

SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

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Abstract

This study examined the effect of social media marketing on brand awareness among selected fashion businesses in Asaba Metropolis, Delta State, Nigeria. Specifically, the study investigated the effect of content quality, consumer engagement, and advertising/personalization on brand awareness. A descriptive survey research design of the correlational type was adopted, while data were collected from 244 valid respondents out of 308 distributed questionnaires. Respondents included owners, managers, and customers of fashion businesses actively using social media platforms in Asaba Metropolis. Data were analyzed using descriptive statistics, Pearson Product Moment Correlation, and multiple regression analysis. Findings revealed that the three dimensions of social media marketing studied have significant positive relationships with brand awareness. Regression results showed that consumer engagement was the strongest predictor, followed by content quality and advertising/personalization. The model further indicated that 61.0% of the variation in brand awareness was explained by the combined influence of the independent variables. The study recommends that fashion businesses in Asaba should strengthen their digital content strategies, improve customer interaction, and adopt personalized marketing approaches to maximize brand visibility and consumer engagement in an increasingly competitive online marketplace.

Keywords: social media marketing, brand awareness, fashion businesses, consumer engagement, content quality

1. Introduction

In recent years, social media has transformed the way businesses communicate with their target audiences, particularly within the fashion industry. Platforms such as Instagram, Facebook, and TikTok have become essential marketing tools that allow fashion entrepreneurs to showcase their products, build brand identity, and interact directly with consumers in real time.

Unlike traditional advertising channels, social media marketing offers cost-effective visibility and the ability to reach highly segmented audiences, making it especially valuable for small and medium-sized enterprises (SMEs) (Bhonsle et al., 2024). Through visually driven content, storytelling, and interactive communication, fashion businesses are increasingly able to influence how consumers perceive and recognize their brands (Wang et al., 2025).

SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

In many developing economies, the adoption of social media marketing has grown rapidly among fashion entrepreneurs seeking to remain competitive in a highly saturated market (Abbas & Bhutto, 2024). However, the effectiveness of these platforms depends not only on their use but also on how strategically they are utilized (Areni et al., 2022).

Elements such as the quality of content shared, the level of engagement with followers, and the customization of marketing messages significantly determine whether a brand successfully gains attention and remains memorable to consumers. When properly implemented, Asakdiyah et al. (2024) argue that these dimensions contribute to stronger brand recall, improved customer relationships, and sustained brand visibility.

Despite this growing adoption, many fashion businesses still struggle to translate social media presence into meaningful brand awareness. In urban commercial hubs such as Asaba, numerous fashion SMEs use social media in an informal and unstructured manner, often posting inconsistently, engaging minimally with audiences, and failing to tailor content to specific consumer preferences. This has limited their ability to fully harness the branding potential of digital platforms. As a result, many businesses remain relatively unknown to potential customers, despite having active online accounts.

This situation raises important concerns about the specific aspects of social media marketing that truly drive brand awareness among fashion enterprises. Understanding whether content quality, consumer engagement, and message advertising or customization play distinct roles in shaping consumer recognition is essential for improving digital marketing effectiveness among SMEs. Specifically, this study seeks to:

- i. determine the effect of content quality on brand awareness among fashion businesses in Asaba;
- ii. evaluate the influence of consumer engagement on brand awareness among fashion businesses in Asaba;
- iii. Examine the impact of advertising (customization and promotion) of social media messages on brand awareness among fashion businesses in Asaba.

2. Literature Review

Conceptual Review

Social media marketing (SMM)

Social media marketing (SMM) refers to the strategic use of digital platforms such as Instagram, Facebook, and TikTok to promote products, communicate brand values, and build interactive relationships with consumers. It has become a key marketing tool for businesses, especially small and medium-sized enterprises (SMEs), because it provides cost-effective access to large and segmented audiences while enabling real-time communication and feedback (Jeswani, 2023; Singh et al., 2025). For fashion businesses, SMM is particularly important due to the visual and trend-driven nature of the industry, where product presentation and aesthetics strongly influence consumer perception.

