

“Role of Social Media Marketing in Building Fashion Brand Awareness”

UNDER THE GUIDENCE OF

DR. RAVINDRA KHEDKAR

SUBMITTED BY

Vaishnavi Zarande

ADT24MGTM0467

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Introduction

The fashion industry has undergone significant transformation over the past decade, largely due to the rapid growth of digital technologies and social media platforms. Traditional marketing methods such as print advertisements, billboards, and television promotions are gradually being complemented and, in many cases, replaced by digital marketing strategies. Among these strategies, social media marketing has emerged as one of the most influential tools for fashion brands to create awareness, communicate with consumers, and build strong brand identities. Social media platforms provide brands with the opportunity to interact directly with their audience, showcase their products visually, and develop long-term relationships with customers.

Social media marketing refers to the use of social networking platforms to promote products, services, and brand values while engaging with potential and existing customers. Platforms such as Instagram, Facebook, YouTube, and Snapchat have become essential marketing channels for fashion brands because they allow companies to reach a large audience quickly and cost-effectively. In the fashion industry, visual appeal plays a critical role in influencing consumer perceptions and purchase decisions. Social media platforms are particularly suitable for fashion marketing because they allow brands to display visually appealing content such as photos, videos, fashion shows, influencer collaborations, and styling ideas.

Fashion consumers today are highly influenced by digital trends and online communities. Before making purchasing decisions, many individuals explore fashion brands through social media pages, influencer recommendations, customer reviews, and brand campaigns. Social media enables brands to present their collections creatively while also allowing consumers to engage through likes, shares, comments, and reposts. This two-way communication strengthens the relationship between brands and consumers and plays a crucial role in building brand awareness. As a result, social media marketing has become a key component in shaping consumer attitudes toward fashion brands.

Brand awareness is defined as the extent to which consumers are familiar with and can recognize a particular brand. In the competitive fashion industry, building strong brand awareness is essential for attracting new customers and retaining existing ones. When consumers are aware of a brand and have positive associations with it, they are more likely to consider it when making purchase decisions. Social media marketing helps fashion brands achieve this by consistently exposing consumers to brand messages, product visuals, promotions, and lifestyle content. Through regular posts, stories, advertisements, and collaborations with influencers, brands can maintain a strong online presence and remain visible in consumers' minds.

In recent years, several international and emerging fashion brands have actively used social media to enhance their brand

awareness and market presence. Brands such as Zara and H&M have successfully adopted digital marketing strategies to showcase their collections, highlight seasonal trends, and connect with fashion-conscious audiences. Similarly, newer fashion brands such as Snitch have leveraged social media platforms to rapidly gain popularity among younger consumers by creating engaging and trend-focused content. These brands frequently use social media campaigns, influencer partnerships, and interactive content to capture the attention of their target audiences and strengthen their brand visibility.

One of the most important aspects of social media marketing is consumer engagement. Engagement refers to the level of interaction between the audience and the brand's social media content. This interaction may take the form of likes, comments, shares, mentions, reviews, or user-generated content. Higher engagement levels indicate that consumers are not only aware of the brand but are also actively interested in its products and messaging. Engaged audiences are more likely to develop trust and loyalty toward the brand, which ultimately contributes to stronger brand awareness and brand recall.

The growing influence of social media has significantly changed the way fashion brands communicate with their audiences. Unlike traditional marketing channels, social media provides immediate feedback and measurable performance indicators such as reach, impressions, engagement rate, and follower growth. These metrics help brands understand consumer preferences and refine their marketing strategies accordingly. Furthermore, social media marketing allows brands to target specific demographic groups based on age, location, interests, and online behavior, making promotional campaigns more effective and personalized.

Another important factor contributing to the effectiveness of social media marketing in the fashion industry is the rise of influencers and content creators. Fashion influencers often collaborate with brands to promote clothing collections, styling ideas, and product launches. Their followers tend to trust their recommendations, which makes influencer marketing a powerful tool for increasing brand visibility and credibility. Through influencer collaborations, brands can expand their reach and introduce their products to new audiences who may not have been previously familiar with the brand.

