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An Empirical Study to Investigate the Impact of Social Media Marketing on Sustainable Food Consumption with The Mediating Effect of Customer Satisfaction in An Emerging Economy

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Abstract

The purpose of this research is to examine the effect of social media marketing on sustainable food consumption in the food industry of Pakistan with an emphasis on the moderating effect of customer satisfaction. The results of this study also show that social media marketing increases customer satisfaction which increase the levels of sustainable consumption. A cross-sectional study in which 300 participants were included responded to the questionnaire and the data was analyzed by SPSS and Smart PLS 3.0 for mediation testing. Findings supportive of SM marketing show that is not only directly linked to sustainability but also indirectly through the enhancement of customer satisfaction. These findings provide significant implications for the food industry businesses to understand the role of social media strategies in enhancing customer loyalty and sustain the business in the long run.

INTRODUCTION

The research question of the study is how does social media marketing affects consumer satisfaction and support sustainability in food sector particularly in the context of Pakistan's quickly growing food services industry? Over the last few years, SNSs have been identified as strategic tools for firms' marketing strategies, especially in emerging markets. The food industry in Pakistan has been steadily growing due to various factors including SHIFT in consumer behavior and the use of Social Media Platforms for marketing food items. The purpose of the research is to establish the relationship between the use of social media marketing, customer satisfaction, and sustainability. This is because through identifying these elements and how they relate, the research provides knowledge on how social media strategies can make a company achieve sustainability by improving its customer loyalty and satisfaction. There are other additional social media platforms, including Whatsapp, Facebook, Instagram, Skype, and Google Plus. Because of status

updates, Facebook is a very common and extensively used social media podium. Social media has demonstrated that it is a quick medium that fosters communication between businesses and customers. Social media is crucial for fostering interactivity amongst people. Currently, businesses perform group interviews and use Skype for conference calls as part of their commercial transactions. Many of the tools you need to expand your business are available through social media, such as Facebook, where you can build a business page, interact with clients, and connect with individuals who are interested in your niche segment. Social media marketing can be utilized right away to advertise sales or other events. Now that social media gives you the chance to launch your own business and reach customers directly, it removes all barriers to starting a food business. It also enables us to understand current cuisine trends and to ascertain what customers want and how to satiate their needs in order to win their loyalty.



Figure 1.

Businesses advertise on social media pages so that people may see them and order from them if they offer good cuisine and quick service. This promotes brand loyalty from the customers, which helps marketers remain their position in the market. The outcomes of this investigations will help a Pakistani food business, which sells food via social media, to better understand how social media marketing affects consumer happiness. Customers' preferences are evolving as information technology advances. Even so, this study will assist marketers in meeting client demands for social media marketing. Making it difficult for clients to switch to other providers will aid marketers.

The significance of social media advertising in the food business is growing quickly on a global scale. However, there is still a question as to whether social media marketing helps businesses keep their clients by earning their loyalty and satisfaction. It is crucial to understand whether or not a firm can produce sustainability when clients buy food through social media marketing done online based on how satisfied they are with their online services. The data that was acquired from this study of research, which looked at the significance of social media promotion to assess customer sustainability in the food industry, may be useful for businesses that provide clients with food via the internet. Through this study's further development of social media marketing, customers may be

encouraged to remember having purchased food from the company. The theoretical review of literature including related hypothesis development in Section 2, summary variables and analysis strategy are structure follows this format (as shown below). Section 3 describes the research technique and data. Results are discussed in Section 4 and the conclusions of this study follow on to section 5.2

LITERATURE REVIEW

Social Media Marketing

Social media marketing has become an important interaction tool as it enables business to communicate with the consumers especially in emerging economy where Technological advancement has enhanced the use of social media. Research indicates that in the context of consumer behaviors in emerging economies, social media marketing plays the role of winning over the hearts of the customers through engaging, culturally and socially appealing campaigns (Bilgin 2021). This has been illustrated through examples like Facebook, Instagram, and Twitter, because these allow businesses to market their products directly to customers, therefore increasing the level of trust that the latter has the former (Al-Tit 2022). Studies conducted in the current year shed light on the importance of social media marketing for consumers, particularly for industries such as food which experiences changes in trends (Chow et al. 2021). By using the above marketing approach, it enables organizations to have continuous contact with the clients hence enhancing brand patronage and longevity. SMM has significantly influenced not only how businesses promote their brands but also how they engage with buyers in today's fast-evolving markets such as Pakistan's food sector (Lee & Lee 2022).

Customer Satisfaction as a Mediator

Customer satisfaction has been identified to have significant influence on the effectiveness of social media marketing. It acts as a go-between which efficiently relates social media marketing to sustainability. In this particular study, customer satisfaction plays the role of a mediator between the twitter and fb marketing and sustainable business models by keeping the customers loyal to the brand (Gu & Ye 2021). A study by Khan (2022) shows that repeat buying behaviour, which is driven by the customers' satisfaction level, goes a long way towards helping firms in the food industry to remain viable. It emphasizes the mediating role of customer satisfaction and posits that it is an influential factor in organization in the emerging economies since consumers' expectations there are continually changing. When using social media for marketing, organizations that focus on customers' needs by implementing suitable marketing communication strategies that suit their needs are likely to be sustainable (Vafaei et al. 2022). This is so because such consumers establish a positive emotional association with the brand which ultimately translates to brand loyalty and recommendations-an ingredient for growth.