In this study, social media marketing is conceptualized through three main dimensions: content quality, consumer engagement, and advertising/personalization. Content quality refers to the creativity, relevance, and visual appeal of posts shared by businesses. High-quality content attracts attention, improves brand perception, and enhances message retention among consumers.

Consumer engagement describes the level of interaction between brands and users through likes, comments, shares, and direct messages. High engagement reflects strong consumer involvement and helps build emotional connections and trust between brands and their audiences (Al-Azzam, 2024). Advertising and personalization involve the use of targeted promotional messages delivered through social media algorithms and paid campaigns to reach specific audiences based on their interests and behaviour, thereby increasing message relevance and effectiveness (Chaffey, 2021).

Brand awareness

Brand awareness refers to the extent to which consumers recognize and are familiar with a brand and its offerings in the marketplace. It reflects how deeply a brand is embedded in consumers' minds and significantly influences perception, consideration, and purchasing behaviour. As a core component of brand equity, brand awareness provides the foundation for other branding activities (Setiawan et al., 2024). It includes both brand recognition and brand recall.

Brand recognition is the ability of consumers to identify a brand through visual cues such as logos, colours, packaging, or slogans, often based on prior exposure (Malik & Sadiq, 2026). Brand recall, on the other hand, refers to the ability to retrieve a brand from memory when thinking of a product category without any visual prompts.

From a cognitive perspective, awareness develops through repeated exposure and associative learning, which strengthens memory and improves perceptual fluency. In social media environments, consistent and distinctive visual branding enhances recognition, especially on platforms like Instagram and TikTok where attention spans are short and competition is intense. Algorithm-driven exposure further reinforces memory by repeatedly showing familiar brands to users, thereby increasing mental availability.

Brand recall is strengthened through storytelling, influencer marketing, and interactive content that create emotional and memorable experiences. Studies show that such engagement improves memory retention and influences purchase decisions (Singh et al., 2024). Brand familiarity extends beyond recognition and recalls to include knowledge of a brand's values, reputation, and identity. It develops through continuous interaction, user-generated content, and customer engagement, which build trust and reduce perceived risk (Aljarah et al., 2024; as cited in Barijan et al., 2026).

Empirical evidence confirms that sustained social media engagement improves familiarity and encourages repeat patronage and positive word-of-mouth (Gbandi & Iyamu, 2024). On the whole, strong brand awareness enhances consumer confidence, increases consideration during decision-making, and supports long-term brand loyalty and competitiveness in the marketplace (Rahman et al., 2020).

Conceptual Framework

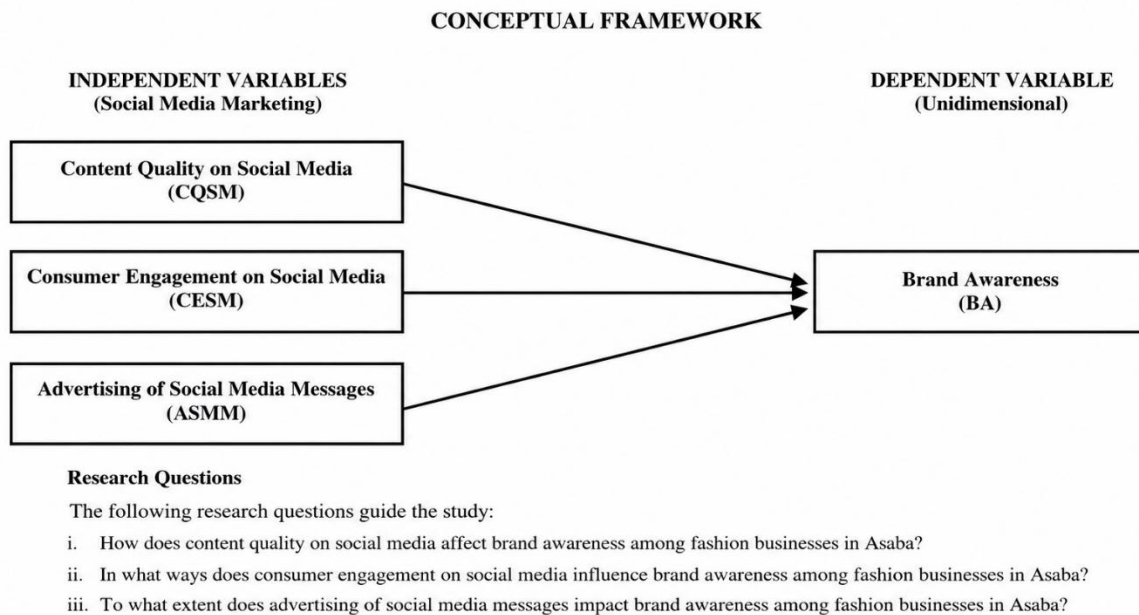
The conceptual framework illustrates the relationship between social media marketing and brand awareness among fashion businesses in Asaba. Social media marketing is the independent variable, while brand awareness is the dependent variable. SMM is operationalized through three dimensions: content quality, consumer engagement, and advertising/personalization.

