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Significance Of Facebook Advertisements In Shaping Customer Intention To Purchase And Customer Brand Loyalty

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Abstract

This research aims to understand the significance and role of social media advertising in shaping customer intention to purchase and brand loyalty. This study focuses on women's fashion apparel brands. This study is one of the few studies that will not only develop interest of researchers and academics in understanding the gist and implications of this study but will also assist practitioners in developing rational thinking and a problem-solving approach that is required to improve Facebook advertisements and their implications. This research is one of the correlational design that is conducted by collecting primary data through structured closed-ended questionnaires. The sampling type was non-probability sampling, and the sampling method was convenience sampling. The outcomes of this study reflect that there is a definite association between Facebook advertising and customer engagement. Customer Engagement is also effectively associated with customer intention to purchase and customer brand loyalty. However, the mediation is not true for every variable, as, according to the outcomes of this study, creative characteristics of Facebook advertisements are insignificant in shaping customer engagement. Similarly, customer engagement is also not found to be a potent mediator between creative characteristics and customer intention to purchase and also between creative characteristics and customer's brand loyalty. This study is based upon theoretical triangulation to relate Facebook advertisements with customer attention, intention to purchase and brand loyalty. Hence, the variable selection is reliable for assessing the impact of Facebook advertisements. Hence, the outcomes of this research are important for understanding the role of Facebook advertisements in customer intention to purchase and customer brand loyalty towards women's fashion appraisals.

Keywords: Facebook Advertisements, Social Media Advertisements, Customer Engagement, Intention to Purchase, Brand Loyalty, Social Learning Theory and Uses and Gratification Theory.

1. Introduction

The modern era is characterized by the use of technology. In fact, in recent times, technology has become an essential part of one's life, transforming life and lifestyle significantly. Internet is also included in essential form of technology that is not only a part of our lives but also shapes our lives

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and lifestyles on a regular basis. Internet is also responsible for providing a place where companies and customers may regularly advertise their offerings and can interact with each other. Consumers also use the internet frequently for multiple reasons, like buying different items, etc. However, people spend a shorter span of time on the internet, but that will increase substantially in the near future due to increases in security and safety features, etc. (Manzoor et al., 2020).

The development and growth of social media platforms is one of the major opportunities for firms, especially through low-cost marketing and the ability to endorse two-way communication. Hence, the boom of social media is also responsible for the tremendous change in marketing strategies. Especially important is to consider the role of social media platforms like YouTube, Instagram, and Facebook, etc that are not only used by companies to post their advertisements but also used by customers on a regular basis to post reviews, ratings, and to reach people related to them (Manzoor et al., 2020). Hence, in recent times, customers are intensively engaged with social media platforms. Hence, customer perception and behaviour are also shaped in accordance with the trends and marketing made through social media platforms. Hence, it is optional to indicate that social media are the new way and medium through which people, organisations, NGOs and governments, etc may socially, economically, and commercially engage with each other to share products, services, and information, etc. (Alalwan, 2018). Research also exemplifies that, in comparison to the traditional way of marketing, i.e., from one to many, the use of social media resulted in many-to-many methods of marketing that are not only innovative but also a collaborative and cooperative method of communication through which marketers and individuals may send user-generated content (Nguyen et al., 2020).

Research also indicated that social media assists firms in performing different types of marketing practices like social media advertisements, e-WoM Promotions, Branding and Customer Relationship Management, etc through using social media. However, the most important and attractive tool that catches the attention of customers, practitioners and researchers is social media advertisements. One of the most important reasons for the significant increase in the importance of social media advertising is its ability to make customers engage and interact with it more effectively, especially through using Web 2.0 (Alalwan, 2018). Similar points are also highlighted by (2024) that the popularity of social media all over the globe led us to believe that social media is one of the most influential tools to foster customers' engagement. Hence, companies are trying to uncover new methods for fostering customer loyalty and intention to purchase (Pütter, 2017).

1.1 Statement Of Problem

Initially, Ali et al., (2020) and Younus et al (2015) highlighted the need for studies that may clarify the impact of different types of social media marketing activities on customers' intention to purchase. The study also emphasises the clarification of elements that affect customers' intention to purchase due to social media marketing. Similarly, Alalwan (2018) indicated the need to conduct more and more studies to understand the impact of social media advertisements in recent times. A similar point of view has been shared by Sheikh et al (2023), who highlighted the existence of multiple forms of research gaps, especially with reference to women's fashion appraisals in Karachi (Sheikh et al., 2023). On the other hand, social media marketing also does not have a significant and direct association with purchase intention (Sajjad & Shaikh, 2023). Hence. According to Jamil et al (2022) and Siddique et al (2026), it is optimal to check the mediation role of different variables for different industries. Especially important is to study the impact of social media marketing with reference to the leading social media platforms like Facebook, etc. (Shukri & Mustaffa, 2023).

