THE IMPACT OF DIGITAL SELLING DEVELOPMENT ON ENTREPRENEURSHIP: A CASE FROM INFORMATION TECHNOLOGY SECTOR OF PAKISTAN

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Abstract

In recent years, Digital selling has become a key component of the business plans among the entrepreneurs. With the emergence of digital selling, most entrepreneurs can take advantage of using digital marketing and digital media to develop revenue and awareness. The aim of the research is to determine how digital selling influences individuals who are their own boss in the Pakistan IT industry. It also focuses at nature of business as well as the individual decision method. It evaluates the overall impact of digital media promotions and strategies on entrepreneurial decisions in the Information Technology sector. A self-administered survey was designed to collect information for this research, which followed a quantitative approach study style. The survey's respondents are Karachi's resident freelancers, and a random sampling procedure was applied to select the data of 205 people. The hypotheses were investigated using regression analysis since the study's purpose was to assess the impact of every independent variable on the specified dependent variable. According to the present research, digital marketing and selling ads have a mixed influence on entrepreneurship in the IT industry of Pakistan. Entrepreneurial behavior has been heavily influenced by these independent variables i.e., affiliate marketing, pay per click advertisement, social media marketing, email marketing, and search engine marketing. The findings of this study have important impacts on the IT sector, as they allow entrepreneurs to detect their strategy in an online world and make suitable decisions.

Keywords: Entrepreneurship, Digital Selling, Digital Marketing, Affiliate Marketing, Pay-Per-Click Advertisement, Social Media Marketing

INTRODUCTION

Background of Research

The recent speed of social media has caused big challenges for human interactions. People spend more time on virtual world than real world. Rapidly growing rate of digital platforms that play important role in facilitating social behavior on the internet has completely changed the nature of human activity, environment and interactions. The formation of online communities all over the world has got firms to think and change their marketing techniques according to the rapidly changing behavior of the people. Elavarasan (2020) stated that Entrepreneurship was established and developed at a late stage of capitalism when it used to be called as the fourth factor of production.

According to Invest2Innovate, a Pakistani consulting company, 83 companies raised $350 million in 2021 and the industry has raised $136 million so far this year (Khan et al., 2023).Adding to this, the IT sector in Pakistan is one of the most exported industries in the country. According to the Foreign Ministry of Information Technology and Telecommunication of Pakistan, in the period from July 2021 to April 2022, remittances from Pakistan's information and communication technology exports, that comprise telecommunication, computer, and information technology services, increased by 29.29% on a yearly

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basis to $2.198 billion (Hanif, 2023).

However, also in same time frame of 10 months of prior year, the Information and Communication Technology exports stood at $1.7 billion (Tribune, 2022). Living in the digital age, when everyone has access to the Internet, it is reasonable to switch to this type of marketing (Akmal, 2021).

Industrial Brief

A vast human and intellectual capital exists in Pakistan, where 60 percent of the 200 million people are between the ages of 15 and 29. The number of IT businesses and contact centers in Pakistan has surpassed 2,000, and it is increasing yearly and over 20,000 IT professionals and engineers are generated annually in Pakistan, which also boasts 13 software technology parks, more than 300,000 English-speaking IT workers with experience in current and upcoming IT products and technologies, and a growing startup culture (Hafeez et al., 2023). With $1.067 billion in exports of IT in the fiscal year 2017–18, compared to $939 million in the fiscal year before, this was the biggest amount ever reported. There are now $700 million worth of software exports from Pakistan, as stated by Pakistan's State Bank. Additional exports worth $600 million come from businesses that don't send profits to Pakistan (Nabi et al., 2022).

The ICT sector's size is intended to reach $20 billion by 2025 in line with the Digital Policy of Pakistan 2018 and Pakistan Vision 2025 (Sector Profile Tech, 2019). Haftu (2019) stated that by the beginning of computer and other technological and communication devices, we can see a major growth in the country's economy and Chan (2000) revealed that IT practices data, collects information, stores composed materials, gathers knowledge and advances communication.

