

## INFLUENCE MEETS EFFICIENCY: EXAMINING THE ROLE OF SOCIAL MEDIA INFLUENCERS AND INTEGRATED LOGISTICS IN SHAPING CONSUMER PURCHASE DECISIONS IN THE FASHION INDUSTRY

Najeeb Ullah<sup>1</sup>, Mashal Tariq<sup>2</sup>, Maria Hina<sup>3</sup>

<sup>1</sup>Scholar at department of Business Administration, National University of Modern Languages Islamabad

<sup>2</sup>Lecturer at National University of Modern Languages Islamabad

<sup>3</sup>Head of department & Lecturer at National University of Modern Languages Islamabad

<sup>2</sup>mishakhan918@yahoo.com, <sup>3</sup>mariahina.tariq@gmail.com

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Corresponding Author: \*

### Abstract

The rapid growth of social media platforms has transformed marketing practices in the fashion industry, increasing the strategic importance of social media influencers and efficient logistics systems in shaping consumer behavior. This study examines the impact of Social Media Influencers (SMI) and Integrated Logistics (IL) on Consumer Purchase Decisions (CPD). A quantitative research design was employed, and data were collected through a structured questionnaire from 400 university students in Quetta using convenience sampling. Reliability analysis confirmed strong internal consistency for all constructs. Correlation analysis revealed significant positive relationships among social media influencers, integrated logistics, and consumer purchase decisions. Multiple regression analysis further indicated that both social media influencers and integrated logistics significantly predict consumer purchase decisions, with integrated logistics emerging as the stronger predictor. The findings suggest that while influencer marketing effectively generates consumer interest and purchase intention, efficient logistics play a critical role in converting intention into actual purchasing behavior. The study contributes to existing literature by highlighting the complementary role of marketing influence and operational efficiency in consumer decision-making. Practically, the results emphasize the need for fashion brands to align influencer marketing strategies with robust logistics systems to enhance customer satisfaction and competitive advantage.

### INTRODUCTION

The intensive development of digital technologies and the popularity of social media platforms have greatly changed the marketing practice and consumer behavior in the modern world. Instagram, Facebook, Tik Tok, YouTube, and Snapchat are all examples of formerly mere communication media now influencing digital markets and becoming the most effective platforms where consumers can access and exchange information,

opinions, and even purchasing choices (Appel et al., 2020; Khan and Zaman, 2021). This change has been most vivid in the fashion sector where visual appeal, sensitivity to trends and social approval are important towards influencing consumer tastes and purchasing behavior. Due to this, the focus of brands is shifting towards digital marketing strategies with increased

emphasis on social interaction and peer influence as opposed to traditional advertisements being used only. Social media influencers (SMIs) are considered one of the most successful tendencies in the field of digital marketing. It is defined as social media influencers; influencers are those people who have developed large and engaged audiences in the social media by continuously creating content in certain areas like fashion, beauty, lifestyle, or technology (Freberg et al., 2011; Jin et al., 2019). Influencers are opinion leaders through product reviews, endorsements, tutorials, and lifestyle content that influence the attitudes, perceptions, and buying intentions of consumers. In comparison to conventional celebrities, SMIs may be seen as more relatable, authentic and approachable, thus their credibility and persuasiveness increase (Al-Emadi and Yahia, 2020; Nugroho et al., 2022). This perceived authenticity enables influencers to have significant impact on consumer decision making processes especially online.

The fashion business is among the industries that have been impacted the most by influencer marketing. The consumption in the fashion industry is always social and symbolic since customers use clothes and other accessories to show identity, position and belonging (Hudders et al., 2021). Social media influencers are actively involved in influencing the fashion by displaying products, styling outfits, and telling brand stories to their subscribers. According to previous research, influencers often serve as inspiration and guides to consumers in their shopping process, particularly when shopping online (Tanrikulu, 2021). The same influencer-created content does not only help increase the brand awareness, but it also helps in lowering the perceived risk as it offers the experiential information, and social proof (Lou and Yuan, 2019). In its turn, influencer marketing has become the key to the digital strategies of fashion brands. In addition to the increased role of social media influencers, the concept of integrated logistics (IL) has become one of the key elements of consumer satisfaction and purchase decision-making in the fashion industry. Van integrated logistics can be defined as the process of coordinating and integrating logistics operations like transportation, warehousing, inventory management, order processing, and customer service into a single system, which is oriented to add value to customers in an efficient and

reliable way (Winkelhaus & Grosse, 2020; He et al., 2022). As e-commerce and social commerce keep growing, consumers have grown more demanding in terms of timely delivery, correct order fulfillment, safe packaging, and lenient returns policy. In the fashion industry, where a product quality, state, and timeliness are critical, logistic performance has a direct impact on post-purchase judgement and repeat purchase intentions by consumers (Hubner et al., 2023; Ramanathan and Velayudhan, 2015).