2. Literature Review

2.1 Theoretical Framework

Social Learning Theory is one of the most acceptable and widely used theories among the theories used in the studies of social media marketing. According to the theory, viewers are driven by motivation and also influenced by celebrity endorsement in the advertisements. In fact, the Social Learning Theory has been associated with different socialisation agents like celebrities, family members and peers, etc. Hence, the actual purpose of the social learning theory is to understand the impact of celebrity endorsement in social media advertisements (Lim et al., 2017). However, one of the recent applications of Uses and Gratifications Theory (UGT) proposed by Beyari and Heshem (2025) highlighted that consumer Interaction with AI enriched marketing is related to UGT. The theory was initially proposed by Katz and Foulkes (1962), according to which media is the vehicle that is used by customers to achieve goals and gratification from entertaining content, along with the formation of social relationships and learning information. Linking UGT with AI marketing components, e.g., influencer marketing and content marketing, indicated how these components of digital marketing work (Beyari & Heshem, 2025). Kumar et al (2024) also postulated that an AI-supported targeting system creates information-based and pleasure-based motivation that pushes customers towards purchase. These forms of motivation are critically important for products that may fascinate customers by resembling individual preferences. However, users also prefer those social media platforms that coincide with their desires related to social engagement and hedonic satisfaction.

2.2 Celebrity Endorsement and Customer Engagement:

Consumers are more inclined towards brands that are endorsed by well-known celebrities. According to research, celebrity endorsement will not only foster customer engagement but also create emotional bonds and push customers' purchase intention (Anggun et al., 2025). However, the trustworthiness of the celebrity has a major influence on customer engagement. Therefore, local celebrities are preferred over international celebrities (Nyamakanga et al., 2019). This relationship would become stronger through the interactive nature of social media (Gündüzyeli, 2025).

Research conducted by Jin (2018) also signifies the power of social media platforms by mentioning that 72% of viewers of viewers reflect more engagement with celebrity-endorsed advertisements on social media.

H_1A: There is a definite association between celebrity endorsement in Facebook advertisements of fashion appraisals and women customer engagement.

2.3 Creative Characteristics and Customer Engagement:

Xu et al (2023) indicated that social media advertisements have tremendous ability to foster customer engagement. The study emphasises the role of visually appealing content that addresses the needs of the target audience in shaping the required level of customer engagement with social media advertisements. However, to gain customer attention and foster a level of customer engagement, there is also a need for vividness and effective storytelling to foster the level of customer interaction. However, the interactivity of social media advertisements may not always assist companies in achieving desired goals; hence, it is optimal to indicate that there is a need to devise efficient engagement strategies by considering the context and audience expectations. (Tong & Chan, 2023)

H_2A: There is a definite association between creative characteristics in Facebook advertisements of fashion appraisals and women customer engagement.

2.4 Attention-Grabbing Details and Customer Engagement:

Weigner et al (2023) indicated that social media advertisements that are supplemented with attractive product attributes and features will create more customer engagement. Similarly, the use of pricing strategies in association with attractive brand elements may also increase click-through rates (Lee et al., 2018). However, extensive focus on engagement tactics may only result in superficial interaction, as it may attract customers without having a real need for the product (Monge Roffarello et al., 2023)

H_3A: There is a definite association between Attention Grabbing Details in Facebook advertisements of fashion appraisals and women customer engagement.

2.5 Customer Engagement and Customer Intention to Purchase:

In the era of digital marketing, there is a strong association between customer engagement and customer intention to purchase. The relationship became especially important for social media advertisements (Hussain et al., 2022). However, the effectiveness of social media advertisements is key, and without effective strategies that may include content, credibility and perceived relevance, it is not possible to foster customers' intention to purchase (Kothari et al., 2025). On the other hand, research also highlighted that fatigue and consumer skepticism may diminish the impact of customer engagement on intention to purchase (Jain et al., 2026).
Therefore, firms are always advised that they must innovate their advertising strategies in order to foster a level of customer trust (Kumar & Petersen, 2005)

H_4A: There is a definite association between Customer Engagement with Facebook advertisements of fashion appraisals and Intention to purchase of women customers.

2.6 Customer Engagement and Brand Loyalty:

Ma and Chelliah (2024) and Rehman et al., (2021), indicated that customer engagement and brand loyalty are associated with each other. However, the relationship is a bit complex and intricately linked. Similar points are indicated by Rowi et al (2024) that personalised and interactive marketing is required to foster customer trust and customer engagement that will ultimately result in brand loyalty.

H_5A: There is a definite association between Customer Engagement and Brand Loyalty of women customers with fashion appraisals.

2.7 Celebrity Endorsement, Customer Engagement and Intention to Purchase:

According to research, celebrity endorsement is not limited to the transfer of credibility. In recent times, social media advertisements enable celebrities to communicate freely with their followers through videos, live sessions and posts, etc. (Gómez, 2019). According to Aw and Labrecque (2020), social media endorsement resulted in parasocial interaction that ultimately resulted in celebrity attachment and also shaped purchase-related outcomes.