Sustainability

Sustainability refers to growth and attaining a specific level. Economic, environmental, and social pillars make up sustainability, which is sometimes known as "planet, people, and profit." Utilizing natural resources in a way that allows us to continue operating for a very long time is known as sustainability. We may practice sustainability by using less

natural resources. Build ties with consumers while also letting them know that future generations and they are both highly vital through sustainability (Bilgin, 2021). Development that satisfies present needs without encouraging the fulfillment of future generations' desires (Ellis & Curtis, 2022).

Relationship between Social media marketing and Customer Satisfaction

Effective social media advertising has a significant impact on customer satisfaction. When a corporation advertises its products on social media platforms including Facebook, Instagram, Whatsapp groups, and various websites (Gu & Ye, 2021). Companies are working to meet the necessities and wishes of their consumers in order to increase customer happiness. Most businesses advertise their goods on various social media platforms in an effort to attract clients and meet their needs (Ismail, 2021). People use social media in different ways; some prefer Facebook, while others use Instagram frequently, while others prefer Twitter. Because of this, businesses have tried to use a variety of social media platforms and also provide home delivery services, which have allowed their profits to rise daily (Khan, 2022).

Impact of Social media marketing on sustainability

Social media marketing has a significant influence on sustainability in a variety of behaviors and it uses innovative methods to promote a sustainable lifestyle (Lee & Lee, 2022). Social media, which allows users to create material and share it with others in various groups, is a fantastic innovation of the internet for its users in the twenty-first century as internet usage increases on a global scale. Social media is a valuable tool for facilitating information exchange between various clientele, communities, and commercial organizations, as well as between individuals (Minton, Lee, Orth, Kim, & Kahle, 2021). According to a writer, social media marketing is distinct from traditional media because it primarily revolves around relationship marketing and sustainability (Strähle & Gräff, 2022).

Relationship between Customer Satisfaction and Sustainability

According to some researchers, satisfaction and sustainability are related. Sustainability is created through high customer satisfaction levels (Vafaei, Görgényi-Hegyes, & Fekete-Farkas, 2022). According to (Veseli-Kurtishi, 2021), consumer happiness and sustainability go hand in hand. Customer satisfaction is a recognized performance activity as well as a relative level of assumption activity. On the basis of prior research and information, assumptions are made in this study. When a company or brand gives a gratifying experience, the client is loyal to it. Customer pleasure has been linked to sustainability in prior study (Yen, 2022).

Organism response model theory

One of the basic premises in this study is based on Stimulus Organism Response theory (Zhang & Zhang, 2023). The SOR model defines the relationship between independent variables and independent variables. Mehrabian proposes that an external stimulus (S) affects the inner state of a person, causing his/her internal condition or feelings(O), which in turn determines both verbal expressions and nonverbal gestures referring to them as responses(R). Responses may be theoretical or practical.

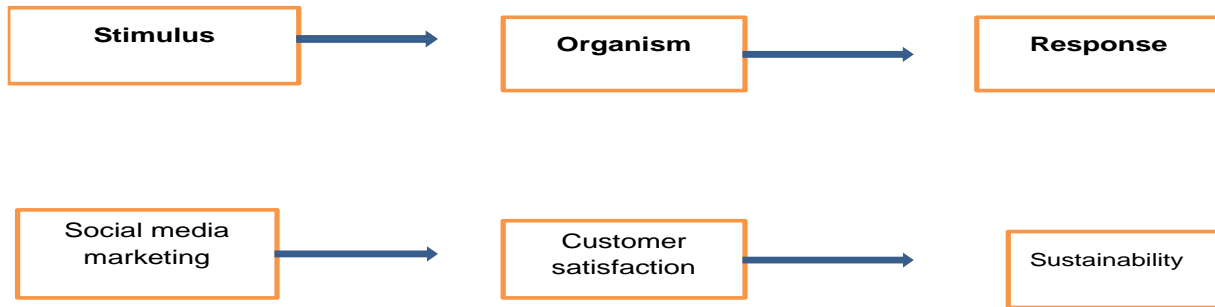


Figure 2.
Conceptual Framework

Moreover, fig 2 demonstrates that the first hypothesis' claim that social media promotion improves consumer happiness is true. H2 demonstrates how social media promotion has a positive influence on sustainability. Additionally, H3 states that there is a strong connection between sustainability and consumer satisfaction.



Figure 3.
Social Media Marketing
Relationship between social media marketing and customer satisfaction

It is clear from the literature analysis that social media marketing is crucial for increasing consumer happiness. When customers and other academics have found the association among social mass media promotion and customer satisfaction, social media marketing plays a important role in helping businesses satisfy their customers. (Strähle & Gräff, 2022) asserts that social media marketing is essential and that achieving consumer happiness may require a technical strategy.

H1. "Social media marketing has positive effect on customer satisfaction towards the online segment in Pakistan.

