

Article

The Role of Interfering Wave Strategy in Enhancing Buzz Marketing: An Applied Study in Telecommunications Companies

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Abstract: This research aims to study the role of the overlapping wave strategy as an independent variable, through its dimensions of strategic orientation, visionary leadership, future management, and knowledge leadership in promoting buzz marketing as a dependent variable, through its dimensions of generating buzz, seeding strategy, and creating company motivation. The field for the application of the practical part of the research was selected as telecommunications firms. The fundamental question was asked to identify the research problem: How might the overlapping wave technique improve buzz marketing in telecommunications companies? To arrive at this response, the research includes a collection of sub-questions to meet the research objectives. The researcher resorted to a number of studies and scientific sources to determine the dimensions of the study variables and to formulate its hypotheses. As for the field study, the researcher followed a descriptive analytical technique to define the research variables and assess its hypotheses through the Statistical Package for the Social Sciences (SPSS) version 27 and the SMART PLS4 tool for structural equation modeling. The research population was formed by 110 people working in telecommunications companies. The research sample consisted of 97 returned questionnaires out of 100 issued. The research reached a number of conclusions, the most important of which is the connection between the overlapping wave technique and buzz marketing. The link varied throughout the sub-dimensions, as it could be seen in the respondents' answers, which confirmed the usefulness of the overlapping wave technique to boost buzz marketing. The research's most significant finding is that the application of the dimensions of the overlapping wave strategy and buzz marketing is not effective in isolation; they should be applied as a comprehensive package combining future forecasting capabilities, strategic direction and incentive creation to ensure brand penetration and sustainability.

Keywords: overlapping wave strategy, buzz marketing, telecommunication corporations

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1. Introduction

Technological improvements and the increasing rivalry among service providers have brought to significant and rapid changes in the worldwide telecommunication industry. Traditional marketing methods can no longer keep up with this acceleration and convince the modern consumer who now has many choices and much knowledge. Therefore, telecommunications businesses have implemented flexible and dynamic marketing approaches aimed at maximizing competitive impact and creating a distinctive brand presence in the market. [1] In our fast moving digital world, the concept of "buzz marketing" has developed as one of the most potent and impactful interactive techniques. It is mostly based on generating curiosity and positive conversations around new services and features with consumers. For telecommunications firms, this kind of marketing is a

cornerstone since it generates brand loyalty at minimum expense and achieves rapid dispersion. [2] The “overlapping waves strategy” is a new way of execution to keep the momentum going and to avoid the marketing story dying out too quickly. The framework relies on the activation of subsequent and interrelated marketing campaigns and activities. It combines the end of one marketing wave with the beginning of the next. This method helps telecommunications businesses to maintain ongoing visual and intellectual contact with their audience, preventing a decrease in interest and ensuring the consistency of the media message over time. [3]. The importance of this research is highlighted by mentioning the use of the overlapping waves strategy by telecommunications providers as a catalyst, and a complement, to generate and accelerate buzz marketing. By methodically overlapping marketing initiatives, you create a fresh stream of threads that fuel the discourse and keep consumers engaged. This research therefore seeks to assess and analyze the role of overlapping waves approach in boosting buzz marketing outputs in the competitive environment of telecoms firms. [4]-[8]

1.1 Concept of the Interfering Waves Strategy

The interfering waves approach is a fairly recent subject that has received much attention by academics and writers in the strategic management arena, especially in commercial organizations. Ziglar, a professor of psychology, has invented the interfering waves technique for learning and cognitive thinking, which has been implemented in many administrative, strategic, creative and cognitive disciplines. Every leader is prejudiced to their own facts and information, and is accustomed to thinking about it in a certain way. Their main task is to involve teams in decision making, developing solutions for work-related problems and tackling them collectively [9].

This method is employed in leadership processes that are characterized by challenging decisions that influence individuals in accordance with their distinct brainwave patterns [10]. The more individuals diverge from the directing core, the weaker the leader, and the less inspiring. It affects people and leaders alike. One important facet of comprehending human perception is developing how individuals use tools. The shift in the choice of cognitive and intellectual techniques is a crucial characteristic of learning new skills, for example mathematical and cognitive skills [11]. The strategies evolve slowly in this evolution. That is the reason for the name: interfering waves or solution strategies. These tactics come and go like waves in development, first increasing in frequency for the user, and subsequently decreasing in frequency as the individual learns more sophisticated strategies that gradually replace the older or less mature methods. They are the approaches, also called strategies or basic processes, to understand the worldwide development of human cognition, as described by Forestier and Oudeyer (2016). They are multidimensional in their evolutionary and cognitive thinking. They show knowledge of shapes of objects, relationships, forces and other physical aspects needed for mental transformations and planning. They are critical instruments for human cognition [12].

1.2 Dimensions of the Interfering Wave Strategy

The study of Calais (2008) was deemed as the cornerstone for analyzing the variable of interfering wave strategy and its dimensions: strategic orientation, genius leadership and management. The future, knowledge leadership) The following is an explanation of these dimensions [13]:

a. Strategic Orientation

Strategic orientation is a set of general strategies essentially directed towards the organization's mission (Who are we?) and giving it a vision for the future (What will we be?). These strategies are built on a knowledge of the philosophy and values of the organization; employing benchmarks to accomplish its goals [14].

According to Chow et al. (2013), strategic orientation is a way or technique to transform human capital value into excellent performance. Strategic orientation is the way in which the company positions itself in a long-term in a competitive environment

through prioritizing the allocation of resources. The study of the strategic orientation provides managers with a better picture and a good understanding of the resources of the organization and their effect on the performance of the organization. It is a vital component of the organizational strategy, giving clarity to the direction of activities for innovation and decision-making and creating an atmosphere conducive to the development and formulation of effective strategies followed by the organization [15].

b. Leading Innovation

Innovative leadership is a purposeful and creative reaction to opportunities and difficulties that hamper learning at all levels. This includes seeing, thinking and doing differently to improve life opportunities for all pupils. Creative leaders also provide the environment, conditions and chances for people to be creative. Creative leadership is not only about problem-solving, but about "seeing situations, finding better solutions to problems and seeking solutions with unlimited scope" [16].

