

EFFECTS OF SOCIAL MEDIA MARKETING AND SELECTED MARKETING CONSTRUCTS ON STAGES OF BRAND LOYALTY

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Abstract

This study explores the influence of social media marketing and key marketing constructs, such as value consciousness (VC), brand consciousness (BC), and brand love (BL), on the development of brand loyalty stages in the Pakistan clothing and food industry. Data was collected from 332 consumers using a self-structured questionnaire. The findings reveal that social media marketing significantly impacts BC and BL, which indirectly contribute to brand loyalty at cognitive, affective, and conative levels. However, VC shows a limited effect on brand loyalty, reflecting the dynamic and cost-sensitive nature of fast food and clothing consumers. Additionally, the study highlights how digital engagement patterns, consumer perceptions, and competitive market trends further shape loyalty formation over time. This research provides a comprehensive framework for marketers to design targeted strategies to foster brand loyalty by leveraging social media interactions and consumer consciousness.

Keywords: Social Media Marketing, Marketing Constructs, Brand Loyalty, Consumers

INTRODUCTION

The global marketplace has seen significant transformations over the past few decades, with industries striving to adapt to evolving consumer preferences, technological advancements, and shifting economic landscapes (Vrontis et al., 2025). Among these, the clothing and food industries have emerged as critical sectors for economic development, cultural expression, and societal sustenance. In Pakistan, a nation deeply rooted in tradition yet embracing modernity, these industries are not only economic pillars but also reflections of its rich heritage and diverse consumer base (Khan et al., 2025). Understanding the dynamics of these industries is essential for both domestic growth and their competitive positioning on the global stage (Ali et al., 2025). The clothing industry in Pakistan, characterized by its vibrant textiles, intricate embroidery, and centuries-old craftsmanship, has undergone a remarkable evolution. From traditional attire such as shalwar kameez and handwoven fabrics to contemporary fast fashion trends, the sector has continually adapted to meet the demands of an increasingly discerning consumer base. However, the rise of fast fashion has introduced new challenges, including the need for brands to keep pace with rapid design cycles, offer competitive pricing, and maintain quality standards (Shaukat, & Mubashra, 2025). At the same time, consumers in Pakistan are becoming more brand-conscious, seeking products that align with their personal identity and cultural values, while also being value-conscious, prioritizing affordability in a price-sensitive market (Htet, 2025).

Parallel to the clothing sector, the food industry in Pakistan holds a unique place in the nation's economy and culture. As a country known for its flavorful cuisine and diverse culinary traditions, the food sector encompasses everything from street vendors to multinational food chains (Kainnat et al., 2025). With the rise of urbanization, changing dietary habits, and increasing health awareness, consumer expectations have shifted significantly. Brands in the food industry are now tasked with addressing demands for

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quality assurance, sustainability, and convenience while cultivating strong emotional connections with their customers (Tripathy, 2025).

Amid these challenges, the advent of social media has emerged as a game-changer for both industries. Platforms such as Facebook, Instagram, and TikTok have transformed how brands communicate with their audiences, enabling them to build relationships that go beyond transactional exchanges. Social media marketing provides a cost-effective and highly engaging way for businesses to showcase their products, share their values, and connect with consumers on a deeper level (Siddaraju et al., 2025). This is particularly significant in Pakistan, where a growing number of consumers rely on digital platforms to discover, evaluate, and engage with brands (Raza et al., 2025).

In this context, the role of social media marketing in fostering brand loyalty cannot be overstated. Brand loyalty, a critical factor for long-term business success, is shaped by various elements such as value consciousness, brand consciousness, and emotional attachment. For Pakistani consumers, these factors are influenced by cultural nuances, economic constraints, and the pervasive impact of digital technology. While value-conscious consumers prioritize affordability and utility, brand-conscious consumers are drawn to the prestige and quality associated with well-known brands (Sahin et al., 2025). Social media acts as a bridge, enabling brands to appeal to both segments by providing tailored content, interactive experiences, and platforms for community building (Kotwal, 2025).

This study seeks to delve into the intricate dynamics of Pakistan's clothing and food industries, exploring how social media marketing influences consumer behavior and brand loyalty. By examining the interplay between value consciousness, brand consciousness, and emotional attachment, the research aims to uncover strategies that can help businesses in these sectors thrive in a competitive and ever-changing environment. With insights drawn from empirical analysis and industry observations, this research will offer valuable recommendations for leveraging digital platforms to enhance consumer engagement, strengthen brand loyalty, and achieve sustainable growth in Pakistan's clothing and food markets.

