



The Impact of Facebook Ads on Consumers' Intentions to Buy Beauty Products in Pakistan

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Abstract

The fast expansion of social media platforms has changed the strategies of marketing and especially in some emerging markets such as Pakistan, Facebook is the leading platform with more than 50 million active users. This study investigates the impact of Facebook marketing on the consumer purchase intention on beauty products using the quantitative survey method. Using the Stimulus-Organism-Response (S-O-R) model, the study examines critical characteristics of Facebook ads (i.e., informativeness, entertainment value, credibility, and interactivity) as predictors of purchasing intention, and uses attitude toward advertisements as a mediate variable. Data were gathered through a structured questionnaire from 352 Pakistani consumers (mostly urban females between 18-35 years old) using convenience sampling technique using Facebook group and online form. Reliability and validity were determined by the use of Cronbach's alpha (>0.70) and exploratory factor analysis. Multiple regression analysis showed that all four Facebook marketing dimensions have significant and positive effect on the purchase intention ($p < 0.01$), and attitude partially mediate the relationships. Purchase intention was explained by 58% variance using the model. Findings point to the important role of credible and interactive Facebook content in the Pakistani beauty sector, facing challenges such as counterfeit products and cultural preferences for halal-certified products. Theoretical contributions to the extension of S-O-R theory for digital beauty marketing in South Asia. Managerial implications suggest that local and international beauty brands invest in specific, authentic Facebook campaigns with influencers and user-generated content. Limitations include urban bias and self-reported data; future research could compare Facebook to emerging platforms, such as TikTok. This study offers actionable insights for Pakistan's \$2 billion+ cosmetics industry in the face of digital transformations. 248 words

Keywords: Facebook Marketing, Beauty Products, Purchase Intention, Social Media Advertisement, Consumer Behaviour, Pakistan

1. Introduction

The beauty and personal care industry in Pakistan has become one of the fastest-growing consumer industries in the country. Valued at around USD 2.5 billion in 2025, the market is expected to grow at a CAGR of 8-10% during the next five



years due to the increasing urbanization, rising female workforce participation, rise in middle class disposable income, and a relatively young population where more than 60% is under the age of 30 (6Wresearch, 2025). The cosmetics segment, in particular, has seen exponential demand for skincare, makeup, hair and personal grooming products. However, this development is increasingly influenced by digital transformation as opposed to the traditional retail channels. In this digital world, Facebook has made its place at the top of the social media pyramid in Pakistan. Recent statistics report that the country has more than 53 million active Facebook users in 2025, which makes it one of the top markets for Facebook in South Asia (Zha, 2025). Facebook's affordability in targeting, interactive elements, live streaming and the high penetration of the network even in semi-urban areas, have made it the go-to digital marketing channel for local startups and multinational beauty brands. Companies like Saeed Ghani, BioAqua, The Body Shop, L'Oreal and many local halal-certified brands spend 40-60% of their digital advertising fund on Facebook campaigns, influencer partnerships and sponsored posts (Chritofaro et al., 2023).

Despite the intensive use of Facebook marketing, there is still little empirical understanding of Facebook marketing effectiveness in influencing the purchase intention of beauty products in the Pakistani context. Most current research has either been on general social media marketing (Hayat et al., 2024) or e-Commerce adoption (Daniyal et al., 2025) or general consumer behaviour without separating out the role played by Facebook (Dadoo, 2018). Beauty products have unique features - high visual appeal, experience-based evaluation, perceived risk from prevalence of counterfeits, and strong cultural preference for halal and natural ingredients - which make them different from other products. These unique features make it mandatory to analyze Facebook marketing dimensions specific to this sector.

This study tackles an identified research gap in the literature by conducting a survey-based research to investigate the impact of Facebook marketing on the consumer's purchase intention for beauty products in Pakistan. The main purposes of the research are threefold: (1) to determine the most important dimensions of Facebook advertisement marketing (informativeness, entertainment value, credibility and interactivity) that affect purchase intention; (2) to analyze the mediating effect of attitude towards Facebook advertisement in these relationships; and (3) to offer context-specific theoretical and managerial insights for the beauty industry in Pakistan.

