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Research Paper

The Impact of Visual Content Marketing on Customer Purchasing Behavior: Evidence from Pakistan's Fashion Industry.

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ABSTRACT

In the dynamic landscape of marketing, Visual Content Marketing (VCM) has emerged as a powerful tool to penetrate market noise and effectively engage target demographics. Particularly in the fashion industry, where visual appeal significantly influences consumer decisions, understanding VCM's impact on purchasing behavior is crucial. This study examines the efficacy of VCM in the fashion industry of Pakistan, focusing on its capacity to engage customers and influence their purchasing behavior. Utilizing a non-experimental quantitative methodology, this research gathered data from 300 respondents in Karachi through validated questionnaires. The analysis employed descriptive statistics, Pearson correlations, and multiple linear regression to assess the impact of various facets of VCM, including visual appeal, emotional appeal, information quality, and social influence on Customer Purchasing Behavior (CPB). Results indicate that VCM elements significantly affect CPB, with its components notably enhancing consumer engagement and decision-making processes. These findings underscore the importance of strategic VCM implementation for stakeholders within the fashion sector, offering critical insights into optimizing marketing strategies to effectively reach and influence target audiences. The study not only contributes to the theoretical understanding of VCM's impact but also suggests future research directions to expand the knowledge of VCM's application in consumer behavior, particularly within the fashion industry.

Keywords: Visual Content Marketing, Consumer Behaviour, Fashion Industry, Pakistan, Visual Content.

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1. INTRODUCTION

VCM is a dynamic power in modern marketing strategies. VCM uses images, and graphics to create valuable information to attach formats. VCM is effective and intends to create trust with customers, enhance brand visibility, and acquire more efficient customers. VCM is quickly easier to understand, it provides an efficient message being shared, enhances intentions, and acquires more viewers to click and search more content than the supplier's post. According to Krowinska et al., (2024), social media sites largely use VCM and spend approximately 270\$ in 2023. They are also expected 300\$ in 2024. According to Krowinska et al. (2024), 54% of consumers see video content from brands, and videos are the most memorable aspect of content among clients. In Pakistan fashion industry is one of the most profitable business sectors with a 10\$ market size. And 8.7% growth rate annually. This sector includes several areas such as clothing, accessories, Cosmetics, and footwear for gender, social, and religious areas (Chan et al., 2023). This sector also faces several challenges such as high production costs, low quality, Lack of innovation, and competition in national and international markets. To overcome these challenges effective marketing strategies need to enhance brand image, sales performance, and customer satisfaction. Effective marketing strategies such as CVM help this sector to advertise its products and services creatively. And achieve their objectives from the target audience via personal and emotional ways. This study is significant as it provides empirical evidence on the effectiveness of Visual Content Marketing (VCM) within the fashion industry of Pakistan, a market often underrepresented in global marketing research. By focusing on a specific industry and locale, the findings offer valuable insights into consumer behavior and the dynamics of visual marketing in an emerging market context. The significance of the study also lies in its practical implications for marketers and business stakeholders. It highlights how various elements of VCM such as visual appeal, emotional appeal, information quality, and social influence can be strategically managed to

enhance consumer engagement and purchasing behavior. This knowledge empowers marketers to tailor their strategies more effectively, potentially leading to increased consumer satisfaction and business success. Moreover, the study contributes to academic literature by integrating theories of visual perception and consumer decision-making, providing a structured analysis of how visual content influences consumer actions within the fashion sector.

Despite the growing importance of Visual Content Marketing, there is a notable gap in comprehensive studies that examine its impact across different cultural contexts and specific industries like fashion. Most existing research predominantly focuses on general marketing impacts in more commonly studied markets such as the United States or Europe. This leaves a significant void in understanding how VCM influences consumer behavior in emerging markets, particularly within South Asia. Furthermore, there is limited research that dissects the individual components of VCM and their distinct effects on the purchasing decisions of consumers in the fashion industry. This study addresses these gaps by providing a focused analysis of VCM in the Pakistani fashion market, thus adding a unique perspective to the existing body of knowledge. It also opens up avenues for future research to explore the nuances of visual marketing effects in other emerging markets and industry sectors, paving the way for more globally inclusive marketing strategies.

