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The Social Shift: How Digital Engagement Shapes Consumer Buying Behavior In Pakistan's Fashion Industry

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Abstract

The rapid evolution of digital marketing has transformed the way consumers engage with brands, particularly in the fashion industry. This study explores the influence of social media on consumer buying behavior in Pakistan, where platforms like Instagram, Facebook, and TikTok have redefined marketing strategies. By examining key factors such as content quality, attractiveness, and consumer interaction, this research investigates how social media fosters brand loyalty and impacts purchasing decisions. The study employs a quantitative approach, collecting data from 200–250 active social media users to analyze their purchasing patterns. Findings suggest that while social media plays a significant role in brand awareness and engagement, attractiveness is the most influential factor in shaping consumer intent. The research provides insights for marketers on leveraging digital tools to enhance consumer trust and drive sales in the competitive fashion sector.

Introduction

Overview

Marketers has made graduate changes in their marketing strategies over time .Marketers / advertisers have applied conventional marketing skills to create awareness regarding theirs products and services through printed pamphlets ,telemarketing, Television and radio in the early 1980s and 1990s.Laterwards, websites , email marketing, online marketing and mobile applications plays a gradual shift in the field of marketing. The advancement of smart phones and the wide and aggressive scope development of websites have created the social media a great and important marketing tool L.P.(2019). Now social media has become an inventive and effective communication tool who is offering its customers a great variety of segmentation and enabling customers to establish their own businesses virtually.

Now a day, many international and domestic apparel-manufacturing companies has recognized social media a great marketing tool to boost sales and profit margins, here we have many luxurious things to display to our user and make them attentive and attractive towards the brand. Decreasing of sale is very common in every expect of sector but in the field of marketing we have an opportunity to spread amount of information through advertisement by gadgets. These studies also explores that consumers got

regulate through the marketing stuff shows on social media and there buying decisions are much influenced with this marketing strategies.

Pakistan's Fashion Industry

Pakistan has been the eighth largest fashion apparel exporter in Asia. This sector or industry contributes 8.5% to the total GDP of Pakistan. This sector uses almost 45% to 50% of the total labour force of Nation. Pakistan has been the fourth largest cotton producer with third biggest turning limit in Asia after India and China and contributes 5% of global turning limit. S.M has removed the misconceptions about branding, because many people were there who creates manipulation in the market place but due to the awareness done by our online perusing handle these type of situations in very polite and generous way, then exchange of ideas from this platform and become acknowledged them about what's going on in the market of seller and buyers. (F Sudirjo - Jurnal Manajemen (Edisi Elektronik,2021).

The large names and brands of the design business incorporate Zainab Chottani, Husain Rehan, Sanam Chaudry, Deepak Perwani, Khadijah Shah, Zara Shahjahan, Shamoos Sultan, Maria Butt and Gul Ahmad .

Ms. Stella Maria Novarino said that many ladies are laborers and specialists who weave, sew, and other related work. "We additionally need to change the view of Pakistan on the planet through Pakistani best quality work and workmanship and need to feature the ability of Pakistani ladies that is good for global design Industry", she added that Pakistani women's business visionaries have all the abilities and specialties that Italian Fashion Company needs. There is no great explanation for not to do work with Pakistan.

Pakistan's Fashion Industry Growth

The ascent of the metropolitan class, working women, and expanded discretionary cash flow prompted the development of the fashion design industry of Pakistan. Aside from this, by 2017, a dip in material commodities constrained the huge names to bring the working class inside its crease; this has prompted expanded contest and creation in the peak season, which was much sought after nearly over time. Because of this, few material producers sent off their brands, considering the fall in sales in 2017.

Then again, fashion marks have taken up cultural causes in their online entertainment

missions to enlarge their span. For instance, the brand, Generation, calls for inclusivity and is known to grandstand "genuine ladies" that plan to scrutinize the principles of excellence. Age additionally utilized hashtag crusades like #Step Outside recovery. Different outfits such as Zara required acknowledging, work behind the fashion design business, the karigars, and the designers, under the #Imadeyourclothes lobby. On the hypothesis of the mission being an exposure stunt, the proprietor of Zara Shahjahan expressed that is generously compensated, (AJ Kim, 2021).It clear all accommodations to exploring the worth of marketing's in over all fields along labels.it revolve around those circumstances where public increase's their interactions on the road to usage of cell phone an got proper knowledge about the upcoming trending products regarding primary and secondary utilizations.imidiatae performances gives the new life to this factor, small and biggest level businesses are willing to join these type of acculturalization, growth of this sector improves and promotes the new condition, direction and modes shifts to current vogue. (MS Gul, 2021).