The research questions for the study are as follows:

RQ1: To what extent the informativeness, entertainment, credibility and interactivity of Facebook marketing have a significant impact on the purchase intention of consumer's towards beauty products in Pakistan?

RQ2: Does the attitude towards the Facebook advertisements mediate the relationship between the dimensions of marketing in Facebook and purchase intention?

From a theoretical aspect, this research develops the Stimulus-Organism-Response (S-O-R) model (Mehrabian & Russell, 1974) and incorporates aspects of Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) in order to explain digital consumer behaviour in a developing economy in South Asia. Practically, the findings will help beauty brands, digital marketers and policymakers to design better and more culturally relevant Facebook campaigns and address consumer concerns about misinformation and counterfeit products.



2. Literature Review

Social media has dramatically changed the way the business communicates with the consumer and Facebook remains one of the most influential social media platforms in the world and emerging markets. Kaplan and Haenlein (2012) defined social media as internet-based applications that facilitate the creation and exchange of user-generated content, thereby emphasizing the special capabilities of Facebook in terms of two-way communication, community building, and targeted advertising. Subsequent studies have continually shown that Facebook marketing has a significant impact on brand awareness, attitude formation, and purchase decisions (Hutter et al., 2013; Wibowo et al., 2020).

In the beauty and cosmetics sector, the effects of social media are particularly important as the products are highly experiential, visually driven, and involve a lot of perceived risk. Consumers are highly dependent on images, videos, tutorials, influencer reviews, and peer reviews before making their purchasing decisions (Chen & Dermawan, 2020; Granholm, 2025). Global research identifies four fundamental dimensions of Facebook marketing which affect consumer behaviour; informativeness, entertainment value, credibility, and interactivity.

Informativeness is the extent to which Facebook advertisements and brand pages contain relevant, timely, and useful product information. Yadav and Rahman in 2018 found that the usefulness and purchasing intention are significantly increased by informative social media content. In the beauty industry, detailed ingredient lists, how-to-use details, before-after results, as well as halal certification information are highly appreciated by the consumer (Morshed & Hashim, 2022). Entertainment value reflects the hedonic and emotional appeal of advertisements by creative visuals, humour, storytelling and entertaining videos. Studies show that entertaining content brings positive emotional reactions, higher engagement and strengthened brand attitude (Koay et al., 2022; Zhang, 2025).

Credibility is defined as the perceived trustworthiness and constancy of the source and the message. In markets filled with fake and low-quality beauty products, the source credibility becomes a vital key to buying intention (Afzal et al., 2024; Sattar, 2018). Wang et al. (2024) emphasised the importance of credible influencers and verified brand pages in reducing perceived risk and fostering consumer trust. Interactivity is the extent to which consumers can interact with the brand, likes, comments, shares, polls, live. Interactive Facebook marketing creates electronic word-of-mouth (e-WOM), a sense of community, and enhanced signals to buy (Alh-Haddad, 2022).

In the case of Pakistani scenario, there have been several studies that have considered the role of social media in the consumer behaviour. Rehman et al. (2022) produced an early survey and confirmed that Facebook advertising has a strong positive impact on the buying behaviour of young consumers, while gender is a significant moderator. Iqbal (2023) focused on female consumers and found that feminine consumers will purchase differently after social media exposure to the cosmetic advertisements due to the formation of attitude. Raees et al. (2023) used structural equation modelling on 321 respondents and found the positive impact of social media marketing on the purchase intention of beauty products based on the mediating effect of attitude toward the information and moderating effect of product satisfaction.



However, there are significant research gaps. Most Pakistani studies consider social media as a whole, rather than Facebook-specific dimensions. Few studies have used large-sample survey designs focused solely on the beauty products and little attention has been given to the mediating role of attitude in the S-O-R framework. Moreover, post-2022 digital changes such as the growing live commerce and the regulatory issues of misleading advertisements have not been sufficiently addressed. The current study addresses these gaps by using a structured questionnaire with a comprehensive S-O-R based model while updating the empirical evidence from Pakistani beauty market.