Relationship among sustainability and social media marketing

Businesses need to be aware that social media marketing is present in their green target market (Vafaei, Görgényi-Hegyes, & Fekete-Farkas, 2022). Younger audiences can understand social media marketing in simple terms, and practically all young people nowadays have at least one profile on a social media website (Vafaei, Görgényi-Hegyes,

& Fekete-Farkas, 2022). Social media marketing uses unusual methods to promote the distinct and alternative lifestyle. Younger people in particular are heavily involved in social media marketing and prefer to make purchases through various social media platforms. If customers are happy with the company's services, they will stick with them and stay loyal.

H2. Social media marketing has positive impact on sustainability in online food industry of Pakistan”

Relationship between sustainability and customer satisfaction

Customer satisfaction's effects on sustainability are extensively researched. Various findings indicated that when a consumer is satisfied, they are more loyal or realistic, and when a customer is upset, their sustainability is not guaranteed. According to (Veseli-Kurtishi, 2021), this is utilised to justify sustainability as well as for observable purposes. Customer satisfaction must be taken into account in organizations (Strähle & Gräff, 2022),

H3. “Customer satisfaction has positive influence on sustainability in online food industry of Pakistan”

METHODOLOGY

The researcher used descriptive research method which involved the administration of a questionnaire as the method of data collection. The study focuses on three main variables: Social media marketing is one of the biggest focuses, customer satisfaction is another issue and sustainability is another key area where change can be seen. An affirmative scale formed of five values was used: 1 is strongly agree and 5 is strongly disagree. The questionnaire was designed by the authors after reviewing literature to the extent to make sure that the instrument can effectively measure the dimensions of the variables.

Sample Size and Generalizability

The sample of 350 was adopted using convenience sampling method, due to time constraint and the resources available for the study. Convenience sampling could be a drawback in terms of generalization of the presented results, however, the sample size is appreciable, which enables to perform the statistical analysis. The number of respondents was estimated in accordance with similar works in the field of social media marketing and sustainability, in order to gain the maximum understanding of the population's behavior and opinions. A larger sample could not be taken due to time and resource constraints but the results do give an idea of the current state of food industry of Pakistan.

Reliability and Validity

To achieve reliability and validity of the survey instrument, its pilot was conducted on a small sample of respondents in order to identify the problematic questions with low clarity levels. Also, Cronbach's alpha was computed for all the variables and all yielded values more than 0 with coefficient alpha of 0.7, which is acceptable internal consistency. Concerning the content validity, each questionnaire item was reviewed by the expert panel to confirm that the items tapped the appropriate level of the social media

marketing, customer satisfaction, and sustainability constructs. Procedures of data collection included were controlled in order to reduce variations in the manner in which they were carried out adding to reliability.

Handling Biases and Outliers

Possible biases were also minimized through a random approach to the participants whereby the gender of the respondents, their age, education, and income level were not predetermined. Moreover, the multicollinearity tests were conducted to identify high correlation between independent variables in order to assess the soundness of the regression models. Tests of outliers were performed using Cook's distance and leverage statistics data. Simply, the choice of methodology eliminated outliers that distorted trends in students' performance, in order to get more realistic representation of the results. Simple statistical tests of normality were also performed in order to check whether the regression assumptions were met.

Analysis Test

In this section defined normality test, regression analysis, multi - collinearity, and reliability that are adopted in this research paper.

Descriptive Statistics

In this study, descriptive statistics are used to describe the demographic characteristics of the respondents. These characteristics include gender, age, educational background, occupation, income level, and whether or not you use social media. How much time do you spend online? We investigated how respondents' attitudes towards social media marketing were impacted by their demographics. The following graphics and percentages represent the descriptive analysis.

The demographic of respondents

In this research paper we circulate 300 respondents to get feedback from respondents some respondents were female and male.

Gender

From the side of respondents, a whopping 53.67% are male when asked what gender they were then we can deduce that the remaining almost half per cent is females making up about a little sliver above exactly split in two around so let's say 46.33%.

Table 1.

		Frequency	%	Valid %	Cumulative %
Valid	Male,	161	53.8	53.8	53.8
	Female,	139	46.2	46.2	100.2
	Total,	300.	100.	100.0	

Age

When the data was gathered, the researcher inquired about the respondent's age cluster. The results presented that 14% of the participants were 18 years of age or younger, 51.3% of the participants were in the 19-to-24-year age ranges, 28.7% of the

respondents were in the 25-to-35-year range, and 6% of the respondents were in the 36-to-46-year range.

Table 2.

		Frequency	%	Valid %	Cumulative %
Valid	18 years or less	42	14.0	14.0	14.0
	19 - 24 Years	154	51.3	51.3	65.3
	25 - 35 Years	86	28.7	28.7	94.0
	36 – 46	18	6.0	6.0	100.0
	Total	300.	100 %	100 %	

Qualification

When the researcher gathered data and interviewed respondents about their educational backgrounds, 12% had only received a matriculation degree, 21.3% had an intermediate degree, 40% had a bachelor's degree, 73% had a master's degree, 6% had a higher education, and only 1% had a different degree. Additionally, master's degree holders demonstrated superior qualifications and knowledge compared to those at lower educational levels.

Table 3.

