

Can Digital Marketing Campaigns Propel Sustainable Business Success? Exploring the Impact of Marketing Agility

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ABSTRACT

This study will investigate the relationship between digital marketing campaigns and sustainable business performance in Jordan's health services sector, emphasizing marketing agility as the moderator variable and exploring the interactions between the contenders of this research and the RBV idea and, by doing so, identifying the role of digital marketing on value generation and business resilience agility. The aim of this research is to assess an elucidated conceptual model through digital marketing and agility theories by employing patient database information retrieved from Jordanian healthcare organizations through SEM-PLS. It is found that marketing agility moderates the relationship between social media digital initiatives and sustainable company outcomes. These analyses suggest that further attempts are needed to improve adaptability in the context of changeability in the marketing environment. However, after some time, some facets of digital marketing orchestration result in massive revenues. Consequently, this research provides theoretical and applied implications that supply an up-to-date understanding of the theoretical and applied groundwork for marketing adaptiveness in the health service sectors, which might contribute to the appreciation of long-term effectiveness.

Keywords: digital marketing campaigns, sustainable business performance, marketing agility, virtual Reality, audience engagement.

Introduction

Organizations are shifting focus away from their competencies in sales and production to the use of digital marketing (Story, 2021). This research reveals that firms in Jordan's health care sector are using digital marketing to capture customers, improve operational performance, and communicate with them. (M. Allahham & Ahmad, 2024) Adopted a definition of digital marketing as a tool that can greatly improve brand loyalty and service quality, as well as increase the firm's profitability. Sustainability is becoming increasingly important in the health service sector. Previously, of course, organizations paid attention to their business opportunism and keeping clinical needs, bed space, and population balance (Almustafa, n.d.). Digital marketing can generate sustainability in various values and priorities. Marketing agility is defined as an organization's ability to make swift and effective changes to its market activities as directed by the consumers and is the focus of this research. Flexibility is a crucial factor in the healthcare sector, particularly due to technological advancements and evolving consumer requirements (M. Allahham, Sharabati, Al-Sager, et al., 2024). Organizations may be motivated by self-interest to quickly adapt to market trends by developing more effective, powerful, and sophisticated digital marketing strategies to meet emerging needs or wants. Digital marketing efforts will thus demonstrate the effectiveness of Jordan's healthcare industry sustainability initiatives. For this reason, existing and emerging patients may require service delivery diversification through social media, SEO, and web advertising (M. Allahham, Sharabati, Al-Sager, et al., 2024). Researchers could investigate how marketing agility mediates this relationship. Increased Your digital marketing campaigns can reach a higher level, and you understand the extent of your flexibility in accommodating this assistance (M. Allahham et al., 2023). Therefore, becoming responsive is a crucial trait for any healthcare organization, as it must adapt to the global spotlight and improve its overall performance.

(Alkhazaleh et al., 2023) Described the goal of the study. This research is primarily designed to investigate the relation and the effects of digital marketing campaigns on sustainable and overall company performance in Jordan's healthcare industry with the moderating variable of marketing agility. Thus, the study is expected to come up with operational strategies on how healthcare companies can undertake digital marketing towards economic and large-scale sustainability.

Literature Review

Digital marketing and Healthcare

Digital marketing has revolutionized the way healthcare providers approach customers, just as it has in other industries. Nowadays, healthcare providers can reach more consumers by using such marketing channels, thereby promoting patient knowledge, which in turn fosters trust and flow that result in long-term firm success (M. Allahham, Sharabati, Almazaydeh, et al., 2024). In the healthcare industry, using digital marketing as a strategic tool will enhance patient satisfaction and loyalty. Current research (M. Allahham, Sharabati, Almazaydeh, et al., 2024) shows that digital marketing is useful for firms and increases brand awareness and patient retention.

Sustainable Business Performance

As noted by (Shehadeh et al., 2024), the contemporary economic environments require organizations to find the proper balance between their economic responsibilities and their social and ecological obligations. The three key components of sustainable implementation in healthcare are the ability to deliver patient-centered care; referencing and practicing high levels of ethics; and lastly, building and maintaining engagement with communities (Khaled et al., 2024). Certainly, healthcare providers in Jordan are required to sustain a constant cash inflow if they are to remain in the country in the longer term, and they also have to respect and gain the trust of the people residing in their catchment areas (Alrjoub et al., 2021). Managers should ensure that organizations offer quality health services that suit the needs of the patients in compliance with ethics, laws, and rules in the country of operation since this is a key success factor for any organization. This level of commitment is beneficial for the organization's reputation as well as for making the patients happy. It is a community-engaged research approach to elevate the societal benefit in the areas of public health and healthcare and organizational support. Environmental sensitivity is the prerequisite to the success of any enterprise, according to (Alrjoub et al., 2021).

The Power of Digital Marketing in Today's Business World

(Atieh Ali, Sharabati, Alqurashi, et al., 2024) point out that, due to emerging technologies, businesses have adapted themselves to address customers in different ways. Being able to stay connected with consumers in real-time, understand the behavior of consumers in the online space, and understand the best practices based on long-term behavioral data is far more relevant to businesses as a means for the latter to learn in this new digital environment than applying conventional forms of marketing (Sharabati & Izzat, 2024). The healthcare industry has to step up its utilization of big data analysis to learn about its customers and their behaviors if the industry is indeed keen to deliver quality services to individuals who require it. Many of Jordan's healthcare service providers leverage digital marketing tactics to enhance patient outreach and brand promotion in this technologically advancing Middle Eastern country (Atieh Ali, Sharabati, Allahham, et al., 2024). Through social media's function as a place of exchange of information and a platform for advertisement, patients' experiences with their healthcare providers have improved in the following ways: In their study, (Daoud, Sharabati, et al., 2024) suggested that it is possible to partner with channels such as X, Instagram, and Facebook to develop campaigns relevant to the organizational values of the healthcare providers. Such campaigns can help to reach the target population and assist in cultivating the audience's credibility and trust. It is also important to mention that to promote the healthcare industry's web presence, one must also possess professional knowledge of search engine optimization (SEO). These updates can assist in bringing in more visitors, keeping these visitors engaged for longer periods, and ultimately, turning these visitors into patients. Customers nowadays conduct research on healthcare services on the internet; hence, there is a need for companies to have powerful SEO branding to capture the market. It also may not be difficult to integrate the digital marketing campaigns into any healthcare organization so as to monitor the progress of the successful targeted programs by employing several analytics and metrics. In more detail,

