

Priority-The International Business Review (PTIBR)



January-June, 2023
Volume 1, Issue 2



EDITORIAL TEAM

Editor

Dr. Masood Hassan

Managing Editor

Dr. Muhammad Azeem

Associate Editors

Dr. Wasim Ur Rehman

Dr. Abdul Rasheed

Dr. Danish Ahmed

Editorial Assistant

Mr. Naveed

EDITORIAL ADVISORY BOARD

Prof. Izlin Ismail, Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia.

Dr. Teoman Duman, International Burch University, Bosnia and Herzegovina.

Prof. Angelo Santagostino, University of Brescia, Italy.

Mr. Thomsas Winter, University of Rostock, Rostock, Germany.

Dr. Geoff Kay, City University, London. United Kingdom.

Dr. D.M.Semasinghe, University of Kelaniya, Sri Lanka.

Dr. Ziasma, University of Karachi, Pakistan. Prof Dr. Fasihul Alam, Department of Management Studies, University of Chittagong, Bangladesh.

Prof. Subas K.C., Dean, Kathmandu University, School of Management, Nepal.

Mr. Peter N. Stearns, Provost and Executive Vice President, George Mason University, Virginia.

Ms. Deng Xinghua, Director, University of Science and Technology, China.

Prof. Dr. Dietrich Steude, Fachhochschule Erfurt University of Applied Sciences, Berlin, Germany.

Mr. Jurgen Gau, Dipl.-Ing., Dipl.-Wirtsch.-Ing., Donarweg, Munich, Germany.

Prof Anoma Abhayaratne, Department of Economics and Statistics, University of Peradeniya, Sri Lanka.

Dr. Domingos Santos, Sub-Director, Institute of Politecnico de Castelo Branco, Portugal.

Dr. Javier Poncela Gonzalez, Department ETSI Telecommunication, University of Malaga, Spain.

Ms. Alessia Lefebure, Director Alliance Program, Columbia University, New York.

ABOUT US

Priority-The International Business Review (PTIBR) is an interdisciplinary, double-blind peer-reviewed research journal published by Publishers. The journal emphasizes publishing original research articles on management, entrepreneurship, and innovation. PTIBR is an international journal that aims to herald novel research encompassing theoretical and empirical investigative protocols. PTIBR is an open-access journal and is published bi-annually in January and July every year.

AIMS AND SCOPE

Priority-The International Business Review (PTIBR) encourages research in areas related to business and industry through quality articles. It is a double blind peer-reviewed journal edited by The Eye Publications, Pakistan. The journal is an academic resource for research articles and research based case studies in areas such as strategy, marketing, management, human resource management, finance, accounting, business ethics, entrepreneurship, economics, business psychology, social marketing, business analytics and other related functional areas. It provides a platform to academics and researchers for sharing their original and unpublished work globally.

CONFLICT OF INTEREST (FOR AUTHORS)

Authors must disclose and specify any competing interest during the submission process, via declarations in the manuscript submission system. The corresponding author is responsible for providing a declaration on behalf of all authors. The **Priority-The International Business Review (PTIBR)** requires disclosure by all authors of any financial interests or connections, direct or indirect, or other situations which may raise the question of bias in the work reported or the conclusions, implications, or opinions stated. When considering whether you should declare a competing interest or connection, please consider the competing interest test: Is there any arrangement that would embarrass you or any of your co-authors if it was to emerge after publication and you had not declared it?

CONFLICT OF INTEREST (PEER REVIEWERS)

- A reviewer should not, for the purpose of his/her own research, use unpublished material disclosed in a submitted manuscript, without the approval of the editor,
- The data included in the research paper is required to be kept confidential, and the reviewer shall not be allowed to use for his/her any personal study,
- The reviewer must declare any potentially conflicting interests (g., personal, financial, intellectual, professional, political, or religious). In this situation, s/he will require to follow the journal's policies on situations they consider representing a conflict to reviewing,
- A reviewer should be honest to declare conflicts of interest, if, the research paper under reviews is the same as his/her presently conducted study,
- If the reviewer feels unqualified to separate his/her bias, s/he should immediately return the manuscript to the editor without review and brief him/her about the matter.

COPYRIGHT AGREEMENT

The author(s) herewith grant and assign to the Journal the entire copyright of the contribution, including any and all rights of whatever kind or nature now or hereafter protected by copyright laws.

AUTHORS RIGHTS

The Journal grants you the following non-exclusive rights, subject to your giving proper credit to the original publication of the contribution in the Journal, including reproducing the exact copyright notice as it appears in the Journal:

- (i) to reprint or reproduce the Contribution, in whole or in part, in any book, article, or other scholarly work of which you are the author or editor,
- (ii) to use the contribution for teaching purposes in your classes, including making multiple copies for all students, either as individual copies or as part of a printed course pack, provided that these are to be used solely for classes you teach,
- (iii) to post a copy of the contribution on your personal or institutional web server, provided that the server is non-commercial and there are no charges for access, and
- (iv) to deposit a copy of the contribution in a non-commercial data repository maintained by an institution of which you are a member.

AUTHOR'S UNDERTAKING

Author(s) guarantee the Journal the following:

- (i) that the contribution is their original work;
- (ii) that it contains, no matter what, content that is defamatory or is otherwise unlawful or which invades rights of privacy or publicity or infringes any proprietary rights (including copyright);
- (iii) that they have the right to assign copyright to the Journal and that no portion of the copyright to the contribution has been assigned previously; and
- (iv) that the contribution has not been published elsewhere in whole or in part and that no agreement to publish is outstanding other than this agreement. Author(s) agree to be responsible and hold the journal, its editors, staff and affiliate organisations harmless against any claims arising from or related to the breach or inaccuracy of any of the guarantees listed above.

DISCLAIMER

The editorial team of the **Priority-The International Business Review (PTIBR)** and the publication team of **The Eye Publications** at **The Eye Research and Education Systems** share no responsibility regarding the views and opinions expressed by the authors.

The content published in the **Priority-The International Business Review (PTIBR)** is Open Access and can be shared, adapted, reproduced, reprinted, after appropriate acknowledgement and giving due credit to the author(s) work.

PLAGIARISM POLICY

Priority-The International Business Review (PTIBR) has zero tolerance for plagiarism and unethical behaviour with respect to publishing. Authors must ensure their paper is of the highest standard and that attributions and citations are accurate and the paper is original in its entirety. All papers are systemically reviewed upon submission and any detection of plagiarism will lead to an immediate rejection of the manuscript.

This journal actively checks for plagiarism in all manuscript submissions. ETISSR uses Turnitin Software to detect instances of overlapping or similar text in all manuscript submissions.

CORRESPONDENCE

Editor PTIBR

The Eye Publications, Eye Research and Education Systems (SMC-PVT) Ltd.

Email: theeditorptibr@gmail.com

Website: <https://theyepublications.com/index.php/first/about/contact>

CONTENTS

Research Articles	Page No.
The Impact of Person-Job Fit, and Person Organization-Fit on Job Satisfaction: A Case Study of a Textile Firm <i>Azeem Khan, Jahanzaib Nabil, Muhammad Waqas, and Waqas Bin Dilshad</i>	1
A Quantitative Study on Poverty Reduction and the Development of Inclusive and Resilient Communities <i>Sabahat Fatima, Dr. Muhammad Nawaz Iqbal, and Fawad Ahmed</i>	12
Factor Impacts Customer Satisfaction in the Context of Online Shopping in Pakistan: A Quantitative Study <i>Eisha Iqbal Khan, Maria Atiq, Maaz Raza, Dawood Ahmed Sheikh, and Abdul Saboor</i>	19
Impact of Use of Social Media on Academic Performance of Undergraduate Students in a Public Sector University <i>Laiba Karim Khan, Kashif Musani, and Waqas Bin Dilshad</i>	32
The Role of Digital Marketing in Tourism Business of Pakistan <i>Tanzila, Hafsa Tariq, Asbah Abid, and Nida Shah</i>	43

THE IMPACT OF PERSON-JOB FIT, AND PERSON ORGANIZATION-FIT ON JOB SATISFACTION: A CASE STUDY OF A TEXTILE FIRM

Azeem Khan¹, Jahanzaib Nabi², Muhammad Waqas³, and Waqas Bin Dilshad⁴

Abstract

It is believed that the HR department in any organization plays a vital part in planning and controlling in operations of organizations. The Human resources department manages employees and enhances their skills to work efficiently and effectively to execute the organization's objectives. The main reason to work on this topic is to examine how person-job fit (PJF) and person-organization fit (POF) affect the job satisfaction of employees. We used the sample probability method to create a chance that every skilled employee of a textile firm gets an opportunity to participate. The size of the sample is 300 skilled employees of A Textile Mills Limited. For this purpose, the questionnaires were taken from previous same studies. The data was collected through the primary source, the source is that the questions were asked from the employees through the questionnaires. Moreover, collected data was run in the SPSS software to analyze it and find out the result. This research study analysis is based on descriptive statistics, regression analysis, reliability analysis, and correlation analysis. All these analyses were performed to calculate the impact of person-job fit (PJF) and person-organization fit (POF) on job satisfaction. In end, the finding of this study revealed that there is a vital connection between dependent and independent variables. The results are meaningful for the HR department and for the operational managers to set direction, and it is also useful to improve the planning method.

Keywords: Person-Job fit, Person-Organization fit, Job Satisfaction

INTRODUCTION

The concept of Human Resource Management (HRM) emerged in the nineteenth century and the goal of Human Resources is to manage people in an organization as well as to implement a consistent approach to organizational management for long-term sustainability to ensure smooth production (Shah & Ayub , 2021). Human resources are essential for achieving high performance in an organization, and their significance is prioritized in our society. However, negative situations for example job exhaustion and turnover are common in organizations, and job satisfaction is viewed as the main key factor that can minimize these negative situations (Jin & Hahm , 2019). Humans are widely regarded as an organization's most assets. Humans are used as a strategic tool of competence by organizations, to get the most out of human resources, and assign them tasks that are best suited to their efforts or competencies (Iqbal, Latif, & Naseer, 2012). Organizations recruit for employees whose skills match the requirements of the job, and whose values and goals align to the organization. Employees will bring a variety of expectations to the organization, and some will be drawn to, some selected by, and some remain in a domain with people who are alike to them. The employees of an organization who have a poor person-environment fit may develop negative attitudes and behaviors at work (Yen & Chihyung, 2021).

The connection between PJF and POF of employees and their surroundings enlarges certain emotions, points of view and behaviors (Memon, Salleh, & Baharom, 2015). Organizations are mainly based on human

¹Scholar, Benazir School of Business, Benazir Bhutto Shaheed University Lyari, Karachi, Pakistan. Email:azeemshehzei98@gmail.com

²Scholar, Benazir School of Business, Benazir Bhutto Shaheed University Lyari, Karachi, Pakistan. Email:bizenjo456@gmail.com

³Scholar, Benazir School of Business, Benazir Bhutto Shaheed University Lyari, Karachi, Pakistan. Email:mohammadwaqas11034@gmail.com

⁴Assistant Professor, Benazir School of Business, Benazir Bhutto Shaheed University Lyari, Karachi, Pakistan. Email:link2waqas@gmail.com

order and projects get done effectively by working as a team. Similarly, it is supposed to make a reasonable arrangement of the work among the employees to get the objective of the organization with the distribution of work by the management (Robbins, 2006). If the organization wants to achieve goals, then the organization has its needs of multiple resources. There are many resources that an organization needs to operate its functions, these resources can be natural resources, human resources, financial resources, and technology resources and in all these resources human resources are the most valuable and essential resources (Wirawan, 2009). The organization not only needs able and skilled employees but also needs those employees who have the ability to do efforts to get work done, fully engage themselves in the given task, use proactive strategies to be ready every time for any situation, and have a great reduction to meet a high-performance level and this can be achieved when the employees are satisfied with their jobs and organization culture and environment (Bakker, Arnold, Simon, & Michael, 2011). In the recruitment and selection process, organizations seek those candidates who have a good person-job fit and have a similar attitude and vision fit (person-organization fit) with the organization (Chuang & Sackett, 2005). Employees belong from different areas and different cultures, come together in one organization and work for a long duration. All these employees create an environment that has a good fit between employees and the organization (Schneider, 1987).

Research Problem

The textile industry of Pakistan is renowned for creative designing, innovative work, growth, production, and distribution of yarn, fabric, and home-useable bed sheets and their components. A textile firm started work by putting the production unit at the industrial hub of Karachi Pakistan. Basically, it came to set in 1998 by the association of the A brothers' group. The idea of establishing a textile firm was brought by the late Abdul Razzak Tappa (Shaikh et al., 2022).

In the textile sector of Pakistan, it is seen that employees usually switch from one company to another, which causes employee turnover and reduces employee retention. This may include many factors, for example, they may do not compensated according to their work, the tasks they are assigned are more than their capabilities, abilities, and skills, and they do not like the organizational culture of the textile industry. Therefore this study has been conducted in a textile firm to know which independent factors affect the most employees' job satisfaction and discourage them to work with a textile firm for a long period.

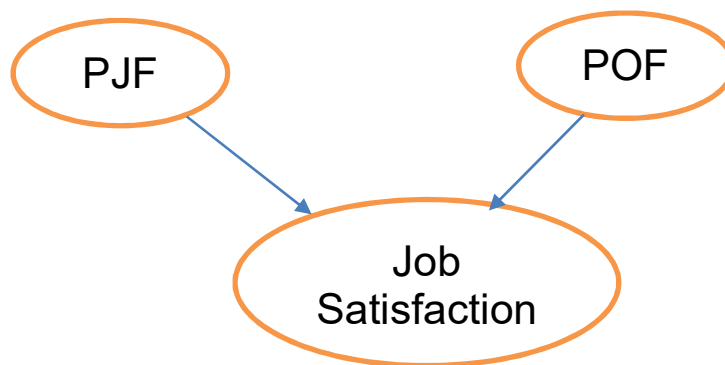


Figure 1: Conceptual Framework

Questions of Research

Q1) is there any significant connection between person-job fit (PJP) and job satisfaction?

Q2) is there any significant connection between person-organization fit (POF) and job satisfaction?

Research Objectives

- ✓ To find the connection between person-job fit (PJF) and job satisfaction.
- ✓ To find the connection between person-organization fit (POF) and job satisfaction.

Research Justification

Earlier research has shown that this kind of research study is helpful for the textile industries to know the reason for employees' rapid switching and control their employee turnover.

Research Limitations

All information and data have been collected from a textile firm company of Pakistan. The research survey will be conducted among the three hundred experienced and skilled employees of the a textile firm

Research Scope

This study only focuses on how person-job fit (PJF), and person-organization fit (POF) can satisfy the employees and how this will increase employees' job satisfaction.

LITERATURE REVIEW

Person-Job Fit (PJF)

Person-Job fit (PJF) is defined as the connection between the knowledge, skills, and abilities (KSA) of an employee and the requirements of the job, or it can also be defined as the connection between needs or desires of an employee and what the job give back (Carless, 2005). Person-Job Fit is vital because it can lead to higher performance, greater satisfaction, lower absenteeism, and turnover, more organizational citizenship, and less stress. A strong person-job fit may be the reason for maximizing benefits for both employees and the organization, if the fit has a weaker job fit, the organization can expect high turnover, absenteeism, and lower employee morale and production (Shah & Ayub , 2021). In the recruitment process, the traits of personality in the dependency of psychology must be considered by the manager for example the sense of control, the sense of commitment to the job, and the perception to face the challenges (Alfi, Haryonor, & Nuryakin , 2021). If the job requirements meet with the abilities of employees, then employees will witness the strong person-job fit (Tims, Derks, & B. Bakker, 2016). Person-job fit (POF) can be explained or distinguished in two ways,

- ✓ The demands-abilities (DA) fit because it refers to the compatibility of knowledge, skills, and abilities of the employees with the demands or requirements of the job.
- ✓ The needs-supplies (NS) fit because it refers to how well the job can fulfill needs and preferences of the employees (Tims, Derks, & B. Bakker, 2016).

The employees are supposed to do some required tasks with their personality fit and cognitive abilities (Rajper , Ghumro, & Mangi , 2020). Occupational happiness represents the well-being of employees in the organization, further it also represents both positive and negative experiences of employees about their occupations and their cognitive opinion of the required task in job (Peng & Mao, 2015). The employees' person-job fit can be judged through the CV of the employees, interviews, examination, checking the references, and many different tools of selection are being used to analyze the applicants for different jobs in recruitment and selection process (Chuang & Sackett, 2005). We can also judge PJF in the subjective and objective (Kristof, 1996). Individuals' opinions of how well they fit with a certain work are referred to as subjective person-job fit of employees, for example, employees may be asked how much they believe that their employment meets their

tastes or requirements. In contrast, objective P-J fit refers to how well people' reported preferences or attributes correlate to work characteristics. For example, job searchers' choices might be compared against current workers' assessments of job attributes (Chhabra, 2015). The execution of a work objective and effective work behavior evokes faith in the employee and builds confidence in their abilities, which are the foundations of the idea of social cognitive theory. This assurance is vital to maximize the levels of motivation and consequently, the perception of person-job fit for the employee (Hasan, Jawaad, & Butt, 2021).

Person-Organization Fit (POF)

Person-organization fit (POF) is regarded an important component of the organization, and general selection the definition of POF would be “the compatibility of employee and organizations” (Berahmawati, Sinulingga, & Wibowo , 2019). The connection between person-organization fit (POF) and job satisfaction is, person-organization fit (POF) positively influences the job satisfaction of the employee (Hüseyin ASLAN, 2019). According to the ASA (Attraction-Selection-Attrition) cycle model, an organization attracts people of a similar type by selecting personnel who share the same values or characteristics as the organization. Anyone who does not share the organization's values or characteristics will be fired or resigned (Chang, Liao, Miao, Huang, & Hsu, 2019). The satisfactory of earlier consequence between the employees and organization is where the tasks are performed. The earlier studies disclosed the consequences, which show that the Person-Organization Fit (POF) is positively linked to job satisfaction, performances of employees, and organizational commitment (Rajper , Ghumro, & Mangi , 2020).

Person-Organization fit has a significant connection with job satisfaction, however less correlation with a desire to resign. The connection between person-organization fit (POF) and attitudinal dimensions including good relations with colleagues, satisfaction with supervisors, and management trust is moderate, but the association with organizational satisfaction is much greater (Morley,2017).

Job satisfaction

There are many definitions of job satisfaction through which it can be defined. However, in organizational research, this definition is often used. Which was stated that "Job satisfaction is a pleasurable or positive psychological, which comes from an evaluation of one's job or work experiences" (A. Judge & Klinger, 2020). Employers prefer satisfied employees because employees' satisfaction with job is closely related to labor market behavior, such as productivity, quits, and absenteeism in the organization. Job satisfaction of employees is as good a predictor of quits as wages (Gazioglu & Tanselb, 2006). There are some vital of job satisfaction which are following (Faragher, Cass, & Cooper, 2005).

- ✓ The employees take an interest in their job
- ✓ Employees have good relationships with their managers, executives, and colleagues.
- ✓ Employees have a good income and get good compensation.
- ✓ Employees do not feel pressure while working
- ✓ Employees have a clear opportunity for career advancement

Employees' assessments of tasks and the work they do are the main aspects of Person-Job fit, which influence the job satisfaction of employees. The study determined that Person-Organization fit, and Person-Job fit should relate to each other to evaluate job satisfaction, because person-job fit (PJF) and person-organization fit (POF), both have serious effects on job satisfaction. The job satisfaction of the employees often gives an emphasis to measure it in individual-based or work nature or organizational aspect (Farooquia & Nagendra, 2014). There are many ways through which the concept of job satisfaction was defined, but the often used definition of job satisfaction in research of organization was defined by the (EID & J. LARSEN, 2007), according to which the job

satisfaction occur, when an employee take pleasure from his or her work, and positive emotional condition which come from the appraisal of employee's job or come from the employee's experience (Larsen & Prizmic-Larsen, 2006). It was noted that the job satisfaction of an employee includes the responses of multidimensional psychology that the employee need cognitive, effective and behavioral element to get the job satisfaction.

RESEARCH METHODOLOGY

Research Design

This work was conducted to examine the connection between person-job fit (PJF), person-organization fit (POF), and job satisfaction and the impact of both, PJF and POF on job satisfaction. The method used in the research was quantitative and it is theory-based testing, where the explanatory method is used. The data of this research is primary data. The information of the research has been collected through a questionnaire.

Procedure

This quantitative method is used, and the research is based on a cross-sectional study. It uses descriptive statistics to evaluate the person-job fit (PJF), person-organization fit (POF) and job satisfaction of employees.

Population

The employees of a textile firm were taken as the population to conduct the research. The sample size is three hundred employees, who will be asked to fill out the questionnaire. The company is found in Karachi.

Sample and Sampling Method

The study survey will only be conducted in A Textile Mills Limited, with no data collection from other firms. The study will be conducted in all departments of the organization and the respondents of the study will be skilled and qualified employees. The sample size is three hundred, which shows that three hundred measurements require having a 95% confidence level with a 5% error margin.

Instrument Selection

The set of information will be collected from the selected respondents through a structured questionnaire. The questionnaire is acquired from an earlier same study (Chhabra, 2015). The study will use a scaled questionnaire Likert Scale which is shown below.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Variables

There are three variable in this research, in which two are independent variables {Person-job fit (PJF) and person-organization fit (POF)} and one is dependent variable (Job Satisfaction), which were used to analyze the connection between them.

Hypothesis

H1= There is a significant connection between person-job fit (PJF) and job satisfaction.

H2= There is a significant connection between person-organization fit (POF) and job satisfaction.

Plan of Analysis

The data will be further gone ahead in SPSS software for analyzing data, and different tests will be conducted in this software to analyze the data to find out the efficiency of data. The following tests will be conducted.

- ✓ Descriptive statistic
- ✓ Regression Analysis
- ✓ Reliability Analysis
- ✓ Correlation Analysis

ANALYSIS & FINDINGS

Respondent’s Demography

This data has been collected from the employees of the textile firm of Karachi. The questionnaires have been filled by 300 respondents and the data is organized in Table 1. The table 1 shows the profile of the respondents that from which demographic background they belong. The table 1 consists of four portions: Age, Gender, Education, and Experience. All the portions consist of different levels and show the different ratios of total respondents.