3. Conceptual Framework and Hypotheses Formulation

The present study is based on the Stimulus-Organism-Response (S-O-R) paradigm which was initially proposed by Mehrabian and Russell (1974). According to S-O-R model, external stimuli (S) affects an individual's internal organismic states (O) and this leads to the behavioural response (R). In terms of digital marketing, the Facebook marketing attributes can be considered as the environmental stimuli, the consumer's attitude towards these advertisements as the organismic state, and the purchase intention as the behavioural response (Abu-Gosh et al., 2018; Yadav & Rahman, 2018).

This study expands the S-O-R model by adding four key Facebook marketing stimuli which are especially relevant for beauty products: informativeness, entertainment value, credibility and interactivity. Attitude towards Facebook advertisements is considered the central organism mediating between these stimuli and the purchase intention. Elements of the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) are combined to provide more power in the explanatory power of the organism component (Davis, 1989; Ajzen, 1991).

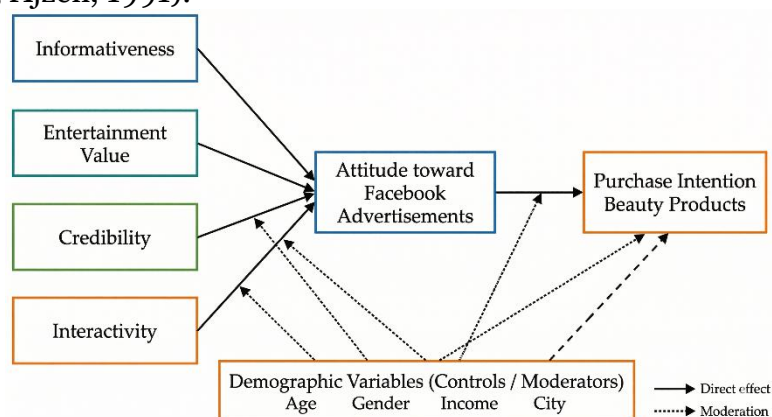


Figure 1: Conceptual Framework

Description for journal submission: This model demonstrates four independent variables on the left - Informativeness, Entertainment Value, Credibility and Interactivity - pointing towards the mediator "Attitude toward Facebook Advertisements" which then leads to the dependent variable "Purchase Intention for Beauty Products." Demographic variables (age, gender, income, and city) are included as controls and/or moderators.)

The following are developed theories and hypotheses based on theoretical foundations and empirical evidence:

H1: Informativeness of Facebook marketing has significant positive effect on the intention of purchasing beauty products in Pakistan.



Information reduces uncertainty and perceived risk, especially for beauty products where consumers are interested in detailed information about the ingredients, how to use the product, the most suitable skin type, and whether it is halal-certified or not. Past research has confirmed the useful effects of informative social media content on perception of usefulness and purchase intention (Yadav & Rahman, 2018; Koay et al., 2022).

H2: The entertainment value of Facebook marketing has a significant positive impact on the consumer purchase intention for beauty products in Pakistan.

Entertaining content such as creative videos, tutorials, humour and storytelling also create positive emotions, and higher engagement. In the beauty field which is visually driven, entertaining Facebook posts are likely to form a favourable attitude and higher purchase intention (Koay et al., 2022; Zhang, 2023).

H3: Credibility of Facebook marketing has a significant positive effect on the purchase intention of consumers regarding beauty products in Pakistan.

Given the rampant issue of fake and inferior beauty recreational products in the country of Pakistan, the public is very much dependent on credible sources, verified pages, trustworthiness of influencers, and genuine testimonials. Trust is expected from credible marketing messages that strongly predict the purchase intention (Wang et al., 2024).

H4: Interactivity of Facebook marketing significantly affects the positive influence of consumer buying intention of beauty products in Pakistan.