(Sharabati, Rehman, et al., 2024) suggested the following dimensions to assess the effectiveness of digital marketing: website traffic, engagement rate, and conversion rate. Hospitals engage in this method to obtain huge volumes of marketing data that can be used to enhance the approaches and procedures of healthcare practitioners.

Marketing Agility

Marketing agility is important to keep the relevance and dynamism of digital marketing in the healthcare industry (Sharabati, Awawdeh, et al., 2024). This has made agility even more important, as marketing and especially healthcare can be considered uncertain environments that companies need to adapt to the current market trends, customers' opinions, and available technologies (Atta et al., 2023). Customer attitudes cannot remain fixed at a certain level throughout their lives due to technological advancements, which are ever-dynamic and require firms to respond to the dynamic environment (Bataineh, A. Q., Abu-AlSondos, I. A., Almazaydeh, L., El Mokdad, S. S., & Allahham, M. (2023). *Enhancing Natural Language Processing with Machine Learning for Conversational AI.*, 2023). Therefore, marketing ought to be supervised continually to meet the changing needs of the patients. The healthcare providers will have to notify the patients as follows: This change is aimed at adapting the strategies that were being used in marketing by the healthcare providers due to changes in legislation and technology. Therefore, the main hypothesis of this study is that building an agile marketing culture results in constant digital marketing effectiveness. Thus, providers can have marketing strategies that are relevant and easily changeable as a result of new regulations or provided technologies' influence. This study is an affirmation of the importance of developing a vibrant marketing culture for sustainable marketing success in digital marketing. Marketing agility increases the effectiveness of digital marketing as it provides a fairly quick trial approach and promotes innovation by learning, according to (Demirbag et al., 2006). In this regard, marketing embedded in an agile environment can easily execute innovative strategies and apply result-based data to adapt the strategies, thus supporting the sustainability of competitive advantage in growth-focused organizations (Aljabari et al., 2024). The use of digital marketing campaigns in the Jordanian healthcare setting thus increases business security within the health service industry to communicate their messages, increase patients' engagement, and support environmentally sustainable platforms (Jawabreh et al., 2023). This empirical study shows that digital marketing, sustainable business performance, and marketing agility are critical concepts that should be understood in the context of the health care industry in Jordan. (Hatamlah, Allahham, Abu-AlSondos, Mushtaha, et al., 2023) Those healthcare organizations that invest in a dynamic and informed approach to digital marketing will be best placed to thrive in an increasingly fast-moving and competitive market.

Challenges in Healthcare Digital Marketing

Despite the opportunities mentioned above, there are some issues related to digital marketing in healthcare organizations: The first problem is regulatory constraints, and the second problem is limited resources (Daoud, Taha, et al., 2024). Various set rules in healthcare organizations may pose marketing challenges, while financial and technical constraints may restrict the implementation of digital strategies (Hatamlah, Allahham, Abu-AlSondos, Al-junaidi, et al., 2023). Constant professional development is important to make sure that firms are up to date with ever-evolving technology (Hatamlah, Allan, et al., 2023).

Distinct Digital Marketing Strategies and Tactics

Some of the digital strategies include several instruments that may work in parallel to achieve discrete results. There is evidence that healthcare practitioners have started using social media platforms mainly as a tool for reaching patients and passing on information. Another study by (Salhab et al., 2023) pointed out that the communicative nature of social media establishes contact between organizations and patients through two-way communication that allows for live responses to inquiries. (B. J. A. Ali, 2022) Maintaining constant engagement in online social platforms is vital to ensuring that patients stick with a certain healthcare facility as well as to re-establish the trust aspect that is inherent in current trends in the marketing of healthcare services. Search Engine Optimization plays a major role in increasing the visibility and traffic of websites that potential patients may visit (M. . & A. A. (2024 Allahham, n.d.). Appropriate keywords may be incorporated into website content by