Efficient logistics systems are especially significant in helping to enhance the efficacy of influencer marketing. The influencers create the excitement and expectations on the promoted fashion products, and the expectation fueling largely depends on the logistics ability of the brand. The lack of prompt delivery, the broken product, or the inefficient management of the returns might destroy the trust of the consumer that has a negative impact on the brand as well as on the credibility of the influencer (Pakurar et al., 2020). On the other hand, consistency and speed in delivery builds trust in the consumer and maximizes satisfaction, which improves the occurrence of repeat purchases and positive word-of-mouth. This practical interdependence notwithstanding, the interdependence between social media influencers and integrated logistics has been little explored in available scholarly studies.

The majority of the previous research has compared social media influencers and logistics performance as two independent predictors of consumer behavior. The literature on influencer marketing has mostly concentrated on variables like credibility of the source, attractiveness, trust, expertise, and electronic word of mouth (eWOM) in creating purchase intentions (Cheung et al., 2022; Tanwar et al., 2022). In the same manner, the literature on logistics and supply chain has focused on the effectiveness of operations, cost savings, and customer satisfaction without directly connecting the performance of logistics to influencer-based marketing (Doan, 2020; Mishra et al., 2021). This discontinuous view does not consider the fact that modern digital marketplaces are defined by both the marketing communication and the execution of logistics as interpreters of the consumer experience.

This combined effect is particularly necessary to be looked into in emerging economies like Pakistan. The penetration of the internet, smartphone, and social

media in Pakistan has been growing rapidly within the last decade. There is also a significant increase in social media influencers in the nation, especially in the fashion, beauty, and lifestyle industries (Asfar et al., 2022; BrandSpectrum, 2024). The concept of influencer marketing is gaining popularity among fashion brands that want to attract young and digitally active consumers as a promotional tool. Meanwhile, the development of logistics facilities and the rise of e-commerce platforms have increased the availability of online shopping in the urban centres, including cities like Quetta (Azhar et al., 2022; Jamal, 2020). In spite of these advances, there is limited empirical research conducted on the synergized effect of SMIs and integrated logistics on consumer-purchase decision in Pakistani fashion industry.

Theoretical basis On the theoretical side, the study will be based on the Social Learning Theory, Social Influence Theory, and theoretical frameworks of behavioral decision-making like the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). According to the Social Learning Theory, people acquire behaviors through observation and imitation of believable role models, which is the reason why influencers can influence consumer attitudes and consumer buying behavior (Bandura, 1963). The social influence theory also emphasizes the relevance of informational and normative pressures on influencing the individual decisions in the social networks (Venkatesh et al., 2012). TRA and TPB focus on the influence of attitudes, subjective norms, and perceived behavior control on purchase intentions (Ajzen, 1991 and Fishbein & Ajzen, 1980). In this context, social media influencers become the drivers of social influence, and effective logistics increases the perception of behavioral control through the elimination of uncertainty and perceived risk in online shopping (Cho et al., 2019; Kaliisa et al., 2022).

In line with this, the research paper will be based on analyzing how social media influencers and integrated logistics affect consumer purchases decisions in the fashion industry in Pakistan. The simultaneous analysis of these factors makes this research fill a considerable gap in the literature and offer a more comprehensive view of consumer decision-making in influencer-based digital markets. It is believed that the results of the study will have both theoretical and practical impact as it will

bring together marketing and logistics communication and logistics viewpoints, and will provide practical implications to fashion brands, marketers and logistics service providers in an effort to increase consumer trust, satisfaction, and purchase intention in the rising economies.

### **Literature Review**

#### **Consumer Behavior and Social Media.**

With the advent of social media, consumers have transformed their information search, alternative evaluation, and purchase decision-making. Social media is interactive, peer-to-peer, and real-time feedback, which enhances consumer engagement in the decision-making process (Appel et al., 2020). In contrast to ordinary media, social media enables consumers to engage in content creation and sharing, which increases the levels of trust and perceived authenticity of exchanged information (Khan and Zaman, 2021). This interactive nature of social media has ensured that social media has become an important factor in the determination of consumer attitudes, brand perceptions, and purchasing behavior especially within online and fashion related settings. Past studies emphasize that the content of social media is becoming a key information source about a product as it is seen as credible and accessible to users (Wu et al., 2022). The information asymmetry and perceived risk are mitigated through user-created content, reviews, and recommendations, particularly in situations where consumers do not have any previous experience of using a product. As a result, the social media has emerged as an influential medium that affects cognition, affective, and behavioral reactions of consumers during the process of purchasing a product.

