



Consumer Behaviour Moderates the Effect of Green and Social Network Marketing and Strategies on Textile Business Performance in Faisalabad, Pakistan

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Abstract

The purpose of the current study is to look into how marketing strategies, social network marketing, and green marketing affect the textile industry's performance in Faisalabad, Pakistan. Examining how consumer behaviour influences the relationships between green marketing, social network marketing, marketing strategies, and the business performance of the textile industry in Faisalabad, Pakistan. This study used quantitative methods, collecting data using self-structured questionnaires and SPSS analysis. The findings demonstrated a positive correlation between marketing strategies, social network marketing, and green marketing and the textile industry's financial success in Faisalabad, Pakistan. The results also showed that the relationship between the business performance of the textile sector in Faisalabad, Pakistan, and social network marketing, green marketing, and marketing strategies was positively regulated by customer behaviour. Future research on this topic will be beneficial, as will the regulatory bodies drafting regulations and implementing business performance-related policies.

Keywords: Green marketing, social network marketing, Pakistan, marketing strategies, Business performance, textile industry, consumer behavior

1. Introduction

There is growing market competition among various business organizations in the contemporary business sector. Every business is competing with one another in the market. Everybody tries to outdo the other and outcompete each other. An organization's place in the market is determined by its entire business performance. In the marketplace, businesses with higher business performance hold a more prestigious position (Takata, 2016). Financial, operational, and production performance are all included in business performance. A company organization performs well when its operations are fluid, its resources are of high quality, and its productivity, marketing, and profitability are all high. According to Ahmad et al. (2019), a company's performance in the market is determined by how well its goods and services are sold as well as how much money it makes from those sales. Potential clients are what drive the sales of the goods and services. Every company organization aims to increase the quantity of potential clients in order to market and sell their goods. In this sense, they implement rules that enhance the caliber of operations and output while raising the proportion of contented clients (Wang et al., 2016).

A variety of market strategies, marketing channels, and marketing strategies are available that serve to improve operation and production performance in addition to increasing product and profit marketing. Our research attempts to investigate how marketing strategies, social network marketing (digital marketing channels), and green marketing approaches contribute to high business performance at various manufacturing, sales, and operation levels (Wu & Lin, 2016). Even while social media marketing, green marketing, and marketing strategies have all been studied previously in relation to business performance, the majority of these studies have only looked at the effects on financial situation and sales of goods and services. Few studies, such as Yenyurt et al. (2019), have examined how marketing strategies, social media marketing, and green marketing affect a company's operational, financial, and production performance all at once. However, by focusing on their production, operation, and financial success, our study closes this gap. Our study looks at how the textile businesses in Faisalabad, Pakistan, perform financially, operationally, and in terms of output as a result of implementing successful marketing strategies, embracing social media marketing, and incorporating green ideas into their marketing. When it comes to purchasing power parity, Pakistan ranks 22nd globally, yet when it comes to gross domestic product, it ranks 45th. It is a lower-middle income developing nation (Arshad et al., 2020; Zafar & Younis, 2019).

Pakistan's GDP, at current values, is 41726.683 billion rupees, according to 2020 data. The three economic sectors that make up its economy are agriculture (18.74%), industry (19.74%), and services (61.52%). The second-largest industry in Pakistan, according to Hayat et al. (2020), is the textile sector in Faisalabad. It employs 40% of the labour force and makes up 46% of the manufacturing industry as a whole. At \$12,783 million, the textile industry accounts for the greatest share of the nation's total export earnings. Pakistan ranks eighth among Asian nations in terms of textile exports. Many large-scale textile enterprises operate on a small-scale basis as well. Based on varying levels of business performance, each manufacturing company that deals with textile products occupies a distinct place in the market. According to research by Zafar et al. (2019), businesses that integrate green practices into their marketing policies and processes and have effective marketing strategies are progressing quickly. Successful textile businesses in Faisalabad, Pakistan, have increased their marketing through digital platforms and social networks. Nevertheless, in order to advance this industry, marketing strategies must receive careful consideration.