H_6A: Customer Engagement mediates the relationship between celebrity endorsement in the social media advertisement of women's fashion appraisals and customer intention to purchase.

2.8 Creative Characteristics, Customer Engagement and Intention to Purchase

Hollebeek and Macky (2019) emphasised the importance of creative characteristics on customer engagement and purchase intention, including on social media. The study also highlighted that elements like entertainment value and credibility are significantly important in shaping customer engagement and purchase intention. In fact, entertainment value is found to be the strongest predictor of customer engagement due to its ability to catch and retain customer attention (Ao et al., 2023 & Zaidi, 2024). On the other hand, studies also emphasise the importance of immersiveness and interactivity in social media content to enhance customer engagement and customer purchase intention (Sapta, 2025)

H_7A: Creative characteristics mediate the relationship between celebrity endorsement in the social media advertisement of women's fashion appraisals and customer intention to purchase.

2.9 Attention-Grabbing Details, Customer Engagement and Intention to Purchase

There is a significant association among attention-grabbing details, customer engagement and intention to purchase. Multiple studies showcase this attachment and highlight the significant impact of this relationship on customers' intention to purchase (Rainy & Mou, 2025). Studies also emphasised that effective content marketing strategies are a fruitful tool to enhance customer engagement that will ultimately result in fostering customer purchase intention (Rizkia et al., 2024).

H_8A: Attention Grabbing Details mediates the relationship between celebrity endorsement in the social media advertisement of women's fashion appraisals and customer intention to purchase.

2.10 Celebrity Endorsement, Customer Engagement and Brand Loyalty

The impact of celebrity endorsement is phenomenal in fostering customer engagement and increasing customers' brand loyalty (Tani et al., 2025). According to the literature, the impact of celebrity endorsement is dependent upon the level of credibility, consumer-celebrity congruence & integration of digital feedback mechanisms (Laing et al., 2022). On the other hand, the impact of celebrity endorsement is much higher among young adults. Research evident the significant association between celebrity endorsement and brand perception (Nikitha & Rajeshwari, 2025). Similar findings are found in the study of Onigbinde et al (2025), that there is a significant correlation between celebrity expertise and brand loyalty. Hence, it is important to select celebrities with a demonstrable level of expertise in the related field.

H_9A: Celebrity Endorsement mediates the relationship between celebrity endorsement in the social media advertisement of women's fashion appraisals and customer brand loyalty

2.11 Creative Characteristics, Customer Engagement and Brand Loyalty

Advertising creativity and credible brand ambassadors are essential in developing customer loyalty, as they create engaging marketing strategies that resonate with consumers (Nurlibna et al., 2024). Creative advertisements and engaging campaigns are vital for attracting and retaining customers (Nurlibna et al., 2024). The credibility of brand ambassadors enhances the effectiveness of marketing strategies, leading to increased loyalty (Nurlibna et al., 2024). While the focus on

customer engagement and creativity is essential for brand loyalty, some argue that traditional marketing methods still hold value in certain demographics, suggesting a balanced approach may be necessary for optimal results (Hallberg, 1995).

$H_{10}A$: Creative characteristics mediate the relationship between celebrity endorsement in social media advertisements of women's fashion appraisals and customer brand loyalty

2.12 Attention-Grabbing Details, Customer Engagement, and Brand Loyalty

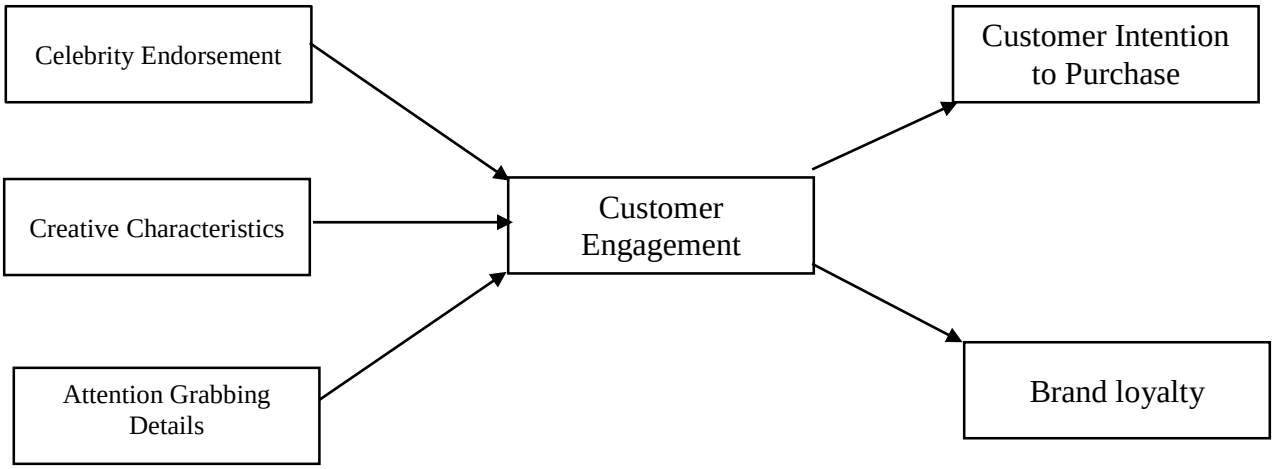
Customer Engagement is highly correlated with Customer Brand Loyalty. Research reflected that an increase in the level of customer engagement is helpful in the development of a strong emotional bond that ultimately fosters the level of customer brand loyalty (Tuti & Sulistia, 2022). Hence, in the field of social media advertising, it is optimal to quote Aljhumani et al (2023), who emphasised interactivity and formativeness as the elements that may cause higher customer engagement and foster the level of customers' brand loyalty.

