



## Cognitive Effects of Fashion Brand Advertisements on Pakistani Consumers' Perception and Decision-Making Behavior: An Experiential Learning Approach

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### Article Information

#### Article history

Received 9 August 2025

Received revised submission 29 December 2025

Accepted 30 December 2025

Available online: 31 December 2025

#### Keywords

Consumer Buying Behavior,  
Fashion Brands Advertisements,  
Influencer Endorsement,  
Environmental Concerns,  
Digital Marketing

### Abstract

The prime motive of companies before marketing their products or services is to discover the preferences and buying behaviors of their clients and prospects. This psychological mechanism is correlated with cognitive learning, which can be defined here as an executive mental process that shapes customer purchasing attitudes. The data already stored in consumers' memories plays a crucial role in shaping their choices and decision-making processes. This information consists of diverse strategic efforts that fashion brands put in place to win their customers' attention. In the present study, these experiential approaches have been classified into three categories: Product Attributes, Advertisement Strategies, and Social Media Engagement. Quantitative methods with a positivist research philosophy have been used for data evaluation, which were collected through primary sources. The results demonstrate that online reviews, online offers, product price, and visual appeal are the most chosen factors among different attributes when buying fashion products, whereas influencer content, captivating storytelling, and product quality are other characteristics that most customers focus on before making purchasing decisions for fashion products. Moreover, integrated marketing and product design do not seem to influence consumers much. An alarming finding is that environmental concerns have been the least preferred trait when respondents consider shopping with fashion brands. Thus, the study recommends that, alongside an emphasis on online reviews and offers, fashion brands should advertise environmental concerns in more engaging and creative ways to make it a popular trait among consumers.

## 1 Introduction

In society, people have become extremely conscious of their status, and they have also been observed to pursue branded products rather than ordinary ones to signal their status (Malik et al., 2014). Consumer experiences influence their future purchase decisions, which align with marketing strategies (Chalapathi & Rajini, 2024). Nonetheless, brand is

considered an oblique tool with the capacity to attract people while providing a competitive advantage (Hornik et al., 2017; Jovanovic et al., 2017). Brand names and the advertisements disseminated by companies are also valuable assets in business scenarios that can modify consumer buying behavior effectively. Batkoska and Koseska (2012) relate decision-making about purchasing products to cognitive learning, suggesting that data stored in human memory is the primary driver of changes in buying behavior. A recent study by Ali et al. (2025) highlights the role of sustainable product marketing. The study recognizes this strategy as a time requirement. Through these approaches, marketing, through advertisements and other competitive strategies, can build a product's brand while making people aware of the brand and its products.

Currently, global and emerging markets are facing a war, not only in prices but also in applying cognitive strategies to attract their customers and prospects. Effective storytelling and emotionally persuasive techniques appear to positively influence consumers' purchasing decisions (Joshi, 2024). Moreover, loyalty and customer relationships hold significant value, which is why companies have become increasingly conscious of their brands. In this manner, cognitive advertising tactics play a crucial role in persuading customers and changing their pre- and post-purchase behaviors. The performance graph of a company depends on its marketing strategies, which determine how it attracts its customers and potential consumers.

Brand advertising is a phenomenon encountered by consumers through both digital and traditional media in the fashion industry. The marketing of fashion products relies largely on product attributes, advertising strategies, and ways to increase online engagement, which ultimately persuade consumers to form buying perceptions. Regardless of these fashion brands' persuasion approaches, there is little research evidence examining the cognitive effects of these strategies on customers' purchase intentions among Pakistani consumers.

In this case, fashion brands need extensive knowledge of their marketing techniques. A thorough quantitative examination of the above-discussed factors in developing cognitive perspectives within Pakistani society reveals a profound research gap. Hence, the current study explores the cognitive effects of fashion brand advertisements on consumer perceptions and buying decisions, presenting quantitative observations for academia and the fashion industry.

The current study advocates both theoretical and practical justifications. Theoretically, the study provides an insightful overview of the current literature and focuses exclusively on the role of cognitive psychology in shaping consumers' perspectives. In terms of practical implications, the findings may support fashion brands, advertising companies, and marketers, specifically in Pakistan, in gaining in-depth knowledge of their consumers' perspectives and preferences. Moreover, this study will also assist academicians and policymakers concerned with fashion brands' strategies and consumers' feedback.