Research Problem

The aim of this research study is to identify and examine the effect of digital selling on entrepreneurship. Are marketing campaigns based on the newest digital trends helpful for business owners in the IT sector? Given the expanding Information Technology segment in Pakistan, Potential exists for entrepreneurs to increase sales by interacting with local customers or international market through Digital selling initiatives. As the passion for entrepreneurship is increasing rapidly, this study identifies what campaigns and techniques are supposed to be used by entrepreneurs to sell their services and what possible outcome they can get.

Research Questions

1. Does search engine marketing factor of digital selling affect entrepreneurship?
2. Does pay-per-click advertising factor of digital selling affect entrepreneurship?
3. Does social media marketing factor of digital selling affect entrepreneurship?
4. Does email marketing factor of digital selling affect entrepreneurship?
5. Does affiliate marketing factor of digital selling affect entrepreneurship?

Research Objectives

Industrial research's primary objectives include:

1. To analyze the role of search engine marketing on entrepreneurship in IT Sector in Pakistan.
2. To understand the role of pay-per-click advertising on entrepreneurship in IT Sector in Pakistan.
3. To have depth knowledge about the influence of social media marketing on entrepreneurship in IT industry in Pakistan.
4. To examine pros and cons of email marketing on entrepreneurship in IT Sector in Pakistan.

5. To explore the influence of affiliate marketing on entrepreneurship in IT based Sector in Pakistan.

Justification

Entrepreneurs are paying close attention to how people utilize digital platforms. If most clients interact with social media, Entrepreneurs should also interact with social media. Yet less is recognized on how it affects. Several investigations concentrate on customer and consumers, but they usually miss the influence of the Digital platforms for entrepreneurs. This research can assist entrepreneurs that how they can maximize their revenue by utilization of digital selling platforms and what can be the insights of their strategies so that they may select the best strategy for their campaign.

Limitations

1. Due to cost, time, and resource restrictions, the researchers could only focus on the Entrepreneurs in big cities of Pakistan like Karachi, Lahore, and Islamabad because internet service is fast in these cities as compared to rest of the country.
2. The Cost and time are limited researcher could only contact a few entrepreneurs and take relevant information regarding research.
3. This research does not cover all the platforms of Digital selling due to limited time. It is limited to only 5 platforms that are mostly used by entrepreneurs in Pakistan.

Scope

The study covers the area of creating strategies and how entrepreneurs are going to adopt these strategies to get the maximum of their campaigns. The research is conducted on freelancers who work individually on online earning sites like fiver etc. The reasons for online earning sites as these platforms are open for all whomever wishes to be his own boss. Analysis of the effects is the primary goal of this study either positive or negative that is created because of digital selling. The data is collected from entrepreneurs who work in the IT sector.

Assumptions

Our findings are projected to support the market's understanding of the influence of digital selling development on entrepreneurship. Digital platforms are continuously evolving, and it's fascinating to speculate on what it may look like in a few years. As new trends emerge, the discipline of IT industry monitoring may need to stay up with the demands of digital platform users as marketers modify their techniques. As a result, once the communication system is in place, people are more likely to trust the entrepreneurs and the better marketers understand their target demographic, the easier it is for them to communicate with each group.

LITERATURE REVIEW

Few years before 20 century there were e commerce and then in 20's the social commerce era started. Digital selling has a big role in industries but some challenges also as data explosion or (big data), social media, channel proliferation and changing consumer demographics they are responsible for development of digital marketing as the change in technology and consumer's demographics changes our marketing strategies also Digital selling uses modern digital channels to communicate with customers about brand, products or service and the business progress. Social media marketing focus on relationships and communication also the use of Digital selling is always effective for promoting products or services and