Table 1
Reliability Statistics

Cronbach's Alpha	N of Items
.803	3

It indicates the accuracy of questionnaire. According to (Hair, 2006) reliability will be accepted if the value of Alpha is same to or exceed than 0.7 It represents that whether the internal accuracy and reliability of survey are strong or not. The overall reliability of all items of this survey is about 0.803 which represents the 80.3% consistency of responses over the scale. This means that the data of this survey is reliable.

Responses Average

Table 2
Report

	POF	PJF	JS
Mean	3.8167	3.9775	3.9150
N	300	300	300
Std. Deviation	.64532	.58987	.60401
Minimum	1.00	1.00	1.00
Maximum	5.00	5.00	5.00

The components of this study are using a Likert Scale system, with 1 indicating Strongly Disagree and 5 representing Strongly Agree. Replies of the respondents differ. The mean is the average of the overall responses, while Standard Deviation represents the degree of variation over the scale. Person-organization fit has a mean of 3.816 and a standard deviation of 0.645 and the person-job fit has a mean of 3.9775 and a standard deviation of 0.58987, and job satisfaction has a mean of 3.9150 and a standard deviation of 0.6040

Variable’s Significance through Correlation Matrix

Table 3
Correlations

		PJF	POF	JS
PJF	Pearson Correlation	1	.495**	.475**
	Sig. (2-tailed)		.000	.000
	N	300	300	300
POF	Pearson Correlation	.495**	1	.751**
	Sig. (2-tailed)	.000		.000
	N	300	300	300
JS	Pearson Correlation	.475**	.751**	1
	Sig. (2-tailed)	.000	.000	
	N	300	300	300

** . The correlation is significant at the 0.01 level (two-tailed).

The Correlation Table describes the connection between all independent variables and the dependent variable by using a 95% of confidence interval and a 5 percent of error on which data is drawn from the population. The minimum value of two-tailed significance is 0.005 or less than 0.005 for the significance between the independent variables and dependent variable. Above table represents the significant values of person-job fit (PJF), person-organization fit (POF), and job satisfaction which is 0.00 this is indicating that person-job fit (PJF), and person-organization fit (POF) have a significant and positive correlation with jobs satisfaction and similarly job satisfaction has a vital and positive correlation with person-job fit (PJF) and person-organization fit (POF) and if those independent variables will be changed then the dependent variable will also get changed.

The Pearson correlation’s values degree of relationship and the intensity as the values. Although the person-job fit (PJF) value is 0.475 which is less than 0.5 it means that PJF has a weaker correlation with person-job satisfaction and the Pearson correlation’s value of person-organization fit is 0.751 which is greater than 0.5 it means that the person-organization fit (POF) has a stronger correlation with job satisfaction of the employees.

Connection of Variables with Multiple Regressions

Table 4
Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.760 ^a	.578	.575	.39367	1.595

a; Predictors; (Constant), PJF, POF

b; Dependent variable; JS

The connection independent variables on the dependent variable and the affect to independent variables and dependent variable can be assessed through regression analysis. The researchers assess the relationship and effect of person-job fit (PJF) and person-organization fit (POJ) on job satisfaction. On the base of previous statistics and research testing, the model of regression is used, and on the base of direct and positive connections between those

factors. The prediction that independent variables are working together to describe the dependent variable can be done through the R square’s value. The R square is 0.578 or 57.8% which is representing that model is significant and can predict changes in job satisfaction by changes in person-job fit and person-organization fit.

Table 5
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.054	2	31.527	203.429	.000 ^b
	Residual	46.028	297	.155		
	Total	109.083	299			

The analysis of variance can be examined through the ANOVA, which describes the difference in independent and dependent variables for example based on changes in independent variables how much difference will occur independent variable. The F statistic is the model of fit test, which assesses the impact and relationship of the independent variables on the dependent variable. This model is fit and significant because the F statistic value is 203.429 significant which is more than 3.14 and the probability value is 0.000 which smaller than the required value of 0.05.

Regression Model Summary

Table 6
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Zero-order
1	(Constant)	.918	.169		5.423	.000	
	PJF	.140	.044	.136	3.143	.002	.475
	POF	.640	.041	.684	15.760	.000	.751

The above table describes the significance of the variable because of the t statistic and beta coefficient. The research examines the result using a 0.918 or 91.8% confidence interval and t statistic’s value that should be greater than 2 and the required probability value should be less than 0.05. The above table indicates that the person-job fit (PJF) is a good predictor of job satisfaction because it value of t is 3.143 which is greater than 2 and the value of probability is 0.002 which is less than 0.05. and this table also shows that the person-organization fit (POF) is a strong predictor of job satisfaction because its t value is 15.760 which is greater than 2 and its probability value is 0.000 which is less than

Table 7
Hypothesis Testing Based on Regression

Alternative Hypothesis	t Statistics	Significant Level	Accepted/ Rejected
H1: There is a significant connection between person-job fit and person-job fit and job satisfaction.	3.143	0.002	Accepted
H2: There is a significant connection between person-organization fit and job satisfaction	15.760	0.000	Accepted

Hypothesis # 1 is accepted because its t value is 3.143 which are more than 2 and the probability value is 0.002 which is less than 0.05, these values show that there is a significant connection between person-job fit (PJF) and job satisfaction.

Hypothesis # 2 is accepted because its t-value is 15.760 which is more than 2 and its probability value is 0.000 which is less than 0.05. These values show that there is a significant relationship between person-organization fit (POF) and job satisfaction.

CONCLUSION

The purpose of conducting this research is to evaluate the effect of person-job fit (PJF) and job-organization fit (POF) on job satisfaction within a textile firm of Pakistan. Therefore this research survey is only conducted in a textile mill, which is a dominant organization in the textile sector of Pakistan. There are several types of research conducted on this topic on the global stage, but there are few pieces of research of this topic in the Pakistan context. This is the first time that this research is supervised in a textile mill. As earlier in this research, it was examined that the person-job fit (PJF) and person-organization fit (POF), both impact job satisfaction. In this context, it describes that there is a good connection between the person-job fit (PJF) and job satisfaction. As well as there is a significant relationship between person-organization fit (POF) and job satisfaction. Both independent variables are interlinked and support each other. The result of the study indicates that the management of the organization should not comprise or ignore an individual's efforts and attributes. With reference to this survey result, we suggest that it is beneficial for the organization to do the job analysis process effectively because it sets directions and improves the job description and job specification, and organizations become aware of that what points should be added in the job position. It has been observed in this research that employees do not get job satisfaction when they are assigned a job or task which is not similar to employees' qualifications and morals, and it enhances the job dissatisfaction level of the employee. It is necessary for an organization that they must be careful and passionate during the hiring and selection process. Organizations should follow the policy of hiring the right person for the job position at the right time. Organizational managers should not be absent during the hiring process because it creates difficulties for the organization to retain employees.

A textile firm should hire employees according to their qualifications, skills, capabilities, and competencies. For a strong person-job fit, it is essential to consider these four factors to hire employees. A textile firm must make standards in the recruitment policy to evaluate the potential employees for the requirements of the job. If there is a deficiency among these factors then it will not be a strong person-job fit. All these factors are significant to judge any job position demands. It is observed that there is a stronger significant relationship between the person-organization fit (POF) and job satisfaction as compared to the person-job fit (PJF). The textile firm should understand the employees' norms, values, needs, and wants. A successful organization always cares about its employees' norms and values because it is vital to give importance to employees' norms and values which lead to an increase in job satisfaction. The textile firm should examine the true situation and actual value to plan for the employee person-organization fit. The norms and values are the factors that help the employees to work smoothly, effectively, and efficiently, and keep connected with the textile firm for a long time. Employees feel comfortable working in the textile firm if there is a good connection between the employees' norms, and values and the culture of the organization. A textile firm should care about its employees' norms and values because employees do not compromise on this, despite getting good compensation and benefits. As real concern over employees' personal life, make them comfortable and let them feel like valuable assets for the organization. It has been seen that a work-life balance structure makes employees a balance between their professional and personal life. The outcomes also suggest that employee match with the organization and bond to job performance

which links to enhance the trust in the organization.

Recommendation

There are many recommendations for further research. The findings of this study enable only that Person-Job Fit (PJF) and Person-Organization (POF) Fit have a significant connection with job satisfaction. As these two variables have a significant impact, but these variables are not enough to measure the length of job satisfaction. The two independent variables have a value of R-square 0.578 or 57.8% which indicates that the two independent variables have a good variance in job satisfaction. There are also other variables that can affect job satisfaction like managerial role, working environment, and safety measurement. There should be research on these variables to evaluate the control on job satisfaction of the employees in A Textile Mills Limited. The researchers must use mediating and moderating variables in the study to get a more significant effect. The outcomes of the study are useful for the Human Resources department to improve job performance by giving jobs as per qualification and match between employee and organization culture. The HR department may use the results of this study to create a sufficient job description and job specification for a particular job.

Direction for Future Research

This study is mainly focused on the effect person-job fit (PJF) and person-organization fit (POF) on job satisfaction. This study is based on a textile firm of Pakistan to find the job satisfaction of the employee working in the companies. For future research, it is necessary for the organization to conduct research in other sectors or companies to evaluate job satisfaction. Researchers can also take some sectors by adding some other factors that have an impact on job satisfaction. As the business of the world is now becoming global, it is a challenge for organizations to operate effectively in a diversified environment and build good relationships among employees. So, researchers should examine the impact of the diversified working environment and its subsequent on the job performance of the employees.

REFERENCES

- A. Judge, T., & Klinger, R. (2020). Job Satisfaction. *Subjective well-being in the interpersonal domain*, 393-413.
- Alfi, Haryonor, S., & Nuryakin . (2021). The Effect of Person Job Fit and Person Organization Fit on Employee Performance with Organizational Citizenship Behavior as Mediator: Study of Local Government Employees in Tojo Una-Una Regency. *Business Management Dynamics* , 17-28.
- Bakker, Arnold, B., Simon , L., & Michael, P. (2011). Key Questions Regarding Work Engagemnet . *European Journal of Work and Organizational Psychology* .
- Berahmawati, E., Sinulingga, S., & Wibowo , R. P. (2019). The Effect of Person Job Fit and Person Organization Fit of Pusat Penelitian Kelapa Sawit. *International Journal of Research & Review* , 213-221.
- Carless, S. (2005). Person–job fit versus person–organization fit as predictors of organizational attraction and job acceptance intentions: A longitudinal study. *Journal of Occupational and Organizational Psychology*, 411-429.
- Chang, H.-T., Liao, S.-C., Miao, M.-C., Huang, X.-H., & Hsu, H.-M. (2019). The effects of person-organization, person-group, person-job and person-supervisor fit on retention tendency. *Journal of Administrative and Business Studies*, 110-123.
- Chhabra, B. (2015). Person-Job fit: A mediating role of job satisfaction and organization commitment. *Indian journal of industrial relations* .
- Chuang, A., & Sackett, P. (2005). The Perceived importance of person-job fit and person-organization fit between and within interview stages. *Social Behavior and Personality*, 209-226.
- Eid, M., & J. Larsen, R. (2007). The Science of Subjective Well-Being. *THE GUILFORD PRESS*.
- Faragher, E., Cass, M., & Cooper, C. (2005). The relationship between job satisfaction and health: a meta-analysis. *Occup Environ Med*, 105-112.

- Farooquia, M. S., & Nagendra, D. A. (2014). The Impact of Person organization Fit on Job Satisfaction and Performance of the Employees. *Procedia Economics and Finance*, 122-129.
- Gazioglou, S., & Tanselb, A. (2006). Job satisfaction in Britain: individual and job related factors. *Applied Economics*, 1163-1171.
- Hair, J. (2006). Using PSL path modeling in new technology research; updated guideline . *Industrial Management & Data Systems*.
- Hasan, T., Jawaad, M., & Butt, I. (2021). The Influence of Person–Job Fit, Work–Life Balance, and Work Conditions on Organizational Commitment: Investigating the Mediation of Job Satisfaction in the Private Sector of the Emerging Market. *Sustainability*, 13.
- Hüseyin ASLAN, D. Ü. (2019). Mediating role of person-organization fit in person-job fit's effect on job satisfaction . *Journal of Economics and Administrative Sciences*, 275-284.
- Iqbal , M. T., Latif, W., & Naseer, W. (2012). The Impact of Person Job Fit on Job Satisfaction and its Subsequent Impact on Employees Performance. *Mediterranean Journal of Social Sciences* , 523-532.
- Iqbal, M. T., Latif, W., & Naseer, W. (2012). The Impact of Person Job Fit on Job Satisfaction and its Subsequent. *Mediterranean Journal of Social Sciences*, 2039-2117.
- J. Morley, M. (2017). Person-organization fit. *Journal of Managerial Psychology*, 22, 109-117.
- Jin, X., & Hahm , S. W. (2019). The Way to Improve Employees' Job Satisfaction in Korean Social Enterprises: The Moderating Effects of Person-Organization Fit, Person-Job Fit, and Person-Supervisor Fit. *International Journal of Financial Research*, 347-358.
- Kristof, A. (1996). Person-Organization Fit; An Integrative Review of Its Conceptualizations, Measurement, and Implication. *Personnel Psychology*, 1-49.
- Larsen, R., & Prizmic-Larsen, Z. (2006). Measuring emotions: Implications of a multimethod perspective. *Handbook of multimethod in psychology*, 337-351.
- Memon, M. A., Salleh, R., & Baharom, M. R. (2015). Linking Person-Job Fit, Person-Organization Fit, Employee Engagement and Turnover Intention: A Three-Step Conceptual Model. *Asian Social Science*, 313-320.
- Peng, Y., & Mao, C. (2015). The Impact of Person–Job Fit on Job Satisfaction. *Soc Indic Res*, 805–813.
- Rajper , Z. A., Ghumro, I. A., & Mangi , R. A. (2020). The impact of person job fit and person organization fit on employee job performance: A study among employees of services sector. *Abasyn Journal of Social Sciences* , 54-65.
- Robbins, S. (2006). Perilaku Organisaal, Edisi Kesepuluh. Jakarta; PT. *Indeks Kelompok Gramedia*.
- Sandvik, E., Diener, E., & Seidlitz, L. (1993). Subjective well-being: The convergence and stability of self-report and non-self-report measures. *Journal of Personality*, 317-342.
- Schneider, B. (1987). The people make the place. *Personnel Psychology*, 437-453.
- Shah, S., & Ayub , M. (2021). The Impact of Person-Job fit, Person-Organization fit on Job Satisficaton. *Journal of Entrepreneurship, Management and Innovation*, 57-76.
- Shaikh, A. U. H., Memon, A. R., Raza, A., Shaikh, H., & Gul, S.(2022). Determination the Role and Problems of Inventory Management and Supply chain Profitability: A case study of Cement companies in Sindh, Pakistan. *IBT Journal of Business Studies*, 18(1), 30-41.
- Tims, M., Derks, D., & B. Bakker, A. (2016). Job crafting and its relationships with person–job fit and meaningfulness: A three-wave study. *Journal of Vocational Behavior*, 45-53.
- Wirawan. (2009). Evaluasi Kinerja Sumber Daya Manusia Teori Aplikasi dan Penelitian. Jakarta. *Salemba Empat*.
- Yen, W. S., & Chihyung, O. (2021). Effects of person-job fit and person-organization fit on work. *Attitudes and organizational citizenship behaviors of foodservice employees in continuing care retirement communities*.

A QUANTITATIVE STUDY ON POVERTY REDUCTION AND THE DEVELOPMENT OF INCLUSIVE AND RESILIENT COMMUNITIES

Sabahat Fatima¹, Dr. Muhammad Nawaz Iqbal², and Fawad Ahmed³

Abstract

There are the poorest communities in the world, as well as multidimensional poverty, which are prevalent problems in developing countries. The study is comprehensive, with the goal of identifying sustainable community development and poverty reduction in Sindh, Pakistan areas. The study surveyed and collected data from 300 respondents in five Sindh districts. The study is based on quantitative research, which includes data collecting from five districts in Pakistan's Sindh province, as well as a description and in-depth analysis. Only three research questions have been answered, all of which are related to integrate and sustainable community development and poverty reduction. According to the research, there is a considerable positive link between development and multidimensional poverty when it comes to inclusive and sustainable coproduction. The relevance of developing livelihoods for community development and poverty reduction is also highlighted in the research. The findings lead to a number of recommendations for successful and efficient poverty reduction and community development policies.

Keywords: Multidimensional Poverty, Sustainable Community Development, Poverty Reduction

INTRODUCTION

Poverty is a social and economic disaster that looks to be spreading across practically all economies (Bugra, 2007). Poverty has governed society for a long time, and it now has numerous facets, according to modern occurrences. Poverty alleviation remains a difficult undertaking, despite numerous approaches. Almost every country faces difficulties (Piven & Cloward, 2012). However, because society is critical to tackling these difficulties, this difficulty can be solved through sustainable and inclusive community development. The scarcity of monetary and non-monetary resources required for individual and family survival was a typical occurrence in ancient times (Bugra, 2007). This, however, has altered in recent years. It is now defined as the disintegration of economic and social links in order to maintain economic and social relations that are stable. Income and Cost of Living Poverty is described as a person's inability to meet a basic need for survival (Alkire & Santos, 2010). Poverty cannot be measured just on the basis of income or expenditure. Learn to walk in the footsteps of the underprivileged. Poverty, according to Alkire and Santos (2010), is a multifaceted effect based on three core indicators: education, health, and living standards. For the remaining ten, Alkire and Santos (2010) found different poverty indicators. Pakistan, on the other hand, has been granted 15 indications by the rest of the globe. Society is a universal concept with no defined definition or norm. It is based on a set of criteria. Security reasons for the same or distinct actors, tribes, and ethnic groups residing in the same area with some shared members. The population or dimensions of the local area have not been modified or described (Alkire & Eli, 2010). A community can be defined as a local demographic group that can gather in a centre to share resources. Schools, houses of worship, businesses or stores, and medical or legal institutions are all strategic institutions. Of Population, geography, and economy can all be used to define a community's boundaries.

Community development is Community Sovereignty and Improvement Empowerment, and a community is a common area and local society (Altieri et al., 2012). Criteria for presenting future models of economic and

¹Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: ssaba062@gmail.com

²Assistant Professor, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: nawaziqbal@hotmail.com

³Lecturer, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: Fawad.ahmed@ssuet.edu.pk

social progress with key objectives are part of the notion of sustainable development, protection of the natural environment and human well-being. Given the current state of the economy, environmental and natural resource reduction targets, as well as sustainable development goals, are all being pursued for optimal utilization of resources to maximize people's happiness (Altieri et al., 2012).

Problem Identification

Community development is the most effective strategy to eradicate or reduce multidimensional poverty, and it can be accomplished by combining several development projects under one roof (Alkire & Santos, 2010). The first step toward development is to provide livelihoods for community members, and sustainability can only be realized through community members' engagement as beneficiaries (Alkire & Santos, 2010).

Sindh is Pakistan's second-largest province, with a population of 47.89 million people (figure 1). Sindh has a rural population of about 48% (Kalwar et al., 2018). Sindh is the country's second-largest economy, yet the provincial poverty rate is very high. According to the Pakistan National MPI statistics for 2014-15, Foster projected that 43.1 percent of the population was classified as poor in multidimensional terms, with 53.5 percent poverty intensity. The findings revealed that multidimensional poverty accounted for 75.5 percent of the rural population, with the level of poverty varying of rural poverty was 54.9% (Kalwar et al., 2018).

Research Question

Studies have put forward the different problems of guidance and guidance research as follows:

1. Can poverty be reduced by Social capital?
2. Whether the livelihood creation is the basic requirement for community development and poverty reduction?
3. Does sustainable development have to be used for community development and poverty reduction?

Research Hypotheses

Sustainable development has a significant impact on poverty reduction. A total of three hypotheses are defined for the study:

- The social capital of the communities has a significant effect on poverty reduction.
- The inclusive development of the communities has significant effect on poverty reduction.
- The livelihood creation in the community has a significant impact on poverty reduction.

LITERATURE REVIEW

Social capital is important because it may result in financial gains and, if disregarded, financial losses. Social capital should also be valued since it may be leveraged to create socio-emotional commodities that improve a nation's socio-emotional well-being (Robison et al, 2002). Socio-emotional products can occasionally be ingrained in physical items. When this happens, the object's significance and worth are altered. The object's attachment value is the modification in value brought about by embedded socio-emotional goods. Torjman and Reid (2003) developed the "synthetic community Initiative," which is a strategic community-based strategy to overcoming communal challenges. It focuses primarily on unemployment and poverty. The strategy looks into local solutions as well as the roles of various areas and states in neediness decrease and local area advancement. Government, social administrations, business, work, educational institutions, and anti-poverty organizations are examples of different sectors (Asadi et al., 2008). A coalition of these sectors aids in the identification of resources, education, and information dissemination to stakeholders. These departments can work together to alleviate poverty (Awan, 2013). These departments serve as intermediaries between various stakeholders, and they are able to explore and implement disparate but related poverty-reduction measures.

There are two reasons to emphasize the links between social capital and poverty. The importance of social capital in reducing poverty is first brought up by the fact that it is a valuable resource that, when managed well, may be used to do so. We feel that certain development efforts have not been as effective as they could have been because they have overlooked the importance of social capital. Of course, we are aware that more sources of funding are required to combat poverty. The productivity of physical, financial, human, and natural forms of capital, however, depends on social capital, as we've learned over the past few decades.

Guzman and Auspos (2006) suggested two unique but interrelated ideas of development, which they discussed through establishing the relationship between economic development, housing improvement, crime reduction or elimination, and social capital development, among other things. It describes how the consequences of both and community development are intertwined. Assume "community" as a concept in the theory, and "community-based organizations" can be influenced by local economic operations. Service can be improved with the support of economic operations, capital, and local items (Arcand & Fafchamps, 2012). Housing in the area should be given ownership of locally accessible resources, and ties with the local community and regional economy should be formed. Strengthening local operations, as well as some governments, can help achieve the goal of eliminating poverty and unemployment (Arcand & Fafchamps, 2012).