The prime aim of the current study is to explore the cognitive effects of fashion brand advertisements on consumer perception and decision-making behavior. Ultimately, the study is seeking to achieve the following objectives:

1. To examine the effect of product attributes by fashion brands on the purchasing intentions of consumers.
2. To analyze the relationship between advertisement strategies by fashion brands and the purchasing intentions of consumers.
3. To evaluate the role of social media engagement by fashion brands in influencing the purchasing intentions of consumers.

In line with the study objectives, the following research questions were addressed:

RQ1. Is there a significant effect of product attributes by fashion brands on the purchasing intentions of consumers?

RQ2. Is there a significant relationship between the advertisement strategies of fashion brands and the purchasing intentions of consumers?

RQ3. Is there a significant role of social media engagement by fashion brands in influencing the purchasing intentions of consumers?

This study specifically explores the cognitive effects of fashion brand advertisements on traditional and social media, shaping consumer perception and purchasing behavior, using quantitative measures. Thus, the current study is constrained to determining only the roles of product attributes, advertising strategies, and social media engagement in shaping Pakistani consumers' purchasing mindset and may not apply to other brands.

## **2 Literature Review**

### **2.1 Consumer Buying Behavior**

Social comparisons lead users to try new products, which ultimately shape the selection patterns of target audiences (Wujin, 2024). It has been observed that researchers have primarily addressed how consumers perceive what they desire; however, many studies

have shown that consumers do not necessarily differentiate or explore what they really wish for (Ahmed et al., 2015). The focus of the fashion industry, particularly in beauty care products, largely depends on consumers' cognitive experiences (Radhi et al., 2024). In one study by Durmaz (2014), it was noted that consumers' inconsiderate demands are often cited as the reason for the use of different marketing techniques aimed at changing their perceptions. Marketers target consumers through cognitive advertising techniques by studying the consumer purchase process, which involves customer selection, purchasing decisions, product use, and product discard. The researchers have reviewed the literature and found that consumer buying behavior is studied by acknowledging customers' ideas and experiences and satisfying them according to their requirements.

On the other hand, Rehman et al. (2014) aimed to understand the potential factors that affect consumer buying decisions at the personal, cultural, and economic levels. The study further reveals that there are other major aspects that need to be studied to appeal to customers towards a brand, such as prices, promotional strategies, environmental concerns, and product quality. With reference to sustainable messaging, Joshi (2024) identifies the role of consumers in responding to the eco-friendly marketing. Prices have also been shown to be the most influential factor across diverse aspects in another research study conducted by Mughal et al. (2014); however, the study also shows that consumer purchasing behavior is considered emotional or irrational, depending on customer requirements. Purchasing decisions primarily depend on the advertising measures adopted by different fashion brands. In addition, the findings of the above-cited study show that people usually think that what they acquire indicates their eccentricity in their buying decisions. Kooti et al. (2016) further argue that emotional appeal, visual appeal, and message content representation through advertising help change mindsets and buying behaviors. Egamberdieva and Egamberdieva (2024) emphasize that images and visual cues significantly influence consumers' purchasing intentions.

## **2.2 Advertisements by Brands**

The literature has addressed advertisements and effective marketing strategies to a great extent; however, the majority of studies have focused on brand advertisements, and this conception is considered in light of several examples in the academic literature. In this regard, Siegel et al. (2016) found that brand advertising is an effective tool for attracting people while shaping their behaviors and attitudes with reference to the respective brand.

The study further elaborates that advertising depends on emotional factors presented visually to people. For this purpose, the study has used a survey method, drawing on reviews from people who regularly follow advertisements for different brands, using a quantitative approach. The study concluded that people tend to react to advertisements with suitable income levels, while the research also highlighted the role celebrity appeal plays in addressing advertisements for different brands. Celebrity endorsement in advertising is grounded in a common marketing assumption: Corporations have long recognized that celebrity endorsers can enhance advertising credibility and liking, as well as brand image, awareness, and purchase behavior. Celebrities have built-in images and followers, both powerful influencers to potential consumers (Ford, 2018).