		Frequency	%	Valid %	Cumulative %
Valid	Matric or lower	36.	12 %	12 %	12 %
	Intermediate	64.	21.3 %	21.3%	33.3 %
	Bachelor	120.	40 %	40 %	73.3 %
	Masters	72.	24.2 %	24.2 %	97.8 %
	PhD	7.	2.1 %	2 %	99.7 %
	Other	1.	.3 %	.3 %	100 %
	Total	300	100 %	100 %	

Professions

The researcher elaborated about the participants as a whole therefore 36% students, 43.7% employed, (8.7 %) retired and around (27%) were running their own business.

Table 4.

		Frequency	%	Valid %	Cumulative %
Valid	Students	109	35.0	35.0	35.0
	working	130	44.7	44.7	89.14
	Un-employed	25	8	8	80.3
	Retired persons	9	2.9	2.9	92.0
	Self employed	27	8.9	8.9	100 %
	Total	300	100 %	100 %	

Income status

Researcher select 300 respondents for data collection, 25.7% respondents' family income was below 15000, 34.7% respondents have 31000 - 45000, 12.3% have 46000 – 60000, 12% respondents have 61000 – 75000, 12.3% respondents have 76000 and above and only 3% have others.

Table 5.

		Frequency	%	Valid %	Cumulative %
Valid	Below 15000 Rs	78	26.7	26.7	26.7

31000rs – 45000rs	103	33.7	33.7	59.3
46000rs – 60000rs	36	11.3	11.5	71.7
61000rs – 75000rs	37	12.0	12.0	84.7
76000 and above	37	12.3	12.3	97.0
Other	9	3.0	3.0	100.0
Total	300	100.0	100.0	

Use of Social Media

After the results were in, out of 300 whole number respondents polled, 96.7% use social media while only just one has never used any form of it.

Table 6.

		Frequency	%	Valid %	Cumulative %
Valid	Yes	289	95.7	95.7	95.7 %
	No	11	4.3	4.3	100 %
	Total	300	100 %	100 %	

Time spends on social media

The below table show us the frequency of respondent's time spending on social media; most people are using social media 4 to 8 hours regularly.

Table 7.

		Frequency	%	Valid %	Cumulative %
Valid	less than half hour a day	20	6.7	6.7	6.7
	Up to 2 hours a day	96	32.0	32.0	38.7
	Up to 4 hours a day	110	36.7	36.7	75.3
	Up to 6 hours a day	37	12.3	12.3	87.7
	Up to 8 hours a day	37	12.3	12.3	100.0
	Total	300	100.0	100.0	

Purpose to use Social Media Sites

In this frequency table 49.7% respondents use social to contact with family and friends, 22% respondents use it because of to manage their business contacts, 14.3% used this to scroll their all-fan pages, 10.3% practice it to build up new business ideas, and 3.7% used to promote their business.

Table 8.

		Frequency	%	Valid %	Cumulative %
Valid	To interaction with family and friends	149	49.7	49.7%	49.7%
	To manage my business contacts	65	23.0	22.0	71.7
	To scroll my all-fan pages	44	13.3	13.3	86.0
	To build up my business ideas	30	9.5	9.5	95.5
	To promote my business	12	4.7	4.7	100.0%
	Total	300	100 %	100 %	

Use social media to purchase food

Researchers try to select those responses that are using social Media marketing to buy food from company, so 88.7% respondents used social media while 11.3% select no it means they are not connected with social media.

Table 9.

		Frequency	%	Valid %	Cumulative %
Valid	Yes.	265	87.7%	87.7%	87.7%

No.	35	12.3%	12.3%	100.0
Total	300	100 %	100 %	

Descriptive Analysis.

Table 10.

	N.	Min	Max	Mean.	Standard Deviation.
	Stat	Stat	Stat	Stat	Stat
SMM	300	1.50	4.90	3.7643	0.60579
CS	300	1.19	5.00	3.7833	0.63500
Susta	300	1.00	5.00	3.6873	0.80282
inability					
Valid N	300				
(listwise)					

Correlation Analysis

This used to demonstrate a positive association among two variables. The Pearson Product Movement Correlation is shown in this study. The strength of the association among two variables is determined by the coefficient of correlation, which is denoted by the letter r and ranges from minus one to plus one. If the r value is 0.9, then there is a strong association between the variables, and if the r value is -0.2, then there is a weak relationship among the variables. All of the variables in this study have significant relationships. Table values enable us to draw the conclusion that social media marketing and sustainability are strongly and positively correlated (r =.533, p .05. Additionally, social media marketing and mediator CS have a significant link (r =.711, p .05). Additionally, mediator values demonstrate a substantial association between its value and sustainability (r = 0.757, p 0.05). So, all variables have a strong and positive association. All three hypotheses are subsequently accepted.

Table 10.

Social Media Marketing & Sustainability

		SMM	Sustainability
SMM	Pearson Correlation	1	.532**
	Significance (2-tailed)		.000
	N	300	300
Sustainability	Pearson Correlation	.532**	1
	Significance (2-tailed)	.000	
	N	300	300

**** . At 0.01 level shows significant correlation (2 tailed)**

Table 11.