As Kavak & Akyürek (2023) pointed out, genius leadership is about creating chances from visions and ideas and solving any difficulty that gets in the way of learning and development. A genius leader should see the world from a perspective that goes beyond the limitations of traditional thinking and focus on thinking differently to stimulate the creation of fresh ideas [17].

c. Managing the Future

Drucker (1985) warned long ago about living in a new and unprecedented world. A world in which we are seeing a new unity of vision, and at the same time a frightening separation. The new unity of vision was crystallising in an increasingly interconnected world, yet this interconnection was giving rise to new conflicts. Drucker saw the emerging management disciplines as providing a scientific basis for a more comprehensive and integrated approach, but warned against becoming so caught up in the various management tools and techniques that we lose sight of their intended purpose – to meet the broader needs of an increasingly interconnected global society. Maybe our current problems are because we've ignored Drucker's warning. Are we so much caught up in our disciplines, fields, functions and management models that we have forgotten how these disciplines, functions and models relate to their final goal of serving the needs of the society [18].

d. Thought Leadership

Knowledge leadership is critical for the success of innovation, but a recent meta-analysis finds that leadership effects are seldom discussed in existing studies. Leadership is typically conceived as a facilitator of knowledge sharing and knowledge development but has not been sufficiently studied systematically and analytically. Knowledge leadership, by its very nature, may be extended from one actor to a diversity of agencies, corporations and communities working in interconnected ways at local, national and global levels [19].

1.3 Buzz Marketing Concept

So, buzz marketing is basically a marketing approach that works like social media. The success of this type of marketing is dependent on customers as it starts and spreads through ongoing conversations between the Whether they are among customers themselves or between customers and sales representatives, to raise awareness of the company's products, marketers may improve these conversations by delivering outstanding and genuine customer experiences. This supports the creation of exciting and memorable events that are then embraced and supported by the firm [20]. Sorokin (2012) similarly proposes that buzz marketing as a marketing strategy, while others see it as a communication evaluation technique. Researchers have also drawn the same conclusion that buzz marketing is a successful and convenient marketing tactic for firms [21]. It helps in increasing customer satisfaction and improving the organization's reputation. It is also a cheap and effective advertising strategy. This method provides complete information to customers about products and services so that they do not have to look for them or the

risk of not being able to access them. Similarly, Mohr (2017) points to buzz marketing as one of the advertising techniques that employs the influence of word-of-mouth [22]. This approach influences the behavior and attitude of others but extends beyond traditional word-of-mouth by incorporating technology, media and creativity. Finally Alkhafagi (2024) gives a general definition of buzz marketing as (a marketing method that is based on planning a real-life event or doing a distinctive performance, whose purpose is to create a wide resonance and a powerful, attention-grabbing impact. Here, resonance is not only word-of-mouth, but something deeper; the buzz starts from a point of focus, an event that has a strong, attention-grabbing effect like applauding or shouting, and then it reverberates, bouncing from one surface to another, gradually fading away [23]).

1.4 Aspects of Buzz Marketing

The study of Alsamydai (2019) paved the way for the study of the variable of buzz marketing and its dimensions (generating buzz, seeding plan, and creating incentive for the company). The following is an overview of these aspects [20]:

a. Generating Buzz

Creating a lot of excitement about things is a good way to get customers talking about the firm and its products, to motivate them to act swiftly and to tell lots of people, literally hundreds or even millions of people. This shows the necessity of corporations to spend in social media to have content that showcases these items and their features. And the quality of it. This technique is a great strategy of growing sales and improving market share [24].

The use of hype around products or services is an effective tool to attract customer attention and stimulate their purchasing desire [25]. The strategy encourages customers to talk about the brand and its products, which in turn improves interaction and public awareness.

b. Sowing Strategy

Marketing content or messages are first distributed to a small set of influential persons or target groups. The purpose is to “plant” the concept there so that it is adopted and disseminated spontaneously and organically through their social networks. This creates a multiplier effect and a general buzz about the product or service [26].

Coddes (2015) underlines the importance of this strategy as a bridge between all customers who are used to being introduced to the desired product in the market and the degree of customer willingness to accept it and develop ideas through social media. “It’s a marketing decision of great import to organizations,” he added. Between important persons [27].

c. Building Incentives for the Company

This is about the range of strategies corporations use in their buzz marketing initiatives to get consumers to spread marketing messages. This can be done through the use of material rewards (prizes or discounts) or non-material incentives (pictures, videos and social acknowledgment). People are more inclined to contribute if they see some added value or reward for their engagement, as long as the incentives are balanced and not so extreme as to promote unethical behaviour [28].

Many organizations, including telecommunications companies, currently engage in buzz marketing, offering incentives or benefits to individuals to get them to spread the word about their services. These incentives usually depend on the nature of the services that the companies want to promote given the features of the target markets and customer needs [25].

2. Materials and Methods

2.1 Problem of Research

Today, in the digital environment, telecommunications firms confront severe competition and quick technical advances that make the traditional marketing tactics insufficient to attract users and achieve the desired engagement. The large quantity of

advertising and information to which consumers are exposed everyday has created the necessity to rely on buzz marketing as a communication strategy to generate media buzz and viral interaction based on word of mouth referrals across digital channels. The importance of buzz marketing as a means to generate consumer interest and to rapidly create awareness around new services and offers is obvious. But many telecommunications companies struggle to know how to handle these campaigns and keep the momentum going [5]. The core strategic gap is that the effect of buzz marketing campaigns is typically short-lived and easily fades away if it is carried out as a single wave or a single action, which will result in a waste of marketing resources without producing substantial accumulation in the consumer's memory. This is where the overlapping wave strategy is emerging as a dynamic framework that depends on the sequential and overlapping of marketing campaigns and messages across multiple channels to generate sustained momentum and viral impact [6]. The field research problem, in view of the foregoing, is summarized in the decline of the efficiency and sustainability of promotional campaigns in telecommunications companies because of the lack of a comprehensive scientific vision to optimally employ the dimensions of the overlapping wave strategy to feed and enhance the dimensions of buzz marketing [7]. Thus, the research challenge is to answer the fundamental question: how does the overlapping wave technique and its numerous characteristics serve to enhance the effectiveness of buzz marketing in the examined telecommunications companies? The core research question leads to a variety of sub-questions.

