



VAASAN AMMATTIKORKEAKOULU
UNIVERSITY OF APPLIED SCIENCES

Linh Tran

Effectiveness of Social Media Advertising on Brand Awareness.

International Business
2023

ABSTRACT

Author	Linh Tran
Title	Effectiveness of Social Media Advertising on Brand Awareness.
Year	2023
Language	English
Pages	38 + 5 Appendices
Name of Supervisor	Thomas Sabel

This thesis investigates the effectiveness of social media advertising on brand awareness in the fashion sector, focusing in particular on Instagram users in the age group 18 to 34. The study was carried out using the quantitative method using Google Forms for the survey and focused on two main questions. First, it examined the impact of social media advertising on brand awareness among young individuals who follow fashion accounts on Instagram. Second, it seeks to evaluate the most successful advertising strategies employed by fashion brands on Instagram to increase brand recognition of this target audience.

The study intends to provide an extensive comprehension of the effectiveness of social media advertising, highlighting how it contributes to increased brand awareness in the competitive fashion market. It aims to provide meaningful advice to fashion businesses that would like to improve the effect of their Instagram advertisements on younger customers.

By using a thorough analysis of the impact and successful strategies of social media advertising, this study helps to understand how companies can employ Instagram to strengthen their presence among the dynamic and powerful demographics of young fashion enthusiasts.

Keywords: social media advertising, brand awareness, advertising strategies, fashion industry, young adults, and Instagram.

TABLE OF CONTENTS

1	INTRODUCTION.....	6
1.1	BACKGROUND	6
1.2	THE SCOPE OF THE RESEARCH.....	7
1.3	RESEARCH QUESTION	8
1.4	RESEARCH OBJECTIVES.....	8
1.5	STRUCTURE OF THE THESIS	8
2	LITERATURE REVIEW	10
2.1	WHAT IS BRAND AWARENESS?	10
2.1.1	<i>Brand recognition</i>	10
2.1.2	<i>Brand recall</i>	11
2.2	IMPORTANCE OF BRAND AWARENESS IN THE FASHION INDUSTRY	12
2.3	ROLE OF SOCIAL MEDIA IN ADVERTISING	14
2.3.1	<i>Evolution of social media as an advertising platform</i>	14
2.3.2	<i>Advantages of social media advertising for brands</i>	15
2.4	THE IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON BRAND AWARENESS	16
2.5	INSTAGRAM AS A PLATFORM FOR FASHION BRAND ADVERTISING	18
2.6	FASHION BRAND CASE STUDY ON INSTAGRAM SUCCESS	18
2.7	SOCIAL MEDIA ADVERTISING STRATEGIES	20
3	METHODOLOGY	23
3.1	RESEARCH DESIGN	23
3.2	DATA COLLECTION	23
4	DATA ANALYSIS	25
4.1	DEMOGRAPHIC INFORMATION	25
4.2	SOCIAL MEDIA USAGE	26
4.3	PERCEPTION OF SOCIAL MEDIA ADVERTISING	28
4.4	IMPACT ON BRAND AWARENESS	30
4.5	EFFECTIVENESS OF ADVERTISING STRATEGIES	32
5	DISCUSSION	35
5.1	FINDINGS ON THE IMPACT OF BRAND AWARENESS	35
5.2	SUCCESSFUL STRATEGIES	35
5.3	PRACTICAL IMPLICATIONS FOR FASHION BRANDS	36

6	CONCLUSION	37
6.1	MAIN FINDINGS	37
6.2	LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH	37
6.2.1	<i>Limitations</i>	37
6.2.2	<i>Suggestions for further research</i>	38
	REFERENCES.....	39
	APPENDIX	46

LIST OF FIGURES

Figure 1. Age group	25
Figure 2. Gender	25
Figure 3. Use Instagram	26
Figure 4. Frequently of using Instagram	27
Figure 5. Engage with content.	27
Figure 6. Interact with fashion posts.	28
Figure 7. Attractive type of advertisement.....	29
Figure 8. Open to sponsored content	29
Figure 9 Trust in advertisements.	30
Figure 10. Recall a specific fashion brand advertisement.....	31
Figure 11. The impact of advertisements of the perception of the brand.	31
Figure 12. Purchase behavior	32
Figure 13. Perceived effectiveness of advertising strategies	32
Figure 14. The most effective strategies.....	33
Figure 15. Beliefs about social media advertising.....	34
Figure 16. Frequency of following a fashion brand on Instagram	34

1 INTRODUCTION

1.1 Background

In recent years, the emergence of a social media network as an effective marketing tool for various companies has been observed in different sectors such as fashion. In these platforms, Instagram has proved a great option for fashion companies to connect with their target consumers, particularly young generations. With its interactivity feature, Instagram provides a unique platform that allows fashion companies to showcase and sell their products; connect and interact with clients; and boost brand awareness.

Brand awareness is essential in the success of a fashion company since it represents how much recognition customers get through the marketing strategy or brand name of the product. Building and maintaining brand awareness is critical in the highly competitive fashion industry, where customer's attention is exposed to numerous brands competing with each other. For fashion organizations to stand out and capture the attention of their customers, they must employ successful marketing techniques, such as social media advertising.

The use of social media advertising has dramatically increased brand awareness among young individuals. For instance, the fashion industry uses social media platforms like Instagram to create visually appealing commercials which captivate its intended audience. Advertisement assists fashion brands by creating long-term relationships with their target audience, building brand connections, as well as influencing customers' positive attitudes towards the product.

The purpose of this research is to establish the effectiveness of social media advertising in raising brand awareness for young people on Instagram within the fashion industry. For fashion marketers, it is critical to recognize how different forms of social media advertisements affect brand awareness so as to allocate resources and boost marketing efficiency.

1.2 The scope of the research

The advent of social networks has transformed the way brands communicate with their customers, offering an effective platform for advertising and increasing brand awareness. Because of its broad popularity and wide application, social media has become a crucial component of corporate marketing strategy in a variety of industries. The aim of this thesis is to investigate the impact of social media advertising on brand awareness, with particular emphasis on Instagram and young individuals aged 18 to 34.

Instagram is an online social networking site that focuses on visual content and has gained in popularity in recent years. Because of its emphasis on appealing photographs, captivating storytelling, and influencer marketing, Instagram has quickly become an established platform for fashion companies to display their products while communicating with their customers. The focus on visual components is especially useful to the fashion business, allowing companies to exhibit their products, create their brand identity, and connect with consumers in an engaging way.