Notwithstanding, due to lack of empirical evidence related this areas. This paper aims to fulfil this gap. CPB is procedure of user behavior, choices, intentions and commitment related to their action into market, where they purchase a product or service. Different elements including personal, social, psychological and 4Ps influencing on CPB. The objective of this paper is to examine the influence of VCM on CPB in fashion industry of Pakistan. Research questions(RQ) and Research objectives (RO) of the study are as following:

RQ1: What is the impact of visual content on consumer purchasing behavior?

RO1: To investigate the specific elements of visual content (e.g., color, layout, imagery) that most significantly impact consumer purchasing behavior.

RQ2: How does visual appeal influence consumer purchasing decisions?

RO2: To assess the role of visual appeal in consumer engagement and purchase intent across different product categories.

RQ3: In what ways does information quality affect consumer purchasing behavior?

RO3: To analyze the relationship between the quality of information provided (accuracy, comprehensiveness) and the consumer's decision-making process.

2. LITERATURE REVIEW

2.1 Visual content marketing

VCM focuses on create and distribute visual content that is regarding to the target audience (Yaghtan et al., 2020). VCM is a way, where visuals can be used to evoke emotions, connect with audience on a personal level and create a lasting impression (Tian et al., 2020). VCM is a way, where customers are more likely to remember and share information that is presented visually (Sari et al., 2022). VCM is a way, Where visuals can help brands stand out from the competition and make a memorable impression (Wang et Al., 2021). VCM is a way, where customers see interesting visuals, they are more likely to click through to learn more (Pavel et al., 2014). VCM is a creative way, where visual content can be a great way to express brand personality and connect with audience on a deeper level (Sharma et al., 2023). VCM is a growing tend and businesses that are not using it are at risk of falling behind (Musa et al., 2019). VCM can be used to persuade clients to take action such as making a purchase or signing up for newsletter (Lou et al., 2019). VCM sharing visual content that audience enjoys which is build trust and rapport with them (Ho et al., 2020). Using visual content such as images, videos, infographics and GIFs , to inform, engage and influence on target audience is called VCM (Chen et al., 2023). According to Fox et al., (2019) 60% customers are like to think about buy a product or a service that has an efficiency in search outcomes. According to Gu et al., (2021), 91% consumers want to see more videos from brands. 96% customers see videos to learn about Products. According to Chan et al., (2023), in 2021, 50% marketers use Visuals contents 90%. VCM boost Seo and brand awarenes and increase 157% traffic and 94% more views and increase brand recall by 80%.

Table 1. Different type of VCM

TITLE	DEFINITIONS	IMPACT
Product images and videos	High-end visuals showing products features, advantages and usage in action.	Enhance product understanding, purchase intent and trust.
User-generated content (UGC)	Content create and share by customers including photos, testimonials and reviews (Sunarso et al., 2023).	Enhance authenticity, brand advocacy and social proof.
Interactive content	Visuals that allow customers to participate in polls, quizzes and 360° product tours (Khandelwal et al., 2018).	Improve engagement, user preferences and data collection.
Case studies and customer stories	Digitalized success stories featuring actual customers using product or service (Gu et al., 2021).	Enhance trust, understanding products value proposition and social proof.
Memes and humorous content	Adopting trending memes or make original humourous content related to brand (Lou et al., 2019).	Enhance brand awareness, relatability and engagement.
Data visualisation and charts	Digitally representing data and statistics to make them easily understandable (Lee et al., 2020).	Enhance information comprehension, reliability and thought leadership.
Live Illustrations and Whiteboard drawings	Engaging recorded or live sessions where peoples digitally explain the ideas or concepts (Lopes et al., 2022).	Enhance attentions, interactive learning experience and information retention.
Webinars and Presentations	Virtual presentations combined live videos, slides and interactive features to educate and engage customers (Gu et al., 2021).	Enhance reach, leadership opportunities and lead generation.
VR and AR experiences	Immersive experience using AR and VR realms showing products, brand stores or services (Gao et al., 2020).	Growing engagement, memorable experience that make different sense of branding and create emotional Connections.
Brand identity & design factors	Consistent visual factors like color palettes, logos, and imagery represent the brand (Duygen et al., 2020).	Enhance brand memorability and recognition.