Additionally, Cartwright et al. (2016) explained that advertisements are promotional strategies in the marketing context, usually designed to capture people's attention for a specific action regarding products or services. The study further notes that advertisements aim to convince people to use a product at least once in their lives, and that branding is also used for this purpose. However, it has been summarized that celebrity endorsement is one of the most effective tools used extensively in the current marketing domain to attract people emotionally, purposefully, and environmentally (Vaughan et al., 2016).

In the latest scenarios, fashion has emerged as a trending topic in the research arena; therefore, different brands in the fashion industry adopt various strategies to market their products. Zheng et al. (2012) have defined the trend status of fashion brands and their advertising criteria by emphasizing the importance of social media. Similarly, the study by Smith and Yang (2017) aimed to examine how social media platforms are used by luxury fashion brands to expand awareness through advertisements. The results of the study show that fashion brands present a diversified approach in their advertising, including exclusive imagery, celebrity endorsements, and persuasive communication through visual appeal, emotional appeal, and message content. Wei (2024) emphasizes that social media should be used to enhance customers' learning potential by promoting brand awareness and loyalty through content.

Advertising appeal is one of the important features of advertising and shows in the techniques used to influence people's awareness (Nguyen, 2014). Active advertising appeals yield a positive effect on the perceived quality of advertised goods and services (McKay-Nesbitt et al., 2011). Nevertheless, some researchers have suggested that advertising appeals, in terms of emotional and visual appeal, play multifaceted roles

(Jovanovic et al., 2017). For example, Verma (2009) suggested that advertising appeals play a crucial role in decision-making. Thus, advertising that conveys a clear message, with visual and emotional appeal, leads to consumer buying behavior (Hornik et al., 2017).

All in all, the literature review reveals that many studies have been conducted globally on consumer purchasing behavior. However, there is a lack of studies specifically examining the purchasing intentions of Pakistani consumers and the significance of the marketing strategies adopted by brands focused on fashion products.

## **2.3 Hypotheses Development**

The hypotheses of the study have been designed based on the research objectives and research questions. It has been decided that hypotheses should remain unbiased while addressing the actual problem associated with the research. The formulated hypotheses have been tested in the results section, and their acceptance or rejection depends on the direction of the results.

### **2.3.1 *Product Attributes of Fashion Brands***

Quality, design, and product prices are distinctive characteristics that directly influence consumers' perceptions. It is a regular practice for consumers to consider these fashion product attributes when making purchasing decisions. Consumer behavior studies in the fashion industry are highly likely to consider product aesthetics, comfort/quality, and price among the most common values that influence consumers' buying decisions (Kulkarni & Mahale, 2020).

Environmental concerns are a relatively new phenomenon that has become more popular over the last decade. Nowadays, the fashion industry has begun to incorporate the Sustainable Development Goals (SDGs) into its products. Studies like Colasante et al. (2025) and Pérez et al. (2022) demonstrate that, since the effects of the fashion industry are directly linked to environmental concerns, companies must increase awareness of environmental issues by implementing practical steps in their product manufacturing and marketing processes.

Therefore, considering the above-mentioned studies, variables such as product quality, design, price, and environmental concerns are selected as product attributes to analyze their impact on consumers' perceptions and purchasing decisions. Ultimately, to test this phenomenon, the following hypothesis has been designed:

H1: There is a significant relationship between product attributes of fashion brands and consumer buying behavior.

### ***2.3.2 Advertisement Strategies by Fashion Brands***

Research supports the role of advertising strategies in shaping consumers' mindsets and purchasing behavior. Advertising companies mainly rely on diverse strategies to win their customers' trust. The literature review shows that visual appeal, integrated marketing, and compelling storytelling techniques are among the major strategies that influence customers' buying decisions. Studies such as Jusuf (2024) and Duralia (2018) highlight integrated marketing as a significant tool to fortify brand engagement across diverse communication networks. Visual appeal is another key component identified by researchers such as Florea et al. (2025) and Marwan et al. (2024). These studies demonstrate that visual appeal is a powerful advertising strategy, especially used by fashion brands to influence customers' psychology. Content based on captivating storytelling techniques is another crucial way to capture consumers' attention. Research studies conducted by Chinki et al. (2025) and Kim et al. (2025) reveal that marketing through compelling storytelling techniques is directly proportional to consumers' engagement and decision-making processes.