The number of people using Instagram has been rapidly growing, with approximately two billion active users each month (Sprout Social, 2023). With such a huge number of users, fashion brands have many opportunities to connect and interact with a wide range of consumers, which could increase the effectiveness of their advertising efforts. Moreover, the fact that many young adults are regular users of Instagram, the majority between 18 and 34 years old, makes it a great tool for reaching the target demographic. Young people have been attracted by social media, spending much of their time on brand communications and content (Pew Research Center, 2021).

This study investigates the effectiveness of social media advertising in raising brand awareness in the fashion industry. For this study, a quantitative research method will be employed to collect numerical data for statistical analysis with the

purpose of attaining objective insights on the relationship between social media advertising and brand awareness.

The scope of this study is limited to the fashion sector, young adults, and Instagram as key social media sites. This narrow emphasis enables a more detailed examination of the efficacy of social media advertising in this setting. However, for some industries, demographics, and social media platforms, the results may not be appropriate because the efficacy of social media advertising differs depending on the situation.

1.3 Research question

The following are the research questions that will be addressed in this study.

- How is social media advertising affecting brand awareness among young people in the fashion industry on Instagram?
- What are the most effective social media advertising strategies that fashion companies use on Instagram to build brand awareness among young adults?

1.4 Research objectives

This research has two primary objectives:

- Investigate the effect of social media advertising on increasing brand awareness among young people in the fashion industry on Instagram.
- Examine the effectiveness of different social media advertising strategies used by fashion brands on Instagram to increase brand awareness.

1.5 Structure of the thesis

The thesis consists of the following sections:

The introduction provides background information and explanations of the study topic, emphasizing the importance of social media advertising and brand

awareness in the fashion sector. The focus of the study is determined by the research objectives and research questions.

The literature review part critically analyses the current body of information on social media advertising, brand awareness, and consumer behavior in the fashion industry. It investigates relevant theoretical frameworks and provides a foundation for this study.

The research technique chapter describes the quantitative research design used and explains its applicability for the investigation. It includes methods for conducting surveys and data collection, as well as standards for selecting samples. This chapter also covers the data analysis method used to ensure that the research process is transparent.

The results and findings chapter shows the data collected and provides insights into the impact of various social media advertising methods on brand awareness among young adults. It investigates the connection between social media advertising, customer perceptions, and purchase intentions, providing insight into the influence of brand awareness on consumer behavior.

In the discussion section, the results are summarized and related to the study objectives and research questions. It assesses the theoretical implications of the results and offers practical suggestions for fashion firms to maximize their social media advertising efforts.

Finally, the conclusions summarize the study's aims and key findings. This highlights the practical applications of the research and offers a concluding assessment of its importance.

2 LITERATURE REVIEW

2.1 What is brand awareness?

Brand awareness is an essential component of brand management and marketing. According to Keller (1993), it defines the degree to which customers are familiar with a certain brand and are able to identify and recall it during their purchases. Brand awareness is represented by two dimensions: brand recognition and brand recall which are critical in influencing consumer behavior. Brand awareness, like brand image, is an element of brand knowledge which represents the collection of connections that customers hold about a brand (Keller, 1993).

Brand awareness substantially affects consumer intentions to make decisions about purchases (Sun et al., 2022). Customers are more likely to consider acquiring the goods or services of a brand when they are familiar with it. Furthermore, brand trust can increase the impact of brand awareness in influencing the intentions of customers to buy (Sun et al., 2022). It demonstrates that increasing brand awareness plays an important role for attracting customers as well as for fostering customer loyalty.

Building up brand awareness necessitates strategies such as brand communication and marketing campaigns. According to research by Barreda et al. (2015), online social networks are powerful channels for creating brand awareness. Brands can take advantage of social media and online communities for online advertising to interact with a large audience and generate conversation about their service or product.

2.1.1 Brand recognition

Brand recognition is the capacity of people to recognize and acknowledge a specific brand of product. This is an evaluation of customers' awareness and engagement with a brand, typically as a result of continuous interaction with the logo, name, or other visual signals of the brand (Keller, 1993). A key component of brand

equity is brand recognition since it determines both the perceived worth and general image of a brand (Keller, 1993). This is significant in influencing consumer choices. Brand recognition can affect consumers' purchase decisions when they have to choose between different items displayed in a store (Keller, 1993).

For consumers, brand awareness is advantageous. Customers tend to be more confident in making purchases when they know a brand since this reduces the risk of choosing less familiar brands. Brand recognition creates perceived reliability and familiarity with customers making them to prefer the recognized brand compared to its competitors (Lee et al., 2021).

2.1.2 Brand recall

According to Keller (1993), brand recall is the capacity of the consumer to correctly recall and create a brand from memory when presented with a specific product or product category. It is an indicator of brand awareness and is significant when it comes to building brand equity that determines consumer behavior.

There is a close correlation between brand recall and brand recognition. Brand recall represents the ability of the customer to remember a brand, while brand recognition is the consumer's capability to recognize a brand by using the brand name as a sign. Brand recall and brand recognition are both critical when building brand awareness and establishing an effective brand presence within the consumer's mind (Ndlela and Chuchu, 2016).

Brand recall is one of most important components of brand awareness, it refers to a consumer's ability to recall a brand associated with a specific category of products. It is an essential element of customer-based brand equity which is value created in customers' mind (Keller, 1993). Increased brand recall indicates that a brand has created deep impressions on the memories of customers, which contributes to consumer loyalty and purchase intention (Ndlela and Chuchu, 2016).

2.2 Importance of brand awareness in the fashion industry

In the fashion industry, brand awareness is an essential component of success. The capacity of a customer to recognize and recall a brand name, logo, or item has become critical considering the industry's focus on fashion, trends, and individual identity. This section will examine the significance of brand awareness in the fashion business, concentrating on its impact on consumer behavior and competitive edge.

- **Influencing consumer behavior**

In the fashion sector, brand awareness has a significant effect on customer behavior. The function of brand awareness in building an emotional connection and brand love in clients, resulting in to brand loyalty. This shows that raising customer brand awareness or brand knowledge is essential for fashion companies to promote emotional interactions and increase brand loyalty (Han and Choi, 2019).

Additionally, it has been discovered that brand awareness is a prediction of intention to repurchase (Razak et al., 2019). When considering a brand for purchasing, people are more likely to prefer well-known items since they are more familiar with them (Razak et al., 2019). Brand awareness has a considerable impact on customer repurchase intentions in the fashion enterprise, where reputation and image of the brand are essential.

- **Increasing market share and sales**

A brand awareness campaign aims to increase brand recognition for a business or goods. This can be accomplished by utilizing brand awareness strategies including word-of-mouth marketing, social media campaigns, public relations efforts, advertising campaigns, and many others.