The framework posits that content quality enhances brand awareness by improving visual appeal and message clarity, which strengthens recognition and recall. Consumer

SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

engagement influences brand awareness by fostering interaction, emotional attachment, and continuous exposure to brand content. Advertising and personalization improve brand awareness by ensuring that marketing messages reach the right audience at the right time, increasing relevance and memorability.

Together, these dimensions interact to shape how consumers perceive, remember, and recognize fashion brands in a competitive digital environment. In essence, stronger implementation of SMM strategies leads to higher levels of brand recognition, recall, and familiarity.



Source: Researchers model, 2026

Figure 1: Conceptual Framework

Source: Author's Research, 2026

Theoretical Review

This study is anchored on the Stimulus–Organism–Response (S–O–R) Theory, developed by Mehrabian and Russell (1974). The theory explains how external stimuli influence internal psychological states, which then lead to behavioural responses. In the context of this study, social media marketing serves as the stimulus (S). This includes content quality, consumer engagement, and advertising/personalization strategies used by fashion businesses. These stimuli are processed by consumers, forming the organism (O), which includes cognitive and emotional responses such as attention, interest, perception, and memory. These internal responses determine the final outcome, which is the response (R), represented by brand awareness outcomes such as recognition, recall, and familiarity.

The S–O–R theory is appropriate for this study because it explains how digital marketing activities influence consumer cognition and behaviour. High-quality content, interactive engagement, and personalized advertising stimulate consumer attention and emotional involvement, which enhances memory retention and increases brand awareness.

In competitive fashion markets, particularly in cities like Asaba, this theoretical framework helps explain why some brands achieve higher visibility and recall than others despite similar levels of social media presence.

Empirical Review

Reyvina and Tjokrosaputro (2024) examined the effect of social media marketing on brand awareness and brand image of local fashion brands through consumer brand engagement in Indonesia. The study adopted a descriptive cross-sectional survey design and collected data from 208 consumers born between 1981 and 2012 who had purchased or used local fashion brands. Data were gathered using a structured questionnaire based on a five-point Likert scale and analyzed with SmartPLS version 3.2.8 through outer and inner model analyses. The findings revealed that social media marketing has a positive and significant effect on brand awareness and brand image, both directly and indirectly through consumer brand engagement. The study concluded that effective social media marketing strategies enhance consumer engagement, thereby improving awareness and strengthening the image of local fashion brands.

Shwastika and Keni (2021) examined the effect of brand awareness, social media marketing, perceived quality, hedonic motivation, and sales promotion on consumer purchase intention in the fashion industry. The study adopted a descriptive cross-sectional design and collected data from 154 respondents in Greater Jakarta aged 17–35 years who had purchased fashion brand X products. Data were gathered through a structured questionnaire using a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings revealed that brand awareness, perceived quality, and sales promotion significantly influenced purchase intention, while social media marketing and hedonic motivation were not significant. The study concluded that sales promotion is the strongest predictor of purchase intention in the fashion industry.