2.2 Customer purchasing behavior

CPB describes the steps customers take before making an offline or online purchase of a good or service (Pavel et al., 2014). Search engine optimization, social media post interaction, and additional activities could be part of that procedure (Khandelwal et al., 2018). Businesses may better align their marketing endeavors with existing marketing campaigns that have effectively persuaded customers to make purchases by having a deeper understanding of this technique (Ho et al., 2020). The term "CPB" describes the purchasing habits of the end user, including both people and families, who purchase products and services for their own use (Gretzel et al., 2017). CPB is an investigation with the procedures that people or groups go through while choosing, paying for, using, or getting rid of goods, services, concepts, or experiences in order to satiate their requirements and wants (Lopes et al., 2022). CPB describes the measures that customers take when looking for, acquiring, utilizing, assessing, and discarding goods and services they personally believe will meet their needs (Wang et al., 2021). When customers choose and pay for goods and services with their available resources to fulfill their needs and aspirations, they are exhibiting CPB behavior (Sharma et al., 2023).

2.3 Factors of CPB

Several factors influencing on CPB such as social, personal and psychological aspects. Different researchers has been studied by academic and researchers on identify and analysis those factors influencing on CPB and as a result different factors has been created. These factors has been classified into several areas and categories in many ways by different researchers. For example, Gretzel et al., (2017), categories them into internal and external factor. On the other side, Fox et al., (2019) categories into social, psychological and personal factors. And Gao et al., (2020) categories them into personal, social, situational and cultural factors. Situational factors influencing CPB can including location, atmosphere, timing and climate conditions (Chan et al., 2023). The advantages of these factors influencing on specific retailers adopt construct atmosphere and situations in retails that motivate point of views to make buying decisions (Bukhari et al., 2020). different tools such as relax music in stores, produce refreshing smells in stores and others encourage customers to make additional purchases in the retails (Duygen et al., 2020). Personal factors including taste preferences, financial circumstances and other factors influencing on CPB to take decisions and address businessws during Market segmentations, target audience and positioning practices on their personal criteria and create more products and services that

accommodate these problems in effective manner (Barbosa et al., 2023). Social factors influencing on CPB by providing the engagement of specific purchasers with several others in different areas (Bukhari et al., 2020). Target audience of society Perceived as a opinion leaders proves effective strategies when advertising products or services due to the capacity of opinion leaders impact on behaviour of several users of community as customers (Krowinska et al., 2024). Lastly 1, Cultural factors influencing on CPB related to cross-cultural difference between customers at national and international levels (Lou et al., 2019). Culture is refers to the ideas, norms and social behaviour of several groups of society (Mayahi et al., 2022). And the trend of globalisation has create it important for Cross-cultural difference between customers to take into account When formulate and communicate marketing strategies (Musa et al., 2019). There are many ways of culture at local level and international levels, including regional social class, family or peer groups and reference groups (Nguyen et al., 2023).

2.4 Visual content marketing and customer buying behaviour

VCM and CPB are two interconnected realms that has been studied several researchers. VCM can impact on CPB by enhancing brand awareness, brand recall and recognition and create positive associations, emotions and attitudes towards the brand (Pavel et al., 2014). VCM can also impact on CPB by providing information, education and entertainment and Facilitating social interaction, Engagement and sharing (Khandelwal et al., 2018). CPB can be influenced by the typez quality and quantity of VCM and the context , platform and device where the VCM is displayed and consumer (Sari et al., 2022). CPB can be moderated by the level of involvement, perceived risk and perceived value of the product or service and by the personal, psychological, social and situational factors of the customer (Tian et al., 2020). CPB can be measured by the stages of the buyer decision process, which are need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour (Yaghtan et al., 2020). The adoption manipulate, that represents the psychological journey someone takes from the moment they learn about an innovation until it is finally adopted, can have an impact on CPB. Acceptance goes via the following phases: understanding, curiosity, assessments, examination, and acceptance.(Krowinska et al., 2024).