It has been discovered that social media presence, in addition to brand awareness, has a significant impact on the fashion industry's ability to increase sales. Sudirjo

et al. (2023) investigated the relationships between social media presence, brand awareness, client loyalty, and increased sales in start-up businesses in the fashion sector. According to the findings, social media activity affects brand awareness effectively increasing consumer loyalty and driving up sales. This emphasizes the need of utilizing social media channels to raise recognition of brands and promote sales in the fashion business.

Ralph Lauren, for example, aimed to increase brand awareness among millennial consumers worldwide for its 50th anniversary collections. The company collaborated with Instagram to generate in-feed video advertising and Instagram Stories that displayed its products. Ralph Lauren not only enhanced brand awareness in markets throughout the world, but it also raised online sales by 18% and achieved 7.1 times the return on advertising expenditures (2023, Walgrove).

- **Competitive advantage in the market**

In an industry as competitive as fashion, brand awareness can be critical in gaining a competitive edge for organizations. In the world of fashion, brand awareness is related to differentiating and uniqueness. Partnerships between or among companies, artists, celebrities, or various brands can increase awareness while also strengthening the relationship, giving them an advantage in competition by distinguishing themselves (Kim et al., 2014). Companies would collaborate with influencers or well-known brands to boost brand awareness and remain ahead of the competition.

In order to maintain a competitive advantage in the fashion industry, brand awareness is crucial to brand equity. It comprises of brand loyalty, associations, brand awareness and perceived quality. Building a strong brand gives businesses the ability to stand out from one another and satisfies the needs of their customers, giving them a competitive advantage over their competitors (Panchal and Ramesh, 2012).

Additionally, the relationship between brand awareness and brand image through the internet has now become even closer to the public as people have used the internet for over a decade to communicate with each other (Sudirjo et al., 2023). According to research, more social media exposure raises brand awareness. Social media networks may be utilized to promote brand awareness, reach a large number of target customers, and obtain a competitive edge.

2.3 Role of social media in advertising

The emergence of social media has revolutionized the advertising industry, opening new opportunities for firms to develop significant relationships with their target audience. In this section, we will investigate social media's important role in advertising, as well as the way it has developed as a platform for advertising and the special benefits it provides to brands.

2.3.1 Evolution of social media as an advertising platform

A number of critical elements have influenced to the emergence of social media as an advertising platform. First, advertisers have been able to reach a larger audience and communicate with them in real time because to the connection and engagement offered by social media platforms (Chen et al., 2022). And this has enabled brands to establish connections with their customers, fostering a sense of community around their products and services.

Second, as more and more material are shared on social media, the method advertising is carried out has changed. Users may instantly distribute and share information, making it easier for marketers to reach a broader audience via viral marketing. This will also result in an increase in user created content, in which consumers make and share brand-related material via their own devices, extending the reach of advertising messages (Helmond et al., 2019).

Furthermore, the evolution of social media advertising has been significantly influenced by visual-centric platforms. Brands have been able to promote their

products or services in a visually appealing way using image-centric platforms such as Instagram and Pinterest (Griffiths et al., 2018). According to research by Carah et al. (2019), visual contents have been found to be more engaging and remembered as an effective advertising technique.

Influencer marketing has evolved as an effective tool for social media advertising. An influence marketing strategy is built on the utilization of influential people to spread brand messaging to a larger audience. It is an effective method of marketing in our technologically evolved day. Social media platforms are an important source of communication, allowing companies, researchers, and advertisers to engage with targeted customers (Nguyen et al., 2022). Influencer marketing has grown in popularity due to its ability to reach an extensive audience and foster beneficial reactions to brands. Influencers are key in maximizing the success of this method. They are regarded as opinion leaders who can have an impact on their followers' purchase choices (Nguyen et al., 2022).

There are several benefits to the brands when they're paying for advertising on social media. This can raise brand awareness and ensure that it is included in the identified group of customers. Paid social media advertising allows businesses to attract and maintain consumers by making the brand recognized, informing their target audience about its existence, and encouraging healthy competition (Alhaddad, 2015). Additionally, social media platforms are designed to allow businesses to pay for adverts to display in the news feeds of their target consumer groups, making them an important aspect of social media marketing campaigns (Harding et al., 2019).

2.3.2 Advantages of social media advertising for brands

In today's digital environment, social media advertising provides brands with several benefits. First of all, social media advertising allows brands to communicate with their audiences in a more dynamic and personalized way. Using social media platforms, marketers may provide content that encourages customer involvement

and helps people associate themselves with their products or services. This interaction develops customer loyalty and trust, which serves as the foundation for positive brand evaluations (Hahn et al., 2016). Additionally, with social media advertising, brands have the opportunity to collect valuable data on client preferences, requirements, and behavior. Businesses may analyze social media data to gain insights into their target market, allowing them to modify marketing tactics appropriately (Hanaysha, 2016).

When compared to other forms of advertising, social media advertising is also more cost effective. There are several advertising alternatives accessible on social media platforms, such as sponsored posts, display advertisements, and partnerships with influential people, all of which can be adapted to different financial limits (Alhaddad, 2015). Because of this flexibility, companies of various sizes can get involved in advertising campaigns and compete with larger competitors. Additionally, marketers are able to monitor the effectiveness of their campaigns as well as make data-driven decisions by utilizing social media advertising, which results in quantifiable outcomes (Thornhill et al., 2017).

Additionally, word-of-mouth (WOM) marketing is made easier by social media advertising, and this has an enormous effect on brand awareness and reputation (Fossen and Schweidel, 2017). According to studies, television advertisements can influence the content of websites, which increases consumers' engagement with the brand and program of the advertisement. As a result, marketers can broaden the reach of their advertising campaigns through user-generated content and sharing on social media sites. Brand visibility and credibility can be significantly improved by this organic WOM (Fossen and Schweidel, 2017).

2.4 The impact of social media advertisings on brand awareness

According to several studies, advertising on social media can be extremely effective in generating brand awareness through a variety of approaches. One of the most significant advantages of social media advertising is increased exposure. Due

to the fact that consumers use social media to search for content, it enables businesses to make their brand accessible to millions of users. It contributes to the formation of positive connections and the enhancement of the brand's image. Furthermore, researchers discovered a positive correlation between brand awareness and brand equity, demonstrating the significance of expanding awareness through social media advertising. (Alhaddad, 2015).

A positive user experience is an additional essential aspect that affects brand awareness through social media adverts. With social media, brands can interact with consumers with a new level of interactivity and entertainment. In social media advertisements, informative and engaging material has been demonstrated to be beneficial in raising brand awareness and attitudes towards the product (Efendioglu and Durmaz, 2022). The success of social media advertising for brand awareness is improved by this efficient implementation of social networks.