Social Media marketing and Customer Satisfaction

		SMM	CS
SMM	Pearson Correlation	1	.712**
	Significance (2-tailed)		.000
	N	300	300
CS	Pearson Correlation	.712**	1
	Significance (2-tailed)	.000	
	N	300	300

**** . At 0.01 levels shows significant correlation (2 tailed).**

Table 12.

Customer Satisfaction & Sustainability

		CS	Sustainability
CS	Pearson Correlation	1	.757**
	Significance (2-tailed)		.000
	N	300	300
Sustainability	Pearson Correlation	.757**	1
	Significance (2-tailed)	.000	
	N	300	300

** . At 0.01 levels shows significant correlation (2 tailed).

Regression Analysis

Multiple regression examination is a very systematic way of looking at the relationships between variables. It consists of many techniques for assessing and modeling unlimited number of such variables effective econometric model considers the interaction of independent and dependent, or rather several dependent variables and one or several independent ones. Regression analysis, in terms of its exact rational for its being, is capable of giving what it refers to as the-controlled factor still under while few or at times not any of the things than those in focus varies. To this end, regression analysis is able to test an unqualified hypothesis prediction about the nature of the relationship between the dependent variable and the independent variable, especially on how the independent variable influences the dependent variable. Which can be explained by mentioning the reasons such approaches are very useful for data analysis and visualization and very effective methods of learning are now true used in more traditional domains. This method is applied in studying the relationship existing between the independent variable and the dependent variable and the patterns of their relationships. Regression examination is an essential tool that can be employed to illustrate the relationship between ordinary compliant variables and restricting factors. Correlation was invoked which may be more than a nuisance.

HYPOTHESIS TESTING**Social Media marketing has positive influence on Sustainability**

Effect demonstrations the R square = 0.285 containing these social media and variance sustainability marketing (social media).

- The beta regression coefficient of social media marketing impacted 53.3% of the social sustainability dependent variable. Social media marketing enhances the level of sustainability.
- Because P value is ($p < .05$) it means that the hypothesis put forward our argument is accepted.

Table 13.

Social media marketing & Sustainability

	Values	Beta Value
R square	.285	
Adjusted R square	.282	
Significance	.000	
Social Media Marketing		.533

Sustainability is quantified in terms of variance% decrease by R square, social media marketing also looks this to conclude whether model stronger or which one never the best. WR regard the sustainability impact of social media marketing to be given by beta.

If the beta is negative, it means that there is no correlation between variables. Beta has a significance of Trading on Beta with. 05 (p. 05) then the hypothesis of study is said to be accepted.

Social media marketing has positive influence toward customer satisfaction

The outcomes indicate that there exists some 50.6 % (R square = 0.506) management differences on the social media marketing and customer satisfaction that can be accounted to the business performance.

- Takeaways The beta value for social media marketing is 71.1% significant in influencing the user experience with admiration to Customer satisfaction
- From the significance level displayed to us in our presentation, $p < 0.05$ (our research hypothesis is accepted).

Table 14.

Regression Analysis of social media marketing on customer satisfaction

	Values	Beta Value
R square	.507	
Adjusted R square	.505	
Significance	.000**	
Social Media Marketing		.712

Regression analysis for this hypothesis yields a defined result

According to the findings of this hypothesis, customer satisfaction accounts for 57.3% (R square = 0.573) of the variance in sustainability. Customer satisfaction's 75.7% regression coefficient has a significant impact on sustainability. As a result, it is evident that sustainability is significantly influenced by customer happiness The value of significance in this study, which must be less than.05, is.000, hence the study's hypothesis, was accepted.

Table 15.

Customer Satisfaction and Sustainability

	Values	Beta Value
R square	.574	
Adjusted R square	.573	
Significance	.000	
Customer satisfaction		.758

Structural Equation Modeling

The behavioral sciences use the intimate logical modelling method acknowledged as SEM. It is possible to think of a structural equation model as a mixture of influence analysis, path examination, and/or regression investigation. SEM (www.statisticssolutions.com/SEM) provides a usual and valuable basis for logical examination that includes several conventional multivariate approaches. A graphical path figure and structural equation model are frequently envisioned. The structural equation model places approximation and measurement models in relation to structural models that rely on theoretically grounded assumptions. Using an evaluation of the direct and indirect effects of mediators on the association among the dependent and independent variables, the structural equation model attempts to support the rejection and acceptance of the proposed hypothesis. According to www.joopox.net, it is used to evaluate the structural

relationship among underlying procedures and dignified variables. AMOS is employed to mining the result of mediation.

Customer Satisfaction mediates the relationship among social media marketing and sustainability

Given the absolute values of direct effects on dependent and independent variables (0.753, -0.289), there is partial mediation in our research model. In this table sustainability are highly affected by the variable which is known as social media marketing. Mediator for the Relation between Customer Satisfaction and Sustainability One does therefore penetrate this to some extent but obviously not more than that, and hence mediation is practically useless in such a case. When customer satisfaction is again included in the model, social media marketing still has a significant effect on sustainability. This leads to the conclusion that both; social media marketing have a direct effect on sustainability as and an indirect through mediator.

Table 16.
Before mediator enter in the model

		Beta Estimate	S.E.	C.R.	P-value	Result
Sustainability	SMM	.754	.039	20.344	.000	Sig.