$H_{11}A$: Attention Grabbing Details mediates the relationship between celebrity endorsement in the social media advertisement of women's fashion apparel and customer brand loyalty

2.13 Research Model

The study by Almohaimmeed (2019) investigated the effect of social media marketing on brand loyalty and intention to purchase with reference to the customers of small electronic appliances Shops. However, the study also indicated the antecedents of advertisements that are required to **foster the impact of advertisements. On the other hand, the study conducted by Sriram et al (2021)** reflected that the success of advertisements is actually based on their ability to create customer engagement. The study also emphasized some elements that are the prerequisites of successful social media advertisements. Hence, based on the base of the study by Sriram et al (2021), this study uses celebrity endorsement, Creative Characteristics and Attention-Grabbing Details as the predictor variables. Customer Engagement is the mediating variable, while customer intention to purchase and brand loyalty are the outcome variables.

Figure 1: Research Model



3. Research Methodology

Kothari (2004) highlighted that research methodology is the part of research that is used to reflect on elements that are used in the study along with the reasons for the selection of these elements over the others. Sekaran and Bougie (2016) indicated that it is better to divide research into two major parts, i.e., research design and sampling design. However, most of the studies on the domain of social media marketing, e.g., Beyari and Hashem (2025) and Sriram et al (2021), include the research instrument and its design also in the section of research methodology that also contains research design and sampling design. Hence, the methodological section of this study has also been divided into three major parts, i.e., research design, sampling design and research instrument design.

3.1 Research Design

This study follows the footsteps of Almohaimmeed (2019) and Sriram et al (2021); that's why it is one of the quantitative research projects. However, the research model used in this study is not only grounded in multiple theories, e.g., Social Learning Theory (Lim et al., 2017) and UGT (Beyari & Heshem, 2025), but also have a unique research model that why it is one of the correlational designs, as indicated by Sekaran and Bougie (2016), and has been completed as a cross-sectional study with a deductive approach (Saunders et al., 2007). The researchers' interference was moderate, the study setting was non-contrived, the unit of analysis was single, and the nature of the experiment was a field experiment (Sekaran & Bougie, 2016). The philosophy of research associated with the development of the framework and the conduct of the study was epistemology (Saunders et al., 2007), and the philosophical stance used to relate the philosophy with the research approach was post-positivism (Saunders et al., 2015)

3.2 Sampling Design

The sampling design of this study used the reference of Almohaimmeed (2019), Beyari and Heshem (2025) and Sriram et al (2021), who collected the data through a non-probability sampling technique and the method of sampling used was convenience sampling. However, the study of Beyari and Heshem (2025) collected responses from around nine hundred respondents in order to increase the research rigour. Hence, this study is also based on 1000 respondents comprising youth from all five zones of Karachi City. The division of youth may be observed in Table 1.

Table 1: Respondent Overview

Sr. No.	Males	Females	Total
1	435	565	1000

Table 2: Respondent Percentage

Sr. No.	Males	Females	Total
1	43.5	56.5	100%

3.3 Research Instrument Design

The research instrument used in this study is a structured, closed-ended questionnaire based upon five points Likert scale, as used by Almohaimmeed (2019), Beyari and Heshem (2025) and Sriram et al (2021). However, some of the research instrument used in this study is not the replica of any other study but the instruments used in this study have been adapted from multiple studies, e.g., Beyari and Heshem (2025) and Sriram et al (2021)