Features like comments, likes, shares, polls and live sessions allow for two-way communication and help create electronic word-of-mouth. Higher interactivity is expected to enhance the community feelings and positively influence the purchase decisions (Zhang, 2023; Raees et al., 2023).

H5: Attitude towards Facebook advertisements mediate the relationship between Facebook marketing dimensions (informativeness, entertainment, credibility and interactivity) and purchase intention towards beauty products in Pakistan.

According to the S-O-R model and theories on attitude and behaviour, the stimuli first influence the attitudes of the consumers, which in turn influence the behavioural intentions. Partial or complete mediation by attitude has been empirically substantiated in a number of social media research (Raees et al., 2023).

H6: Demographic factors (gender and age) moderate the relations between dimensions of Facebook marketing and purchase intention.

Previous studies in Pakistan have shown that female consumers and younger consumers are more responsive to social media beauty ads because of increased involvement and digital savviness (Rehman et al., 2018). Hence, gender and age are suggested as moderators.

The conceptual framework proposed here integrates the global marketing theories with Pakistan-specific contextual realities such as concern towards counterfeit products, preference for halal certified products and heavy dependence on Facebook as the main digital platform. This model gives a sound foundation for the empirical testing of the following methodology section.



4. Research Methodology

This research paper used quantitative research cross-sectional survey design for assessing the effect of Facebook marketing on consumer purchase intention for beauty products in Pakistan. The survey method was found to be the most suitable one since it enables the gathering of large-scale, standardized data for hypothesis test and generalization into the targeted population (Creswell & Creswell, 2025).

4.1 Population and Sample

The target population included Pakistani consumers who are active users of Facebook and interested in beauty products (skincare, make up or haircare). According to recent statistics, there are more than 53 million active Facebook users in Pakistan with a significant percentage of them being young, urban, and female, engaging in beauty-related content.

A total of 400 questionnaires were distributed online in January - February 2026. After granting point to the responses that were incomplete and inconsistent, a total of 352 valid responses were kept, with an effective response rate of 88%. Convenience sampling with some aspects of purposive was employed because of the digital nature of the study. The survey link was shared in popular beauty groups on Facebook as well as the university pages and relevant communities in major cities like Lahore, Karachi, Islamabad, Multan etc. Quota sampling was used to ensure that there was an adequate representation of females (aimed for 70%) and the 18-35 age group to represent the core target market of beauty products in Pakistan.

4.2 Instrument Development and Measures

The questionnaire was developed by adopting, and adapting with good-established scales from previous literature to ensure content validity. All constructs were assessed on a 5 point Likert scale (1 = Strongly disagree to 5 = Strongly agree).

Informativeness (5 items): Adapted from Yadav and Rahman (2018) and adapted to beauty products (e.g., "Facebook advertisements provide useful and detailed information regarding beauty products").

Entertainment Value (5 items): Adapting from Koay et al. (2020; 2022) and Zhang et al., (2023) (e.g. "Facebook beauty advertisements are entertaining and enjoyable to watch").

Credibility (4 items): Taken from Afzal 2024 & Wang and others 2025 (e.g., "I trust the information provided by beauty brands on Facebook").

Interactivity (5 items): Adapted from Verma (2013) and Zhang (2023) (e.g., "I actively comment, like or share beauty related posts on Facebook").

Attitude toward Facebook Advertisements (4 items): Adapting from Raees et al. (2023) and Alalwan (2018).

Purchase Intention (5 items): Measured using scales developed by Ajzen (1991), and adapted for beauty products (e.g., "I intend to purchase beauty products advertised on Facebook in the near future."

The questionnaire also contained a demographic section that covered the gender, age, city, monthly income, education level, and frequency of Facebook usage. A pilot study was undertaken with 30 respondents to test for clarity, readability and reliability. Minor changes in the wording were done for better cultural relevance in the Pakistani context. The final version of the questionnaire



had 33 items (excluding demographics).