Another advantage of social media advertising is the increased brand recall. According to study, social media advertising serves as a connection between consumers and their purchasing decisions. Brand exposure through media on social networking sites makes clients more familiar with the brand, which affects their buying decision (Nofal and Aljuhmami, 2020). This showcases the effectiveness of social media advertising in increasing brand recall and influencing consumer purchasing choices.

A further signal of the effectiveness of social media advertising for brand awareness is an increase in engagement metrics. It was discovered that social media influencers were the most successful in raising awareness because of their enormous reach, ability to share content more quickly, and ability to increase the reach of the content (Patmawati and Miswanto, 2022). Influencers can assist in building brand awareness, boosting sales, and engaging customers. This demonstrates the significance of engaging social media influencers to promote a brand and increase awareness (Patmawati and Miswanto, 2022).

2.5 Instagram as a platform for fashion brand advertising

Fashion firms can employ Instagram's advantages and features to improve their brand awareness campaigns. These features are designed to capture the attention of users toward fashion-related content.

- **Instagram Stories:** Users can upload images and videos to Instagram Stories. The purpose of this feature is to generate content more casual, unplanned. Users can customize their stories using a variety of texts, drawing tools, stickers, as well as visual effects. Users also can respond to stories using emoticons, messages.
- **IGTV (Instagram TV):** Instagram's IGTV platform gives influencers and content creators an opportunity to upload longer videos which are more engaging as well as informative than short clips.
- **Instagram Live:** Instagram Live is a feature that allows users to stream live videos as well as watch them. People are now viewing live videos and having the chance to like, comment, and respond in real time.
- **Hashtags:** With the use of hashtags, users can search and locate content related to topics of interest. Hashtags assist in finding of content that has been categorized and labelled according to specific topics. This helps users find relevant content with popular and trending hashtags. Instagram users currently interact with the platform and each other primarily through hashtags.
- **Shopping tags:** Businesses are able to use shopping tags to mention products in their postings, which makes it easier for customers to find and buy products from the platform.

2.6 Fashion brand case study on Instagram success

Instagram has proven to be an extremely efficient platform for fashion firms seeking to improve brand awareness through social media advertisements. There are

several case studies available that demonstrate how to utilize Instagram efficiently for this purpose.

Burberry is using storytelling to power its social media ads strategy. Burberry has introduced campaigns including “The Art of the Trench,” where customers were encouraged to create their own stories through images or video with the Burberry product. Burberry has enhanced their brand awareness while strengthening their emotional connection with their audience using the storytelling process (Hughes et al., 2016).

Wardhani and Alif (2019) examine advertising exposure on Instagram to assess its impact on customers' behavioural attitudes towards the business and intention to purchase. The research highlights ads with features appealing to customers are essential in social media. H&M can ensure that they attract more impressions through high levels of user engagement by creating visually appealing and engaging advertising, for example, on Instagram, which will enhance brand awareness and generate sales intent.

Nike uses brand activism to raise awareness of the company. Nike has influenced societal change while also connecting with customers on a more profound level by associating itself with social or environmental concerns. Nike has shown a commitment to social concerns through its social leadership initiatives, and this has caught the attention with customers, strengthening their corporate brand (Eyada, 2020).

Influencers on Instagram have played a part in promoting Zara as well. Since influencer marketing is becoming increasingly important in social media advertising, a majority of Instagram users are familiar with this kind of advertisement. Zara's use of Instagram influencers has probably expanded its reach further than before and raised brand awareness among their followers (Muller and Boerman, 2021)

2.7 Social media advertising strategies

Instagram has become an essential platform for fashion brands to connect with the target audience, especially young adults between the ages of 18 and 34. This section will explore various social media advertising strategies that fashion firms use to promote their products on Instagram.

- **Influencer marketing**

Influencer marketing has become one of the most effective strategies in social media advertising, and entails working with social media influencers to promote products or services. The use of influencer marketing on Instagram has become trending since it tries to reach a large number of people and increase brand awareness (Veirman et al., 2017). Fashion brands usually collaborate with popular influencers to increase their target audience.

Instagram is an excellent platform for fashion branding strategies since it enables users to regularly view brand-related content included in the stories and posts of famous influencers on every single day (Jin et al., 2021). Consumers' opinions and purchase decisions can be affected by continued exposure to brand-related content through influencers.

- **User-generated content (UGC)**

User-generated content is content generated by customers that highlights the goods offered by the brand, such as reviews, images, and videos (Naeem & Ozuem, 2020). In order to enhance brand authenticity as well as credibility, fashion firms encourage their clients design and share UGC. User-generated content also gives fashion firms the chance to promote their products in real-life situations, which increases product relatability and attractiveness to target customers (Naeem & Ozuem, 2020).

Furthermore, fashion firms employ UGC on Instagram to interact with customers and foster a sense of community. Brands can take advantage of the power of social media and word of mouth by encouraging people to generate and distribute content based on their products or services. The strategy performs successfully with influencers who have a significant impact on consumer buying decisions (Jin et al., 2021).

- **Storytelling**

Storytelling is another strategy that fashion brands employed on social media. It is a powerful marketing strategy that helps to attract new clients, enhance the popularity of the company, and make it stand out among competing firms. Fashion brands may use a story-like framework to communicate their brand message, product, or service in an appealing way that remains in consumers' minds.

According to research by Yang and Kang (2021), storytelling is used in advertising, and it increases brand experience, customer love, and loyalty to the brands. Brands can create a deeper emotional connection with their audience and improve their brand experience by bringing them into the story of the advertising. Thus, it can help build brand love and loyalty towards the company's products or services.

Moreover, storytelling advertising has been shown to increase customer purchasing intentions. It enhances strong connections of brands with customers while also facilitating the entire branding process (Tsai, 2020). With a compelling story, fashion brands should be able to get closer to their customers and influence their purchasing decisions.

Storytelling advertising is especially important in the fashion industry because it gives brands an opportunity to present their own identity, values and even aesthetics. Therefore, it assists in distinguishing fashion brands from others, and

creates a unique brand identity (Belova, 2021). Fashion companies may use story-telling to connects with their consumers' emotions that fit into their image of a brand.

3 METHODOLOGY

3.1 Research design

A quantitative research design is used in this research to examine the efficiency of social media advertising in raising brand awareness among young individuals in the fashion sector, using Instagram as a case study. Quantitative research design refers to the planned process of gathering, examining, comprehending, and presenting of data as a way of addressing research questions or testing of hypothesis. It entails employing statistics and numerical data to come up with conclusions and generalizations concerning a specific population (Mohajan, 2020).