Extensive Rival in Fabrication

The textile business players had a gigantic influence on the economy of Pakistan, and in the present day and age, that financial accomplishment from the business has converted into the numerous fashion retail marks, which have mushroomed up all over the country. Among the plenty of names, not many have stuck out and demonstrated their ability as symbols of the business.

They are the excellent names, the central participants in retail, and the individuals who have fundamentally altered how Pakistan looks for style, and for that, they should be recognized as the flagbearers of progress in the country. The top 10 Fashion Retail Brands that have revolutionized the Market are Khaadi, Nishat cloth, Al-Karam, Gul Ahmad, Bonanza Satrangi, Limelight, Sapphire, and Sana Safinaz suppliers. That is only the tip of the iceberg.

Problem Statement

Social Media gives feel to customers that they are part of Brand family, therefore the brand itself try to enhance and strengthen the relation. Most of the social media platforms provides and advantage to allow the brands that they can also be a part of discussions about the brands and their own companies , Now it is dynamic fashionable material

which creates relationship between brand and customers. This link enhance the purchase intension and increases WOM about the brands. Social media can also be very usefull in projection brand images in the minds of well informed and conscious consumers (Apparel Magzine 2019).

In this study we will be finding out the true relationship and impact that social media creates in consumer minds. In the current era, people spend more time on using social media as compared to TV, radio newspapers and other traditional platforms of marketing and customer engagement. On an average, an individual spends 1-1.5 hours on using different social sites, which has a strong impact on consumer minds. By conducting research, we will try to figure out what social media do at consumer's minds and how marketers and firms are getting benefited with creating customer engagement.

Research Question

1. How does social media consequent on buying attitude?
2. Can proper advertisement enhances purchasing?

Research Objectives

The research' aim is to show and clearly state how independent variables are associated, associated, and interconnected. Those are contents (C), Quality (QUA), attractiveness (AT) are the independent variables whose causes the affect on (CB) with the dependent variable via inquiry and appeal; it culminates in dividends, market growth, and evaluation. Implications and effects of the IV and DV to improve the impression of the company's objectivity and integrity

Significance of the Study

The willingness to link to estimates that are reputable, loyal, and reliable that evolves requisite the fundamental methods to resolve the systematic accomplishment would be prominence and boost betterment to get the best results from the premises of the fashionable industry, which has built correlations between dv and other IV variants.

The influence of this topic is still in the debate of practitioners,the relationship among social and consumer purchase decision while brand image plays a moderating role, i.e., personnel, psychological, social, and cultural. The paper study will demonstrate the characteristics of consumer buying behaviour and help consumers and marketers to use it accordingly.

Literature Review

The establishment of realization, to check into the preliminary work and offer thorough explanation of the fundamental and valuable sources on the field of unique research. By asking and reviewing the research, the main goal is to provide an overview of the relevant body of knowledge. Seeking information about apotheosis and bringing them to the foreground of scientific studies, concepts, and speculations 4 "P" of branding: products, price, placement, and promotions Chatterjee, S., & Kara, A. K. (2020). "User market media" is described as "a broad range of new online streams of information generated and utilized by customers focused on exchanging content among others about any subject of interests" Evans, D., Bratton, S., & McKee, J. (2021). "As per forecast (2013), almost one-fourth of the world's population, approximately 1.69 billion people in the world, uses social media sites. According (Y Na, 2021) the international networking site viewership is expected to be over 2.65 billion users." Most academics consider both web and mobile technology when evaluating social media as an effective tool, with a priority on how consumers "connect, debate, and change consumer information" Nyagadza, B. (2021).