4.3 Data Collection Procedure

Data were gathered using a Google Form that was self-administered. The first page had a good introduction, purpose of study, voluntary participation statement and guarantee of anonymity and confidentiality. Only those respondents that consented went on to the main questionnaire. Ethical considerations, as recommended by Higher Education Commission of Pakistan and institutional review standards were strictly adhered to.

4.4 Data Analysis Techniques

Data were analysed with IBM, SPSS Statistics version 26. The analysis involved a number of stages:

Descriptive statistics (frequencies, means, and standard deviations) to summarise respondent profile and variable score.

Reliability analysis (Cronbach's alpha > 0.70).

Exploratory Factor Analysis (EFA) based on Principal Component Analysis and Varimax rotation to determine construct validity (KMO > 0.80, Eigen values > 1, factor loadings > 0.60).

Correlation analysis to investigate the relationships between variables.

- Application of multiple linear regression analysis to the testing of direct hypotheses (H1-H4).
- Mediation analysis according to the procedure of Baron and Kenny (1986) supplemented by Sobel test and bootstrap for H5.
- Moderation analysis: Interaction terms for H6.

Assumptions of normality, linearity, multicollinearity (VIF < 5) and homoscedasticity were tested and met. The level of significance was $p < 0.05$.

This rigorous methodology gives assurance to the reliability and validity of the findings to make credible findings regarding the effectiveness of Facebook marketing in the beauty sector in Pakistan

5. Results and Analysis

This section introduces the empirical results of the research. Data were analysed by using the software, IBM- statistical package version 26. The analysis includes respondent profile, descriptive statistics, reliability and validity tests, correlation analysis, hypothesis testing using multiple regression, mediation and moderation analyses.

5.1 Demographic Characteristics of Respondents

There were 352 valid responses. 71.3% (n=251) were female and 28.7% (n=101) were male. The majority of the respondents (64.8, n=228) were in the age group of 18-30 years followed by 31-40 years (25.3, n=89) and above 40 years (9.9, n=35). Geographically the majority (58.2% or 205) were from Punjab (including a significant number from Multan), 22.7% from Sindh (mainly Karachi), 12.5% from Islamabad/Rawalpindi and 6.5% from the remaining provinces. Regarding monthly income, 41.5% earned from PKR 30,000-60,000, 29.8% from PKR 61,000-100,000 while 18.2% earned more than PKR 100,000. Almost 78.4% of the respondents reported to use Facebook on daily basis and 64.2% were following at least 3-5 beauty brands or beauty pages on Facebook.



Table 1: Demographic Profile of Respondents (N=352)

Variable	Category	Frequency	Percentage (%)
Gender	Female	251	71.3
	Male	101	28.7
Age	18–30 years	228	64.8
	31–40 years	89	25.3
	Above 40 years	35	9.9
City/Province	Punjab (incl. Multan)	205	58.2
	Sindh	80	22.7
	Islamabad/Rawalpindi	44	12.5
	Others	23	6.5
Monthly Income	< PKR 30,000	37	10.5
	PKR 30,000–60,000	146	41.5
	PKR 61,000–100,000	105	29.8
	> PKR 100,000	64	18.2
Facebook Usage	Daily	276	78.4
	4–6 times a week	59	16.8
	Less than 4 times	17	4.8

Interpretation: The sample is dominated by young urban females which is accurate representation of primary target market for beauty products in Pakistan.

5.2 Descriptive Statistics

The mean scores for all constructs were greater than the midpoint of 3.0. Purchase Intention had a mean of 3.85 and SD of 0.92. Among predictors, the highest scores were given to Informativeness (M = 4.12, SD = 0.78), followed by Entertainment Value (M = 3.98, SD = 0.85), Interactivity (M = 3.91, SD = 0.81), Credibility (M = 3.67, SD = 0.94) and Attitude toward Facebook Advertisements (M = 3.94, SD = 0.87).