providing good communication ways (Elavarasan, 2020). In the past ten years, the usage of social media has increased the complexity, variety, and intensity of connections between businesses and consumers. Firms use social media platforms, on the one hand, to increase their customers' geographical moves bolster product evaluations and build closer connections with buyers. Social media, on the other hand, has empowered users to take more control over the marketing communication process by serving as content makers, partners, and critics (Rapp et al., 2013; Hamilton et al., 2016; Gao et al., 2018, Shahid and Qureshi, 2022). Social media now serves as a source of marketing knowledge after progressively transitioning from a single marketing instrument (whereby businesses can track, evaluate, and forecast consumer behavior), Marketers must properly leverage and take advantage of social media in order to get a competitive advantage and deliver superior outcomes (Lamberton and Stephen, 2016). Few companies actively organize their social media activities and visibility, Regardless of the fact that most marketers are aware of the need to interact with clients on social media platforms (Griffiths and Mclean 2015; Choi and Thoeni , 2016). Instead of launching social media campaigns, the majority of firms consistently struggle to incorporate social media into their marketing strategy in order to engage customers and create valuable, long-lasting relationships with them (Schultz and Peltier 2013; Lamberton and Stephen, 2016). Despite the great potential that social media offers organizations, it can be difficult to fully understand the nature and purpose of strategies for social media marketing since there is no definite definition or detailed structure to direct their integration (Effing and Spil, 2016).

Entrepreneurship

Assortments of related components that make up entrepreneurial ecosystems thrive in the context of robust reciprocal relationships. A number of institutions and factors within an ecosystem setting can have an impact on the level of entrepreneurship in a particular region (Rashid and Ratten, 2022). Technology progress and new company operations models are referred to as "digital entrepreneurship" (Steininger et al., 2022). Besides, Davidson and Vaast (2010) stated that when chances are sought after using digital media and other information and communication technology, this is known as "digital entrepreneurship". A novel and conceptually significant viewpoint on entrepreneurship have emerged as a result of the emergence of digital platforms and related entrepreneurial contexts. Innovation and entrepreneurship have been significantly affected by the emergence of cutting-edge and powerful digital technologies, platforms, and infrastructures. Although the advantages to entrepreneurs of their involvement in these entrepreneurial contexts are generally established, research on the related technology upheavals that have led to Digital Entrepreneurship is still lacking (Nambisan, 2017; Nambisan et al., 2019; Nambisan and Baron, 2021).

Digital Selling

The ecosystems fueled by technology and platforms that are increasingly forming across sectors will be the source of the next phase of disruptive innovation. After carefully utilizing technology to create digital enterprises, executives are now developing the flexible, resilient, and networked selling economy that is essential for success in an ecosystem-based digital economy (Trabucchi and Buganza, 2020).

Social Media Marketing

A new industry and a new business model Involved in the internet marketing of services, products, ideas, and information (Li et al., 2021). Social media marketing has five indicators stated by Kotamena et al. (2020); also, by Novitasari et al. (2021). First is Online Communities, it means a company might use

social media to create a community or group of individuals who have similar interests or are likely to buy the products you're attempting to promote. People in this neighborhood frequently exchange expertise and aid in the expansion of the business. The second is Interaction; interaction on social media has a significant impact on communication. Through this contact, businesses may keep an eye on customers' passion for their products. The third one is Content Sharing Social media users may trade photographs, videos, statistics, and the most recent information more easily thanks to content sharing. The fourth is, focus of Accessibility is on social media's affordability and simplicity of use. The fifth and last one is Credibility that refers to conveying the appropriate message to win consumers' trust for whatever is said or done that is emotionally related to what the target audience or consumer wants.

Search Engine Marketing
A better level of visibility inside the search engine result listings is what search engine marketing is defined as doing for a business or organization. All of the internet PR initiatives brought on by search engine marketing result in a recovery, when it comes to corporate identity, which is seen as the ethos, goals, and values that foster a feeling of originality (Nyagadza, 2022). The group of activities known as "search engine marketing" includes social media marketing, search engine optimization, and other search engine-related operations; moreover, it is suggested by Zhang et al. (2016) that Products from the retail website may be placed in a more prominent position at the top of the search results page, increasing its business as a result. All search engine optimization actions are included in search engine marketing, which prioritizes income generation over increasing online traffic. Social media marketing engages customers, develops connections, and then sells items by utilizing one or more social media platforms.