Connections with customers have altered as marketing channels have progressed. People are willing to buy from their budgeting so they search details those help them make purchasing choices, according to L. P. (2020) Consumers now have a variety of avenues via which they can give review and perhaps gather input from individuals in the digital market arena, causing a disruption in the way traditional customer choices are taken. The growth of digital trends, as well as the strong background of media platforms in maintaining brand image and generating content, gives businesses involved in retailing, engaging audiences, and generating content an added competitive advantage in the purchase decision of consumers Prasath, P., & Yoganathen, A. (2018). The fashion business, according to Ahmed et al., (2014), has extensively employed social - networking sites and some other digital sites to engage with their clients. As a result, digital networking has allowed the apparel enterprise to stay on top. Uniqlo, a Japanese fashion clothes company, has recently exploited social media to advocate stun of trade. (M Naeem, 2022).

Branding on Social Media

In terms of marketing and product innovation, experts usually accept the importance of the notion of branding Haralayya, B. (2021). The relationship among the branding and advertising was represented in key research on lengthy framework for understanding branding Abah, A. J. (2020). A brand is described as a term, name, signature, logo, or image, or a mix of them, designed to identify and differentiate the services and goods of one vendor or grouping of vendors against rivals. (T Abdullah, 2020). In order to continue personnel in a productive work environment, tactics of evaluation, and equipping them with prospects with regards to made the obligations and devotion to the business, a large variety of experts are in favor with the stipulations.

Quality

In this advance and modern society, we have a benefit in form of repurchasing, for any enterprise it is like a treasure that their purchasers are still buy again their product, which makes the company profitable. (MR Mahaputra - Dinasti International Journal of Digital Business ..., 2021). The buyer always came back to purchase once more it is just because of the quality of the product. Cross-examination on quality intension is doing not a new thing in the market place. Trust by customers is assent for keeping your company and its brand in the marketplace. Acquiring the confidence of your clients is valuable in a numerous of ways, mainly because it will motivate them to stay. If users bought it, a clear comparison to increased sales will be established. (A Dabbous, 2020).

Content

Nowadays Social media plays a vital role in the industry by creating a link to connect the users with the help of screen. However, we all knows that everyone has the mobile devices and we have the new marketing techniques are there to entice people or our targeted costumers. (M Mayrhofer, 2020). By using these type of techniques, we will get desirable and valuable results. It has built the relationship between potentially trigger both sales and consumer engagement to place pride, peace of mind, devotion, and the reliability with the corporate on a constant and long-standing basis. This content gives the proper information about the brand, what are the trends they are following, and what is new will introduces by them in the market. (S De Jans, 2020).

Attractiveness

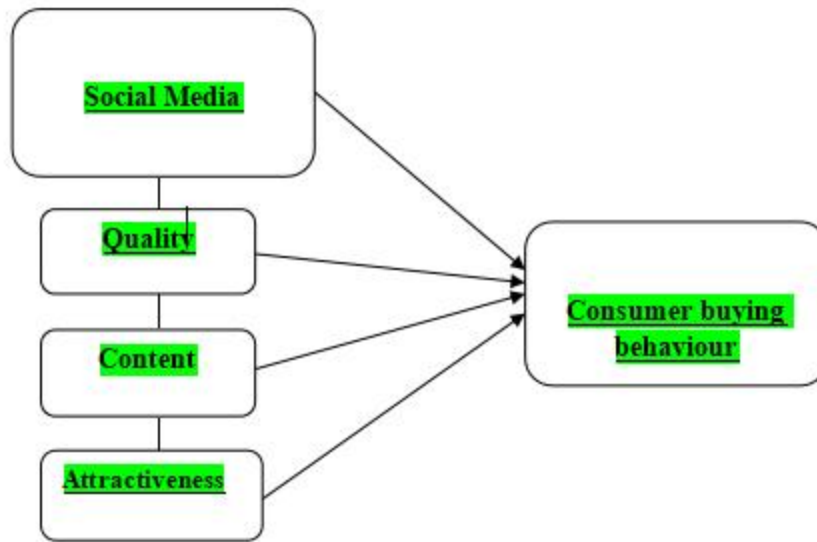
There are many enterprises who just want to stable in the market place and they bear too much expenses for their marketing to attract the costumers, to get the corporate image endorsement of well-known celebrity done a positive characteristic here, and make the bench mark globally to their purchasers, because of actor or actress reconization company get in depth profit and reach their targeted symbol.(STS Ghielen, 2021).The personality effect highlights and increases the identification of the brand worldwide. Progress monitoring mechanisms that reflect how well systems, subsystems, departments, and individuals perform are used. Furthermore, people are well trained in how to interact pleasantly with clients. (F Zhou, 2020).