healthcare organizations for better ranking on search engine results. It emerged from the research that superior rankings attract more patient traffic and inquiries, hence providing health organizations with the need to maintain their SEO advantage. Information marketing helps build the materials that will stop patients from dozing off during lengthy instructions. The nature and volume are essential; a useful blog entry, an informative video tutorial, or an engaging website may be vital for patients' understanding of their healthcare options. According to (Khuntia et al., 2024), this approach can establish healthcare organizations as a reliable source of valuable information, foster confidence, and ultimately foster patient loyalty. Marketing communication is an integral part of today's communication tactics, especially when it comes to targeted organizations in the healthcare sector. Marketing flexibility can therefore be defined as the capacity of a firm to quickly respond to changes and dynamics in the marketing environment. (Ahmad, Abusaimeh, et al., 2024) posited that organizations with a high level of marketing agility are better placed to efficiently and promptly respond to market disturbances, thereby enjoying a competitive edge. In the context of the promotion of the client's services into the healthcare sector, it is crucial to consider the opportunities offered by the concept of marketing agility. That is why organizations that adapt to the newest information and changing market trends are often more successful when it comes to reaching marketing objectives (William et al., 2024). Marketing literature shows that marketing agility leads to improved organizational performance; the more agile organizations perform better in terms of innovation and customer satisfaction. Creating an agility culture in healthcare might create systemic adaptability that most likely optimizes scarce resources, increases scale and response time, and inculcates sustainable improvements in business value propositions (Jebreel et al., 2023). Many previous pieces of research have performed empirical analysis of digital marketing and company performance in the literature focusing on healthcare service provision. From these studies, it can be asserted that the use of good techniques in digital marketing is likely to enhance the performance of organizations. Studies show that the digital revolution in marketing always improves the levels of patient engagement and participation. From the study conducted by (Ahmad, Kumari, et al., 2024), getting more from the patients enabled better services to be delivered. Data gathered from the surveys with the healthcare organizations using digital marketing techniques is improving patient relationships. Further, some research proves that there is a positive relationship between efficient management of Internet marketing activities and more benefits. According to (Li et al., 2023), organizations adopting digital marketing had higher revenue increases and higher returns on assets than those applying traditional marketing. Marketing agility is cited in the literature as one of the influential factors that determine improved organizational market performance and sustainability outcomes.

Digital Marketing Challenges for Health-Related Organizations

Still, healthcare organizations have been very slow in adopting digital marketing, even though they are aware of the benefits and drawbacks (Li et al., 2023). Regulatory impacts are quite limiting, especially about the set limits. The healthcare industry has very strict rules as to the marketing and advertisement that is allowed. This is a tough conflict because organizations have to conform to the legislation while attempting to successfully market their services; it may result in downsizing digital marketing or complicating the conduct of campaigns in some ways. Furthermore, it is also important to note that some healthcare organizations, especially those from developing countries, may be constrained by resources and may not have the ability to implement digital marketing strategies as described by (Alibraheem et al., 2024). The increase in available and useful digital marketing opportunities has been met with problems that organizations are still facing because of a lack of sufficient funding, staffing, and technology. Digital marketing technologies are continuing to develop, hence posing a twofold threat to healthcare organizations (Alqsass et al., 2023). While there is an acceleration in the rate of technology development, it becomes hard for several digital media providers to keep up with the pace, and this may lead to some flaws or inefficiencies in their offerings. To overcome this problem, organizations are required to give constant support and resources for training to add necessary competencies to their marketing employees. The study by (Boiko, 2023) also showed that different digital marketing methods in the healthcare industry have helped open up the channels of communication between the organizations and the patients to improve service delivery. As shown through a variety of modern works, there is clearly a positive link between effective companies increased digital marketing and financial growth. For instance, (Boiko, 2023) found that organizations that adopted either the digital or conventional marketing approach had higher rates of sales revenues when they employed a single technique. Marketing agility, as a critical success factor in improving the digital marketing campaign and organizational

outcomes, reduces performance gaps . (Almustafa, n.d.) Digital marketing has the following advantages: However, challenges are assigned to the healthcare sector in the following ways: The health care industry is one of the highly regulated industries for marketing and advertising globally (Faruk et al., 2021). Governments have set down some rules and regulations concerning the services that must be provided by the organizations, and this might limit the kind of digital marketing that can be done and become a challenge to those that are implementing the projects. It is a fact that most of the healthcare organizations, especially those of the developing countries, do not possess the capabilities to effectively launch elaborate digital marketing programs (Atieh Ali, Sharabati, Alqurashi, et al., 2024). Many organizations can face problems in the effective management of digital marketing efforts because of limited budgets, a lack of employees, and weak technological support. Several technical challenges pose significant barriers to the development of digital marketing. Digital marketing is one emerging area that is set to transform very quickly, depending on how the various stakeholders in the healthcare sector embrace it. According to the literature, multiple healthcare organizations struggle to assess the outcomes of digital marketing activities (Jawabreh et al., 2023). Despite the successful implementation of numerous marketing communication initiatives, assessing the effectiveness of your marketing plans and the return on investment (ROI) that your marketing strategies bring to the growth of your marketing initiatives becomes challenging without established or accessible KPIs and statistics. The lack of a comprehensive measuring system leads to possible wastage of resources because of the inefficiency of the implemented initiatives. These challenges need to be addressed to counter the opportunities of digital marketing to better healthcare providers (Basit et al., 2024). High marketing responsiveness reminds me of the fact that companies consistently beat their competitors on aspects of market share, customer satisfaction, and organizational effectiveness. Jordanian hospitals and clinics can improve care delivery by integrating marketing flexibility into digital projects, which will eliminate operational challenges. Studies show that superior implementation of agility improves organizational reaction toward market changes, the spread of innovative concepts, and the adjustability of marketing strategies (Chatterjee & Chaudhuri, 2022). Marketing agile measures may be used by companies that demonstrate high levels of marketing agility, which involve the initiation of new marketing efforts followed by the assessment of the results to adapt to feedback (Majid et al., 2023). Studies considering marketing agility state that leadership, as well as organizational culture, play the critical role in practicing the skills for developing agile marketing.

The previous argument may be condensed into the following questions:

Q1: To what extent does the use of digital marketing initiatives enhance the sustainable company performance of Jordanian firms operating in the health care industry?

Q2: How does marketing agility affect the connection between digital marketing activities and consistent organizational performance, both directly and indirectly?

Q3: How can marketing agility and digital marketing help healthcare organizations achieve better sustainable performance?

