DRIVERS OF CONSUMER BUYING DECISIONS: MEDIATING ROLE OF CUSTOMER CITIZENSHIP BEHAVIOR

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KEYWORDS	ABSTRACT
Social Media Marketing, Green Trust, Brand Image, Customer Citizenship Behavior, Consumer Buying Decision, Cosmetics Industry	Social media marketing & green trust with respect to customer citizenship behavior plays a decisive role in the buying decision-making process of consumers. The study aimed to investigate how social media marketing, green trust and brand image affect consumer buying decisions with the mediating role of customer citizenship behavior. Research was carried out in quantitative approach. The cosmetics industry was chosen at random. Using a convenient sampling strategy, the questionnaire was created to collect data from diversified consumers of cosmetics products in Pakistan. Statistical techniques were used to assess quantitative data. It is found that social media use and brand image have a significant effect on consumers' purchasing decisions. The consumer's purchasing decision is enhanced by positive word-of-mouth, sustainable consumption is virtual over improved digital marketing, which leads to increase in buying decisions to establish long-term relations with their customers. This study was a complete report on Pakistan's cosmetics industry that be highly beneficial for policymakers & researchers to alter programs and policies according to requirement for achieving goals help digital marketers to keep their firm operating at high level. Managers may build, improve strategies to keep customers satisfy by learning how consumers feel & what they communicate about product's features or performance.
Article History	
Date of Submission: 15-11-2025 Date of Acceptance: 19-12-2025 Date of Publication: 31-12-2025	**2025 Gomal University Journal of Research**
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DOI	https://doi.org/10.51380/gujr-41-04-01

INTRODUCTION

In the current digital environment, social media has become a major platform for information exchange, experience sharing & opinion creation (Hayat, Zhang & Sousa, 2025). The standing of traditional media has been rapidly declining as consumers turn more and more to dynamic world of the social media (Ali & Naushad, 2023). Ebrahim (2020), claims that social media has completely changed that how people interact and communicate. Social media presence allows

businesses to expand their reach & engage with customers more efficiently (Khan, Shafiq, Sair, Sohail, & Ali, 2025). The social media has rapidly expanded over the past decade, becoming a culturally ingrained method for obtaining and providing data, as well as for interacting with individuals globally (Lim, Pham & Heinrichs, 2020). In this connection, brands can effectively communicate with their target audience by using direct marketing (Adnan, Hasnain, Malik, Sair & Hayee, 2022). Therefore, for businesses to remain competitive and viable in the eyes of customers, they must recognize & adhere to long-term changes in consumer behavior (Grant, 2019). In Pakistan's current market environment, the social media plays an essential role in the marketing.

Social networking services are becoming more and more popular in wide range of businesses all over the world (Park, Chae, Kwon & Kim, 2020b). When people are inundated with the information, they might avoid social interactions and engage in the citizenship activities (Wei, Ang & Anaza, 2019). The CCB has been the subject of extensive study in consumers' buying decisions. The companies that improve their level of production and efficiency, especially by advancing and promoting OCB system (Adnan et al., 2022). A fundamental issue, though, is importance of discussing conceptual limits in new proposals to ensure concept's uniqueness regardless of whether such reassessments are necessary to illuminate socioeconomic trends, especially the customer behavior trends (Davenport, Guha, Grewal & Bressgott, 2020). When residents believe their interactions have been pleasant (via word of mouth), they will be more inclined to reveal their experiences to others, provide helpful tips to vendors, assist service staff, show patience if the service does not meet their needs, and provide assistance to another resident (Tonder, Fullerton & Beer, 2020). Pramono, Bernarto and Purwanto (2021) show that company must employ good & correct strategy to capture consumers' attention and encourage competition.

