ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

REPUTATIONAL THREATS IN PAKISTAN FASHION: NWOM, CRISIS, SOCIAL MEDIA; MEDIATING SATISFACTION, MODERATING TRUST

[1]Komal Liaqat, [*2]Inam Ullah Khan, [3]Aiman Nadeem, [4]Muqaddas Asif, Numan Shehzad[5]

[1,3,4] Department of Business Administration, University of Sialkot, Sialkot, Pakistan

*[*2]Assistant Professor, Department of Business Administration, University of Sialkot, Sialkot, Pakistan*

[*2]malikinamullahkhan@gmail.com

[5]MS, Business Administration, University of Sialkot, Pakistan

Abstract

The fashion industry of Pakistan is under rising reputational pressures that are magnified by digital platforms, but the processes by which reputational pressures are converted into a purchase behavior are under-researched. This research will look at the effect of Negative Word of Mouth (NWOM), Crisis Management (CM) and Social Media Engagement (SME) on Customer Purchase Intentions (CPI) both directly and indirectly through Customer Satisfaction (CS), with Consumer Trust (CT) as a moderating factor. A survey of 350 interviewees and Partial Least Squares Structural Equation Modeling (PLS-SEM) indicate that CS completely mediates all three predictor-outcome relationships, and CT significantly moderates the CS-CPI relationship. The model attributes 63.6% of the variance in CPI, which highlights the centrality of satisfaction and trust in forming purchase resilience in the changing fashion environment in Pakistan.

Keywords: Negative Word of Mouth, Crisis Management, Social Media Engagement, Customer Satisfaction, Consumer Trust, Purchase Intentions.

Introduction

The fast expansion of social media platforms has fundamentally changed the way fashion consumers create, exchange and act on brand-related perceptions. In emerging markets, such as in Pakistan, where digital penetration has grown exponentially along with an expanding fashion retail market, reputational threats are spread more virulently than can be counteracted by traditional brand-building efforts. The approach of Negative Word of Mouth (NWOM) and poor crisis management (CM) and the strategic leverage of Social Media Engagement (SME) or its neglect contributes to consumer attitudes and Customer Purchase Intentions (CPI). Although the Pakistani fashion industry is a comparatively understudied field, the psychological processes involved in how reputational cues can affect purchase behavior are unexplored (F. A. Siddiqui et al., 2024).

Customer Satisfaction (CS) enjoys a theoretically crucial position in this game. The available literature always depicts CS as an intervening process between the external environment signals and behavioral consequences. Nevertheless, the theorization of the boundary conditions under which the satisfaction will translate into purchase intention i.e., the moderating role of Consumer Trust (CT) is insufficiently theorized within the context of crisis-prone, social mediation-based retail environment. The relationship between the notions of trust and satisfaction is especially relevant to the fashion industry in Pakistan, where the credibility of the brands is often disputed via viral social media discourse and where the ability to recover reputations is often contingent on the willingness of the consumers to continue dealing with the brand in question once the crisis has occurred (Sarmad et al., 2020).

Scope of the Study

The study is constrained to the Pakistani consumers of fashion brands who are active social media users. The scope will involve the analysis of reputational antecedents i.e., NWOM, CM and SME as predictors of CPI with CS as a mediator and CT as a moderator using primary survey data collected on 350 respondents.

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

Research Objectives

- To evaluate the direct impacts of NWOM, CM and SME on Customer Purchase Intentions in Pakistan fashion industry.
- To evaluate the roles of Customer Satisfaction in mediating the relationships existed between NWOM, CM, and SME and Customer Purchase Intentions.
- To examine the relationship between Customer Satisfaction and Customer Purchase Intentions, through the moderation of Consumer Trust.
- To offer empirical data that can support a mediated-moderation model that can be used in the fashion market which is prone to crisis, and which is driven by social media.

Research Questions

- Do NWOM, CM and SME significantly predict Customer Purchase Intentions in Pakistani fashion industry?
- Do Customer Satisfaction mediate the relationships that exist between these antecedents and Customer Purchase Intentions?
- Does Customer Satisfaction have a relationship with Customer Purchase Intentions that is moderated by Consumer Trust?
- How well does the suggested mediated-moderation framework explain?

