

The role of sustainable performance in mediating the effects of digital marketing tactics on market volatility: Evidence from KSA

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ABSTRACT

The objective of this study is to examine the mediating effect of sustainable performance in the relationship between digital marketing tactics and market volatility at an effective level in the Jordanian market. This research uses the Triple Bottom Line (TBL) Theory and the Resource-Based View (RBV) theories to examine the impact of market volatility on sustainability performance, with a focus placed on mediating the effects of digital marketing provided online. Empirical data in the form of field study and statistical analysis to evaluate the relationships between digital marketing tactics, the performance that is sustainable as well volatility within the market through the business were gathered. The findings showed that there is a significant mediating effect of sustainable performance on the relationship between digital marketing strategies and market volatility. The research provides insights into how firms can achieve greater agility and sustainability by rethinking their marketing mix in a volatile market. These findings suggest that the volatile markets should be based on the principle of sustainable performance when planning international digital marketing activities in order to cope with market volatility and competitive advantage.

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1. Introduction

Due to the regional instability caused by wars like those in neighboring countries, Jordanian markets have become uncertain. However, the instability in neighboring countries poses threats to a Jordanian economy that seeks to be self-supporting and growing. Socially Stable but Fragile Economic Conditions Businesses need to adapt and innovate at an unprecedented rate in this rapidly changing environment or face loss of relevance (Almaqtari, 2024). At the core of this ability to persevere is marketing adaptability and, in its most critical element, marketing agility. This agility is definitely one of the hallmarks that digital marketing offers, as companies are able to reach their target audiences better and faster than how they would without it. Sustainability reports: Also, for business, sustainability Reports developed to disclose the dimensions in which companies that stand behind a sustainable approach are working efficiently and future-oriented (Huynh, 2022). The increase in the number of companies publishing these reports is evidence that there has been a gain in interest on their environmental and social liabilities (Zhou et al., 2022). In recent years, there has been a marked move towards incorporating sustainability into business strategies to not only evidence corporate

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responsibility but also boost financial results. Finding the right trade-off between sustainability and financial performance is a complex and expensive issue. Despite this, the volatility of stock markets especially in Jordan continues to be a primary challenge. Following the global financial crisis. Such volatility based on interest rates, inflation rate, fall in currency against dollar is taped through the stocks and has a very direct connection between behavior of investors as well companies' profits. As (Arasti et al., 2012), liquidity and volatility of prices are important aspects for the capital market, since these elements influence the attractiveness of financial assets as well as possibilities in managing portfolios by investors. This is particularly important for industrial sectors where low profit margins can have wide economic implications (Varadarajan, 2020) . In this regard, the present research examines sustainable performance as a mediator between digital marketing tactics and market turbulence in Jordan. This research will offer new and important insights for digital marketing, sustainability efforts that can stabilize the market dynamics to increase profitability.

Research Questions

In the present study, we sought to address the following questions:

Q1: How do the market players in Jordan perceive those sustainable performances impact stock volatility within digital marketing strategies?

Q2: Does the means of responses from market participants in Jordan who perceive sustainable performance to mediate digital marketing tactics on market volatility differ significantly?

Q3: Do these differences boil down to variables like industry sector, degree of adoption in digital marketing, or company size?

Significance of the Study

There are two main points in this study. The first-dimension theoretical aspect of this study is an investigation of the mediating role of sustainable performance in explaining the effects of digital marketing tactics on market volatility (Ibeh et al., 2024). By examining these factors based on their interactions within the Jordanian market, this study offers unique contributions to literature in this area. (Kamble et al., 2023) The second dimension is operational relevance, in that the results and suggestions provided are immediately actionable by industries and decision-makers within Jordan to create more robust marketing strategies for sustainable development. In doing so, the market not only becomes secure and vibrant but also helps reduce this wild swing in price.

Study Terminology and Procedural Definitions

As the research suggests, it defines the concept of sustainable performance to be how well Jordanian firms follow up with sustainability practices in maintaining Market stability when faced with digital marketing manipulations. Digital marketing tactics are a series of strategies and actions that use digital channels to promote products or services among target consumers (Faruk et al., 2021). Types of online marketing include social media campaigns, search engine optimization, email, and other digital strategies. Furthermore, this research signals a set of digital marketing tactics in terms of the online strategy utilized by Jordanian businesses to affect consumer behavior and market conditions. (Gligor & Holcomb, 2014) Finally, market volatility is simply a measure of the dispersion and period-to-period fluctuations in returns in essence how uncertain we are about what will happen down the road. (Tang et al., 2021) Market volatility in this study practically refers to the changes that occur in market prices and consumer demand.