An organization's brand image can be defined as the customer's perception of the company's products or services. As a consumer, you have ability to form a sense of how much a company is valued on the basis of perception you hold in your head about it. According to Dash, Kiefer and Paul (2021), company with a positive brand image will be able to advertise efficiently and effectively, while a company with negative brand image will not be able to attract customers. Over the past decade social media has rapidly expanded, it has become a culturally ingrained means for obtaining and providing data, as well as interacting with individuals from around world universe (Lim et al., 2020). The emergence of social media platforms that are accessible over portable devices has reduced desire to consume the traditional media sources (Chatterjee, Kar & Dwivedi, 2021). Kar and Kushwaha (2021) assert that when clients are curious about a firm, they frequently utilize social media marketing to acquire essential information about it. Several internet media channels have emerged in recent years to promote company's products and influence the consumers' purchasing decisions (Khalid, Rehman, Shafiq, Zahra & Ullah, 2024).

The theory of planned behavior posits that behavioral control significantly impacts intentions, as individuals evaluate the risks and benefits of intended outcome and assess the probability that their actions will yield the desired result (Adnan et al., 2021). Previously, Pramono et al.

(2021) suggested that a company must employ a good and correct strategy in order to capture consumers' attention and encourage competition. The trust plays a key role in the relationship between the consumer and brand image (Wilis and Nurwulandari, 2020). In addition to brand trust, consumer behavior is also affected by green brand awareness. In recent journals, studies on the causes and consequences of CCB have been published, with heavy emphasis on linking and analysis techniques dominated by the quantitative research. The scope and boundaries of CCB are ambiguous. It may be required to reevaluate how socioeconomic trends, mainly those relating to the consumer behavior, are illuminated (Davenport et al., 2020). Since social media has rapidly expanded over the past decade, it has become a culturally ingrained means for obtaining and providing the data, as well as interacting with the individuals from around the world.

LITERATURE REVIEW

Social Media Marketing & Customer Citizenship Behavior

Customer citizenship conduct has been investigated in a range of settings, including online brand communities, social media marketing, and physical retail outlets. Citizenship behavior is crucial for providing customer service and maintaining this valuable link (Khoa, 2020). To establish effects of social media on advertisement efficacy, content of social media advertising and content of the social media sales promotion are positively and highly related as is hedonic and functional brand image (Adnan, Khan, Khan & Yaseen, 2021a). As the social media have developed over past few decades, people are highly engaged in social networking websites. Most of their free time was spent on their laptops, iPads, and smartphones. Based on findings of the current study, it is suggested that in order to motivate people to engage in extra-role activities outside of their duties and responsibilities at work, they must have some incentive to do so (Wei et al., 2019). Since social media marketing is essential in customer citizenship, but in past year, with COVID-19 pandemic and promotion of remote work, these technologies have become even more crucial (Park et al., 2020a). The mechanism by which COVID-19 spread from individuals to groups with close contact is now been clarified (Blee, Kumar, Dhariwal & Tso, 2020).

H1: The social media marketing and CCB are thus significantly associated with each other.

Green Trust & Customer Citizenship Behavior

The green trust is an expectation or belief based on the reliability, empathy, and capability of the individual or group that possesses the conviction or expectation regarding environmental impact of foreign products (You-Kyung, 2020). Understanding customer citizenship behavior is crucial for building and nurturing long-term relationships between brands and customers (Salem and Alanadoly, 2024). When effective and efficient strategies, policies, training, as well as development would be introduced with the employees it will be effective in building trust between the employees (Adnan et al., 2021b). The concept of trust implies that the consumer believes in the promise of an environmentally friendly product and is therefore prepared to accept the risk associated with it. Basically, trust is your ability or willingness to rely on your

coworkers. The key factor determining the success of business is maintaining customers' trust (Shafiq et al., 2023). Similarly, the businesses must provide benefits to customers, create Green Trust in their minds, offer value to them in order to motivate them to engage in citizenship behaviors (Zhao et al., 2017). The customers taking steps to perform citizenship behaviors in exchange for benefits from an industry are more likely to have a sense of control, self-efficacy, & self-determination (Waris et al., 2024). As a result of trusting top green products, consumers be inclined to purchase products that are environmentally friendly & contain components that are safe.

H2: Green trust & customer citizenship behavior are significantly associated with each other.