2.5 Hypothesis Formulated

The following hypothesis has been formulated:

H1: *Visual content has a significant impact on Consumer Purchasing Behavior.*

H2: *Visual Appeal has a significant impact on Consumer Purchasing Behavior.*

H3: *Information Quality has a significant impact on Consumer Purchasing Behavior.*

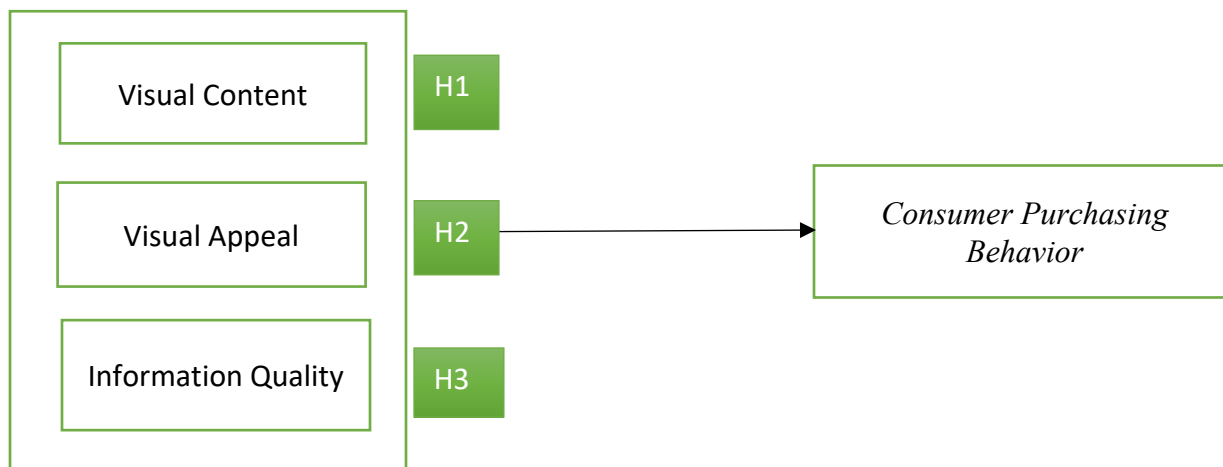


Figure 1: Conceptual Framework.

Factors of visual content: it refers to the way and form of visual content including videos, gifs, images infographics etc. Several factors of visual content should have several impacts on CPB, depending on their aim, credibility, and quality (Nguyen et al., 2023). For instance, videos should be more engaging and informative than images, but they require more materials and time to create and consume (Pavel et al., 2014).

Visual appeal: It refers to emotional and aesthetic factors of visual content including design, mood, color, and layout. It impacts CPB by capturing intention, creating interests, and evoking emotions (Mayahi et al., 2022). For instance, bright colors should attract intention and excitement while dark colors create contrast and convey seriousness (Gretzel et al., 2017).

Information quality: refers to the credibility, accuracy, and usefulness of information present in visual content including statistics, facts, and data (Barbosa et al., 2023). It impacts CPB by providing persuasion, relevance, and education (Bukhari et al., 2020). For instance, infographics

provide complex information and make it easy to understand, while data visualization provides patterns and trends (Arbabi et al., 2022).

3. METHODOLOGY

This paper adopts non-experimental quantitative approach and employs questionnaires as an instrument for data collection. The questionnaires based on 19 items measured the 3 factors of VCM (Visual Appeal (VA), Information quality (IQ), and Engagement) and 5 factors of CPB (Purchase decision, customer attitude, customer satisfaction, shopping experience, and online purchasing impression). The 5-point Likert scale is used in surveys to gauge respondents' acceptance or disapproval of every statement. The questionnaires were validated by a panel of experts before being administered to the participants. The participants of this paper were 300 respondents in Karachi, Pakistan, who were selected using convenience sampling. The data was analyzed using SPSS software. Descriptive statistics such as means and standard deviation were used to explore the level of VCM and CPB of participants. Inferential statistics such as Pearson correlations and multiple regression were used to relationship between VCM and CPB and identify the most important factor of VCM on CPB. The significant level was set at 0.04 for all tests. The findings are shown in tables.

4. RESULTS

This table shows the level of VCM of the fashion industry customers in Karachi, Pakistan based on three indicators, visual appeal, information quality, and engagement.