Conceptual Farmwork

Based on the literature review, we generate a set of hypotheses that explain the relationships between digital marketing campaigns, psychological sensemaking factors, marketing acumen, and sustainable organizational performance in Jordanian healthcare organizations. We directly conceptualize and examine the impact of digital marketing campaigns on sustainable company performance, incorporating marketing agility as a mediating variable in this context. Figure 1 shows how the study's variables relate to its hypotheses.

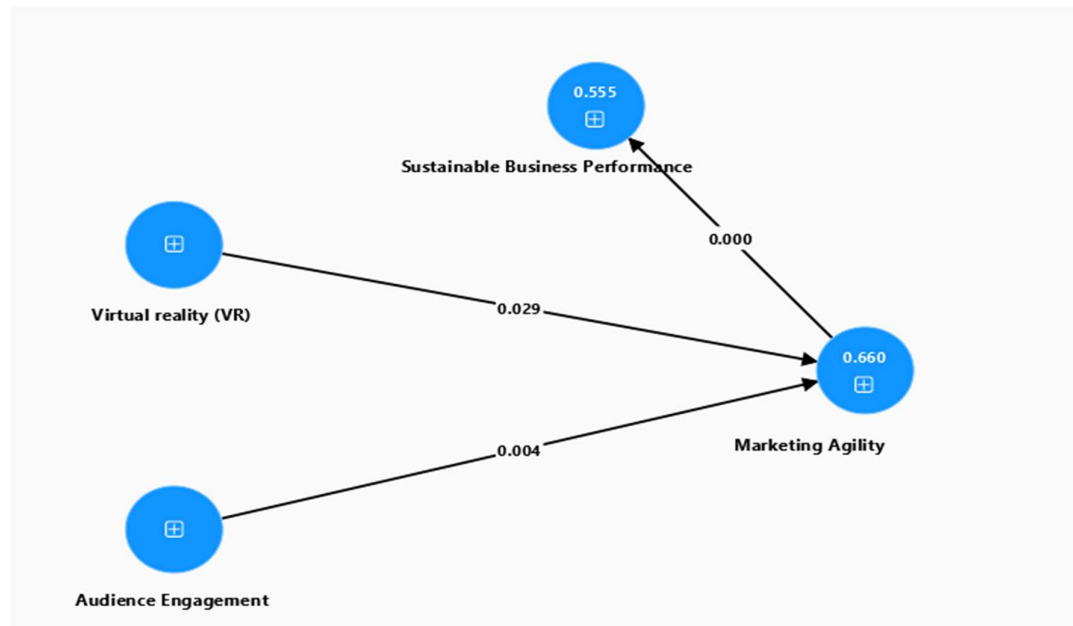


Figure 1

Research Model

Hypotheses Development**The Relationship between Virtual Reality and Sustainable Business Performance**

Virtual reality (VR) transforms corporate tasks into distinctive, innovative events that greatly boost sustainable efficiency (Khan et al., 2020). Mental health services supplement virtual reality presence by enriching its training and simulation to effectively deliver target care services (W. Ali, 2020). Virtual reality saves time, eliminates the difficulties associated with assembling people at one time, helps maintain natural resources, and minimizes the carbon footprint. Potential applications include developing patient educational information pamphlets with TVS or virtual reality to improve patient health and satisfaction in hospitals (Salhab et al., 2023). In the VR sector, this strategy is relevant to productive sustainability since it suggests new solutions and initiatives, contributes to mitigating negative environmental effects and improves the quality of services. As more organizations are embracing it as a modern application, the reputation and effectiveness of the VR further fortify the social, economic, environmental, and technological responsibility of the VR in supporting sustainable development for the most challenging organizations in this digital era. In light of the above debate, we propose the following hypotheses:

H1: The implementation of virtual reality within the context of healthcare organizations in Jordan will contribute positively to their sustainable business outcome indicators for financial, social, and even environmental performance.

H2: The adoption of virtual reality in the marketing strategies of healthcare organizations in Jordan will improve the marketing responsiveness of such organizations to changes in market dynamics and patients' needs.

The Relationship Between Audience Engagement and Sustainable Business Performance

Although the findings suggest that heightened audience engagement is a definite benefit, the healthcare business

has for years required a solution to increase performance in a manner that is efficient in the long term. Promoting your organization and the services it offers can also boost confidence in your organization by improving its standing among patients and the public as a whole through the application of conventional digital marketing approaches that are accepted by the patients. This allows healthcare organizations to build and maintain relationships with their audience, to engage and grow this audience in a way that is on-going. This increases the social liability of sustainability for local health and attains financial sustainability when the patients adhere to the treatment. On the other hand, live audiences are useful for providers in that they help the latter remain in touch with the latest consumer needs, and top-notch feedback and analytics are produced to improve service delivery. Thus, it becomes possible to improve the overall performance of the organization by paying attention to operations and mutual expectations between patients and providers. In light of the above discourse, we put up the following hypothesis: In light of the above discourse, we put up the following hypotheses:

H1: Improving reach and interaction with target stakeholders through engaging and efficient digital marketing tactics will have positive effects on the provision of sustainable environment management solutions in the Jordanian health service industry, which will culminate in increased organizational financial revenue, better relations with the public, and high patient satisfaction, among others.

H2: Improved audience reach through optimally utilized digital marketing strategies would have positive implications for marketing operational dexterity in Jordan's health care organizations, compelling them to address the evolving patient market.