Quantitative research additionally enables the investigation of a wide range of research questions. Quantitative methods provide tools and techniques for collecting numerical data which are then analyzed by statistical methods. This is beneficial when determining relationships between variables, finding trends, and evaluating hypotheses (Alsawaier, 2019).

Additionally, conducting quantitative research allows for the replication of the investigation. The availability of standardized processes and measurement tools in quantitative research enables other researchers to replicate the investigation and cross-check the findings (Olojuolawe and Adelowo, 2022). It makes research more credible because findings can be confirmed in various contexts or populations, hence increasing the research's credibility.

3.2 Data collection

Surveys will be used as the main data collection method for this project to investigate the relationship between social media advertising and brand awareness among young people in the fashion industry on Instagram. The purpose of the questions is to evaluate participants' opinions, attitudes, and behaviors about fashion brands and their Instagram advertisements. The surveys were conducted

using Google Forms and were designed in five sections, using a combination of open-ended, multiple-choice, and scale questions.

- Section 1: Demographic information. The survey will start by collecting information on age, and gender. This information will be useful for classifying and analyzing responses according to various demographic groups.
- Section 2: Social media usage. Questions regarding the frequency of Instagram usage, the type of content they engage with, and their interactions with fashion posts on Instagram.
- Section 3: Perception of social media advertising. Participants should be invited to share their thoughts about various social media advertising strategies. They are asked about the kinds of advertisements they find attractive, open to sponsored content as well as trust in Instagram advertisements.
- Section 4: Impact on brand awareness. This section explores the awareness of the participants towards fashion brands on Instagram and their relationship with Instagram advertising strategies. There are questions to determine whether participants can recall specific brand advertisements, how these advertisements affected their perception of the brand, and whether they bought products from Instagram advertisements.
- Section 5: Effectiveness of advertising strategies. The questions will examine participants' impressions of various social media advertising strategies used by fashion firms on Instagram. The survey questions will concentrate on the impact of influencers, sponsored content, interactive postings, and storytelling strategies on their brand awareness.

4 DATA ANALYSIS

4.1 Demographic Information

There was a total of 57 respondents that participated in the survey. The majority of them were young adults between the ages of 18 and 34. A large percentage of participants (70.2%) belonged to the 18–24 age group, while the second-largest group (21.1%) consisted of individuals between the ages of 25 and 34 years. A smaller proportion (7 %) were individuals aged 35 and above (See figure 1).

Age
57 responses

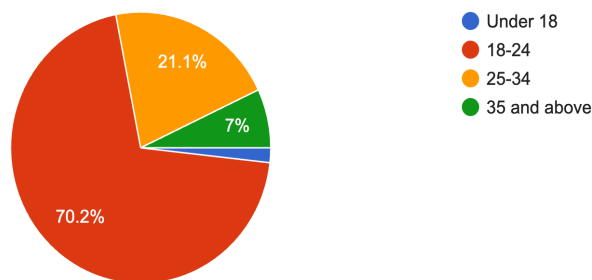


Figure 1. Age group

Gender
57 responses

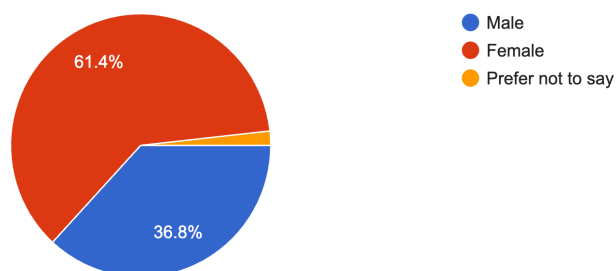


Figure 2. Gender

Do you use Instagram ?
57 responses

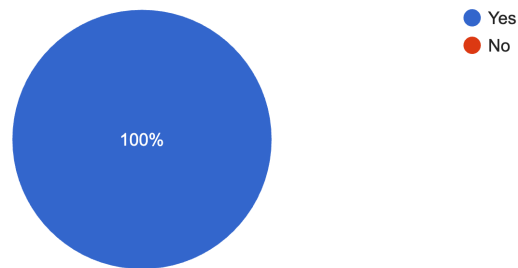


Figure 3. Use Instagram

In terms of gender, 61.4% of the respondents were identified as female, while 36.8% were identified as male (Figure 2). All the respondents said they used Instagram (Figure 3). This widespread usage highlights the platform's popularity among young people, strengthening its position as a main channel for fashion-related content and advertising.

4.2 Social media usage

Figure 4 shows that 66.7% of respondents use Instagram multiple times a day, showing a high level of engagement. This indicates that individuals heavily depend on the media to carry out their daily and leisure activities. In addition, 22.8 % indicated that they used it only once per day, showing a high level of regular usage among respondents.

How frequently do you use Instagram?

57 responses

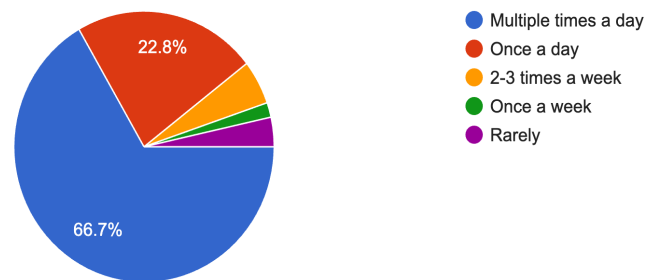


Figure 4. Frequently of using Instagram

Many of the respondents indicated that they mostly use Instagram to interact with fashion-posts (44 people), followed by lifestyle posts (35 people), as well as food posts (32 responders) (Figure 5). Furthermore, more than three quarters (77.2%) of users interact with fashion-related postings often or very often, showing a high level of passion for fashion content on the social media platform (Figure 6).

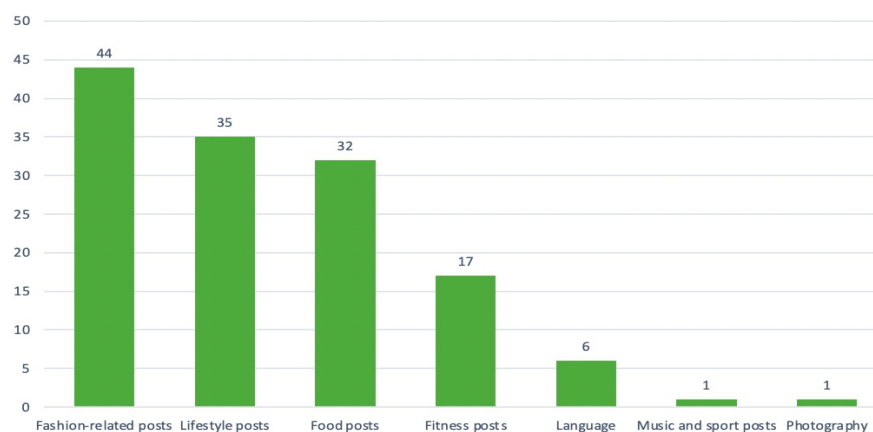


Figure 5. Engage with content.