Study Limits

This research is performed in the region of Jordan market based on which we particularly concentrate (Bouri et al., 2020). A theoretical limitation is the extent to which any of our findings generalize beyond those limited, select urban areas from Jordan in which we conducted this geo-historical study of digital marketing. This study is conducted in the fiscal year 2024, a time chosen to cover developments associated with recently introduced digital marketing strategies and their influence on market volatility. The study results depend on the acceptance of employed instruments' validity, reliability, and accuracy, and to which case characteristics can be transferred into other market cases.

2. Literature Review

Digital marketing tactics are critical in the ever-changing landscape of marketing, they have cemented their place as pivotal tools for businesses looking to stay competitive and adaptable (Purnomo, 2023). One of those powerful direct marketing strategies is email marketing, which sends a targeted message to a group of recipients via email. It is effective in efficiently delivering

personalized content that suits targeted consumer preferences. Combined with data analytics, they said that email marketing can be a powerful tool for boosting consumer engagement and building customer loyalty. The integration of artificial intelligence (AI) and machine learning has also reinvented email marketing by allowing predictive analytics as well as automated, real-time responses to consumer action.

2.1 Social Media Marketing

Social media marketing uses social channels such as Facebook, Instagram, and Twitter to reach customers. According to (Arshad et al., 2024), social media marketing saturates the conversion of brand awareness and customer engagement. They specifically called out the speed and interaction levels in social media, since it allowed companies to reach customers quicker online than a traditional campaign might allow (Levrant & Wulansari, 2024). This means brands can develop richer relationships with their audience, providing them with a more intimate experience through interactive content marketing strategies like live updates and direct messaging. Social media analytics help real-time data marketers understand consumer sentiments and how they are engaging to make quick changes accordingly (Pereira et al., 2024). Leveraging social media influencers & brand ambassadors by using social media influencers, it is possible to create powerful marketing campaigns with a huge reach and impact due to the credibility and follower base. Furthermore, the incorporation of e-commerce features into social channels has also made it easier for brands to help customers purchase their products there and then without having them leave the app (Zulham et al., 2024). With social media platforms ever-changing, it can be difficult to keep up with capturing the attention of the audience and getting them engaged in all that they offer.

2.2 Content Marketing

Content marketing is all about consistently creating and distributing relevant, valuable content to attract a well-defined audience (Harmanen, 2019). The study by Sikandar et al. (2017) identified content marketing as a strategic methodology for creating relationships with consumers, by promoting more focused, beneficial communication through useful and insightful information that addresses the consumer's interests or necessities (Musa et al., 2024). Content marketing has a greater reach than just driving business; it can speak directly with the audience about the topics that the business is most knowledgeable and passionate about. It will deliver organic traffic, boost search engine positions, and encourage customer loyalty over the long term. Blog posts, infographics, videos, and podcasts are some of the content types created to cater to different preferences of audience consumption (Kim & Shin, 2019). Appropriate use of keywords and SEO tactics helps to land the content on its target audience, as well as position it in search engine results. Repurposing content in new channels or formats can help extend the reach and impact of that original piece, which will make a difference at scale to the effectiveness of any company's longer-term efforts with content marketing. Content marketing, with its ever-changing nature of consumer preferences and following market trends, requires a content strategy that is consistent in value creation yet able to adapt to meet the consumers wherever they are.

2.3 Market Volatility

The more the prices of a market vary over time, the higher is volatility that can mostly be attributed to economic changes, political events, or consumer behavioral change. Market volatility. Albulescu (2021) suggested that volatile markets would be an excellent way to build resilient marketing strategies. According to him, they have to be flexible and adjust quickly for their business to react appropriately to fast-changing market conditions (Audrino et al., 2020). Market volatility represents an enormous challenge because it can cause unpredictable changes in consumer demand, supply chain interruptions, and shifting costs (Oyewole et al., 2024). Companies that can project and proactively react to these changes are poised for more consistency in enduring growth. Data analytics and predictive modeling are strategic factors for forecasting market trends or even possible risks (Li et al., 2022). Because they engage potential buyers through different channels and varying tactics, advertising inclusiveness is one way to counterbalance market fluctuations. Marketing-attributed flexibility and the ability to respond quickly to market signals requires an agile business. Developing strong relationships with suppliers, partners, and customers also allows sources of additional support at times when the market is in turmoil.