The sub-questions are:

- a. How much the overlapping wave method helps in increasing buzz marketing in telecommunication companies?
- b. How much do the dimensions of the overlapping wave strategy (strategic direction, visionary leadership, future management and knowledge leadership) exist in telecommunication companies?
- c. To what extent are the aspects of buzz marketing (creating a buzz, seeding approach and establishing incentives) found in telecommunication companies?
- d. What is the nature of the knowledge gap between present tactics and the criteria for effective marketing in telecoms companies?

2.2 The Significance of the Research

The value of this research is that it offers a thorough scientific and practical approach that maintains pace with the advancements of marketing in a rapidly changing sector. Its importance can be illustrated by the following overlapping dimensions:

- a. The study is significant in that it highlights the need for telecommunication businesses to transition away from old marketing approaches to more flexible and innovative strategies to cope with the intensity of competition and the quick changes in digital consumer behavior.
- b. The present study contributes to the marketing management literature by deepening the knowledge of the way that marketing campaigns and messages mix and synergize like successive waves to create a cumulative effect that exceeds the influence of individual campaigns.
- c. The study demonstrates the influence of interactive word-of-mouth and digital marketing in overcoming advertising saturation by creating momentum and generating public discourse about telecommunications services, therefore promoting brand penetration in an organic and persuasive way.
- d. This study is filling an important vacuum in the Arabic academic literature regarding the relationship between the overlapping wave strategy as a current method and buzz marketing as a strategic objective, especially in the competitive climate of the telecommunications businesses.

- e. The research provides useful information to marketing managers in telecom firms on aligning and targeting marketing strategies at certain periods to acquire the most response and involvement of the target audience.
- f. The research gives an analytical framework that enables firms to evaluate the success of overlapping marketing waves in shaping the intended impression and shaping client purchase behavior toward new or altered offerings.
- g. This research gives a scientific basis for other academics and specialists to do further analysis and application of this strategy to other service and network sectors that are similar to the telecoms sector in terms of their competitive character.

2.3 Research goals

The project aims to establish a holistic vision that combines conceptual frameworks and field implementations of how to apply the overlapping waves technique to support and activate buzz marketing. This is achieved by the following linked goals:

- a. The research intends to discover and conceptualize the basic concepts of the overlapping waves strategy in the marketing literature, its operational dimensions and the factors of its deployment in modern service organizations.
- b. The study aims to observe and investigate the ways and strategies utilized to generate media momentum for the telecommunications businesses under examination, and their potential to capture public interest.
- c. The research aims to measure and evaluate the effect of the interdependence of the strategy of the use of the overlapping waves and the increased scope and engagement of buzz marketing on clients of the sector.
- d. The research aims at the definition of the best organizational, technological and temporal environment for a successful overlap of marketing campaigns and maximization of audience engagement.
- e. This research intends to investigate the differences in the success rates of buzz marketing according to the features of the researched organizations or the execution style of overlapping campaigns, using statistical analysis of the research data.
- f. This research focuses on developing a practical model to help marketing leaders in firms plan and schedule the sequence of marketing campaigns to maintain the continuity of buzz and minimize customer dwindling interest.
- g. The objective of this research is to provide a set of scientific suggestions for those working in the telecommunications sector to strengthen the abilities of content creators and marketing teams to gain as much as possible from the phenomena of overlapping marketing.

2.4 Hypothesis of the Research

The theoretical framework of this research was developed by adopting a set of assumptions that result in clear explanations of the research variables (overlapping wave strategy and buzz marketing).

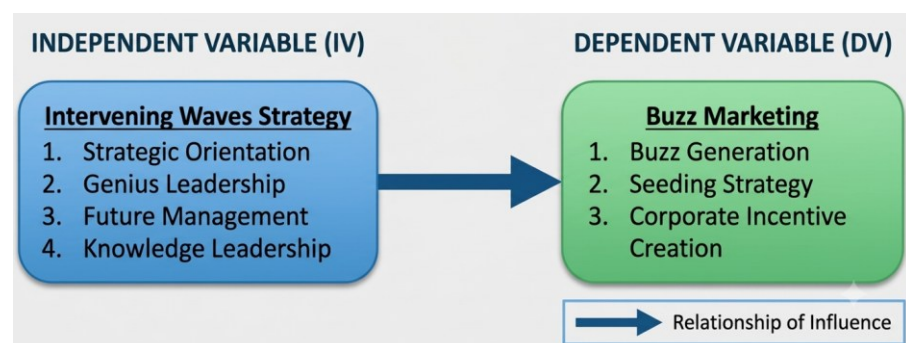


Figure 1. Hypothetical Diagram of the Research

Source: Prepared by the Researchers

2.5 Hypotheses

A. Main Research Hypothesis

This hypothesis states that (there is a positive and significant relationship between the intervening wave strategy variable and the buzz marketing variable in telecommunications companies).

B. Sub-Hypotheses

- There is a positive and significant relationship between the strategic orientation dimension and buzz marketing in telecommunications companies.
- There is a positive and significant relationship between the visionary leadership dimension and buzz marketing in telecommunications companies.
- There is a positive and significant relationship between the future management dimension and buzz marketing in telecommunications companies.
- There is a positive and significant relationship between the knowledge leadership dimension and buzz marketing in telecommunications companies.

2.6 Coding the Research Variables and Dimensions

The research questionnaire was designed according to a five-point Likert scale with a range of (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) to measure the response of the research sample and to measure the research variables. Table 1 illustrates these scales as follows:

Table 1. Coding the Research Variables and Dimensions

The variable	Variable symbol	Dimension	Dimension symbol	Number of paragraphs	Paragraph code
Overlapping Waves Strategy	WH	Strategic Direction	DO	4	DO ₁ -DO ₄
		Genius Leadership	HI	4	HI ₁ -HI ₄
		Future Management	HL	4	HL ₁ -HL ₄
		Knowledge Leadership	SH	4	SH ₁ -SH ₄
Buzz Marketing	JE	Making a Buzz	PH	4	PH ₁ -PH ₄
		Seed Strategy	EM	4	EM ₁ -EM ₄
		Creating Motivation for the Company	CO	4	CO ₁ -CO ₄