Table 2. Level of Visual Content Marketing

Indicators	SD	M	Descriptive Level
Visual Appeal	0.84	3.79	High
Information Quality	0.75	3.66	High
Engagement	0.89	3.78	High
Overall mean	0.74	4.73	High

Note: N= 300, M= Mean, SD= Standard Deviation

This table also shows the overall mean of VCM. The mean of visual appeal is 3.79 indicating a high level of visual appeal of VCM used by the Pakistani fashion industry. The std. deviation of visual appeal is 0.84 indicating a moderate variation in the responses. The mean of information quality is 3.66 indicates a high level of information quality of VCM in the Pakistani fashion industry. The std. deviation of information quality is 0.75 indicating a moderate variation in the responses. The mean of engagement is 3.78 indicating a higher engagement of VCM used in the Pakistani fashion industry. The std. deviation of engagement is 0.89 indicating a high variation in the responses. The overall mean of VCM is 4.73 indicating a very high level of VCM in the Pakistani fashion industry. The std. deviation of VCM is 0.74 indicating a moderate variation in the responses.

Table 3. Level of Customer's Purchasing Behaviour

Indicators	SD	M	Descriptive Level
Purchase decision (PD)	0.91	3.76	High
Online buying intention (OBI)	0.86	3.79	High
Consumer's attitude (CA)	0.85	3.76	High
Shopping experience (SE)	0.84	3.73	High
Consumer's satisfaction (CS)	0.78	3.47	High
Overall mean	0.76	3.69	High

Note: N= 300, M=Mean, SD= Standard Deviation

This table shows the level of CPB of the Pakistani fashion industry customers in Karachi Pakistan based on five indicators including purchase decision, online buying intention, consumer attitude, shopping experience, and consumer satisfaction. This table shows the overall mean of CPB. The mean of purchase decision is 3.76 indicating a high level of purchase decision of customers. The std. deviation of the purchase decision is 0.91 indicating a high variation in the responses. The mean of online buying intention is 3.79 indicating a high level of online buying intention of customers. The std. deviation of online buying intention is 0.86 indicating a high variation in the responses. The mean of consumer attitude is 3.76 indicates a high level of consumer attitude among the customers. The std. deviation of consumer attitude is 0.85 indicating a high variation in the

responses. The mean of shopping experience is 3.73 indicating a high level of shopping experience of customers. The std. deviation of shopping experience is 0.84 indicating a moderate variation in the responses. The mean of consumer satisfaction is 3.47 indicating a high level of consumer satisfaction of customers. The std. deviation of consumer satisfaction is 0.78 indicating a moderate variation in the responses. The overall mean of CPB is 3.69 indicating a high level of CPB of customers. The std. deviation of CPB is 0.76 indicating a moderate variation in the responses.

Table 4. Relationship between VCM and CPB

Indicators	PD	OBI	CA	SE	SE	Overall
Visual Appeal	*(0.00)	0.735 *(0.00)	0.739 *(0.00)	0.748 *(0.00)	0.643 *(0.00)	0.797 *(0.00)
Information quality	0.763 *(0.00)	0.697 *(0.00)	0.754 *(0.00)	0.783 *(0.00)	0.769 *(0.00)	0.842* (0.00)
Engagement	0.681*(0.00)	0.684*(0.00)	0.716*(0.00)	0.756*(0.00)	0.751*(0.00)	0.799*(0.00)
Overall	0.778*(0.00)	0.769*(0.00)	0.799*(0.00)	0.829*(0.00)	0.784*(0.00)	0.884*(0.00)

Note: * indicates statistical significance (P<0.05).

This table shows the relationship between three variables of vcmAnd five variables of CPB and the overall relationship between VCM and CPB. This correlation coefficient are calculated using the responses of 300 customers who responded the questionnaire on a five-point Likert scale. The statistical analysis reveals a significant association ($r = 0.706$) between visual appeal and buying choice. The statistical analysis reveals a substantial correlation of 0.735 between visual appeal and online buying intention. There is a high correlation involving the two factors, as indicated by the link between visual appeal and consumer attitude on page 739. The correlation coefficient of 0.748 across visual appeal and shopping experience suggests a statistically significant association between the two variables. The moderate association between both factors is indicated by the 0.643 correlation between visual appeal and customer satisfaction. The correlation coefficient of 0.797 between visual appeal and overall CPB suggests a statistically significant association involving the two variables. The correlation coefficient of 0.763 involving purchasing decisions and information quality suggests a robust association between the two variables. A moderate association between both factors is indicated by the 0.697 correlation between information quality and online buying intention. The correlation coefficient of 0.754 of information quality and consumer attitude suggests a statistically significant association connecting the two variables. A