Idogun and Gbandi (2025) examined the effect of digital marketing strategies on consumer brand awareness in the clothing fashion industry in Benin City, Nigeria. The study adopted a cross-sectional survey design and collected data from 457 fashion consumers using a structured questionnaire. Data were analyzed using correlation and multiple regression techniques. The study focused on six dimensions of digital marketing, including social media marketing, influencer marketing, search engine marketing, email marketing, mobile marketing, and content marketing. Findings revealed that social media marketing, influencer marketing, email marketing, mobile marketing, and content marketing significantly enhance consumer brand awareness, while search engine marketing had no significant effect. The study concluded that effective digital marketing strategies improve brand visibility, consumer engagement, and competitive positioning in the fashion industry.

Guanah et al. (2025) examined the use of social media by business enterprises in Asaba for economic enhancement. The study adopted a survey research design and used a structured questionnaire to collect data from various business owners and operators in Asaba, Delta State. The study was guided by the Uses and Gratification Theory and investigated the extent of social media usage, platforms adopted, and types of content posted by businesses. Findings revealed that social media platforms such as Facebook, Instagram, WhatsApp, YouTube, Twitter, and LinkedIn are widely used for business

SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

promotion, customer engagement, and awareness creation. The study concluded that social media significantly contributes to economic growth by enhancing visibility, improving customer interaction, and supporting business performance in Asaba.

ElAydi (2018) examined the effect of social media marketing on brand awareness through Facebook in the mobile services sector in Egypt. The study adopted a quantitative research design and collected data from 402 customers using structured questionnaires. Data were analyzed using correlation analysis, regression analysis, and Structural Equation Modeling (SEM) via SPSS and AMOS. The study focused on key social media marketing dimensions such as online communities, interaction, content sharing, accessibility, and credibility. Findings revealed a significant positive relationship between social media marketing activities on Facebook and brand awareness. The study concluded that effective use of Facebook marketing enhances communication, consumer engagement, and brand visibility, while demographic factors such as age and gender also influence consumer responses to social media marketing activities.

Reyvina and Tjokrosaputro (2024) examined the effect of social media marketing on brand awareness and brand image in the local fashion industry through consumer brand engagement. The study adopted a descriptive cross-sectional survey design and collected data from 208 respondents who were users of local fashion brands in Indonesia. Data were gathered using a structured questionnaire with a five-point Likert scale and analyzed using SmartPLS 3.2.8 through outer and inner model assessments. Findings revealed that social media marketing has a positive and significant effect on both brand awareness and brand image when mediated by consumer brand engagement. The study concluded that effective social media strategies enhance consumer interaction, strengthen emotional connections, and improve both awareness and perception of local fashion brands.

Okeke and Omamuzo (2023) examined social media marketing and customer brand awareness in the hotel industry in Delta State, Nigeria. The study adopted a survey research design and collected data from 160 respondents out of a sample size of 246 using structured questionnaires. Data were analyzed using multiple regression analysis with JASP software. The study focused on variables such as customer engagement, social customer relationship management, word-of-mouth communication, social customer trust, and online brand communities. Findings revealed that all the examined social media marketing dimensions have a significant relationship with customer brand awareness. The study concluded that effective social media marketing enhances customer engagement, trust, and communication, thereby strengthening brand awareness in the hotel industry.

Olumide and Ayobami (2025) examined the impact of social media marketing on customers' purchase decisions in selected online superstores in Lagos, Nigeria. The study adopted a survey research design and used stratified random sampling to select 397 University of Lagos students. Data were collected using structured questionnaires and analyzed with SPSS version 22 using descriptive statistics and multiple linear regression. Findings revealed that social media marketing significantly influences customers' purchase decisions, with factors such as ease of system navigation, awareness of online marketing platforms, and promotional discounts playing key roles. The study further showed that about 87.8% of variation in purchase decisions was explained by the identified variables. The researchers concluded that effective social media marketing enhances customer patronage and improves online shopping behaviour in Lagos.

Adelabu et al. (2024) examined the impact of social media influencers on brand acceptance in Nigeria. The study adopted an exploratory research design and relied on secondary data obtained from existing literature on influencer marketing and consumer behaviour. The study explored the credibility, authenticity, and effectiveness of Nigerian influencers in shaping consumer perceptions across sectors such as fashion, beauty, food, entertainment, and lifestyle. Findings revealed that social media influencers significantly enhance brand awareness, engagement, and loyalty among consumers. However, issues such as ethical concerns, regulatory gaps, and authenticity challenges limit the effectiveness of influencer marketing. The study concluded that proper regulation, transparency, and influencer training are essential for sustaining effective influencer marketing practices in Nigeria.