Source: Developed by researcher

2.7 Population and Sample of the Research

The research community was represented by (110) workers of telecommunication corporations [8]. In this sample 97 replies were needed to reflect this population. Therefore, the researcher opted to distribute (100) questionnaires randomly and (97) were returned, all of which were valid for statistical analysis and represented the research sample at a rate of (97%). The number of circulated surveys in Zain Iraq was (25) and (24) were valid for statistical analysis. All of the (22) questionnaires distributed in Asiacell were returned back. In Al Watani the number of distributed questionnaires was (28) and (26) were returned. The number of questionnaires distributed in Korek was (25) and all were returned. In the size of departments in the companies, the researchers took into consideration the number of employees, as it is possible to see in the following table:

Table 2. Descriptive of the Research Sample

Telecommunications Companies	Number of distributed questionnaires	Number of valid questionnaires
Zain Iraq	25	24
Asiacell	22	22
Watani	28	26
Korek	25	25
Total	100	97

Source: Developed by researcher

2.8 Demographic Variables

Table 3 describes the demographic variables of the research sample.

Table 3. Description of Demographic Variables

Variable	Category	Repetition	Percentage
Gender	Male	51	%52.6
	Female	46	%47.4
	Total	97	%100
Age group	20-29 years	18	%18.6
	30-39 years	43	%44.3
	40-49 years	24	%24.7
	50 years and over	12	%12.4
	Total	97	%100
Years of experience	Under 5 years	15	%15.5
	5-10 years	18	%18.6
	11-15 years	43	%44.3
	16 years and over	21	%21.6
	Total	97	%100
Educational level	Preparatory	4	%4.1
	Diploma	3	%3.1
	Bachelor's	71	%73.2
	Master's	14	%14.4
	Doctorate	5	%5.2
	Total	97	%100

Based on the findings of SPSS v.27, the researcher has generated this document.

a. Sex

The chart shows that 52.6% of the research sample were male participants (51), whereas 47.4% were female participants (46). Such distribution is an adequate balance in the study environment between the sexes, which improves the comprehensiveness of the results and avoids the bias of one gender over the other.

b. Age Group

The data reveals that the age group of 30-39 years (44.3%, 43 individuals) was the most prevalent in the research sample, followed by 40-49 years (24.7%, 24 individuals), 20-29 years (18.6%, 18 individuals), and 50 years and older (12.4%, 12 individuals). This implies that the majority of the sample is related to the stage of young production and mature institutional work.

c. Professional Experience

The results revealed that most of the respondents had 11-15 years experience, which was 44.3% (43 persons). Next were those with 16 or more years of experience (21.6%, 21 persons), followed by those with 5-10 years of experience (18.6%, 18 individuals) and then those with fewer than 5 years of experience (15.5%, 15 individuals). This means that the

majority of the respondents have gained field and practical experience, which helps them in interpreting and responding to the research instrument (questionnaire) appropriately.

d. Educational attainment

Table numbers reveal that the most of the respondents had bachelor's degree, a high rate of 73.2% (71 persons). Next came the master degree holders (14.4%, 14 people), doctorate holders (5.2%, 5 people), high school diploma holders (4.1%, 4 people) and diploma holders (3.1%, 3 people). This result demonstrates a high level of academic accomplishment and scientific awareness of the sample group, which improves the reliability of the responses to the questions given.

3. Result

3.1 Applying the Research in Practice

The reliability and validity of the study measures will be discussed in this section based on a set of criteria for the assessment of measurement model, and the statistics will be presented. After the descriptive part of the research, the main and sub-hypotheses are tested based on a structural model of the research variables, namely (the overlapping wave strategy and buzz marketing), by means of SPSS v.27 and SmartPLS v.4 for statistical analysis to reach the research results.

3.2 Measurement Reliability and Validity in Research

The process of verifying the quality of the research measures is reviewed by what is termed the validity and reliability test. Reliability test reveals the measure's ability to obtain similar findings when the researcher repeats the test, and hence it represents the consistency of the measure. The validity test demonstrates how valid the measure is in what it is designed to measure. The researcher employed the quality of the study measures based on the criterion of Least Squares Modelling (SEM-PLS) [29]. To verify the validity and reliability of the study measures, Table 4 shows the criteria for assessing the measure model.

Table 4. Evaluation criteria for Scale Model

Measurement aspects	Acceptable Criteria and Limits
Internal Consistency Reliability	Cronbach's Alpha ≥ 0.70 Composite Reliability ≥ 0.60
Convergent Validity	Mean Extracted Variance (AVE) ≥ 0.50
Indicator Reliability	Outer Loading $\geq 0.70^*$

*Hair, J., Hult, T., Ringle, C. & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). Los Angeles: Sage.[29]

a. Evaluation of the Measurement Model for the Independent Variable: HW Strategy

Table 5 and Figure 2 show the confirmatory factor analysis for the independent variable, HW strategy:

Table 5. Confirmatory Factor Analysis for the HW Strategy Variable

PATH	Outer loadings	T-VALUE	Internal Consistency Reliability		Convergent Validity	
			Cronbach's alpha	Composite reliability	(AVE)	P-VALUE
DO1 <- DO	0.757	n/a				n/a
DO2 <- DO	0.690	7.392	0.872	0.869	0.626	0.000
DO3 <- DO	0.858	9.707				0.000

PATH	Outer loadings	T-VALUE	Internal Consistency Reliability		Convergent Validity	
			Cronbach's alpha	Composite reliability	(AVE)	P-VALUE
DO4 <- DO	0.856	9.420				0.000
HI1 <- HI	0.862	n/a				n/a
HI2 <- HI	0.748	9.571	0.872	0.872	0.629	0.000
HI3 <- HI	0.774	9.830				0.000
HI4 <- HI	0.781	9.851				0.000
HL1 <- HL	0.758	n/a				n/a
HL2 <- HL	0.748	8.295	0.856	0.857	0.600	0.000
HL3 <- HL	0.806	8.949				0.000
HL4 <- HL	0.771	8.416				0.000
SH1 <- SH	0.896	n/a				0.000
SH2 <- SH	0.865	12.360	0.915	0.916	0.732	n/a
SH3 <- SH	0.783	9.933				0.000
SH4 <- SH	0.870	11.847				0.000

Program outputs from SMART PLS 4.