Consumers in urban lifestyle hubs are particularly active on social media and are highly exposed to fashion trends and brand promotions online. The presence of fashion-conscious consumers, premium retail outlets, and a vibrant lifestyle culture creates an ideal environment for studying the impact of social media marketing on fashion brand awareness. Understanding how consumers interact with fashion brands on social media platforms can provide valuable insights into how digital marketing strategies influence brand recognition and consumer engagement.

This research therefore aims to examine the role of social media marketing in building fashion brand awareness among consumers. It specifically focuses on understanding how different social media platforms and marketing activities influence awareness of selected fashion brands, as well as how audience engagement contributes to strengthening brand visibility. By analyzing consumer responses and engagement patterns, the study seeks to provide insights into the effectiveness of social media marketing strategies in the fashion industry.

The findings of this study may be useful for fashion marketers, brand managers, and digital marketing professionals who aim to improve their online branding strategies. Additionally, the research can contribute to the academic understanding of digital marketing practices in the fashion sector and highlight the growing importance of social media as a tool for building brand awareness and consumer relationships.

Literature Review

1. Andreas M. Kaplan and Michael Haenlein (2010)

The authors explained the concept of social media and its growing importance in modern marketing communication. Their study highlighted how social media platforms help organizations connect with consumers, share information, and promote brands more effectively compared to traditional marketing channels.

Research Gap:

The study focused on the general concept of social media marketing but did not examine its specific impact on fashion brand awareness or consumer engagement.

2. Susan Fournier and Jill Avery (2011)

The authors discussed how brands can build strong relationships with consumers through social media. Their research showed that brand storytelling and continuous interaction with audiences on social platforms help improve brand recognition and strengthen consumer– brand relationships.

Research Gap:

The study emphasized relationship building but did not specifically analyze how engagement activities contribute to brand awareness in the fashion industry.

3. Godey Bruno et al. (2016)

This study examined social media marketing activities in luxury fashion brands. The findings suggested that entertainment, customization, interaction, and trendiness on social media positively influence brand awareness and consumer perception.

Research Gap:

The research mainly focused on luxury fashion brands and did not explore awareness levels of fast-fashion brands among young consumers in specific urban areas.

4. Hanna Richard, Andrew Rohm and Victoria L. Crittenden (2011)

The study analyzed how businesses have shifted from traditional marketing to digital and social media platforms. It highlighted that social media enables brands to communicate directly with consumers and encourages higher levels of interaction.

Research Gap:

Although the study discussed digital transformation in marketing, it did not specifically evaluate the role of audience engagement in building fashion brand awareness.

5. Bilgin Yusuf (2018)

The author investigated the relationship between social media marketing activities and brand awareness. The results indicated that consistent social media presence and interactive content significantly influence brand awareness and brand

loyalty among consumers.

Research Gap:

The study focused broadly on brand awareness and loyalty but did not analyze the impact of different social media platforms on specific fashion brands.

6. De Vries Lisette, Sonja Gensler and Peter Leeflang (2012)

This research examined how brand posts on social networking sites affect consumer engagement. The authors found that visual and interactive content increases likes, comments, and shares, which ultimately improves brand visibility.

Research Gap:

The research focused on engagement metrics but did not specifically explore how these engagement levels contribute to building awareness of fashion brands.

7. Ashley Christodoulides (2009)

The study highlighted the importance of online communities and digital platforms in shaping brand perceptions. It suggested that active participation in social media communities can help brands strengthen their visibility and reputation.

Research Gap:

The study focused on general online brand communities but did not analyze the effectiveness of social media marketing strategies in the fashion industry.

8. Kim Angella J. and Ko Eunju (2012)

This research explored the role of social media marketing in the fashion sector. The findings indicated that social media platforms allow fashion brands to communicate trends, promote products, and build strong relationships with consumers.

Research Gap:

The study examined social media marketing in fashion broadly but did not specifically measure audience engagement levels in creating brand awareness.