significant correlation between the two factors is indicated by the 0.783 correlation with information quality and shopping experience. The correlation coefficient of 0.769 in information quality and consumer satisfaction suggests a positive association between the two variables. The correlation coefficient of 0.842 connecting information quality and overall CPB suggests a statistically significant association between the two variables. The moderate association between both factors is indicated by the 0.681 correlation between engagement and purchase choice. The moderate association between both factors is indicated by the 0.684 correlation between engagement and online buying intention. The correlation coefficient of 0.716 connecting consumer attitude and engagement suggests a favorable association between the two variables. The correlation coefficient of 0.786 between shopping experience and engagement suggests a strong association between the two factors. The correlation coefficient of 0.751 for consumer happiness and engagement suggests a statistically significant association between the two variables. The correlation coefficient of 0.799 between engagement and overall CPB suggests a strong association between the two variables. The 0.778 correlation coefficient connecting the whole VCM and the purchasing decision suggests a strong link between the two variables. The correlation coefficient of 0.769 connecting the total VCM with the desire to buy online suggests a strong association between the two variables. The correlation coefficient of 0.799 connecting aggregate VCM and consumer attitude suggests a positive association between the two variables. The correlation coefficient of 0.829 connecting aggregate VCM and shopping experience suggests a strong association between the two variables. There is a considerable correlation between the two variables, as seen by the link of 0.784 between aggregate VCM & consumer happiness. There is a considerable correlation between the two variables, as seen by the link of 0.884 between the aggregate VCM and general CPB. The statistical significance is evident in every factor with a p-value of 0.000.

Table 5. Regression analysis of the impact of VCM and CPB

	B	t	Sig.
Constant	0.298	1.134	0.266
Visual Appeal	0.158	1.314	0.266
Information quality	0.462	3.666	0.002*
Engagement	0.297	3.166	0.004*
R			0.888
R ²			0.790
F			59.865
p			0.000*

Note: * indicates statistical significance (P<0.05)

This table shows the findings of multiple linear regression analysis that tests the impact of VCM and CPB in the Pakistani fashion industry. The Constant term is 0.298 indicates the predicted value of CPB when all predictors variables are zero. According to the t-statistic of 1.134, there is no discernible difference between a constant part and zero. According to the p-value of 0.266, the constant value isn't statistically significant. The regression coefficient of visual appeal is 0.158 indicates that for every one-unit increase in visual appeal, CPB increases by 0.158 units holding all other variables Constant. The t-statistic is 1.314 indicating that the regression coefficient for visual appeal is not significantly different from zero. The p-value is 0.198 indicates that the regression coefficient for visual appeal is not statistically different. The regression coefficient of information quality is 0.462 indicating that every one-unit in information quality, CPB increases by 0.462 units holding all other variables Constant. The t-statistic is 3.666 indicating that regression coefficient for information quality is significantly different from zero. The P-value is 0.002 indicating that regression coefficient for information quality is statistically significant at 0.05 level. The regression coefficient for engagement is 0.297 indicating that for every one-unit increase in engagement, CPB increases by 0.297 units holding all other variables Constant. The t-statistic is 3.166 indicating that regression coefficient for engagement is significantly different from zero. The p-value is 0.004 indicates that the regression coefficient for engagement is statistically significant at 0.05 level. The r value is 0.888 indicates the relationship between observed and predicted values of CPB. R-value close to 1 indicates a significant linear relationship between observed and predicted values of CPB. The variance hypothesis in CPB that explains the expected variables is indicated by the R-squared score of 0.790. Predictor variables are believed to explain the majority of the variability in CPB, as shown by R-Squared values near 1. The

regression model's broad significance is indicated by the f value of 59.864. When a regression equation has a high f value, it fits the data more accurately than an equation without any predictor variables. The null hypothesis, according to which every regression coefficient is zero, is supported by a P -value of 0.000, which represents the likelihood of discovering a f value greater than 59.865 by random. Overall, this table shows that VCM has a significant impact on CPB in the Pakistani fashion industry and engagement and information quality are the most effected elements of VCM on CPB. This table shows that the regression model has a good fit and explains large portion of the variation in CPB.