Literature Review

The nexus of reputational risk, digital communication and consumer behavior has become an important field of study in modern marketing literature. NWOM, which can be defined as negative information that is shared among consumers and is generated by the consumer about a brand and shared either via interpersonal or digital channels, has been demonstrated to result in brand erosion and purchase motivation suppression (Gao et al., 2024). Spreading in a digitally saturated environment, such as Instagram, Tik Tok, and Facebook, which are all prevalent in the fashion consumption industry of Pakistan, NWOM spreads at an unprecedented rate, making its management both strategically imperative and analytically intricate. At the same time, CM is a systematized reaction of an organization to reputational risks, such as open communication, immediate mitigation, and reassurance of stakeholders (Shafaat & Tariq, 2024). Effective crisis communication will be able to mitigate the adverse effect of reputational threats, which partially will be able to restore consumer confidence and behavioral intentions. SME, in its turn, is the richness and quality of consumer engagement with brand-created content on the social media platforms (Tahir et al., 2024).

Customer Satisfaction is an important psychological interface between stimuli of information, be it positive or negative, and outputs of behavior. In the fashion context, satisfaction is conditioned not only by the product quality but also by the perceived congruence between brand communication, response to the crisis, and consumer expectations (Shi, 2024). Their satisfaction is maintained or increased when consumers perceive crisis management to be competent and the engagement with social media to be authentic. The moderating variable of Consumer Trust further increases or decreases this pathway: more trustful consumers are more forgiving of brand transgressions, and more responsive to recovery cues, whereas less trustful consumers may not respond to recovery cues (Istanbulluoglu & Sakman, 2024). Theoretical underpinnings of this framework are based on the Stimulus-Organism-Response (S-O-R) model that conceptualizes external informational stimuli (NWOM, CM, SME) as stimulating internal cognitive and affective states (CS) which in turn drive behavioral responses (CPI), mediated by dispositional consumer characteristics (CT).

The Pakistani fashion industry (in particular), due to the dual-audience nature of the situation, has a complicated problem of mediating reputational management, as urban, digitally literate users who are highly sensitive to indicators of social media, and the rest of the consumer groups, the trust of which is mediated by the cultural norms of the brand loyalty and the word

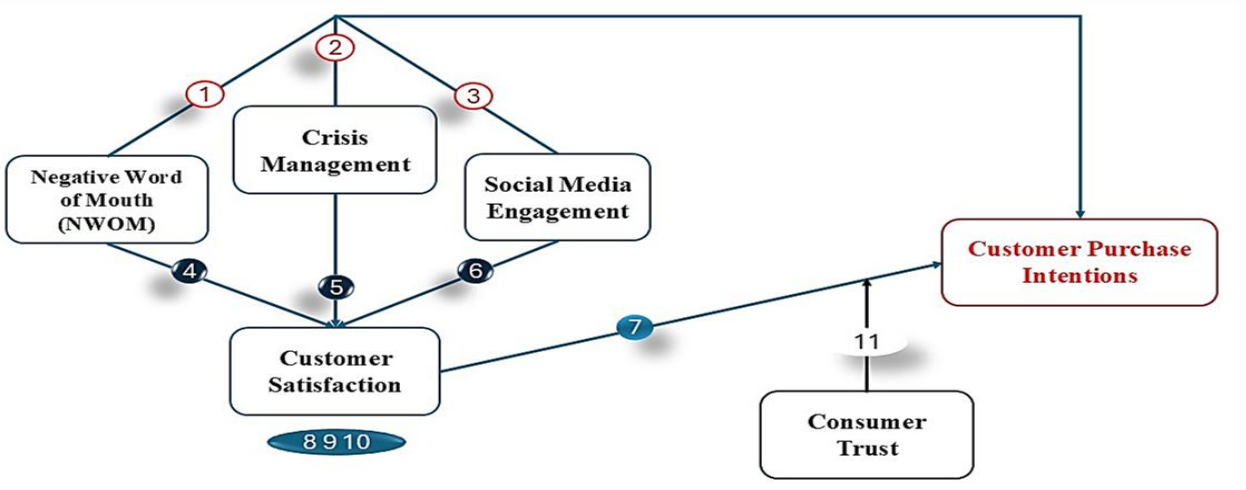
ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

of mouth within the community (Niazi et al., 2025). The existing literature on similar emerging market settings affirms the existence of both mediated and moderated relationships that work in unique ways as compared to developed markets and thus require context-specific empirical research (I. A. Siddiqui, 2024).