In the following sections, the study will outline the theoretical foundations of brand loyalty, the role of social media in modern marketing, and the unique characteristics of Pakistan's consumer landscape. By addressing these aspects, the research aims to provide a comprehensive understanding of how businesses can navigate the complexities of the clothing and food industries, fostering deeper connections with their audiences and securing a competitive edge in an increasingly digital world (Seuwou, 2025).

Background

In the competitive landscape of the food and clothing industry, building and sustaining brand loyalty is crucial for long-term success. With consumers frequently switching brands, understanding the psychological and behavioral factors influencing loyalty becomes imperative. Social media marketing has emerged as a powerful tool, enabling brands to engage consumers, promote value, and build emotional connections. Despite its potential, the interplay between social media marketing, consumer consciousness, and brand loyalty remains underexplored. This study addresses this gap by investigating how social media influences VC, BC, and BL, and how these constructs contribute to brand loyalty across its cognitive, affective, and conative stages in the context of Pakistan clothing and food industry consumers.

Scope of the Study

This study seeks to understand consumer behavior in the food and clothing industry in Pakistan clothing and food industry, specifically how social media influences brand loyalty. The research explores the roles of value consciousness (VC), brand consciousness (BC), and brand loyalty (BL) across cognitive,

affective, and conative dimensions. The results are expected to inform fast food and clothing brands on how to improve customer loyalty through effective social media strategies.

Problem Statement

While fast food and clothing brands are becoming increasingly popular, there is limited research into how consumer consciousness types, such as VC and BC, affect brand loyalty. The food and clothing industry is dynamic in nature with changing designs and styles often. Therefore, the driving and hindering factors behind customer loyalty are crucial. This gap requires an investigation into the relationship between social media marketing and brand loyalty.

Purpose of Research

The primary objective of this study is to investigate the influence of social media marketing on brand loyalty in Pakistan clothing and food industry. By taking a closer look at the mediating roles of VC and BC, the research seeks to give actionable knowledge for fast food and clothing brands in enhancing consumer loyalty.

Objectives of Research

- This study aims to examine the relationship between social media marketing and consumer consciousness types: VC and BC.
- Analyzing the effects of VC and BC on cognitive, affective, and conative brand loyalty.
- Analyzing the differences in consumer loyalty drivers in terms of demographics, including gender-based differences.
- Proposing recommendations for fast food and clothing brands to enhance customer loyalty through social media strategies.

Research Questions

- What are the effects of social media marketing on VC and BC among fast food and clothing consumers?
- How do VC and BC affect the cognitive, affective, and conative stages of brand loyalty?
- Are there strong demographic differences, such as gender, in the determinants of brand loyalty?

Hypotheses

H₁: Social media activities have a positive influence on value consciousness.

H₂: Social media activities positively influence brand consciousness.

H₃: Social media activities positively influence brand love.

H₄: Value consciousness positively influences cognitive brand loyalty.

H₅: Value consciousness positively influences affective brand loyalty.

H₆: Value consciousness positively influences conative brand loyalty.

H₇: Brand consciousness positively influences cognitive brand loyalty.

H₈: Brand consciousness positively influences affective brand loyalty.

H₉: Brand consciousness positively influences conative brand loyalty.

H₁₀: Brand love positively influences cognitive brand loyalty.

H₁₁: Brand love positively impacts affective brand loyalty.

H₁₂: Brand love has a positive effect on conative brand loyalty.

- H₁₃: Cognitive brand loyalty positively affects affective brand loyalty.
- H₁₄: Affective brand loyalty positively impacts conative brand loyalty.

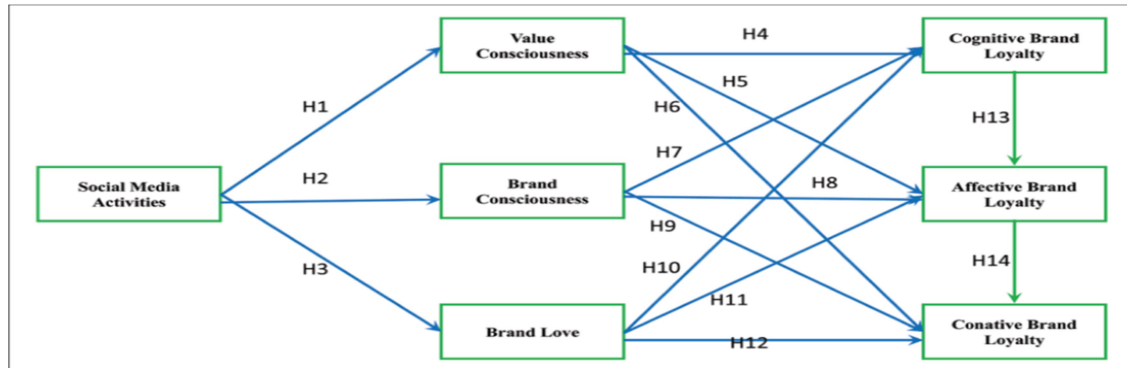


Figure 1: Conceptual Framework

Variables

Social Media Activities (SM)

Social media activities include marketing initiatives and exercises that are undertaken on social media to target consumer (Mahoney, & Tang, 2024). These are involvement in the creation of content, consumer contacts, inducements and customer relations. SM is the key active player on determining brand construction perceptions; value consciousness, brand consciousness and brand love (Wang et al., 2024). The aim is thus to create awareness, increase engagement and strengthen relationship with the intended audience.