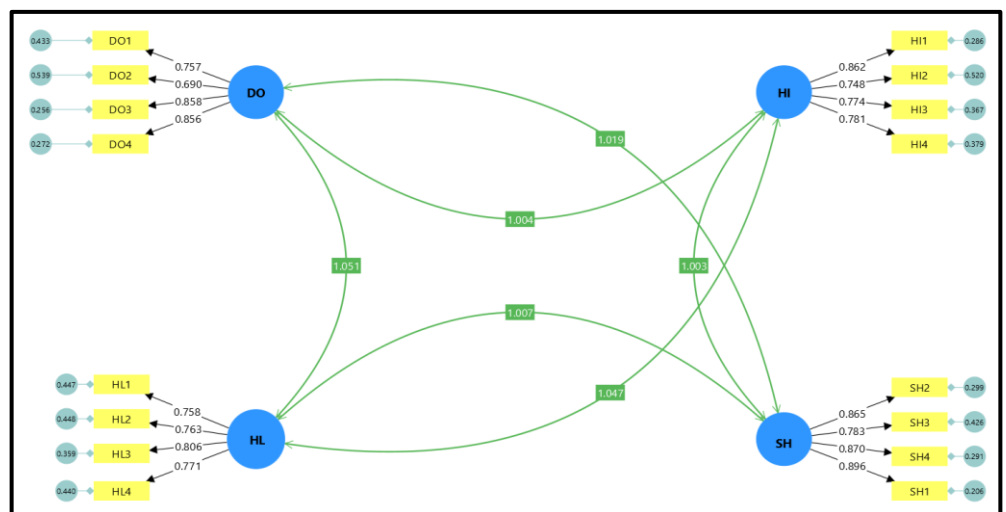


Figure 2. Confirmatory factor analysis of the overlapping wave strategy variable

Program outputs from SMART PLS 4.

* The procedure outlined by [29] goes as follows: if the saturation level is above 0.7, keep the item; if it's below 0.4, get rid of it; and if it's somewhere in the middle, see how removing it affects the other measurement model parameters before deciding to keep or remove it. With respect to reliability, item saturation, composite reliability, and the extracted mean variance, all of the variable's items achieved satisfactory results, all falling within a significance threshold lower than 0.05.

b. Buzz Marketing (JE) as a Dependent Variable: A Measurement Model Evaluation

The results of the confirmatory factor analysis for the dependent variable, Buzz Marketing, may be seen in Table 6 and Figure 3.

Table 6. Buzz Marketing Confirmatory Factor Analysis

PATH	Outer loadings	T-VALUE	Internal Consistency Reliability		Convergent Validity	
			Cronbach's alpha	Composite reliability	(AVE)	P-VALUE
CO1 <- CO	0.787	n/a				n/a
CO2 <- CO	0.761	8.157				0.000
CO3 <- CO	0.833	9.462	0.883	0.886	0.666	0.000
CO4 <- CO	0.879	10.158				0.000
EM1 <- EM	0.760	n/a				n/a
EM2 <- EM	0.793	8.469				0.000
EM3 <- EM	0.799	8.590	0.877	0.878	0.640	0.000
EM4 <- EM	0.846	9.142				0.000
PH1 <- PH	0.747	n/a				n/a
PH2 <- PH	0.777	8.088				0.000
PH3 <- PH	0.877	9.303	0.884	0.886	0.660	0.000
PH4 <- PH	0.842	8.873				0.000

Program outputs from SMART PLS 4.

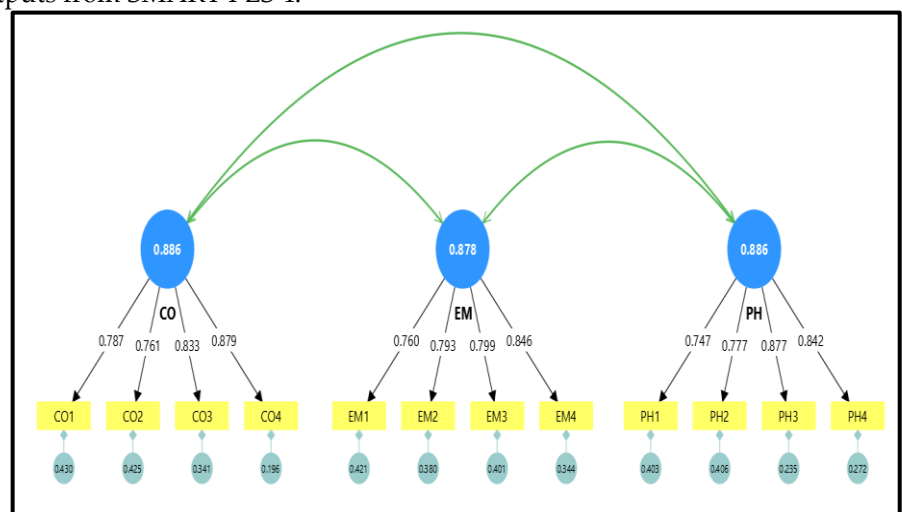


Figure 3. Confirmatory factor analysis of the dependent variable Buzz Marketing

Program outputs from SMART PLS 4.

* As per the procedures outlined by Hair et al. [29], the following steps are followed: (1) items are kept if their saturation levels are above 0.7; (2) items are removed if their saturation levels are below 0.4; (3) items with saturation levels between 0.7 and 0.4 are evaluated for their potential impact on increasing the remaining measurement model parameters; depending on the results, the item is either kept or deleted. Within a significance threshold of less than 0.05, all items for the variable achieved acceptable results in terms of reliability, composite reliability, item saturation, and the extracted mean variance.

3.3. Research Descriptive Statistics

Here you may see the descriptive analysis results (mean, standard deviation, coefficient of variation, relative importance, and ordinal importance) that were obtained from the SPSS statistical software. A number of axes are presented in this section. One of them refers to the "overwhelming Waves" approach, which is the independent variable. This strategy has four dimensions: knowledge leadership, strategic orientation, visionary leadership, and future management. As the dependent variable, the "buzz marketing" variable (which includes the following three components: producing buzz, seeding approach, and producing incentives for the organization) is related to the second axis.