Hypotheses Development

- H1: There is a significant negative Customer Purchase Intentions, as a result of Negative Word of Mouth.
- H2: The positive impact of Crisis Management on Customer Purchase Intentions is significant.
- H3: There is a significant positive impact on Customer Purchase Intentions by Social Media Engagement.
- H4: The Negative Word of Mouth influences Customer Satisfaction.
- H5: Crisis Management positively and significantly influences Customer Satisfaction.
- H6: The Social Media Engagement strongly positively influences Customer Satisfaction.
- H7: Customer Satisfaction is significantly and positively related to Customer Purchase Intentions.
- H8: Customer Satisfaction: Customer Purchase Intentions depend on Negative Word of Mouth through Customer Satisfaction.
- H9: Customer Satisfaction is a mediating factor between Crisis Management and Customer Purchase Intentions.
- H10: Customer Satisfaction will mediate the relationship between Social Media Engagement and Customer Purchase Intentions.
- H11: Consumer Trust moderates the influence of Customer Satisfaction on Customer Purchase Intentions such that the relationship is stronger when there is higher trust.

Figure.1 Conceptual Framework



Methodology

The proposed mediated-moderation framework was evaluated with the help of the quantitative, cross-sectional survey design in this study. The target group was Pakistani consumers who purchased other fashion brands and actively used the social media platform such as Instagram, Facebook, and Tik Tok. Purposive sampling strategy was used, which resulted in the final usable sample of N = 350 respondents, which is consistent with the guidelines of PLS-SEM to use the complex structural model (Hair et al., 2021). Measures of all constructs were done on five-point Likert scales (1 = Strongly Disagree to 5 = Strongly

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

Agree). The reflective indicators were used to measure each construct using a total of five reflective indicators.

The data were analyzed with SmartPLS 4.0 through the use of the Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable when it comes to predictive, complex models that have non-normal data distributions (Hair et al., 2021). The sequence of analysis followed measurement model assessment such as reliability (Cronbach's Alpha, AVE) and discriminant validity (HTMT), and model fit (SRMR) followed by structural model analysis which included path coefficients, R2, f 2, mediation (bootstrapping with 5,000 subsamples) and moderation analysis using an interaction term (CS x CT). Informed consent was obtained and all participated were informed of their rights and were given the information to sign a consent form before collecting the data.

Data Analysis and Results

Descriptive Statistics

Table 1. Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Dev.	Variance	Kurtosis
NWOM	350	1.00	5.00	3.391	0.853	0.727	−0.447
CM	350	1.00	5.00	3.414	0.887	0.787	−0.596
SME	350	1.00	5.00	3.453	0.812	0.659	−0.651
CS	350	1.00	5.00	3.387	0.877	0.770	−0.488
CPI	350	1.60	5.00	3.334	0.741	0.549	−0.090
CT	350	1.00	5.00	3.287	0.908	0.825	−0.535

All constructs show the average-high means of 3.287 (CT) to 3.453 (SME), which points to the fact that, on average, respondents report moderate-high levels of engagement, satisfaction, and purchase intention. The value of negative kurtosis in all the variables confirms the presence of platykurtic and near-normal distributions, indicating the limited distributional anomalies. The standard deviation in CPI (0.549) is lower than that of other constructs, which means that the purchase intention responses are more homogeneous (Shehzadi et al., 2026).

Correlation Analysis

Table 2. Pearson Correlation Matrix

	NWOM	CM	SME	CS	CPI	CT
NWOM	1					
CM	−0.003	1				
SME	0.000	0.117*	1			
CS	0.471**	0.526**	0.444**	1		
CPI	0.409**	0.444**	0.370**	0.645**	1	
CT	0.330**	0.371**	0.243**	0.545**	0.440**	1

Note. ** $p < 0.01$; * $p < 0.05$ (two-tailed).