1.1. Problem Statement

Aligning strategy with changing consumer tastes is a significant problem for the textile industry in Faisalabad, Pakistan, even with the growing global emphasis on sustainable and socially responsible corporate practices. The convergence of social media with green marketing offers companies a singular chance to demonstrate their dedication to social justice and environmental preservation. But the success of these strategies is inevitably linked to customer behaviour, which is still a complicated and ever-changing facet of market dynamics. The current issue shed light on the lack of knowledge regarding how customer behaviour affects the way that social media and green marketing affect textile companies in Faisalabad, Pakistan. Businesses hoping to survive and grow in a time when consumers are giving ethical issues more weight when making purchases must comprehend the complex relationships between these factors. In order to close this gap, this study examines how consumer behaviour modifies marketing methods and what it means for the Pakistani textile industry's adoption of social media and green marketing strategies.

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1.2. Research Objectives

- To examine how green marketing, social network marketing, and marketing strategies affect textile industry business performance.
- To determine how consumer behaviour moderates the relationship between green marketing, social network marketing, marketing strategies, and textile industry business performance.

1.3. Research Questions

- How can green marketing, social network marketing, and marketing strategies affect textile sector business performance?
- How much does consumer behaviour moderate the relationships between green marketing, social network marketing, marketing strategies, and textile industry business performance?

1.4. Significance of Study

This study could provide significant insights and benefit the textile sector in Faisalabad, Pakistan, and academia. Businesses must understand how green marketing, social network marketing, and marketing strategies affect corporate success in an era when sustainability and ethics influence consumer choices. The research seeks to assist textile companies adapt to changing consumer tastes and market trends by understanding these aspects' complex dynamics. The study's addition of consumer behavior's moderating function provides a deeper understanding of how individual decisions and attitudes affect green marketing, social network marketing, and marketing strategies. This understanding can help organizations improve their strategies to appeal to customers and boost performance. Filling a vacuum in the literature on the Pakistani textile sector, the work advances academia. The findings may inform future study and expand the theoretical framework of green marketing, social network marketing, marketing strategies, consumer behaviour, and business performance.

2. Literature Review

2.1. Relationship between Green Marketing and Business Performance

As social media technology advances and the general public becomes more aware of environmental issues, various organizations' services, and various brands, business organizations are facing intense competition (Nawaz et al., 2020). Under these circumstances, it becomes imperative for the company organization to give careful consideration to the evolving needs and demands of its clientele as well as the changes in marketing trends (Chen & Wu, 2016). According to Ahmad et al. (2019), it is recommended that policies be implemented that enhance operational and production quality in tandem with increased marketing efforts. This would enable customers' wants and requirements to be precisely met and their confidence to be maintained going forward. In this environment, several marketing strategies, strategies, and channels, such as market strategies, social network marketing, and green marketing, are effective (Chen & Wu, 2016; Bayen, 2022). Literature cited that the role that social network marketing, green marketing, and efficient marketing strategies play in achieving improved performance. In their literary work, Papadas et al. (2017) define green marketing as the practice of promoting ecologically friendly products. A wide range of actions that do not negatively affect the environment, natural resources, or human health are included in green marketing, such as modifying the quality of raw materials, altering products already on the market, altering production processes, creating sustainable packaging, and changing advertising.

Business organizations benefit from the effective application of green marketing by having a healthy workforce, active and healthy customers, increased productivity, and increased marketing. When a corporate organization uses green marketing, it obtains high-quality raw materials that are transformed into high-quality products that don't harm consumers' health and keep them confident in the brands. As a result, an organization's financial performance improves with strong marketing (Papadas et al., 2019). Green marketing uses technology and renewable energy sources that don't release poisonous chemicals, hazardous gases, or contaminate the air or water (Nawaz et al., 2021). On the one hand, it maintains a safe working environment and has no negative health effects on employees who can actively and fully carry out business responsibilities; as a result, the organization can achieve improved operational performance (Sun et al., 2020; Westermann & Schunk, 2022). Conversely, it maintains the general public's health, which boosts marketing. The business organization's marketing and financial position are preserved by using environmentally friendly materials for product packaging and advertising, as well as by using environmentally friendly logistics to deliver orders without releasing harmful gases or chemicals that could harm the environment, natural resources, or consumer health (Han et al., 2019). Thus, we may conjecture:

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

2.2. Relationship between Social Network Marketing and Business Performance

The use of social media platforms, such as Facebook, Instagram, YouTube, LinkedIn, Twitter, and other websites, to advertise the marketing of goods and services is known as social network marketing. Using social media platforms for marketing boosts sales and customer base, improves quality of performance, and helps establish a brand. As a result, using social network marketing to sell products can improve a company's overall business success (Kennedy, 2016). The organizations can track the effectiveness, engagement, and progress of their advertising efforts thanks to the integrated analytics tools. This gives them direction for the next steps in preserving the brand and advancing marketing. This helps them determine which areas and how much work they still have ahead of them. Through postings and bloggers on various digital platforms, social network marketing gives the business the chance to convey its message, brand films, photos, and other brand descriptions (Ahmad et al., 2019).