Email Marketing
A type of digital marketing communication known as email marketing targets individuals, individuals in groupings, or market divisions with its messaging. Building trust, loyalty, and brand exposure are the main goals of email marketing strategies (Mathur and Arora, 2020).

Affiliate Marketing
Affiliate marketing is a commission system that is given to someone when they successfully recommend the product to others (Nursal et al., 2022).

Pay per click advertising
Pay per Click marketing is a sort of online advertising that appears in search engine results as a banner or link with the client's description, suggestion, or opinion (Szymanski and Lininski, 2018).

Hypotheses
H1: There is significant effect of search engine marketing factor of digital selling on entrepreneurship.
H2: There is significant effect of pay per click advertising factor of digital selling on entrepreneurship.
H3: There is a significant effect of the social media marketing factor of digital selling on entrepreneurship.
H4: There is significant effect of email marketing factor of digital selling on entrepreneurship.
H5: There is significant effect of affiliate marketing factor of digital selling on entrepreneurship.
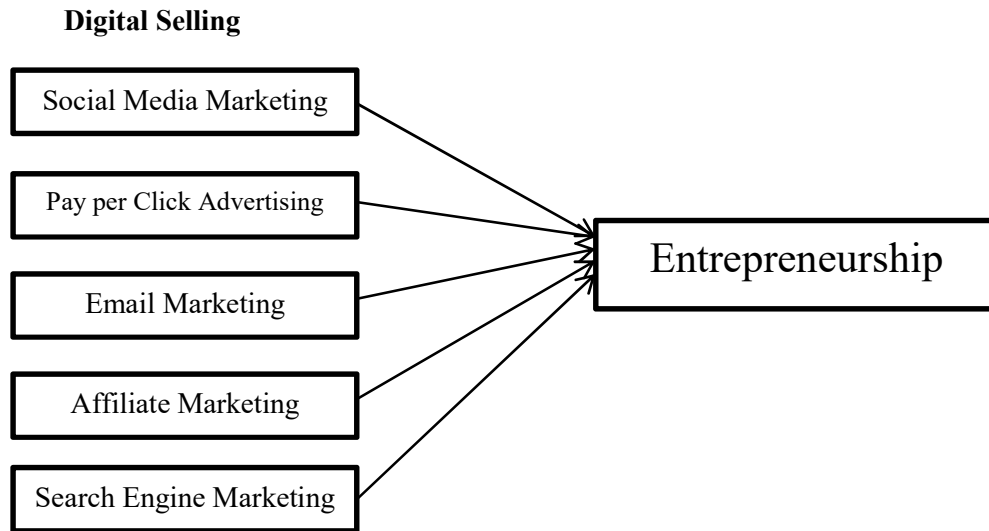
Conceptual Framework

Digital Selling

Figure 1: Conceptual Framework

METHODOLOGY

The process of choosing different research methodologies based on a research philosophy is known as the research methodology. Based on such techniques, the researcher can select either a quantitative or qualitative research methodology. Each methodology has distinct options for data collecting and analysis. This section outlines the decisions the researcher makes when conducting the study.

Design of Research

The study was done to examine the influences of digital selling on entrepreneurship in Pakistan's information technology industry. The study's design outlines the decisions and procedures used to carry out the primary research study. Toyon (2021) encompasses the research paradigm, research strategy, research methodologies, research methodology, time frame, and techniques of data collecting in its explanation of the six stages of research design. The underlying attitude is epistemology as the research philosophy, and post positivism is the research paradigm chosen to perform the quantitative study, according to the researchers' descriptions of the six steps of choosing. The study is deductive since it is based on an existing theory and model, and the researcher chose the variables and developed a hypothesis that would be confirmed or disproven using primary data from the IT industry. One-time studies and cross-sectional studies were done in this study. The study uses a single methodology, which is explanatory, to get data from Pakistani entrepreneurs who operate in any area of information technology.