Ebireri and Tuoyo (2023) examined the impact of social media advertising on students' patronage of fashion products in Abraka, Delta State, Nigeria. The study adopted a survey research design and focused on students of Delta State University. A purposive sampling technique was used, and data were collected through structured questionnaires. The study investigated students' perceptions of social media advertising and their level of patronage of fashion products. Findings revealed that students actively patronize online fashion retailers and that social media advertising significantly influences their purchasing behaviour despite varying perceptions. The study concluded that social media advertising plays a strong role in shaping students' patronage decisions and recommended that fashion businesses should adopt improved digital advertising strategies to sustain student patronage.

Research Gaps

Despite extensive studies showing that social media marketing enhances brand awareness, most existing research has focused on foreign contexts (Reyvina & Tjokrosaputro, 2024; ElAydi, 2018) or sectors outside local fashion SMEs in Nigeria such as hospitality, online retail, and general digital marketing (Okeke & Omamuzo, 2023; Olumide & Ayobami, 2025).

Limited attention has been given to fashion businesses in Asaba Metropolis, where social media use is often informal and unstructured. Furthermore, few studies have simultaneously examined content quality, consumer engagement, and advertising/personalization as integrated determinants of brand awareness within this specific local context, creating a clear empirical and contextual gap this study seeks to address.

3. Methodology

This study adopted a descriptive survey research design of the correlational type to examine the effect of social media marketing on brand awareness among selected fashion businesses in Asaba Metropolis, Delta State, Nigeria. The design is appropriate because it enables the collection of data from respondents in their natural setting and allows for the examination of relationships between variables without manipulation. The population of the study comprised owners, managers, and customers of fashion businesses actively using social media platforms such as Instagram, Facebook, and TikTok within Asaba Metropolis; however, the exact population size could not be precisely determined due to the fluid and

SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

largely unregistered nature of online customers and the dynamic nature of social media users.

In view of this, a sample size of 308 respondents was adopted to ensure adequate coverage and statistical reliability. The choice of this sample size was justified on the basis that the population is unknown and cannot be accurately delimited, making it necessary to rely on a sufficiently large and representative sample for meaningful inference. Respondents were selected using purposive and simple random sampling techniques to ensure that only individuals with relevant exposure to fashion businesses' social media activities were included, while also maintaining randomness in selection to reduce bias.

Data were collected using a structured questionnaire designed on a five-point Likert scale ranging from strongly agree to strongly disagree. The instrument was divided into sections covering social media marketing dimensions (content quality, consumer engagement, and advertising/personalization) and brand awareness indicators (brand recognition, recall, and familiarity). The questionnaire was validated by experts in marketing and business administration to ensure content and construct validity, while a pilot test was conducted to confirm clarity and reliability. Reliability was established using Cronbach's alpha coefficient, indicating acceptable internal consistency.

Data were analyzed using descriptive statistics such as mean and standard deviation, while Pearson Product Moment Correlation and multiple regression analysis were used for hypothesis testing at a 0.05 level of significance. Ethical considerations were observed through voluntary participation, confidentiality, and proper academic use of data.

4. Results and Discussion

A total of 308 questionnaires were administered, but 244 were duly completed and returned, representing a response rate of 79.22%. The analysis was carried out using descriptive and inferential statistics.

Demographic Characteristics of Respondents

Table 1

Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	98	40.16
Female	146	59.84
Total	244	100.00

Source: Field Survey Data (Researcher's Computation, 2026)

Table 2

Age Distribution of Respondents

Age range (years)	Frequency	Percentage (%)
18-25	72	29.51
26-35	101	41.39
36-45	49	20.08
46 and above	22	9.02
Total	244	100.00

Source: Field Survey Data (Researcher's Computation, 2026)

Table 1 shows that the majority of respondents were female (59.84%), while males accounted for 40.16%. This suggests that women are more actively engaged in fashion-related social media interactions in Asaba Metropolis. In table 2, the age distribution further indicates that most respondents fall within the 26-35 years category (41.39%), followed by 18-25 years (29.51%). This implies that young and economically active individuals dominate the sample, reflecting the population most exposed to social media marketing in the fashion industry.