Policy can be a roadblock to reaching a goal's goal. What can we say; the number of community members and organizations is modest, but it can assist governments in combating poverty and injustice (Arcand & Fafchamps, 2012). Despite these limitations, a community-based economic development method has the potential to strengthen communities. Local firms can also help with infrastructural development, educational and vocational training institution strengthening, and leadership development. According to Infanti and Toye (2004), if the national economy overlooks communities on occasion, a vicious spiral of economic and social difficulties might develop inside communities, resulting in a situation of falling investment and human resources. Rather than contributing to the development of the country, such marginalized populations constitute a financial burden since they result in unemployment, company failure, family stress, crime, ill health, disease, and weeks of housing. Community development necessitates the development of social infrastructure as well as the construction and strengthening of local institutions (Iqbal & Khan, 2020). Communities should also be empowered and resilient by: providing a variety of skills and collaborating with people of the community. Building trust is essential for avoiding animosity, reducing poverty, and strengthening the local social advantage community. As well as building networks among the poor to boost their capacity, social programs should be structured to develop stronger social capital from the community (Iqbal & Khan, 2020). The idea of social capital is predicated on the knowledge that both informal and formal organizations emerge in response to particular human needs. Some networks allow for a variety of participants and are diverse (Øyen, 2002).

Some networks are homogenous and only admit members who share their characteristics. Here, at least two inquiries are pertinent:

- Do those in poverty have the same networks as those in wealth?
- Are others who are less fortunate permitted access to their networks?

Several studies have shown that those who are impoverished do not create or engage in the same kind of groups as those who are not poor. Political poverty, which is so intricately linked to other types of poverty, is a result of their lack of engagement in political and civic life (Øyen, 2002). The time restriction brought on by poverty lowers involvement in networks built around non-profit endeavors. Instead, it is frequently seen that networks of the impoverished are connected to survival tactics. In the sense that borrowing and lending products and services are linked in a symmetrical pattern of mutual expectations, these networks may be founded on bartering and the exchange of confidence (Øyen, 2002). All society is stratified, albeit to varying degrees. The primary objective of differentiation and stratification is to exclude others from a state or organization while

defining some individuals or groups as members (Øyen, 2002). Typically, the minority enjoys the perks and rights that belong to the strata/organization of which they are members while the majority is kept out. Poor people are historically and by definition at the bottom of such hierarchical systems. Unemployment is yet another aspect of poverty. It's possible that symbolic inclusion and exclusion are just as effective (Øyen, 2002).

The term and concept have gained popularity more recently thanks to the work of several scholars, including Bourdieu, Coleman, Fukuyama, Narayan, Portes, Narayan and Pritchett, Putnam, and Woolcock. Many social scientists were aware of the idea before these researchers even published about it, even if they may have termed it something else. Many people think of social capital as being like old wine in a new bottle or an old idea with a new name. The difference now is that many social scientists and problem solvers are aware of and conversing about their shared interest in social capital. We see social capital as capital because it satisfies the criteria that are often associated with capital. We may ask a friend for a favor and yet keep our connection, demonstrating the capacity of social capital to supply services while maintaining its identity. The social capital's services are different (sympathetic feelings of friends are distinct from the favors they may provide) (Robison et al., 2002). Social capital lasts over time (we can have friends for long periods of time and sometimes for life). The majority of people view the potential benefits of social capital as desirable (we value the affirmation and care that friends share and will fully expend money to sustain them). Social capital may change (we find the services of friends valuable in a variety of settings) (Robison et al., 2002).

The look at it is primarily based totally on a version with 5 variables in total. The poverty is taken as a dependent variable. Independent variables of version encompass inclusive improvement, livelihood creation, and sustainable development. Social capital is taken as a mediator.

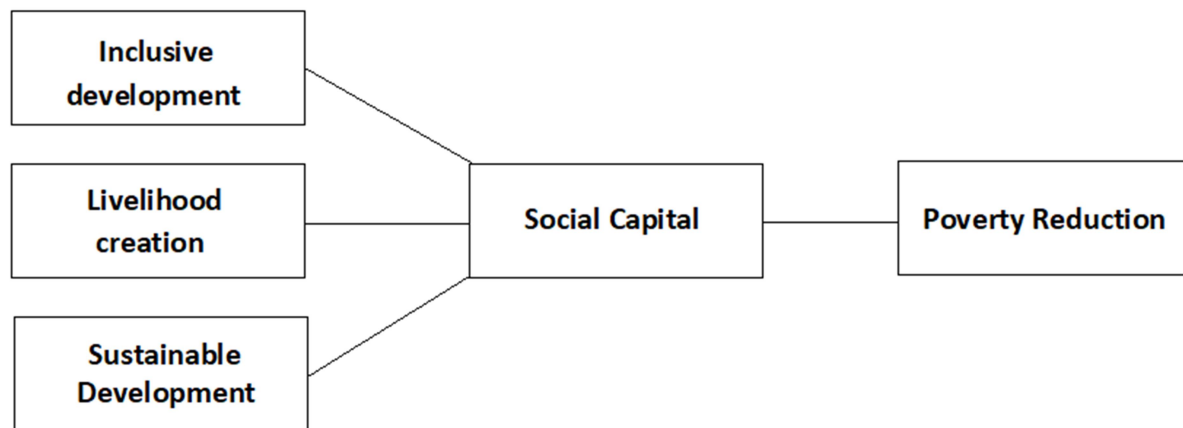


Figure 1: Conceptual framework

METHODOLOGY

The research study is quantitative as well as empirical. A survey was done in Sindh's five districts, and it consisted of Likert scale questions as well as four demographic questions. The crew of experienced enumerators did 300 surveys in total. While the tool was being tested, the data collectors were given thorough tool training. For data analysis and the application of various tests, the statistics software for social sciences (SPSS) is employed. The data's reliability and validity were also verified and debated, including a pilot test involving 50 participants. The validity of the data was determined in this study by creating a hypothesis test questionnaire to analyze the association between dependent and independent variables.

Experts from various development organizations and university personalities verified the questionnaire previously, and it was also utilized to validate data. Cronbach's alpha was used to determine the data's reliability,

with a value between zero (0) and one (1) indicating that if the value approaches one (1), the tools and data are more dependable. In this research, Cronbach alpha was calculated in the database of the 300 respondents shown in table 1 showing .871 or 87.1% reliability. Typically, 0.70 is considered received.

Table 1
Reliability statistics

Constructs	Cronbach's Alpha	Cronbach's Alpha on standardized item	No of items	Mean	S.D
Inc. Develop	0.64	0.64	5	3.71	0.75
Live.hd creation	0.71	0.71	5	3.83	0.81
Sust. Develop	0.67	0.67	5	3.64	0.72
Social Capital	0.62	0.62	5	3.79	0.79
Poverty reduct	0.72	0.72	5	3.88	0.73

The highest reliability shown in the above table 5 is poverty reduction ($\alpha = 0.72$, Mean= 3.88, SD= 0.73) while the lowest reliability is shown for social capital ($\alpha = 0.62$, Mean= 3.79, SD= 0.79). For all the other constructs, the reliability is greater than 0.6 which is the acceptable and explained that all the items have a reliability and reasonable internal consistency

Table 2
Descriptive statistics

Construct	ID	LC	SD	SC	PR
Mean	3.71	3.83	3.64	3.79	3.88
Maximum	5.00	5.00	5.00	5.00	5.00
Minimum	1.23	1.00	1.55	1.52	1.00
Std Deviation	0.75	0.81	0.72	0.79	0.73
Variance	0.57	0.64	0.57	0.58	0.58
Skewness	-0.47	-0.92	-0.43	-0.21	-0.87
Kurtosis	-0.03	-0.92	-0.23	-0.27	0.76

In Table 2, social capital (Mean= 3.79, SD= 0.79) has the lowest skewness (-0.21), and livelihood creation (Mean = 3.83, SD=0.81) has the highest skewness (-0.92). For three items, the kurtosis shown positive while the other three items have a negative kurtosis, the highest kurtosis is for livelihood creation (Mean = 3.83, SD=0.81) is 0.92 and the lowest kurtosis is for inclusive development which is (Mean=3.71, SD= 0.75) is -0.03

Table 3
Discriminant Validity

	ID	LC	SD	SC	PR
Inc. Development	0.73				
Live.hd creation	0.02	0.77			
Sust. Develop	0.07	0.09	0.65		
Social Capital	0.05	0.02	0.07	0.62	
Poverty reduction	0.04	0.81	0.29	0.02	0.73

Discriminant validity refers to the extent to which a test is not related to other tests that measure different constructs. Here, a construct is a behavior, attitude, or concept, particularly one that is not directly observable.

The expectation is that two tests that reflect different constructs should not be highly related to each other. If they are, then you cannot say with certainty that they are not measuring the same construct. Thus, discriminant validity is an indication of the extent of the difference between constructs (Westen, & Rosenthal, 2003).

CONCLUSION

The networks, standards, and trust that exist both inside and across communities are referred to as social capital. By giving people and communities access to resources, knowledge, and opportunities that they may not otherwise have, it can play a crucial part in sustainable development and the alleviation of poverty. Social networks may give people access to information about employment prospects, medical services, and educational resources that they might not otherwise have. Individuals may benefit from this by developing their skills and knowledge, which will help them obtain better work and enhance their financial status. Communities can work together with the use of social capital to solve shared issues like access to sanitary facilities or clean water. Communities may find long-lasting solutions to these issues by cooperating and combining their resources and expertise.

Between people and communities, social capital may foster trust and collaboration. This is particularly crucial in poorer nations where institutional trust is frequently low. Communities may work together to address shared issues and come up with lasting solutions through fostering trust and collaboration. Via impromptu lending and saving clubs, social networks may give people and communities access to finance. These organizations may be able to offer access to credit and savings options that are not offered by conventional financial institutions.

In general, social capital may play a significant role in sustainable development and poverty reduction by giving people and communities' access to opportunities, resources, and knowledge that they might not otherwise have. Communities may work together to develop long-lasting solutions to shared challenges and gradually improve their economic condition by establishing solid social networks and partnerships.

REFERENCES

- Alkire, S., & Eli, K. (2010). 'Multidimensional poverty in developing countries: a measure using existing international data', *mimeo*, Oxford Poverty and Human Development Initiative, Oxford Department of International Development, University of Oxford.
- Alkire, S., & Santos, M. E. (2010). Acute multidimensional poverty: A new index for developing countries.
- Altieri, M. A., Funes-Monzote, F. R., & Petersen, P. (2012). Agroecologically efficient agricultural systems for smallholder farmers: contributions to food sovereignty. *Agronomy for sustainable development*, 32(1), 1-13.
- Arcand, J. L., & Fafchamps, M. (2012). Matching in community-based organizations. *Journal of Development Economics*, 98(2), 203-219.
- Asadi, A., Akbari, M., Fami, H. S., Irvani, H., Rostami, F., & Sadati, A. (2008). Poverty alleviation and sustainable development: the role of social capital. *Journal of Social Sciences*, 4(3), 202-215.
- Awan, A. G. (2013). Relationship between environment and sustainable economic development: A theoretical approach to environmental problems. *International Journal of Asian Social Science*, 3(3), 741-761.
- Bugra, A. (2007). Poverty and citizenship: An overview of the social-policy environment in republican Turkey. *International Journal of Middle East Studies*, 39(1), 33-52.
- Guzmán, H.C. and Auspos, P., (2006), Community economic development and community change," in K. Fulbright-Anderson, & P. Auspos, Eds. *Community Change: Theories, Practice, and Evidence*, pp. 195-265, 2006. Aspen Institute.
- Iqbal, A., & Khan, A. A. (2020). Inclusive and sustainable community development and poverty reduction: An empirical study of Sindh, Pakistan. In *IOP Conference Series: Earth and Environmental Science* (Vol. 511, No. 1, p. 012005). IOP Publishing.
- Kalwar, S., Dali, M. M., & Hassan, N. (2018). Development Framework for Agro-Based Industries in Secondary Cities of Sindh Province, Pakistan: SWOT Analysis of Ten-Year Perspective and Medium-Term

- Development Framework Plans. *Sustainability*, 10(4), 1197.
- Øyen, E. (2002). Social capital formation: A poverty reducing strategy?
- Piven, F. F., & Cloward, R. (2012). *Regulating the poor: The functions of public welfare*. Vintage.
- Robison, L. J., Siles, M. E., & Schmid, A. A. (2002). *Social capital and poverty reduction: Toward a mature paradigm* (No. 1091-2016-87428).
- Torjman, S., & Leviten-Reid, E. (2003). Comprehensive community initiatives.
- Toye, M. and Infanti, J. (2004), Social Inclusion and Community Economic Development (British Columbia, Canada: The Canadian CED Network)
- Westen, D., & Rosenthal, R. (2003). Quantifying construct validity: two simple measures. *Journal of personality and social psychology*, 84(3), 608.

FACTOR IMPACTS CUSTOMER SATISFACTION IN THE CONTEXT OF ONLINE SHOPPING IN PAKISTAN: A QUANTITATIVE STUDY

Eisha Iqbal Khan¹, Maria Atiq², Maaz Raza³, Dawood Ahmed Sheikh⁴, and Abdul Saboor⁵

Abstract

The rapid growth of online shopping platforms has transformed the way customers order and receive their goods. As competition intensifies in this industry, it becomes crucial for service providers to understand the factors that influence customer satisfaction. This research paper aims to examine the effects of information quality, system quality, and service quality on customer satisfaction in the context of online shopping. Drawing upon a comprehensive literature review, a conceptual framework is proposed to establish the relationships between the independent variables (IVs) the product quality, application safety, delivery guarantee, offers and the dependent variable (DV) of customer satisfaction. To empirically test the proposed framework, a survey methodology is employed to collect data from a sample of online shopping users. The data is then analyzed using appropriate statistical techniques. The findings of this research contribute to the existing body of knowledge by shedding light on the key drivers of customer satisfaction in the online shopping industry. The outcomes can assist service providers in enhancing their platforms and services to meet customer expectations and improve overall satisfaction levels.

Keywords: Online Shopping, Customer Satisfaction, Product Quality, Application Safety, Delivery Guarantee, Offers

INTRODUCTION

According to the customer product relativity theory, the relationship between the consumer and the product influences how valuable the customer is to the product. The importance of the customer has always been a major concern for companies (Iqbal et al., 2022). The background of the study focuses on the increasing popularity of online shopping among the Pakistani youth due to easy access to the internet and the convenience it offers. It highlights how online shopping provides customers with the ability to explore products and services, view images and details, and make purchases in real time. The younger generation is inclined towards online browsing and considers online shopping as a useful way to purchase products. The study aims to analyze the factors that contribute to customer satisfaction and retention in the context of online shopping in Pakistan. Customers boost the goodwill and future profitability of socially aware businesses, strengthening their brand value (Iqbal, 2022). Marketing intelligence has been employed as a crucial tool for designing promotions over the past couple of years to determine client response and interest (Kashif & Iqbal, 2022).

This study statement addresses the concerns and doubts that Pakistani customers, especially the youth, have regarding online shopping. It mentions the following issues:

1. Reliability of information advertised on online websites.
2. Safety measures and systems for transaction security.
3. Protection of personal information from hacking.

¹ Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: eishaiqbalkhan@gmail.com

² Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: m.atiqleo16@gmail.com

³ Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: razakhanmaaz@gmail.com

⁴ Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: sheikhdawood547@gmail.com

⁵ Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: saboorabdul0447@gmail.com

4. Guarantee of intact delivery of ordered products.

Research Objective

The research objective of the study is to identify and understand the essential elements and perceived expectations of online customers, specifically the Pakistani youth. By fulfilling these expectations, the study aims to improve customer satisfaction and generalize the findings to benefit customers of all ages in Pakistan.

Research Questions

The research questions that arise from the problem statement are as follows:

1. How reliable is the information advertised through online websites?
2. How well are the systems and safety measures for online transactions?
3. What assurances can be provided to protect personal information from hacking?
4. What guarantees can be offered for the intact delivery of ordered products?

Significance of the Study

The study's significance lies in addressing the concerns and fears of Pakistani customers, particularly the youth, regarding online shopping. By analyzing and understanding the factors influencing customer satisfaction, the study aims to contribute to the improvement of online shopping experiences in Pakistan. The findings can be applied to enhance customer satisfaction for online shoppers of all ages in the country.

The transformational effect of the China-Pakistan Economic Corridor (CPEC), which fosters a favorable environment for e-commerce expansion and improves cross-border trade prospects, further amplifies the increase of online consumer satisfaction in Pakistan (Saleem & Iqbal, 2022).

LITERATURE REVIEW

Online shopping has revolutionized the retail industry, and understanding the factors that influence customer satisfaction is crucial for businesses (Li & Guo, 2019). This literature review explores the impact of independent variables, namely product quality (Lee & Kwon, 2017), application safety (Lee & Turban, 2018), delivery guarantee (Yadav & Rahman, 2020), and offers (Zhang et al., 2020), on the dependent variable of customer satisfaction in online shopping. By treating every consumer differently, businesses may boost their synergy (Iqbal, 2023). Digitalization and current technology adoption can improve customer accessibility and boost sales of the products (Iqbal, 2023). Online Shopping not only save the time but also the environment such as keeping environmental sustainability from plastic bags (Fareed & Iqbal, 2022). Thanks to these online platforms, users may now share their online travel observations with a larger and wider audience than ever before (Rizvi et al., 2022).

Product Quality, Application Safety, Delivery Guarantee, and Offers: The independent variables of product quality, application safety, delivery guarantee, and offers significantly influence customer satisfaction in online shopping (Chatterjee, 2018). These variables play distinct roles in shaping customers' perceptions and overall satisfaction levels. Successful online retailers must prioritize product quality, application safety, delivery guarantee, and attractive offers to ensure customer satisfaction (Zhang & Zhang, 2021). By effectively managing these independent variables, businesses can foster customer loyalty and thrive in the competitive online marketplace.

The Composite Based Analysis of the Structured Model

A partial least squares (PLS) confirmatory composite analysis was used to assess the validity and reliability of the

measures and to evaluate the quality of this structured model. The PLS algorithm shed light on the results of standardized loadings. It confirmed that the constructions were reliable. Alpha, Rho, and composite reliability values were higher than the recommended threshold of 0.7. The findings also reported the convergent validity of the constructs. The average variance extracted (AVE) values were well above the 0.5 benchmark. In addition, the results indicated appropriate discriminant validity values. The square root value of AVE was greater than the correlation values among the other variables in the same columns. The findings confirmed that there were no collinearity issues in this proposed research model as the variance inflation factors (VIFs) did not exceed PLS illustrated the model’s coefficients of determination. A bootstrapping procedure reported the statistical significance of the hypothesized relationships. It reaffirmed the relevance of the path coefficients that were present in this model.

Hypotheses

The level of product quality, application safety, delivery guarantee and offers positively influences customer satisfaction and their intention to participate in online shopping. Positive Relationship Hypothesis Explanation: The hypothesis posits that there is a positive relationship between the IV product quality, application safety, delivery guarantee and offers influencing customer satisfaction in online shopping. These IV refers to the extent to which customers have more satisfaction in doing shopping online on various platforms. Intention to this research is to know that how these factors are influencing customer satisfaction in online shopping.

- *H1: Product Quality has positive and insignificant relation with customer satisfaction.*
- *H2: Application Safety has positive and insignificant relation with customer satisfaction*
- *H3: Delivery guarantee has positive and significant relation with customer satisfaction.*
- *H4: Offers has positive and significant relation with customer satisfaction*
-



Figure 1: Conceptual Framework

Technology Acceptance Model (TAM)

According to Davis (1989), the Technology Acceptance Model places an emphasis on the significance of perceived usefulness and ease of use in determining user satisfaction. Customers' perceptions of usefulness and ease of use are influenced by factors such as website design, navigation ease, security features, and payment

options in the context of online shopping (Lee & Turban, 2018). Customers are more satisfied when they have positive perceptions of these factors.

Applying Social Change Theory

According to the Social Exchange Theory (Blau, 1964), individuals engage in a reciprocal relationship in which they anticipate receiving benefits and rewards for their efforts or investments. Customers expect discounts, individualized offers, dependable delivery, and responsive customer service when they shop online (Zhang et al., 2020). Customers have a positive experience when these expectations are met, which increases their level of satisfaction.

Empirical Study

According to the conceptual framework, the purpose of this empirical study is to investigate the factors that influence customer satisfaction when shopping online. In the context of online shopping, the aim of the study is to provide empirical evidence and insight into the relationship between the dependent variable (customer satisfaction) and the independent variables (product quality, application safety, delivery guarantee, offers).

METHODOLOGY

Research Purpose

The research purpose for studying this research was to analyze the impact of online customer satisfaction through the product quality, application safety, delivery guarantee, and the offers through online shopping.

Research Approach

The research approach refers to the general strategy or method used to conduct the study. It could be quantitative, qualitative or a combination of both. In the case of online customer satisfaction, a mixed-methods approach may be appropriate by combining surveys or questionnaires with interviews or focus groups to gather comprehensive data.

Research Design

For this research, we collected 120 samples through a questionnaire from those who are performing online shopping in Karachi, especially the youth. SPSS was used to analyse the collected data. Factor analysis, ANOVA and regression analyses were carried out to conclude.

Sampling Technique

The sampling technique determines how participants or units are selected from the target population. Common sampling techniques include random sampling, stratified sampling, convenience sampling, or purposive sampling. The choice of sampling technique for customer satisfaction in online delivery research will depend on the specific research objectives and the population being studied. The sampling technique for this research is purposive sampling.

Target Audience

The target audience or population in the context of customer satisfaction in online shopping research would typically be consumers who use online shopping platforms, such as customers who do shopping from various online platforms through mobile apps or websites.

Sample Size

The sample size refers to the number of participants or units included in the study. Determining an appropriate sample size depends on factors such as the research design, desired level of precision and statistical analysis techniques. For online shopping customer satisfaction, a larger sample size may be preferred to ensure sufficient representation of different customer segments and to achieve more robust results.

Statistical Technique

The research objectives and the type of data collected influence the selection of statistical techniques. Descriptive statistics, correlation analysis, regression analysis, factor analysis, and cluster analysis are all common statistical techniques for analyzing data from online shopping. These procedures can assist with distinguishing designs, connections, furthermore, relationships inside the information.

Questionnaire and Measurement Instruments

We have made a Google questionnaire on our concept model i.e., customer satisfaction in online shopping. On the whole, 87 surveys were collected-those performing online shopping were only considered for our study and the related analysis. SPSS and PLS-SEM were used to analyze the collected data.