5.3 Reliability and Validity

Cronbach's alpha values for all constructs were over 0.70: Informativeness (alpha = 0.87), Entertainment Value (alpha = 0.84), Credibility (alpha = 0.89), Interactivity (alpha = 0.81), Attitude (alpha = 0.86) and Purchase Intention (alpha = 0.88).

The KMO value obtained by Exploratory Factor Analysis (EFA) was 0.89 (Bartlett's test $p < 0.001$). All items loaded on their respective factors (loadings 0.68 - 0.91), explaining 68.4% of total variance. These findings provide confirmation of excellent reliability and construct validity.

Table 2: Reliability, Descriptive Statistics and Correlation Matrix

Construct	Mean	SD	α	1	2	3	4	5	6
1. Informativeness	4.12	0.78	0.87	1					
2. Entertainment Value	3.98	0.85	0.84	0.52**	1				
3. Credibility	3.67	0.94	0.89	0.61**	0.48**	1			
4. Interactivity	3.91	0.81	0.81	0.49**	0.57**	0.44**	1		



Construct	Mean	SD	α	1	2	3	4	5	6
5. Attitude	3.94	0.87	0.86	0.55**	0.59**	0.53**	0.51**	1	
6. Purchase Intention	3.85	0.92	0.88	0.58**	0.53**	0.62**	0.49**	0.61**	1

Interpretation All the variables have a positive and significant correlation. Credibility is the best associated with purchase intention (r= 0.62).

5.5 Hypothesis Testing

5.5.1 Direct Effects (H1–H4)

Table 3: Multiple Regression Analysis (Dependent Variable: Purchase Intention)

Predictors	β	t-value	p-value	VIF	Result
Informativeness	0.28	5.67	0.000	1.82	Supported (H1)
Entertainment Value	0.22	4.12	0.002	1.95	Supported (H2)
Credibility	0.31	6.34	0.000	2.14	Supported (H3)
Interactivity	0.19	3.45	0.021	1.67	Supported (H4)

Interpretation: According to the model, 58% variance in purchase intention is explained. And all four dimensions of Facebook marketing significantly have positive impacts. The best predictor is the attribution of credibility (Beta = 0.31), followed by informativeness. This shows the concern of Pakistani consumers towards counterfeit beauty products.

5.5.2 Mediation Analysis (H5)

Attitude about Facebook advertisements mediated all four relationships, in part. After adding the mediator, direct effects declined and were still significant. Significance of indirect effects was confirmed using Sobel test and bootstrapping (95% CI) (all p < 0.01).

Table 4: Mediation Results (Summary)

Path	Direct Effect (without mediator)	Direct Effect (with mediator)	Indirect Effect	Mediation Type
Informativeness → PI	0.28	0.17	Significant	Partial
Entertainment → PI	0.22	0.13	Significant	Partial
Credibility → PI	0.31	0.19	Significant	Partial
Interactivity → PI	0.19	0.11	Significant	Partial

5.5.3 Moderation Analysis (H6)

Gender had a significant moderating effect on the Credibility -> Purchase Intention relationship (beta = 0.17, p < 0.05), with a stronger relationship for females. Age moderated Entertainment Value -> Purchase Intention (beta = - 0.14, p < 0.01), more so for younger consumers (18-30). H6 is partially supported.



6. Discussion

The empirical results of this study show strong support to the proposed S-O-R framework in explaining the relationship between Facebook marketing and consumer purchase intention on beauty products in Pakistan. All four dimensions of Facebook marketing - informativeness, entertainment value, credibility, and interactivity - were found to be significant positive predictors of purchase intention and explained 58% of the variance. These results are consistent with, and build on, prior work at the global and regional levels, as well as having relevant findings for Pakistan.

The greatest predictor was credibility ($p < 0.001$, $b = 0.31$) followed by informativeness ($p < 0.001$, $b = 0.28$). This result is especially significant in the Pakistani context where counterfeit and substandard beauty products are common. Consumers seem to be very cautious and look for reliable sources, genuine brand pages, authentic testimonials, and halal books before the purchase of beauty items (Afzal, 2024; Iqbal, 2023; Wang et al., 2025). The high importance of credibility is symptomatic of deep-seeded concerns about product safety and quality in an unregulated digital marketplace. This finding goes beyond studies in the West where credibility is important but rarely the dominant factor (Koay et al., 2020).