OBJECTIVES

- 1) To analyze the impact of social media marketing on fashion brand awareness among consumers in Koregaon Park, Pune.
- 2) To examine how different social media platforms and marketing activities influence awareness of fashion brands such as Zara, H&M, and Snitch.
- 3) To evaluate engagement level of audience in building fashion brand awareness.

Research Methodology

1) Research Type

The present study adopts a **descriptive research design** to examine the role of social media marketing in building fashion brand awareness. Descriptive research is suitable for this study as it helps in understanding consumer perceptions, behavior, and engagement related to social media marketing activities of fashion brands. The research focuses on identifying how social media platforms influence awareness and engagement levels among consumers.

1.1) Respondents

The respondents for this study are **consumers who are active users of social media and are familiar with fashion brands such as Zara, H&M, and Snitch**. These individuals regularly interact with social media platforms and are exposed to fashion-related content, advertisements, and brand promotions online.

1.2) Area of Study

The study is conducted among **consumers located in Koregaon Park**, a prominent urban lifestyle area known for its fashion-conscious consumers, retail outlets, and active social media usage. The location provides an appropriate setting to understand how social media marketing influences fashion brand awareness among consumers.

1.3) Study Population

The study population consists of **all social media users in Koregaon Park who are potential or existing consumers of fashion brands**. These individuals may belong to different age groups, occupations, and educational backgrounds but share a common exposure to social media platforms and fashion brand promotions.

2) Sample Size

For the purpose of this research, a **sample size of 100 respondents** has been selected. The sample represents a segment of consumers who are active on social media and are aware of fashion brands. This sample size is considered adequate to analyze consumer responses and identify patterns related to brand awareness and engagement.

3) Sampling Method

The study uses a **convenience sampling method**. In this method, respondents are selected based on their accessibility and willingness to participate in the survey. This approach is suitable for the study as it allows quick data collection from consumers who actively use social media and are familiar with fashion brands.

4) Data Collection Method

The study primarily relies on **primary data collected through a structured questionnaire**. The questionnaire includes multiple questions related to social media usage, awareness of fashion brands, and engagement with brand content on social media platforms. The questionnaire method helps in collecting direct responses from consumers and understanding their perceptions about social media marketing activities.

5) Nature and Type of Data

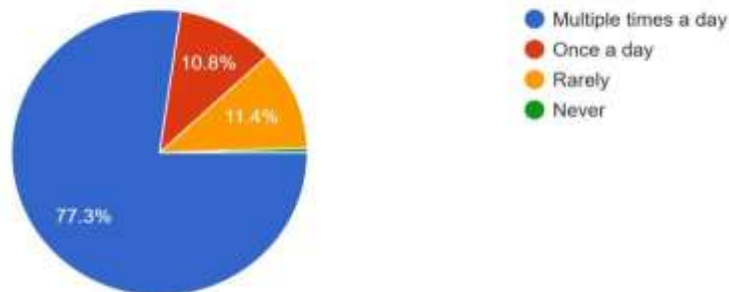
The study uses **quantitative data** collected through close-ended questions in the questionnaire. The responses are measured using options such as multiple choice and Likert scale responses to analyze consumer awareness, social media engagement, and perceptions about fashion brand promotions. The collected data is then analyzed to understand patterns

and trends related to social media marketing and brand awareness

• DATA ANALYSIS AND INTERPRETATION

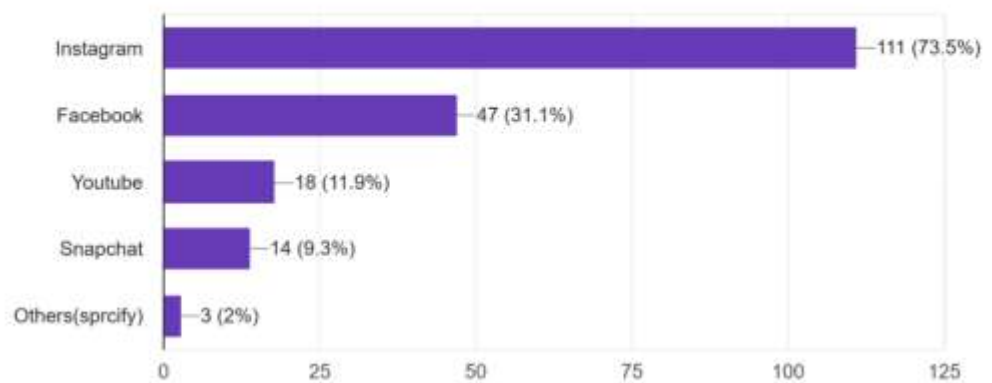
1. How frequently do you use social media to explore fashion brands?

