

Evaluating the Use of E-Marketing in B2B Businesses Performance: Driving effect of Market Orientation, Top Management Support and Competitive Pressure

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Abstract

E-marketing in emerging countries has gained considerable attention nowadays. This study extends the framework utilizing technology adoption theories to understand marketing performance of manufacturing firms in Pakistan. For considerable marketing performance, technological advancements by firms should be paid attention to. The current study has scrutinized the effect of several factors on the performance of large firms in Pakistan, using e-marketing as a mediating variable. Data was collected from 279 manufacturing firms in Pakistan. Moreover, AMOS with SEM technique has been used to inspect the direct and the indirect hypothesis of the current study. The results exposed noteworthy associations with e-marketing uses and firm performance; marketing orientation was found as irrelevant to marketing performance. Lastly, with relation to e-marketing uses, all antecedent variables have shown partial mediation during analysis.

Keywords: *e-Marketing,; Technology adoption, ; Market orientation*

Track: Business-To-Business Marketing & Supply Chain Management