Brand Image & Customer Citizenship Behavior

Emotional attachment to the brand image has major positive impact on consumer citizenship behavior. The brand image, in turn, is substantial arrangement of relationships in consumers' awareness of what a brand is based on and the contingent guarantees that comprise the brand. Brand connection promotes development of brand commitment, that can positively influence consumer citizenship behaviour in behaviour intention dimension. A study found correlation amid customer citizenship behaviour (CCB), that involves customers helping other customers and making recommendations, and a company's reputation (Kim et al., 2019). There is strong evidence that CCB serves as the significant middleman in the effects of brand image on many types of brands Raza, Salleh, Tariq, Altayyar and Shaari (2020), including brands offered by employees (Park et al., 2020b). Therefore, one of elements influencing consumer citizenship behaviour may be brand image. It is easier to see connection amid brand image and customer citizenship behaviour through multidimensional lens that connects investigations (Aljarah, 2020).

H3: Brand image & customer citizenship behavior are significantly associated with each other.

Social Media Marketing & Consumer Buying Decisions

The social media marketing significantly influences purchasing intention due to its prevalence amid consumers. These platforms offer critical information that informs purchasing decisions, facilitating decision-making process (Ali & Naushad, 2023). Although social media marketing has been extensively examined in advertising, limited research has investigated its impact on customer purchasing decisions (Iqbal et al., 2023). In addition to its advantages for business, advertising, promotion, and training, social media is of interest because it benefits users across various industries ((Ruparel et al., 2020, Alansari et al., 2018). Social media, digital marketing may have positive and negative effects on the organizations. As suggested by Zhao and Chen (2021), perceived value plays significant role in determining the customer satisfaction, while Wang et al. (2021) emphasized importance of perceived usefulness in determining customer satisfaction. Dunakhe and Panse (2021) considered that soon the distinction amid "marketing" and "digital marketing" be blurred since digital marketing will be part of marketing activities. Still, research does not highlight complexity of investigating consumer selection in functional manner.

H4: The social media marketing and consumer buying decision are associated with each other.

Green Trust & Consumer Buying Decision

Enhancing business's green image and green trust is necessary to help customers make better purchase decisions. The authors have earlier established that green trust is strongly connected with customer purchase decisions (Sharma, Lal & Sharma, 2017). Thus, to mitigate stressful or risky situations, employees rely upon their supervisors, enabling them to navigate uncertainty with greater ease (Khan, Sair, Danish & Adnan, 2022). The study of Bezençon et al. (2020) has demonstrated that consumers form opinions about products based on ethical cues associated with these products. It has been shown that if a company engages in greenwashing, trust is damaged, which negatively impacts the customer willingness to buy environmentally friendly products (Schmuck, Matthes & Naderer, 2018). Zhang, Cao and Huang (2018), the perceived greenwashing may influence the consumers' decisions regarding whether or not to purchase a product.

H5: Green Trust and Consumer Buying Decision are significantly associated with each other.

Brand Image & Consumer Buying Decision

The atmosphere and brand image have an impact on buying choices of customers. The brand name and image linked to business entail a compilation of assets and liabilities. The corporate image, customer image, and product image are metrics employed. The brand image positively influences purchasing intent (Mao, Lai, Luo, Liu, Du, Zhou & Bonaiuto, 2020). Historically, a strong, well-regarded brand image often served as marker of quality, significantly influencing consumers' purchasing intentions (Zhao, Wang, Tang & Zhang, 2020). Thus, the brand image influences the client purchasing intentions; a more robust product reputation correlates with increased purchase intent (Febriyantoro, 2020). Chang et al. (2020) explained in their study, the four elements of successful store atmosphere are infrastructure, convenience, service, and sales activities, and these elements all have a direct effect upon the satisfaction of consumers. As studies have shown, both indirect and direct factors have an impact on consumer loyalty, whether they are associated with brand image or other mediating factors. So, hypothesized that.

H6: Brand Image and Consumer Buying Decision are significantly associated with each other.

Customer Citizenship Behavior & Consumer Buying Decision

As a result of these internal responses to the environment, customers are influenced to change their behavior when the environment is in their physical vicinity. Consumers are the primary focus of all retail decisions, several issues have been raised in past regarding how consumers select brands, stores, and products. A person's inclination, desire to choose environmentally friendly products over the non-eco-friendly ones when making decisions about buying them (Spielmann, 2020). Throughout the evaluation process, buyers identify their necessity for a product, influencing their purchasing decisions. Understanding client preferences is essential for predicting their purchasing behavior (Ahmed & Zhang, 2020). Many research indicates that consumer citizenship behavior significantly influences buying habits. According to Gu et al. (2023), previous studies have empirically demonstrated significance of the enjoyment, social

support, and memorable experiences in influencing behavioral intentions during live-stream shopping.