Consequently, the second hypothesis designed to estimate the customers' preferences through advertising strategies is as follows:

H2: There is a significant relationship between advertisement strategies by fashion brands and consumer buying behavior.

### ***2.3.3 Social Media Engagement by Fashion Brands***

In the digital age, social media engagement has become a powerful strategy for fashion brands. The fashion industry invests heavily in promoting social media advertising and campaigning strategies. The literature on these approaches establishes that trends in online offers, influencer content, and customer reviews have a significant impact on consumers' buying behavior. A systematic literature review by George et al. (2025) emphasizes that most studies show that influencers' online content is a foremost online tactic considered by fashion brands to attract their consumers. Studies like Tarnanidis et al. (2023), Kawaf and Istanbuluoglu (2019), and Firmansyah et al. (2024) highlight that online reviews shared by other customers are a major attribute that influences consumers' purchasing

decisions. Besides this, online offers and promotions by different brands are another substantial strategy adopted by the fashion industry to appeal to digital consumers (Adeola et al., 2024; Luo et al., 2021; Mishra et al., 2024).

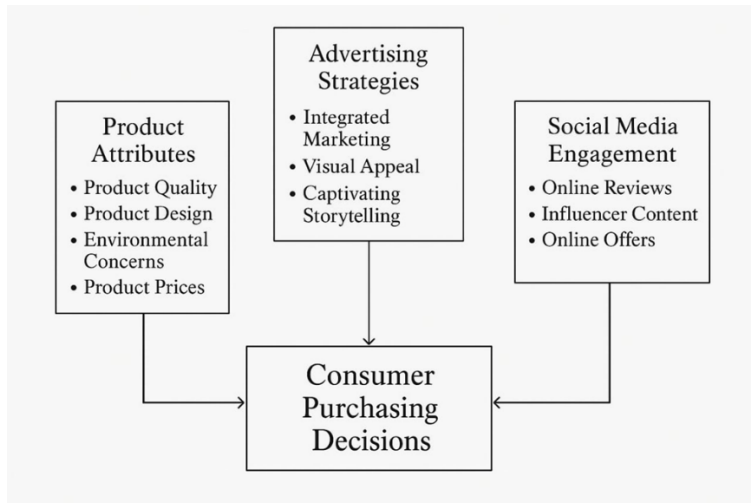
Hence, the following hypothesis has been formed after considering the above-mentioned studies:

H3: There is a significant relationship between social media engagement by fashion brands and consumer buying behavior.

## 2.4 Conceptual Framework

A conceptual framework has been presented in the study, which purposefully indicates that fashion brands tend to influence consumers' purchasing decisions through their marketing strategies, including integrated marketing, advertising content, and social media engagement.

**Figure 1 Conceptual Framework**



## 3 Research Methods

The research approach of this study is quantitative, with data collection and evaluation of the collected information aimed at identifying the influence of fashion brand advertisements on consumer buying behavior. The present study has utilized a positivist

research philosophy because primary data were gathered by reviewing the facts, figures, and viewpoints of the study participants.

### **3.1 Research Approach and Research Design**

The deductive approach has been used by practicing the survey method. This study has also adopted a descriptive research design to provide relevant answers to the specified objectives. Data adjustments using the quantitative approach were normalized using a descriptive research design during data collection and evaluation. The quantitative methodology, using the online survey technique, is adopted because it is a convenient method for gathering data and generalizing it on a larger scale.

### **3.2 Population and Sample**

The population of this study consists of Pakistani consumers. The sample was initially drawn to be 300 participants; however, 199 respondents completed the full questionnaires. Therefore, the study's sample comprises 199 consumers.

### **3.3 Data Collection**

Data were collected through a structured questionnaire that included questions on respondents' demographic profiles, as well as closed-ended questions on Fashion Brands Marketing Strategies and Consumer Buying Behavior. Data were collected from participants via online sources. A random sampling approach was used for collecting the data.