Table 17.
After mediator enter in the model

		Beta Estimate	S.E.	C.R.	P- value	Result	
Sustainability	<---	SMM	.287	0.058	5.437	.000	Sig.
CS	<---	SMM	.884	0.039	23.622	.000	Sig.
Sustainability	<---	CS	.526s	0.046	10.813	.000	Sig.

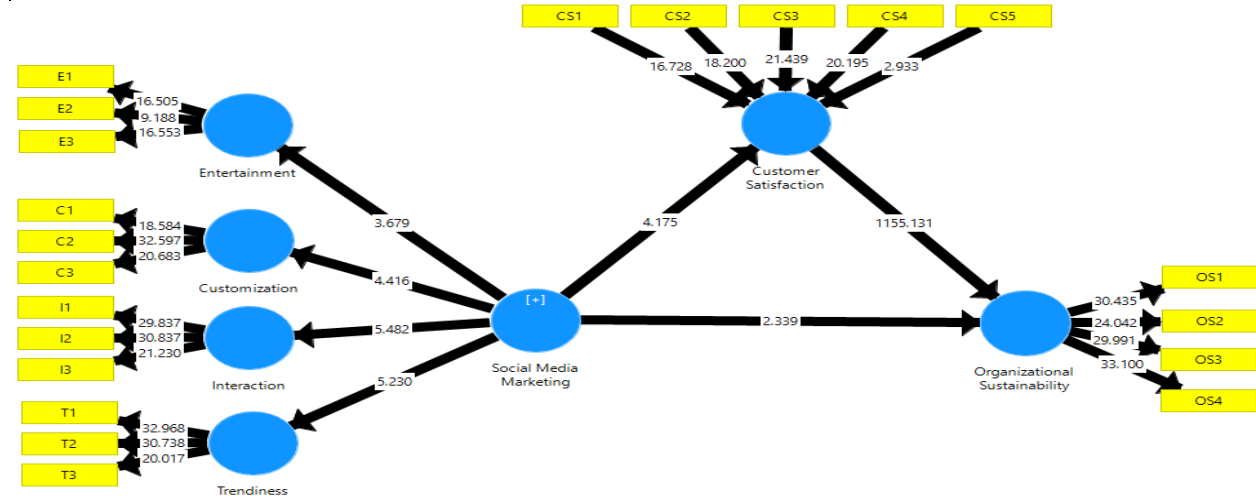


Figure 4.
Measurement Model.
Table 18.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.863	0.8661	0.9012	0.6464
Customization	0.7066	0.7081	0.832	0.623
Entertainment	0.7028	0.7227	0.8312	0.6219
Interaction	0.7317	0.7486	0.8451	0.6454

Organizational Sustainability Trendiness	0.7147	0.7156	0.7993	0.5004
	0.7445	0.7632	0.8527	0.659

Reliability Statistics

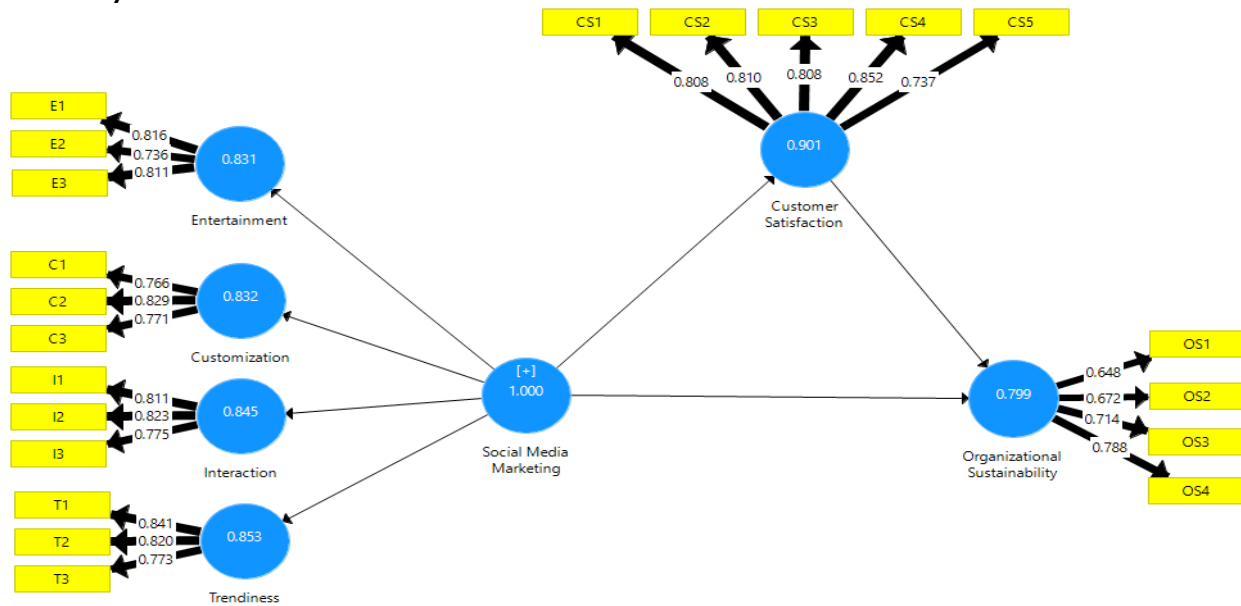


Figure 5. Structural Model Table 19. HTMT

	Customer Satisfaction	Customization	Entertainment	Interaction	Organizational Sustainability	Social Media Marketing	Trendiness
Customer Satisfaction							
Customization	0.5193						
Entertainment	0.3434	0.3181					
Interaction	0.8288	0.4521	0.5225				
Organizational Sustainability	0.2178	0.4215	0.3536	0.1605			
Social Media Marketing	0.2048	0.2739	0.1936	0.2906	0.282		
Trendiness	0.2915	0.2271	0.439	0.4255	0.2946	0.2742	

Table 20.