4. Statistical Testing & Analysis

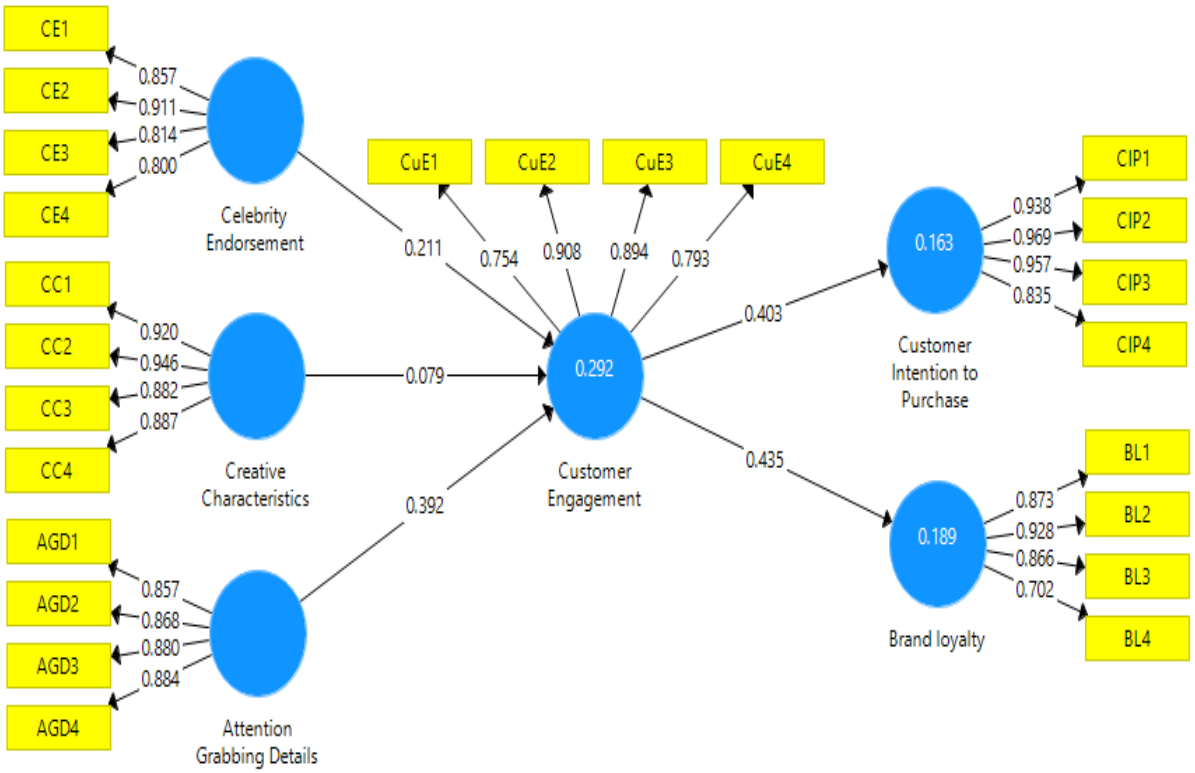
According to research, the use of Structural Equation Modelling (SEM) is immensely beneficial for understanding causal and temporal relationships. However, the use of SEM will become substantiate through applying the tool through SMART-PLS. (Gulzar et al., 2013). SMART-PLS is perceived as one of the most modern software tools that are specialised for sophisticated statistical analysis. The working of SMART-PLS is associated with the use of two models termed the outer model (structural model) and the inner model (measurement model). The purpose of the outer model is to assess the relationship of a latent variable with its observed elements, while the inner model is used to assess the relationship between latent variables of interest (Wong, 2013). In light of these points, it is optimal to indicate that SMART-PLS is one of the software packages used to highlight optimal links in the research model (Vijaybanu & Arunkumar, 2018).

Table 3: **Construct Reliability & Convergent Validity**

Variable	Outer Loading	Cronbach's Alpha	Goldstein rho	Composite Reliability	AVE
Attention Grabbing Details	0.857 0.868 0,800 0.884	0.896	0.904	0.927	0.761
Brand Loyalty	0.873 0.928 0.866 0.702	0.872	0.937	0.909	0.717
Celebrity Endorsement	0.857 0.911 0.814 0.800	0.871	0.918	0.910	0.716
Creative Characteristics	0.920 0.946 0.882 0.887	0.803	0.808	0.950	0.727
Customer Engagement	0.754 0.908 0.894 0.793	0.859	0.881	0.905	0.705
Customer Intention to Purchase	0.938 0.969 0.957 0.835	0.845	0.879	0.860	0.758

The origin of Table 4 is grounded in the indicators given by Ab Hamid et al (2017) for assessing internal consistency, reliability and convergent validity. However, to rationalize internal consistency, reliability and convergent validity, it is required to assess outer loading, construct reliability and convergent validity. Outer loading is used to assess the validity of observed indicators used in the process of research, and their values range from 0 to 1 (Afthanorhan, 2013).

Figure 2: Confirmatory Factor Analysis & Outer Loading



However, it is optimal to delete elements that have outer loadings lower than 0.70. Deleting indicators with lower outer loadings will also substantiate the convergent validity. Moreover, Table 4 also contains measures, i.e., Cronbach's alpha and Goldstein rho, to assess internal consistency that must yield values of 0.70 or above (Ab Hamid et al., 2017). Convergent validity is also a part of Table 3, and its presence may be assured through the presence of outer loading, composite reliability and AVE (Adeleke et al., 2015). However, researchers may use AVE alone to reflect the presence of convergent validity if the values are greater than or equal to 0.5 (Ab Hamid et al., 2017). Thus, it is appropriate to indicate that Table 4 successfully fulfils all the required criteria, i.e., internal consistency, construct reliability and convergent validity.