Value Consciousness (VC)

Value consciousness means that the consumer has a primary consideration in the purchase of goods and services, that is, the degree of value for money. It focuses on the relation between price changes and quality implications (Change et al., 2024).

Influence: Interacts positively with cognitive brand loyalty in the sense that the consumer is motivated to assess the value of the brand. But it can lead to affective and conative disloyalty as the price factor often threatens the emotional bond as well as the commitment level.

Brand Consciousness (BC)

Brand consciousness concerns the extent to which the consumers have information about the high quality and prestige brands. It usually fits perfect with consumers in search of status and the exclusivity of luxury goods (Akoğlu et al., 2024).

Influence: Considerably influences informational brand commitment due to a direct relation to the first moment of interest as well as brand choice. It may have different impact on affective and conative loyalty, because prestige awareness does not necessarily guarantee cumulative affection.

Brand Love (BL)

Brand affection or the love consumers have towards a brand emanates from positive associations and experiences. Of course, it encompasses those self-actualization benefits and satisfaction (Sani, & Gbadamosi, 2025).

Influence: Notes: It is competent in all the stages of brand loyalty theory. Warm feeling enhance affective loyalty and create the tendency to repurchase, submitting to conative loyalty. Brand loyalty measures are specified as **dependent variables** and the theory of brand loyalty postulates that consumers go through different stage of brand loyalty.

Brand Loyalty (CBL)

Cognitive loyalty involves a preliminary level of consumer commitment in that it requires the consumer to judge the attributes, advantages, and value of the brand. It is grounded on decisional calculation and on brand recognition (Castaldo, 2024).

Influence: Affected by SM activities, value-related awareness, and brand-related awareness. It precludes emotional and behavioral loyalty.

Affective Brand Loyalty (ABL)

Affective loyalty may be explained as forming favorable attitude and good sentiments about a brand enjoyed through service delivery (Natrah et al., 2024).

Influence: Bought by brand love and to some extent by cognitive loyalty. Social-related variables improve consumer-concern and brand connection, making consumers more involved with the product.

Cognitive Brand Loyalty (CoBL)

Conative loyalty shows the level of behavioral loyalty where consumer frequently intent to purchase the brand and has a high level of brand commitment (Zikienė et al., 2025).

Influence: Emerges from affective loyalty and positive, stable brand related experiences. In this way it also speaks of lifestyle accumulation of loyalty based on emotional as well as rational parameters related to the brand.

LITERATURE REVIEW

In recent years, organizations have increasingly recognized social media as a critical platform for achieving business success (Vernuccio et al., 2015). However, many of these organizations face challenges in building strong brand loyalty through social media (Ismail, 2017). Social network marketing involves leveraging social media platforms to promote products or services and enhance online visibility, facilitating the exchange of ideas and knowledge within social networks (Roberts, & Candi, 2014). While digital marketing encompasses various strategies, including email campaigns and website promotions, social media marketing is considered one of the most effective approaches for achieving branding objectives (Piñeiro-Otero, & Martínez-Rolán, 2016). Furthermore, organizations utilize social media to engage users in their advertising efforts, encouraging them to participate actively and share their thoughts on these platforms (Shawky et al., 2019). Consumers interact with social media in diverse ways (Hajli, 2014). For example, some individuals use social media to search for information, engage with brand communities, or discover products at lower prices. Additionally, value-conscious consumers often turn to social media to find affordable products (Salem, & Salem, 2021). According to Salem & Salem (2021), such consumers are particularly active on social media, frequently sharing, liking, and providing feedback about brands.