### **3.4 Data Analysis and Results**

Analysis has been done using Statistical Package for the Social Sciences (SPSS) Version 25 for descriptive statistics and reliability analysis. At the same time, PLS-SEM has been used to test hypotheses based on the relationships among constructs that shape consumers' preferences. The reason to employ PLS-SEM is its appropriateness for forecasting with complex models that involve correlated constructs. Frequencies of the demographic variables have been calculated. Regression Analysis has been applied to the data to understand the influence of fashion brands' advertisements on consumer buying behavior. A 95% confidence interval was considered, indicating a level of significance of  $\alpha=0.05$ . Results are calculated to estimate the relation between the Independent Variables (IV), including Product Attributes by Fashion Brands (PAF), Advertisement Strategies by

Fashion Brands (ASF), Social Media Engagement by Fashion Brands (SEF), and the Dependent Variable (DV) i.e., Consumer Purchasing Decisions (CPD).

## 4 Findings and discussion

Table 1 presents the demographic profile of the study respondents. The sample is predominantly female, indicating that women were more represented in the dataset than men and those who opted not to disclose gender. In terms of age, respondents are largely concentrated in the early adulthood bracket, suggesting that the study primarily reflects the perspectives of younger participants. Educationally, the sample is mainly composed of individuals with undergraduate-level education, with comparatively smaller representation from lower schooling levels and advanced degrees. Regarding monthly income, respondents are distributed across multiple brackets, with the greatest representation in the middle-income categories rather than at the lowest or highest ends. Overall, the demographic pattern suggests the findings primarily reflect the views of young, undergraduate-educated participants, with a moderate spread across income groups.

**Table 1: Demographics of Respondents**

Demographic	Group	Frequency	Percent
Gender	Male	37	18.6
	Female	160	80.4
	Prefer not to say	2	1
Age Group	20 or less	21	10.5
	21 to 25	132	66.3
	26 to 30	31	15.6
	31 or above	15	7.6
	Education	Below Matriculation	2
	Matriculation/O-level	3	1.5
	Intermediate/ A level	10	5
	Undergraduate	132	66.3
	Graduate	38	19.2
	Postgraduate	14	7
Monthly Income	Below 50,000	27	13.6
	50,000 – 1,00,000	16	8
	1,00,001 – 1,50,000	82	41.2
	1,50,001 – 2,00,000	56	28.1
	Above 2,00,000	18	9.1
Total		199	100

Table 2 shows the mean values for the responses gathered through the questionnaire. The mean values near 4 and 5 indicate that consumers preferred that variable. It has been observed that all the mean values are between 4 and 5.

**Table 2: Descriptive Statistics Results of Independent Variables**

	N	Minimum	Maximum	Mean	Std. Deviation
Product Attributes of Fashion Brands (PAF)					
Product Quality	199	1.00	5.00	4.1206	1.06625
Product Design	199	1.00	5.00	4.0302	1.22231
Environmental Concerns	199	1.00	5.00	4.0000	1.16775
Product Prices	199	1.00	5.00	4.1608	1.18674
Advertisement Strategies by Fashion Brands (ASF)					
Integrated Marketing	199	1.00	5.00	4.0603	1.17910
Visual Appeal	199	1.00	5.00	4.1558	1.21475
Captivating Storytelling	199	1.00	5.00	4.1256	1.18888
Social Media Engagement by Fashion Brands (SEF)					
Online Reviews	199	1.00	5.00	4.2663	1.16966
Influencer Content	199	1.00	5.00	4.1055	1.16512
Online Offers	199	1.00	5.00	4.2462	1.23283
Valid N (list wise)	199				

#### 4.1 Regression Analysis

Table 3 presents the summary of the multiple regression model predicting CPD from PAF, ASF, and SEF. The model showed a moderate positive association between the set of predictors and the dependent variable ( $R = .589$ ). Overall, the predictors accounted for 34.7% of the variance in CPD ( $R^2 = .347$ ), and this explanatory power remained similar after adjusting for the number of predictors (adjusted  $R^2 = .323$ ), indicating that the model is not substantially inflated by overfitting.