Ethical Consideration

Ethical considerations were taken into consideration when conducting research on customer satisfaction in online shopping. These include obtaining participants' informed consent, maintaining anonymity and confidentiality, and adhering to ethical data collection and analysis guidelines. Addressing any potential biases, resolving conflicts of interest, or ensuring the privacy and security of personal information are all examples of ethical considerations. It is essential to keep in mind that the particulars of each of these components will vary based on the research study's objectives. A general framework for conducting research on customer satisfaction in online shopping is provided by the outlined components.

RESULTS & DISCUSSION**Demographics**

We took a sample of 87 people. In our questionnaire we have 5 questions related to demographics. The statistics of our samples is shown in the chart below:

Table 1
Statistics

		Gender	Age	Working_Status	Frequency	Factor
N	Valid	87	87	87	87	87
	Missing	0	0	0	0	0

The frequencies of our results are calculated through descriptive analysis. The result of our descriptive analysis test is shown in table below:

Table 2
Descriptive Analysis

Characteristics		Frequency	%
Gender	Male	52	59.8
	Female	35	40.2
Age	Less than 20	7	8
	20-30	56	64.4
	30-40	15	17.2
	Above 40	9	10.3
Working status	Working	39	44.8
	Studying	48	55.2
Frequency of online shopping	Daily	4	4.6
	Weekly	4	4.6
	Monthly	19	21.8
	Occasionally	44	50.6
	Rarely	16	18.4
Most important factor in online shopping	Convenience	53	60.9
	Attractive website design	34	39.1

Reliability and Validity

To measure the reliability of items presented in a variable we should check whether value of Cronbach alpha is greater than 0.7 or not. If it is equal or greater than 0.7 those items are reliable. The reliability analysis chart of our variables is given below:

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AS	0.862	0.867	0.901	0.648
DG	0.887	0.895	0.918	0.691
DV	0.903	0.905	0.928	0.720
O	0.806	0.819	0.866	0.566
PQ	0.854	0.857	0.895	0.631

Figure 2: Reliability Analysis

However, we also performed our reliability analysis test on SPSS therefore we get reliability of our all variables. The result of that test is shown in the tables below:

Table 3
Reliability Statistics

Cronbach's Alpha	N of Items
.922	5

Table 4
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product quality	9.9517	11.580	.727	.921
Application_safety	9.2805	9.952	.788	.907
Delivery_guarantee	9.4966	9.743	.855	.893
Offers	9.3793	9.929	.848	.895
Dependent_variable	9.4966	9.367	.808	.905

Here the value of Cronbach alpha is 0.922 which means our overall data is highly reliable.

Factor Analysis

To determine the adequacy of the sample, Kaiser-Meyer-Olkin KMO was used and to check the significance of the sample Bartlett test was performed. The results of both the tests are represented in the table below:

Table 5
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Adequacy	Measure of Sampling	.899
	Approx. Chi-Square	1625.037
Bartlett's Test of Sphericity	df	300
	Sig.	<.001

Since our KMO is above 0.7 therefore our sample is adequate, and our Bartlett test's result is less than 0.001 which means it is highly significant. The factor loadings were reported in Rotated component matrix table. At initial stage our factors were not loaded in relevant construct as shown in figure below:

Table 6
Rotated Component Matrixa

	Component				
	1	2	3	4	5
PQ1		.700			
PQ2		.696			
PQ3		.548			
PQ4		.618		.576	
PQ5		.676			
AS1					.770
AS2					.749
AS3			.667		
AS4			.557		
AS5			.719		
DG1			.644		
DG2			.641		
DG3			.508	.566	

DG4	.599		
DG5		.561	
O1			.619
O2	.540		
O3			.677
O4		.597	
O5		.573	
DV1	.599	.567	
DV2	.852		
DV3	.637		
DV4	.691		
DV5	.704		

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 7 iterations.

However, after deletion of PQ3, PQ4, AS1, AS2, AS3, AS5, DG1, DG3, DG4, O2, O4, O5 and DV1 our every variable loaded in its relevant construct as shown in figure below:

Table 7
 Rotated Component Matrixa

	Component				
	1	2	3	4	5
PQ1		.812			
PQ2		.644			
PQ5		.775			
AS4					.862
DG1			.868		
DG2			.567		
DG5			.620		
O1				.738	
O3				.769	
DV2	.817				
DV3	.640				
DV4	.802				
DV5	.784				

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 6 iterations.

We also performed cross loading test at PLS-SEM in which our every factor was highly loaded in its own construct as shown on figure below:

	AS	DG	DV	O	PQ
AS1	0.786	0.516	0.521	0.598	0.466
AS2	0.847	0.612	0.598	0.587	0.502
AS3	0.865	0.718	0.553	0.587	0.568
AS4	0.686	0.533	0.501	0.555	0.575
AS5	0.829	0.729	0.548	0.569	0.520
DG1	0.595	0.737	0.548	0.534	0.412
DG2	0.662	0.860	0.621	0.659	0.550
DG3	0.674	0.846	0.633	0.704	0.588
DG4	0.614	0.849	0.724	0.652	0.578
DG5	0.679	0.857	0.705	0.710	0.629
DV1	0.576	0.641	0.818	0.706	0.631
DV2	0.451	0.593	0.851	0.575	0.518
DV3	0.668	0.740	0.873	0.698	0.590
DV4	0.563	0.660	0.849	0.650	0.498
DV5	0.593	0.674	0.851	0.665	0.488
O1	0.492	0.548	0.424	0.647	0.416
O2	0.617	0.681	0.684	0.804	0.531
O3	0.549	0.644	0.581	0.803	0.608
O4	0.491	0.598	0.605	0.802	0.648

Figure 3

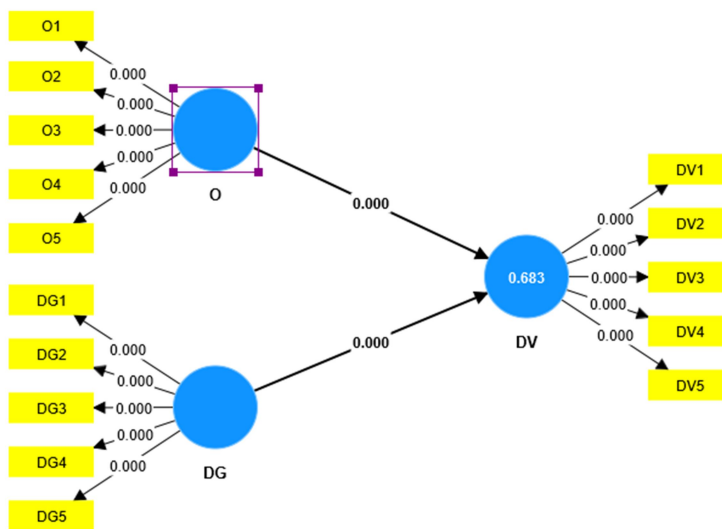


Figure 4

Since we get significant relation in only two variables therefore application safety and product quality were deleted from conceptual model. The beta values and p values are shown in figure below:

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
DG -> DV	0.444	0.448	0.123	3.621	0.000
O -> DV	0.430	0.432	0.117	3.672	0.000

Figure 5

The result of same test through SPSS is shown in table below:

Table 8a
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.120	.215		-.556	.580
	Delivery_gurantee	.436	.130	.391	3.347	.001
	OFFERS	.385	.131	.334	2.934	.004
	Aplication_safety	.046	.116	.042	.398	.692
	Product_quality	.197	.136	.133	1.453	.150

a. Dependent Variable: Dependent_variable

But as we can see there is in significant relation between application safety and customer satisfaction same goes for product quality therefore new table will be:

Table 8b
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.006	.200		.029	.977
	Delivery_gurantee	.500	.115	.448	4.362	<.001
	OFFERS	.474	.118	.412	4.013	<.001

a. Dependent Variable: Dependent_variable

Thus, the equation of linear regression will be:

$$C.S = 0.006 + 0.500 DG + 0.474 O$$

Interpretation

- The result showed that both hypotheses were supported.
- The first hypothesis regarding the application safety information on customer satisfaction in online shopping shows the insignificant, but a positive relationship (P < 0.001, β = 0.46).
- The 2nd hypothesis regarding the product quality on customer satisfaction in online shopping shows the insignificant, but a positive relationship (P = 0.002, β = 0.197).

- If delivery guarantee is increase by 1% then customer satisfaction will be increased by 50.0%
- If offers is increase by 1% then customer satisfaction will be increased by 47.4%

CONCLUSION

Based on the findings, it can be concluded that online shoppers in Pakistan preferred Daraz for their online shopping needs. Factors such as product quality, application safety, delivery guarantee, and offers directly influenced customer satisfaction. The respondents felt that online shopping offered convenience, reliability, and competitive prices, surpassing traditional shopping experiences. Overall, the Quality Safety Assurance (QSA) Model highlights the importance of focusing on product quality, application safety, delivery guarantee, and best-buy offers to enhance customer satisfaction.

Recommendations

To improve online customer satisfaction in Pakistan, the following recommendations are suggested:

1. Provide a wide variety of products online without compromising product quality.
2. Ensure a highly reliable and user-friendly application for repeated customer visits.
3. Implement effective Customer Relationship Management (CRM) with prompt responses to customer inquiries and feedback.
4. Ensure delivery quality in terms of packaging and timely delivery.
5. Enhance application safety by maintaining utmost secrecy and secure payment gateways.
6. Regularly update and provide attractive offers to meet the expectations of Pakistani youth.

For future improvement, it is recommended to:

1. Conduct regular market research to stay updated with customer preferences and demands.
2. Incorporate emerging technologies to enhance the online shopping experience.
3. Focus on personalized marketing strategies based on customer preferences and behavior.
4. Collaborate with local businesses to expand the range of products and services available online.

Limitations

The study has certain limitations that should be considered:

1. The findings are based on the perceptions of a specific group of respondents and may not be generalized to the entire population.
2. The study does not consider the influence of external factors such as cultural or socioeconomic aspects on online shopping preferences.
3. The research is limited to the specific time period and may not account for potential changes in consumer behavior over time.

Delimitations

The study focused on online shoppers in Pakistan and their preferences for specific online platforms. It did not consider offline shopping experiences or preferences in other countries. The findings are limited to the factors identified in the QSA model and do not encompass all possible factors influencing customer satisfaction in online shopping.

REFERENCES

- Al Karim, R. (2013). Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions. *IOSR Journal of Business and Management*, 11(6), 13-20, retrieved from

- <http://www.iosrjournals.org/iosrjbm/papers/Vol11-issue6/B01161320.pdf>
- Alam, S.S. & Yasin, N.M. (2010). An Investigation into the Antecedents of Customer Satisfaction of Online Shopping. *Journal of Marketing Development and Competitiveness*, 5(1), 71-78, retrieved from <http://m.www.nabusinesspress.com/JMDC/AlamWeb.pdf>
- AlGhamdi, R., Nguyen, A., Nguyen, J. & Drew, S. (2012). Factors influencing e-commerce adoption by retailers in Saudi Arabia: A quantitative analysis. *International Journal of Electronic Commerce Studies*, 3(1), 83-100, available at <https://arxiv.org/abs/1211.2799>
- Constantinides, E. (2004). Influencing the Online Consumer's Behavior: The Web Experience. *Internet research*, 14(2), 111-126. doi:<https://doi.org/10.1108/10662240410530835>
- Eid, M. I. (2011). Determinants of E-Commerce Customer Satisfaction, Trust, and Loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 12(1), 78-93, retrieved from http://www.jecr.org/sites/default/files/12_1_p05.pdf
- El Khatib, M. & Khan, F.R. (2017). Implications of Social Media Technology in Interpersonal Skills and Academic Performances. *International Journal of Management, Innovation and Entrepreneurial Research*, 3(2), 99-110. doi:<https://doi.org/10.18510/ijmier.2017.326>
- Fareed, S, A, Q., and Iqbal, M.N., (2022). Consumer Behavior towards Paper Bags During Shopping: A Qualitative Study on Pakistani Grocery Consumers, *Eye-The International Social Science Review*, 1(1).
- Iqbal, M. N. (2022). The Influence of Corporate Social Responsibility on Corporate Alliance Brand Value: A Study on Bancassurance Services in Pakistan. *Foundation University Journal of Business & Economics*, 7(2), 61-69.
- Iqbal, M. N. (2023). A Qualitative Study on Bancassurance Products and Its Implementation for Efficient Customer Experience in Pakistan. *International Journal of Trends and Innovations in Business & Social Sciences*, 1(1), 24-29.
- Iqbal, M. N., Zakai, S.M., & Hassan, M., (2022), An Exploration of the Factors Influences Customer Response towards Banking Products and Services, *Periodicals of Social Sciences*, 2(2).
- Iqbal, M. N., (2023), Exploration of the Factor influence Bancassurance as a Successful Corporate Synergy in Pakistan, *Journal of Education and Culture Studies*, 7(2), 121-131. ISSN: 2573-0401.
- Javadi, M.H.M., Dolatabadi, H.R., Nourbakhsh, M., Poursaeedi, A. and Asadollahi, A. R. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies*, 4(5), 81-98. doi:<https://doi.org/10.5539/ijms.v4n5p81>
- Jiradilok, T., Malisuwan, S., Madan, N. & Sivaraks, J. (2014). The Impact of Customer Satisfaction on Online Purchasing: a Case Study Analysis in Thailand. *Journal of Economics, Business, and Management*, 2(1), 5-11. doi:<https://doi.org/10.7763/JOEBM.2014.V2.89>
- Khan, F.R., Al-Balushi, H.Y., Algaithi, A.D. & Al-shihi, A.A. (2017a). Impact of Social Media on Customer Satisfaction: Bank Muscat – A Case Study. *Ahead International Journal of Recent Research Review*, 1 (11), 154-164.
- Khan, F.R., Hatami, Y.J., Sasidharan, A. & Al-Roshdi, S.A.A. (2017b). Investigative Study of Preferred Social Media Marketing in Safer Mall, Sohar, Oman. *Humanities & Social Science Reviews*, 5(1), 53-63. doi:<https://doi.org/10.18510/hssr.2017.515>
- Kolesar, M.B. & Galbraith, R.W. (2000). A Services-Marketing perspective on e-retailing: Implications of e-retailers and Directions for Further Research. *Internet Research*, 10(5), 424-438. doi:<https://doi.org/10.1108/10662240010349444>
- Lin, C., Wu, H. & Chang, Y. (2010). The Critical Factors Impact on online Customer Satisfaction. *Procedia Computer Science*, 3, 276-281. doi:<https://doi.org/10.1016/j.procs.2010.12.047>
- Matic, M. & Vojvodic, K. (2014). Customer-Perceived Insecurity of Online Shopping Environment. *International Review of Management and Marketing*, 4(1), 59-65, retrieved from <http://econjournals.com/index.php/irmm/article/view/677>
- Molla, A. & Heeks, R. (2007). Exploring E-commerce Benefits for Businesses in a Developing Country. *The Information Society*, 23(2), 95-108. doi: <https://doi.org/10.1080/01972240701224028>
- Niranjanamurthy, M., Kavyashree, N., Jagannath, S. & Chahar, D. (2013). Analysis of E-Commerce and M-Commerce: Advantages, Limitations, and Security Issues. *International Journal of Advanced Research in*

- Computer and Communication Engineering*, 2(6), 2360-2370, retrieved from <https://www.scribd.com/document/270880682/7-Niranjanamurthy-Analysis-ofE-Commerce-and-M-Commerce-Advantages>
- Oxley, J.E. & Yeung, B. (2001). E-Commerce Readiness: Institutional Environment and International Competitiveness. *Journal of International Business Studies*, 32(4), 705-723, retrieved from <http://www.jstor.org/stable/3069473>
- Park, C. & Kim, Y. (2003). Identifying Key Factors Affecting Consumer Purchase Behavior in an Online Shopping Context. *International Journal of Retail & Distribution Management*, 31(1), 16-29. doi:<https://doi.org/10.1108/09590550310457818>
- Pavlou, P.A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7(3), 101-134, retrieved from <http://www.jstor.org/stable/27751067>
- Purchasing Behavior. *International conference on software and computer applications IPCSIT*, IASIT Press, Singapore, Vol. 9, 174-181, retrieved from <http://www.ipcsit.com/vol9/33-B20002.pdf>
- Rizvi, S.A., Asif, A., Zahid, Z., and Iqbal, M.N., (2022). Effectiveness of the Factors for Tourism Industry in Pakistan: A Quantitative Analysis, *Priority-The International Business Review*, 1(1).
- Saleem, F., and Iqbal, M.N., (2022). Rural Development of CPEC Energy Project Impact on Social Responsibilities and South Region of Pakistan, *Eye-The International Social Science Review*, 1(1).
- Site Attributes. *The Journal of Strategic Information Systems*, 11(3-4), 245-270. doi:[https://doi.org/10.1016/S09638687\(02\)00018-5](https://doi.org/10.1016/S09638687(02)00018-5)
- Tsiotsou, R. (2006). The Role of Perceived Product Quality and Overall Satisfaction on Purchase Intentions. *International Journal of Consumer Studies*, 30(2), 207-217. doi:<https://doi.org/10.1111/j.1470-6431.2005.00477.x>
- Vehovar, V. (2003). Security Concern and Online Shopping. An international study of the credibility of the consumer information on the internet submitted to the Faculty of Social Sciences, University of Ljubljana, 1-36, retrieved from <https://consumersunion.org/wp-content/uploads/2013/05/Slovenia.pdf>

IMPACT OF USE OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS IN A PUBLIC SECTOR UNIVERSITY

Laiba Karim Khan¹, Kashif Musani², and Waqas Bin Dilshad³

Abstract

This study seeks to determine the preference, extent, and persistence of usage of social media to formulate an understanding of what classifies as social media usage that has tendency to affect academic performance of students in a public sector university. The sampling technique appointed to choose 53 students from different departments of a public sector university in Karachi was simple random. A Questionnaire titled: “Social Media and Academic Performance of Students Questionnaire (SMAAPOS)” by Osharive (2015) was adopted, which consisted of Likert type (5-point) questions, to obtain primary data from the sample. This questionnaire was used to collect primary data, while secondary data was acquired from related books, journal articles, surveys, and websites, among other sources. For data processing, Microsoft Office Excel and SPSS were used. The evaluation of responses was done through descriptive analysis of frequency and percentages. The findings of this research justified that a large proportion of participants utilizes various social media platforms for both educational and entertainment means. While addiction of social media seems to be overweight and distraction because of social media is students’ concern. The researcher proclaims that social media usage should be utilized for educational purposes in order to help students improve educational activities and prevent failures in students’ academic success, along with decreasing the social media addiction for lessening the distractions that students face. This is to establish equilibrium between trending association with social media and involvement in academic activities of youngsters, for the purpose of minimizing obstacles in academic achievements.

Keywords: Social Media, Students, WhatsApp, Twitter, Instagram, Facebook, Undergraduate, Academic, University

INTRODUCTION

The progress in development of technologies providing communication tools have significantly increased the varying information shared through such, because of which their importance is valued largely across the world. Such communication tools help individuals in becoming knowledgeable, educated, and informed with global events. The increasing development of technology has transformed the world, which has implied the preference of receiving knowledge through these technological provisions. But it is true that, technology has both a good and a bad side. The internet technology is perceived to be an effective communication channel. More than half of the world uses social networking and blog related sites, utilizing them as tools for interacting and communication. Social networking sites (SNSs) comprises of a population of Internet users with familiar interest that allows them a reason to interact and engage with one another. (Williams, et al., 2009). Engaging in social media networking has a clear link with academic performance. The calamitous side of growth in technology, however, has led in quandaries such as the loss of significance of real-life values, specifically among students, who are majorly using social networking sites for communication. The platforms providing social networking service are designed to foster and reflect social connections among people who share similar interests or preferences. The availability of several options to choose social media platforms on the internet, entice students to converse with friends online, at the expense of neglecting coursework and study time. Most of the youth is now obsessed internet, such as

¹ Scholar, National University of Modern Languages (NUML), Karachi, Pakistan. Email: author.laibakarimkhan@gmail.com

² Lecturer, National University of Modern Languages (NUML), Karachi, Pakistan. Email: kmusani@gmail.com

³ Assistant Professor, Benazir School of Business, Benazir Bhutto Shaheed University Lyari, Karachi, Pakistan. Email: link2waqas@gmail.com

Facebook and Twitter. It was speculated by a study in 2010 that most teenagers and students have created Facebook profiles. The speculation was that most of them may be performing poorly in examinations as they waste their time using Facebook rather than studying (Oche & Aminu, 2010).

According to Kuppuswamy and Shankar (2010), social networking websites are alluring enough to demand students' attention and then redirecting it to uneducational and unsuitable activities such as meaningless conversation. (Kuppuswamy & Narayan, 2010) On the other hand, a particular study found that social engagement, specifically sharing of everyday social experiences, is a huge part of students' conversing on social networking platforms (Liccardi, Ounnas, Pau, & Massey, 2007).

Purpose of the Study

The primary purpose of this study is to survey the impact of extent of usage, preference and persistence in usage of social media upon academic performance of students at a public sector university in Karachi.

Research Questions

To manifest the purpose of this study, the following research questions were made basis for the significance of the findings of this research.

RQ1: Does students' preference to use social media has a significant impact on their willingness to buy subscriptions?

RQ2 (a): Does the type of site/app students' use significantly affect daily screen time?

RQ2 (b): Which social media site do students use more?

RQ2 (c): Do the majority of students have high daily screen time?

RQ3: Do students have a greater preference of using social media for entertainment purposes than educational?

RQ4: Does social media addiction carry a significant negative influence on academic performance of students according to them?

RQ5 (a): Do high number of students face social media distraction?

RQ5 (b): But what percent of them seek to avoid social media distraction through restriction of usage?

The present literature illustrates the relationship between the variables adopted in this research. Several studies have taken place to determine the effect or outcome of social media usage on academic performance of students at all levels and to deduce a relationship between the two. It is patently discernable that there are both complementary positive and negative influences of social media usage on the academic ability of learners, particularly undergraduate students in this context. The observed factors that determine the outcome of using social media on the academic achievement of students are, time and duration spent using it, frequency of usage, and for what purpose the students are using social media.

To set forth an understanding of the subjects or fields of interest employed in working of this research, several established views, and definitions regarding the idea of *social media* and *academic performance* were considered.