Value Consciousness

Using actual examples, Lee et al. (2020) wanted to clear the air that symbolic status and prestige are not

the only reasons why consumers feel the need to own a particular product. Acquire a brand's product. At some point, consumer opting to go for a cheaper product even if it does not offer quality services. Those consumers are referred to as value-sensitive consumers as stated by Shirai (2015). From the earlier studies, it was seen that value conscious consumers are always keen in establishing the value proposition of a particular product at the consumer end compared with its value proposal price prior to the purchase decision process (Tripathi et al., 2024). Ahn and Back (2018) posited that cognitive loyalty is as a result of positive attitudes, belief and impact on the perception towards the product brand. According to a cross-sectional study done by İpek et al. (2016), nine percent of affected persons reported daily. Meanwhile, 1.9% of the affected persons complained of headaches and 8.8% of insomnia. Value-sensitive consumers have lesser interest to be loyal to a product unless the utility that is derived there from is higher than the cost. Therefore, it is assumed that value consciousness has a negative relationship with a cognitive brand identification process loyalty. The term value conscious has been applied in advertising and customer behaviour research as a predictor of AL. The research also found that the level of consumers' VC has a negative relationship with their loyalty towards a particular brand as it is always easier to change to another brand once they can find the exact product elsewhere at a cheaper price (Ferreira & Coelho, 2015). Based on the work by Delgado-Ballester et al. (2014), it is important to understand that different types of marketing communication. It means that those strategies have less effect on stimulating high value conscience consumers to repurchase that particular product brand because they are in some way affiliated with the brand. For this reason, the following hypothesis has been developed: Attitudes toward particular value(s) were predefined by cultural meeting. As previously mentioned it should come as no surprise that the aforementioned consciousness construct also has an optimistic effect on AL.

Brand Consciousness

Brand aoristic consumers on the other hand, are those consumers who have their mental model centred on choosing, specifically, new products, products of less familiar brands, and brands' products (Wolter, Brach, Cronin Jr, & Bonn, 2016). In addition, these consumers, still, they have different levels of BC and are divided according to the consumption behaviour (Yi-Cheon Yim, Sauer, Williams, Lee, & Macrury, 2014). In addition, two of these customers measure the quality of a product by the brand that it identifies with name which can have implications of the purchase decision process (Nikhashemi, Valaei & Tarofder, 2017). Hence, BK hypothesis maintains that brand-conscious customers are prejudiced by the related knowledge more than the other customers. As they have regarding a brand and its information source (Ferreira & Coelho, 2015). The more varied the amount of information available about a brand's product, the greater the pull that consumers have towards being loyal to the brand. Consequently, it was expected that BC would have a positive effect on cognitive brand loyalty. Brand consciousness construct has a positive influence on the construct of cognitive brand loyalty.

Brand Love

Wallace, Buil, and de Chernatony (2014) described BL as a consumer-brand relationship with a positive perception and feeling about the brand. According to Sasmita and Mohd Suki (2015), thus due to the highly developed consumer-brand relationship, companies work on the stability of brands and increasing brand consumers' loyalty. Huang and Chen (2022) stated that how it is that companies can manage an emotional connection between customers and their brand how the consumer becomes emotionally tied to a brand, which over time is used to build consumer loyalty to a specific brand. While the relationship between BL and brand loyalty has been discovered in literature, the relationship between BL and varying

levels of loyalty is still yet to be clearly defined. Therefore, the hypothesis is: BL positively affect cognitive brand loyalty, affective brand loyalty and conative brand loyalty.

Brand Loyalty

Customer brand loyalty has been understood in varying perspectives in different studies as customers' behavior towards buying a particular brand instead of the other brands and their promise to buy the brand (Nyadzayo & Khajehzadeh, 2016). From the research done by Oliver (1999) behavioural loyalty was defined by the frequency of repurchase of the products. However, this type of loyalty could not measure the real level of loyalty towards a specific brand because so, I have highlighted that there are actually many customers who buy such products again since they required it but in actual fact do not like such concerning goods and services as the products in supermarkets; thus, behavioural loyalty could not be clear of the level of customers' actual behavioral intentions towards the brand (Nyadzayo & Khajehzadeh, 2016). On the other hand, the interpersonal communication that is used to express the favorable attitude that customers have towards certain brands is called attitudinal loyalty. Several studies indicated that attitudinal loyalty has elements of commitment as well as an intention to repurchase the brand (Srivastava & Kaul, 2016; Yoshida et al., 2015). According to Kang, & Lee (2016), brand loyalty is an important store-level factor that could have significant impact on public awareness comprise of three phases and each of the phases requires completion of the preceding phase. The first stage is cognitive brand attitude, which is consumers' more permanent, favorable evaluations of the brand resulting from past information people have and the degree of demand that should be fulfilled (TaghiPourian & Bakhsh, 2015).

Theoretical Framework

This study was based on the theory of planned behavior and the framework of loyalty:

Theory of Planned Behavior: It provides an explanation for how social media marketing shapes consumer attitudes and behavior toward fast food and clothing brands.

Loyalty Framework: This elaborates on how loyalty grows from the cognitive to affective and then conative stages, facilitated by VC and BC. The reflective model is justified by validation of constructs at acceptable levels of reliability and discriminant validity, confirmed by Cronbach's alpha and AVE scores.