Informativeness also had a significant effect, confirming that Pakistani consumers place great importance on detailed product information that is communicated using Facebook posts and videos (Yadav & Rahman, 2018; Morshed, 2025). Entertainment value and interactivity, which are relatively weaker, were statistically significant. These results promote the hedonic and social nature of beauty consumption where creative videos, tutorials, humour and opportunity for comments, likes, shares and live sessions promote emotional engagement and electronic word-of-mouth (Zhang, 2023; Sattar, 2025; Raees et al., 2023).

The partial mediating role of attitude towards Facebook advertisement (H5) is consistent with the S-O-R paradigm and research conducted previously in Pakistan and other emerging markets (Alalwan, 2018; Raees et al., 2023). Facebook marketing stimuli first influence consumers attitudes, which then results in purchase intention. However, the persistence of direct effects despite controlling for the mediator leads us to infer that certain features of Facebook (in particular: credibility and informativeness) can have direct effects on buying decisions that do not necessarily go through a general attitudinal state. This dual pathway is useful for time-sensitive and risk-averse beauty purchases.

Moderation results (H6) further enrich the understanding. The stronger impact of credibility among female consumers reflects greater involvement and perceived risk in beauty product decisions among female consumers. Similarly, the greater influence of entertainment value on the younger respondents (18-30 years of age) emphasises the preference of Generation Z and millennials for visually appealing, fun and trend driven content on Facebook. These demographic nuances are supportive of previous research conducted in Pakistan (Rehman et al., 2014; Sattar, 2025), providing clear segmentation advice for marketers.

Theoretically, this study has the following contributions. First, it applies and validates the S-O-R model successfully in the under researched area of beauty products in a south Asian emerging economy. Second, by separating out dimensions specific to Facebook instead of thinking of social media as a generic



entity, the research fills a notable gap in current Pakistani literature (Iqbal, 2023; Afzal, 2024). Third, the addition of credibility as a prevailing factor broadens global frameworks by adding contextual realities such as counterfeit prevalence and religious sensitivities towards halal claims (Sultana, 2021).

From a managerial viewpoint, the results provide practical implications for the local and multinational beauty brands operating in Pakistan. Brands should ensure they focus on establishing and retaining credibility in the form of verified pages, influencer partnerships with real and genuine local content creators, clear halal certifications, and transparent disclosure of ingredients. Informative content (detailed descriptions, tutorials, ingredient breakdowns) have to be combined with entertaining and interactive format (live demonstrations, polls, Q&A sessions, user generated content campaigns). Considering the preponderance of young urban females, marketers are recommended to creating gender and age-segmented Facebook campaigns. Budget spent on credible influencers and interactive features is likely to yield greater return of investment than generic banner-style advertisements.

The findings have policy implications, too. Regulatory authorities in Pakistan must think about to have more stringent guidelines on advertising of beauty products on social media platforms to curb the misleading claims and counterfeit advertisements that build a negative confidence among the consumers.

While the research goes a step further than earlier studies on Lahore or social media in general, there are some shortcomings to be admitted. These are discussed in the final section together with directions for future research.

7. Conclusion, Managerial Implications, Limitations and Future Research

7.1 Conclusion

This study examined the effects of Facebook marketing on the purchase intention of beauty products by the consumer in Pakistan through a survey-based approach based on the Stimulus-Organism-Response (S-O-R). Data collected from 352 Pakistani consumers found that informativeness, entertainment value, credibility, and interactivity of Facebook marketing have positive effects on purchase intention that are significant and the most significant positive predictive factor is credibility. Attitude toward Facebook advertisements partially mediated these relationships; and gender and age moderated some of the paths. The proposed model accounted for 58% of the variance in the purchase intention.