Table 4: **Discriminant Validity (Heterotrait-Monotrait Ratio)**

	Attention Grabbing Details	Brand loyalty	Celebrity Endorsement	Creative Characteristics	Customer Engagement	Customer Intention to Purchase
Attention Grabbing Details						
Brand loyalty	**0.237**					
Celebrity Endorsement	**0.282**	**0.628**				
Creative Characteristics	**0.308**	**0.426**	**0.732**			
Customer Engagement	**0.527**	**0.460**	**0.405**	**0.355**		
Customer Intention to Purchase	**0.382**	**0.507**	**0.426**	**0.682**	**0.430**	

Table 4 is also considered one of the most important in understanding the model fit. The table is used to elaborate on discriminant validity that is one of the most important parts of SEM-based analysis (Hair et al., 2019). Iqbal et al (2019) highlighted that the Heterotrait-Monotrait Ratio (HTMT) is the best tool to assess discriminant validity, and its purpose is to check the distinctiveness of variables with respect to concept, theory and numeric identity (Malik et al., 2021). Hence, there is a definite range of values that are mandatory to indicate the presence of discriminant validity. Hence, to ensure the presence of discriminant validity, it is legitimate to have at most the value of 0.85 at the junction of two variables (Hair et al., 2019). However, according to Table 5, there is no junction that has a value of 0.75 or above. Hence, the table is effectively reflecting the presence of discriminant validity through the Heterotrait-Monotrait ratio. Table 4 is used to highlight quality criteria in the research that is also termed predictive accuracy. In the assessment made through SMART-PLS, the purpose of using this tool is to signify the fitness of structural and measurement models (Purwanto et al., 2020). According to the literature, predictive accuracy is based on the percentage that is triggered in the dependent variable through 1% change in the independent variable. However, if the 1% change in the independent variable does not bring a significant change, i.e., at least 25% in the dependent variable, then it does not assure predictive accuracy. However, it is better that 1% change brings more than 25% that is the lowest acceptable change, and may contribute (50%), i.e., a moderate change of 75% or above that is a substantial change in the dependent variable (Wong, 2013).

4.1 R Square

Table 5: Coefficient of Determination (Quality Criteria)

	R Square	R Square Adjusted
Brand loyalty	0.489	0.471
Customer Engagement	0.492	0.488
Customer Intention to Purchase	0.653	0.647

Table 5 is termed the coefficient of determination or predictive accuracy, and the purpose of the tool is to indicate the fitness of structural and measurement models (Purwanto et al., 2020). According to the analysts, predictive accuracy is determined by assessing the impact of a 1% change in the independent variable on the dependent variable. Hence, it is also required to set the limit of the impact, and according to the literature, 25% is the least change that is acceptable for the presence of predictive accuracy. However, for substantial change, the value must be 75% or above (Wong, 2013). Therefore, in light of the above mentioned criteria, the values of all the outcome variables are near or above the moderate effect (i.e., 0.50). Thus, it is reasonable to believe that the model in this study is fit and predicts the outcome variables in a significant manner.