185 responses



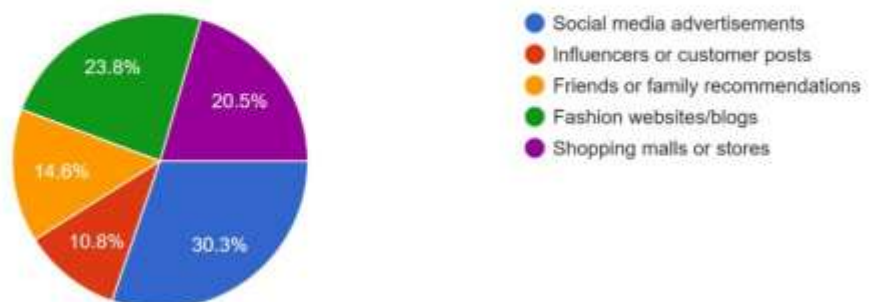
2. Which social media platform do you mainly use to discover fashion brands?

151 responses



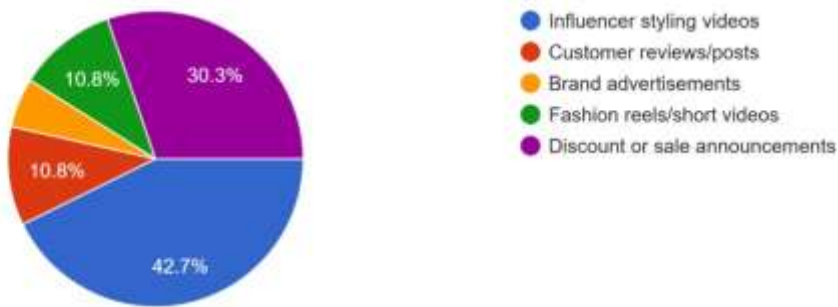
3. From where did you first hear about fashion brands like Zara, H&M, or Snitch?

185 responses



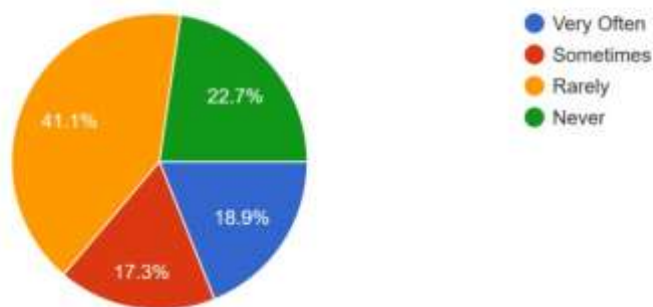
4. Which type of social media content attracts you the most toward fashion brands?

185 responses



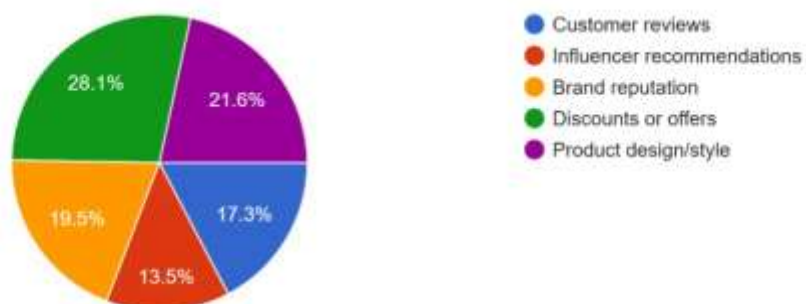
5. How often do you interact (like, comment, share, save) with fashion-related posts on social media?