Procedure

We gathered information through an internet based survey using a Nominal scale from a reliable source. The Nominal scale is used to design our survey, with responses available in the form of strongly agree, agree, neutral, disagree, and strongly disagree. SPSS is used to calculate the findings.

Research Population

The data is collected through finding individuals having who are working as being their own boss in the Karachi specifically in the field of IT. The entrepreneur must have portfolio of at least one successful project to qualify as respondent of research.

Method and Size of the Sample

The research conducted to analyze the relationship of different platforms of Digital selling with entrepreneurship. The research is Quantitative in nature and conducted through questionnaire and collected data is analyzed with SPSS. In this research, we apply the random technique of sampling that has proven to be a very effective strategy. It ensures that each participant has an equal probability of being chosen. We intend to gather data of at least 100 entrepreneurs. Using a Google Docs questionnaire, the primary data is gathered. The primary study is done to examine the contributing variables of Digital selling influencing individuals having an entrepreneurship mindset. An examination of the data obtained from the questionnaire is carried out, and the researchers get offer their thoughts and analysis of the issue.

Instrument Selection

The primary data of this study is based on survey questionnaire. All questions and their items in questionnaire were adapted from the Mirvis et al. (1991).

Table 1
Screening Questions

Questions	Yes	No
Are you an Entrepreneur?		
Have you done any IT related project?		

Variables

Entrepreneurship is the dependent variable in our study, while social media marketing, affiliate marketing, email marketing, search engine optimization, and pay per click advertising factors of digital selling are the independent variables.

Analysis of Data

SPSS Software is used to process the collected data for data analysis. A variety of tests, including as demographic tables, descriptive statistics, reliability tests, correlation analyses, and regression, is used to examine the results.

DATA ANALYSIS AND FINDINGS

The goal of this research is to look at all the elements that influence entrepreneurs in digital selling. This study focuses on 5 independent variables i.e. pay per click advertising, email marketing, affiliate marketing, social media marketing and search engine marketing and one dependent variable i.e. entrepreneurship. The target group of this industry is current IT people who work as entrepreneurs. This study has a sample size of 205 people. For this study, non-probable convincing sampling was used as the sampling strategy for collecting data. A questionnaire was used to collect date for this investigation. SPSS

is used to examine data from this study. This software helps in the determination of variable demographics, regression, reliability, hypothesis testing, and correlation.

Table 2
Demographic Analysis

		Frequency	Percentage
AGE	-Below 20	4	2.0
	21 – 25	148	72.2
	26 – 30	46	22.4
	-Above 30	7	3.4
	-TOTAL	**205**	**100**
Gender	-Male	116	56.6
	-Female	89	43.4
	-TOTAL	**205**	**100**
Education	-Matriculation	2	1.0
	-Intermediate	5	2.4
	-Undergraduate	125	61.0
	-Postgraduate OR Above	73	35.6
	TOTAL	**205**	**100**

The above mentioned table demonstrates the demographics of the respondents to this study. As this study is specified to entrepreneurs therefore the data belongs to them. There 205 respondents in all, most of the respondents are from Karachi and are of different ages, genders, and education levels. This study includes both males and females, with 56.6 % (males) and 43.4 % (females) responding of the 205 respondents, 02 percent are under the age of 20, 72.2 are between the ages of 21 and 25, 22.4 are between the ages of 26 and 30 and 3.4 are of above 30 age. Among the 205 respondents, 02 have completed matriculation, 05 have completed intermediate, 125 are undergraduates and 73 have shown their qualification as post-graduation or above.