Customers become more conscious of the brand as a result, and the product gains their attention. As a result, there are more potential and existing customers, which helps the business obtain a stronger financial position in the marketplace (Mitchell et al., 2017). Customers can communicate with the company's online influencer or representative directly on social media. They can learn about the needs, desires, and specifications of the clients regarding the goods and services. The quality of goods and services is improved with the utilization of this precise and fast client data. This raises the market and inherently improves the quality of all resources and processes. Additionally, a wide audience can be reached using digital media platforms like

Facebook, Twitter, pages, websites, and the like because postings and blogs can reach every social media member. It provides an opportunity for businesses to engage with a broad range of customers and expand their market (Carins et al., 2016).

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

2.3. Relationship between Marketing Strategies and Business Performance

A business must effectively market its goods and services. Any increase or decrease in product marketing has an impact on the company's performance. The development and execution of a marketing plan can increase the number of sales of goods and services. A corporate organization's marketing strategy is a long-term, proactive approach and plan whose main goal is to increase marketing or gain a competitive edge while taking into account the wants and requirements of customers (Arshad et al., 2020). The marketing plan outlines the company's present financial and marketing standing, examines the factors influencing it, makes improvements, and increases its competitive and marketing advantages.

The marketing strategies being successfully applied, the overall performance of the business increases (De et al., 2018). If the company's strategy calls for presenting its products and services in line with current marketing trends, its management will need to research these trends as well as the strategies, behaviour, and strategies of competitors in order to adjust how they do business. Similar to this, if a company has a marketing strategy and chooses to use advertising and marketing that doesn't negatively affect consumers or the general public, it will use environmentally friendly energy resources, raw materials, and technology that doesn't create toxic or harmful substances. Because customers like doing business with a firm that cares about the environment, this enhances both the company's financial and environmental performance (Li et al., 2016). A corporation performs well when it develops a plan to use digital marketing channels to sell its goods. Utilizing digital platforms and devices expands the marketing opportunities by giving marketers access to a wider audience and encouraging them to choose the brand in question (Lo & Campos, 2018).

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

2.4. Moderating Effect of Consumer Behavior

Customer creation and retention are essential to a business's performance. Business performance and product marketing both increase with the quantity of customers. The way that customers behave has an impact on the company's marketing and operations. Customers are more likely to conduct business with a company when they behave positively towards its products and services. Customers' actions have an impact on the company's operational and production performance as well since they collaborate with them and let them know when requirements and preferences regarding the caliber of goods and services arise (Godey et al., 2016). The way that customers behave towards the company representative aids in the implementation of green marketing procedures and plans. The management learns about environmental challenges brought on by marketing and customer demands for environmental protection when customers behave in a cooperative and constructive manner.

In this approach, management can take the initiative to address these problems and satisfy consumer demands by making the required adjustments to the quality of resources, operational protocols, and marketing strategies. According to Platania et al. (2016), the business performance is accelerated by the good behaviour of the customers. Positive consumer feedback on the company's blogs, posts, and other brand content on various digital media platforms—such as likes, comments, and shares—popularizes the brand and piques the curiosity of a wider audience. This improves the company's marketing and financial results. In a similar vein, the organization's implementation of marketing plans pertaining to production quality, advertisement quality, and product marketing is aided by the good behaviour of its customers. Additionally, the performance of the business is accelerated by the successful application of marketing methods.

H₄: Consumers' behavior is the moderator between green marketing, social network marketing, marketing strategies and business performance.

3. Theoretical Framework

For evaluating the effect of green marketing on business performance, Peattie and Peattie's (2003) Sustainable Marketing Concept serves as the fundamental framework. According to this theory, companies that incorporate environmental sustainability into their marketing campaigns improve their own long-term success in addition to promoting societal well-being. According to Charter and Polonsky (1999), green marketing places a focus on developing environmentally friendly products, publicizing eco-friendly efforts, and incorporating sustainability into overall corporate plans. As a result, the study makes use of the Sustainable Marketing Concept to examine how green marketing campaigns affect the textile industry's financial performance in Faisalabad, Pakistan.