Addictiveness of Social Media

A study performed to analyze social networking habits of students determined that these platforms are frequently used by younger people. This 2012 study also justified that Facebook was found to be the most used site by a huge number of individuals and therefore, having several significant impacts on such individuals. The fast and easy access to the internet, along with the development of smart and android phones, become the most essential forces effecting the engagement with social media, and researchers conclude that SNS improve knowledge level to some extents (Shambare, Rugimbana., & Nikosinathi, 2012).

At an educational institute in Bangladesh, Alam and Aktar (2021) did research to examine the impact of using social media on academic achievement of students. 150 respondents, of whom 60% were men and 40%

were women, provided the data. According to the study's findings, usage of social media by students has both beneficial and negative implications depending on how such services are used. The researcher discovered that many students use social media for fun and entertainment which cannot benefit them. It has been speculated that students who spend more time on social media show reduced interest and performance in their studies. It becomes an addiction when students start to spend more and more time on social networking sites i.e., Facebook, Instagram, and WhatsApp. Unclassified addiction could negatively affect other activities like concentrating on studies and taking active parts in sports. Inferred through the results of this 2021 research, the researchers recommended that the duration spent on social media by students should be reduced to prevent addiction towards these platforms by offering students the opportunity to actively take part in extracurricular activities (Alam & Akhtar, 2021).

Exposure to Social Media

Landry in his 2014 research stated that social media is a tool that can be utilized for positive or negative, depending on the individual. Social networking has both beneficial and harmful aspects. It is often simpler to notice the negativity than the goodness, but these networking platforms give opportunities to individuals all over the world (Landry, 2014). A study at Kogi State University discovered that students' exposure to social media had an influence on their academic activities. Social media clearly has a detrimental impact on a student's academic performance. Students who excessively spend their time on social media are more likely to get bad grades. This entails a preference in conversing and finding friends on social media, instead of reading books, which undoubtedly profess a bad impact on their academic grades (Ezekiel S, 2013).

Influence of Social Media on Academics

Recently, considering the extensive impact and inclusion of social media in the lives of people all over the world, a heated debate has risen on the negative influence of social media usage on individuals, more specifically teenagers and students' population. In a common man's perspective, social media and such sites are often responsible for negative influence upon younger generation, and there are several interpretations discerning the influence of using social media on Pakistani students. Over the previous few years, the use of social media applications and networking sites has increased rapidly (Malita, 2011). Generally, the reason for this quick development is because youth- College and university students are using social media applications to acquire broad exposure to a community of people with similar interest to them. These social media sites, such as Facebook and Twitter, are maximizing the obsession in our society (Stathopoulou et al., 2019).

In this research, the cluster sampling method was used, and participants were chosen from five different regional areas to create a sample that was reflection of the whole nation. 831 proper responses were collected from a selected sample group of 1013 forms that were given to university students between the ages of 16-35. The social gratification theory was used in this study to investigate students' behavior when using social media. The data demonstrated that social media use had a detrimental effect on a student's attitude in Pakistan, as opposed to a positive effect. These findings show that using social media in balance might help prevent the harmful consequences of excessive usage. The research also educates future researchers what additional characteristics they should look for to build on the components employed in this study to acquire a better understanding of students' perspectives regarding social media sustainability. Further research should be conducted to investigate the consequences of certain social media platforms including as Twitter, WhatsApp, Facebook, etc. Additionally, comparable studies can carry out focusing on other Pakistan's cities without including university students (Jaffar Abbas, 2019).

Social media's negative effects outweigh its good ones. These social media platforms may have harmed society as a result. More than anybody else, students are at risk of social media exploitation. This is possible

because using social media can distract them while studying or looking up academic material online and divert their attention from their tasks (Bozoglan, 2017). Another study looked into the relationship between academic performance and social media use among Pakistani students. The results show a conflict between students' usage of social media and their academic performance. If social media platforms are used productively, they can help students and youngsters learn things that will improve their academic performance (Hasnain, Naseer, & Ijaz, 2015).

Academic Performance

Academic performance refers to York et al. (2015) formulate the understanding of academic success as the framework consisting of the level of knowledge, achievement in academic requirements, and competency and perseverance skills. According to them, the quality of students, their grades across courses, GPA, and other requisites, can be considered- collectively- as outcomes predicting academic achievement.

Relationship between Social Media Usage and Academic Performance

It is evident that social networking sites has significantly aided students in reaching academic satisfaction within the limitations of negative effects. Today's students remain dependent on information and expertise that is readily available on social networking sites. Whereas, in most cases, the quality and authenticity of academic work loses its value since the information obtained through social media is often not credible. As a result of student involvement with these websites, students' ability to learn and do research is often declining. This is because their involvement with these websites makes them lack focus, which makes them spend few hours studying and negatively affects their academic success (Hoffmann & Bublitz, 2017).

According to Sangwaan (2019), social media has had an impact on the educational sector. According to the research, social media could be both good and bad for students' study. It also emphasized strategies to decrease social media's negative effects on students' academic performance, such restricting spending time on social media. However, the study done by Tamayo & Dela Cruz (2014) investigated relation between use of social media by students and their academic performance. The study's findings showed that students' usage of social networking sites hinders their ability to learn and directly affects their attendance. A scatter diagram was used to display the study's results in order to highlight the connections between the variables. Social media and academic performances are mutually influence one another. It indicates that a student's academic success and achievement in class deteriorate when he engages in using social media excessively (Tamayo & Dela Cruz, 2014).

A research looked at how students in Saudi Arabia used social networking sites and in what way it influences their academic success. 108 people participated in the research. The average weekly time students spend on social media and their GPA levels did not correlate linearly, according to the study. In addition to social media use, students said that poor time management also had a bad effect on their academic success (Alwagai, Shahzad, & Alim, 2014).

METHODOLOGY

Instrument

To gather the required information from the students, a well-designed Likert-type scale questionnaire was designed by adopting questionnaire by Osharive (2015) titled "Social Media and Academic Performance of Students Questionnaire (SMAAPOS)" and the instrument used by Lahiry et al. (2019). There are three sections to the questionnaire (Section 1, 2 and 3). Section 1 was for collecting information about respondents' personal data, Section 2 was for getting responses from respondents, about their usage of social networking sites with options of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD), Section 3 was for getting responses

from respondents, about the effect on academic performance with multiple choices of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). The generated questionnaire was given to the supervisor for approval, revision, and verification before being distributed to respondents.

Procedure

The researchers gathered the necessary information by using a questionnaire and sending it to the different faculties of a public sector university. The questionnaire was distributed under the researchers' supervision. An online Google document with a questionnaire was given to the students to collect their responses. The questionnaire received 53 of the total replies. Utilizing descriptive statistics like frequency counts and percentages, the survey results were evaluated.

Table 1

Participants

Gender	Frequency	Percentage %
Male	26	49.1%
Female	27	50.9%
Age	Frequency	Percentage%
18-24	51	96.2%
25-34	21	3.8%
Degree	Frequency	Percentage%
BS English	35	66%
BS IR	4	7.5%
BS Psychology	4	7.5%
Other	10	18.9%
Year	Frequency	Percentage%
1st Year	13	24.5%
2nd Year	26	49.1%
3rd Year	10	18.9%
4th Year	4	7.5%
GPA	Frequency	Percentage%
3.5-4	20	37.7%
3-3.5	17	32.1%
2.5-3	12	22.6%
below 2.5	4	7.5%
Attendance	Frequency	Percentage%
70-100%	45	1.9%
50-70%	7	13.2%
30-50%	1	84.9%

The total number of participants selected through probability random sampling was 53. The 26 of the sample represents (49.1%) male and 27 representing (50.9%) female participants. The 51 participants (96.2%) of the population represented ages between 18-24 years, and only 2 (3.8%) were between 25-34 years. 13 (24.5%) of the respondents were from 1st year, 26 (49.1%) from 2nd year, 10 (18.9%) from 3rd year, 4 (7.5%) from 4th year or exceeding. The faculty or field of education of students was: 35(66%) of total respondents were from BS English,

4(7.5%) of respondents are from BS IR, 4(7.5%) of respondents are from BS Psychology, 10(18.9%) of respondents are from other degree programs.

Academic records of respondents were recorded as through GPA and percentage of attendance: 20 (37.7%) of respondents having GPA between 3.5-4, 17(32.1%) of respondents having GPA between 3-3.5, 12(22.6%) of respondents having GPA between 2.5-3, 4(7.5%) of respondents having GPA below 2.5. 1(1.9%) of respondents' attendance is between 30-50%, 7(13.2%) of respondents' attendance is between 50-70%, 45(84.9%) of respondents' attendance is between 70-100%.

FINDINGS AND DISCUSSION

The findings of this study are demonstrated to answer the initially presented research question. The pattern of analysis of findings is not similar to the research from which the present study has been adopted, as the researchers of present study seek to answer question through frequencies and percentages at each question level. Whereas responses with strongly agree and agree are considered agreeing factor; disagree and strongly disagree are considered disagreeing factor; no surety presented through neutral responses.

Usage of Social Networking Sites

Research Question 1: Does students' preference of using social media have a significant impact on their willingness to buy subscriptions?

Table 2

QNO.	QUESTION	SA	A	N	D	SD
Q2A.	I prefer connecting to people through social media.	12 (22.6%)	25 (47.2%)	14 (26.4%)	1 (1.9%)	1 (1.9%)
Q2B.	I think that social media apps are useful.	16 (30.2%)	24 (45.3%)	10 (18.9%)	2 (3.8%)	1 (1.9%)
Q2I	I prioritize subscriptions for using social networking services	4 (7.5%)	8 (15.1%)	24 (45.3%)	15 (28.3%)	2 (3.8%)

Table 2 Q2A. shows that 12(22.6%) of respondents strongly agree of connecting to people through social media, 25(47.2%) agree, 14(26.4%) neutral, 1(1.9%) disagree, while 1(1.9%) strongly disagree; Q2B shows that 16(30.2%) respondents strongly agree that social media apps are useful, 24(45.3%) agree, 10(18.9%) neutral, 2(3.8%) disagree, while 1 (1.9%) strongly disagree; Q2I shows 4(7.5%) respondents strongly agree with prioritizing subscriptions for using Social Networking Services, 8(15.1%) agree, 24(45.3%) are neutral, 15(28.3%) disagree, and 2(3.8%) strongly disagree.

These findings demonstrate that more than half of the population (69.8%) falls under the agreeing factor regarding preference of connecting with people through social media and only 3.5% form disagreement factor and rest fall under neutrality. Regarding the opinion of whether participants perceive social media to be useful; 40 out of 53 participants fall under the agreeing factor (75.5%). Finally, only 12 participants (22.6%) are willing to pay for subscriptions, whereas 45.3% are neutral and 32.1% form disagreeing factor. Therefore, there's a significant negative relationship between preference and usefulness of social media and willingness to pay for it; indicating that although social media is preferred and considered useful by participant, but it is not enough for them to buy subscription.

Research Question 2 (a): Does the type of site/app students' use significantly affect daily screen time?

Research Question 2 (b): Which social media site do students use more?

Research Question 2 (c): Do the majority of students have high daily screen time?

Table 3

QNO.	QUESTION	SA	A	N	D	SD
Q2C.	I most frequently use Facebook.	7 (13.2%)	13 (24.5%)	10 (18.9)	17 (32.1%)	6 (11.3%)
Q2D.	I most frequently use WhatsApp.	28 (52.8)	21 (39.6%)	4 (7.5%)	-	-
Q2E.	I most frequently use Twitter	3 (5.7%)	6 (11.3%)	9 (17%)	19 (35.8%)	16 (30.2%)
Q2F.	I most frequently use Instagram	18 (34%)	18 (34%)	9 (17%)	5 (9.4%)	3 (5.7%)
Q2G.	I use social media a lot.	16 (30.2%)	23 (43.4%)	7 (13.2%)	7 (13.2%)	-
Q2H.	My daily screen time is more than 10 hours	6 (11.3%)	7 (13.2%)	7 (13.2%)	29 (54.7%)	4 (7.5%)

Table 3 Q2C-F shows 28 (52.8%) respondents strongly agree with using WhatsApp, 18 (34%) of respondents strongly agree of using Instagram, 7 (13.2%) of respondents strongly agree with using Facebook, only 3 (5.7%) of respondents strongly agree of using Twitter; 16 (30.2%) of respondents strongly agree that social media apps are useful, 24 (45.3%) agree, 10 (18.9%) neutral, 2 (3.8%) disagree, while 1 (1.9%) strongly disagree; Q2G shows that 16 (30.2%) of the respondents Strongly Agree that they use social media a lot, 23 (43.4%) Agree, 7 (13.2%) are Neutral, and 7 (13.2%) Disagree; Q2H shows that 6(11.3%) of respondents Strongly Agree that their daily screen time is more than 10 hours, 7(13.2%) agree, 7 (13.2%) are neutral, 29 (54.7%) disagree, 4(7.5%) Strongly Disagree. The findings demonstrate that more than half of the population (62.2%) disagrees regarding their daily screen time or social media usage to be more than 10 hours; 24.5% are in agreement and only 7 participants are neutral. This indicates that although students perceive social media to be useful, they do not agree to use it more than 10 hours per day. Furthermore, 20 participants (37.7%) agreed upon using Facebook frequently, whereas for WhatsApp nearly whole population (92.4%) is in agreement of frequent usage. Similarly, the agreement upon Instagram usage was high (68%) as compared to Facebook and Twitter, because only 17% form agreement factor for Twitter usage. The significant reading from this table is through the inquiry of how many participants agree to using social a lot, and if the results align with question regarding daily screen time. More than half of the population (73.6%) is in agreement of using social media a lot, whereas 13.7% are neutral and 13.7% in disagreement (an important factor being no participant selecting “strongly disagree.”) The peculiarity of such findings is noticed through the proximity between the percentages of agreement regarding social media a lot (73.6%) and disagreement regarding daily usage more than 10 hours (62.2%).

Effect on Academic Performance

Research Question 3: Do students have a greater preference of using social media for entertainment purposes than educational?

Table 4

QNO.	QUESTION	SA	A	N	D	SD
Q3A	I often use social media for educational purposes	19 (35.8%)	23 (43.4%)	6 (11.3%)	4 (7.5%)	1 (1.9%)
Q2J	I often use social media for entertainment purposes	13 (24.5%)	29 (54.7%)	7 (13.2%)	3 (5.7%)	1 (1.9%)
Q3H.	I engage in academic discussions on Twitter, and this has improved my academic performances	2 (3.8%)	8 (15.1%)	10 (18.9%)	22 (41.5%)	11 (20.8%)
Q3I	I make use of WhatsApp to disseminate knowledge to my classmate	8 (15.1%)	28 (52.8%)	14 (26.4%)	2 (3.8%)	1 (1.9%)
Q3F	Hours spent online can never be compared to the number of hours I spend reading	13 (24.5%)	22 (41.5%)	9 (17%)	9 (17%)	-

Table 4 Q3A shows that 19(35.8%) of respondents strongly agree with often using social media for educational purposes, 23(43.4%) respondents agree, 6(11.3%) are neutral, 4(7.5%) disagree, and 1(1.9%) strongly disagree; Q2J shows that 13(24.5%) respondents strongly agree with often using social media for entertainment purposes, 29(54.7%) agree, 7(13.2%) are neutral, 3(5.7%) disagree, while 1(1.9%) strongly disagree; Q3H shows that 2(3.8%) of respondents strongly agree that they take part in academic debates on Twitter, which has boosted their grades, 8(15.1%) agree, 10(18.9%) neutral, 22(41.5%) disagree, 11(20.8%) strongly disagree; Q3I shows that 8(15.1%) of respondents strongly agree that they utilize WhatsApp to share information with their peers, 28(52.8%) agree, 14(26.4%) are neutral, 2(3.8%) disagree, while 1(1.9%) strongly disagree; Q3F shows that 13(24.5%) of respondents strongly agree that the amount of time spent reading can never be compared to the time spent online, 22(41.5%) agree, 9(17%) neutral, and 9(17%) disagree. The information provided in this section table is used to comprehend the interrelationship between social networking sites and academic success. As earlier discussed, it is undeniable that social media plays a dual nature role in students' social and academic life. The results of this study show that more than half of the population (62.3%) are in disagreement about using twitter for academic discussion – this aligning with less usage of Twitter together form the lack of usage of Twitter as a whole, whereas; 36 out of 53 (67.9%) participants agreed upon using WhatsApp to share knowledge and academic information with the peers. The significant finding is the difference between agreement upon social media usage for entertainment purposes and educational purposes, which was found to be none because both had 79.2% of participants in agreement of usage. An important point in this regard is the mere difference of one participant in disagreement factor; 5 participants disagreed to using social media for educational purposes, while 4 participants disagreed upon social media usage for entertainment reason. This illustrates that there might be a greater percentage– in a larger context too– of people who do not use social media for educational purposes, but this statement is doubtful and problematic to be found as basis of further study implications. *Students seem to have equal preference towards using social media for educational and entertainment purposes.* The results of comparability of hours students spend on social media as compared to reading, however, form a significant understanding. 66% of participants agree to not being able to compare the hours they spend online to the time

they spend reading.

Research Question 4: Does social media addiction carry a significant negative influence on academic performance of students according to them?

Research Question 5(a): Do high number of students face social media distraction?

Research Question 5(b): But what percent of them seek to avoid social media distraction through restriction of usage?

Table 5

QNO.	QUESTION	SA	A	N	D	SD
Q3B.	Social networking impacted badly on my academic performance	7 (13.2%)	12 (22.6%)	14 (26.4%)	17 (32.1%)	3 (5.7%)
Q3C.	I have never temporarily stopped myself from using social sites during exams	10 (18.9%)	15 (28.3%)	12 (22.6%)	13 (24.5%)	3 (5.7%)
Q3D.	Addiction to online social networks is a problematic issue that affects my academic life	9 (17%)	20 (37.7%)	10 (18.9%)	9 (17%)	5 (9.4%)
Q3E	Online social networks distract me from my studies	5 (9.4%)	28 (52.8%)	12 (22.6%)	4 (7.5%)	4 (7.5%)
Q3G	I usually have unlimited access to Facebook, and this has affected my academic performance negatively.	4 (7.5%)	11 (20.8%)	15 (28.3%)	17 (32.1%)	6 (11.33%)
Q3J	I will not perform well in academics even if I stop using social media	2 (3.8%)	8 (15.1%)	14 (26.4%)	16 (30.2%)	13 (24.5%)

Table 5 Q3B shows that 7(13.2%) of respondents strongly agree that social networking impacted badly on their academic performance, 12(22.6%) agree, 14 (26.4%) neutral, 17(32.1%) disagree, and 3(5.7%) strongly disagree; Q3C shows that 9(17%) of respondents strongly agree that their addiction to using social sites is a problematic issue that influences their academic ventures, 20 (37.7%) agree, 10(18.9%) are neutral, 9(17%) disagree, while 5(9. %) strongly disagree; Q3C shows that 10 (18.9%) of respondents strongly agree that they do have temporarily abstained from using social sites during exams, 15(28.3%) agree, 12(22.6%) neutral, 13(24.5%) disagree, while 2(5.7%) strongly disagree; Q3E shows that 5(9.4%) of respondents strongly agree that social networking divert their attention from studies, 28(52.8%) agree, 12(22.6%) neutral, 4(7.5%) disagree, while 4(7.5%) strongly disagree; Q3G shows that 4(7.5%) of respondents strongly agree that they often have unrestricted accessibility to use Facebook, and this affects their academic performance negatively, 11(20.8%) agree, 15(28.3%) neutral, 17(32.1%) disagree, while 6(11.3%) strongly disagree; Q3J shows that 2(3.8%) of respondents strongly agree that their performance in academics will not improve even if they stop using social media, 8(15.1%) agree, 14(26.4%) are neutral, 16(30.2%) disagree, while 13(24.5%) strongly disagree. This section table demonstrates the perception of participants regarding effect of social media communication and usage upon their academic performance. There is nearly an equal leverage between agreement (35.8%) and disagreement (37.8%) regarding the bad outcome of using social media on academic achievement and success of students, while 26.4% are unsure. Nearly half of the participants (47.2%) agree that they never restrict themselves from social media usage during exams, but 30.2% disagree. Regarding the addiction to social media being

problematic, 54.7% agree, 18.9% are neutral and only 26.4 % disagree. The question of whether social sites distract students and if yes, do they restrict the usage, is answered completely through the result of 62.2% of participants being distracted by social media sites, while only 15% not distracted. The perception that students do not restrict themselves, through results of this finding, is further explained through the inquiry of whether students think not using social media can positively affect their academic performance. More than half of the population disagrees with the statement that their performance will *not* improve even if they stop using social media. This shows that social media addiction preeminently exists, distraction is caused by social sites, but there is no surety of whether this just gives them difficult time or affects their academic performance at large but there's an implication that students understand that their fewer social media usage might benefit their academics. The analysis of this research formulates the understanding that social media is considered useful and is frequently used by students for both educational and entertainment purposes. According to students, social media usage does not significantly impact their performance, but they do have an addiction and social media distracts them from studies. Since students use social media for educational purposes too, they consider social media to be useful in that aspect. Lastly, restricting the usage of social media is not often done by students but they consider it to be beneficial for their academic performance, if ever done.

CONCLUSION

The characteristics of social media which influence students' academic life seem complex at large, since the availability of multiple social networking sites and information obtained through them. Since the research is done by inquiring the perception of 53 participants across departments at a public sector university, there's subjectivity involved in the responses. Therefore, social media for students is a useful tool, from which they obtain all sorts of information and use it for entertainment. But students consider themselves to be addicted to social media and consider social media as a distraction in their studies. The researchers suggest that there should be implications towards the addiction of social media and systematic procedures and methods created to help students restrict their social media usage and escape their addiction.