CS proves to be the most central mediating construct with the most significant bivariate correlation with CPI ($r = 0.645$, $p < 0.001$). There are significant correlations between NWOM ($r = 0.471$), CM ($r = 0.526$) and SME ($r = 0.444$), and these correlations provide the initial evidence of mediation pathways. The almost zero correlation between NWOM and CM ($r = -0.003$) and between NWOM and SME ($r = 0.000$) confirm construct independence and address the issues of multicollinearity on predictors (Sarwar et al., 2025).

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

Construct Reliability

Table 3. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	AVE
NWOM	0.799	0.553
CM	0.799	0.554
SME	0.799	0.554
CS	0.799	0.555
CPI	0.799	0.555
CT	0.799	0.553

All constructs exhibit acceptable internal consistency values of Cronbach Alpha of 0.799 across constructs, which are within the range of 0.70, or higher, that is recommended in behavioral research (Hair et al., 2022). The ranges of the AVE values are 0.553 to 0.555, which are above the minimum requirement of 0.50, and as such, validates convergent validity. These findings confirm that every construct has over half of its indicator variance, and that this provides a sufficient basis of measurement to conduct structural analysis (Naeem et al., 2026).

HTMT Test (Discriminant Validity)

Table 4. Heterotrait-Monotrait Ratio (HTMT) with 95% Confidence Intervals

Construct Pair	HTMT	2.5% CI	97.5% CI
CPI ↔ CM	0.555	0.462	0.644
CS ↔ CM	0.658	0.572	0.740
CS ↔ CPI	0.807	0.727	0.883
CT ↔ CM	0.492	0.381	0.599
CT ↔ CPI	0.607	0.512	0.699
CT ↔ CS	0.740	0.656	0.815
NWOM ↔ CM	0.112	0.106	0.202
NWOM ↔ CPI	0.513	0.400	0.617
NWOM ↔ CS	0.589	0.489	0.683
NWOM ↔ CT	0.442	0.331	0.543
SME ↔ CM	0.161	0.107	0.275
SME ↔ CPI	0.463	0.354	0.566
SME ↔ CS	0.556	0.447	0.655
SME ↔ CT	0.334	0.222	0.449
SME ↔ NWOM	0.086	0.089	0.186

The 95% confidence intervals do not contain 1.0, which indicates sufficient discriminant validity of all construct pairs. The maximum value of HTMT between CS and CPI (0.807) is the highest value, and the value is within the acceptable limits considering the

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

conceptual proximity of satisfaction and purchase intention within the literature (Mahmood et al., 2026).

R^2 and Adjusted R^2

Table 5. Coefficient of Determination

Construct	R^2	Adjusted R^2
CS	0.650	0.647
CPI	0.636	0.633

The structural model displays a lot of explanatory power. NWOM, CM, and SME as predictors explain 65.0% of the variance in CS (Adjusted R2 = 0.647) and the entire model including CS and CT explains 63.6% of the variance in CPI (Adjusted R2 = 0.633). R2 values more than 0.26 are considered substantial and confirm the predictive relevance (strong) of the model in explaining purchase intention dynamics in fashion sector of Pakistan (Khalid et al., 2026).

Direct Effects

Table 6. Direct Path Coefficients (Structural Model)

Hypothesis	Path	B	S.D.	T-Statistic	p-Value	Decision
H1	NWOM → CPI	0.285	0.029	9.823	0.000	Supported
H2	CM → CPI	0.287	0.027	10.513	0.000	Supported
H3	SME → CPI	0.232	0.024	9.638	0.000	Supported
H4	NWOM → CS	0.474	0.032	14.992	0.000	Supported
H5	CM → CS	0.477	0.032	15.013	0.000	Supported
H6	SME → CS	0.385	0.034	11.488	0.000	Supported
H7	CS → CPI	0.602	0.041	14.772	0.000	Supported
H11 (main)	CT → CPI	0.158	0.047	3.392	0.001	Supported

All the direct hypothesized paths have significant value at $p < 0.001$. CS = CPI: the path coefficient (0.602) is the highest, which proves that CS is the leading factor influencing purchase intention. The most significant effects on CS are produced by CM ($\beta = 0.477$) and NWOM (0.474), respectively, with the next significant effects being produced by SME (0.385). The direct effect of CT on CPI (= 0.158, = 0.001) is statistically significant but of small magnitude, because its main effect is to mediate and not to adjust the relationship between the two variables (Kamran et al., 2026).