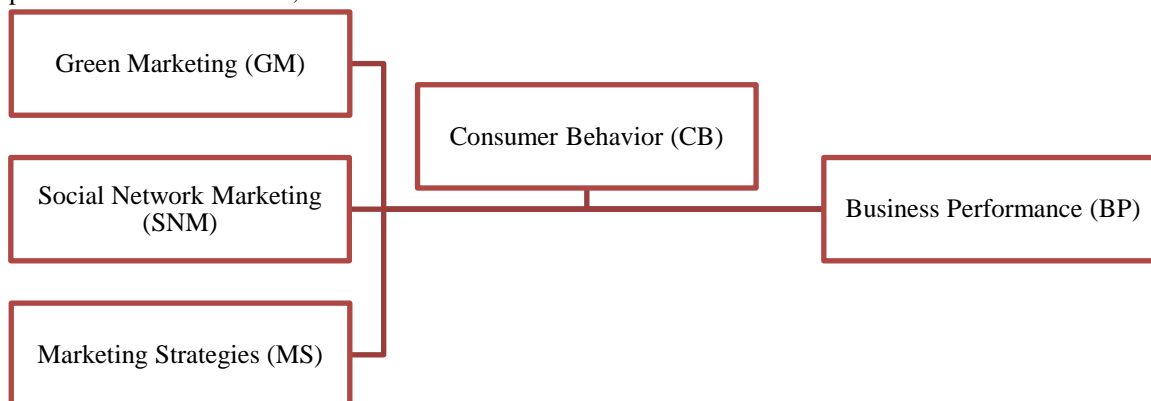


Figure 1: Theoretical Model

Utilizing the Social Network Theory, specifically as formulated by Wasserman and Faust (1994), the effect of social network marketing on business performance is investigated. According to this hypothesis, connections and exchanges within a social

network aid in the spread of knowledge and power. Social media platforms are effective means of spreading brand messages, encouraging customer interaction, and influencing purchase decisions when used in a marketing setting. The study uses the Social Network Theory to investigate the ways in which social media marketing strategies impact the overall efficacy of textile enterprises in Faisalabad, Pakistan.

Solomon et al. (2019) have developed the Consumer Behaviour Framework, which is used to comprehend the moderating role of consumer behaviour. According to this theory, a variety of internal and external factors can impact customer behaviour, hence influencing their purchase decisions and their reactions to marketing campaigns. In this study, consumer behaviour serves as a moderating variable, affecting the connections between social network marketing, green marketing, marketing strategies, and business performance. The research aims to clarify how personal preferences, beliefs, and attitudes affect how marketing strategies affect business performance in the textile industry by incorporating the Consumer Behaviour Framework (Fig. 1).

4. Research Methodology

In order to better understand how marketing strategies, social network marketing, and green marketing affect business performance in the textile industry of Faisalabad, Pakistan, this study uses a quantitative method. Data collection and analysis of the intricate interactions between the variables are done using a structured study methodology. The selected study methodology entails the administration of self-structured questionnaires to gather information from marketing personnel in the textile sector. The purpose of these surveys is to gather information about social media marketing, green marketing, marketing strategies, customer behaviour, and business performance. For data analysis, the study uses SPSS v.25, a statistical programme. This study focuses on marketing personnel (exclusively men) working in the textile sector in Faisalabad, Pakistan. These people are essential to the implementation and development of marketing plans, which makes them important players in comprehending the intricacies of social network marketing and green marketing as well as how they affect the success of businesses.