Figure 3: Path Coefficient

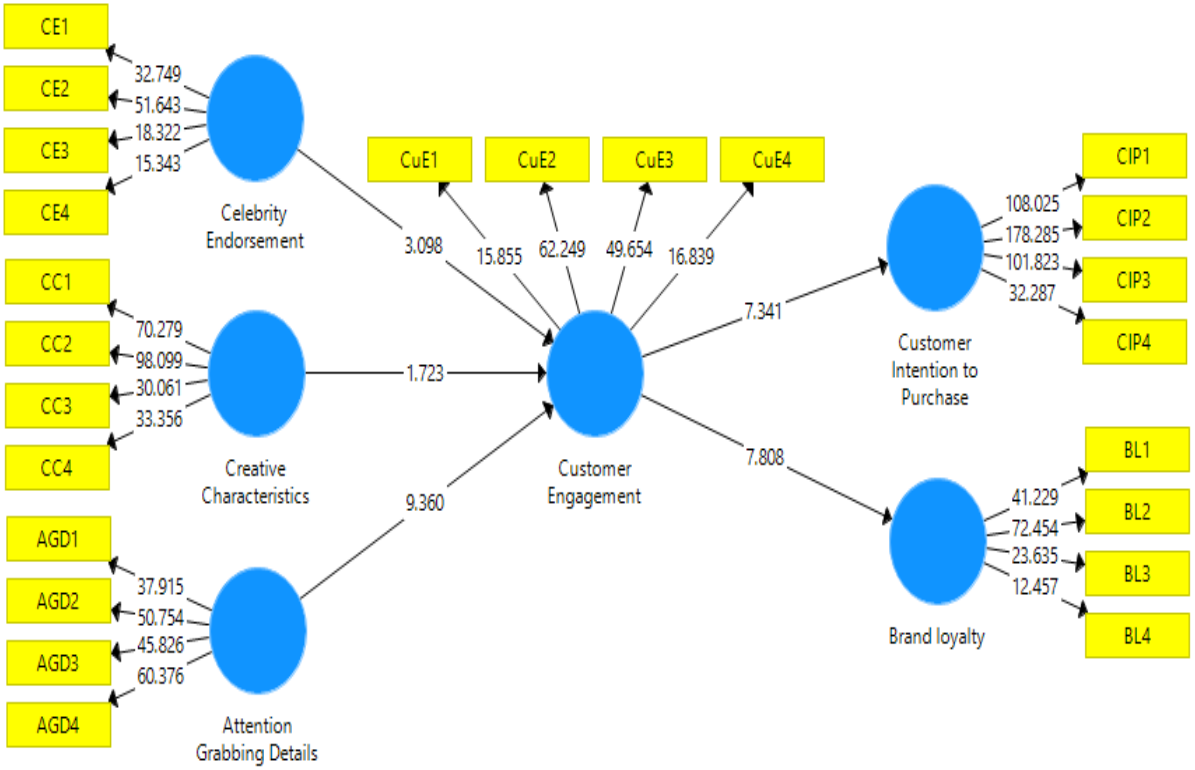


Table 6 belongs to the inferential statistical portion of PLS-SEM. In addition to Table 6, Table 5 and Table 7 are also related to inferential statistics. The purpose of these tables is to help readers understand the outcomes & impact of latent variables (Hair et al., 2017). The criteria for the assessment of the impact of latent variables on each other are based on the t-statistic value and p-value. According to the literature, both of the criteria must be consistent with the indications of Hair et al (2017), i.e., t-statistic values must be greater than or equal to 1.97, and the p-value must be less than or equal to 0.05. In case of failure to fulfil any one of these criteria, the relationship becomes invalid (Silaparasetti et al., 2017).

Therefore, considering the values and outcomes in Table 6, it is appropriate to reflect that researchers reject H_1O, H_3O, H_4O & H_5O but fail to reject H_2O.

Table 6: Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attention Grabbing Details -> Customer Engagement	0.392	0.397	0.042	9.360	**0.000**
Celebrity Endorsement -> Customer Engagement	0.211	0.221	0.068	3.098	**0.002**
Creative Characteristics -> Customer Engagement	0.079	0.079	0.046	1.723	**0.086**
Customer Engagement -> Brand loyalty	0.435	0.443	0.056	7.808	**0.000**
Customer Engagement -> Customer Intention to Purchase	0.403	0.407	0.055	7.341	**0.000**

Table 7 is an extension of path coefficients and is used to understand the mediation effect, as indicated by Hair et al (2017). Hence, the criteria used for evaluation are also the same as those used in the assessment of path coefficients. Hence, considering the points mentioned by Hair et al (2017) and Silaparasetti et al (2017), it is optimal to accept H_7O and $H_{10}O$, but researchers failed to accept H_7O, H_9O, and $H_{11}O$.

Table 7: Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attention Grabbing Details -> Customer Engagement -> Brand loyalty	0.171	0.176	0.029	5.875	**0.000**
Celebrity Endorsement -> Customer Engagement -> Brand loyalty	0.092	0.099	0.038	2.412	**0.016**
Creative Characteristics -> Customer Engagement -> Brand loyalty	0.035	0.035	0.021	1.645	**0.101**
Attention Grabbing Details -> Customer Engagement -> Customer Intention to Purchase	0.158	0.161	0.027	5.761	**0.000**
Celebrity Endorsement -> Customer Engagement -> Customer Intention to Purchase	0.085	0.090	0.033	2.604	**0.009**
Creative Characteristics -> Customer Engagement -> Customer Intention to Purchase	0.032	0.032	0.020	1.566	**0.118**

5. Conclusion & Future Need Of Research

5.1 Conclusion & Policy Implications:

After detailed analysis, researchers are able to conclude that Facebook advertisements are an efficient tool to foster customer engagement for women's fashion apparel. However, it is important to highlight that not all the characteristics related to Facebook advertisements are efficient to create customer engagement, purchase intention and customer loyalty. Hence, marketers are required to focus more on celebrity endorsement and attention-grabbing details to increase viewer engagement, purchase intention and brand loyalty. Especially with reference to women's fashion brand marketing on Facebook may require more focus on celebrity endorsement and attention-grabbing details.