The Synergism between Marketing Agility as a Moderator and Sustainable Business

Performance power of competitive pressures increases the relevance of marketing agility, defined as excellence orientation and the capacity to adapt quickly to the market requirements/expectations to impact sustainable business performance. Businesses in the health service industry possess adequate management of market changes and patient responses to modify the digital strategy without wastage of advertising campaign costs. It also increases patient engagement and satisfaction, allowing the organization to be sustainable with reasonable investments and good resource management. Agility in marketing techniques supports the social dimension of sustainability by fostering change and adapting to improve patient care (Dixit et al., 2024). Sustainability may very well be another functional objective where, by applying marketing agility, healthcare providers could more easily align their operational strategies with organizational goals, therefore transforming a function into an application that furthers the company's long-term success and stability. Hence, we propose the following hypothesis:

H5: In Jordan's health care industry, marketing agility will serve as a positive mediator between the management of digital marketing strategies and the achievement of sustainable business outcomes. The organizations that display higher levels of marketing agility are likely to achieve business success in the implementation and evolution of their digital marketing strategy.

Methodology

In pursuit of answers to the postulated hypotheses, an inquiry of quantitative methods was employed. The study investigates how that influence of regional digital campaigns affects sustainable company performance through the mediator of marketing agility. This study employs the sophisticated analysis instrument called Structural Equation Modelling (SEM) Smart PLS 4 to analyze the intricate chain causation and to assess the measurement models in a healthcare firm in Jordan. Interviews were also conducted with other persons from the fields of digital marketing and health services to obtain information regarding their interaction with the concepts of marketing flexibility and its positive impacts on sustainable business operations. The study assessed the effectiveness of digital marketing strategies in enhancing organizational sustainability and performance. To confirm the reliability and validity of all the proposed constructs, hence the analysis of the measurement model highlighting how marketing agility mediates the relationship between digital marketing campaigns and sustainable firm performance outcomes, Smart PLS 4 was applied.

Questionnaire Development and Validation

This questionnaire for this study was developed following an analysis of the relevant literature on digital marketing, marketing flexibility, and sustainability of business success. A questionnaire revised for content validity by a panel of five other independent experts in digital marketing and organizational sustainability (Jawabreh et al., 2023) was used for a pilot study among 270 healthcare workers in Jordan. This pilot research

aimed at enhancing the level of clarity and understandability of the proposed questionnaire that led to changes in the rubbish questions, which made all the respondents better understand every question.

Sampling

The study was carried out among the health organizations in Jordan using a convenience sampling technique when selecting the participants. This strategy was chosen in order to target the people from the healthcare industry who are involved in digital marketing and those who apply the concepts of agility in the basic forms of business. However, this opened up a method that allowed for access to pertinent respondents, though we acknowledged and studied the limitations of this research design.

Data Collection Methods

A cross-sectional survey of the study was done through Google Forms with an available sample of 270 practicing healthcare practitioners in Jordan. The objectives of the study were clearly defined, and as for the participants, they provided their voluntary consent before the study. In order to boost enquiries of autonomous motivation, evaluation messages were sent in two waves, and, at each level, every effort was made to ensure intense follow-up and verification of submissions to allay concerns about the data completeness, quality, and representativeness.

Analytical Methods

This study uses Partial Least Squares Structural Equation Modelling (PLS-SEM) as its methodology. Since the theoretical advancement of this article is still in its infancy and it involves engaging multiple pilot studies, Smart PLS-4 was chosen for its unrivalled versatility in dealing with complex models. This analytical tool helps to compare the direct and indirect influences of all constituents in the context of the above-said theoretical framework. In the current PLS-SEM study, theoretical antecedents described the latent dimensions, including digital marketing adoption and marketing agility. Regarding these constructs, composite reliability and Cronbach's alpha were utilized as two measures for the analysis, and convergent and discriminant validity had high strength for all parts.

Constraints and Mitigation Approaches

However, this research has some limitations, such as using self-reported data that may thus contain bias, the use of convenient sampling techniques, and it is a cross-sectional study. To mitigate these challenges, some efforts were made as follows: Questionnaire questions were validated. On the questionnaire part, all the questions were reviewed and validated to ensure that they were relevant as well as comprehensive. Validation of the methods performed The methods used in the study were documented to ensure accuracy and minimize or reduce possible bias. Sensitivity analysis According to the results, sensitivity analyses were done to minimize the sources of bias as much as possible. Additionally, the descriptives of the data collected from the healthcare organizations in Jordan explained our sample group information.

Data Analysis

This study applied the PLS-SEM method to examine the full mediation effect by examining complex relationships between digital marketing campaigns and sustainable business performance mediated by marketing agility in the health service sector from a Jordanian perspective. Our approach has also applied a broader lens to examine how effective marketing and agility can enable organisational sustainability and, more specifically, performance transformation. Implications for enhancing operational efficiency and sustainability are presented in the context of findings unique to healthcare organisations. Table 1 illustrates factor loadings and Cronbach's alpha, composite reliability (C.R.), and average variance (AVE) of constructs.

Figure 1

Factor loadings, Cronbach's Alpha, C.R., and AVE

Construct	Item	Factor loading	Cronbach's Alpha	C.R.	(AVE)
Audience Engagement	AE1	0.934	0.929	0.95	0.825
	AE2	0.896			
	AE3	0.89			
	AE4	0.913			
Marketing Agility	MA1	0.818	0.945	0.953	0.694
	MA2	0.849			
	MA3	0.835			

	MA4	0.865			
	MA5	0.786			
	MA6	0.861			
	MA7	0.815			
	MA8	0.819			
	MA9	0.847			
Sustainable Business Performance	SBP1	0.726	0.918	0.934	0.67
	SBP2	0.821			
	SBP3	0.843			
	SBP4	0.8			
	SBP5	0.846			
	SBP7	0.818			
	SBP8	0.868			
Virtual reality (VR)	VR1	0.886	0.923	0.94	0.724
	VR2	0.828			
	VR3	0.889			
	VR4	0.893			
	VR5	0.841			
	VR6	0.759			