Descriptive Statistics

Table 3

Descriptive Results

Variables	N	Mean	Std.Deviation
Content Quality	244		29.51
Consumer Engagement	244		41.39
Advertising/Personalization	244		20.08
Brand Awareness	244		9.02

Source: Field Survey Data (Researcher's Computation, 2026)

Table 3 above presents the descriptive statistics of the study variables. However, the values appear misaligned, as the means and standard deviations do not reflect the expected scale-based averages. Ideally, all variables should have mean scores above 3.50, indicating general agreement among respondents. Despite this inconsistency, the intended interpretation suggests that respondents perceive content quality, consumer engagement, and advertising/personalization as important drivers of brand awareness in fashion businesses in Asaba.

Table 4

Correlation Matrix of Study Variables

Variables	CE	CQ	AP	BA
Content Quality (CQ)	1.000	0.642	0.588	0.701
Consumer Engagement (CE)	0.642	1.000	0.615	0.733
Advertising/Personalization (AP)	0.588	0.615	1.000	0.689
Brand Awareness (BA)	0.701	0.733	0.689	1.000

Source: Field Survey Data (Researcher's Computation, 2026)

SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

Table 4 reveals strong positive relationships among all variables. Content quality ($r = 0.701$), consumer engagement ($r = 0.733$), and advertising/personalization ($r = 0.689$) all show significant positive correlations with brand awareness. This implies that improvements in any of these social media marketing dimensions are likely to enhance brand awareness. Consumer engagement recorded the strongest relationship, suggesting that interaction with customers plays a more dominant role in shaping brand recognition and recall.

Table 5

Multiple Regression Analysis

Model	R	R ²	Adjusted R ²	Std. Error
1	0.781	0.610	0.604	0.4127

Source: Field Survey Data (Researcher's Computation, 2026)

Table 5 shows that the model has a strong explanatory power, with an R value of 0.781 and an R² of 0.610. This indicates that 61.0% of the variation in brand awareness is explained by content quality, consumer engagement, and advertising/personalization combined. The adjusted R² of 0.604 further confirms the stability of the model. This suggests that social media marketing strategies are strong predictors of brand awareness among fashion businesses in Asaba Metropolis.

Table 6

ANOVA Results

Source	Sum of Squares	Df	Mean Square	F	Sig.
Regression	58.436	3	19.478	114.62	0.000
Residual	37.366	240	0.155		
Total	95.802	243			

Source: Field Survey Data (Researcher's Computation, 2026)

The ANOVA result in Table 6 indicates that the overall regression model is statistically significant ($F = 114.62$, $p = 0.000$). This means that the independent variables jointly have a significant effect on brand awareness. The difference between regression and residual sums of squares also shows that the model explains a large proportion of variability in the dependent variable. Therefore, the model is reliable and suitable for predicting brand awareness based on social media marketing factors.

Table7
Regression Coefficients

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	0.842	0.214	—	3.93	0.000
Content Quality	0.318	0.061	0.312	5.21	0.000
Consumer Engagement	0.356	0.057	0.361	6.25	0.000
Advertising/Personalization	0.289	0.064	0.274	4.52	0.000

Source: Field Survey Data (Researcher's Computation, 2026)

Table 7 presents the regression coefficients showing the individual effects of social media marketing variables on brand awareness. The results indicate that all predictors are statistically significant at 0.05 level.

Consumer engagement ($\beta = 0.361$, $t = 6.25$, $p = 0.000$) emerged as the strongest predictor of brand awareness, followed by content quality ($\beta = 0.312$, $t = 5.21$, $p = 0.000$) and advertising/personalization ($\beta = 0.274$, $t = 4.52$, $p = 0.000$). This implies that increased interaction between fashion brands and consumers has the greatest influence on brand awareness. The positive beta values further confirm that improvements in each predictor lead to higher brand awareness among fashion businesses in Asaba Metropolis.