Mediation Analysis

Table 7. Specific Indirect Effects (Mediation via Customer Satisfaction)

Hypothesis	Indirect Path	β	S.D.	T-Statistic	p-Value	Decision
H8	NWOM → CS → CPI	0.285	0.029	9.823	0.000	Supported
H9	CM → CS → CPI	0.287	0.027	10.513	0.000	Supported
H10	SME → CS → CPI	0.232	0.024	9.638	0.000	Supported

Empirical support is given to all three hypotheses of mediation. CS completely mediates the routes between NWOM, CM and SME to CPI, with the bootstrapped indirect effects all

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

being statistically significant ($p < 0.001$, based on 5,000 resamples). The largest indirect effect is observed through the CM → CS → CPI path ($\beta = 0.287$), followed closely by NWOM → CS → CPI ($\beta = 0.285$) and SME → CS → CPI ($\beta = 0.232$). The implication of these findings is that the effects of reputational stimuli on purchase intentions are mediated by consumer satisfaction rather than the effect of the reputational stimuli on purchase intentions through purely direct cognitive processes (Fahad et al., 2026).

Moderation Effect

Table 8. Moderation Effect of Consumer Trust on CS → CPI

Hypothesis	Path	β	S.D.	T-Statistic	p-Value	f^2	Decision
H11	CS × CT → CPI	0.412	0.032	13.056	0.000	0.554	Supported

There is a dedicated support of the moderation hypothesis (H11). The interaction term CS × CT exhibits a significant positive effect on CPI ($\beta = 0.412$, $T = 13.056$, $p < 0.001$). The associated effect size ($f^2 = 0.554$) is larger than the large effect threshold of 0.35 (Hair et al., 2022), which means that Consumer Trust has a significant positive influence on the positive impact of Customer Satisfaction on Customer Purchase Intentions. The finding will support the claim that consumers with an elevated level of trust will be significantly more inclined to convert their satisfaction into actual purchase behavior, especially in the context of reputational recovery in the Pakistani fashion industry (Bibi et al., 2026).

Summary of Hypothesis Testing

Table 9. Summary of Hypothesis Testing Results

Hypothesis	Path	B	T-Statistic	p-Value	Decision
H1	NWOM → CPI	0.285	9.823	0.000	Supported
H2	CM → CPI	0.287	10.513	0.000	Supported
H3	SME → CPI	0.232	9.638	0.000	Supported
H4	NWOM → CS	0.474	14.992	0.000	Supported
H5	CM → CS	0.477	15.013	0.000	Supported
H6	SME → CS	0.385	11.488	0.000	Supported
H7	CS → CPI	0.602	14.772	0.000	Supported
H8	NWOM → CS → CPI	0.285	9.823	0.000	Supported
H9	CM → CS → CPI	0.287	10.513	0.000	Supported
H10	SME → CS → CPI	0.232	9.638	0.000	Supported
H11	CS × CT → CPI	0.412	13.056	0.000	Supported

All eleven hypotheses are accepted in $p = 0.001$ level. The overall support in all the direct, mediated, and moderated pathways substantiate the theoretical soundness of the proposed mediated-moderation framework. None of the hypotheses were rejected and the coefficient pattern is internally consistent with the theoretical logic expressed by the conceptual model.

Discussion

The empirical findings give dedicated support that reputational cues namely NWOM, CM, and SME are mediated by Customer Satisfaction as a psychological mediator to influence Customer Purchase Intentions in the Pakistani fashion industry. The complete support of all the

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

eleven hypotheses confirms the theoretical coherence of S-O-R framework used in this context where external informational stimuli are processed through consumer affect (CS) then reflected in the behavioral intentions (CPI) (Khan et al., 2024).