#### **Consumer Purchase Decision and Social Media Influencers**

Social media influencers (SMIs) are people who have the capacity to shape the opinions and behaviors of other people using their expertise, credibility, and social presence on the online platforms (Freberg et al., 2011). Usually, influencers serve in a certain niche, e.g., fashion or beauty, so the influencers are able to build strong acquaintances with the followers. These associations augment the level of parasocial interaction, as it allows the followers to see the influencers as reliable and identifiable sources of information (Jin et al., 2019).

A significant part of the influencer marketing effectiveness can be attributed to the source credibility theory that places the focus on the trustworthiness, expertise, and the attractiveness as the major factors of influence in persuasive communication (Al-Emadi and Yahia, 2020). The empirical research shows that influencer credibility has a positive impact on consumer attitude towards endorsed products and a high level of purchase intention (Lou and Yuan, 2019; Cheung et al., 2022). Honest reviews, clear disclosures, and regular content of the influencers mean a higher chance of them creating a consumer trust and brand loyalty. The use of influencer marketing is especially powerful in a fashion industry because fashion products are symbolic and experiential. Hudders et al. (2021) state that fashion influencers are trendsetters and shape the aesthetic preference of the consumers and the way of shaping their identity. The content created by the influencers provides a visual example and styling concepts, which serve to assess the appropriateness of a product and prevent doubts. Tanrikulu (2021) goes on to add that influencers are opinion leaders whose suggestions have a direct influence on the purchasing decisions of consumers in online fashion markets.

The studies also indicate that the endorsements by influencers are capable of shifting the consumers in accordance with the principles of social learning. The Social Learning Theory ensures that consumers are able to view the actions of influencers and repeat the actions of a person seen to be successful and credible (Bandura, 1963). The process of observational learning enhances the consumer attitude and intentions towards buying endorsed merchandise. Therefore, many studies prove a strong positive correlation between influencers on social media and consumer purchases (Nugroho et al., 2022; Tanwar et al., 2022).

#### **Combined Logistics and Consumer Purchase Decisions.**

Integrated logistics (IL) is the coordination and integration of logistics activities including transportation, warehousing, inventory management, order processing and customer service, which provide efficient product delivery and customer satisfaction (Winkelhaus & Grosse, 2020). Within the framework of e-commerce and Internet-based retailing, the performance of the logistics has turned into a decisive factor of consumer appraisals and behavioral intention.

The demand of fast delivery, correct filling of orders, real-time tracking, and flexible policies on returning goods is growing among consumers, especially when buying fashion items online (Pop et al., 2022).

In the previous studies, the service quality provided by the logistics service has a substantial impact on customer satisfaction, trust, and repurchase intention (Pakurár et al., 2020). Lateness, spoiled goods or even bad communications on the delivery side of the product may have an adverse effect to the perception of the consumers in regards to the brand despite the product being satisfactory. Ramanathan and Velayudhan (2015) underscore the fact that logistics efficiency is an element of strategic omni-channel retailing because it improves the overall customer experience.

Logistics performance is particularly severe in the fashion industry because the trends and seasonal demand can be quite time-sensitive. According to Huebner et al. (2023), customer satisfaction and loyalty to the fashion retail system are preserved only through the timely delivery and proper management of returns. The integrated logistics systems decrease the operational complexity and improve the service consistency, which have a positive impact on the post-purchase assessment of consumers and their choice of buying a product in the future (He et al., 2022).

#### **Integrated Logistics, as well as combined Role of Social Media Influencers.**

Despite the fact that social media influencers and integrated logistics have been widely researched as individual variables, there is a scarcity of literature that considers how the two impact consumer buying behavior. Practically, the sphere of influencer marketing and logistics performance interrelates closely. Influencers generate expectations on quality, availability, and delivery of the product, whereas the logistics systems decide whether expectations are met or not (Koay et al., 2023). In the case of logistics performance that is consistent with influencer-promotional claims, consumer trust is strengthened, but logistical failures may put both brand reputation and influencer credibility at risk. Efficient logistics will increase perceived behavioral control which is an important element of the Theory of Planned Behavior, as far as consumer decision-making is concerned (Ajzen, 1991). Whenever consumers believe that the process of buying and delivering the products is convenient and

reliable, they will more readily act upon the recommendations provided by the influencers. According to Cho et al. (2019), logistics reliability minimizes perceived risk and enhances the purchase intention, especially when applied in online shopping.