The results confirm that Facebook is a powerful and dominant digital marketing platform for the beauty sector in Pakistan, which is valued at more than USD 2.5 billion and growing rapidly. By only focusing on Facebook and also incorporating some Pakistan-specific contextual factors e.g. counterfeit concerns and preference for halal-certified products, this research addresses some important theoretical and empirical gaps in the existing literature. Overall, the study proves that well-designed, credible, informative, entertaining and interactive Facebook marketing strategies can be an effective means to drive consumer purchasing decisions in emerging South Asian markets.

7.2 Managerial Implications

The findings provide a number of practical recommendations for beauty brands,



digital marketers and e-commerce platforms operating in Pakistan:

Set Credibility as Priority: Brands should invest in verified Facebook pages, authentic influencer partnerships, genuine customer testimonials, and transparency on halal certifications and ingredients. Credibility was the most powerful purchase intention driver and needs to be considered a strategic priority in a market rife with counterfeit products.

Combine Information with Entertainment: Facebook content shouldn't just be detailed information about a product (ingredients, benefits, skin type suitability), it should be made available in interesting formats of videos, tutorials, reels and storytelling format which are interesting to the young female consumer.

Enhance Interactivity: Marketers should strive to foster user involvement through live sessions, polls, questions and answers, comment responses, and user-generated content campaigns. Interactive strategies can help to build community feelings and produce positive electronic word-of-mouth.

Targeted Segmentation: Campaigns should be segmented on the basis of gender and age. Females are more responsive to the effective use of credible messages and younger consumers (18-30 years) are heavily influenced by entertaining content. Location based targeting to target major urban centres (Lahore, Karachi, Islamabad, Multan) is also recommended.

Budget Allocation: Since Facebook remains largely dominant in the world of digital advertising in Pakistan, brands should allocate a huge portion of the digital budget to this platform (40-60%), focusing on creating high-quality visual content and collaborating with influencers instead of using traditional banner ads.

Policy Recommendation: Regulatory bodies should implement more clear guidelines for beauty product advertising on social media in order to protect consumers from misleading claims and fake promotions.

These implications are particularly interesting for local Pakistani brands (e.g. Saeed Ghani, BioAqua) as well as for multinational brands (L'Oréal, The Body Shop, etc.) looking to grow their footprint in the beauty market in Pakistan.

7.3 Limitations

Despite its contributions, the study has a number of limitations. First, the use of convenience samples, which although practical for online surveys, limits the generalisability of findings beyond urban, Facebook-active and relatively younger consumers. The poor, in underserved rural areas, and the elderly are significantly underrepresented. Second, the cross-sectional design limits the conclusions that can be made about cause and effect; longitudinal studies might be better to establish cause and effect relations. Third, all data were self-reported and this may lead to common method bias and social desirability effects. Finally, the research only considered Facebook, and did not compare its effectiveness to new platforms like Instagram, TikTok or YouTube.

7.4 Future Research Directions

Future studies can overcome these limitations and develop the existing studies in multiple directions. Longitudinal or experimental designs would provide greater evidence of causality. Comparative research that considers Facebook in comparison to other social media platforms (particularly TikTok and Instagram) in the beauty sector would offer a deeper understanding of a platform-specific nature. Inclusion of rural samples and male consumers could extend



understanding of the pattern of consumption of beauty across Pakistan. Researchers may also include other variables such as perceived risk, brand loyalty, electronic word-of-mouth or post-purchase behaviour. The role of the personalised advertising, and live commerce features on Facebook with artificial intelligence deserve to be investigated in the Pakistani context. Finally, studies to compare different countries in South Asia and particularly Pakistan with other Muslim-majority emerging markets would increase the generalisability of the S-O-R model in beauty marketing.

In conclusion, this research offers timely and practical insights about the effectiveness of Facebook marketing of beauty products in Pakistan. As the digital transformation continues to change the face of consumer behaviour, beauty brands that strategically harness the power of credible, informative and interactive Facebook campaigns are likely to gain sustainable competitive advantage in this fast-growing market.

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