Table 3
Reliability

Variables	Cronbach's Alpha	# of items
Entrepreneurship	0.809	3
Search Engine Marketing	0.772	4
Pay-per-click Marketing	0.750	4
Social Media Marketing	0.705	3
Email Marketing	0.682	4
Affiliate Marketing	0.733	2

The IRT (internal reliability test) is used to measure reliability. This test describes the reliability of the results and helps determine whether or not the data gathering is correct. It indicates whether or not replies are consistent across the scale and Cronbach's Alpha values for each variable need to be higher than 0.7. George and Mallery (2003) provided the rules of thumb for Cronbach`s alpha calculation that If it is higher than 9 then it is excellent, if higher than 8 then good, if higher than 7 then acceptable, if higher

than 6 then questionable, if higher than 5 then poor and if lower than 5 then it is unacceptable. The table above illustrates many variables and their Cronbach's alpha value of reliability. The first independent variable, search engine marketing, has a value of 0.772, which is greater than 0.7, indicating that it is stable. The second independent variable, pay-per-click advertising, has a value of 0.750, which is more than 0.7, indicating that it is also reliable. Social media marketing is the third independent variable, and its value is 0.705, which is again more than 0.7, indicating that it is similarly reliable. The fourth independent variable, email marketing, has a value of 0.682, which is much closer to 0.7, indicating that it is also reliable. Affiliate marketing is the fifth and final independent variable, and its value is 0.733, which is again more than 0.7, indicating that it is similarly reliable. Entrepreneurship is the dependent variable, and its value is 0.809, which is again more than 0.7, thus this is also similar.

Table 4
Correlation Analysis

		E	SEM	PPC	SMM	EM	AM
E	-Pearson Correlation	1	$.713^{**}$	$.569^{**}$	$.508^{**}$	$.402^{**}$	$.315^{**}$
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	205	205	205	205	205	205
SEM	-Pearson Correlation	$.713^{**}$	1	$.689^{**}$	$.530^{**}$	$.497^{**}$	$.432^{**}$
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	205	205	205	205	205	205
PPC	-Pearson Correlation	$.569^{**}$	$.689^{**}$	1	$.547^{**}$	$.214^{**}$	$.207^{**}$
	Sig. (2-tailed)	.000	.000		.000	.002	.003
	N	205	205	205	205	205	205
SMM	-Pearson Correlation	$.508^{**}$	$.530^{**}$	$.547^{**}$	1	$.249^{**}$	$.385^{**}$
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	205	205	205	205	205	205
EM	-Pearson Correlation	$.402^{**}$	$.497^{**}$	$.214^{**}$	$.249^{**}$	1	$.454^{**}$
	Sig. (2-tailed)	.000	.000	.002	.000		.000
	N	205	205	205	205	205	205
AM	-Pearson Correlation	$.315^{**}$	$.432^{**}$	$.207^{**}$	$.385^{**}$	$.454^{**}$	1
	Sig. (2-tailed)	.000	.000	.003	.000	.000	
	N	205	205	205	205	205	205

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

Using correlation analysis, the relationship between independent and dependent variables is examined. The two-tailed significant value should be less than 0.05. A variable with a two-tailed value less than 0.05 will be regarded significant, whereas one of those with a value greater than 0.05 will be considered insignificant. The dependent and independent variables, as well as their 2 tailed values, are shown in the table above, and all of the variables are significant because their 2-tailed value is less than 0.05.

Regression
Regression analysis is employed to investigate the effects of various factors and ascertain if the independent variable has any bearing. Liang and Zeger (1993) stated that Regression analysis seeks to clarify the link between the answer and the explanatory factors.

Table 5
Model Summary

Model	-R	-R Square	-Adjusted R Square	-Std. Error of the Estimate
1	.737[a]	.542	.531	.52278

The R square is examined in this table to determine the model's overall reliability. Model dependability R should be more than 0.6 however R square value above 0.5 is acceptable , and the number in the table above is greater than 0.5. This indicates that the model is relevant, as are the overall variables. The data is also relevant, as is the overall selection of factors.