2.4 Sustainable Performance

Sustainability in the 3 pillars: Economic, ecological, and Social for long-term success and stability. Mousa and Othman (2020) pointed out how sustainable performance must be configured with profitability and social responsibility. According to them, companies that consider sustainability perform well in the market and also develop trust among consumers (Habib et al., 2020). This implies that the company considers ESG (environmental, social, and governance) criteria in its business operations so that it makes a valuable addition to society while meeting financial goals (Richnák & Gubová, 2021). This improves the credibility of the brand

and, in turn, helps to attract suitable investors or like-minded customers. Sustainable companies create a competitive advantage with cost savings in energy efficiency, waste reduction, and better resource management. Ensures regulatory compliance and the ability to anticipate future legislation, which can avoid legal complications and subsequently lead to a more stable operational climate (Sheikh et al., 2018). By taking a holistic approach to employee welfare, community development, and ethical business practice companies are nurturing a positive corporate culture which in turn benefits stakeholder relationships. More generally, sustainable performance and the ability to achieve long-term business success and resilience in a rapidly changing world is becoming acknowledged as having its foundation on such aims (Suvattanadilok, 2024). One possible focus of this research is the mediating role of sustainable performance between digital marketing tactics and market volatility. This makes their sustainability performance in line with ensuring that digital marketing strategies are aligned, and able to ensure support for the broader objectives of an organization as stated by Wasim et al. (2024). They also raised the point that having sustainable performance is stabilizing and can weather market volatility. Sustainability in direct marketing allows integration and marketing activities to serve as not only a short-term business driver but in going green goalposts', contributes towards long-term sustainability goals. This is done by higher customer retention, brand perception among the target audience, and fewer operational risks. Facts show that low-e companies historically seem to fare better through market turmoil than others, and it is also a growth element; businesses are likely benefiting even more from the mess so emerging stronger over time. Nasir et al. (2022) set out to explore the influence of digital marketing-related phenomena on financial inclusion in Jordan by focusing mainly on green sustainable practices, arguing that applying such approaches can be beneficial for their effect on positive outcomes (Shamma & Hassan, 2013). Those companies who folded sustainable performance into their digital marketing strategies seemed to weather market storms better than others and enjoyed a stronger relationship with consumers. The interesting market dynamics of Jordan, influenced by regional unrest and weak economic factors, offer an apt setting in which one can study the interrelation between online marketing strategies, sustainable competitive advantage, and the maelstrom of a volatile environment (Mio et al., 2022). The empirical evidence from Jordan shows that it is important to implement a comprehensive marketing approach by focusing on the triple bottom line including economic, social, and environmental aspects. This ability for seamless sustainability gears companies to maneuver through Jordan and likewise strengthen their roots within the rich soil of its complex markets. Findings from this field study have important implications for marketers competing in highly volatile markets and suggest a strategic over tactical perspective on the role of sustainability on marketing effectiveness.

This represents the traditional linkage between the Triple Bottom Line (TBL) Theory and Resource-Based View (RBV), using market volatility in Jordan (Nakabuye et al., 2023). This model also offers a basic tool, presenting a mediator mechanism of sustainable performance about digital marketing techniques and market stability. Resilience is key and this insight will help to improve resilience in the wake of market volatility. On the other hand, RBV confirms that sustainable performance is more than just a beneficial posture in strategic terms and to do so it lets appropriate techniques of digital marketing pave the way by smoothing out market uproar. Consequently, this outcome highlights the role of digital marketing activities in practice to increase market stability by creating a sustainable performance as a mediator, however, sustainability in an environment that experiences extreme volatility and unpredictability.

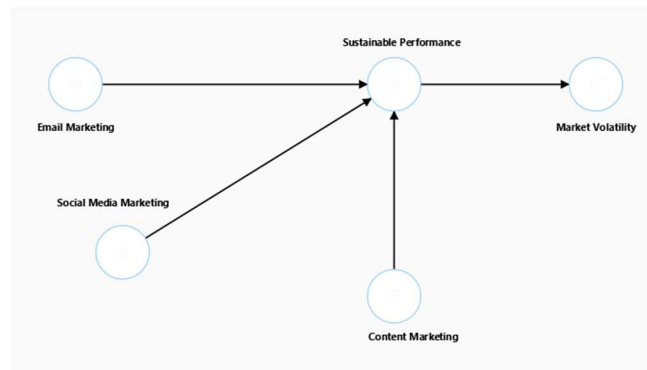


Fig. 1. Model of Study

3. Hypothesis development

3.1 Email Marketing: Building Market Resilience through Sustainable Engagement

Email Market Being highly volatile, email marketing is a strategic mechanism to build resilience within the business (Sharma & Gadenne, 2008). Fully optimized for such tactics, email marketing campaigns can theoretically be used to place personalized

content in perpetuity on the devices of customers and increase their engagement with your brand. Embracing sustainability within email marketing allows companies to demonstrate a strong environmental and social conscience, which in turn resonates well with consumers as the economy stabilizes (Rika, 2021). Additionally, the ability to follow up on and analyze consumer reactions to email campaigns offers valuable insights for strategy refinements that will further boost market resiliency. In light of the above, this study will use qualitative techniques such as interviews and questionnaires to investigate how email marketing strategies impact sustainable performance market resilience for sectors in Jordan given specific sectoral volatility scenarios.