Consumer Buying Decision

John Dewey created the 5-step decision procedure in 1900s, which has been largely acknowledged by researchers. It describes it as a method of a customer recognizing an issue that prompts search for information with different choices & analysis, ultimately resulting to a decision and purchasing (Omar, A., & Atteya, N, 2020). Consumer purchasing decisions are influenced by individual wants, preferences, or impulsive purchasing choices based on vendor efforts, such as internet advertising, endorsement through friends, shopping experience online, and social impact Qazzafi, S. (2020). Moreover mostly influences the pattern of thought that causes a customer to recognise a need, develop options, and then choose a specific brand and product Asdi, A., & Putra, A. H. P. K. (2020).

By using internet and social media, it has become a centre of digital marketing by not just collecting information and ensuring that artificial intelligence incorporated in social media may influence customer decision-making. By examining previous research's, the researcher discovered that criteria such as social media advertising performance, similar consumer' perspectives, influencer lead ratings, product information, brand-related characteristics, and service and support were previously evaluated Huang, Y & Suo, L. (2021). Social networking media has a significant impact as to how buyers take choices, allows advertisers to construct powerful and sophisticated advertising tactics that allow for brand growth. Social media may both enhance a brand's image and influence a customer's buying choice Omar, A., & Atteya, N. (2020).

Research Framework



Hypothesis

HH1: Social Media is positively associated with consumer buying behaviour.

HH2: Quality has the positive impact on social media and consumer buying behaviour.

HH3: Content have positive influence on social media and consumer buying behaviour

HH4: Attractiveness has significant relationship between social media and consumer buying behaviour

Methodology

Research Approach

We designed a method that relies on correlation and regression to gather the data. It demonstrates a phenomenon that so many other Contributors interpret. By employing the positivist paradigm, we were moving from a general to a particular theory instead of creating a new theory from beginning. By using primary data, the deductive research method is capable of inventing new postulates, close deficiencies in prior findings, and make digital, up-to-date assumptions.

Research Design

We choose the population for the investigation is related to industries of fashion. Purpose of an explanatory study is to find a direct link between variables. Researchers use it to test the causal connection that governs a given problem. When conceptual insights exist, this approach is used to formulate and test hypotheses using quantitative research and

data collection. Furthermore, this research will be carried out results from particular statements comes through respondent among the having topic with a mediating role of brand image by using quantitative research.

This descriptive study and deductive approach are based on concepts of previous theories. By collecting, the primary data by using the questionnaire to know about the customer perception towards the purchasing intention and to find out how much respondents buy things based on the impacts of social media, such as their attractiveness, trustworthiness, similarity, and expertise.

Sampling Designs

Targeted Audience

Social media specialists, Social media marketing experts, Digital media executives, impulsive and expulsive consumers, and customers will be the target population to enhance the reliability and authentication of the research. The targeted audience from which data has to be collected for the research. However, in this research, data will be collected from active social media users that have an active consideration towards SM. All will be target audiences following the age group of 15 and above from different social statuses and educational backgrounds.

Sample Size

Online survey that was suitable for everyone who took part in it. We obtained (200–250) participants from the trendy business. Social media users has been considered to analyse the purchase intention.

Sampling Technique

Focus on measurements and objective analytics, mathematical interpretations, and record keeping are major elements of this project schedule the probability based sampling technique In convenience, sampling data is collected from the people who are easily reachable and responses are collected without much hassle. This sampling technique saves time, reduces the hassle to commute, and reduces the cost for the research as well.

Data Gathering Instruments

As a data collection instrument, we will be using a Google form-based online survey. With the constraints of the timeframe in consideration and the present condition of Corona Virus, we shall adopt online survey collection as the most appropriate method for

effective and convenient data collection. Omar et al., 2016 conducted the research that led to the development of the questionnaire implemented in this study.