REFERENCES

- Alam, M., & Akhtar, H. (2021). The Effect of Social Media on Student Academic Performance: A Case Study at the Islamic University of Bangladesh. *International Journal on Transformations of Media, Journalism & Mass Communication*, 6(1).
- Alwagai, E., Shahzad, B., & Alim, S. (2014). Impact of social media usage on students' Academic performance in Saudi Arabia. *Computers in Human Behavior*. doi:http://dx.doi.org/10.1016/j.chb.2014.09.028
- Alwagai, E., Shahzad, B., & Alim, S. (2014). Impact of social media usage on students' Academic performance in Saudi Arabia. *Computers in Human Behavior*. doi:http://dx.doi.org/10.1016/j.chb.2014.09.028
- Balakrishnan, V., & Gan, C. (2016). Students' Learning Styles and Their Effects on the Use of Social Media Technology for Learning. *Telematics and Informatics*, 33(3), 808-821. doi:10.1016/j.tele.2015.12.004
- Bozoglan, B. (2017). *Psychological, Social, and Cultural Aspects of Internet Addiction*. Hershey, PA, USA: IGI Global.
- Carr, C., & Hayes, R. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46-65. doi:10.1080/15456870.2015.972282
- Ezekiel S, A. R. (2013). Influence of Social Media on the Academic Performance of the Undergraduate Students of Kogi State University, Anyigba, Nigeria. *Research on Humanities and Social Studies*, 2(12), 90-96.
- Hasnain, H., Naseer, A., & Ijaz, H. (2015). Impact of social media usage on academic performance of university students. *2nd International Research Management & Innovation Conference (IRMIC)*.
- Hoffmann, C., & Bublitz, W. (2017). *Pragmatics of Social Media* (1 ed.). De Gruyter Mouton.
- Howard, P., & Parks, M. (2012). Social media and political change: Capacity, constraint, and consequence. *Journal of Communication*, 62, 359-362. doi:doi:10.1111/j.1460-2466.2012.01626.x

- Jaffar Abbas, J. A. (2019). The Impact of Social Media on Learning Behaviour for Sustainable Education: Evidence of Students from Selected Universities in Pakistan. *Sustainability, 11*.
- Kuppuswamy, S., & Narayan, P. (2010). The Impact of Social Networking Websites on the Education of Youth. *International Journal of Virtual Communities and Social Networking (IJVCSN), 2(1)*, 67-79.
- Lahiry, S., Chowdhury, S., Chatterjee, S., & Hazra, A. (2019). Impact of social media on academic performance and interpersonal relation: A cross-sectional study among students at a tertiary medical center in East India. *Journal of Education and Health Promotion, 8(73)*. doi:10.4103/jehp.jehp_365_18
- Landry, T. (2014, September 5). How Social Media Has Changed Us: The Good and The Bad.
- Liccardi, I., Ounnas, A., Pau, R., & Massey, E. (2007). The role of social networks in students' learning experiences. *ACM SIGCSE Bull, 39(4)*, 224-237.
- Malita, L. (2011). Social media time management tools and tips. *Procedia Computer Science, 3*, 747-753. doi:https://doi.org/10.1016/j.procs.2010.12.123
- Oche, M., & Aminu, A. (2010). *Nigeria: Social Networking and the Future of Students*. Leadership Newspaper (ABUJA).
- Osharive, P. (2015). SOCIAL MEDIA AND ACADEMIC PERFORMANCE OF STUDENTS IN UNIVERSITY OF LAGOS.
- Richard Shambare, R. R. (2012, January 18). Social networking habits among students. *African Journal of Business Management, 6(2)*, 578-786.
- Sangwaan, R. (2019). Use of social media in education: Positive and negative impact on the students. *International Journal on Transformations of Media, Journalism & Mass Communication, 4(2)*.
- Stathopoulou, A., Siamagka, N.-T., & Christodoulides, G. (2019). A Multi-stakeholder View of Social Media as a Supporting Tool in Higher Education: An Educator-Student Perspective. *European Management Journal, 37(4)*, 421-431.
- Tamayo, J., & Dela Cruz, G. (2014). The relationship of social media with the academic performance of Bachelor of Science in Information Technology Students of Centro Escolar University-Malolos. *International Journal of Scientific and Research Publications, 4(5)*, 1-10.
- Williams, A., Boyd, S., Densten, R., Chin, D., & Morgenthaler, C. (2009). *Social Networking Privacy Behaviors and Risks*. USA: Seidenberg School of CSIS, Pace University.
- York, T., Gibson, C., & Rankin, S. (2015). Defining and Measuring Academic Success. *Practical Assessment, Research and Evaluation, 20(5)*, 1-20. doi:10.7275/hz5x-tx03

THE ROLE OF DIGITAL MARKETING IN TOURISM BUSINESS OF PAKISTAN

Tanzila¹, Hafsa Tariq², Asbah Abid³, and Nida Shah⁴

Abstract

The arrival of digital technology has fundamentally changed how businesses run, and the travel and tourism sector is no different. This study intends to investigate the function of digital marketing in Pakistan's tourist industry, paying particular attention to perceived utility, perceived usability, perceived risk, and its effect on the performance of the industry. The major technique for gathering data was a standardized questionnaire, which was used in a quantitative research approach. This study's sample size is 87 people. The goals of the study, the resources at hand, and the amount of time available all play a role in determining this number. It was shown that perceived risk has a substantial impact on the adoption of digital marketing in the tourist industry. Key adoption obstacles included worries about data security, privacy, and the possible harm to conventional marketing strategies. The study's findings show a link between the use of digital marketing and the success of the tourist industry. Utilizing digital marketing technologies helps businesses acquire more customers, boost customer happiness, and perform better overall. These results have significant ramifications for Pakistani tourist organizations because they provide light on the variables that affect the adoption of digital marketing tactics and emphasize the need of managing perceived dangers. These findings may be used by policymakers and business professionals to create focused interventions and support systems that motivate tourist enterprises to effectively adopt digital marketing.

Keywords: Digital Marketing, Tourism Business, Perceived Usefulness, Perceived Ease of Use, Perceived Risk

INTRODUCTION

Utilization of information technology (IT) has greatly increased in every industry. E-Insurance is now essential in an IT-based economy in order to handle the challenges of the twenty-first century (Iqbal & Shamsi, 2017). The tourism industry is one of the fastest growing sectors in the world and digital marketing has played a key role in its growth. In recent years, digital marketing has become an essential tool for travel companies to reach potential customers and increase brand awareness. Numerous factors might have an impact on international travel. The most significant ones are advancements in bilateral relations, a rise in consumer confidence in emerging economies, an increase in travel discounts and promotions, an increase in disposable income, price reductions at hotels, an increase in tourism packages, political stability, and the elimination of exit taxes on visitors (Rizvi et al., 2022). This research report aims to examine the role of digital marketing in the tourism industry. Digital marketing strategies can have a huge impact on the tourism sector. In this area, digital marketing strategies aim to create a desire in tourists to seek out more information about a destination and to seek out the experiences that destination can offer, with the main aim being to increase visits to encourage (Serra Cantallops & Salvi, 2014). The use of the website in the tourism sector is very important as tourists appreciate its content and information

¹Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: tanzilahussain9@gmail.com

²Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: hafsath11@outlook.com

³Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: asbahabid@gmail.com

⁴Senior Lecturer, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: Nidashah@ssuet.edu.pk

displayed there. Additionally, websites influence traveler decisions production and finished image. Against this background, tourism companies use his website to advertise. Provide consumers with products so that they can access that information anytime, anywhere (Couture et al., 2015).

Literature connected to digital marketing has been researched in the context of tourism marketing with a focus on both organizations and customers. However, because the primary actor in digital marketing is a consumer, the primary focus should be on them. Listening, communicating, educating, and entertaining customers are all necessary components of an effective social media communication plan (Sweeney & Craig, 2011). Tourism organizations today are focusing more on offering high-quality service to their target customers, which is a critical aspect for a company's long-term competitive advantage. It should be emphasized that the marketing potential of digital marketing has been extensively researched, but there is a scarcity of study on digital marketing (Zeng & Geristen, 2014, Khan & Jan, 2015, Todua & Jashi, 2015).

Davis (1986) defines perceived usefulness which the first IV of our topic “Digital marketing’s role in promoting tourism” as the subjective perception of users that specific technologies can improve the execution of their work. The most important component in user acceptance of a technology is perceived usefulness. The system's perceived usefulness is related to its productivity and efficiency, as well as its overall benefits to boost user performance. Several studies have found that perceived usefulness and perceived simplicity of use are important predictors of user behavior. Perceived usefulness is also the extent to which customers believe that an information system can improve their productivity and be more convenient for them (Mazan, & Çetinel, S2022) Tourism is currently facing a technological progress challenge. Tourists are changing the way they find information and purchase tourist products and services. As a result, it is critical to assess the impact of relevant digital marketing techniques (Filipa Jorge et al., 2018).

The perceived ease of using digital marketing which is the second IV is that it helps to create awareness among social media users and others (Deb, 2021; Ritz et al., 2019). To promote branding by the use of digital marketing creates ease for the ones promoting their brands (Deb, 2021; Mkwizu, 2020). According to Davis (1986), perceived ease is the degree to which consumers believe that by utilizing a specific system, they would be free of effort. The tourism industry must adapt to the ongoing shift that began with digitalization. When the digitalization of tourism is analyzed, it is observed that the tourism sector has not lagged behind the times since the industrial revolution, and has always been able to keep up with change, and technological improvements have made the lives of tourists and employees easier (Atar, 2020).

Perceived ease of use and usefulness influences attitudes towards usability, which in turn influences intention to use. However, perceived utility has a direct influence on intention to use. Additionally, behavioral intention effects actual behavior. Any industry financial performance can be measured in a variety of ways and the most frequent of which is profitability (Iqbal et al., 2022).

The uncertainty that a consumer feels when acquiring items is referred to as perceived risk which is the fourth IV of our research paper. When purchasing a product or service, a consumer's perceived risk is a subjective thought. Perceived risk is frequently considered when the product or service in question is expensive or significant enough to affect the buyer's life. Every product or service may have some level of risk. However, perceived risk is something that consumers assume is a risk if they purchase the product, which implies that it is the seller's or business owner's responsibility to ensure and make the consumers confident in their product. However, perceived risk remains a behavioral feature of consumers, which business owners must address on a regular basis. External events such as worldwide political issues, diplomatic relations, natural disasters, disease outbreaks, and economic crises have a significant impact on the tourism business. This vulnerability has a severe impact on the economies of developing countries whose primary source of income is tourism (Anatolia, 2013). Lastly, connecting our IV; Tourism is defined as a social, cultural and economic phenomenon that involves the

movement of people to a country or place outside their usual context for personal or business/professional purposes (UNWTO, 2008). Digital marketing consists of various channels that marketers use to promote their products and services. The growing number of international tourists presents worldwide opportunities to manage marketing strategies in the era of digital marketing. Such development of the tourism sector, especially tourists using digital marketing, is the reason behind the growth of digital statistics in the digital age. The study found that expanding digital marketing strategies and their adoption in tourism has improved the knowledge of digital marketing, and combined integrated literature review and quantitative analysis as a research methodological approach has created opportunities worldwide for research. Digital marketing strategies and their adoption in the tourism sector create opportunities for people. Tourists are heavily influenced by information available to them on the internet, particularly information expressed in consumer comments or reviews that might influence the tourist decision-making process. These remarks foster trust in travelers during the process of selecting a tourism site, because tourists tend to rely on reviews given by their peers. As a result, online visitor reviews, referred to in the literature as electronic Word of Mouth (e-WOM), can be viewed as vital for the image creation process of tourism locations (Morosen & Bowen, 2018). There are many different parties involved in industry, such as the employees, communities, partners, and the government. Each stakeholder has a unique impact on how an industry runs and performs a different role (Iqbal, 2022).

To mention the gap variables in developing countries, their economy isn't strong enough to promote or create awareness about the touristic locations in their country. Moreover, they may lack the infrastructure needed to accommodate a large number of tourists. Other than that their audience is the one that uses social media, those who do not use social media or don't have internet access will not be able to learn about tourism through digital marketing. The perceived utility and perceived ease of digital marketing gap variable refers to the difference between how valuable individuals believe digital marketing to be and how easy they perceive it to be to use. According to the Technology Acceptance Model (TAM), perceived utility and perceived ease of use are two important drivers of an individual's desire to utilize technology, particularly digital marketing? The perceived risk gap variable refers to the difference between the perceived dangers of adopting social media as a marketing tool.

Pakistan's tourism sector is adopting strategies to stimulate development particularly the increase in tourist entrance and the growth of digital era through the usage of digital statistics. Quantitative survey as a research methodology and the integrative literature review as well as content analysis was used to review studies in digital marketing strategies used in tourism relating to Pakistan. It reveals that digital media and its parts are among the digital marketing trends, and so Pakistan offers the possibility to sell its attractions to tourists in this digital era. According to the World Travel and Tourism Council (WTTC), the direct contribution of tourism to Pakistan's GDP in 2019 was PKR 793.5 billion (US\$4.9 billion), equivalent to 2.8% of total GDP. This is expected to increase by 4.0% in 2020. International visitor arrivals surpassed 1.5 billion in 2019, according to the World Tourism Organization (UNWTO), with developed nations accounting for 63% of overall visits. However, the rate of growth in international tourism arrivals was higher in developing countries, increasing by 4.4% compared to 3.6% in developed countries. In 2019, global digital advertising spending totaled \$333.25 billion, with developed countries accounting for 60% of the total. However, the rate of growth in digital advertising spending in developing countries was higher, with an increase of 21.5% compared to 13.7% in developed countries. To fill the gaps in tourism sector in Pakistan and other developing countries, firstly, socio-economic impacts of the ongoing financial crisis in the country must be mitigated. Secondly, resilience must be built across the value chain of the entire tourism sector. Thirdly, the use of technology must be maximized. Furthermore, sustainability and green growth must be promoted. More facilities are needed to accommodate tourists, such as nice hotels, comfortable surroundings, and adequate transportation. The government should also establish an e-portal for guest reservations. The Pakistan Tourism Development Corporation (PTDC) should also do everything

in its power to encourage tourism.

Research Objective

1. Perceived usefulness (PU), Perceived ease of use (PEoU), Perceived risk (PR) has an impact on Tourism business performance (TBP) and Adoption of digital marketing (ADM).
2. Tourism business performance (TBP) has an impact on Adoption of digital marketing (ADM).

Research Questions

RQ1: how does perceived usefulness impact on tourism business performance and adoption of digital marketing?

RQ2: how does perceived ease of use impact on tourism business performance and adoption of digital marketing?

RQ3: how does perceived risk impact on tourism business performance and adoption of digital marketing?

RQ4: how does tourism business performance impact on adoption of digital marketing?

Significance of the Study

Digital marketing is vital for the tourist sector since it enables for more effective and efficient promotion of potential consumers' locations, attractions, and travel services. It can assist tourism firms to increase their visibility and reach, as well as their sales and income. By creating and maintaining an active social media presence, tour operators can reach a wider audience and increase their visibility in the market. This study is beneficial as a whole for developing countries that can boost their economic sector through an increase in tourism that is promoted through digital marketing. This study helps digital marketers and analysts. Larger customer base is developed through digital marketing of tourism and so people who are looking to travel to different destinations during vacations or those who travel frequently will benefit from this the most. Consumers have just as strong a voice online as businesses do. Hence, tourism increases economic revenue, provides thousands of employment, improves a country's infrastructure, and fosters a sense of cultural interaction between outsiders and natives.

LITERATURE REVIEW

Digital marketing is critical for influencing and improving the performance of tourism businesses. Tourism companies can access a larger audience, boost brand visibility, and produce more leads and conversions by effectively utilizing digital marketing tactics (Loureiro et al., 2021). Tourism companies can use digital marketing to target specific client segments, personalize marketing efforts, and communicate with potential customers through multiple internet platforms. Adoption and use of digital marketing tactics can lead to improved tourism business performance, including more website traffic, higher customer engagement, and, eventually, higher revenue and profitability. In the context of tourism, digital marketing refers to the use of digital channels, technology, and tactics to promote and market tourist products, services, or destinations. It entails reaching and engaging with the target audience through various online platforms such as websites, search engines, social media, email marketing, and online advertising (Agrawal, 2019). By using the power of the internet and digital technology, tourist firms may increase brand visibility, attract potential clients, improve customer interaction, and drive conversions. To understand and analyze the influence of digital marketing in many industries, including tourism, conceptual frameworks and models have been established. The Technology Acceptance Model (TAM) is one such model (Davis, 1989).

TAM was not primarily intended for the tourist industry, but it does give a theoretical foundation for understanding technology adoption and acceptance, which can be applied to digital marketing in tourism organizations. According to TAM, perceived utility and perceived ease of use are significant elements influencing technology adoption and acceptance by individuals or organizations. The perceived utility and ease of use of

digital marketing tactics and technologies might affect tourism businesses' decision to adopt and apply digital marketing practices in the context of digital marketing.

Hypothesis Development

Perceived Usefulness: Perceived usefulness is an individual's subjective estimate or belief about the extent to which a certain technology or system can improve their productivity, efficiency, or effectiveness in accomplishing desired goals or outcomes. It is the perceived value or utility that a person attaches to a technology based on their view of its prospective benefits and contributions to their duties or activities.

Association of Perceived Usefulness with Tourism Business Performance: Perceived usefulness correlates positively with tourist business performance, showing that when tourism experts consider a technology or digital marketing tool to be useful, it can improve business outcomes, consumer engagement, and overall success. Perceived usefulness is defined as the extent to which an individual believes that using an innovation helps to improve his or her work (Verma et al., 2018). Venkatesh et al. (2003) referred to a similar idea of perceived usefulness as performance expectancy, which necessitates more effort on the part of tourists in terms of information searches and travel planning. Perceived usefulness is claimed to be a primary motivator for information technology adoption, and it can be used to gauge satisfaction with information technology (Venkatesh & Davis, 1996).

H1a: *Perceived usefulness has a significant impact on tourism business performance.*

Association of Perceived Usefulness with Adoption of Digital Marketing: Adoption of digital marketing is positively related to perceived usefulness. When people see digital marketing tools as valuable, they are more likely to include them into their marketing efforts. Acceptance and integration of these tools into their marketing activities is encouraged by their view that digital marketing may deliver benefits and value to their firm. The behavioral intention of users to adopt a technology is determined by their view of the technology's utility and simplicity of use, according to TAM (Zbek et al., 2015). According to Davis (1989), perceived usefulness is "the extent to which a person believes that using a particular system would improve his or her job performance" (p.320). According to the researcher, perceived usefulness has a beneficial influence on behavioral intention. Numerous recent researches (Bhatiasevi & Yoopetch, 2015) support this relationship. The term perceived usefulness refers to Internet users' perceptions of how useful online booking is for making online reservations or payments. One of the variables of whether or not people would utilize online booking is perceived usefulness (Agag & El-Masry, 2016; Kucukusta, Law, Besbes, & Legohere, 2015; Zbek et al., 2015). The perceived usefulness of online booking technology has a greater impact on usage intention than perceived ease of use (Kucukusta et al., 2015).

H1b: *Perceived usefulness has a significant impact on adoption of digital marketing*

Perceived Ease of Use: According to Kucukusta et al. (2015), the subjective assessment or perception of an individual's level of comfort or simplicity in utilizing a specific technology, system, or digital tool is referred to as perceived ease of use. It reflects the individual's perception of how simple or easy it is to interact with technology and complete tasks or activities related to it. Individuals' propensity to accept and use technology can be influenced by perceived ease of use, which is frequently connected with reduced complexity, user-friendly interfaces, and intuitive design, all of which lead to a more pleasant user experience.

Association of Perceived Ease of Use with Tourism Business Performance: The perceived ease of use is related to the performance of tourism businesses. When tourism experts find digital marketing tools simple to use, their productivity and efficacy in advertising tourism services improves. In the tourism industry, simplified processes

and user-friendly interfaces lead to greater business outcomes and client engagement. According to a study by Buhalis and Law (2008), the perceived usability of digital marketing technology had a beneficial impact on the performance of the tourism industry. They came to the conclusion that user-friendly digital marketing tools and platforms helped tourism organizations reach and interact with their target audience successfully, which increased website traffic, boosted customer interaction, and eventually enhanced revenue and profitability. Gretzel et al. (2015) looked at the effect of perceived ease of use on the adoption and use of online travel platforms in another study. The results showed that visitors were more inclined to interact with and make reservations on websites they evaluated as being user-friendly, which enhanced business performance for travel agencies.

H2a: Perceived ease of use has a significant impact on tourism business performance.

Association of Perceived Ease of Use with Adoption of Digital Marketing: Adoption of digital marketing is positively related to perceived simplicity of use. Individuals are more inclined to accept and integrate digital marketing technologies into their marketing plans when they believe them to be simple to use. The perception of ease of use enhances the acceptability and use of digital marketing tools in efficiently advertising enterprises. Perceived ease of use is recognized as a key influencer of customers' beliefs about adopting mobile marketing products and services, particularly during the market debut stage. Several studies have found significant effects on PEOU and mobile financial service adoption (Chilli, Shayo, & Kara, 2021),

H2b: Perceived ease of use has a significant impact on adoption of digital marketing.

Perceived Risk: Mosazadeh (2022) stated that a person's subjective evaluating the risks or potential drawbacks related to a choice or transaction is referred to as perceived risk. It entails assessing potential losses, disadvantages, or negative results. Financial, performance, social, psychological, time, and physically manifestations of perceived risk are possible. It is random and fluctuates according to individual experiences and views. Decision-making is influenced by perceived risk because people try to reduce hazards. Safety worries, health risks, monetary losses, disappointing experiences, and cultural misunderstandings are just a few examples of perceived dangers in tourism. For tourism organizations to develop trust, boost customer confidence, and improve business performance by attracting and retaining customers, it is essential to understand and handle perceived risks.

Association of Perceived Risk with Tourism Business Performance: Individuals are becoming more concerned about travel dangers and safety. A quantitative evaluation of travel security is called risk perception in tourism. Tourists' perceptions of destination risk have a direct impact on their propensity to buy. Tourists are particularly sensitive to travel dangers, as evidenced by the asymmetry between the objective existence of tourist safety information and the subjective perception of tourists. Because dangers associated with tourism are inevitable, visitors must have some level of destination-specific knowledge. The purpose of this study was to thoroughly analyses previous investigations into tourists' perceptions of risk (Cui, Liu, Chang, Duan, & Li, 2016).

Kim and Yoon's (2003) study looked into how perceived risk affected travelers' decision-making while choosing their destinations. The results showed that tourists' inclinations to travel to specific locations were negatively impacted by perceived risk, potentially harming the performance of the tourism industry. In another study, in the context of travel-related products, Cheng and Jin's (2010) study looked at the connection between perceived risk and online buying behavior. The findings revealed that lower online purchase intentions were connected with higher levels of perceived risk, which could have a negative effect on the success of tourism companies that operate in the online market.