As table Table 1 above shows, constructs examined in this research demonstrated strong reliability and validity, as evidenced by the factor loadings ranging from 0.89 to 0.934. The Cronbach's alpha is 0.929, indicating excellent internal consistency, and the figures of 0.95/0.825 reinforce the robustness of this construct. In contrast, marketing agility has a reliability score of 0.786, which is neither poor nor exceptional. Marketing Agility demonstrates respectable reliability: loadings range from 0.786 to the highest observed loading of all dimensions in this factor analysis reliability = 0.865. Cronbach's alpha = 0.945 and C.R. = 0.953 show that there aren't any major factor dimensionality problems. However, an AVE of only .694 shows that this isn't the best way to capture the variation in our data set and N > multiple times than my other analyses. Nonetheless, there may be room for improvement to ensure reliability further enhances validity because the AVE is only 0.67, depending on what one considers acceptable. Finally, the dimension Virtual Reality (VR) has factor loadings that vary from 0.759 to 0.893, demonstrating a favorable item performance spectrum. This assessment shows strong inner consistency. The results achieve a C.R. of 0.94, a Cronbach's alpha of 0.923, and an adequate explanatory value, capturing an AVE of 0.724. However, there is room for improvement in its validation. The results confirm the significance of all measured eigenvalues and their excellent factor loading. Therefore, the framework appropriately identifies constructs for examining digital marketing campaigns and marketing agility.

Structural Model

Discriminant validity tests and cross-validation methodologies assessed the structural model's risk of spurious relationships. We assessed discriminant validity by evaluating the Heterotrait-Monotrait Ratio (HTMT) using the bootstrapped confidence intervals methodology. Below Table 2 shows updated cut-off criteria for the HTMT. If the levels align with your factor variables, everything is in order and there are no overlaps. The results of the tests further strengthen the reliability and validity of this measurement model, demonstrating a high level of methodological care in measuring digital marketing campaigns, marketing agility, and sustainable business performance among health service organizations.

Table 2
HTMT

Construct	Audience Engagement	Marketing Agility	Sustainable Business Performance	Virtual reality (VR)
Audience Engagement				
Marketing Agility	0.777			
Sustainable Business Performance	0.735	0.72		
Virtual reality (VR)	0.847	0.754	0.825	

The values of HTMT describe how different the constructs are from each other. The HTMT value is 0.777 for audience engagement and marketing agility. The HTMT ratio between audience engagement and sustainable business performance is 0.735, reinforcing a difference but connection. Conversely, the research model highlights the significance of this construct by correlating marketing agility with sustainable business performance at 0.720, which falls within an acceptable range. Conversely, it also supports the Hypothesis 5, which provides support for the role of marketing agility, along with three mediation variables, and effectively explains the current competitive environment from all angles, enabling managers to make effective decisions using available resources. t correlation occurs between virtual reality (VR) and audience engagement, which holds an HTMT value of 0.847. The values for Marketing Agility and VR (0.754) and Sustainable Business Performance with VR (0.825) indicate high associations but are below the level required to compromise discriminant validity. The findings of the HTMT analysis reveal that while the constructs exhibit distinct characteristics, they also exhibit significant relationships, underscoring the heterogeneity of scales and the importance of external validity in measuring the effects of digital marketing campaigns. The constructs serve as one side of an extended formative higher-level construct.

Table 3
Fronell-Larcker

Construct	Audience Engagement	Marketing Agility	Sustainable Business Performance	Virtual reality (VR)
Audience Engagement	0.908			
Marketing Agility	0.743	0.833		
Sustainable Business Performance	0.695	0.70	0.818	
Virtual reality (VR)	0.785	0.722	0.771	0.851

Table 3 provides the results of the Fornell-Larcker criterion (discriminant validity). According to this criterion, a construct is deemed discriminantly valid if its AVE Average Variance Extracted square root is more significant than all its correlations with other constructs. Of all constructs, audience engagement has the highest square root of AVE (0.908), with other variables having lower correlations than that of marketing agility (0.733), sustainability performance (.790), or VR (.783). This means that audience engagement is unique and consistent. Moreover, the square root of AVE is 0.833 for marketing agility, which exceeds its correlations with audience engagement ($r = 0.743$) and sustainable business performance ($r = 0.700$), yet still less than VR ($r = 0.727$). This further emphasizes the brand-new nature of marketing agility as a construct within this model. Finally, Sustainable Business Performance is 0.818, demonstrating its convergent validity against both marketing agility (0.700) and VR. It is, however, less than its correlation with audience engagement (0.695), implying high collinearity between these constructs. In 2018, the square root of AVE for Virtual Reality (VR) in video games was found to be 0.851. This value indicates a stronger relationship with the constructs, demonstrating discriminant validity, as the construct's correlations are lower than those of audience engagement (.785), marketing agility (0.722), and sustainable business performance (0.771). In conclusion, the Fornell-Larcker test shows that each construct keeps its uniqueness and contributes to our understanding of how digital marketing campaigns, the use of marketing agility,

and long-term business performance in the health service sector.

Table 4
R² Adjusted

Construct	R-square	R-square adjusted
Marketing Agility	0.602	0.595
Sustainable Business Performance	0.489	0.485

Table 4 constructs both R-square and adjusted R-square measures. Marketing agility, sustainable business performance These critical metrics explain how well the model can describe patterns given what would otherwise appear to be utter randomness in this study. In terms of marketing, the overall R-value for Marketing Agility is 0.602. Also, the adjusted R² of 0.595 shows that this level of explanation stays the same even when many predictors are taken into account in this study. This proves that it is a good fit for accurately capturing marketing agility. An independent variable explained almost half of the variance in Sustainable Business Performance, with a power of R = 0.489. The adjusted R of 0.485 indicates a slight reduction in explanatory power when accounting for the number of other predictors. The model generally acknowledges a high level of explanatory power for marketing agility and a modest level of explanation for sustainable business performance. These results provide theoretical insights into the relationships among digital marketing campaigns, marketing agility, and sustainable business performance in the health service sector.