5. DISCUSSION

The study's conclusions provide insight into the interaction between customer purchasing behavior (CPB) and visual content marketing (VCM) in the context of Pakistan's fashion sector. Questionnaires were the primary tool used in the technique, which used a non-experimental quantitative approach for gathering data. A convenience sample of 300 participants in Karachi, Pakistan, was used for the research. High amounts of VCM and CPB were found in the subjects, according to the descriptive data. Key variables impacting VCM were found to be visual appeal, information quality, and engagement; major indications of CPB were found to be purchase choices, purchase intent, customer perception, purchasing experience, and customer happiness. The correlation research showed a substantial total connection between VCM and CPB, as well as significant positive associations among VCM characteristics (visual appeal, information quality, and engagement) and CPB measures. More specifically, there was a strong relationship found between visual appeal and purchasing decisions, online buying intentions, customer happiness, shopping experiences, and total CPB. Information quality and engagement also showed strong relationships with several CPB components and the total CPB. Regression analysis also supported the effect of VCM on CPB, with engagement and information quality showing to be the most significant factors. With a strong fit, the regression model was able to account for most of the variance in CPB. It is essential to recognize the limits of this study while debating its implications since they offer opportunities for further investigation and strengthen the validity of the conclusions. First off, the results' capacity to be applied to a larger population of participants outside of Karachi, Pakistan, may be limited by the convenience sampling technique. More varied sample strategies, like stratified random sampling, may be used in further research to guarantee a

greater proportion and improve the external validity of results. Second, responding to biases like social desirability bias or recall bias may be introduced when using information collected through surveys, which might compromise the reliability and accuracy of the data. To mitigate any biases associated with self-reporting, additional approaches, such as observational studies or qualitative interviews, may be used to give greater insights into customer perceptions and behaviors. Thirdly, although the fashion sector in Pakistan was the only focus of this study, cultural and contextual factors may have a distinct effect on consumer behavior in other areas or businesses. As such, care should be used when generalizing the results to other cultural contexts or professional environments. A more comprehensive understanding of such phenomena might be achieved by examining cross-cultural variations in VCM efficacy and CPB results in future studies. Finally, it is more difficult to determine a causal association between VCM characteristics and CPB results because of this research's cross-sectional design. More understanding of the fundamental causal processes of the observed connections might be obtained by longitudinal studies or experimental designs, which would strengthen the findings drawn regarding the long-term effects of VCM on CPB. Notwithstanding these drawbacks, this research clarifies the crucial part VCM plays in influencing customer attitudes and actions within the Pakistani fashion business, adding significantly to the body of knowledge. This study offers significant insights for marketers and organizations looking to optimize their marketing strategies and achieve positive customer outcomes by identifying critical elements impacting VCM effectiveness and its impact on CPB results. Future research ought to address the limitations found in this study to further enhance our understanding of such phenomena and their consequences for marketing practice, even if it offers insightful information about the link between VCM and CPB. Through tackling these constraints, scholars may expand on the basis established by this investigation and make a valuable contribution to the continuous conversation on the efficacy of VCM and its influence on consumer conduct. All things considered, these results also point to the importance of VCM in influencing consumer buying decisions in the Pakistani fashion sector. Essential components of VCM that have a big impact on consumers' purchasing decisions, intents, experiences, attitudes, and satisfaction levels include visual appeal, information quality, and engagement. To effectively boost consumer engagement and enhance overall CPB, marketers, and businesses in the fashion sector should prioritize developing these areas of VCM.