H3a: Perceived risk has a significant impact on tourism business performance.

Association of Perceived Risk with Adoption of Digital Marketing: The subjective estimate of potential negative outcomes or uncertainties connected with adopting and implementing digital marketing tactics is referred to as perceived risk. In the context of digital marketing adoption, perceived risk can operate as a barrier or disincentive for firms. Businesses may be cautious to adopt digital marketing because of concerns such as financial investment, data security, privacy issues, technological difficulties, and potential bad effects on brand reputation. As a result, a company's risk perception can considerably affect its decision to adopt and embrace digital marketing practices (Faqih, 2022).

Risk Perception (PR). Risks to individual information security and privacy are associated with digital marketing PR (Doolin et al., 2005). According to the PR theory, it involves a future risk that is unpredictable and could endanger the adoption process as a whole (Bauer, 1960; Tanadi et al., 2015). Many studies show that one of the biggest barriers to consumers' acceptance of online trade is worry over Internet privacy (Bart et al., 2005; Kim & Montalto, 2002; Teltzrow & Kobsa, 2004). Online buyers and business suppliers are particularly concerned about privacy issues. As a result, implementing a new technology is a risky procedure that may negatively impact corporate performance.

H3b: Perceived risk has a significant impact on adoption of digital marketing.

Tourism Business Performance: The evaluation and measurement of a tourist-related organization's or enterprise's efficacy is referred to as tourism business performance. It entails evaluating a number of operational areas of the company, such as financial performance, client happiness, market share, revenue creation, profitability, and overall business expansion. The organization's ability to draw in clients, meet their wants and expectations, and realize its strategic goals and objectives in the tourist sector is shown by the performance of its tourism business (Lee et al. 2022).

Association of Tourism Business Performance with Adoption of Digital Marketing: The relationship between a tourism business' effectiveness and success and its use of digital marketing tactics and technologies is referred to as the association of tourism business performance with the adoption of digital marketing. It entails looking at how different performance indicators of a tourism business are impacted by the adoption and implementation of digital marketing strategies such as online advertising, social media marketing, search engine optimization, and website optimization. This comprises elements like website traffic, client interaction, lead creation, conversion rates, income generation, and overall company expansion. A tourism company's visibility, reach, and ability to target and interact with its target audience can all be increased through the use of digital marketing, which will result in better business performance outcomes. In a study by Xiang, Du, Ma, and Fan (2017) looked at how digital marketing affected hotel performance. The results showed that hotels that used digital marketing methods efficiently saw an increase in occupancy rates, revenue per available room, and customer satisfaction. The effectiveness of tourist attractions was examined in a study by Neuhofer, Buhalis, and Ladkin (2015) to determine how adoption of digital technologies affected it. According to the survey, attractions that used digital technologies, such as interactive displays and mobile apps, had better visitor experiences, more visitors, and better financial results.

H4: Tourism business performance has a significant impact on adoption of digital marketing.

Empirical Studies

1) Deb, Nafi, and Valeri (2022) identified the use of digital marketing in new era for the promotion of tourism business. Tourism business performance and adoption of digital marketing have been used as the dependent variables and perceived usefulness, perceived ease of use, social media marketing, perceived risk, tourism business

performance are used as the independent variables. The data was collected from 200 respondents belonging to a group of people who happened to be internet users. Purposive techniques have been used to analyze this relationship. Result shows significant relation of independent variable with dependent variable, justification. It has been suggested for the empirical review, to analyze the relationships between digital marketing variables and tourism business performance, it is recommended to do quantitative analysis using statistical approaches such as correlation analysis, regression analysis, or structural equation modelling (SEM). A control group or comparison analysis would also provide a better understanding of the impact of digital marketing on business performance. It is also encouraged to collect data from a larger and more diverse sample, to use qualitative research methodologies for deeper insights, and to perform longitudinal study to observe the effects of digital marketing over time. Exploring potential mediating or moderating variables and benchmarking the findings against current literature and research in diverse contexts would improve the empirical review's robustness and validity.

2) Chilli, Shayo, and Kara (2021) exploring the relationship between perceived ease of use intension towards digital marketing. Adoption of digital marketing has been used as the dependent variables and Perceived ease of use is used as the independent Variable. The data was collected from 406 respondents who are internet social media users. Convenience technique has been used to analyze this relationship. Result shows Technology Acceptance Model (TAM) on assessing the effects of perceived ease of use showed positive influence on adoption of digital marketing and shows positive relation of independent variable with dependent variable, justification. It has been suggested better representation of the demographic factors, including better gender considerations was achieved in the study. Future recommendations is that Future research, using a longitudinal research design approach, is advised by the study in order to provide more concrete evidence of how perceived ease of use affects the adoption of digital marketing. This paper has examined relationship between, perceived ease of use intension towards using digital marketing showed that subscriber's intension to use digital service in determine by perception on it usefulness and convenient it is to use digital marketing The results also demonstrated the significance of Perceived Ease of Use for digital marketing in terms of how simple or effortless it is for users to communicate with one another. To provide wireless Internet access, digital marketing offers a vertically integrated, top-down services provider approach.

3) Hammad, Bataineh, Alshurideh, and Salhab (2022) identify the moderating impact of subjective standards in the elements influencing healthcare practitioners' acceptance of digital marketing. Healthcare providers' acceptance for digital marketing has been used as the dependent variables and perceived usefulness and perceived ease of use are used as the independent Variables. The data was collected from 375 respondents belonging to the medical field sector. Convenience sampling techniques has been used to analyze this relationship. Result shows that there is a statistically significant relationship between (Perceived ease of use and Perceived usefulness) on healthcare providers' acceptance of digital marketing provided by the medical field companies. The researcher recommends the following based on the findings: (1) Medical field companies should strive to improve the perceived ease of use and usefulness of their digital marketing services to enhance healthcare providers' acceptance. (2) Healthcare providers should continue improving their technology acceptance skills to stay efficient, updated with medical information, and maintain strong relationships with medical field companies. (3) Healthcare providers should adopt subjective norms that align with their goals and enhance their service offerings. Medical field companies should provide a clear vision and framework for digital marketing acceptance. (4) Medical sector enterprises should take proactive measures to develop a model for technological adoption and strive to increase healthcare providers' acceptance of digital marketing. Future research should focus on the relevance of perceived ease of use and usefulness on healthcare providers' acceptance of digital marketing by medical field companies in Amman, Jordan. Larger sample sizes are recommended to support these findings. Exploring other moderating variables, testing generalizability, and examining the relationship between perceived factors, acceptance, and subjective norms are also crucial. Comparative research and investigating variables like personal benefits, social class, and emotional intelligence

can provide valuable insights.

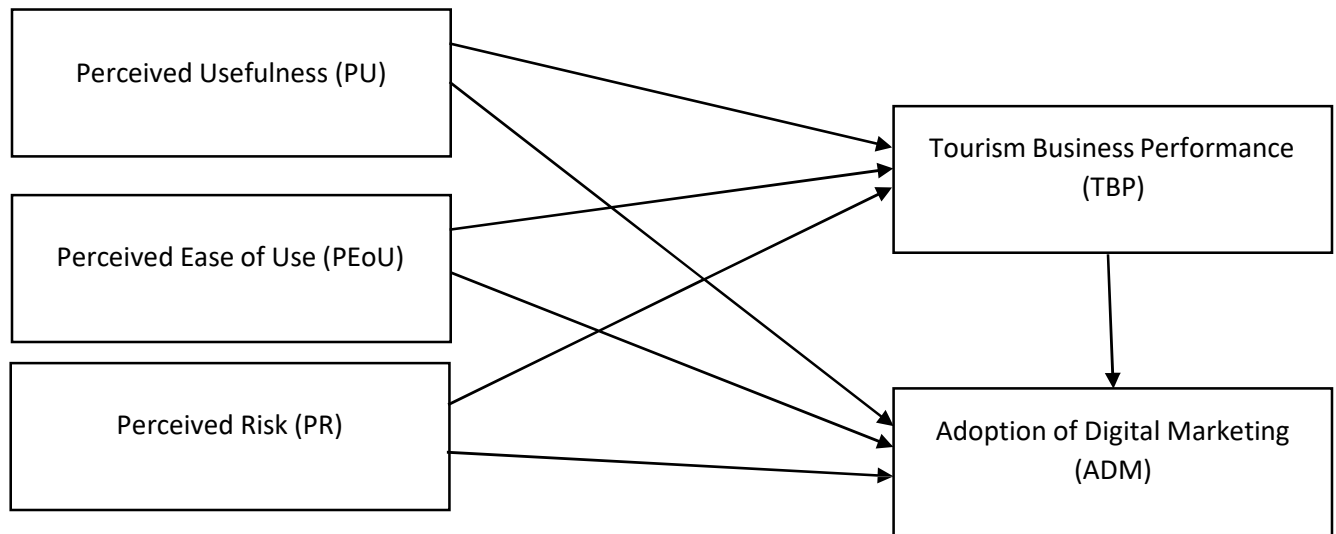


Figure 1: Conceptual Model

Research Purpose

The purpose of this research is explanatory, which means that this type of research has already been carried out in the past by several other researchers. It aims to explain certain phenomena and uncovers factors and processes that contribute to the observed outcomes. Namely, it explores the role of digital marketing in enhancing the performance of tourism businesses. This research paper intends to provide significant insights on the relevance of digital marketing in influencing the performance of tourism businesses by analyzing the collected data. The insights will enable them to make more educated decisions and optimize their digital marketing efforts, resulting in greater customer acquisition, engagement, and overall financial success.

Research Approach

This research has a quantitative approach which uses a closed-ended questionnaire to collect data for the research report. The questionnaire comprises of organized questions with predetermined response possibilities, allowing numerical data to be collected. The use of closed-ended questions allows for a more standardized and methodical approach to data collecting, making statistical analysis and quantitative interpretation easier. This technique enables the measurement of specific variables connected to the role of digital marketing in tourism business performance, such as levels of digital marketing adoption, perceived ease of use, perceived risk and perceived usefulness.

Research Design

Within the perspective of descriptive research, the design of this study can be regarded as correlational and survey-based. The descriptive research approach will be used to present and interpret the obtained data in a comprehensive manner in the study report. It seeks to investigate the links and associations between variables linked to digital marketing and tourism business performance. This helps to provide valuable insights and a comprehensive understanding of the role of digital marketing in tourism business performance.

Sampling Technique

The sampling technique used in this research is non-probability convenience sampling. This refers to approaching and selecting individuals who are readily available and can easily be accessed by the researcher. Hence, this sampling technique for data collection is efficient and convenient. Although, it is important to understand that the data obtained through convenience sampling does not fully represent the larger population since it is based on the accessibility of individuals.

Target Audience

The target audience of this research consists of travelers who actively use social media. These people are picked primarily based on their use of social media when travelling or planning their trips. Tourists who use social media can be regarded as unique subset of the overall tourist community. They are people who use social media like Facebook, Instagram, Twitter, and YouTube to share their travel experiences, seek suggestions, gain information, and interact with others in the travel community.

Sample Size

The sample size of this research is 87. This figure is determined by a variety of factors, including the research objectives, available resources, and time restrictions. While the sample size is not very large, it is sufficient to meet the study's objectives and acquire useful insights on the role of digital marketing in tourism business performance.

Statistical Technique

The statistical techniques used in this research are SPSS and PSLM. The use of SPSS in this study implies that the acquired data will be subjected to a variety of statistical analysis. To summarize and characterize the features of the variables under inquiry, descriptive statistics such as measure of frequency distributions can be obtained. Inferential statistics, such as factor analysis, analysis and regression can be used to investigate correlations, links, and significance levels between various variables. Additionally, the use of PSLM allows the researcher to analyze the variables relationship in a structural equation model. PSLM evaluates both the measurement model (the relationships between latent constructs and observed indicators) and the structural model (the relationships between the latent constructs themselves). This method allows researchers to test and confirm theoretical models, identify noteworthy links, and gain insights into the fundamental mechanisms behind the phenomena under investigation.

Questionnaire and Measurement

This research's questionnaire and measurement instrument to collect data is Likert scale. The Likert scale is a popular rating scale that assesses respondents' attitudes, views, or perceptions of a set of statements. Respondents are presented with a set of statements or items pertaining to the research topic on the Likert scale. Each statement is accompanied by a scale ranging from 1 to 5, with 1 representing "strongly disagree" and 5 representing "strongly agree." Respondents are prompted to select the proper response option to express their level of agreement or disagreement with each statement.

Ethical Consideration

In this research paper, ethical issues are of utmost importance. The report prioritizes participants' well-being and rights by getting informed consent and protecting their privacy and confidentiality. It is nevertheless open to potential conflicts of interest, maintaining transparency and objectivity in results reporting. The report is dedicated to sustaining ethical standards by prioritizing the interests of participants and recognizing the contributions of others. It emphasizes the need of maintaining integrity and credibility while adhering to ethical norms throughout the

research process. In this way, the report hopes to maintain the trust and respect of participants, readers, and the broader research community, while also ensuring that ethical standards govern every step of the study endeavor.

DATA ANALYSIS

Table 1

Demographic Profile

Respondents Profile			
Variables	Categories	Frequencies	Percentage %
Gender	Female	37	42.5
	Male	50	57.5
Age	Less than 20	17	19.5
	20-30	65	74.7
	31-40	1	1.1
	41-50	3	3.4
	Above 50	1	1.1
Educational Status	High School	10	11.5
	Undergraduate	53	60.9
	Graduation	22	25.3
	Others	2	2.3
Use of Internet (daily)	0-2 h	8	9.2
	3-5 h	35	40.2
	6-8 h	25	28.7
	More than 8 h	19	21.8

The details of demographic profile are presented in the table 1. In terms of gender, 42.5% of the respondents were female, while 57.5% were male. The respondent's age group category showed that 19.5% respondents were falling in the age bracket of less than 20, whereas 74.7% respondents were falling in the age bracket of 20-30, whilst 1.1% respondents were falling in the age bracket of 31-40, while 3.4% were falling in the age bracket of 41-50 and lastly 1.1% respondents were falling in the age bracket of above 50. As can be seen from the demographic characteristics, 11.5% respondents were high school students, 60.9% of the respondents were undergraduate students, 25.3% respondents were graduation students and 2.3% respondents were postgraduate students. The result shows that 9.2% respondents used the internet for 0-2 hours daily, 40.2% respondents used the internet for 3-5 hours daily, 28.7% respondents used the internet for 6-8 hours daily and 21.8% respondents used the internet for more than 8 hours daily.

Table 2

Reliability Analysis

Variables	Items	Cronbach's alpha
PU	4	.857
PEoU	4	.885
PR	3	.713
TBP	3	.844
ADM	3	.696
Overall reliability	17	.920

The table 2 shows the reliability analysis of all the variables. According to Uma Sekaran (2003), the closer the reliability coefficient Cronbach’s Alpha gets to 1.0, the better is the reliability. According to Tabachnick and Fidell, (2007) the Cronbach’s Alpha should be more than 0.55. The overall reliability of the loaded items is 0.920 that is 92% which shows that the data is reliable. The first variable, perceived usefulness has 4 items and the Cronbach alpha value of these items is 0.857. The second variable, perceived ease of use also has 4 items and the Cronbach alpha value of these items is 0.885. The third variable, perceived risk has three items and the Cronbach alpha value of these items is 0.713. The fourth variable is tourism business performance which has three items and the Cronbach alpha value of these items is 0.844. The fifth and the last variable, adoption of digital marketing also has three items and the Cronbach alpha value of these items is 0.696. Thus all these meet the criteria given by Tabachnick and Fidell (2007) of 0.55 and ensure the reliability of data.

Table 3
Factor Analysis

KMO and Bartlett’s Test			
Kaiser-Meyer-Olkin Measure of Adequacy	of Sampling		0.895
Bartlett’s Test of Sphericity	Approx. Chi-Square		907.334
	Df		136
	Sig		<0.001

The present analysis used principal components method (Guadagnoli & Velicer, 1988; Schonemann, 1990; Steiger, 1990; Velicer & Jackson, 1990) to reduce its 17 Likert based questionnaire items into 5 best manageable proposed factors. To determine the adequacy of the sample, Kaiser-Meyer-Olkin was used which, showed the value of 0.895 which is above 0.7 and suggests that the sample is sufficient to run factor analysis (Leech, Barrett, & Morgan, 2005; Barkus, Yavorsky, & Foster, 2006; Ali & Raza, 2015). Bartlett’s test of sphericity (Approx. Chi-Square = 907.334, df = 136, p < 0.001).

Table 4 (a)
Rotated Component Matrix

	1	2	3	4	5
PU1	.697				
PU2	.802				
PU3	.795				
PU4	.709				
PEoU1		.668			
PEoU2		.805			
PEoU3		.795			
PEoU4		.725			
PR1					.685
PR2			.868		
PR3			.811		
TBP1				.757	
TBP2		.505		.734	
TBP3		.671		.566	
ADM1			.789		

ADM2	.642
ADM3	.604

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 7 iterations.

The principal component method is used to obtain the rotated component matrix and the rotation matrix was Varimax. The factor loadings were reported in table 4(a). The total items were 17 and in total, the 5 factors were made. The items PR (perceived risk) and ADM (adoption of digital marketing) were cross-loaded in the other construct.

Table 4 (b)
Rotated Component Matrix

	1	2	3	4	5
PU1		.577			
PU2		.783			
PU3		.847			
PU4		.672			
PEoU1	.643				
PEoU2	.779				
PEoU3	.786				
PEoU4	.765				
PR2					.857
PR3					.889
TBP1			.784		
TBP2			.748		
TBP3	.658		.590		
ADM2				.709	
ADM3				.689	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization
 a. Rotation converged in 9 iterations.

After the deletion 2 of 17 items the factor analysis is again performed. The final factor loadings are reported in table 4.5 and it is seen in the table that all the variables are loaded in their relevant constructs.

Table 5 (a)
Coefficients Matrix

Model	B	P	VIF
(Constant)	.487	.200	
PU	.152	.177	1.938
PEoU	.573	<.001	1.933
PR	.183	.014	1.026
Adj. R ² = 0.521		F-Statistics = 32.144	

a. Dependent Variable: TBP

After the factors analysis the variables are computed to run the regression analysis. The result related to regression analysis is reported above. The result shows that the adjusted R-square has the value of 0.521 which means the independent variables can predict around 0.537 of the dependent variable. The VIF has the value less than 10 which mean the multi collinearity does not exist among the variables. F-statistics represents the combined effect of all the independent variables on dependent variables and it should be greater than 32. The prob-value should be less than 0.05.

The table 5 (a) shows that perceived usefulness has a positive but insignificant impact on tourism business performance. If perceived usefulness increases by 1%, then tourism business performance increases by 15.2%. This shows that the developed hypothesis was rejected.

The table 5 (a) shows that perceived ease of use has a positive and significant impact on tourism business performance. If perceived ease of use increases by 1%, then tourism business performance increases by 57.3%. This shows that the developed hypothesis was accepted.

The table 5 (a) shows that perceived risk have a positive and significant impact on tourism business performance. If perceived risk increases by 1%, then tourism business performance increases by 18.3%. This shows that the developed hypothesis was accepted.

Beta value also represents the strength of impact of an IV on DV while p-value/significance value represents the importance or significance of a relationship between IV and DV.

Table 5 (b)
Coefficients Matrix

Model	B	P	VIF
(Constant)	.039	.915	
PU	.471	<.001	1.981
PEoU	.204	.084	2.645
PR	.130	.077	1.104
TBP	.188	.079	2.162
Adj. R ² = 0.567	F-Statistics = 29.145		

a. Dependent Variable: ADM

After the factors analysis the variables are computed to run the regression analysis. The result related to regression analysis is reported above. The result shows that the adjusted R-square has the value of 0.567 which means the independent variables can predict around 0.587 of the dependent variable. The VIF has the value less than 10 which mean the multi collinearity does not exist among the variables. F-statistics represents the combined effect of all the independent variables on dependent variables and it should be greater than 32. The prob-value should be less than 0.05.

The table above shows that perceived usefulness has a positive and significant impact on adoption of digital marketing. If perceived usefulness increases by 1%, then adoption of digital marketing increases by 47.1%. This shows that the developed hypothesis was accepted.

The table above shows that perceived ease of use has a positive and significant impact on adoption of digital marketing. If perceived ease of use increases by 1%, then adoption of digital marketing increases by 20.4%. This shows that the developed hypothesis was accepted.

The table above shows that perceived risk has a positive and significant impact on adoption of digital marketing. If perceived risk increases by 1%, then adoption of digital marketing increases by 13.0%. This shows

that the developed hypothesis was accepted.

The table above shows that tourism business performance has a positive and significant impact on adoption of digital marketing. If tourism business performance increases by 1%, then adoption of digital marketing increases by 18.8%. This shows that the developed hypothesis was accepted.

Beta value also represents the strength of impact of IV on DV while p-value/significance value represents the importance or significance of a relationship between IV and DV.

Data Analysis (PLS-SEM)

The hypotheses were analyzed by using the Partial least square structural equation modeling (PLS-SEM). PLS-SEM is preferred over other traditional multivariate methods (Haenlein & Kaplan, 2004) and particularly for examining mediating hypotheses this method is highly recommended (James et.al, 2006). Moreover, this method is suitable for explaining the maximum variation of the data having a complex model by small sample size, has a minimum requirement with respect to model fitness and does not need assumption related to multivariate normality (Chin, 1998). To determine the significance of the hypothesized relationship and their path coefficients, the bootstrapping of 5000 subsamples method was used as recommended by Hair, Ringle, and Sarstedt, (2011). The estimation was done in two steps which were in accordance with the guidelines of Anderson and Gerbing's (1988). Step one is related to the assessment of measurement model, its reliability and validity; and in step two the structural model and hypothesis were tested

In order to evaluate the measurement, model the (i) individual item reliability (ii) construct reliability (iii) convergent validity and (iv) discriminant validity have been assessed, whereas, the structural model i.e., the hypotheses acceptance has been measured by examining the sign, size, and significance of the coefficient between the dependent and independent variables.