How often do you interact with fashion-related posts on Instagram?

57 responses

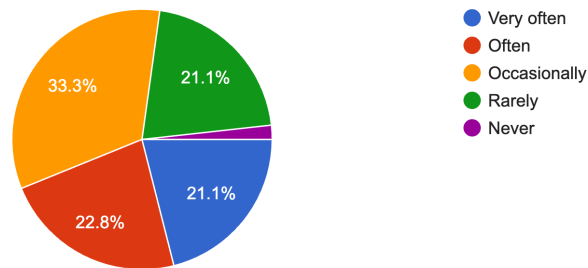


Figure 6. Interact with fashion posts.

4.3 Perception of social media advertising

According to an analysis of respondents' favorite ad types, Influencer collaborations were considered the most appealing, with 66.7% of respondents showing interest, highlighting the significant influence of influencers on promoting brands and customer perception (Figure 7).

Moreover, the large percentages for story ads (52.6%) and video ads (47.4%) demonstrate that consumers are more attracted to visually appealing and engaging content (Figure 7).

What types of advertisements do you find attractive on Instagram? (Select all that apply)

57 responses

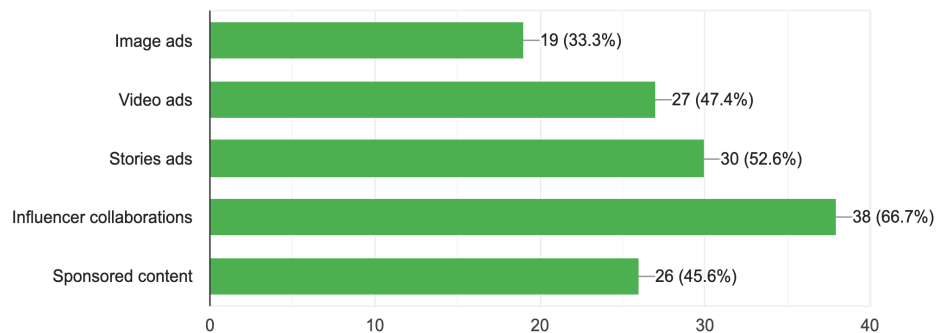


Figure 7. Attractive type of advertisement

Two-thirds of respondents said that they were open to sponsored content on Instagram at various levels. Specifically, 29.8% were moderately open, and 38.6% were slightly open, showing a high level of openness to sponsored content (Figure 8).

Are you open to sponsored content on Instagram?

57 responses

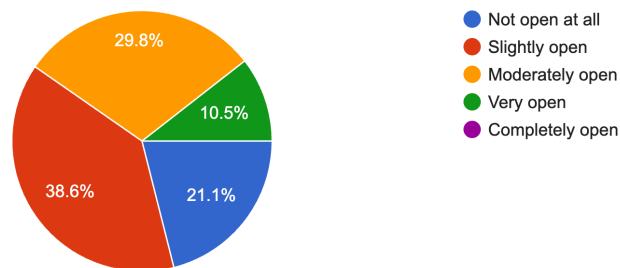


Figure 8. Open to sponsored content

Nearly half of the participants (49.1%) answered that they were neutral about trusting Instagram advertising. Following this, 38.6% reported that they were somewhat trusted them, and just 10.5% reported that they were distrusting them to different levels (Figure 9).

How much do you trust advertisements on Instagram?

57 responses

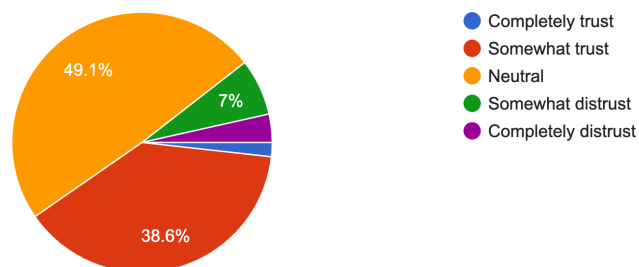


Figure 9 Trust in advertisements.

4.4 Impact on brand awareness

Recently, 86% of respondents were able to recall specific fashion brand advertisement they had seen on Instagram. A high recall rate highlights the capability of Instagram as an effective platform for showcasing brands, and it also shows that the content has a strong connection with the audience (Figure 10).

Furthermore, these advertisements had a largely positive impact on brand perception, with a percentage of 94.7%. This suggests that Instagram played a significant role in shaping positive perceptions of fashion brands (Figure 11).

Can you recall specific fashion brand advertisements you have seen on Instagram recently?

57 responses

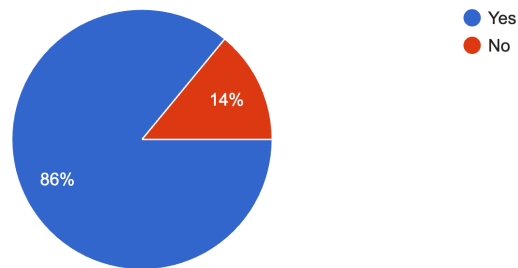


Figure 10. Recall a specific fashion brand advertisement.

How did these advertisements affect your perception of the brand?

57 responses

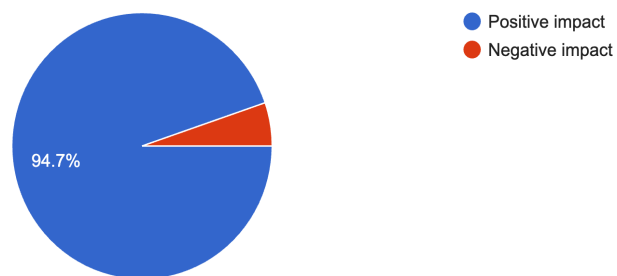


Figure 11. The impact of advertisements of the perception of the brand.

Figure 12 shows that 82.5% of the participants confirmed purchasing a product after seeing Instagram advertising. The high conversion rate for fashion ads on Instagram demonstrates that Instagram has a strong impact on shaping consumer behavior for fashion ads.