6. CONCLUSION

In conclusion, this study offers insightful information on how Visual Content Marketing (VCM) and Customer Purchasing Behaviour (CPB) interact in the context of Pakistan's fashion business. This work clarifies important aspects impacting VCM and CPB by a rigorous non-experimental quantitative technique comprising questionnaire-based data collecting and analysis. The results highlight the importance of VCM in affecting several CPB factors, such as customer attitudes, shopping experiences, satisfaction levels, and intentions to make purchases online. VCM's essential components—visual appeal, high-quality information, and engagement—have a substantial impact on how customers perceive and behave. In particular, the data shows that visual appeal which is defined as the aesthetic appeal and attractiveness of content—has a significant influence on customers' intentions to make online purchases and purchase choices. Furthermore, the quality of information, which includes content's correctness, relevance, and completeness, is crucial in determining the attitudes, experiences, and satisfaction levels of consumers. Additionally, it becomes clear that engagement—which is measured by the degree of connection and involvement sparked by content—is a major factor in CPB, affecting how customers feel about and perceive certain brands and goods. Higher engagement levels result in better CPB outcomes, such as higher purchase intent and satisfaction, as the study shows. Significant regression analysis emphasises how important information quality and engagement are as the main factors influencing CPB in the Pakistani fashion business. These results emphasize how crucial it is to provide interesting, high-quality material to successfully grab customers' attention and encourage positive buying habits. All things considered, this study highlights how important VCM is in influencing customer attitudes and actions within the Pakistani fashion sector. Through the implementation of marketing strategies that prioritize visual appeal, information quality, and engagement, fashion firms may successfully engage customers, foster positive attitudes, and achieve desired CPB objectives. For marketers and companies looking to maximize their VCM strategies to boost customer engagement and propel commercial success in the ever-changing fashion industry, this report offers practical insights.

The study's findings may be used by marketers to enhance their visual content marketing tactics, with an emphasis on developing powerful images that appeal to their target market. Through an awareness of the variables influencing consumer purchase decisions, marketers may customize

their visual material to appeal to certain customer demands, preferences, and decision-making stages. Companies may successfully convey their brand identity, core values, and USPs to customers by using visual material, which will strengthen customer relationships and engagement. The study emphasizes how important it is to leverage a variety of visual content formats, including interactive, user-generated, and case-study information, to improve social proof, advocacy, and brand legitimacy. The results may be applied by e-commerce platforms to enhance the way that product photos and videos are designed and presented, which will increase online buyers' trust, purchase intent, and comprehension of the products. Businesses can create unique and immersive retail experiences that increase engagement and conversion rates by integrating VR and AR experiences. Through the identification of the many forms of visual content and its effects on consumer purchase behavior, the study advances our theoretical knowledge of visual content marketing. Examining the mediating and moderating elements that affect the link between visual content marketing and client buying behavior, it enhances current theories. The results provide new insights into the cognitive, affective, and social processes that influence customer behavior in the context of visual marketing methods. The study emphasizes the significance of taking into account situational, societal, and individual elements while attempting to shape the attitudes, behaviors, and perceptions of consumers. The study adds to cross-cultural marketing research by analyzing cultural characteristics that impact consumer purchase behavior and highlights the necessity of culturally responsive visual content tactics. It provides information on how companies may modify their visual content marketing strategies to appeal to a range of cultural backgrounds and tastes in international marketplaces.

These are a few possible avenues for more study founded on this research's results: To gain a better knowledge of how customers' purchasing habits and patterns for consuming visual information are changing over time, conduct longitudinal research. This will help you follow shifting trends and preferences in the fashion sector. Examine how different cultural settings' conventions, beliefs, and preferences affect how consumers react to visual stimuli when comparing visual content marketing techniques and their effects on consumer purchase behavior. Marketers may target particular audience segments with visual content strategies by doing segmentation analysis to discover unique consumer categories based on their purchasing behavior and how they respond to various forms of visual content. Provide causal insights into the influence of visual content on consumer decisions by designing experimental investigations to manipulate particular aspects of

visual content (such as visual appeal, emotional appeal, and information quality) and measure the immediate impacts on customer purchasing behavior under controlled circumstances. Examine how cutting-edge technologies like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are influencing visual content marketing tactics and how they affect consumer behavior. You should also look at new and creative methods to communicate and connect with customers. Analyze how influencer marketing, email marketing, social media, and visual content marketing tactics work together to affect consumer behavior in the marketplace at various touchpoints and across various channels. Employ neuroscientific methods to assess brain reactions to visual content stimuli and identify subconscious drivers of customer behavior, such as eye-tracking, electroencephalography (EEG), and functional magnetic resonance imaging (fMRI). To guarantee responsible and ethical marketing practices, investigate ethical issues surrounding the use of visual material in marketing, such as privacy problems, manipulation strategies, and openness in revealing sponsored content. Scholars can contribute to a deeper understanding of the complex connections between visual content marketing and customer purchasing behavior by focusing on these future research directions. This will provide useful information for both academic studies and real-world use in the fashion industry and beyond.

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