Measurement Model

Prior to the hypotheses testing, it was necessary to evaluate the robustness of the data, its internal consistency, and validity. Therefore, the measurement model was evaluated by four different methods. The individual item reliability shows the internal consistency of the responses among measuring items (Tabachnick & Fidell, 2007). The reliability of the measuring items of the construct (PU1, PU2, PU3, PU4, PEoU1, PEoU2, PEoU3, PEoU4, PR1, PR2, PR3, TBP1, TBP2, TBP3, ADM2, ADM3) was measured by value of Cronbach Alpha (λ) which must have the minimum value of 0.5 as given by Tabachnick and Fidell (2007). The construct reliability was evaluated by composite reliability which reflects the internal consistency among the measuring items within the construct, and the value should be greater than 0.7 (Straub, 1989). As seen in Table 6, the Cronbach Alpha (λ) and composite reliability meet the threshold value. The convergent validity reflects the tendency to which the measuring items of a construct convergewithin the same construct respectively, was assessed by average variance extracted (AVE) and according to Fornell and Larcker (1981), all the constructs should have a value higher than 0.5. The Table 6 shows that all the variables have a value greater than the threshold value.

Table 6

Construct	Indicator	Loading	Cronbach's Alpha	Composite Reliability	Average Variance (AVE)
ADM	ADM2	0.881	0.768	0.895	0.810
	ADM3	0.919			
	PEoU1	0.868			

PEoU	PEoU2	0.886	0.885	0.921	0.744
	PEoU3	0.882			
	PEoU4	0.812			
	PR1	0.792			
PR	PR2	0.811	0.712	0.835	0.628
	PR3	0.776			
	PU1	0.809			
PU	PU2	0.885	0.858	0.904	0.702
	PU3	0.842			
	PU4	0.814			
	TBP1	0.819			
TBP	TBP2	0.903	0.846	0.907	0.766
	TBP3	0.901			

The discriminant validity reflects the tendency to which the measuring items of a construct is discriminant from the another construct is evaluated by using two tests (1) Average Variance Extracted (AVE) analysis (2) Cross Loading analysis. The square root of the AVE (diagonal in Table 7) should be greater than the correlations between the variables (the off diagonal factors in Table 7). As seen from Table 4.9 the diagonal value is greater than the off diagonal value. The cross loading analysis presented in Table 4.10 shows that the individual items of each construct are loaded higher in their relevant constructs compare to the other constructs and the cross loading difference is also higher than the suggested threshold of 0.1 (Gefen and Straub, 2005). Thus, the model has robust discriminant validity.

Table 7

	ADM	PEoU	PR	PU	TBP
ADM	0.900				
PEoU	0.662	0.863			
PR	0.333	0.270	0.793		
PU	0.704	0.692	0.292	0.838	
TBP	0.620	0.713	0.396	0.562	0.875

Table 8

Cross Loadings

	ADM	PEoU	PR	PU	TBP
ADM2	0.881				
ADM3	0.919				
PEoU1		0.868			
PEoU2		0.886			
PEoU3		0.882			
PEoU4		0.812			
PR1			0.792		
PR2			0.811		
PR3			0.776		
PU1				0.809	
PU2				0.885	

PU3	0.842	
PU4	0.814	
TBP1		0.819
TBP2		0.903
TBP3		0.901

The heterotrait-monotrait ratio of correlations (HTMT) in Table 8 shows that none of the constructs has a value greater than 0.85 (Henseler, Ringle, & Sarstedt, 2015).

Table 9

HTMT

	ADM	PEoU	PR	PU	TBP
ADM					
PEoU	0.791				
PR	0.435	0.313			
PU	0.861	0.795	0.350		
TBP	0.758	0.812	0.497	0.664	

Structural Model

The structural model was analyzed by examining the sign, size, and significance of the path coefficient between each independent (perceived usefulness, perceived ease of use, perceived risk, tourism business performance) and dependent variable (tourism business performance, adoption of digital marketing). The higher the coefficient value, the stronger is the impact of the independent variable on the dependent variable. The hypotheses are considered on the significance level of 1% and 5%. The result of path analysis is depicted in Table 10 and showed that the 3 hypotheses were accepted and 4 were rejected. The variables perceived ease of use and perceived risk have significant positive effect on tourism business performance. The variable perceived usefulness has significant positive effect on adoption of digital marketing. Whereas the variables perceived ease of use, perceived risk, and tourism business performance have insignificant positive effect on adoption of digital marketing and the variable perceived usefulness has insignificant positive effect on tourism business performance.

Table 10

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PEoU->ADM	0.194	0.198	0.160	1.215	0.225
PEoU->TBP	0.595	0.586	0.102	5.835	0.000
PR->ADM	0.072	0.066	0.081	0.889	0.374
PR->TBP	0.209	0.214	0.079	2.640	0.008
PU->ADM	0.430	0.401	0.177	2.433	0.015
PU->TBP	0.089	0.095	0.139	0.640	0.522
TBP->ADM	0.212	0.233	0.140	1.510	0.131

The result shows that perceived ease of use has a positive but insignificant relationship with adoption of digital marketing. This means that if perceived ease of use increases by 1% then adoption of digital marketing

will increase by 19%. This shows that the developed hypothesis was rejected.

The relationship of perceived ease of use has a positive and significant impact on tourism business performance. This means that if perceived ease of use increases by 1% then tourism business performance will increase by 59%. This shows that the developed hypothesis was accepted.

The table above shows that perceived risk has a positive and insignificant relationship with adoption of digital marketing. If perceived risk increases by 1%, then adoption of digital marketing increases by 7%. This shows that the developed hypothesis was rejected.

The table above shows that perceived risk has a positive and significant impact on tourism business performance. If perceived risk increases by 1%, then tourism business performance increases by 20%. This shows that the developed hypothesis was accepted.

The results above show that perceived usefulness has a positive and significant impact on adoption of digital marketing. This means that if perceived usefulness increases by 1% then adoption of digital marketing will increase by 43%. This shows that the developed hypothesis was accepted.

The table above depicts a positive but insignificant relationship of perceived usefulness with tourism business performance. If perceived usefulness increases by 1%, then tourism business performance increases by 8%. This shows that the developed hypothesis was rejected.

The table above shows the relationship of tourism business performance to be positive but insignificant with adoption of digital marketing. If tourism business performance increases by 1%, then adoption of digital marketing increases by 21%. This shows that the developed hypothesis was rejected.

DISCUSSION

Table 10 (a)

Coefficients Matrix

Model	β	P	VIF
(Constant)	.487	.200	
PU	.152	.177	1.938
PEoU	.573	<.001	1.933
PR	.183	.014	1.026
Adj. R ² = 0.521		F-Statistics = 32.144	

a. Dependent Variable: TBP

The result of regression analysis of first table is reported in table 10 (a). The first hypothesis regarding the effect of PU on TBP shows the insignificant, but a positive relationship ($p = 0.177$, $\beta = 0.152$). The studies which supported that relationship include; Li, Li, and Hudson (2013), and Xiang, Du, Ma, Fan, and Li, X. (2017) reveals that perceived usefulness will improve product or service features, streamlining processes, providing clear information, personalizing experiences, encouraging positive interactions, and utilizing technology to improve tourism business performance by increasing perceived usefulness.

The second hypothesis regarding the effect of PeoU on tourism business performance shows the significant, but a positive relationship ($p < 0.001$, $\beta = 0.573$). The study which supported that relationship includes Wang, LiLi, and Liang (2018) reveals that perceived ease of use will enhance the tourism business performance at tourist who are social media users will find it to be more feasible.

The third hypothesis regarding the effect of PR on TBP shows the significant, but a positive relationship ($p = 0.014$, $\beta = 0.183$). The study which supported that relationship includes Chen and Chen (2010) and Kim and Nieh. (2009) reveals that perceived risk will enhance the tourism business performance at tourist who are social media users will find it to be more feasible.

Table 10 (b)
Coefficients Matrix

Model	B	P	VIF
(Constant)	.039	.915	
PU	.471	<.001	1.981
PEoU	.204	.084	2.645
PR	.130	.077	1.104
TBP	.188	.079	2.162
Adj. R ² = 0.567		F-Statistics = 29.145	

a. Dependent Variable: ADM

The result of regression analysis of second table is reported in 10 (b). The first hypothesis regarding the effect of PU on ADM shows the significant, but positive relationship ($p < 0.001$, $\beta = 0.471$). The study which supported that relationship includes Alalwan, Dwivedi, Rana, and Williams (2010), and Taiminen and Karjaluoto (2015); reveals that perceived usefulness will enhance the adoption of digital marketing by individual and organization. It denotes the importance, advantages, competitiveness, effectiveness, and affordability of digital marketing.

The second hypothesis regarding the effect of PEOU on ADM shows the significant, but positive relationship ($p = 0.084$, $\beta = 0.204$). The study which supported that relationship includes Liang and Huang (2014) and Koc and Ceylan (2018); reveals that perceived ease of use will enhance the adoption of digital marketing by individual and organization. It denotes the importance, advantages, competitiveness, effectiveness, and affordability of digital marketing.

The third hypothesis regarding the effect of PR on ADM shows the significant, but positive relationship ($p = 0.077$, $\beta = 0.130$). The study which supported that relationship includes Liang, Saraf, Hu, and Xue (2007), and Alalwan, Dwivedi, Rana, and Williams (2017); reveals that perceived risk significantly affects the adoption of digital marketing that have higher risk perceptions, such as worries about financial investment, a lack of technical know-how, and data security.

The fourth hypothesis regarding the effect of TBP on ADM shows the significant, but positive relationship ($p = 0.079$, $\beta = 0.188$). The study which supported that relationship includes Xiang, Du, Ma, and Fan (2017), and Li and Wang (2019); reveals that adoption of digital marketing positively affects tourism business performance. It demonstrates that travel agencies actively engage in digital marketing techniques like social media marketing.

CONCLUSION

According to the study, perceptions of utility, usability, and risk have a substantial impact on how well tourism businesses succeed and how widely digital marketing is used. The results show that tourists are more likely to engage in digital marketing practices when they believe that digital marketing tools are practical, effective, and convenient. The study also emphasizes how crucial it is to minimize perceived risk by assuring the dependability and security of digital marketing platforms. Tourism organizations may improve their performance, draw in a wider consumer base, and contribute to the expansion of the industry by recognizing the potential advantages of digital marketing and minimizing perceived hazards. These findings highlight the necessity for tourism organizations and policymakers to give priority to implementing digital marketing strategies in order to survive and prosper in the digital era. Digital marketing is essential to the success of tourism firms because it reaches a wider audience, enhances brand recognition, and increases conversions. It entails using internet channels to target particular customer categories and tailor marketing initiatives. The Technology Acceptance Model (TAM) offers a framework

forcomprehending how digital marketing strategies are adopted and accepted. TAM claims that the perceivedvalue and usability of digital marketing strategies affect the choice of tourism organizations to embrace andemploy them. The sampling technique of this research is non-probability convenience sampling. The statistical techniques used in this research report are SPSS and PSLM. The sample size collected was 87. Therresults show in first table that PU has insignificant but positive relation with TBP, whereas PEOU and PR have significant and positive relation with TBP. In table no: 2, PU, PEOU, PR, TBP have significant and positive effect on ADM. The research is recommended to all tourism businesses.

Managerial Implications

Perceived Usefulness: Managers should emphasize the advantages and benefits of digital marketing strategies in order to boost the performance of the tourism industry and promote its adoption. Besure to emphasize how these tactics can lead to greater customer interaction, website traffic, and eventually, income and profitability.

Perceived Ease of Use: Managers should make an effort to make digital marketing toolsand technology accessible and user-friendly. Employees' perceived complexity of these tools can be decreasedand their confidence in using them effectively can be increased by offering training and support. Process and interface simplification can improve usability and promote greater adoption.

Perceived Risk: Managers must deal with and reduce perceived risks related to digital marketing, including worries about privacy, security, or prospective financial investments. These worries can be allayed and trust in the adoption of digital marketing practices can be increased by putting in place strong security measures, upholding transparency in the management of data, and providing customer assistance.

Tourism Business Performance: Key performance indicators (KPIs) for digital marketing campaigns should be monitored and analyzed on a regular basis by managers. This involves keeping an eye on data for user engagement, conversion rates, and return on investment (ROI). Managers canpinpoint areas for improvement, develop strategy, and efficiently allocate resources by regularly analyzingperformance.

Adoption of Digital Marketing: It is essential for managers to stay current with thenewest trends and cutting-edge technologies because digital marketing is a dynamic area. Businesses may adapt to shifting digital marketing environments and keep a competitive advantage by investing in ongoing professional development, going to industry conferences, and encouraging a culture of experimentation andlearning within the organization. Tourism businesses can improve their overall performance and successfully adopt and use digital marketing practices by concentrating on increasing perceived usefulness, ease of use, and addressing perceived risks, while also monitoring business performance and remaining agile in the digital marketing landscape.

Future Recommendations

Researchers can look into a number of areas to improve their knowledge of how digital marketing affects the travel and tourism sector. Comparative studies to assess the efficiency of various digital marketing techniquesand methods in the context of tourism may be included in future study. To evaluate the long-term impacts of digital marketing adoption on the performance of the tourism industry, longitudinal studies can be carried out. Further research on the impact of cultural elements on the acceptance and efficiency of digital marketing inthe tourism sector could yield insightful results. The relationship between perceived usefulness, perceived ease of use, perceived risk, and the success of the tourism industry can also be studied by researchers in dept.

REFERENCES

- Adriana Zait, A., & Patricea Elena Berteau, P. E. (n.d.). The influence of perceived risk on e-commerce adoption: A literature review. *Proceedings of the 10th International Conference on Business Excellence*, 245-255.
- Agrawal, S. C. (2019). Digital marketing in tourism industry: Relevance, opportunities and challenges. *Tourism Tribune*, 34(1), 11-17.
- Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Williams, M. D. (2010). Consumer adoption of mobile banking in Jordan: Examining the role of usefulness, ease of use, perceived risk and self-efficacy. *Journal of Enterprise Information Management*, 23(5), 590-605.
- Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Williams, M. D. (2017). Consumer adoption of Internet of Things (IoT) in the United Kingdom: A unified theory of acceptance and use of technology (UTAUT) approach. *Computers in Human Behavior*, 70, 400-412.
- Ali, S., & Raza, S. (2015). Factor analysis of people's perception of quality and satisfaction with bus transport service in Pakistan. *Journal of Quality and Technology Management*, 11(2), 1-19.
- Anatolia, A. (2013). Uncertainty in tourist decision-making: Proposition of a holistic model. *Anatolia*, 24(2), 154-167.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423
- Atar, C. (2020). The impact of digitalization on the tourism sector. *Journal of Management Research*, 12(1), 40-53.
- Barkus, E., Yavorsky, C., & Foster, M. (2006). Factor analysis in personality disorder research. *Personality and Mental Health*, 1(1), 22-37.
- Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all Web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing*, 69(4), 133-152.
- Bhatiasevi, V., & Yoopetch, C. (2015). Factors influencing Thai hotel employees' adoption of online training. *Journal of Human Resources in Hospitality & Tourism*, 14(2), 165-186.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Chili, B., Shayo, A. H., & Kara, A. (2021). The moderating role of perceived ease of use in the relationship between perceived usefulness and the adoption of mobile financial services: A study of Tanzania. *Journal of African Business*, 22(2), 262-283.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295-336.
- Couture, Y., Bilodeau, S., & Tremblay, S. (2015). Tourism websites and tourist information search. *Tourism Management*, 46, 107-114.
- Cui, M., Liu, S., Chang, J., Duan, Y., & Li, J. (2016). Perceived risk and destination choice: A study of outbound tourists from China. *Journal of Destination Marketing & Management*, 5(3), 212-221.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Deb, M. (2021). Digital marketing for branding, customer engagement, and increased sales: A case study on the usage of social media marketing. *International Journal of Business and Administration Research Review*, 4(2), 81-87.
- Deb, S. K., Nafi, S. M., & Valeri, M. (2022). Promoting tourism business performance through digital marketing in the new normal era: a sustainable approach. *European Journal of Innovation Management*, 25(3), 578-596.
- Doolin, B., Burgess, L., & Cooper, J. (2005). Evaluating the use of the Web for tourism marketing: A case study from New Zealand. *Tourism Management*, 26(2), 187-201.
- Filipa Jorge, M., Mário Sérgio Teixeira, R., Ricardo Jorge Correia, R., Ramiro Gonçalves, J., José Martins, P., & Maximino Bessa, F. (2018). The impact of digital marketing techniques in the tourism industry. *European Journal of Applied Business and Management*, 4(1), 47-57.

- Guadagnoli, E., & Velicer, W. F. (1988). Relation of sample size to the stability of component patterns. *Psychological Bulletin*, 103(2), 265-275.
- Haenlein, M., & Kaplan, A. M. (2004). A beginner's guide to partial least squares analysis. *Understanding Statistics*, 3(4), 283-297.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
- Hammad, M. A., Bataineh, K., Alshurideh, W., & Salhab, A. (2022). The moderating impact of subjective standards on healthcare practitioners' acceptance of digital marketing. *International Journal of Healthcare Management*, 1(2), 1-18.
- Iqbal, M. N. (2022). The Influence of Corporate Social Responsibility on Corporate Alliance Brand Value: A Study on Bancassurance Services in Pakistan. *Foundation University Journal of Business & Economics*, 7(2), 61-69.
- Iqbal, M. N., & Shamsi, A. F. (2017). Penetration of Life Insurance in Pakistan: A Conjunctual Ecological Frame Work of Life Insurance Channels. *GMJACS*, 7(2), 10-10.
- Iqbal, M. N., Zakai, S.M., & Hassan, M., (2022), An Exploration of the Factors Influences Customer Response towards Banking Products and Services, *Periodicals of Social Sciences*, 2(2).
- James, L. R., Mulaik, S. A., & Brett, J. M. (2006). A tale of two methods. *Organizational Research Methods*, 9(2), 233-244.
- Khan, G. F., & Jan, F. A. (2015). The role of social media, electronic word of mouth, and online travel reviews in marketing communication of tourists. *Asia Pacific Journal of Tourism Research*, 20(12), 1279-1296.
- Kim, D. J., & Montalto, C. P. (2002). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Sciences*, 33(2), 247-271.
- Kim, H. J., & Niehm, L. S. (2009). The impact of website quality on information quality, value, and loyalty intentions in apparel retailing. *Journal of Interactive Marketing*, 23(3), 221-233.
- Koc, E., & Ceylan, H. (2018). Examining the factors influencing social media usage and information disclosure on Facebook: A comparative analysis. *Computers in Human Behavior*, 86, 294-302.
- Kucukusta, D., Law, R., Besbes, A., & Legoharel, P. (2015). The importance of perceived usefulness and trust for online bookings: A comparison of online travel agencies and hotel websites. *Journal of Travel Research*, 54(1), 3-15.
- Li, X., & Wang, D. (2019). Effects of online reviews on tourists' decision-making: A study of the hotel sector in China. *Journal of Travel Research*, 58(3), 437-452.
- Liang, H., Saraf, N., Hu, Q., & Xue, Y. (2007). Assimilation of enterprise systems: The effect of institutional pressures and the mediating role of top management. *MIS Quarterly*, 31(1), 59-87.
- Liang, T. P., & Huang, C. Y. (2014). Understanding the antecedents of mobile app download intention. *Journal of Business Research*, 67(11), 2536-2544.
- Mazan, İ., & Çetinel, M. H. (2022). Moderating role of perceived usefulness in the relationship between power distance and behavioral digital tourism experience intention. *Journal of Hospitality and Tourism Management*, 48, 64-75.
- Özbek, M., Ozcift, A., & Göksel, A. (2015). An empirical study on acceptance of hotel online booking systems: An integrated model of TAM and decomposed TPB. *Journal of Hospitality and Tourism Technology*, 6(1), 23-40.
- Ritz, R., Weinberg, P., & Fieseler, C. (2019). Supporting co-creation? The impact of social media, brand- related user-generated content, and the size of the social media community on consumer behavior. *Journal of Hospitality and Tourism Management*, 38, 13-22.
- Rizvi, S.A., Asif, A., Zahid, Z., and Iqbal, M.N., (2022). Effectiveness Of The Factors For Tourism Industry In Pakistan: A Quantitative Analysis, *Priority-The International Business Review*, 1(1).
- Schonemann, P. H. (1990). Alternative exploratory factor analysis criteria. *Multivariate Behavioral Research*, 25(2), 211-224.
- Serra Cantallops, A., & Salvi, F. (2014). Role of online communities in tourism websites. *Annals of Tourism Research*, 48, 13-30.
- Steiger, J. H. (1990). Structural model evaluation and modification: An interval estimation approach. *Multivariate*

- Behavioral Research*, 25(2), 173-180.
- Sweeney, J., & Craig, C. (2011). Consumer socialization in online communities of consumption: A study of an online wine forum. *Journal of Services Marketing*, 25(5), 383-392.
- Taiminen, H. M., & Karjaluoto, H. (2015). The usage of digital marketing channels in SMEs. *Journal of Small Business and Enterprise Development*, 22(4), 633-651.
- Tanadi, S. B., Djatikusuma, A. D., & Tanadi, D. S. (2015). Trust and risk factors of using online travel agents in Indonesia. *Procedia Computer Science*, 72, 628-635.
- Todua, N., & Jashi, M. (2015). The impact of social media on consumer behavior. *Journal of Emerging Trends in Marketing and Management*, 1(1), 51-55.
- Velicer, W. F., & Jackson, D. N. (1990). Component analysis versus common factor analysis: Some further observations. *Multivariate Behavioral Research*, 25(1), 97-114.
- Venkatesh, V., & Davis, F. D. (1996). A model of the antecedents of perceived ease of use: Development and test. *Decision Sciences*, 27(3), 451-481
- Venkatesh, V., Davis, F. D., & Morris, M. G. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
- Verma, N., Kumar, R., & Gupta, S. (2018). An empirical study on the acceptance of mobile banking services in India: Extending the unified theory of acceptance and use of technology (UTAUT) model. *International Journal of Information Management*, 43, 789-800.
- Wang, D., Li, X., Li, Y., & Liang, Y. (2018). Perceived ease of use will enhance tourism business performance: A study of social media users. *Journal of Travel Research*, 57(5), 685-699.
- Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 58, 51-65.
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27-36.