Have you ever purchased a product after seeing it in an Instagram advertisement?
57 responses

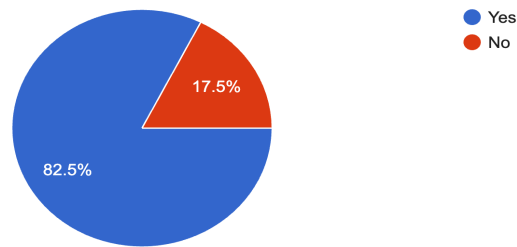


Figure 12. Purchase behavior

4.5 Effectiveness of advertising strategies

When analyzing the impact of various advertising strategies, influencer marketing generally receives a high rating. The positive replies from 38 individuals who rated it extremely or very effectively demonstrated its potential as an important element of successful social media advertising strategies. User-generated content as well as interactive postings also gained positive evaluations, demonstrating their impact on brand awareness among young people (Figure 13).

Rate the following social media advertising strategies based on their impact on your brand awareness

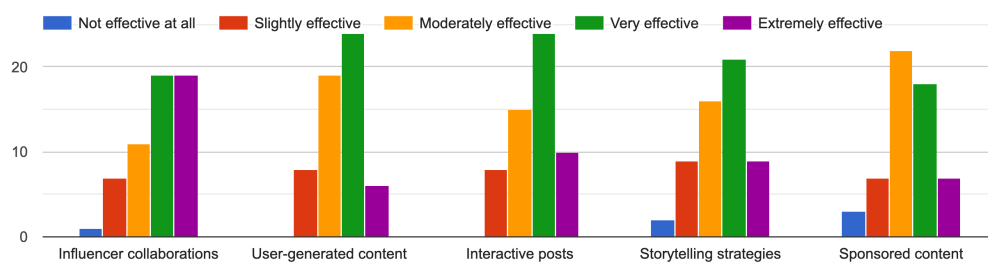


Figure 13. Perceived effectiveness of advertising strategies

Respondents chose influencer collaborations as the most successful strategy for increasing brand awareness on Instagram, followed by user-generated content, interactive posts, story, and sponsored content (Figure 14).

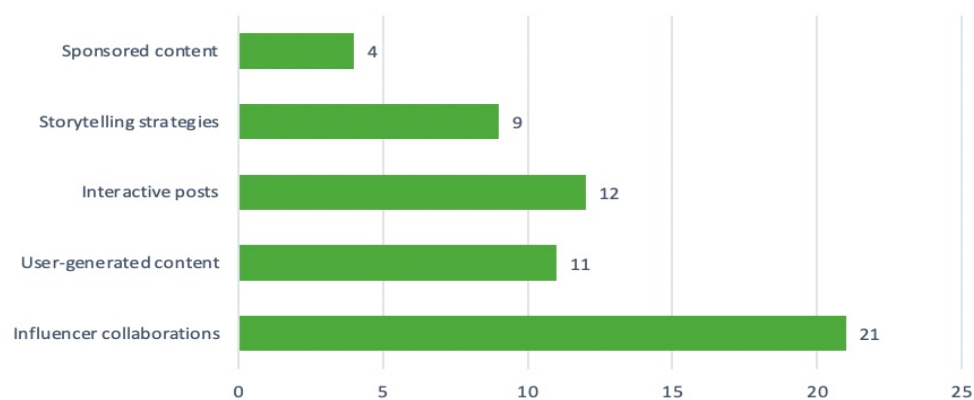


Figure 14. The most effective strategies

Most people (89.4%) believe that social media advertising plays an important role in raising brand awareness on Instagram in the fashion sector (Figure 15). Nearly three-quarters of respondents (77.2%) say they started following a fashion brand on Instagram after viewing their advertisement, demonstrating that advertising promotes audience growth (Figure 16).

Do you believe that social media advertising has a significant impact on brand awareness in the fashion industry on Instagram?

57 responses

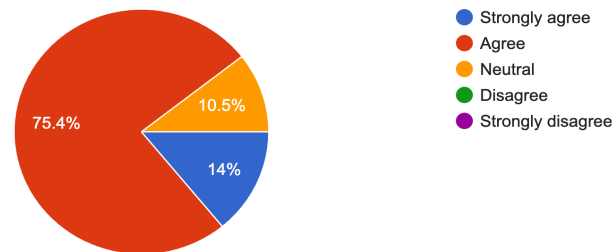


Figure 15. Beliefs about social media advertising

How often have you started to follow a fashion brand on Instagram after seeing their advertisement?

57 responses

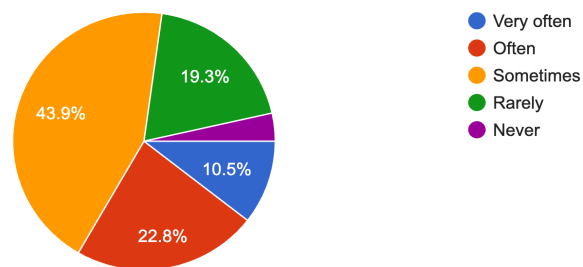


Figure 16. Frequency of following a fashion brand on Instagram

5 DISCUSSION

5.1 Findings on the impact of brand awareness

The data collected highlight the significant influence social media has on brand awareness of young individuals in the fashion industry, especially on Instagram. The high percentage of respondents (86%) who were able to recall specific brand advertisements suggests that Instagram is a useful tool for boosting brand awareness (Figure 10). This platform has visual characteristics as well as interesting content, making it an excellent place for fashion firms to reach their target customers. Furthermore, these ads had a 94.7% positive impact on participants' perceptions of the brand, emphasizing the persuasive power of social media advertising (Figure 11). The huge impact on brand perception demonstrates the importance of Instagram in shaping fashion customers' attitudes towards fashion businesses.

The data collected also showed that 82.5% of participants said they had purchased a product after viewing Instagram advertising (Figure 12). The strong positive relationship between ad recall and purchase demonstrates the direct connection between consumers' attitudes towards Instagram ads and their purchasing behavior. This indicates that successful Instagram advertising not only increase brand awareness but also influence young adults' purchasing decisions.

5.2 Successful strategies

The survey explored a variety of social media advertising strategies and found that, according to 21 participants, collaboration with influencers is the most effective strategy to increase brand recognition on Instagram (Figure 14). This is in line with the current trend in which influencers play an important role in influencing consumer choices and product advertising.

Good evaluation was also given to interactive posts and user-generated content, showing that strategies involving consumer participation and engagement have

played a crucial part in increasing brand awareness. Additionally, the use of storytelling strategies was also considered to be effective, emphasizing the significance of developing an engaging story that appeals to the target audience.

5.3 Practical implications for fashion brands

This survey provides practical information on the most successful advertising strategies on Instagram for fashion businesses to increase their brand awareness. The widespread use of influencer collaborations suggests that collaborations with influencers could be an efficient strategy for reaching and engaging young individuals in the field of fashion.

Fashion businesses can also consider promoting user-generated content and interactive postings to encourage community building and involvement with their target audience. Employing storytelling strategies to create appealing stories helps improve brand image and connect with customers.