	Customer Satisfaction	Customization	Entertainment	Interaction	Organizational Sustainability	Social Media Marketing	Trendiness
C1		0.7663					
C2		0.8292					
C3		0.7708					

CS1	0.8081				
CS2	0.8099				
CS3	0.8084				
CS4	0.852				
CS5	0.7372				
Cyber_Bullying					1
E1	0.8164				
E2	0.7359				
E3	0.8109				
I1		0.8109			
I2		0.8233			
I3		0.7751			
OS1			0.6479		
OS2			0.6718		
OS3			0.7142		
OS4			0.7876		
T1				0.8406	
T2				0.8205	
T3				0.7727	

Table 21.

	LV Performances
Customer Satisfaction	68.7006
Customization	69.7168
Entertainment	67.7595
Interaction	68.2186
Organizational Sustainability	67.7769
Social Media Marketing	72.4273
Trendiness	69.8494

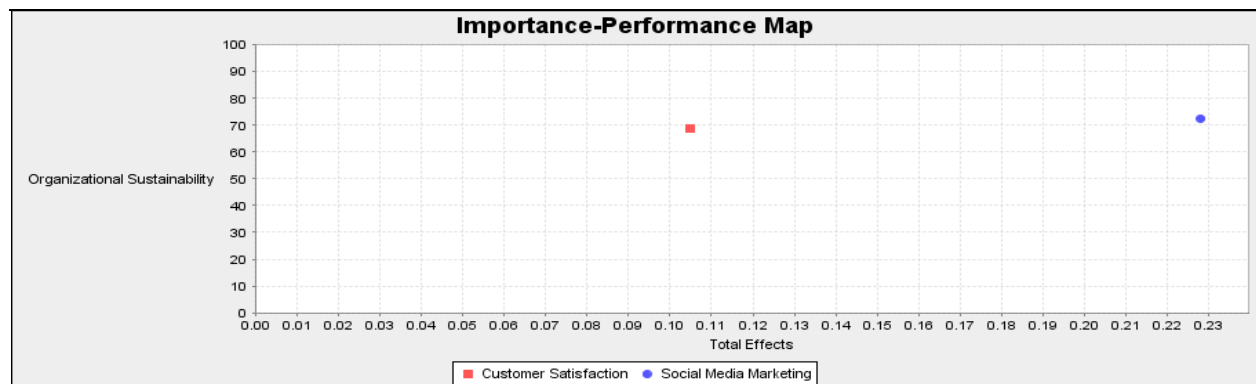


Figure 6.

DISCUSSION

The results of the present research are consistent with the prior research on the impact of social media marketing on customers' satisfaction and sustainability. In this regard, it is possible to state that no major discrepancies were found between the findings of the study and the existing theories. However, one incident was that social media marketing had a positive effect on customer satisfaction and sustainability but the effect of sustainability was more intense if it was moderated by customer satisfaction. This means

that businesses may further their sustainability objectives by paying attention to enhancing the satisfaction of customers through social media marketing than through marketing strategies. Subsequent researches may try to further investigate on this finding by identifying how various strategies in social media marketing could be effective in attaining sustainability.

CONTRIBUTIONS TO EXISTING THEORIES

The implications of this study are significant to the existing literature on the use of social media marketing (SMM) in enhancing customer satisfaction and sustainability especially in emerging markets. The findings are consistent with the SOR theory which suggests that external stimuli such as social media marketing affects internal states such as customer satisfaction which in turn results in behavioural change such as sustainable consumption (Zhang & Zhang 2023). This study provide support to the proposition that SMM is a vital factor in promoting sustainability in business by showing that SMM influences sustainability directly but also through customer satisfaction. Comparing the study with the previous literature, the work is consistent with the research of Bilgin (2021) and Veseli-Kurtishi (2021) who stressed the value of SMM in capturing the attention of the customers and building brand loyalty over the long term. However, this research creates a new avenue of research by exploring the moderating effect of customer satisfaction in the social media marketing-sustainability link to emphasize the significance of customer engagement as a mediator to sustainability.