H₁: *Email marketing significantly influences market volatility in Jordan's volatile markets.*

H₂: *Email marketing significantly enhances sustainable performance in Jordan's volatile markets.*

H₃: *Sustainable performance mediates the relationship between email marketing and market volatility in Jordan's volatile markets.*

3.2 Social Media Marketing: Enhancing Market Stability through Sustainable Performance

One of the most important uses for social media marketing is to achieve market stabilization, a great need in Jordan as an example where business environments are highly volatile. Indeed, executed properly social media marketing strategies can increase a company's reach and engagement providing greater recognition of performance initiatives that are sustainable through the uptake among new audiences. Businesses can use social media to convey a commitment to sustainability, thus building long-term consumer trust. And that trust is crucial for the behavior of markets; consumers support brands that reflect their values. Moreover, the two-way nature of social media makes it possible for companies to get feedback in real time and change their strategies as needed. The study used Qualitative research methods exploring the influence of social media marketing strategies on sustainable performance and market stability in Jordanian insecure markets through conducting several articulated forms like In-depth Interviews and Focus groups with industry stakeholders.

H₄: *Social media marketing significantly influences market volatility in Jordan's volatile markets.*

H₅: *Social media marketing significantly enhances sustainable performance in Jordan's volatile markets.*

H₆: *Sustainable performance mediates the relationship between social media marketing and market volatility in Jordan's volatile markets.*

3.3 Content Marketing: Strengthening Market Position through Sustainable Practices

In these erratic environments, content marketing is a solid resource to consolidate the company into its market. The way businesses can use content marketing to support and communicate their sustainable conduct leading to a stronger market position is by generating highly valuable, relevant & consistent knowledge. This ultimately enables brands to promote their brand-responsible products and services, reinforcing the familiar value propositions that may otherwise go unheard. This alignment separates the brand in a busy market and creates consumer loyalty as well as clarity to enter this marketplace. This research explores how to use case studies and qualitative interviews with marketing professionals and consumers in Jordan to inquire about the impact of content-marketing strategies on sustainable performance, as well as market positioning when navigating through volatility.

H₇: *Content marketing significantly influences market volatility in Jordan's volatile markets.*

H₈: *Content marketing significantly enhances sustainable performance in Jordan's volatile markets.*

H₉: *Sustainable performance mediates the relationship between content marketing and market volatility in Jordan's volatile markets.*

H₁₀: *Sustainable performance significantly influences market volatility in Jordan's volatile markets.*

4. Methodology

This study examined whether sustainable performance mediates the relationship between digital marketing tactics and market volatility in Jordan by using a mixed methodological approach: a survey questionnaire representing quantitative methods, as well as semi-structured interviews to represent qualitative research. The survey was conducted among the marketing managers, decision-makers, and sustainability officers working in different sectors of Jordan targeting how digital marketing strategies email marketing, social media, and content, finally can deliver to promote sustainable performance as well as stable market conditions.

4.1 Data Analysis

Variance-based data analysis will be conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the Smart PLS 4 software, as recommended by Hair. Given the potential for nonlinear relationships in this study and the relatively small sample size due to the industry-specific focus, Smart PLS 4 is particularly well-suited for achieving the research objectives. This software is ideal for analyzing nonlinear relations and accounting for factors that may influence outcomes, which is critical

for this research. The PLS technique will be employed to analyze the relationships between the identified variables, focusing on both mediated and moderated effects. This study examined the relationship models, determined how these relationships arise, and suggested causal directions of effects among digital marketing tools and market volatility; while sustainable performance is a mediator. Each component and sub-component of the model will be thoroughly examined to ensure a comprehensive understanding of the impact of digital marketing on market volatility through the lens of sustainable performance.

Table 1
Factor loadings

Constructs	Items	Factor loadings	Cronbach's Alpha	C.R.	AVE
Content Marketing	CM1	0.828	0.87	0.906	0.659
	CM2	0.811			
	CM3	0.864			
	CM4	0.827			
	CM5	0.744			
Email Marketing	EM1	0.858	0.87	0.906	0.659
	EM2	0.792			
	EM3	0.838			
	EM4	0.807			
	EM5	0.761			
Market Volatility	MV1	0.846	0.812	0.874	0.635
	MV2	0.836			
	MV3	0.749			
	MV4	0.752			
Social Media Marketing	SMM1	0.824	0.89	0.919	0.695
	SMM2	0.803			
	SMM3	0.857			
	SMM4	0.854			
	SMM5	0.827			
Sustainable Performance	SP1	0.819	0.859	0.899	0.64
	SP2	0.839			
	SP3	0.797			
	SP4	0.764			
	SP5	0.779			