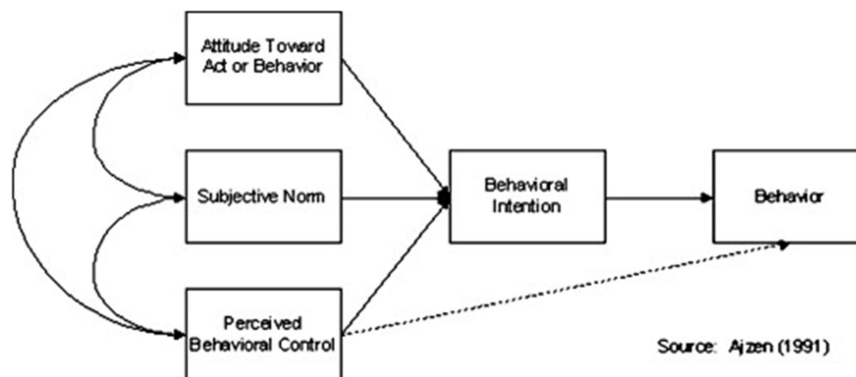


Figure 2: Theoretical Framework

METHODOLOGY

Population

As of January 2024, Pakistan had approximately 111 million internet users, representing an internet penetration rate of 45.7% of the total population. In the same period, there were about 71.7 million social media users, accounting for 29.5% of the population. Among social media platforms, Facebook was the most popular, with a market share of 94.03% as of November 2024. Instagram followed, with 17.3 million users by January 2024, where 64% of users were male and 36% were female, according to data from the Pakistan Telecommunication Authority (PTA). These statistics highlight the significant digital presence in Pakistan, with a substantial portion of the population actively engaging online.

Research Design

This research employs a quantitative research approach to test the influence of social media marketing (SM) and specific marketing variables: brand familiar (BL), brand awareness (BC), and value awareness (VC) on the stages of brand loyalty: cognitive loyalty (CgL), affective loyalty (AL), and conative loyalty (CnL). The methodology used is descriptive and explanatory in nature in an attempt to relate various constructs and test hypotheses that are the result of prior published research.

Data Collection Method

The primary data was collected by means of the structured questionnaire. The questionnaire was design by using standard parameters of validated from existing literatures to checked reliability and validity. The survey used items that assessed SM marketing, BL, BC, VC and the first, second and third order brand loyalty. The response format for each item was a 5-liked scale using Likert-type format with options strongly disagree, disagree, neutral, agree, and strongly agree.

Questionnaire Development

The questionnaire was divided into the following sections:

- Demographics: Recorded the personal properties of specific participants as gender, age, education level, and their interactions frequency with SM.
- Social Media Marketing: Items where data was collected on consumer perceptions of SM marketing activities that include engagement, content relevance and ease of use.

Marketing Constructs

- Brand Love: Factors which involve attachment of feelings with brands.
- Brand Consciousness: Products testing the level of Developed Country consumers' knowledge and preference for branded consumer goods.
- Value Consciousness: Items were oriented on the price-quality relationship.
- Stages of Brand Loyalty: The variables used to assess the consumers CgL , AL, and CnL with which to map consumers' state of loyalty.

Sampling Design

The total population of social media users in Pakistan is 71.70 million active users and out target population was 322 made from users of social media and buyers of products from the fast food and clothing brands. The approach used was quantitative approach to identify participants that possessed the following characteristics:

- The use of social media without serious negligence.
- The clothes bought recently from some fast food and clothing brands.

According to this, it measures the extent of audience interaction with brand related content on SM platforms. The survey was conducted face-to-face and through the Internet to include a sample of subjects from all the categories. A total of 322 sets of responses were gathered.

Data Analysis

The survey data were cleaned then coded and analysed using SPSS to check the proposed hypothesis. The analysis followed a two-step approach:

- Measurement Model Assessment: Determined the internal consistency reliability and validity by testing constructs' Crombach's alpha, composite reliability, and AVE.
- Structural Model Assessment: Employed path coefficients and t-statistics to examine the hypothesized relationships of SM, BL, BC, VC with the stages of brand loyalty.

Ethical Considerations

The participants were pre-informed and informed in other instances about the general research purpose, their anonymity and the right to withdraw from the research at any time. Participants signed consent before participation, and every practice was within the standard ethical research procedures.