### **Research Gap.**

The growing popularity of influencers and the rapid development of the social media sphere in Pakistan has changed the landscape of fashion retailing. The use of influencers as a source of fashion inspiration and information about products is increasingly popular among Pakistani consumers, whereas the advancement of the logistics system has opened online shopping opportunities (Asfar et al., 2022; Azhar et al., 2022). However, the empirical research on the combined effect of social media influencers and integrated logistics on consumer decisions to make purchases in the Pakistani fashion market is still limited. The majority of the available research in Pakistan is based on either social media marketing or logistics performance separately with no consideration of the overall effect that the two have on consumer behavior. This gap constrains the comprehension of consumer decision-making process in the emerging markets based on digital marketing communication and operational execution. To fill this gap, the current paper will combine the perspectives of influencer marketing and logistics to offer a more detailed explanation of the consumer purchase behavior in the Pakistani fashion industry.

### **Methodology**

This research took a quantitative research methodology to investigate the effect of social media influencers and integrated logistics on consumer buying behaviors of the fashion industry in Pakistan. The cross-sectional survey design was utilized because it provides the opportunity to investigate the relationships between variables at a specific moment and this design is very popular in the context of consumer behavior and digital marketing research. The quantitative design design allowed objectively measuring consumer perceptions and could test the proposed relationships between social media influencers, integrated logistics, and consumer purchase decisions statistically. The study targeted consumers who are the active users on social media platforms and those who have experience in purchasing fashion products online. The research concentrated on those respondents who live in

Pakistan, especially those who live in urban centers whereby the social media has more users and those who engage in e-commerce. A convenience sampling method that was not probability-based was used because of convenience and time factors. The potential subjects or respondents were included in the sample because of their active use of social media and their previous experience of online fashion shopping. The valid and usable questionnaires formed the final sample size, which was deemed sufficient to perform regression analysis and the same was used in other studies in the field. The structured and self-administered questionnaire was used to collect data by modifying measurement items of the already validated questionnaire to achieve content validity. The questionnaire was divided into two parts, the first part was used to collect demographic data including gender, age, level of education, and the frequency of internet shopping and the second part was used to measure the core constructs of the research study. The social media influencers were evaluated by the means of items concerning credibility, trustworthiness, expertise, and the effectiveness of the influencer on consumer purchasing behavior. The scale of integrated logistics was determined by items that captured the perception of speed of delivery, accuracy of orders, quality of packaging, and the process of returns and exchanging. The consumer purchase decision was quantified using the items based on the intention to purchase, repeat purchase and total satisfaction with the decision. The measurement of all the items was done on the five-point Likert scale, between strongly disagree and strongly agree.

The data collection was organized with the help of online survey delivery, through social media and messaging applications, which was implemented and effective to reach the target respondents. This was the right method in consideration of the digital orientation of the study population and allowed a wider geographic coverage. All the respondents were informed of the purpose of the study and assured that their answers would be confidential and anonymous before the study. The involvement was voluntary and informed consent was given by all the respondents. To obtain reliability of the measurement tool, the alpha coefficients of Cronbach were determined regarding every construct. The achievement of the results showed that there are

fair levels of internal consistency with all values greater than the acceptable value of 0.70. Content validity was used by depending on the existing scales, review of experts whereas construct validity was determined by analyzing the correlation of the study variables, to ensure that they were related but conceptually different. Statistical package of social science (SPSS) was used in analyzing the collected data. The demographic characteristics of the respondents were summarized using descriptive statistics. The relationship between the variables was tested with the help of inferential statistical tests such as correlation and multiple regressions tests to examine the hypothesized relationship between the variables. Regression was used in order to analyze the personal and combined impact

of social media influencers and integrated logistics on consumers purchasing decisions. The evaluation of statistical significance was done at 95 percent confidence level where p-values below.05 were considered significant. Ethics were highly followed during the research procedure. Privacy and confidentiality of respondents were ensured and no personal identifiable information was gathered. The information was applicable only in an academic context, and the respondents were informed that he or she could discontinue the study any time. Such ethical protection guaranteed the adherence to the usual ethics of research and increased the validity of the research results.