The result that CM has the most significant direct effect on CS (= 0.477) of the three predictors signifies that there is a critical managerial implication in the fact that proactive and transparent crisis communication is not merely a reputational defense mechanism but a satisfaction-generative strategy. Pakistani fashion brands that manifest organization, empathetic reaction to crisis, be it product flops, supply chain scandals or social media scandals, are effective in preserving or re-building consumers satisfaction, hence maintaining purchase resilience. The almost-equal effect of NWOM on CS (= 0.474) highlights the dual-edged nature of social media where, although NWOM propagates reputational damage, the very fact that NWOM affects satisfaction confirms the dual-edged nature of social media. This bears significant implications for digital reputation management tactics in a market whereby consumer discourse is becoming more and more decentralized across media (Khan et al., 2024).

The theoretically most significant finding is the moderation effect of Consumer Trust (0.412, f 2 = 0.554). The high effect size confirms that trust does not just buffer the satisfaction-intention relationship but actually transforms the strength of the relationship disproportionately, as though the returns in terms of behavioral loyalty on investments in trust-building. This is in line with the theoretical postulation of Rasool et al. (2022) that trust is a relational amplifier in the digital consumer setting (Jaabari & Nofal, 2025).

Limitations

There are a number of methodological limitations of this study. Cross-sectional design does not allow causal inference and is also not able to capture the longitudinal changes in consumer trust and satisfaction after reputational events. Although the purposive sampling approach is suitable in the testing of models, the approach restricts the applicability of the findings to larger consumer groups in Pakistan. Moreover, self-reported Likert-scale data presents common method bias, which can be addressed using procedural remedies, but cannot be completely removed.

Future Research Directions

The future study is suggested to use long-term designs to monitor the changes in trust and satisfaction after brand crises at various measurement points. The quantitative results might be supplemented with the qualitative ones, which will shed light on the interpretive processes by which consumers consider the authenticity of crisis communication. Theoretical generalizability would also be enhanced with cross-cultural comparisons between Pakistan and other South Asian fashion market.

Conclusion

This paper is a step forward to a mediated-moderation model that integrates reputational antecedents, consumer psychology, and trust dynamics in the fashion industry within the context of Pakistan. The results indicate that Customer Satisfaction mediates all the three predictor-to-intention mediation pathways and furthermore, Consumer Trust significantly enhances these effects, which explains 63.6% of a variation in purchase intention. These lessons provide practical advice to fashion companies in the face of reputational risk in the age of omnipresent social media criticism.

References

Bibi, A., Khan, I. U., Fahad, S., & Khalid, Z. (2026). *FROM SOCIAL MEDIA MARKETING TO CUSTOMER LOYALTY: THE MODERATING ROLE OF BRAND TRUST IN E-COMMERCE*. https://doi.org/10.5281/ZENODO.18813373

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

Fahad, S., Khan, I. U., Bibi, A., & Sarwar, A. (2026). The Impact of Multi-Dimensional Engagement on Talent Retention and Organizational Performance: The Mediating Role of Employee Engagement in the Nursing Workforce. *Journal of Political Stability Archive*, *4*(1), 208–226. https://doi.org/10.63468/jpsa.4.1.12

Gao, F., Qi, W., & Cui, Z. (2024). *Negative Online Word-of-Mouth and Consumers' Product Attitudes: A Nonlinear Relationship*. https://doi.org/https://doi.org/10.7819/rbgn.v26i01.4249

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Istanbulluoglu, D., & Sakman, E. (2024). Successful complaint handling on social media predicts increased repurchase intention: The roles of trust in company and propensity to trust. *European Management Journal*, *42*(1), 11–22. https://doi.org/10.1016/j.emj.2022.06.004

Jaabari, M., & Nofal, R. R. (2025). A Review Of Mediating And Moderating Mechanisms Shaping Consumer Trust And Loyalty In Digital Marketing. *International Journal of Environmental Sciences*, 3270–3280. https://doi.org/10.64252/9x22a685

Kamran, Khan, I. U., Mahmood, U., & Khalid, Z. (2026). *JOB AUTONOMY, MANAGEMENT SUPPORT, AND DIGITAL COMPETENCE EFFECTS ON PRODUCTIVITY: ENGAGEMENT MEDIATION*. https://doi.org/10.5281/ZENODO.18857603

Khalid, Z., Khan, I.-U., Sarwar, A., Bibi, A., & Ali, N. (2026). The Impact of AI, Digital Learning, and Blended Approaches on Student Engagement for Inclusive Education. *The Critical Review of Social Sciences Studies*, *4*(1), 90–105. https://doi.org/10.59075/5r5c2740

Khan, F. A., Shah, A. A., Ali, S. M. F., Khan, A., Mangi, D. S., Poplani, S., Barkat, M., Firdous, S., & Ali, T. (2024). The Theory of Planned Behavior as a Mediator between Electronic Word-of-Mouth and Sustainable Fashion Purchase Intentions: A Pakistani Context. *Archives of Management and Social Sciences*, *1*(3), 100–113.