Table 6
ANOVA

	Model	-Sum of Squares	-Df	-Mean Square	-F	-Sig.
	Regression	64.481	5	12.896	47.187	.000[b]
1	Residual	54.386	199	.273		
	Total	118.867	204			

F statistic value should be higher than 3.14 and significance level should be less than 0.05 so that the result may become statistically significant. The above table shows that there was a significant effect of digital selling on entrepreneurship as F statistic is higher than 3.14 i.e. 47.187 and p-value is 0.000.

Table 7
Coefficients

	Model	-Unstandardized Coefficients		-Standardized Coefficients	-t	-Sig.
		-B	-Std. Error	-Beta		
	(Constant)	.068	.290		.235	.814
	SEM	.647	.099	.520	6.547	.000
1	PPC	.118	.078	.109	1.514	.132
	SMM	.183	.068	.164	2.681	.008
	EM	.103	.062	.098	1.660	.098
	AM	-.050	.072	.040	.695	.488

To make a variable important, the value of t must be greater than 2. The variable is considered irrelevant if the value is less than 2. The t-statistics of social media and search engine marketing variables in the following table are larger than 2 and their probability is less than 0.05, indicating that both variables are significant. However, the t-statistics of pay-per-click advertising, email marketin and affiliate marketing variables are less than 2 and their probability is higher than 0.05 which indicates that these variables are not significant.

Table 8
Hypothesis Testing

Hypothesis	t Statistics	P-Value	Decision
1. There is significant effect of search engine marketing actor of digital selling on entrepreneurship.	6.547	0.000	ACCEPTED
2. There is significant effect of pay per click	1.514	0.132	REJECTED

advertising factor of digital selling on entrepreneurship			
3. There is significant effect of social media marketing factor of digital selling on entrepreneurship.	2.681	0.008	ACCEPTED
4. There is significant effect of email marketing factor of digital selling on entrepreneurship	1.660	0.098	REJECTED
5. There is significant effect of affiliate marketing factor of digital selling on entrepreneurship.	0.695	0.488	REJECTED

H1 has a t statistic of 6.547 and a p-value of 0.00 in this table. *H2* has a 1.514 t-value and a 0.132 p-value. *H3* has a probability value of 0.008 and a t statistics of 2.681. *H4* has a 1.660 t-value and a 0.98 p-value. *H5* has a 0.695 t-value and a 0.488 p-value. As value of t statistic is higher than 2 and the significance is lower than 0.05 in hypotheses. *H1* and *H3*, therefore, they both are accepted whereas t statistic is less than 2 and the significance value is higher than 0.05 in hypothesis H2, H4, and H5 that`s why these three hypothesis are rejected.

H1: The alternative hypothesis is accepted since the probability value is less than 0.05 and the t-statistic value is greater than 2. As a result, it is clear that in Pakistan's IT sector, entrepreneurship and search engine marketing have strong relationship.

H2: Because the t-statistic value is lower than 2 and the probability value is higher than 0.05, the alternative hypothesis is rejected. This explains why there is a weak relationship between pay-per-click advertising factor and entrepreneurship in Pakistan's IT industry.

H3: Because the t-statistic value is higher than 2 and the value of probability is lower than 0.05, the alternative hypothesis is accepted. This explains that there is a strong relationship between social media marketing and entrepreneurship in Pakistan's IT industry.

H4: Because the t-statistic value is less than 2 and the value of probability is greater than 0.05, the alternative hypothesis is rejected. This explains that there is a weak relationship between email marketing factor and entrepreneurship in Pakistan's IT industry.

H5: Because the t-statistic value is less than 2 and the probability value is greater than 0.05, the alternative hypothesis is rejected. This explains that there is a weak association between affiliate marketing factor and entrepreneurship in Pakistan's IT industry.