RESULTS AND ANALYSIS

Respondents' Profile

The response for the research was collected from a total of 322 individuals of which 51.6% were males while 48.4% were females. Hence it can be said that it was approximately an equal distribution of both the genders. The largest proportion of this population was between the ages 13-22 contributing 46.6% to the entire population followed by below 13, 23-32, 33-42 and above 42 contributing 7.8%, 34.5%, 9% and 2.2% respectively to the entire population. Most of our population belonged to colleges followed by undergraduates while the postgraduates and secondary school tied for the lowest contribution. Majority of our population were students forming 60% of the total population while business person contributed 17% with the rest being teacher, student or belonged to any other profession. The two income brackets that were common for 80% of the population were below 30,000 and 30,000-60,000. The internet usage was almost equally distributed amongst 2-4 hours, 5-7 hours and 8-10 hours. This pattern was similarly observed across social media usage. It was observed that the top 3 most used applications were Instagram, WhatsApp and Facebook to follow their favorite brand.

Table 1

Respondents' Profile

Variable	Categories	Frequency	Percent
Gender	Male	166	51.6
	Female	156	48.4
	Total	322	100
Age	Below 13	25	7.8
	13-22	150	46.6
	23-32	111	34.5

	33-42	29	9
	Above 42	7	2.2
	Total	322	100
Education	Secondary School	19	5.9
	College	157	48.8
	Undergraduate	127	39.4
	Post Graduate	19	5.9
	Total	322	100
Occupation	Student	194	60.2
	Teacher	3	0.9
	Doctor	3	0.9
	Business person	57	17.7
	Other	65	20.2
	Total	322	100
Income	Below 30000	136	42.2
	30000-65000	125	38.8
	66000-95000	28	8.7
	96000-125000	33	10.2
	Total	322	100
Social Media Usage	2-4 hours	110	34.2
	5-7 hours	109	33.9
	8-10 hours	79	24.5
	Above 10 hours	24	7.5
	Total	322	100
Social Media Sites	Facebook	91	28.3
	Instagram	100	31.1
	WhatsApp	97	30.1
	LinkedIn	20	6.2
	Other	14	4.3
	Total	322	100

Descriptive Statistics

Descriptive statistical analysis was conducted using SPSS to calculate values including mean, standard deviation, kurtosis and skewness. This analysis was done to assess the normality of the data which helps see whether the data is evenly distributed on either side of the mean. The acceptable value for kurtosis and skewness is ± 2.5 . The skewness and kurtosis values of all the variables lie within the appropriate range hence it can be said that the data is evenly skewed. Moreover, standard deviation helps us see how far away the data points are from the mean. Here all of the variables have a standard deviation lower than 0.5 which means its closer to 0 and hence the datapoints are closer to the mean.

Table 2
Descriptive Statistics

Descriptive Statistics	Social Network Activities	Value Consciousness	Brand Consciousness	Brand Loyalty	Cognitive Brand Loyalty	Affective Brand Loyalty	Conative Brand Loyalty
Valid N	322	322	322	322	322	322	322
Missing	0	0	0	0	0	0	0
Mean	4.4837	4.2632	4.2205	4.1785	4.1281	3.9772	3.986
Std. Deviation	0.49837	0.5675	0.57185	0.40568	0.57675	0.49171	0.35983
Skewness	-0.904	0.094	-0.569	-0.712	-0.381	0.699	-0.021
Kurtosis	0.621	-1.381	-0.423	-0.518	-0.51	-0.872	0.372

Reliability and Validity

Reliability analysis was conducted using SPSS software in order to identify whether our variables measure the defined criteria consistently or not. In order to assess the reliability, we calculated the value of Cronbach alpha. The criteria for this value are above 0.7. It was observed that most of the variables had values rounding to 0.8 except brand loyalty and conative brand loyalty as they are way below the criteria. Construct Validity measures how well a test measures what it was designed to measure. Discriminant and convergent validity is used to test it further. Using the SPSS software, we calculated the Kaiser-Meyer-Olkin Measure KMO in order to find out the validity. The KMO rounded off to 0.7 which means that our test is on the borderline of validity because the criteria for KMO is to be greater than 0.7. According to Farnell (2010) validity is established through two sources Convergent Validity & Discriminant Validity. Convergent validity measures scale items to identify how much are they converge to accurately measure specific concept. It establishes through AVE (Average Variance Explained). The value of AVE should be greater than 0.50. Discriminant Validity measures how much the different concepts are unique or distinct with each other. It is measure through finding sq. root of AVE and places it in correlation table instead of 1 value. In the table below, it can also be observed that the AVE is above 0.5 for all the variables.