H7: The customer Citizenship Behavior and CBD are significantly associated with each other.

CCB Mediates between Social Media Marketing & CBD

The existing empirical studies have shown that CCBs are extremely effective at creating value, building customer loyalty, and improving the long-term development of the company (Raza et al., 2020). Due to positive effects of Social Media Marketing in the cosmetics industry and intention of their customers to purchase products, customers are eager to promote citizenship behavior through social media channels. In a recent study, it was found that social media is one of most powerful impacts on consumer purchasing behavior, with Customer Citizenship Behavior playing an active mediating role (Dwivedi et al., 2021, Shukla and Nigam, 2018). It has been observed that social media is becoming an increasingly effective tool that is being used by organizations. Through social media networking sites, individuals are able to interact with each other around world (Malik et al., 2022). Studies shown that customers typically use social media as a means of gathering data prior to making the purchase decisions. In terms of consumer buying behavior, this is one of the most significant roles that these formats play in industry.

H8: Social media marketing & CBD are significantly mediated by customer citizenship behavior

CCB mediates Relationship between Green Trust & CBD

For the impact on brand value, CCB serves as crucial middleman, especially for service brands offered by workers (Park et al., 2020b). Prior studies indicate that the simplicity of channel use considerably, positively affects online consumer purchasing behavior (Thai & Nguyen, 2022). Among customers, morally knowledgeable consumers are more likely to form their opinion about the cheap products than those lacking that knowledge (Bezençon et al., 2020). There are times when favorable impress of commodity manufacturing company is viewed as beneficial characteristic for establishing trust between two parties (Nguyen et al., 2019). In recent years, green product characteristics have gained attention due to consumers' increased awareness of the environment (Sharma & Foropon, 2019). The consumption of environmental problems is changing customer buying decisions over CCB (Paul et al., 2016). The quality, design, price and packaging of a product, along with its size and weight, contribute to consumer trust voluntary citizenship behavior (Aburumman & Nieto, 2019). The customers' trust in green producers can thus influence their buying decisions, which may have effect upon their actual purchasing behavior.

H9: The Green Trust and CBC are significantly mediated by Customers' Citizenship Behavior.

CCB Mediates Relationship between Brand Image & CBD

The businesses are required to establish the online communities as opposed to just advertising online (Shrafat et al., 2022). Papista and Dimitriadis (2019), as consumer interactions with and cognitive reactions to a brand can also be influenced by brand image. Positive WOM has been associated with the brand image, commitment, love, intimacy and ego. In the SOR framework,

the presence of a stimulus triggers an analytical process within the organism, which leads to a behavioral response. Prior studies have scrutinized CCB's mediating role as the factor in the adjustment process (Hu et al., 2020, Raza et al., 2020), even though most of these studies only focused on CCB as an individual factor. It has been found that customer citizenship behavior (CCB), which involves customers in helping other customers and making recommendations, has a positive correlation with the reputation of the business (Kim et al., 2019). A number of research studies have identified importance of digital marketing materials & communication for online marketing strategy because they influence the brand image and buying decision of consumers.

H10: The Brand Image and Consumer Buying Decision are significantly mediated by the CCB

Underpinning Theory: McLuhan's Media Theory

The Medium Theory, which was proposed by Marshall McLuhan in 1995 and popularized the phrase "the medium is the message," holds that the media itself, rather than its actual content, has potential to alter both human behavior and culture as a whole (McLuhan, 1995). McLuhan predicts that people will communicate in various ways using novel mediums. Social media has become increasingly popular as tool for advancing marketing goals, plans of companies and businesses, particularly in areas such as the customer engagement, customer relationship management, and communication. The media greatly influences human behavior and cultural experiences. The models of consumer purchasing decisions are tested & consumers participate in this activity due to benefits of social media impact their decisions (Perumal & Yoganathen, 2018).

