in term of performance, market share, return on investment, and growth. The independent variables collectively described (66.1%) of variation in firm performance. Consequently, referral were made to SMEs drivers to higher education marketing approaches quality; cost affordable prices, setting suitably, utilize attractive promotion networks for the college, engage in after sales service and give other distinctive useful advantages to learners.

Demishkevich (2020) conducted a study on small retail business leaders utilize internet marketing to get in touch with customers and the area. The importance of this qualitative numerous research was to check out methods some small retail magnate make use of to carry out internet marketing

to boost sales. Information was accumulated from 4 small retail entrepreneurs who effectively utilized approaches to execute internet marketing in California. Information gathering methods and sources were semi-structured, in person interviews, and review of public firm files, firm internet sites, social media sites websites, and analytical tools. A thematic evaluation of the information yielded 4 themes: social media networks systems and techniques, internet marketing methods and difficulties, online content approaches, and follow-up approaches. Business managers of small retail companies, who wish to raise profits, stay competitive, overcome obstacles connected with internet marketing, and boost interaction by executing brand-new innovation could elect to straighten with the approaches recognized in this research. The implications for favorable social adjustment consist of the chance for small retail magnate to boost income while offering more work possibilities to benefit employees, employees' family members, and the society.

Cavusgil and Zou (2017) conducted a study on significance, the impacts of marketing strategy on business performance, specifically company contexts. Initially, the impact of 4 essential tactical marketing principles-- market orientation, development alignment, and 2 marketing capability categories (outside-in and inside-out capacities) -- on business performance. The relationships are researched in 3 European engineering nations: Austria, Finland and Germany. Their family member homogeneity makes it possible for evaluating the generalization versus context-specificity of strategic marketing's efficiency influence. Utilizing SEM evaluation, remarkably weak connections between market alignment and outside-in capabilities, and business performance are noted, rather than solid role of inside-out capabilities and development positioning. These outcomes can be comprehended with the engineering nation characteristics. Furthermore, clear distinctions in results are noted amongst these relatively uniform nations. This is a significant finding for as it challenges the widely presumed generalization of the strategic marketing performance relationship. Country-specific results have also considerable supervisory importance.

Ellis (2019) examined the impact of marketing strategy on performance of company with extraordinary focus on Small and Medium Enterprises (SMEs), Germany. Basic goal of the investigation was to analyze marketing approach impact on the company performance. The review study plan technique was used in this examination that includes using of a self-structure organized made up summary in gathering data for this exploration were gotten from crucial information

company efficiency was used to evaluate the information. The end results show that the factors which are product, promotion, packaging, and price were significant joint indicators of company performance. The investigation suggests that operators to make quality items; charge aggressive costs, setting properly, use of appealing bundle for the item, participate in after sale service and give other specific practical benefits to shoppers.

Onkvisit and Shaw (2019) performed a study on the challenge of evaluating marketing technique in relation to performance has actually been improperly address by previous scientists and marketing text in Turkey. The survey approach comprises the research design. Questionnaire style by the scientist in 5 likert range makes up the study instrument. The mean scores were used to assess data. The analysis suggests that the marketing techniques adopted by First Financial institution are essentially customer care technique, marketing, top quality improvement in addition to special packaging and reliable distribution networks. Marketing technique of First Financial institution affect it performance with the improvement of client value which promote rise in sales however despite this, marketing strategy of First Bank is restriction with troubles arising from the failure of First bank to integrate countless versions and tools of, marketing utilized in order to stand dynamism inherent in critical application as a result of transforming marketing atmosphere and absence of integrated views of preparation and growth of marketing approach. As such it was advised that there need to be full standard change in managerial reasoning, in terms of service high quality distribution via constant education and training of team in field such as client contentment and client retention.

Yalcinkaya, Calantone and Griffith (2020) conducted a study to check out the impacts of marketing approaches on organizational performance of Japan bottling firms, consisting of production strategy, pricing method, promotion technique and area approach that at some point influences marketing methods on performance. Marketing technique has actually been a focus of organizations and a tool for acquiring general company performance. Our research adds to the existing research of marketing approach by sustaining a relationship between marketing technique aspects and total company performance. Deduction from existing literature allowed a building and construction of a conceptual model that describes overall company performance. Promotion, pricing, circulation and product standardization and adaptation have an effect on sales, consumer

and economic efficiency of companies. The research recommends that the influence is moderated by marketing strategy execution success.

RESEARCH METHODOLOGY

The research adopted the descriptive research design. The target population was 584 and was obtained from two major telecommunications companies in Pakistan: Pakistan Telecommunication Company Limited and Nayatel network (NTL). The study used questionnaires to collect the data. The analysis of the collected data was done using the Statistical Package for the Social Sciences (SPSS).

RESEARCH FINDINGS AND DISCUSSION

Correlation Analysis

The correlation analysis results are presented in Table 1

Table 1: Correlation Analysis

		Performance	Marketing Strategy
Performance	Pearson Correlation	1.000	
	Sig. (2-tailed)		
Marketing Strategy	Pearson Correlation	.510 **	
	Sig. (2-tailed)	0.000	0.000

The correlation results from Table 1 show that the marketing strategy is positively and significantly associated with performance ($r=.510$, $p=.000$). This implied an improvement in the marketing strategy leads to an enhancement of the performance among the telecommunication firms in Pakistan. The results concur with Gruen (2019), who discovered that a marketing strategy is a tool for increasing the company's performance.

Regression Analysis

The model fitness results are illustrated in Table 2

Table 2: Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.165 a	0.254	0.197	0.000

The result from Table 2 shows that market strategy was found to be satisfactory in explaining the performance of telecommunication firms in Pakistan. This was supported by the coefficient of determination, also known as the R square of 0.254. This implied that marketing strategy explains 25.4 % of the variations in the performance among the telecommunication firms in Pakistan.

The analysis of variance results is presented in Table 3

Table 3: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.479	1	2.151	21.9490	.000b
	Residual	4.847	5	0.098		
	Total	8.268	6			

The results in Table 3 indicate that the overall model was statistically significant. The results imply that marketing strategies are good predictors in explaining the performance among telecommunication firms in Pakistan. This was supported by an F statistic of 21.9490 and the reported p-value of 0.000, which was less than the conventional probability significance level of 0.05.

The regression of coefficients results is as presented in Table 4

Table 4: Regression of Coefficient

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.149	0.046		5.413	0.024
Marketing Strategy	0.138	0.095	0.291	2.558	0.007

Based on the results presented in Table 4, it was found that the marketing strategy is positively and significantly related to the performance ($\beta=0.138$, $p=0.007$). This was supported by a calculated t-statistic of 2.558 larger than the critical t-statistic of 1.96. The results implied that when the efficiency in the marketing strategy improves by one unit, the performance of organizations in Pakistan will increase by 0.138 units while other factors are held constant. The results are consistent with the findings of Ellis (2019), who found that factors like product promotion, packaging and price are significant in influencing the performance.

CONCLUSION AND RECOMMENDATIONS

The research concluded that marketing strategy improves the performance of an organization. The results showed that when marketing strategy improves by one unit, the performance of organizations will increase by 0.138 units while other factors are held constant. The marketing technique is essential for the success of any organization, whether service or product-oriented. The study concluded that firms in Pakistan must either compete based on service, price, quality, and operational quality or focus on a balance of technology and core product growth to increase performance. The marketing strategy displays the aspects which are product, promotion, packaging, and price were significant joint indicators of organizational efficiency. The research suggested that companies in Pakistan need to put more attention to marketing and embrace new marketing strategies. Advanced networks used by competitors such as social media systems need to be utilized to enhance organizational performance.

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