5.2 Discussion:

This study is based upon the gaps highlighted by Alalwan (2018) to conduct more studies to understand the impact of social media advertisements in recent times. Moreover, this study is specifically focused on Sheikh et al (2023) to understand the impact of Facebook advertisements on women's fashion brands. Hence, in line with Jamil et al (2023), this study is conducted to understand the role of mediation analysis of customer engagement on purchase intention, as indicated by Sajjad and Shaikh (2023). Therefore, this study draws on Social Learning Theory, which highlights that viewers' motivation is also influenced by celebrity endorsement in advertisements. The theory is also used to highlight the impact of celebrity endorsement in social media advertisements on customers (Lim et al., 2017). On the other hand, this study also uses the UGT proposed by Beyari and Heshem (2025) highlighted that consumer Interaction with AI enriched marketing is related to UGT. According to theory, media is the vehicle that is used by customers to achieve goals and gratification from entertaining content, along with the formation of social relationships and learning information. Hence, linking the concept of Social Learning Theory and UGT with Almohaimmeed (2019) and Sriram et al (2021), a comprehensive research model has been prepared that has three independent variables, i.e., Celebrity Endorsement, Creative Characteristics and Attention-Grabbing Details. Customer Moreover in order to give more colors to the study Customer Engagement has been used as the mediating variables & Customer Intention to Purchase and Brand Loyalty are the outcome variables. Findings of the variables indicated that there is a definite linkage between celebrity endorsement and customer engagement for the Facebook advertisements of women's fashion brands. Hence, the outcomes of the study are in line with Gündüzyeli (2025), Jin (2018) and Nyamakanga et al. (2019). Similarly, the study also indicated a significant impact of attention-grabbing details on customer engagement of women's fashion brands. Hence, it is appropriate to highlight that the findings of this study are also in line with Weigner et al (2023), who reflected upon the importance of product attributes and features in creating more customer engagement. Similarly, the findings of the study are also in line with Lee et al (2018), who reflected upon the importance of pricing strategies. However, the findings of this study indicate no association between the creative characteristics of Facebook advertisements and customer engagement. Hence, it is appropriate to indicate that the findings of this study are not in line with Xu et al (2023), who emphasized the importance of visually appealing content to foster the level of customer engagement.

Hence, it is appropriate to declare that the findings of this study are in line with the indications of Tong and Chan (2023), who pinpointed that the interactivity of social media advertisements may not always assist companies in achieving desired goals. However, the major claim of this study is associated with mediation analysis; therefore, it is appropriate to indicate that the findings reflected significant mediation of customer engagement in the relationship between celebrity endorsement

and intention to purchase. Hence, one of the major claims of the study also comes true that is aligned with the points mentioned by Gómez (2019) and Labrecque (2020) that means social media endorsement resulted in parasocial interaction that ultimately resulted in celebrity attachment and also shaped purchase-related outcomes. Similarly, the mediation of customer engagement is also true for the relation between attention-grabbing details and intention to purchase. Hence, the findings of this study are found to be in line with Rainy and Mou (2025) and Rizkia et al (2024). However, in one of the case, the mediation of customer engagement was not found to be true for the Facebook advertisements of women's fashion brands. This association is between creative characteristics and intention to purchase. Thus, the findings of this study are unaligned with Hollebeek and Macky (2019), who emphasised the importance of creative characteristics for formulating a higher level of purchase intention. Similarly, the findings are also unaligned with Ao et al (2023) and Zaidi (2024), who believe that entertainment value is one of the prime predictors of customer engagement. After discussing the mediation of customer engagement in the relationship between customers' intention to purchase, it is now time to check the mediation of customer engagement in the relationship between all the predictor variables and brand loyalty. First, we will discuss the mediation of customer engagement in the relationship between Celebrity Endorsement and Brand Loyalty, and studies have reflected that customer engagement acts as a significant mediator between celebrity endorsement and brand loyalty. Similar points are posited by Laing et al. (2022); Nikitha and Rajeshwari (2025); and Onigbinde et al (2025).

However, the points posited by Nikitha and Rajeshwari (2025) are very important, as the study emphasised the mediation and its value for the youth and the data for this study has also been collected from young females that makes this study imperative. Second is the discussion on the mediation of customer engagement for the relationship between attention-grabbing details and Brand Loyalty that affirms that customer engagement also acts as an important mediator in the relationship between attention-grabbing details. Hence, these points are also in line with Aljhumani et al (2023) and Tuti and Sulistia (2022), who emphasised the importance of interactivity for increasing customer engagement and also to foster brand loyalty. Last but not least, it is also necessary to discuss the mediation of customer engagement for the association between Creative Characteristics and Brand Loyalty. The findings of this study are not positive for this association and hence not aligned with Nurlibna et al. (2024). Hence, it is optimal to relate the findings of this study with Hallberg (1995), who believes that traditional marketing methods still hold value in certain demographics, suggesting a balanced approach may be necessary for optimal results

5.3 Area for Future Research:

Future studies are not only required to test these characteristics of Facebook advertisements on other forms of apparel but also try to explore other characteristics in order to understand the holistic phenomenon of Facebook advertisements. Therefore, it is better to include some moderating effects or test the relationship with control variables like gender, Age Group, etc.

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