Figure 1
Research Framework
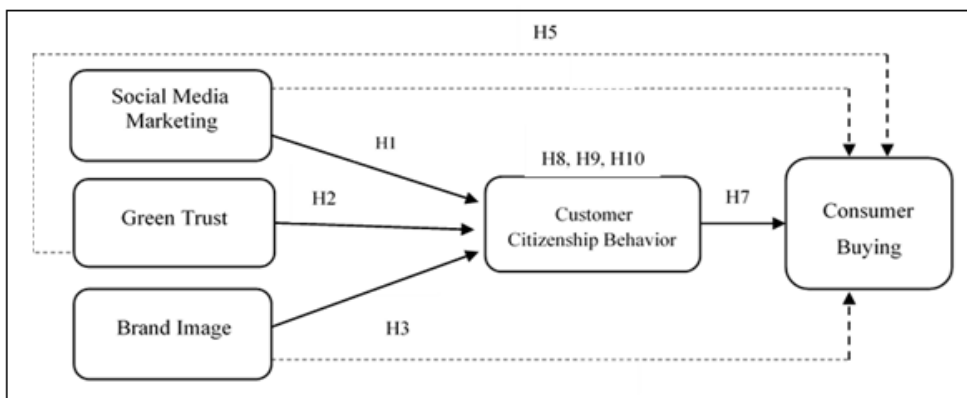
RESEARCH METHODOLOGY

The initial decision in any research study methodology section is whether to use quantitative, qualitative, and mixed method design (Adnan et al., 2021c). This study's research approach is quantitative, as a questionnaire was utilized to gather pertinent information from respondents (Saunders, Lewis & Thornhill, 2021). Thus, the study adopted a quantitative research method,

utilizing a cross-sectional survey design as it fit best for research of this nature as studies used similar research design to conduct such type of research (Anjum et al., 2025; Liaqat et al., 2025; Qureshi et al., 2025; Riaz et al., 2025). In this connection, the study was conducted with a focus on Pakistani cosmetic industry professionals which resulted in identifying target population in study.

The data collected in this study was collected from top management, employees, and other professionals involved in the Pakistan cosmetics industry. Accordingly, the study has selected the purposeful sampling technique as the method of achieving our objectives based on these advantages. After screening, finalized sample size for research consisted of 191 professionals. The selection of this sample size is based on the practical considerations and statistical power analysis. The researcher aims to achieve a balance between an adequate representation of the target population and the feasibility of data collection as well as analysis within the available resources and timeframe. Statistical analyses (i.e., SEM-PLS), were used for the correlation and mediation analyses, examined the relationships between social media marketing, green trust and brand image on consumer buying decision with mediating role of customer citizenship behavior.

Research Instruments & Scale measures

In the given research, the quantitative approach was used, which combined the survey and a questionnaire (Adnan et al., 2021c). A five-point Likert scale was used in the investigation. Likert scale is a psychometric tool that is extensively used in research and allows respondents to provide information on how much they agree or disagree with statements that are related to the variables of interest. The table 1 below shows number of items used in relation to each construct.

Table 1

Research Instrument/Measures

Variable/Construct	No. of Items	Adapted from
Social Media Marketing	05	Hallock et al. (2016)
Green Trust	05	Borgen and Bigseth (2021)
Brand Image	05	Severi and Ling (2013)
Customer Citizenship Behavior	05	Yi and Gong (2013)
Consumer Buying Decision	05	Chawla et al. (2019)

RESULTS & DISCUSSION

According to the research tool, the respondents were given a chance to give out their views. This thus meant that people could match their answers to personal experiences when filling in the questionnaire. This methodological option allowed in producing the specific and credible information, which proved the main thesis of research. Out of 260 questionnaires sent to the participants, 210 (80%) of them were returned; after adjudication process was conducted, the correct sample was formed; 191 participants were included, is 90.9 percent of number initially contacted.