1. Independent Variable Descriptive Statistics: Overwhelming Waves Strategy

Here are the results of a battery of tests designed to gauge how a cross-section of telecom workers felt about the overwhelming wave approach variable:

In relation to the overpowering wave strategy variable, the responses of the employees are displayed in Table 6. With an overall average of all the aforementioned characteristics, the arithmetic mean (3.122) shows that the implementation of this complete strategy in the telecoms sector is typically well-received and steady. The study's overall results are consistent, as shown by the balanced and thorough dispersion across all axes, as indicated by the standard deviation (0.425) and variance (0.181). The concept's overall relevance within the sector is shown in the relative importance that it reached (62.4%), which achieved a good overall ranking. You can see this in action in the table below:

Table 7. Explanation of the Intersecting Wave Strategy Variable

Dimensions	Mean	Std. Deviation	Coefficient of variation	Relative importance	Availability level
Strategic Direction	3.138	0.411	0.171	0.627	1
Genius Leadership	3.116	0.446	0.202	0.623	3
Future Management	3.125	0.432	0.192	0.625	2
Knowledge Leadership	3.108	0.410	0.173	0.621	4
Intertwined Waves Strategy	3.122	0.425	0.185	0.624	1

"Based on the findings of SPSS v.27, the researcher has generated this document."

a. Strategic Direction

The first ranked dimension was the mean of 3.138 which was the highest mean among the four dimensions and this indicated its significance and the common practice in telecommunications organizations. Standard deviation (0.411) and variance (0.169) are small, which indicates a high degree of homogeneity and convergence of opinions of the sample on the necessity of having a clear strategic vision and objectives for the organization. In relative relevance, this dimension was the first with relative significance of 62.7%, showing that strategic orientation is the cornerstone for telecommunications companies to react to rapid technological changes.

b. Future Management

This dimension obtained a mean of 3.125, being in the second place with a value above the general average. This reflects a significant interest by enterprises in foreseeing the future and planning for digital transformations. However, the standard deviation (0.432) and variance (0.187) of this dimension indicate a considerable dispersion of responses,

which indicates a modest diversity of the organizations or departments in the use of future management technologies. Finally, the relative relevance (62.5%) of this dimension was ranked second. This makes sense for the telecommunications sector, which demands the ongoing anticipation of developing technologies (e.g., 6G/5G networks and artificial intelligence).

c. Genius Leadership

This dimension was placed third with a mean score of 3.116, showing the leadership and inventive capabilities of the firm management. The standard deviation (0.446) and variance (0.199) reflect the biggest dispersion across the four characteristics, implying that the appraisal of leadership effectiveness differs from one firm to another or from one department to another within the sector. It was ranked third in relative importance (62.3%), showing that innovative leadership, although significant, is not prioritized as much as organizational strategies and processes in practical practice.

d. Knowledge Leadership

This dimension was placed lowest with a mean score of 3.108, showing that it is still at a positive average level but has not yet reached significance. The standard deviation (0.410) and variance (0.168) indicated the least dispersion and variance. This means a high level of agreement between employees in terms of the current assessment of knowledge management and transfer in firms. It was placed fourth (62.1%) in relative relevance meaning the opportunity for telecommunication firms to improve and engage in knowledge management and sharing to improve operational efficiency.

2. Descriptive Statistics of the Dependent Variable: Buzz Marketing

The opinions of a sample of employees in telecommunication firms on the buzz marketing variable were measured by the following set of tests:

Table (7) illustrates the employees' replies about the buzz marketing variable, with a mean of (3.118). This is the general mean for the buzz marketing variable. That is, it is a positive value and it is higher than the mean of the hypothetical mean (3). This means that telecommunications businesses are employing buzz marketing tactics at an overall level above average. But in comparison with the sub-dimensions, the standard deviation (0.333) and variance (0.111) were very low. Statistically, this is typical, since it is the general dispersion of the total score. This confirms the research results consistency and the sample confidence in the overarching concept. The relevance of the buzz marketing variable in the telecoms sector as indicated in the table below is the relative importance obtained (0.6236).

Table 8. Buzz Marketing Variable Descriptive Analysis

Dimensions	Mean	Std. Deviation	Coefficient of variation	Relative importance	Availability level
Creating a buzz	3.252	0.792	0.628	0.6504	2
Seeding strategy	2.968	0.784	0.615	0.5936	3
Creating incentives for participation	3.334	0.864	0.746	0.6668	1
Buzz marketing	3.118	0.333	0.111	0.6236	2

Based on the findings of SPSS v.27, the researcher has generated this document.

a. Creating incentives for participation

This dimension was ranked first with a mean of (3.334) which is the highest of all the sub-dimensions. Therefore, telecom operators mainly generate incentives to motivate users to discuss their services and to provide recommendations. The highest results were the standard deviation (0.864) and variance (0.746) which show a relative gap in the sample's perspectives on the usefulness of incentives than the other variables. The relative

value was 66.68% indicating the role of this dimension as the emotive and first driver of effective buzz marketing initiatives in the telecoms sector.

b. Creating a buzz

This dimension came second with an average of (3.252) which was greater than the imagined average (3). It shows that corporations use innovative promotion effectively to create excitement and attract the attention of the public to new offerings. The standard deviation (0.792) and variance (0.627) indicated moderate dispersion, particularly close to the third dimension, which suggests a general positive agreement in the sample on hype-generating methods. The relative importance (65.04%) means that this dimension is important to showcase the services and brands of telecoms firms in a face of fierce competition.

c. Seeding strategy

The third dimension with the mean of (2.968) was the lowest in the table (just below the median of 3). This would indicate that the practice of distributing free samples or picking recommended opinion leaders for sowing the original concept is still a moderate to weak practice in this area. The least dispersion in the three dimensions was observed in the standard deviation (0.784) and variance (0.615), which shows the consistency of the sample's responses and their affirmation that this method is used less frequently than establishing incentives and generating buzz. Third and final place (3) was the relative importance at 59.36%, which suggests a potential for telecoms firms to build more successful procedures targeting innovators and influencers.