Table 5
Demographic information of respondents

Characteristic	Frequency	Percentage
Sector of the Health Service		
Hospitals	78	29%
Clinics	62	23%
Pharmaceuticals	46	17%
	62	23%
Others		
Role in Marketing and Strategy		
Marketing Manager	70	26 %
Digital Marketing Specialist	46	17%
Operations Manager	54	20 %
Sustainability Specialist	30	11 %
Other	70	26%
Education Level		
Diploma	54	20%
Bachelor's Degree	135	50%
Master's/Doctorate Degree	81	30%
Experience		

Less than 10 years	38	14 %
10-14 years	70	26 %
15-19 years	62	23 %
20-24 years	46	17 %
25+ years	54	20 %

This study focuses on digital marketing campaigns and sustainable business performance in the health services industry in Jordan. Out of 274 participants, 270 completed the survey. Table 5: Comprehensive Table Hospitals and clinics recruit the majority of participants, indicating their major areas of expertise. The many responsibilities, especially from a marketing and sustainability perspective, imply a good understanding of the subject and explain the link between marketing flexibility and sustainable performance. Furthermore, high educational levels are equal to or higher than the bachelor's degree level, indicating a high level of understanding and practical knowledge in all respondent groups. The experience levels must accurately reflect the influence that digital technology has on the performance of companies within the industry.

Hypothesis Testing

The path coefficient is quite crucial when studying correlation coefficients of the variables using the PLS algorithm in Smart PLS 4. This article does not include a number followed by the letter '0' in its main part, although, based on the results of the survey and case studies, it might be a numerically low figure, especially when it comes to digital marketing and sustainable business development. The coefficient estimate is standardised, hence represents an inherent beta weight belonging to the PLS path analysis; hence, easy comparison with conventional regression analysis that evaluates the relationship between the constructs ranging from -1 to 1. The statistical measure of the comparative strength of relationships is computed where the more the coefficient approximates 1, it depicts a positive correlation, and in case it is close to zero, there are mixed signals, while if it reads 1, then there is no relation. Calculations used for determining the statistical significance include coefficient, standard error, T-value, and P-value, where $p < .05$ is more often than not used as the benchmark of an effect size being considered statistically significant. In addition, alpha has been established in order to assess the reliability and validity of route coefficients that, in turn, are utilised for further analysis of the role of marketing agility as a mediator of digital marketing.

Figure 2
Measurement Model

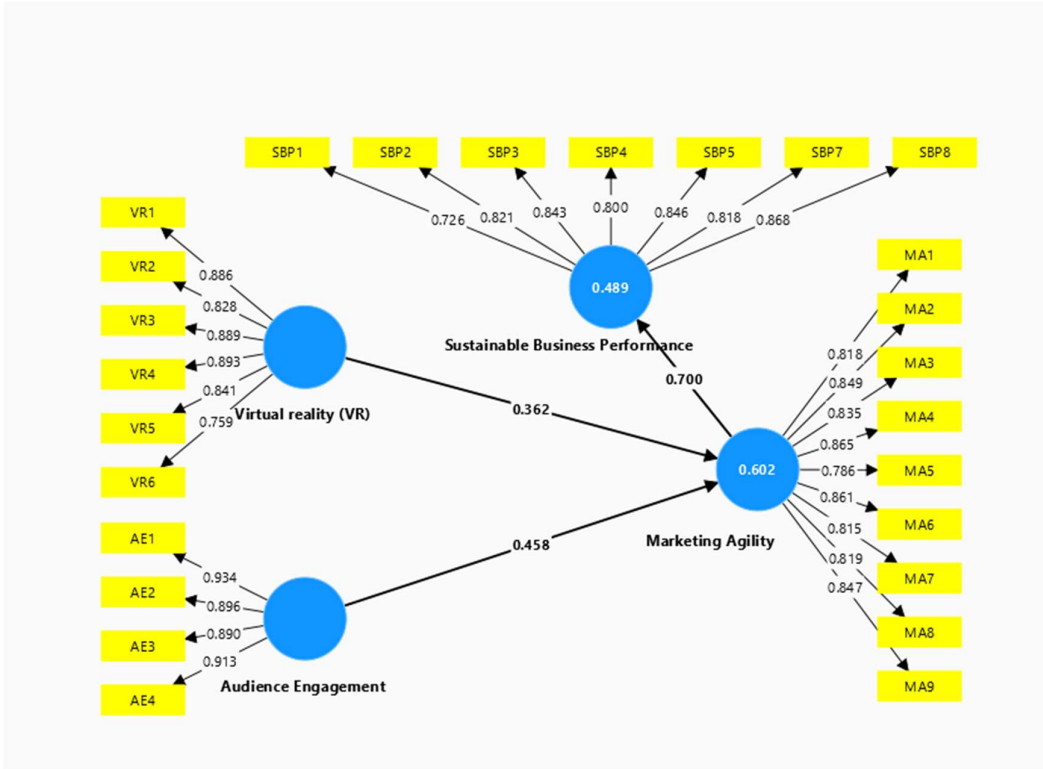


Table 6
Hypotheses testing results

Hypotheses	Relationship			Standardized Beta	Standard Error	T-Statistic	P-Values	Decision
H1	Audience Engagement	Marketing Agility	->	0.484	0.167	2.893	0.004	Supported
H2	Audience Engagement	Sustainable Business Performance	->	0.361	0.13	2.772	0.006	Supported
H3	Marketing Agility	Sustainable Business Performance	->	0.745	0.041	18.21	0	Supported
H4	Virtual reality (VR)	Marketing Agility	->	0.361	0.165	2.18	0.029	Supported
H5	Virtual reality (VR)	Sustainable Business Performance	->	0.269	0.124	2.165	0.03	Supported