Table 2

Response Rate

Description	No. of Questionnaire	Percentage
Distributed	260	100%
Collected	210	80.769%
Finalized sample	191	90.9% from Received

Table 3

Descriptive Statistic

Constructs	N	Mean	SD	CR	rho_A	AVE	CA	Skewness	Kurtosis
SMM	191	0.112	1.000	0.873	0.832	0.537	0.824	0.972	0.736
GT	191	0.075	1.000	0.798	0.838	0.498	0.672	0.205	-0.804
BI	191	0.033	1.000	0.903	0.893	0.576	0.873	0.479	0.019
CCB	191	0.184	1.000	0.909	0.897	0.588	0.884	0.310	-0.234
CBD	191	0.166	1.000	0.838	0.798	0.566	0.749	-0.020	-1.183

Discriminant Validity

HTML attributions are used to emphasize racist and biased utterances, their lexical elements of which are supposed to have magnitude less than one to be considered significant (Wang et al., 2021). Using scale, researchers are able to show that tests of a particular theory are not directly equivalent to tests designed to test theoretical structures offering good perspective to school research.
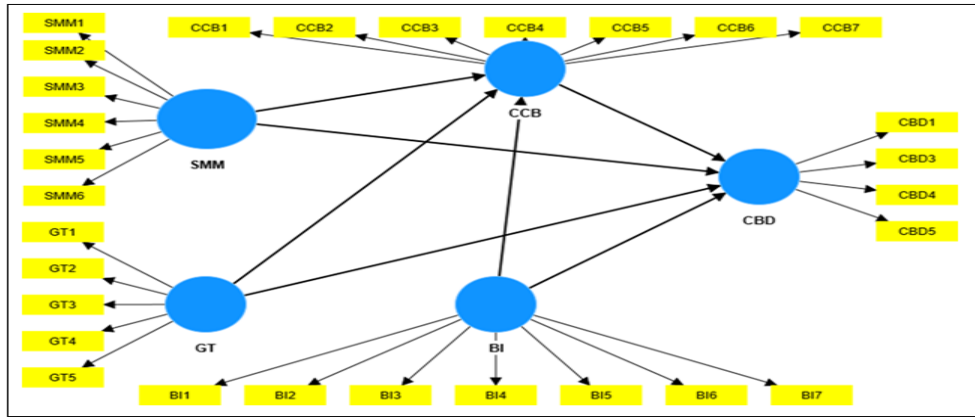
Figure 2

Measurement Model

Table 4

Discriminant Validity

Constructs	BI	CBD	CCB	GT	SMM
BI	0.759				
CBD	-0.056	0.752			

CCB	0.751	-0.087	0.767	
GT	-0.031	0.803	-0.066	0.706	
SCM	-0.012	0.746	-0.010	0.754	0.733

Table 5

Factor Loadings

Constructs	Items	Factor Loadings
Social Media Marketing	SMM1	0.670
	SMM2	0.743
	SMM3	0.830
	SMM4	0.815
	SMM5	0.676
	SMM6	0.639
Green Trust	GT1	0.851
	GT2	0.828
	GT3	0.036
	GT4	0.564
	GT5	0.871
Brand Image	BI1	0.445
	BI2	0.827
	BI3	0.875
	BI4	0.819
	BI5	0.654
	BI6	0.816
	BI7	0.722
Customer Citizenship Behavior	CCB1	0.771
	CCB2	0.808
	CCB3	0.824
	CCB4	0.795
	CCB5	0.786
	CCB6	0.729
	CCB7	0.641
Consumer Buying Decisions	CBD1	0.830
	CBD2	0.766
	CBD3	0.744
	CBD4	0.757
	CBD5	0.645

Table 6

Hypothesis Testing

H	Hypothesis	M	STDEV	P-values	T-VAL	Results
H1	Social Media Marketing > Customer Citizenship Behavior	0.071	0.071	0.022	2.991	Significant
H2	Green Trust -> Customer	0.097	0.078	0.019	2.229	Significant

	Citizenship Behavior					
H3	Brand Image -> Customer Citizenship Behavior	0.751	0.034	0.000	22.205	Significant
H4	Social Media Marketing > Consumer Buying Decisions	0.329	0.076	0.000	4.300	Significant
H5	Green Trust -> Consumer Buying Decisions	0.556	0.068	0.043	2.137	Significant
H6	Brand Image -> Consumer Buying Decisions	0.035	0.037	0.038	3.949	Significant
H7	Customer Citizenship Behavior -> Consumer Buying Decisions	0.048	0.061	0.429	0.791	Insignificant