**Results**

**Table: Demographic Characteristics**

Variable	Category	Frequency	Percentage
Gender	Male	200	50.0%
	Female	200	50.0%
Age	18–24 years	82	20.5%
	25–34 years	312	78.0%
	35–44 years	6	1.5%
Education	Bachelor’s Degree	132	33.0%
	Master’s Degree	240	60.0%
	Doctoral Degree	28	7.0%

The demographic analysis reveals a well-balanced and academically mature sample, strengthening the credibility of the study findings. Gender distribution shows perfect parity, with male and female respondents each constituting 50% of the sample. This balanced representation minimizes gender bias and ensures that consumer purchase decisions influenced by social media influencers and integrated logistics are assessed from both male and female perspectives equally. Age distribution indicates that the majority of respondents (78%) fall within the 25–34 years category, followed by 20.5% aged 18–24 years. This reflects a predominantly young adult population, which is particularly relevant as younger consumers are more actively engaged with

social media platforms and influencer-driven content. The limited representation of respondents above 35 years suggests that findings are most applicable to digitally active consumer segments. Regarding education, the sample is highly educated, with 60% holding a Master’s degree and 33% possessing a Bachelor’s degree. This high educational attainment implies that respondents are likely to make informed purchase decisions and critically evaluate influencer content and logistics performance. Overall, the demographic profile confirms the suitability of the sample for examining social media influencer marketing and integrated logistics in the fashion industry context.

**Table 2 Reliability Analysis**

Variable	Cronbach's Alpha	Number of Items
Social Media Influencers (SMI)	0.795	5
Integrated Logistics (IL)	0.920	5
Consumer Purchase Decision (CPD)	0.916	5

Reliability analysis was conducted using Cronbach's alpha to assess the internal consistency of the measurement scales used in the study. The results indicate strong reliability across all constructs. Social Media Influencers (SMI) achieved a Cronbach's alpha value of 0.795, which exceeds the recommended threshold of 0.70, confirming acceptable internal consistency. This suggests that the items measuring influencer impact consistently reflect the underlying construct. Integrated Logistics (IL) reported an exceptionally high alpha value of 0.920, indicating excellent reliability. This reflects strong coherence among the items measuring logistics integration, delivery efficiency, and supply chain performance.

Similarly, Consumer Purchase Decision (CPD) achieved a Cronbach's alpha of 0.916, signifying a highly reliable scale capable of capturing consumer decision-making behavior accurately. High reliability values imply that the questionnaire items were well-designed, clearly understood by respondents, and measured the intended constructs consistently. Consequently, the reliability results strengthen the validity of subsequent correlation and regression analyses. Overall, the findings confirm that the research instrument is statistically sound and suitable for drawing meaningful inferences regarding the impact of social media influencers and integrated logistics on consumer purchase decisions.

**Table 3: Correlation Analysis**

Variables	SMI	IL	CPD
SMI	1		
IL	.865**	1	
CPD	.823**	.890**	1

**p < 0.01**

The correlation analysis reveals strong, positive, and statistically significant relationships among Social Media Influencers (SMI), Integrated Logistics (IL), and Consumer Purchase Decision (CPD). The correlation between SMI and CPD ( $r = 0.823, p < 0.01$ ) indicates that increased engagement with social media influencers is associated with higher consumer purchase intention and decision-making in the fashion industry. Similarly, Integrated Logistics demonstrates a very strong positive correlation with CPD ( $r = 0.890, p < 0.01$ ), highlighting the critical role of efficient logistics, timely delivery, and supply chain integration in shaping consumer buying behavior. The strong association

between SMI and IL ( $r = 0.865, p < 0.01$ ) further suggests that influencer marketing effectiveness is enhanced when supported by efficient logistics systems. These results confirm that the three constructs are interrelated and mutually reinforcing. The high correlation coefficients indicate that consumers exposed to influencer marketing are more likely to make purchase decisions when logistics performance meets expectations. Overall, the findings provide strong empirical support for the proposed relationships and justify proceeding to regression analysis to assess causal influence.