The study uses simple random sampling to choose its respondents. During the first visit, 230 questionnaires are received and 380 surveys are distributed by marketing personnel representing the textile business. A questionnaire created to gather pertinent data on social media marketing, green marketing, marketing strategies, customer behaviour, and business performance is the data gathering tool. To ensure accuracy and completeness, these instruments are distributed and collected in person. Business performance (BP) has been selected as the predictive variable in this study, consisting of four items, whereas customer behaviour (CB) has been selected as the moderating variable, consisting of three items. Three predictors were used in this study: three items each for social network marketing (SNM), three items for green marketing (GM), and three items each for marketing strategies (MS). Marketing staff at Pakistan's textile sector in Faisalabad are given questionnaires to complete in order to gather data for this study. In order to evaluate the effects of social media marketing, green marketing, and marketing strategies on business performance, questionnaires are given out at in-person meetings. The statistical programme SPSS v.25 is used to analyse the data that has been gathered. This tool is used to look at the correlations between variables and verify the accuracy of the data. Because of the intricate model used in this work, precise estimations and hypothesis testing require the use of SPSS (Hair Jr, Babin, & Krey, 2017).

5. Results

According to Table 1, age distribution, the majority of people are between the ages of 31 and 40 (47.8%), followed by those between the ages of 18 and 30 (30.4%) and 40 and 50 (21.7%). There is variation in the educational backgrounds of the population; 38.3% have completed college or university level education, while 25.7% have only completed school level education. Participants' professional experience is divided into three categories: less than five years (25.7%), between six and ten years (28.3%), and greater than ten years (46.1%).

Table 1: Demographic Information

		Frequency	Percentage
Age	18-30 Year	70	30.4%
	31-40 Year	110	47.8%
	40-50 Year	50	21.7%
Education	School Level	59	25.7%
	College / University Level	88	38.3%
	Diploma	40	17.4%
	Illiterate	43	18.7%
Experience	0-5 Year	59	25.7%
	6-10 Year	65	28.3%
	≥10 Year	106	46.1%

Descriptive statistics are shown in Table 2. The four items (BP1 through BP4) in the Business Performance (BP) category have mean values ranging from 1.5913 to 3.7348, which suggests a moderate to high performance level. The standard deviations for business performance range from 0.44470 to 1.13465, indicating participants' differing levels of agreement or disagreement on many businesses' performance. Consumer Behaviour (CB) shows a similar trend, with mean scores of 1.8609, 1.9043, and 4.4826 for CB1, CB2, and CB3, respectively. The standard deviations, which range from 0.50079 to 0.79174, show how different participant responses to consumer behaviour were from one another. With standard deviations ranging from 1.13688 to 1.14126, the mean values for Green Marketing (GM) are 3.8565, 1.6087, and 3.7913 for GM1, GM2, and GM3. These figures show how participants' opinions on the efficacy of green marketing strategies varied widely. The three items in each category—Social Network Marketing (SNM) and Marketing Strategies (MS)—show mean scores and

standard deviations. For SNM, the standard deviations range from 0.44694 to 1.09563, and the mean values are 1.7261, 2.0217, and 1.5826, respectively. Within Marketing Strategies, the mean scores for MS1, MS2, and MS3 are 1.8261, 1.8783, and 4.4652, respectively. The standard deviations are between 0.49988 and 0.78480.

Table 2: Descriptive Statistics

		Mean	Std. Deviation
Business Performance (BP)	BP1	3.7348	1.13465
	BP2	1.7304	.44470
	BP3	2.0304	1.11517
	BP4	1.5913	.87563
Consumer Behavior (CB)	CB1	1.8609	.79174
	CB2	1.9043	.75892
	CB3	4.4826	.50079
Green Marketing (GM)	GM1	3.8565	1.14126
	GM2	1.6087	.48911
	GM3	3.7913	1.13688
Social Network Marketing (SNM)	SNM1	1.7261	.44694
	SNM2	2.0217	1.09563
	SNM3	1.5826	.86648
Marketing Strategies (MS)	MS1	1.8261	.78480
	MS2	1.8783	.75516
	MS3	4.4652	.49988

The correlation matrix was displayed in Table 3. Business Performance (BP) and Consumer Behaviour (CB) have a 0.192 correlation, which is a moderately good relationship. This implies that the observed customer behaviour among the participants and the business's performance have a positive relationship. Business Performance and Social Network Marketing (SNM) have a correlation of 0.034, Business Performance and Green Marketing (GM) of 0.092, and Business Performance and Marketing Strategies (MS) of 0.006. These numbers point to comparatively modest connections, which suggests that social network marketing, green marketing, and marketing methods have positive impact on business performance. With a coefficient of 0.412 and 0.432, respectively, the link between Marketing Strategies (MS) and Green Marketing (GM) and Social Network Marketing (SNM) are the most notable. The correlations between marketing strategies and social network marketing and green marketing are both significant at the 0.01 level (2-tailed), suggesting a strong positive relationship between the two. This implies that there is a greater chance of successful integration with green marketing initiatives and social network marketing approaches when marketing strategies are used more successfully.