CONCLUSION

This study's goal was to investigate how entrepreneurship is being affected by digital selling development in the Pakistan Information Technology industry. Descriptive statistics were used to collect and evaluate the data. The independent variables in this research i.e., pay per click advertising, social media marketing, search engine marketing, affiliate marketing, and email marketing, all had a mixed positive and negative effect on the dependent variable i.e., entrepreneurship, after the regression analysis, and therefore two hypotheses were verified and three were not. The study's findings provide entrepreneurs a wealth of information. Similarly, the research provided as a foundation for future research. The study's purpose was to examine entrepreneurship in terms of decision making, and the impact of digital selling on such decisions. According to the survey participants, search engine marketing and social media marketing have a positive influence on entrepreneurship. Digital selling, according to the majority of participants, is a promotional strategy that can encourage entrepreneurs to make their long and short-term strategies.

According to the study, the search engine marketing factor of digital selling has a major influence on entrepreneurship since it validates curiosity. As per the participants, while social media marketing has a positive influence and pay per click advertising, affiliate marketing, and email marketing have a negative impact on entrepreneurship; most entrepreneurs evaluate their wants and interests before selecting any campaign. Finally, digital selling development should be to help entrepreneurs, generate excitement in the campaigns selection, increase entrepreneurs` revenue, and encourage them to take action on the strategies. Primary data from internet users is also used in this study. The sample was uneven since the study's purpose was to study the digital selling development on entrepreneurship. Respondents reported strategies to be affective and more adoptable than those who depend on some other kinds of data. They also seemed more competent and comfortable during the process. Those who felt digital selling development was of better quality and quantity than predicted were generally pleased. This demonstrates that information overloaded has no negative impact. Using digital platforms increased entrepreneurs` satisfaction level even throughout the first stage of data searching and evaluating alternatives, but still not the most during the campaigning stage or post-campaign analysis. Furthermore, entrepreneurship is linked to digital selling development in both positive and negative way.

To re-examine these relationships in the current industry, a research project and survey were undertaken. It was discovered that the findings were statistically significant. Although this study was effective in evaluating the influence of digital selling development on entrepreneurship, future research should include additional digital media networking sites and campaigns. In a conclusion, using a convenient sample approach and evaluating a vast variety of digital selling development factors contribute to the body of knowledge already available. Researchers may also take into consideration other demographic characteristics including name and gender. The study can also be replicated in another location and ethnic environment.

Recommendations

When designing and building the study's useful insights, it represents a much more logical and reasonable implication, so individuals in the Pakistan IT industry can use this investigation to change strategy to their campaigns, as well as the findings of the research can also be effectively implemented to the IT industry. As an outcome, the study recommends the following. Indiscipline, entrepreneurs should develop their strategies by more appealing marketing campaigns; from these variables, entrepreneurs might try to persuade people to adopt their services. As an outcome, entrepreneurs must implement new strategies for attracting consumers. According to the findings, the most successful advertising styles for modifying consumer`s behavior are search engine marketing and social media marketing. Just to create and show a website is not enough. It should be at the top of SERP as actions speak louder their words. Your position on search engine result page is observed first by your client. Also your website should be able enough to convert your visitor into client. Similarly, social media marketing should be considered to increase not only your social platform network but also traffic on your website. Also RACE system is supposed to be acquired by entrepreneurs. RACE stands for reach, act, convert, and engage with target audience. This system suggests an organized practical tactic to a digital selling strategy, which simplifies preparation, calculating, and reporting the results. RACE framework application enables continuous reviews and improvements of digital selling development.

Future Research

Further variables can be added to this research in future. In this report we have calculated that there is

positive impact of search engine marketing and social media marketing on entrepreneurship further variables can be added for example if there is any role of google AdWords to bring your website at top of SERP or in social media marketing which site plays what role. The major focus of this research is on the overall influence of digital selling development on entrepreneurship. As a result, future research will need to look at the impact of each step in the decision making process. Furthermore, the study's data collection approach was a survey, which has limitations since some questions may confuse respondents and cause them to decline to reply. In conclusion, additional studies should modify questions to discover deeper emotional causes. As a result, performing descriptive and analytical methodologies that might provide more useful insights will be more difficult.

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