Table 3
Reliability and Validity

	Cronbach Alpha Value	Average Variance Extracted	Social Network Activities	Value Consciousness	Brand Consciousness	Brand Loyalty	Cognitive Brand Loyalty	Affective Brand Loyalty	Conative Brand Loyalty
Social Network Activities	0.76	0.71	0.843						
Value Conscio	0.752	0.81	0.562	0.9					

Brand Consciousness	0.77	0.75	0.209	0.185	0.866				
Brand Cognitive	0.454	0.61	0.76	0.384	0.435	0.781			
Brand Affective	0.76	0.62	0.489	0.635	0.222	0.558	0.787		
Brand Conative	0.726	0.54	0.16	0.258	0.385	0.258	0.354	0.735	
	0.358	0.67	0.303	0.399	0.524	0.34	0.653	0.525	0.819

Correlational Analysis

Correlational Analysis allows understanding the relationship between two variables. Correlational Analysis was conducted using SPSS software in order to identify the relationship between the variables. The criterion for correlation is, 0.2-0.9 and +/- sign depicts the direction of the relationship. Some examples from our results can be used to identify the strength between the concerned variables. For example, the strongest positive correlation exists between Brand Loyalty and Social Network Activities whereas the weakest link is between Affective Brand Loyalty and Social Network Activities.

Table 4
Correlational Analysis

Pearson's Correlation	Social Network Activities	Value Consciousness	Brand Consciousness	Brand Loyalty	Cognitive Brand Loyalty	Affective Brand Loyalty	Conative Brand Loyalty
Social Network Activities	1						
Value Consciousness	0.562	1					
Brand Consciousness	0.209	0.185	1				
Brand Loyalty	0.76	0.384	0.435	1			
Cognitive Brand Loyalty	0.489	0.635	0.222	0.558	1		
Affective Brand Loyalty	0.16	0.258	0.385	0.258	0.354	1	

Conative Brand Loyalty	0.303	0.399	0.524	0.34	0.653	0.525	1
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Multicollinearity

A test of multicollinearity was also conducted in order to identify more accurately if the variables were in a state of high correlation. In order to assess multicollinearity, we used SPSS to calculate VIF (variance inflation factor) and the tolerance. If VIF is greater than 3 indicates existence of multicollinearity whereas a VIF greater than 10 indicates significant existence of multicollinearity. A tolerance level lower than 0.25, indicates the existence of multicollinearity; whereas a tolerance below 1.0 indicates significant existence of multicollinearity. From the data its evident that Conative Brand Loyalty has the highest multicollinearity as it has a tolerance as low as 0.5 and a VIF as high as 17.

Table 5

Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
SNA3	0.205	5.274
SNA4	0.227	4.411
VC1	0.25	4.682
VC2	0.203	3.482
VC3	0.181	5.52
VC4	0.212	4.715
BC1	0.186	5.365
BC2	0.216	4.626
BC3	0.076	13.183
BC4	0.149	7.869
BL1	0.228	4.377
BL2	0.179	3.089
BL3	0.211	4.736
BL4	0.219	4.577
BL5	0.168	5.958
CBL1	0.143	6.988
CBL2	0.176	5.697
CBL3	0.072	13.981
CBL4	0.194	3.406
ABL1	0.119	3.39
ABL2	0.182	4.077
ABL3	0.207	9.46
CoBL1	0.151	6.616
CoBL2	0.056	17.985
CoBL3	0.192	5.22

CoBL4	0.245	5.769
SNA1	0.03	3.029

Dependent Variable: SNA2

Regression AnalysisTable 6
Regression Analysis

Relationship	R ²	β	t	p	Confidence Interval		Decision
					Lower Bound	Upper Bound	
SNA VC	0.316	0.562	12.149	0	0.413	0.573	Accept
SNA BC	0.44	-0.209	-3.782	0	-2.76	-0.88	Accept
SNA BL	0.006	-0.076	-1.372	0.171	-0.229	0.041	Reject
VC CBL	0.403	0.635	14.7	0	0.541	0.708	Accept
VC ABL	0.21	-0.146	-2.638	0.009	-0.294	-0.043	Accept
VC CoBL	0.36	0.339	7.795	0	0.471	0.789	Accept
BC CBL	0.002	-0.049	-0.873	0.384	-0.157	0.061	Reject
BC ABL	0.8	-0.088	-1.585	0.001	0.025	0.23	Accept
BC CoBL	0.3	-0.173	-3.147	0.002	-0.448	-0.103	Accept
BL CBL	0.25	-0.157	-2.095	0.005	-0.187	-0.034	Accept
BL ABL	0.14	-0.116	-2.095	0.037	-0.186	-0.006	Accept
BL CoBL	0.007	-0.084	-1.499	0.135	-0.218	0.029	Reject
CBL ABL	0.36	-0.77	-1.375	0	0.065	0.219	Accept
ABL CoBL	0.39	-0.52	-0.926	0	0.089	0.221	Accept

Criteria for Acceptance

R² should be closer to 1.B should be closer to ± 1 .T should be greater than ± 1.96 .