3.4. Testing the Hypotheses of the Research

The researchers formulated the primary research hypothesis of the effect of buzz marketing on the overlapping wave strategy. The hypothesis was investigated by utilizing the SMART PLS4 software as follows:

- a. Testing the main hypothesis: This hypothesis is that (there is a positive and substantial association between the overlapping wave strategy variable and the buzz marketing variable in telecommunication enterprises). The effect between the factors above was found by a structural equation model built by the researchers. The findings of the primary hypothesis testing, which is the effect of the overlapping wave strategy variable to increase buzz marketing are depicted in figure 4.

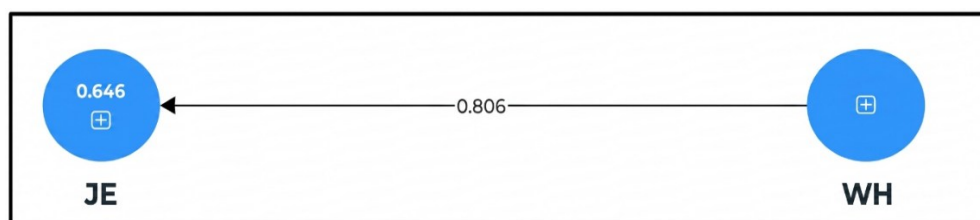


Figure 4. Testing the main research hypothesis

Source: Researchers used SmartPLS4 software.

Table 9. Results of testing the main hypothesis

The path	Direct impact	Error rate	Value T	Value P	R ²	Decision
Overlapping Waves Strategy → Buzz Marketing	0.806	0.049	26.400	0.00	0.646	Accepting the hypothesis

Researchers used SmartPLS4 software.

Figure 4 Table 9 and the findings of the statistical analysis shows a considerable beneficial effect of the overlapping wave approach on buzz marketing and a statistically

significant effect. This effect was found at significance level of (0.00) which means that this hypothesis is accepted. This means running advertising efforts one after the other, overlapping in time, such that each new wave begins before the momentum of the previous one has dissipated. This direct overlap ensures that interest does not wane, and is a primary driver of buzz marketing, keeping the audience and subscribers always engaged and excited about the services and contemporary technologies. This planned sequence turns the discussion and word-of-mouth referrals by customers on social media platforms into a self-sustaining force that boosts the brand's presence and the reach of its services continually expands. The Adjusted Coefficient Of Determination (R^2) was 0.646 which means that the buzz marketing variable explains (65%) of the factors that explain the overlapping wave approach variable. The rest of the percentage refers to the elements not discovered in this investigation.

- b. Sub-hypothesis testing: Figure 5 and Table 10 illustrate the findings of the sub-hypothesis testing for the investigation of the effect of the dimensions of the independent variable, the overlapping wave technique, on the dependent variable, buzz marketing, in telecoms businesses.

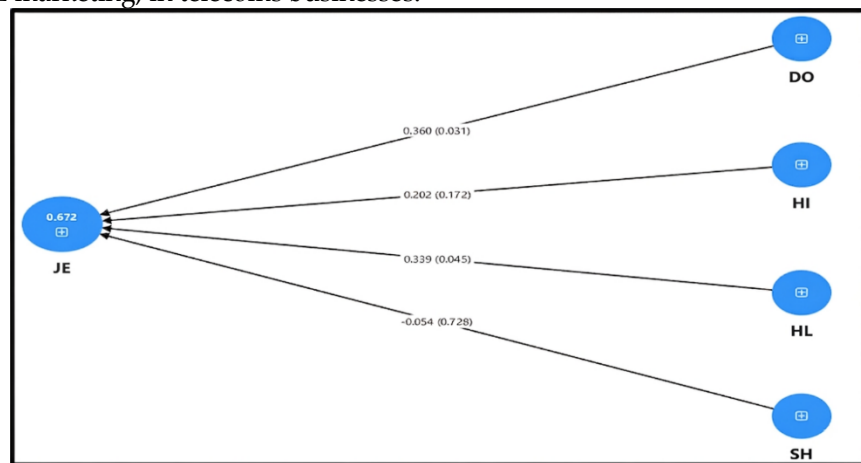


Figure 5. Shows the results of testing the research sub-hypotheses: "Researchers used SmartPLS4 software."

Table 10. Shows the results of testing the research sub-hypotheses.

The path	Direct impact	Error rate	Value T	Value P	R^2	Decision
Strategic Orientation → Buzz Marketing	0.360	0.00	2.009	0.03	0.672	Accept the hypothesis
Genius Leadership → Buzz Marketing	0.202	0.00	2.159	0.17		Reject the hypothesis
Managing the Future → Buzz Marketing	0.339	0.002	1.364	0.04		Accept the hypothesis
Knowledge Leadership → Buzz Marketing	0.054-	0.003	0.348	0.72		Reject the hypothesis

Researchers used SmartPLS4 software.

- a. **First Sub-Hypothesis:** There is a positive and significant association between the dimension of strategic orientation and buzz marketing in telecommunication enterprises. By analyzing Figure (5) and Table (10) a positive impact size of (0.360) was obtained. Therefore, the obtained (T) value is (2.009), which is higher than the critical ratio of ± 1.96 at a significance level of 0.03 and less than 0.05, so this hypothesis is accepted at the research level. Also, the continuous strategic understanding of the

customer needs and studying their behavior allows the company to devise accurate and bold marketing messages that respond to their actual needs and ignite their enthusiasm to share these experiences and talk about them with enthusiasm with their circles. Strategically, this favorable and significant influence is practically shown in the transition from launching mere standard marketing by the corporation to the positive buzz generated by the public itself. A good strategic orientation provides an excellent base of knowledge and loyalty. Every action of the organization becomes a rich subject of conversation and word of mouth, doubling the distribution at cheaper cost and with a stronger and enduring effect.