185 responses



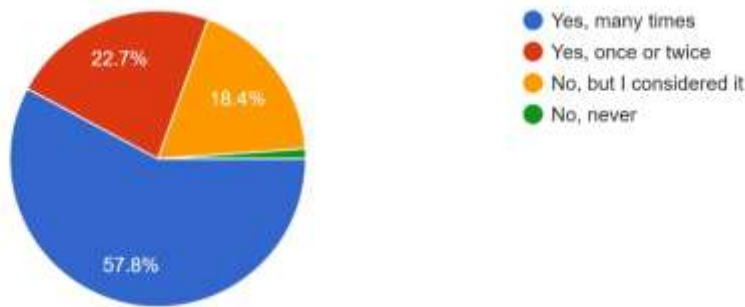
6. Which factor influences your decision the most when buying a fashion brand promoted on social media?

185 responses



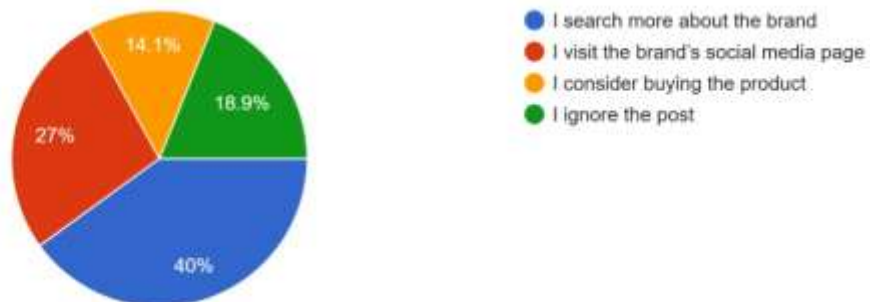
7. Have you ever purchased a fashion product after seeing it promoted by a satisfied customer or micro-influencer on social media?

185 responses



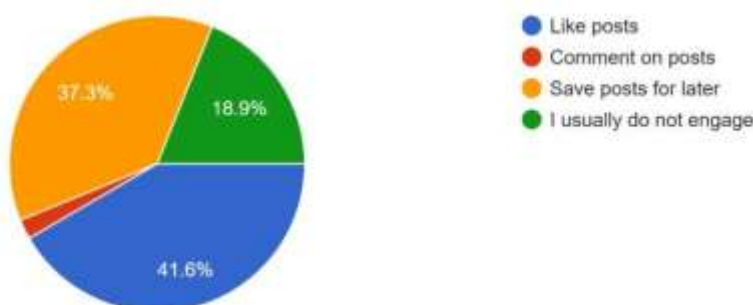
8. When you see a satisfied customer recommending a fashion brand online, what is your usual reaction?

185 responses



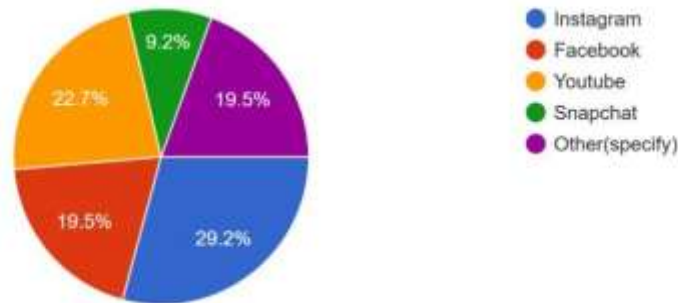
9. What type of engagement do you usually perform on fashion brand posts?

185 responses



10. In your opinion, which platform has the biggest influence on fashion brand awareness?

185 responses



Key Findings

Frequency: An overwhelming 77.3% of consumers explore fashion brands on social media multiple times every day.

Discovery: Instagram is the dominant discovery channel, used by 73.5% of respondents to find new fashion brands.