Table 3: Correlation

	BP	CB	GM	SNM	MS
BP	1				
CB	.192**	1			
GM	.092	.034	1		
SNM	.034	.028	.009	1	
MS	.006	.005	.412**	.432**	1

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

The results of the hypothesis test are shown in Table 4. According to Hypothesis 1 (H₁), business performance (BP) and green marketing (GM) are positively correlated. A substantial positive influence of green marketing on business performance is indicated by the beta coefficient of 0.290, which is significant at the 0.01 level. As a result, Hypothesis 1 is accepted, demonstrating the link between improved business performance and green marketing strategies that are successful.

According to Hypothesis 2 (H₂), business performance (BP) and social network marketing (SNM) have a beneficial relationship. Additionally significant at the 0.01 level is the beta coefficient of 0.240, which lends credence to the notion that successful social network marketing improves business performance. As a result, Hypothesis 2 is agreed upon.

Table 4: Hypothesis Testing

Hypo.		Beta	S.D.	T-Stat.	P Value	
H ₁	GM→BP	0.290	0.054	5.330	0.000	Accept
H ₂	SNM→BP	0.240	0.090	2.471	0.006	Accept
H ₃	MS→BP	0.205	0.051	4.074	0.000	Accept
H ₄	GM*CB→BP	-0.220	0.050	4.010	0.000	Accept
H ₄	MS*CB→BP	0.095	0.057	1.754	0.039	Accept
H ₄	SNM*CB→BP	0.160	0.070	2.274	0.010	Accept

The third hypothesis (H₃) suggests that business performance (BP) and marketing strategies (MS) have a positive relationship. This hypothesis is accepted due to the substantial beta coefficient of 0.205 at the 0.01 level, which supports the beneficial effects of well-executed marketing strategies on overall business performance.

The fourth hypothesis (H₄) presents the moderating role of consumer behaviour (CB) in the interactions between business performance (BP), social network marketing (SNM), green marketing (GM), and marketing strategies (MS). The interaction

terms (GM*CB, MS*CB, SNM*CB) have corresponding beta coefficients of -0.220, 0.095, and 0.160. It is evident from the three significant coefficients at the 0.01 level that consumer behaviour does, in fact, have a moderating effect. In the instance of GM*CB, negative moderation implies that the influence of green marketing on business performance is greater when customer behaviour is more cooperative and significant. Analogously, positive moderation in the MS*CB and SNM*CB cases suggests that positive customer behaviour amplifies the beneficial impact of social network marketing and marketing strategies on business success.

6. Discussion

The study's findings indicate a significant correlation between business performance and green marketing. According to the study, green marketing is an effective tool for promoting brands while preserving the wellbeing of the environment and, by extension, the public's and employees' health. Hence, being green accelerates improved business performance. These findings are consistent with the earlier research by Mukonza and Swarts (2020), which demonstrates that the public is provided with a safe and healthy environment through the successful integration of environmental principles into marketing strategies. By doing this, a company can increase its success and win the trust of consumers in both its operations and products. The study's findings also showed a positive correlation between social network marketing and business performance. These findings are supported by a previous study by Kapologwe et al. (2017), which found that businesses using social media marketing, whether through digital or conventional social networks, have a larger client base to reach and inspire.

Through social media, the company can also find out about the most recent needs of its clients and adjust its operations to better meet those needs. The study's findings also suggest that marketing strategies improve the performance of businesses. The earlier study by Wu and Lin (2016), which shows that management strategies about the marketing channels, marketing process, and personnel's behaviour towards customers affect the marketing and business performance, is consistent with our findings. The study's findings indicate that there is a substantial moderating effect of customer behaviour between green marketing and business performance. It is also easier to implement green marketing strategies and raise the rate of corporate success when customers behave positively and cooperatively towards the company and its employees.

Stephen (2016)'s previous work provides support for these findings by demonstrating that a company's adoption of green marketing is likely to be enhanced if its consumers behave well and cooperatively, which in turn raises the rate at which business performance occurs. The study's findings also suggest that there is a moderating effect of customer behaviour on the relationship between social network marketing and business performance. When customers behave well and cooperatively towards corporate representatives, social networks set up for marketing purposes can accomplish their aims and the company's performance will increase. These findings are consistent with a previous study by Shaw and Bagozzi (2018), which shows that consumer behaviour influences social network marketing efficacy and overall business performance.