**Table 4: Regression Analysis Model Summary**

R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F	Sig.
0.896	0.803	0.802	809.104	<.001

**Coefficients**

Variable	B	Beta	t	Sig.
SMI	0.227	0.212	4.771	<.001
IL	0.699	0.706	15.880	<.001

Multiple regression analysis was conducted to examine the impact of Social Media Influencers and Integrated Logistics on Consumer Purchase Decisions. The model demonstrates excellent explanatory power, with an R<sup>2</sup> value of 0.803, indicating that approximately 80.3% of the variance in consumer purchase decisions is jointly explained by SMI and IL. The high F-value (809.104) and significant p-value (<0.001) confirm that the regression model is statistically significant. The coefficients reveal that both predictors have a significant positive impact on CPD. Integrated Logistics emerged as the strongest predictor ( $\beta = 0.706$ ), indicating that improvements in logistics efficiency, delivery speed, and supply chain integration substantially influence consumers' purchase decisions. Social Media Influencers also significantly contribute to CPD ( $\beta = 0.212$ ), demonstrating that influencer credibility and content exposure positively affect consumer behavior. The results suggest that while influencer marketing attracts consumer interest, efficient logistics play a decisive role in converting interest into actual purchase decisions. Overall, the regression findings strongly support the study hypotheses and highlight the combined strategic importance of influencer marketing and logistics integration in the fashion industry.

**Discussion**

The results of this paper affirm the fact that Social Media Influencers (SMI) and Integrated Logistics (IL) have an important and supplementary role in influencing Consumer Purchase Decisions (CPD) in the fashion sector. The close positive relationships between the study variables suggest that the influencer marketing and the logistics efficiency have a close relationship in relation to the consumer behavior. Social media influencers are good at creating awareness, shaping attitudes, and purchase intentions, integrated

logistics systems help to guarantee the availability of products, their delivery in time, and reliability of the services, which are very important to transform intention into the actual purchase. The regression analysis further indicates that integrated logistics is the more influential factor but on the same context the influence of both variables is significant in predicting consumer purchases though the strength of influence of the integrated logistics is higher, which is the significance of operational efficiency and promotional strategies. These results are in agreement with the consumer behavior and marketing theories that focus on the overall impact of social persuasion and performance outcomes on decision-making. All in all, the paper has shown that the demand through influencers has to be accompanied by the logistics infrastructure to enable sustainable competitive advantage in the fashion industry.

**Practical Implications**

As a manager, I would use the study to benefit fashion brands, marketers, and supply chain managers. Organizations need to be integrated in terms of aligning influencer marketing campaigns with logistical capabilities. Although investing in social media influencers may result in greater brand awareness and customer interactions, inefficiency in delivering goods could have a detrimental impact on customer satisfaction and brand loyalty. Fashion companies should consequently enhance their logistics model by increasing speed of delivery, inventory control, and coordination of the supply chain to satisfy consumer demands generated by the use of influencers. Also, marketers must work hand in hand with logistics teams to make promotions activities supported by operational readiness. Companies will be able to improve customer experiences, repeat purchases, and long-lasting brand

loyalty by aligning marketing communication with the level of logistics performance.

### Theoretical Implications

This research will add to the current literature through the empirical confirmation of the combined effect of social media influencers and combined logistics on consumer purchases decisions in the fashion industry. It goes beyond the use of other theories like the Theory of Reasoned Action and the Social Learning Theory as it proves that consumer behavior is not only affected by social persuasion and observational learning, but also by other post-purchase fulfillment issues. The results emphasize the need to incorporate marketing and operations point of view in consumer behavior studies. Placing integrated logistics as one of the most important predictors and influencer marketing among others, the study contributes to the theoretical knowledge of the interaction of attitudinal and functional variables to influence the purchasing decision in digital commerce conditions.

### Limitations and Future Directions.

Although it has contributed in this way, there are some limitations to the study. To begin with, the samples of university students in Quetta were utilized, which might not be representative of other locations and population groups. Second, it used a cross-sectional study design, which limits the extent of eliciting the behavioral changes of consumers over time. The future study could take longitudinal designs, which could be used to investigate the changing relationships between the influencers and the consumers. Also, other moderating variables or mediating variables that may be considered in future research include trust, brand loyalty, perceived value, or cultural. It would be of more use to broaden the research to other industries or geographic settings so that the results could be more robust and applicable.

### Conclusion

To sum up, this research offers empirical research that has demonstrated that Social Media Influencers and an Integrated Logistics is essential when making Consumer Purchase Decisions in the fashion business. Although influencer marketing is an important factor in consumer attitude formations and purchasing intentions, integrated logistics makes sure the intentions are effectively implemented in the form of service delivery. The high explanatory power of the model highlights the fact that a collective effort is

needed and it should be a combination of marketing influence and operational excellence. The article has valuable theoretical and practical implications, as sustainable success in the fashion industry relies on the ability to match digital marketing implementation with a powerful logistics network.

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