Procedure of Data Collection

According to Violin A. (2020), there are two ways of data collection, gathered through authoritative sources like publicly statements, finance documentation, etc. According to Sahin, A., & Zeng, X. (2021), primary research was used for this research since it provides just an understanding of advertising tactics and their impact on customer purchase actions and a strategic and long survival. Authentic data collection is beneficial because it saves time and money, and improves validity. Primary data supports researchers in establishing the participants' perspectives because it includes data obtained via surveys utilizing numerous research instruments.

Data Analysis

Results and Findings

Descriptive Profile of Data

Here we enlightening the information of profiles by using multiple techniques, demographics of respondents such as their name, age, gender, working place, department, organization where they work, as well e-mail address, educational background and qualification. In this module and portion of the survey, around 356 people were responded. Most of the respondent are MBA and equallant to M-PHILL, they also related to the same industry in which we are conducting our study.

Demographics

GENDER:

Male: 244

Female : 112

AGE:

22 - 30

31 – 40

Above -40

Education:

Undergraduate: 108

Graduates: 122
Postgraduates:121

In this area, no gender biasness has been performed or any age restriction take place to get the demographic consequence.

Reliability Statistics

Cronbach's Alpha	N of Items
.728	5

Reliability Statistics

Cronbach's Alpha	N of Items
.869	5

Reliability Statistics

Cronbach's Alpha	N of Items
.877	5

Reliability Statistics

Cronbach's Alpha	N of Items
.890	5

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

After run the test we get the reliabilities of our all variables, which is higher than 0.7 so that, all constructs are valid and acceptable.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SM1	156	1	5	3.28	1.356
SM2	156	1	5	3.31	1.093
SM3	156	1	5	3.74	1.029
SM4	156	1	5	3.74	1.084

SM5	156	1	5	3.65	1.064
Q1	156	1	5	3.72	1.190
Q2	156	1	5	3.83	1.015
Q3	156	1	5	3.73	1.031
Q4	156	1	5	3.69	1.106
Q5	156	1	5	3.59	1.207
C1	156	1	5	3.90	1.112
C2	156	1	5	3.78	1.063
C3	156	1	5	3.72	1.020
C4	156	1	5	3.78	.994
C5	156	1	5	3.80	1.050
A1	156	1	5	4.00	1.022
A2	156	1	5	4.01	.779
A3	156	1	5	4.01	.842
A4	156	1	5	3.90	.900
A5	156	1	5	3.96	.956
CBB1	156	1	5	3.90	.900
CBB2	156	1	5	3.90	.900
CBB3	156	1	5	3.96	.956
CBB4	156	1	5	3.90	.900
CBB5	156	1	5	3.96	.956
Valid	N156				
(listwise)					

The inspection of descriptive analysis comprises and includes (M) mean, (SD) standard deviation of variable who are listed in the above chart. It helps to manifest association between tendency and variable. Those labelled columns predicts the overall amount of figures sets as in: number, increased, decreased or S-d form.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.880 ^a	.774	.768		.37064

a. Predictors: (Constant), attractiveness, sm, quality, content

The results in upward table shows that essential and requisites data contributes, impart on how much of variance fully explained through forecasted parameters. The earliest one demonstrates the connection between lead, intent and targeted variable by using (R) stats. Population of R-SQUARE are seemed to be more faultless and well described done by absolute, ideal assessment of community which fulfil the motto of ADJUSTED (R.S). There .880 shows presence of signify amount of maintained variance by the I-V component and covariates.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.863	4	17.716	128.957	.000 ^b
	Residual	20.744	151	.137		
	Total	91.607	155			

a. Dependent Variable: CBB

b. Predictors: (Constant), attractiveness, sm, quality, content

The models of entire variance narrates the whole chart, in Anova table. Value of F describes and clear all doubts about co-relation of independents and dependent variable that IV is effective and proficient of accurately speculate the DV. It pertains against approaching the subject of the research, and these constructs will not be relatable via regressions done. In the other hand, the issues were found to driven upon the variables, values of F has been signify significance threshold reflect that the dependent variable however sig value is < 0.05 .