Positive, cooperative consumer behaviour influences mutual relationship as well as the effectiveness of social network marketing and overall business performance. Furthermore, the findings of the study suggest that consumer behaviour serves as a suitable moderator between the application of successful marketing strategies and the success of the company. These findings are supported by a previous study by Han and Guo (2018), which shows that when customers behave well and cooperatively, marketing strategies may be developed and put into practice that will help with both marketing and overall business performance.

This study has implications for theory as well as empirical research. Because of its significant contributions to the economic literature, it has important theoretical implications. It clarifies the three marketing pillars—social media, green, and marketing strategies—as well as how they affect achieving improved operational and marketing results. The introduction of consumer behaviour as a moderator between social network marketing, green marketing, and marketing strategies and the attainment of total business success is another goal of this study. The current study's importance extends beyond its literary value; it also serves as a manual for economists and specific corporate entities. By taking specific actions, such as incorporating green concepts into marketing strategies, using social network marketing effectively, and implementing marketing strategies effectively, it gives them direction on how to boost total business performance. This study goes on to explain how green marketing, social network marketing, and marketing strategies contribute to an increase in business performance when customers behave positively and cooperatively.

7. Conclusion

The current study looks at three marketing elements, including social network marketing, green marketing, and marketing methods, as well as how business performance has developed in a developing nation like Pakistan. According to the study, including environmentally friendly ideas into marketing plans enhances business performance. Since green marketing offers the general public a healthy, pollution-free environment, they choose to get in touch with the relevant business before making a purchase. Excessive marketing boosts overall business performance. According to the report, social media marketing boosts business performance. In addition to increasing the promotion of the goods and services, the use of traditional and digital social media platforms for marketing aids in the enhancement of the business organization's internal operations.

Obtaining better business performance can benefit from employing efficient marketing strategies. The marketing level and production quality are impacted by the marketing channels, consumer interactions, and marketing practices that management chooses. As a result, effective initiatives in this area improve business performance. Furthermore, the research indicates that when consumers behave in a cooperative, positive manner towards the firm or its agents, marketing strategies such as social network marketing, green marketing, and others can more easily improve business performance.

8. Recommendations

A cross-industry comparative analysis of the data would provide insightful information about how the effects of marketing strategies, social network marketing, and green marketing differ among industries. It may be possible to identify sector-specific opportunities and difficulties for sustainable marketing strategies by comparing the textile business to other industries. Examining how cultural elements influence how customers behave and react to marketing campaigns could improve our

comprehension of the subtle cultural differences in Faisalabad, Pakistan. Analyzing how social media and green marketing efforts are affected by cultural norms and values could help companies adjust their strategies to fit different cultural situations. Subsequent studies may examine consumer behaviour in greater detail, including the social and psychological elements that affect people's reactions to social media and green marketing. A more detailed understanding of the moderating influence of consumer behaviour can be obtained by comprehending the underlying motivations and perspectives.

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QUESTIONNAIRE

Name:
 Age:
 Education:
 Experience:

	1	2	3	4	5
Business Performance (BP)					
The overall performance of your textile business is good.					
Your financial results meet or exceed industry benchmarks.					
Customers are satisfied with your products/services.					
Your market share has been consistently growing.					
Consumer Behavior (CB)					
You consider environmental sustainability when making purchasing decisions.					
You actively engage with brands on social media platforms.					
You are influenced by ethical considerations when choosing products/services.					
Green Marketing (GM)					
You are aware of your textile business's environmentally friendly initiatives.					
The green marketing efforts of your business influence customer purchasing decisions.					
You believe your textile business effectively communicates its commitment to environmental sustainability.					
Social Network Marketing (SNM)					
You follow your textile business on social media platforms.					
Social media interactions with your brand influence customer perception of your business.					
You are likely to recommend your textile business to others based on social media interactions.					
Marketing Strategies (MS)					
You are familiar with the marketing strategies employed by your textile business.					
The marketing strategies of your business resonate with preferences as a consumer.					
You perceive your textile business as innovative in its marketing approaches.					