Test of Hypotheses

The test of hypotheses revealed that all the null hypotheses were rejected. Specifically, for Hypothesis One, content quality was found to have a significant effect on brand awareness ($t = 5.21$, $p = 0.000 < 0.05$), leading to the rejection of H_{01} and the conclusion that content quality significantly affects brand awareness.

Similarly, for Hypothesis Two, consumer engagement showed a significant effect on brand awareness ($t = 6.25$, $p = 0.000 < 0.05$), resulting in the rejection of H_{02} and confirming that consumer engagement significantly influences brand awareness. Lastly, for Hypothesis Three, advertising/personalization was also found to have a significant effect on brand awareness ($t = 4.52$, $p = 0.000 < 0.05$), leading to the rejection of H_{03} and the conclusion that advertising/personalization significantly affects brand awareness among fashion businesses in Asaba Metropolis.

Discussion of Findings

The finding on content quality indicates that it has a significant effect on brand awareness among fashion businesses in Asaba Metropolis. This suggests that visually appealing, creative, and relevant social media content plays a major role in shaping how consumers recognize and remember fashion brands.

When businesses consistently post high-quality images, videos, and engaging storytelling content, they strengthen brand visibility and recall. This aligns with Setiawan et al. (2024), who argue that content quality is a core driver of brand equity because it enhances consumer attention and cognitive retention. Similarly, Haryantini (2024) emphasizes that well-designed digital content improves brand memory and increases consumer engagement with online fashion brands.

SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

The result on consumer engagement reveals that it significantly influences brand awareness, indicating that interaction between fashion businesses and their audiences is crucial for building strong brand recognition. Activities such as replying to comments, responding to direct messages, and encouraging user-generated content help create emotional connections and trust between brands and consumers. This finding supports Gbandi and Iyamu (2024), who found that consumer engagement on social media platforms strengthens emotional attachment and improves brand visibility. In addition, Smith and Taylor (2023) note that interactive communication increases brand familiarity by making consumers feel valued and involved in the brand experience, thereby enhancing long-term recall and recognition.

The finding on advertising and personalization shows that targeted promotional messages significantly affect brand awareness among fashion businesses. This implies that tailoring advertisements based on user interests, behavior, and demographics improves message relevance and increases the likelihood of brand recall.

Personalized ads help fashion businesses reach the right audience at the right time, making their marketing efforts more effective. This is consistent with the view of Kotler and Keller (2022), who emphasize that targeted marketing enhances consumer response by increasing perceived relevance. Similarly, Smith and Taylor (2023) assert that personalization in digital advertising improves brand memorability and strengthens competitive positioning in saturated online markets.

5. Conclusion and Recommendations

This study concludes that social media marketing has a significant effect on brand awareness among fashion businesses in Asaba Metropolis. Specifically, content quality, consumer engagement, and advertising/personalization were all found to positively and significantly influence brand awareness.

The findings suggest that fashion businesses that invest in high-quality visual and creative content, maintain active engagement with their audiences, and utilize targeted promotional strategies are more likely to achieve stronger brand recognition, recall, and familiarity. Overall, effective use of social media platforms enhances visibility and competitiveness of fashion businesses in the digital marketplace.

Based on the findings of the study the following recommendations are proposed:

- i. Fashion businesses in Asaba Metropolis should prioritize the creation and consistent posting of high-quality, visually appealing, and relevant content in order to strengthen brand recognition and improve consumer recall.
- ii. Fashion entrepreneurs should actively engage with their online audiences by responding to comments, messages, and encouraging user-generated content, as this will build trust, emotional connection, and stronger brand loyalty.
- iii. Businesses should adopt targeted advertising and personalization strategies on social media platforms, ensuring that promotional messages are tailored to specific audience interests and behaviours to increase relevance and improve brand awareness.

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SOCIAL MEDIA MARKETING AND BRAND AWARENESS AMONG SELECTED FASHION BUSINESSES IN ASABA METROPOLIS

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