**Table 3 Model Summary**

Model	R	R Square	Adj. R Square	Std. Error of the Estimate
1	.589(a)	0.347	0.323	0.87716

a. Predictors: (Constant), PAF, ASF, SEF

b. Dependent Variable: CPD

Table 4 reports the standardized path coefficients assessing the direct effects of PAF, ASF, and SEF on CPD. Results indicate that PAF had a positive and statistically significant

effect on CPD ( $\beta = .41, t = 6.28, p < .001$ ), supporting the proposed relationship. Similarly, ASF demonstrated a positive and significant association with CPD ( $\beta = .36, t = 5.74, p < .001$ ), providing support for the hypothesized path. Finally, SEF also showed a positive and significant effect on CPD ( $\beta = .29, t = 4.91, p < .001$ ). Collectively, all hypothesized paths were supported, indicating that increases in PAF, ASF, and SEF are each associated with higher levels of CPD.

**Table 4 Path Coefficients**

Hypothesized Path	Standardized Path Coefficient ( $\beta$ )	t-value	Significance	Decision
PAF $\rightarrow$ CPD	0.41	6.28	$p < .001$	Supported
ASF $\rightarrow$ CPD	0.36	5.74	$p < .001$	Supported
SEF $\rightarrow$ CPD	0.29	4.91	$p < .001$	Supported

## 4.2 Discussion

By analyzing data collected to evaluate the impact of fashion brand advertisements on consumer buying behavior, it has been found that most people are conscious of product reliability, which can be interpreted as product quality. Thus, it can be inferred that advertisements by fashion brands motivate people to buy their products while addressing their quality concerns. Similarly, Kumar (2017) indicates that advertisements improve customers' awareness of quality, and the study reveals that, in most cases, consumers prefer quality products and services to unreliable ones. The study further elaborates that advertisements play a significant role in shaping customers' perceptions of product quality and in making them aware of product features related to quality. Similarly, Kim & Ko (2012) also focused on identifying the role of fashion brands in attracting customers through effective marketing campaigns. The researchers collected primary data using a quantitative approach, testing the impact of advertisements on consumer loyalty; however, the study also shows that marketing campaigns are effective in transforming consumer purchasing behavior.

Likewise, the present study's findings show that participants recognized the influence of advertisements, which play a key role in appealing to customers and shaping their purchasing decisions. Digital media is an important source of opportunities and challenges arising from differences in consumers' beliefs and attitudes towards digital advertising (Yaseen et al., 2023). Hoban and Bucklin (2015) claim that digital advertising is an

effective marketing technique that can benefit the brands involved. The study also supports the use of different marketing strategies to make the product more familiar to customers. Subjectively, the findings of the present study also show that the fashion brands that use different types of advertisements attract customers better than those that do not use such techniques. Supporting the above results, Juhlin and Soini (2018) stated that different types of marketing platforms can help make fashion brands more familiar to consumers. However, the study also indicates the role of social media in current business environments, as many fashion brands use it to make their products recognizable to the general public.

The adoption of new fashion brands has been seen as aligned with various social media platforms in the results shown above. The responses of the participants in the current research also indicate the importance of social media as a medium that easily converts the brand image into a positive one while enhancing consumer buying behavior. In a similar manner, Okonkwo (2016) observed that customers usually visit social media sites for general product reviews, mainly fashion-related products. The study also revealed that fashion trends are readily adopted through the latest social media platforms, while people prefer their favorite fashion products. It is also a major concern that brands are found to be involved in attempting various marketing tactics just to attain popularity among consumers while competing in a competitive business environment, mainly in the fashion industry. Correspondingly, the effectiveness of advertisements is also immensely important. Gogichaishvili et al. (2017) evaluated the effectiveness of advertisements in driving changes in consumer buying behavior. The study found that the effectiveness of advertising moves relatively poorly in changing consumer preferences while enabling them to make decisions.

The present study also found that fashion brands are more effective at advertising their products than other brands in different niches. Consequently, current trends show that fashion products need to be presented in a manner that makes the consumer visually attracted. This argument has been supported by the study by Andrews and Shimp (2017), which found that the presentation of advertising moves is extremely important to consider in reference to consumer buying behavior. More likely, the fashion brands have been perceived as more attractive than brands outside the fashion niche.