Table 7
Summary of Hypotheses and Results

H	Relationships	M	STDEV	P-VAL	T-VAL	Results
H8	Social Media Marketing -> Customer Citizenship Behavior -> CBD	0.004	0.007	0.035	3.470	Significant
H9	Green Trust -> Customer Citizenship Behavior -> CBD	0.036	0.046	0.012	1.981	Significant
H10	Brand Image -> Consumer Buying Decisions -> CCB	0.005	0.008	0.000	5.551	Significant

DISCUSSION

H1: Hypothesis was that there is a significant and positive effect of social media marketing on customer citizenship behavior. These results agree with a study by Kim et al. (2019) and Park et al. (2020a) that emphasize that social media are effective in promoting desirable consumer behaviour. H2 implied that green trust and CCB had a significant relationship. This hypothesis is supported, whereby the t-value of 2.229 and p-value of 0.019 are supported by You-Kyung (2020). The H3 stated that there was significant correlation in the brand image and customer citizenship behavior. This hypothesis is admitted by analysis and the t-value of the hypothesis is 22.205 and the p-value is 0.000. The findings correspond to the conclusions made by Raza et al. (2020). H4 hypothesis was used to test the influence of social media marketing upon the consumer buying decision. The hypothesis is confirmed, with a t-value of 4.300 and p-value of 0.000, that agrees with all studies of Ruparel et al. (2020), Alansari et al. (2018) and Wong et al. (2018).

H5 suggested that there is significant correlation between brand image and consumer buying decisions that is confirmed by the t-value of 2.137 with p-value of 0.043. Zhang et al. (2018) also agree with these findings. The H6 hypothesis that is impact of green trust on consumer buying decisions is accepted with t-value of 3.949 and p-value of 0.038 indicating the role of trust in purchase behaviour, in line with Mao et al. (2020). Hypothesis H7, in its turn, which claimed the significant effect of customer citizenship behavior on consumer buying decisions, is rejected, with the t-value of 0.791 (t < 1.96) and a p-value of 0.429 (p > 0.05). It means that

customer citizenship behaviour positively influences by other variables; however, it does not have a direct impact on the purchasing decisions in this sample, which agrees with Gu et al. (2023).

The customer citizenship behaviour as a mediator was tested on three additional hypotheses. H8 which stated CCB mediates relationship between social media marketing and consumer buying decisions is supported by t-value of 3.470 p-value of 0.035, and Dwivedi et al. (2021) concurred with him. The mediating role of customer citizenship behaviour between the green trust and consumer buying decisions is also accepted, with the t-value of 1.981 and p-value of 0.012, as it is quite consistent with the findings by Sharma and Foropon (2019). Finally, the Hypothesis H10 assumes that the customer citizenship behaviour is an intermediation of the relationship between brand image and consumer buying decisions. This is confirmed with a t-value of 5.551 and p-value of 0.000 that is mirrored in the results of Kim et al. (2019). All these results highlight the central role of customer citizenship behaviour as mediatory variable that mediates between all the important antecedents and consumer purchase behaviour in current study.

CONCLUSION

Following the results of this research, the social media marketing has a conclusive effect on the consumer decision-making process in the Pakistan cosmetics industry as it helps to form, influence, and reform both basic and final decisions made throughout the purchasing process. In order to establish green trust, the cosmetics industry puts under special consideration the marketing of its green products, and consequently, this leads to increased brand awareness, consumer confidence and boosts sales. However, findings of the current study indicate that customer citizenship behaviour has not played major role in influencing consumer purchasing behaviour due to ambiguous reasons. As an example, green trust height and revival of brand image have been witnessed. Current research also establishes that CCB may be instrumental in influencing the buying behavior of consumers towards products and services promoted through social media. The green trust and brand image concepts are considered to be salient natures of the negotiations after the consumers have reached a certain degree of the maturity needed to make the informed decisions about purchasing, as a by-product of their citizenship behaviour.

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