P should be lesser than 0.05.

CI should not have a 0 in between.

From the table above the regression analysis between all the variables can be done. First of all the R^2 is calculated for each of the variables to see the effect of one variable on another. The beta coefficient is then calculated to assess the strength and direction of each relationship. Moreover the t value is also calculated to figure out the significance of one variable on another. Plus the p value helps identify whether there is a relationship between the variables and is used to check the hypothesis. Lastly the confidence interval shows significance between the relationships if it does not contain zero. In the results from this table 3 hypotheses have been rejected. Majorly because of a low value of the R^2 , a p value higher than 0.05 indicating an error where the hypothesis isn't proven and lastly the confidence interval consists of a negative value.

CONCLUSION

The significance of social media in building the customer mind and loyalty is found crucial as it serves as an integral component of the Pakistan-based clothing and food companies' strategy. Social media activities have the potential to positively influence VC, BC, and BL. These findings pave the way for developing cognitive, affective, and conative loyalty among consumers. However, translating these findings to Pakistan requires an in-depth understanding of the unique market dynamics of the country. The most important factors in this regard are affordability, cultural relevance, and product quality for building long-term relationships with consumers. Moreover, the penetration of smartphones and digital platforms is increasing, which provides a great opportunity for brands to engage with younger audiences who are highly influenced by social media trends and digital content. As Pakistan's clothing and food sectors continue to grow, brands must leverage digital platforms strategically to foster deeper consumer loyalty and maintain a competitive edge. It will be strategic and fruitful to implement local strategies on cultural values, emotional associations, and value-driven marketing strategies to tackle the problems and capitalize on opportunities within the diverse and vibrant market of Pakistan. At its best, it may help brands align with what consumers want and with market realities for them to sustain a meaningful life in the landscape of Pakistan.

Limitations

The research work conducted on the SM, BL, VC, and BC relationship has been conducted keeping in view the clothing and food industry. However, these findings cannot be applied to Pakistan's context without several limitations. Firstly, the socio-cultural dynamics of Pakistan are quite different from others, especially in terms of consumer preferences, purchasing power, and digital engagement. This cultural difference impacts how consumers perceive and interact with brands on social media platforms, making it challenging to generalize the findings. Second, the study employed convenience sampling, which may not fully represent the diverse population of Pakistan, where rural and urban consumer behavior can vary drastically. Urban consumers are more likely to be exposed to international trends and may have higher digital literacy compared to rural consumers, who would rely on traditional methods of shopping and have other brand priorities. Thirdly, the reliance on self-reported data, especially through surveys, might carry biases such as social desirability and response bias that might affect the results. For example, respondents might over report their engagement with brands or loyalty to appear more socially aligned with modern trends. This may also mean that the study does not fully capture the complexity and variety of the Pakistani market, as local brands, traditional bazaars, and unorganized sectors play a critical role alongside modern retail formats. Finally, constructs such as VC, BC, and BL may require further validation in the food industry context, where factors like health consciousness, taste preferences, and

trust in food safety significantly influence consumer behavior and brand loyalty.

Recommendations

To adapt the study's insights effectively to Pakistan's clothing and food industry, several recommendations can be made. First, companies should develop social media marketing strategies that are deeply rooted in the cultural, social, and religious context of Pakistan. Facebook, Instagram, and TikTok are widely used platforms with the potential to influence purchasing decisions. However, the content needs to be localized to resonate with different consumer segments, such as language, traditions, and regional diversity. The second is that brands should meet the different needs of urban and rural people. Urban campaigns can have aspirational messaging, eco-friendly products and convenience while rural campaigns can focus on affordability, accessibility, and practicality. For instance, clothing brands can highlight culturally appropriate styles, while food brands can promote hygiene, nutritional value, and cost-effectiveness. Thirdly, building emotional connections with consumers should be a priority. This can be done through storytelling, influencer collaborations, and encouraging user-generated content that shows real-life experiences. Building trust and authenticity is key, especially in a market where consumers are cautious about product quality and value for money. Fourth, for value-conscious consumers, brands should emphasize competitive pricing, quality assurance, and added benefits, such as loyalty programs, discounts, and promotions. Fifth, due to the rapidly expanding e-commerce industry in Pakistan, omnichannel strategy integration is also a need. Brands must ensure seamless interactions across online and physical touchpoints so that the customer can engage with the brand through different interfaces. Lastly, future research should focus on studying the specific Pakistani consumer behavioral patterns by increasing sample size and diversity. Considerations like regional variation, educational levels, income groups, and family characteristics would further help understand consumer behavior. Partnering with the local research community and establishments would help make the insights more pertinent and practical to implement.

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