Coefficients^a

Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-.181	.184		-.983	.327
	quality	-.055	.058	-.065	-.942	.348
	sm	.074	.062	.075	1.195	.234
	content	.116	.062	.129	1.877	.062
	Attractiveness	.908	.068	.777	13.277	.000

a. Dependent Variable: CBB

In this column these parameters shows the predictors whereas model describes the constant figures as well as the preceding table of regular regression output gives a comprehensive explanation of every predictors influences. Beta is the unauthorised coefficient here because it represents the natural units and indicates the different scales, Sig value describing that co-relation is present or not. If is there any changes happens in X (IV) so we will see the definite changes in Y (DV), In this chart of the cases it shows the negative relationship between the variants such as in : SM,Q,C,with depended variable which is consumer buying behaviour.

Hypotheses Assessment

Hypothesis	Sig	Empirical conclusion
Sm is positively associated with consumer buying behaviour	0.34	Rejected
Quality has the positive impact on social media and (Cbb)	.348	Rejected
Content have positive influence on social media and consumer buying behaviour	0.62	Rejected
Attractiveness has		

significant relationship between social media and consumer buying behaviour	0.000	Accepted
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Discussion & Conclusion

Discussion

Nowadays it is very well endowed that social media is plays a vital and important role on buyer's buying behaviour in the most popular industry which is known as Fashion, it has been completely changes the ways of enormous trends, and come across with new and latest research and productivity for costumers to fulfil their all needs and wants, by giving the huge and ultimate information about recent and previous values and trend. People are more likely to be pleased and mindful about those things that they are purchasing because they have the opportunity to take feedback quickly on a single click by seeing the reviews of the costumer, and it give them chance to think before buy anything, which helps to prevent and save their precious money from useless things, and can make good decision concerning with more trend-driven expenditures.

It is modified by Socialization of media that how's the firms expended their business through advertise their commodities and goods to the audience, instead of using past traditional methods and techniques of marketing, most of the businesses focus on extreme level to generate the attractive and interesting or emotional based content for grapping the consumers. To boost and increases the ratio of sales and profit in the market place companies launches those products and create sponsorship to engage buyers which leads to achieve their expansion goals.

Discussion

The analysis revealed and specify, appropriate indications of internal, external based trope reasons, which has used to shape the mind-set and perception of consumer. Social media marketing (SMM) promotes the consciousness, brand association loyalty of product very feasibly. It empower and raises the level of awareness by simulate, encourage the establishment of recent and unique ideas to hold and gather goods or services.it was disclose that the independent variable are relatively substational and shows favourable effect by creating interactions in the features which have demonstrative value and subsequent domination control.

Fashion industry in Pakistan have been make an effort to come up with revolutionary procedures and techniques to locate and maintain a positive impression on consumers by focusing on morality to make them predictable and devoted to their patrons. The fashion sector has grown in breadth on a global scale. Globally, this area of industry is expanding dramatically. The effective use of S-M showed key of attribution that leads to growth of company. The variation in the data that has been gathered implies that the participant may not have been able to concentrate at the time they were filling survey. Another option is that the respondent answered the questions based on their own perspective of the circumstances at the time rather than understanding them.

Implication

A wide range of opinions and options are being generated from both sides of user as well marketer. In today's era consumers are more sufficient about the knowledge and info about the thing that they are going to buy they can distinguish between the fake and real scenario just because of this research is to clear doubts of many things it is quite challenging but which has been already cleared by regression and methods. The main purpose or goal of this initiative is that to recognise a comparative analysis in making proper content and good quality of material, which publically publish and build the attractive thing which emphasis to costumer in fashion wise industry of Pakistan.

Recommendations

The evaluation is belongs to social media influences such as if u have the best contents, quality and attractively so its moves to bring out targeted goals, help to create good attachment with the costumer by using the loyalty and transparency factor we can build the traffic on both ends, provides the best ever services by calm communications will leads the seller effective and buyer satisfied. Fashion industry changes the game on SM, it talks about culture, trends and upward the graph of engagement.

- In future research by using these IV AND DV would help out people to give the positive direction of their relationships
- People should have do work on other sectors as well where social media create the benchmark.
- By increasing the sample, size will be more helpful to get positive and desired outcomes.

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