Awareness: Social media advertisements are the leading source of initial brand awareness, accounting for 30.3% of first-time interactions.

Content: Influencer styling videos are the most effective content format, attracting 42.7% of the target audience.

Interaction: Active engagement is low, as 41.1% of users "rarely" interact with posts despite high consumption rates.

Purchase Drivers: Financial incentives like discounts and offers are the top purchase influencers for 28.1% of consumers.

Peer Influence: 57.8% of respondents have purchased products "many times" based on satisfied customer or micro-influencer reviews.

Post-Exposure: Seeing a customer recommendation prompts 40% of users to immediately search for more brand information.

Engagement Type: Liking (41.6%) and Saving (37.3%) are the primary ways users interact with fashion brand content.

Platform Influence: Instagram is perceived as the most influential platform for brand awareness by 29.2% of respondents.

Recommendations

Based on the findings regarding social media habits and the influence of peer content in the fashion industry, here are three key recommendations: **Prioritize Visual Storytelling on Instagram:** Since 73.5% of consumers use Instagram for discovery and 42.7% are most attracted to styling videos, brands should focus their budget on high-quality Reels and short-form video content rather than static posts. **Leverage User-Generated Content (UGC):** With 57.8% of respondents making purchases based on satisfied customer or micro-influencer reviews, brands should implement loyalty programs that encourage customers to share their own photos and testimonials to build authentic brand trust. **Optimize for "Saves" and Retargeting:** Because 37.3% of users "save" posts for later and 40% perform follow-up searches after seeing a recommendation, marketers should use retargeting advertisements and seasonal discounts (a top driver for 28.1%) to convert that initial interest into a final sale.

Conclusion

The research concludes that social media marketing, particularly through Instagram, is the primary driver of fashion brand awareness and purchase intent among consumers in Koregaon Park. While social media advertisements serve as the most effective initial touchpoint, the study highlights a critical shift toward peer-led influence, with 57.8% of respondents making repeated purchases based on recommendations from satisfied customers or micro-influencers. Despite a high frequency of daily platform usage, passive consumption remains common, yet content such as influencer styling videos and discounts successfully triggers active brand research and high "save" rates. Ultimately, the findings confirm that building brand trust in the modern fashion industry relies less on traditional one-way broadcasting and more on leveraging the authentic, visual storytelling of satisfied consumers to drive high-conversion engagement.

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Annexure

1. How frequently do you use social media to explore fashion brands?

- Multiple times a day
- Once a day
- A few times a week
- Rarely
- Never

2. Which social media platform do you mainly use to discover fashion brands?

- Instagram
- Facebook
- YouTube
- Snapchat
- Other (please specify)

3. From where did you first hear about fashion brands like Zara, H&M, or Snitch?

- Social media advertisements

- Influencers or customer posts
- Friends or family recommendations
- Fashion websites/blogs
- Shopping malls or stores

4. Which type of social media content attracts you the most toward fashion brands?

- Influencer styling videos
- Customer reviews/posts
- Brand advertisements
- Fashion reels/short videos
- Discount or sale announcements

5. How often do you interact (like, comment, share, save) with fashion-related posts on social media?

- Very often
- Sometimes
- Rarely
- Never

6. Which factor influences your decision the most when buying a fashion brand promoted on social media?

- Customer reviews
- Influencer recommendations
- Brand reputation
- Discounts or offers
- Product design/style

7. Have you ever purchased a fashion product after seeing it promoted by a satisfied customer or micro-influencer on social media?

- Yes, many times
- Yes, once or twice
- No, but I considered it

- No, never

8. When you see a satisfied customer recommending a fashion brand online, what is your usual reaction?

- I search more about the brand
- I visit the brand's social media page
- I consider buying the product
- I ignore the post

9. What type of engagement do you usually perform on fashion brand posts?

- Like posts
- Comment on posts
- Share posts with friends
- Save posts for later
- I usually do not engage

10. In your opinion, which platform has the biggest influence on fashion brand awareness?

- Instagram
- YouTube
- Facebook
- Snapchat
- Other (please specify)