- b. **Second Sub-Hypothesis** The "Genius Leadership" factor positively and significantly affects the buzz marketing in telecommunication enterprises. From Figure (5) and Table (10), we observed a positive impact size of (0.329). The value of (T) is calculated to be (2.159) which is more than the crucial ratio of ± 1.96 at the level of significance of 0.00, and more than 0.17, hence this hypothesis is rejected at the research level. This effect is due to the ability of management to make daring decisions in establishing unique marketing campaigns that go beyond traditional approaches, producing a state of passion and continual interaction among subscribers on social media platforms and in daily conversations.
- c. **Third Sub-Hypothesis** : This hypothesis suggests that (there is a positive and significant effect of the "future management" dimension on buzz marketing in telecommunication enterprises). The positive effect size (0.339) was reviewed in (5) figure and (10) table. Since the T-value is 2.364 which is more than ± 1.96 at a significance level of 0.00 and less than 0.05, this hypothesis is accepted at the research level: Every marketing decision must be for the overall future management of the brand. If the future management is about leading in innovation, then any marketing decision based on low pricing alone would be rejected since it affects the reputation of the company, therefore supporting the construction of a strong and established brand in the minds of customers.
- d. **Fourth Sub-Hypothesis:** This hypothesis says that there is a favorable and significant effect of the knowledge leadership factor in buzz marketing among telecoms businesses. Based on the analysis of Figure (5) and Table (10), the positive effect size was -0.054. The T-value is 0.348 which is less than ± 1.96 at the significance level of 0.00 and less than 0.05, this hypothesis is rejected at the research level. Knowledge leadership has an important and direct role in activation and implementation of buzz marketing in telecoms firms. This positive and strong association shows the power of effective knowledge management to create a continual innovation environment.
- e. The R² result of 0.672 shows that the dimensions of the nested wave approach accounted for 67% of the buzz marketing variable, with the remaining 33% being explained by factors beyond the scope of the research.

4. Discussion

The results of the statistical study indicated that the overlapping waves method has a statistically significant positive influence in improving the buzz marketing in the telecoms companies evaluated. The coefficient of determination ($R^2 = 0.646$) achieved a significance level ($p < 0.05$), which means that the strategy accounts for 64.6% of the variation in buzz marketing. The results of structural equation modeling at the sub-dimension level indicated a direct and significant effect of both strategic orientation and future management on buzz marketing. This is consistent with the modern marketing literature that emphasizes that anticipating technological changes and understanding in depth the consumer desires are fundamental to build successive advertising campaigns that ensure sustained media momentum and viral engagement across digital platforms [3]. However, the results failed to support the hypotheses of direct and significant impact of the inspirational leadership and knowledge leadership dimensions. The study revealed an organizational gap in the conversion of managerial knowledge and leadership capabilities

into field marketing practices that have a direct bearing on the generation of buzz. In the descriptive analysis, the dimension of buzz marketing, "creating motivation to participate" was ranked first with a mean score of 3.334. This shows that telecommunication companies mainly rely on incentive systems and tangible and intangible rewards to encourage customers to share word-of-mouth recommendations and spread positive experiences [2]. Conversely, the "seeding strategy" dimension was positioned last with a mean value of 2.968, which indicates a structural inadequacy in the use of influencers and opinion leaders to propagate marketing messages during their early stages, even before the official debut of services [26]. The examination of the results suggests that the use of these strategic elements in a fragmented way does not reach the required efficacy. Instead, it demands a whole strategy package that combines predictive power with strategic guidance and incentives for engagement in an effort to guaranty brand penetration and sustainability.

5. Conclusion

The study is on the perceptions of the employees of the telecommunication firms, the significant fields of knowledge associated with the function of research information for the development of buzz marketing as per the desired model and structure are as follows:

- a. The research revealed that the successful implementation of buzz marketing is not realized through separate marketing actions but depends mostly on the existence of an interconnected strategic structure (the nested wave strategy). This connection between the internal foresight and the direct engagement with the market is a condition to gain a lasting competitive advantage for telecommunication firms.
- b. The results reveal that new marketing ideas are built on the solid foundation of a clear vision and well-defined strategic goals. "Companies with a well-defined strategic direction are more able to target their buzz campaigns to the exact audiences they want to reach.
- c. It is found that the purchase behavior and impressionable behavior of telecommunications consumers are mostly determined by the level of incentives and concrete benefits supplied by the company. With the extra value, users may also suggest the service and spread their good experiences. This is called "word-of-mouth marketing" and is a natural occurrence.
- d. The results show a structural deficit in the use of "seeding strategies", suggesting a lack or a reluctance on the part of telecommunications companies to use social networks and influencers to plan early campaigns for the launch of services. It loses opportunities to build marketing momentum ahead of the official debut.
- e. We conclude that the channels of knowledge transfer and sharing in telecoms corporations are not yet at the level needed to promote marketing innovation. The lack of knowledge cooperation between operational and marketing divisions makes it difficult to translate internal data and ideas into buzz campaigns that have a strong impact.
- f. The analysis shows a marked difference in the implementation of the 'genius leadership' model in the surveyed organizations, indicating the volatility of the sector's inventive capacity as a whole. The success of building marketing buzz rests on human leadership actions, not on routine institutional labor.
- g. The data validates the inefficiency of the piecemeal use of the dimensions of the overwhelm approach and buzz marketing. Instead it needs to be carried out as a holistic package that incorporates future forecasting capabilities, strategic direction and incentive development to ensure brand penetration and sustainability.

Recommendation

The researcher proposes the following based on the research findings and aimed at enhancing buzz marketing in telecommunication organizations through the implementation of overwhelm strategy mechanisms:

- a. The need to create administrative units¹. Concentration on monitoring and future forecasting, and combining the results with the direction of the organization so that marketing efforts would be based on an accurate grasp of technology changes and customer behavior.
- b. Develop integrated digital knowledge platforms that enable diverse departments (marketing, IT, customer service) to readily share data and expertise, and use this information to build new services and novel marketing ideas.
- c. Provide unique training in innovative leadership to bridge the current leadership gap between departments and to encourage bold leadership decisions that will strengthen non-traditional marketing strategies.
- d. Filling the existing gap in the "seed strategy" by creating a network of contacts with opinion leaders and digital influencers and by allowing early access to services and goods before the official launch in an effort to build early positive momentum.
- e. Continuous development of the incentive and reward system (monetary and value-added) for customers referring the company's services, and application of artificial intelligence solutions to give targeted incentives for each client segment.
- f. Concentrate on initiating marketing initiatives using storytelling and interactive content through social media platforms, increasing audience involvement and creating favorable buzz for the business.
- g. apply methods in parts or in isolation, but build a procedural guide that integrates strategic stages of overlapping waves with practical use of buzz marketing, thereby insuring sustainable market share and creating brand passion.

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