The measurement model, as it occurs in the “Factors Loadings”, Content and Construct validity were tested concerning every measure of Digital marketing tactics, Sustainable performance dimensionality scale set from Jordanian context, followed by reliability assessment for each included factor. This has been done by evaluating them on Cronbach Alpha and Composite Reliability (C.R.) to make sure that the constructs are robust. This evaluation was conducted using Cronbach's Alpha and Composite Reliability (C.R.), ensuring the robustness of the constructs. For Content Marketing, the factor loadings ranged from 0.744 to 0.864 across its items, but the specific values for Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) were not provided, leaving some aspects of its reliability and validity unassessed. Email Marketing showed strong reliability and validity, with factor loadings between 0.761 and 0.858. The Cronbach's Alpha was 0.87, indicating high internal consistency, while the Composite Reliability was 0.906, and the AVE was 0.659, all exceeding the recommended thresholds. Market Volatility with factor loadings ranging from 0.749 to 0.846 had a Cronbach's Alpha of and so displayed acceptable consistency reliability (Cronbach). This provided that the CR index equals 0.874 and the AVE value is equal to 0.635, which demonstrates construct convergent validity. The factor loadings ranged from 0.803 to 0.857, which indicated that the measurement of Social Media Marketing also demonstrated good convergent and discriminant validity. This was consistent with previous research. The Cronbach's Alpha for this construct was 0.89 the Composite Reliability was about 0.919, and the AVE value was. All were well above acceptable limits. Similarly, Sustainable Performance was also a reliable and valid construct as it showed factor loadings from 0.764 to 0.839 with Cronbach's Alpha of 0.859; CR of 0.899; and AVE of 64 % further supporting its reliability and validity. The results showed that all constructs had high reliability with Cronbach's Alpha over 0.70 and convergent validity since the AVE was over 0.50 for most of them which demonstrates a good model fit. The reliability of the constructs and the measurement model utilized in our study is confirmed by these findings.

Table 2
HTMT

	Content Marketing	Email Marketing	Market Volatility	Social Media Marketing	Sustainable Performance
Content Marketing					
Email Marketing	0.835				
Market Volatility	0.661	0.697			
Social Media Marketing	0.591	0.702	0.484		
Sustainable Performance	0.633	0.611	0.454	0.522	

(HTMT) compares the correlation between constructs cross-construct with the internal category one. Henseler et al. (2015) state that discriminant validity is good if the HTMT value ranges below 0.90, the Content Marketing in our study reveals HTMT value with other constructs ranging from 0.591 to 0.835 are less than a threshold of 0.90 and large enough, that this is an acceptable discriminant validity. A similar pattern with Email Marketing, where values of HTMT fall between 0.611–0.835 with other constructs indicating that it is also different from the others. Market Volatility has HTMT values between 0.454 and 0.702 with the rest of the constructs, inside acceptable ranges as would be expected from discriminant validity test results. All social media marketing measures exhibit HTMT values ranging from 0.484 to 0.702 against other constructs, all below the cutoff of 0.90; thus, offering additional evidence in favor of their discriminant validity for the measurement of Sustainable Performance, HTMT values are below 0.90 with a range between 0.454 to 0.633 with other constructs. HTMT results suggest that all factors from Content Marketing to Email Marketing through Market Volatility up to Social Media and potential Sustainable Performance are unique constructs reflecting different aspects of measurement. The above has confirmed that the Measurement Model adopted in this study is strong, as each construct has been measured well and correctly thus ensuring robustness.

Table 3

Fornell-Larcker

	Content Marketing	Email Marketing	Market Volatility	Social Media Marketing	Sustainable Performance
Content Marketing	0.816				
Email Marketing	0.73	0.812			
Market Volatility	0.541	0.562	0.797		
Social Media Marketing	0.525	0.621	0.4	0.833	
Sustainable Performance	0.554	0.531	0.392	0.459	0.8

The high correlations among several validated measures in the research demonstrated convergent validity. Fornell and Larcker's (1981) criteria were used to distinguish the shared variation among the manifest variables in the model. Conclusively, indicator factor loadings and the "average variance extracted" (AVE) should demonstrate perfect convergent validity. Convergent validity is confirmed when $AVE > 0.50$ (Fornell & Larcker, 1981). Content Marketing (0.816); Email Marketing (0.812); Market Volatility (AVE= 0.797); Social Media Marketing (AVE = 0.833) and Sustainable Performance has an AVE of 0.8. All these values are above the threshold of 0.50, and support evidence for high convergent validity on each construct in the model. The Fornell-Larcker criterion used in Table 3 further supports that the constructs are not only distinct but also share a significant degree of variation among their indicators, validating the measurement model employed in this study.