Actionable Recommendations for Practitioners

The implications of this study are significant to food businesses in the Pakistani food industry and other food industries worldwide. First, companies should emphasize creating customer-oriented social media marketing strategies that increase customer satisfaction as this study has established that satisfied customers are more likely to support sustainable business practices. Second, they should adopt a social media marketing strategy where they engage their clients in **one-on-one** contacts, and make them feel appreciated thus, building their loyalty. For instance, the food enterprises can leverage on social media through the use of Instagram and Facebook to display the products, engage with customers through polls or even question and answer sessions and get feedback that can help them enhance their products. Third, companies should use data analytics to identify customer preferences and behavior on social media so as to come up with more specific marketing strategies that will be suitable for certain groups of customers. This would not only enhance the satisfaction of the customers but also would be helpful in the sustainable growth of the business by building strong and long-term relationship with the customers.

LIMITATIONS AND FUTURE RESEARCH

There are several limitations that have to be highlighted in order to assess the findings and implications of this research on social media marketing, customer satisfaction, and sustainability. First, there is a concern on the applicability of the study's findings since it employed convenience sampling method thus the results may not be generalizable to the population. Future research should try to use probability sampling methods and have larger sample size so that the results can be generalized. Second, the study is cross-

sectional in nature and therefore, data is collected at a particular point in time. In order to get a better understanding of the consequences of the SMM on the customer satisfaction and the sustainability in the long term, future research has to use a longitudinal research design that measures changes in the customer behavior over time. Lastly, the study is confined to Pakistani food industry, therefore, the finding may not be generalizable to other industries or countries. Subsequent research could be directed to other sectors like the retail or hospitality industries and to other emerging markets in order to ascertain the extent of the factors that affect customer satisfaction in relation to SMM.

IMPLICATIONS

A plethora of recommendations for the academicians and practitioners are further included in this study.

Theoretical Implications

Analyzing the existing literature, reflect on how marketers use social media to create sustainability awareness and ultimately foster consumer satisfaction. The present study investigates the relationship between consumer satisfaction and social media marketing, making it useful to place a positive aspect on sustainability. As all factors in the study were geared to client motivations scoring, showing social media strategies are consequently designed by online food companies not undervaluing how clients created their interest in food.

Managerial Implications

This investigation showed that social broadcasting advertising may display a high number of shares for achieving sustainability. Sustainability serves as a significant resource at every level of an industry. The most significant and effective tactic used by sectors in the current, fierce competition to keep clients over the long term is social media marketing. This study is helpful for businesses of all sizes that offer food online and employ social media marketing. The managers of online meal delivery services may find this study valuable through social media promotion. The managers' priorities customer happiness and social media marketing. Customer happiness and social media marketing were shown to be crucial for establishing sustainability, according to data findings.

The firm manager can develop social media marketing to meet the current wants and demands of the clients after studying their needs and preferences. If the business creates a powerful legacy in the customer's perspective of social mass media advertising, sustainability can be developed. In order to get the desired outcomes, managers need place a strong emphasis on social media marketing.

FUTURE RECOMMENDATIONS AND LIMITATIONS

To address the limitations of this study, future research could focus on the following areas:

- To address the limitations of this study, future research could focus on the following areas:
- Longitudinal studies: It will be more useful to do the research in a longitudinal manner to establish how the social media marketing affects customer satisfaction and sustainability at different points in time.

- Exploring different industries: Future research could replicate this study with other industries such as retail, hospitality or technology as the dynamics of customer satisfaction and sustainability may differ in other industries.
- Larger and more diverse sample sizes: Thus, future studies should employ probability sampling to increase the external validity of the outcomes and make sure that the obtained data may be generalized to the larger population.
- Cultural factors: Subsequent works could examine how cultural characteristics of emerging markets affect the efficiency of social media marketing as a means to raise customer satisfaction and sustainability.

There are various restrictions in our research study, which future researchers may use. We chose a sample size of 300 customers who purchased food online using social media marketing for this study. For higher generalization and representativeness of results, future researchers should employ larger sample sizes. Due to a lack of resources and time, this study is cross-sectional. In the future, researchers may decide to collect data using a longitudinal research strategy. The results of the food products are included in the current investigation. Future researchers may have access to a wide range of services and product categories to study the value of social mass promotion, including apparel, jewelers, and other goods. Data were gathered for this study from a variety of businesses that sell food through internet channels. Future researchers should gather data at a high level, in areas where results can be more broadly applied. There are no-dimension dv sustainability in this study. In this study, customer happiness also serves as a mediator; in the future, researchers may utilize both a moderator and a mediating variable based on consumer trust. To put it together, it is envisioned that researchers in the future may provide unique guidance in establishing a connection between these characteristics.

CONCLUSION

This study illustrates how social media marketing in Pakistan has a positive influence on sustainability by mediating the importance of consumer happiness with online meals. The findings indicate a meaningful connection among social media marketing and sustainability. Social media significance for sustainability is defined by the research model and interpretation of the analysis. Marketing on social media is crucial for building sustainability. Building sustainability typically results in industry profitability (Veseli-Kurtishi, 2021). As a result, it was concluded from this study that businesses should concentrate on numerous policies in order to significantly affect their customers' purchasing decisions. When consumers are satisfied, businesses can attain a certain level of sustainability when it comes to online food purchases made through social media marketing in Pakistan. Businesses must thus make some beneficial and vigorous efforts to satisfy their clients.

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Consent to Participate: Yes

Consent for publication and Ethical approval: Because this study does not include human or animal data, ethical approval is not required for publication. All authors have given their consent.

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