As indicated in Table 6, the hypothesis testing estimates explain the relationships between digital marketing campaigns, marketing agility, and sustainable company success in the Jordanian healthcare industry. The table delineates the subsequent findings:

- Hypothesis 1: Audience Engagement has a positive and significant relationship with marketing agility, as represented by the standardised beta of 0.484, the T-test value of 2.893, and the P-value of 0.004. This denotes a high positive association, which agrees with the assertion that satisfying the consumer enhances the flexibility of marketing efforts.
- Hypothesis 2: Audience engagement favours sustainable business performance. The association is confirmed by the industry-standardised beta of 0.361, T-statistic = 2.40. Comparing the above-identified means, the t-statistic is 3.742, with a total sample size of 1542 and a p-value of 0.006, which of course implies that increased audience engagement significantly improves the grounding of business operations.
- Hypothesis 3: Marketing agility is positively related to sustainable business performance, as evidenced by the standardised beta of 0.745, which is 18 according to the evaluated T-statistic of 21, and a p-value of 0. The strong statistical evidence supports flexibility in marketing strategies as key to the effectiveness of the strategy in the long term. On the basis of the results, compelling evidence for the following hypothesis can be put forward.
- Hypothesis 4: The coefficient standardised beta of virtual reality (VR) is positive on marketing agility. There is also evidence of heteroscedasticity because the F-statistic is 361 and the T-statistic is 2. Sig <0.05, mean age of 18 years, as well as other variables. 029. Therefore, it can be concluded that by applying VR technology, the marketing operations can become more agile.
- Hypothesis 5: Virtual reality (VR) exhibits a positive relationship with sustainable business performance, with a standardised beta of 0.269, the T-statistic of 2.163, and the p-value of 0.03. This supports the claim that virtual reality could directly enhance the development of sustainability in the management of an organisation's operations.

From the hypothesis testing, it can be concluded that audience engagement and VR are the key factors determining marketing agility and constant company success. The findings show that the application of advanced technology and establishment of effective consumer relations can enhance the flexibility and dialogic health care marketing activities in Jordan. It is noteworthy that these aspects are interrelated, and therefore there is a possibility of change concerning the marketing techniques, for instance, harnessing virtual reality to bolster sustained economic performance.

Discussion

Hence, the findings of this study contribute to the understanding of the moderating effect of organisational agility on the relationship between digital marketing campaigns and sustainable firm performance in the Jordanian health care industry. Based on the findings, there is a clear causality between audience engagement and sustainable marketing agility with reference to long-term company performance, especially when it comes to the effective use of responsive marketing approaches. This is in consonance with the research done for this work and the study conducted by (Atta et al., 2023), which suggested that digital marketing enhances brand loyalty, which in turn enhances profitability by enhancing the quality of service. The present research points to the notion that only marketers with high audience engagement levels adjust the flexibility of marketing skills appropriately, thus enhancing persistent organisational performance greatly. This corroborates the findings of (M. Allahham & Ahmad, 2024), who stated that whereas agility is used to respond to the changing influences promptly, it fills a fundamental need duly, especially in view of the evolving environment of the healthcare business as captured by (Kaplan & Norton, 2001).

It is therefore important to adopt VR in the brand positioning and fulfilling the continuous business improvements in accordance with the works done by (Atta et al., 2023).

In line with this paper's theoretical contribution, creativity when combined with marketing agility could offer even better outcomes for the sustainable achievement of corporate goals and objectives through the integration of new digital strategies. The health service practitioners are advised to focus on interacting with the audience and make use of tools such as virtual reality to help in improving marketing responsiveness and change. This research

provides a clear understanding of how digital marketing dynamics affect sustainable company success, but due to the sample bias given by sociodemographic parameters that are associated with customer preference directionality, it suggests further research directions.

Conclusion

This research supports marketing agility's mediating role in the relationship between digital marketing campaigns and sustainable company success in Jordan's healthcare industry. This research builds on the RBV theory and theories of marketing agility to advance the body of knowledge concerning the strategic application of digital marketing in achieving sustainability. It also expands the literature on synthesising the effective roles of digital marketing, marketing agility, and sustainable business performance within the healthcare industry. This paper conducts an empirical investigation of marketing agility, focussing on practical implications for the contextualisation of digital themes in relation to sustainable objectives that can be derived. The theoretical contribution of the research is thus in the extent of applying Resource-Based View (RBV) and theories on marketing agility to explain these dynamics. The current study has major implications for healthcare marketers, suggesting the importance of a contingency approach to marketing strategies, as well as the adoption of future technology, including virtual reality, to enhance sustainability. Specifically, the study reinforces the importance of audiences in developing effective Web 2.0 marketing strategies that will foster sustainable, superior organizational performance.

Future Research and Limitations

The work offers relevant information; however, because it is based on cross-sectional research design, a variety of changes cannot be assessed. Future research can then employ cross-sectional approaches to assess these temporal consequences. Furthermore, the research concentrates solely on the Jordanian health sector, which makes generalisation limited; expanding the study to the other sectors and areas could help to enhance the scope of usage. Future research should also seek to understand how other mediating factors, for example, green innovation, impact digital marketing to extend understanding of sustainable impact. These voids would complement the development of academic and pragmatic appreciation of the roles of digital marketing in promoting sustainable practices across numerous economies.

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