Table 4R² Adjusted

Variable	R2	R2 Adjusted
Market Volatility	0.154	0.151
Sustainable Performance	0.359	0.352

The R Square Adjusted values in Table 4 provide insights into the explanatory power of the models used in the study titled "The Role of Sustainable Performance in Mediating the Effects of Digital Marketing Tactics on Market Volatility: Evidence from Jordan." The R2 value for Market Volatility indicates that 15.4% of the variance in Market Volatility can be explained by the independent variables, with an Adjusted R2 of 15.1%, which accounts for the number of predictors in the model. For Sustainable Performance, the R2 value indicates that 35.9% of the variance is predicted by the independent variables Adjusted R2 = 35.2%, controlling for multiple predictors. The results suggest a relative stability of the models for Market Volatility and Sustainable Performance, lending support to the selection of our study for predictors. The Adjusted R2 values (between 0 and 1) specify that the chosen predictors of each model considered are suitable in a specific scenario as per study design.

The demographic information of respondents in the study shows a diverse and well-rounded sample. The gender distribution is 60% female and 40% male, providing a balanced perspective on how digital marketing influences market volatility and sustainable performance. The age range is predominantly 27-34 (40%), followed by 35-44 (30%), 45 and above (20%), and under 27 (10%), which includes individuals likely engaged with digital marketing and in positions to influence market trends. Educationally, 50% hold a Bachelor's degree, 30% have a Master's or Doctorate, and 20% have a Diploma, indicating a well-informed group capable of offering valuable insights. Most of the cohort 45% comes from Business Management or Finance & Accounting studies, and some other Social Sciences domains 15%, and 5% in all others emphasizing relevance to sources used by market actors. Importantly, this profile provided a holistic analysis based on different perspectives in the Jordanian context which created high accuracy for our study.

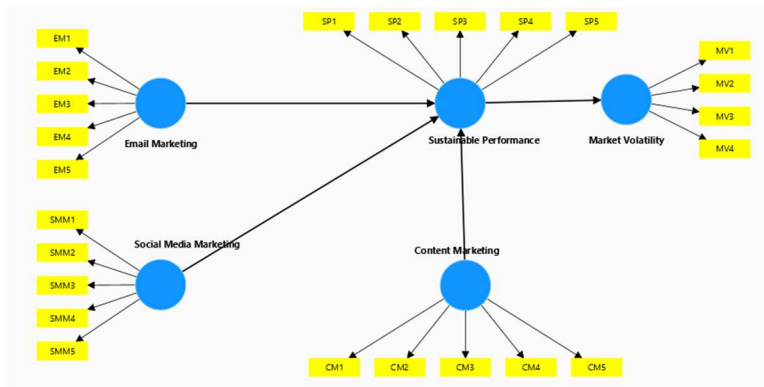
Table 5

Demographic information of respondents

Characteristic	Frequency	Percentage
Gender		
Male	91	40%
Female	136	60%
Age		
Under 27	23	10 %
27-34	91	40%
35-44	68	30 %
45 and above	45	20%
Education		
Diploma	45	20%
Bachelor's Degree	114	50%
Master's/Doctorate Degree	68	30%
Experience		
Less than 5 years	23	10%
10-14 years	45	20%
15-19 years	80	35%
20-24 years	57	25%
25+ years	23	10%
Specialization		
Business Management	102	45%
Finance & Accounting	80	35%
Social Sciences	34	15%
Other Fields	11	5%

4.2 Hypotheses Testing

The hypotheses in this study were tested through path coefficients such as those similar to "beta weights" classical regression analysis. These are path coefficients, values from -1 to +1 that measure the strength and direction of relationships among variables. The farther the coefficient is from zero, in either a negative or positive direction, suggests that one variable changes as the other does; so, -1+2 would suggest almost no relationship between two variables. Coefficient, standard error, T value and P Value used to examine either the significance of these relationships in statistically output relationships performed by T value and another very common important term is P value for all next steps. Results at or below this critical P-value of 0.05 provide support for the hypothesized theory relationship, that is our path coefficient significant level greater than zero. The importance reaffirms that the model is good at capturing sustainable performance, its interactions compounded with digital marketing tactics in face of market volatility. Loading weights were used by researchers in order to confirm and represent the strength of interrelationships within an overall structural model. These results, including the path coefficients and their significance, are shown graphically in Fig 2 also indicate sustainable performance mediates digital marketing tactics on market volatility In Jordan.