Mahmood, U., Khan, I.-U., Kamran, & Khalid, Z. (2026). Digital marketing adoption as a strategic mediator between capabilities and performance: Evidence from SMEs in Pakistan. *Social Sciences Spectrum*, *5*(1), 102–115. https://doi.org/10.71085/sss.05.01.466

Naeem, Z., Khan, I. U., Shehzadi, I., & Khalid, Z. (2026). Exploring the Relationship Between Sustainable Business Practices and Brand Loyalty: Evidence from Pakistan's Manufacturing and Retail. *Journal of Political Stability Archive*, *4*(1), 401–415. https://doi.org/10.63468/jpsa.4.1.23

Niazi, S., Kasheer, M., Hameed, R. M., Ullah, I., Zafar, G., Khan, W. A., Shakeel, R., & Nisar, H. (2025). IMPACT OF USER GENERATED CONTENT UGC AND FIRM GENERATED CONTENT FGC ON BRAND TRUST, BRAND IMAGE, PERCEIVED QUALITY AND BRAND LOYALTY IN THE PAKISTANI FASHION INDUSTRY. *Policy Research Journal*, *3*(4), 404–424.

Sarmad, M., Ahmad, N., Khan, M., Irfan, M., & Atta, H. (2020). Investigating the Moderating Role of Trust between Social Media Capabilities and Consumer Brand Engagement Across Textile Sector of Pakistan. *International Review of Management and Marketing*, *10*(4), 53–62.

Sarwar, A., Khan, I. U., & Khalid, Z. (2025). Influencer Marketing's Trust Crisis: The Impact of Fake Followers, Paid Reviews and Non-Disclosure of Sponsorship on Brand Reputation Damage. *Journal of Social and Organizational Matters*, *4*(1), 674–687. https://doi.org/10.56976/jsom.v4i1.381

ISSN E: 3006-1466
ISSN P: 3006-1458
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
CJSSR
CONTEMPORARY JOURNAL OF SOCIAL SCIENCE REVIEW
Vol.04 No.01 (2026)

Shafaat, Z., & Tariq, J. (2024). An Exploring Effective use of Social Media Marketing by Fashion Brands. *Journal of Social & Organizational Matters*, *3*(4), 108–121. https://doi.org/10.56976/jsom.v3i4.124

Shehzadi, I., Khan, I.-U., Ul Rehman, A., shafia, & Sarwar, A. (2026). *HOW HR PRACTICES REDUCE TURNOVER INTENTION: EXAMINING THE MEDIATING ROLE OF WORK-LIFE BALANCE*. https://doi.org/10.5281/ZENODO.18953671

Shi, Y. (2024). Analyzing the Crisis Management Strategies to Address Brand Image Issues in the Fast Fashion Industry. *Advances in Economics, Management and Political Sciences*, *99*, 47–53. https://doi.org/10.54254/2754-1169/99/2024OX0173

Siddiqui, F. A., Zafar, H., & Naseem, A. (2024). The Impact of Social Media Marketing, Content Marketing and Online Convenience on Consumer Buying Decision Process in Fashion Apparel Industry of Pakistan. *The Critical Review of Social Sciences Studies*, *3*(1), 932–952. https://doi.org/10.59075/wv5v1d03

Siddiqui, I. A. (2024). *Impact of Digital Marketing Strategies on Consumer Behavior in Emerging Markets: A Case Study and Qualitative Analysis of Key Techniques*. *7*(6).

Tahir, N., Aamir, A. A., & Farrukh, M. (2024). Social Media and Fashion Consumption: Examining the Role of Instagram on Pakistani Consumers' Buying Decisions. *Journal of Social and Organizational Matters*, *3*(2), 273–295. https://doi.org/10.56976/jsom.v3i2.87