Consumers' choices are heavily dependent on the brand's advertisements, as indicated by the current study's findings. The results also show that advertisements positively influence consumers' preferences, as people's demands can be easily changed with the

right amount of visual or communicated content presented by brands across different marketing platforms. In this regard, the increasingly socialized behavior of consumers is also very important. Su and Chang (2018) contend that fashion brands gain an advantage when customers augment their socializing behavior, enabling them to review fashion products online. Social media platforms have been widely used by digital marketing professionals to promote their products, mainly due to their massive reach and immediate feedback (Rafiq et al., 2022). Chen et al. (2022) hold the view that, in today's age, value co-creation with customers is an essential part of increasing customer engagement with brands. They suggest that fashion brands should focus on maintaining an efficient feedback mechanism to build trust with online customers.

## **5 Conclusion**

It is believed that product marketing is essential for achieving the specified business objectives. The study primarily examines the impacts of fashion brands and their advertisements, as well as the effectiveness of these advertisements in influencing consumer buying behavior. The final verdicts of the study illustrated that consumers have greater reflection on fashion brands' advertisements in their purchasing decisions, thereby primarily supporting H1.

### **5.1 Theoretical implications**

The results of the study indicate that consumers prefer fashion brand advertisements in their buying behavior, which supports the rejection of the null hypothesis. On the other hand, it has been found that fashion brands' advertisements can easily influence customers' behavior; therefore, the study rejects the null hypothesis. Among the considered variables, product quality and reliability are the main ones that can be easily presented in advertisements and particularly affect consumers' buying decisions. In contrast, the study found that fashion brands that are highly involved in various kinds of advertisements across platforms can attract customers more easily than those that do not use different marketing media. However, the quantitative research approach employed in this study indicates that fashion brand advertisements have a greater influence on consumer buying behavior. Moreover, buying decisions can also be influenced by the use of several advertising techniques and platforms. Celebrities exert their influence on consumers through perceived attributes such as expertise, trustworthiness, attractiveness, familiarity, and likeability (Choi et al., 2005). But the current study found that the consumers rely the most on online

reviews followed by the online offers as compared to influencer content. Thus, it can be established that social media provides an unparalleled platform for consumers to publicly share their evaluations of purchased products and is primarily used to facilitate word-of-mouth communication.

Kim et al. (2021) highlight significant differences in buying behavior between male and female consumers, based on their perceptions of brands' mental imagery parameters. Hence, setting up a separate influencer marketing department and focusing on content marketing can boost sales for fashion brands (Chen et al., 2022). Moreover, emotionally moving and motivational storytelling can catalyze behavioral change (Rafiq et al., 2024). Fu and Kim (2019) suggested integrating storytelling techniques to promote eco-friendly fashion products through social media influencers. They argue that this step can be a facilitative measure to establish credibility and earn prospects' confidence. Zhang et al. (2025) note that it is also crucial to observe consumers' post-purchase perceptions after buying eco-friendly products.

## **5.2 Practical Implications**

This study indicates a strong rationale for policymakers to advocate for the implementation of a more environmentally friendly approach by fashion brands. Fashion brands can integrate more engaging, persuasive techniques, such as online offers and visual appeals, to win consumers' trust while also playing an effective role in economic growth and a safe, sustainable environment.

## **5.3 Limitations of the Study**

Although the current study has implications for the field of fashion marketing, several limitations remain to be addressed. For instance, this study employs a cross-sectional research design that does not focus on identifying causal relationships between consumer purchasing decisions and other hypothesized variables. Moreover, this study has been conducted specifically on consumers from a single geographical region, limiting its generalizability to other areas and requiring consideration of their specific cultural values and financial backgrounds. Lastly, despite the investigation of important constructs related to consumers' purchasing decisions, many other potential variables, such as brand loyalty, financial background, and other psychological aspects, are missing due to time constraints and could be directly linked to analyzing consumers' preferences.

## 5.4 Future Research Directions

Considering the above limitations, future research on this topic can adopt a longitudinal research design to identify the causal relationships among variables related to consumers' buying decisions. To gain a broader, more thorough understanding of ongoing marketing strategies and customers' preferences, more studies in this domain should be conducted in Pakistan. The same research can be replicated in other regions to estimate the geographical consistency. The model of this study can also be expanded by incorporating the role of demographic moderators and other mediating variables. Analysis can be done with more technologically advanced software. Lastly, the use of AI is a relatively new trend being adopted by online consumers in Pakistani market segments, particularly in the fashion industry. Therefore, the mediating role of AI usage in creating cognitive effects and experiential learning can be explored.

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