**Fig. 2.** Measurement Model

The Measurement Model of the Researched Variables

The role of sustainable performance in mediating the effects from digital marketing tactics to market volatility, this model consists of Content Marketing, Email marketing, Social media marketing and evergreen performance with Market Volatility. The framework links digital marketing tactics Content Marketing, Email Marketing, and Social Media Marketing to Sustainable Performance

which ultimately simulates Market Volatility. Fig 2. shows Sustainable Performance as a mediator of the other two variables, this suggests that improving sustainable practices can strengthen OR weaken by how much digital marketing strategies are able to stabilize or destabilize market volatility.

Table 6
Hypotheses testing estimates - Path Coefficient - Direct

Hypo	Relationships	Standardized Beta	Standard Error	T-Statistic	P-Values	Decision
H1	Content Marketing → Market Volatility	0.129	0.048	2.708	0.007	Supported
H2	Content Marketing → Sustainable Performance	0.329	0.087	3.768	0	Supported
H3	Email Marketing → Market Volatility	0.072	0.04	1.803	0.071	Unsupported
H4	Email Marketing → Sustainable Performance	0.185	0.086	2.134	0.033	Supported
H5	Social Media Marketing → Market Volatility	0.067	0.033	2.032	0.042	Supported
H6	Social Media Marketing → Sustainable Performance	0.172	0.075	2.301	0.021	Supported
H7	Sustainable Performance → Market Volatility	0.392	0.087	4.5	0	Supported

The hypotheses testing estimates for the study titled "The Role of Sustainable Performance in Mediating the Effects of Digital Marketing Tactics on Market Volatility: Evidence from Jordan" reveal the following results: Content Marketing significantly influences both Market Volatility ($\beta = 0.129$, $t = 2.708$, $p = 0.007$) and Sustainable Performance ($\beta = 0.329$, $t = 3.768$, $p = 0$), with both hypotheses (H1 and H2) being supported. Email Marketing shows a significant impact on Sustainable Performance ($\beta = 0.185$, $t = 2.134$, $p = 0.033$), supporting H4, but its influence on Market Volatility ($\beta = 0.072$, $t = 1.803$, $p = 0.071$) is not statistically significant, leaving H3 unsupported. Social Media Marketing has a significant effect on both Market Volatility ($\beta = 0.067$, $t = 2.032$, $p = 0.042$) and Sustainable Performance ($\beta = 0.172$, $t = 2.301$, $p = 0.021$), supporting H5 and H6. Finally, Sustainable Performance shows a strong and significant influence on Market Volatility ($\beta = 0.392$, $t = 4.5$, $p = 0$), fully supporting H7. These findings indicate that while Content Marketing, Social Media Marketing, and Sustainable Performance significantly impact both Sustainable Performance and Market Volatility, Email Marketing does not have a statistically significant direct impact on Market Volatility in this study.

Table 7
Hypotheses testing estimates - Path Coefficient - Indirect

Hypo	Relationships	Standardized Beta	Standard Error	T Value	P Values	Decision
H8	Social Media Marketing → Sustainable Performance → Market Volatility	0.067	0.033	2.032	0.042	Supported
H9	Content Marketing → Sustainable Performance → Market Volatility	0.129	0.048	2.708	0.007	Supported
H10	Email Marketing → Sustainable Performance → Market Volatility	0.072	0.04	1.803	0.071	Unsupported

Table 7 provides the results indicating that Social Media Marketing indirectly influences Market Volatility through Sustainable Performance ($\beta = 0.067$, $t = 2.032$, $p = 0.042$), supporting H8. Similarly, Content Marketing indirectly affects Market Volatility via Sustainable Performance ($\beta = 0.129$, $t = 2.708$, $p = 0.007$), supporting H9. However, despite a positive path coefficient, Email Marketing's indirect effect on Market Volatility through Sustainable Performance ($\beta = 0.072$, $t = 1.803$, $p = 0.071$) was not statistically significant, leading to the conclusion that H10 is not supported in this study. These findings suggest that while Social Media Marketing and Content Marketing significantly influence Market Volatility through their impact on Sustainable Performance, Email Marketing does not show a statistically significant indirect effect on Market Volatility through Sustainable Performance in the context of this study.

5. Discussion

The positive or detrimental effects of Content Marketing and SMM were strung together for better with Sustainable Performance, also Market Volatility. More concretely, Content Marketing was directly effective on Sustainable Performance and it exerted an indirect effect on Market Volatility (Bouri et al., 2020). This speaks volume of its potential to induce the adoption of sustainable practices in digital marketing and thus accomplish market stabilization within Jordan. Social Media Marketing also showed direct and positive effects on Sustainable Performance, Market Volatility which is helpful to sustainable performance. But, in this study Email Marketing was the only Independent Variable which did not have any significant direct impact on Market Volatility but yes it had an influence over Sustainable Performance. In this respect, Email Marketing can help sustainability efforts but may not directly affect market dynamics in the picture portrayed above. The results have important consequences for digital marketers in the turmoil and sustainable surroundings and so on. As a result, practitioners might conclude that the influence of Content Marketing and Social Media on market conditions works through their effects on sustainable performance; for Email Marketing they would suspect higher-order or contingent mediation (Alharthey, 2023). These findings are in line with previous research suggesting a mediating role of sustainable performance between digital marketing tactics and market outcomes, among competitive markets. Area-specific mechanisms through which industrial sectors in Jordan adopt email marketing to impact market volatility may

yield further insight, this could be left for future research. Moreover, these findings have limitations in not accounting for other mediators such as reputation or trust which might demonstrate a more complete picture of how digital marketing strategies drive business performance in turbulent market meta-environments.

5.1 Practical Implications

The results offer practical implications for improving digital marketing strategies used in Jordanian enterprises to better handle market volatility into sustainable performance. These results reinforce the need to focus on Content Marketing and Social Media Marketing in the future as I already made it clear that Sustainable Performance reduces Market Volatility. These strategies should be a focus of managers and executives looking to drive sustainable practices, ultimately leading to more stable and predictable market outcomes in the competitive environment. Email Marketing Although helps consistent performance; less clear impact on market report. Less direct, more complementary similar to portfolio option. Jordanian companies need to switch it up and modify their strategies if they want to place sustainability in practice with a marketing goal, which will not just make them more able but also help revive the economy as a whole. The importance of this integration of sustainability in marketing can not be understated as businesses strive to survive in an ever more volatile market landscape.

5.2 Limitations and Avenues for Future Research

The present study, despite providing important additions, has several weaknesses that require consideration. The theoretical framework outlined what role does Digital Marketing Strategies such as Content Marketing and Social Media Advertising, play in Market Volatility through Sustainable Growth of ICT Companies Operating at the Jordanian Setting. Nevertheless, the model could be enriched with other mediators like customer satisfaction, brand equity or e-loyalty that may contribute insights into how digital marketing affects market stability. This research was only in Jordanian business sector that is limited mainly to SMEs and hence, the generalizability of findings beyond this industry may be challenging. Additional investigation might extend the current research by studying more sectors and other countries to represent global effects of digital marketing strategies upon market volatility. Moreover, the sample size in this study was quite modest and could have diminished the strength of causal evidence. Future researches are suggested to use larger sample sizes in order to increase power of statistical analyses and generalizability so as to result better performance on what types of discussions that digital marketers have with regards the sustainability and market volatility. Moreover, there is a need for further exploration of e-commerce strategies within SME market efforts, particularly how adopting e-commerce platforms could enhance marketing performance by increasing customer engagement and operational efficiency. Investigating the impact of e-commerce on SMEs that have yet to adopt these technologies could offer valuable insights into strategies for sustainable competitiveness and development. In conclusion, while this study advances the understanding of digital marketing's role in influencing market volatility in Jordan, future research should address the conceptual, industrial, and methodological gaps identified here, particularly the integration of e-commerce strategies, to further refine and expand the theoretical and practical applications of digital marketing for sustainable business performance across various industries.

6. Conclusion

This study contributes to the existing literature by elucidating how digital marketing influences market volatility, with a particular focus on the mediating role of Sustainable Performance. The empirical findings demonstrate that Content Marketing and Social Media Marketing significantly enhance Sustainable Performance, which in turn stabilizes Market Volatility within the Jordanian business sector. The data analysis reveals a strong positive correlation between these digital marketing strategies and Sustainable Performance, underscoring their effectiveness in influencing market dynamics and contributing to organizational success. Content Marketing and Social Media Marketing was found to be extremely significant but the fact that Email marketing does have an effect on Market Volatility, however it may not be as easy or simple so this requires further study in order to fully comprehend its position. The research also solidifies the role of digital tech and data in supporting more educated marketing decisions less invisible brands. These strategies should be considered by retailers as well as businesses to have better decision-making and explore broader impacts due to digital marketing on market behavior. This way, companies adapt more effectively to market conditions and achieve sustainable business growth in a volatile and increasingly competitive environment.

7. Recommendation

In order to control the market volatility and smoothen out sustainable performance in Jordan, businesses must have a flexible digital marketing system that can meet fluctuations head-on. Enterprises need to employ Agile Methodologies and this means mining Insights from Social Data and Digital Marketing adoption like Content curation & Management or social media marketing efforts have never been more pressing. The target must always be to improve sustainable performance, this should eventually

stabilize the volatility in markets and support better overall business results. This involves a considerable investment in sophisticated data management systems and real-time tracking mechanisms to enable the absolutely most current information for decision-making.

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