The openness of respondents to engage with sponsored content also offers brands a chance to evaluate different forms of advertising. Adoption of various combinations of image ads, video ads, and stories ads, as well as influencer collaborations and user-generated content can develop an effective social media platform.

6 CONCLUSION

6.1 Main findings

The study investigated the effect of social media advertising on brand awareness in the fashion sector among young individuals on Instagram. Several significant findings were drawn from an online questionnaire with 57 participants. Based on the demographic data, a concentrated representation of the target age group (18–34 years) was noticed, with the majority of the group falling between 18 and 24 years. Most of the respondents were female as, which is in accordance with the recent trend regarding the use of social media. Social media usage patterns highlighted how young adults use Instagram regularly, with a significant number of them using the app several times a day. Fashion-related posts were found to be the most engaging, showing the importance of the platform for fashion brands.

The participants indicated that they preferred influencer collaboration, but video ads and story ads received significant positive ratings as well. There were also high recall rates, positive perceptions, and a strong influence on purchasing decisions, all of which indicated that these measures positively affected brand awareness.

Influencer marketing has been found to be the most effective advertising strategy, highlighting the critical role influencers play in influencing brand awareness and perception. User-generated content and interactive posts were also received positively, highlighting the significance of authenticity and engagement.

6.2 Limitations and suggestions for further research

6.2.1 Limitations

This study focuses primarily on Instagram, which limits its ability to compare the relative efficacy of different social media platforms for fashion advertising. Comparative studies across various platforms can provide an additional overview of platforms with the greatest impact on brand awareness and engagement.

The findings may be limited to the specific demographic research. The effectiveness of social media advertising in various contexts could be better understood by expanding the research to include a wider variety of ages or different cultural backgrounds.

Another limitation is the use of self-reported data, which can be generated from respondents' personal perceptions. Therefore, further research should combine quantitative as well as qualitative methodologies to confirm the findings and acquire better knowledge of customer attitudes.

6.2.2 Suggestions for further research

Comparative analyses are conducted on different social media platforms (such as TikTok and Facebook) to evaluate their ability to impact brand awareness and purchase decisions in the fashion sector. A comparative analysis may identify unique elements of each platform as well as the best approach to adopt each platform.

The study considers the representation of diversity in fashion advertising on social media platforms as well as its impact on brand perception among young people. To create more diverse advertising strategies, it can be helpful to investigate how different demographic groups respond to diverse and inclusive content.

REFERENCES

Barnhart, B. (2023). Social media demographics to inform your brand's strategy in 2023. Retrieved 2023-08-02. <https://sproutsocial.com/insights/new-social-media-demographics/>

Pew research center. (2021). Social media fact sheet. Retrieved 2023-08-05. <https://www.pewresearch.org/internet/fact-sheet/social-media/>

Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Retrieved 2023-08-10. <https://www.jstor.org/stable/1252054>

Barreda, A., Bilgihan, A., Nusair, K., and Okumuş, F. (2015). Generating brand awareness in online social networks. Retrieved 2023-8-13. https://translat-eyar.ir/wp-content/uploads/2018/12/10.1016_j.chb_.2015.03.023.pdf

Sun, Y., Huang, Y., Fang, X., and Feng, Y. (2022). The purchase intention for agricultural products of regional public brands: examining the influences of awareness, perceived quality, and brand trust. Retrieved 2023-8-13. https://www.researchgate.net/publication/360216688_The_Purchase_Intention_for_Agricultural_Products_of_Regional_Public_Brands_Examining_the_Influences_of_Awareness_Perceived_Quality_and_Brand_Trust

Lee, B., Rizal, A. M., Khalid, H., Salam, Z. A., and Sahimi, M. (2021). Factors influence Malaysian small-medium enterprise to engage in Facebook marketing. Retrieved 2023-8-13. https://www.researchgate.net/publication/356164642_Factors_Influence_Malaysian_Small-Medium_Enterprise_to_Engage_in_Facebook_Marketing

Ndlela, T. and Chuchu, T. (2016). Celebrity endorsement advertising: brand awareness, brand recall, brand loyalty as antecedence of south African young consumers' purchase behavior. Retrieved 2023-8-13.

<https://www.researchgate.net/publication/368069649> Celebrity Endorsement Advertising Brand Awareness Brand Recall Brand Loyalty as Antecedence of South African Young Consumers' Purchase Behaviour

Han, T.I., Choi, D. (2019). Fashion brand love: application of cognition-affect-conation model. Retrieved 2023-09-18. <https://www.researchgate.net/publication/335692969> Fashion Brand Love Application of a Cognition-Affect-Conation Model

Razak, N., Themba, O.S., Sjahruddin. H. (2019). Brand awareness as predictors of repurchase intention: brand attitude as a moderator. Retrieved 2023-09-18. <https://journals.scholarpublishing.org/index.php/ASSRJ/article/view/6264/3725>

Kim, K., Ko, E., Lee, M., Mattila. P., Kim, K. (2014). Fashion collaboration effects on consumer response and customer equity in global luxury and SPA brand marketing. Retrieved 2023-09-19. <https://www.researchgate.net/publication/271926697> Fashion collaboration effects on consumer response and customer equity in global luxury and SPA brand marketing

Panchal, S., Ramesh, S. (2012). Importance of 'brand loyalty, brand awareness and perceived quality parameters' in building brand equity in the Indian pharmaceutical industry. Retrieved 2023-09-19. <https://www.researchgate.net/publication/274486832> Importance of 'brand loyalty brand awareness and perceived quality parameters' in building brand equity in the Indian pharmaceutical industry

Sudirjo, F., Titing, A.S., Radnan, Y., and Yodiansyah, H. (2023). Linkages between social media presence, brand awareness, customer loyalty, and sales growth in entrepreneurial companies (study on fashion industry entrepreneurs in west java). Retrieved 2023-09-19. <https://wsj.westscience-press.com/index.php/wsbm/article/view/40/90>

Chen, J., Wang, H., and Chao, X. (2022). Cross-platform opinion dynamics in competitive travel advertising: a coupled networks' insight. Retrieved 2023-09-20. <https://www.frontiersin.org/articles/10.3389/fpsyg.2022.1003242/full>

Helmond, A., Nieborg, D., and Vlist, F. (2019). Facebook's evolution: development of a platform-as-infrastructure. Retrieved 2023-09-20. https://www.researchgate.net/publication/332781880_Facebook's_Evolution_Development_of_a_Platform-as-Infrastructure

Griffiths, S., Murray, S., Krug, I., and McLean, S. (2018). The contribution of social media to body dissatisfaction, eating disorder symptoms, and anabolic steroid use among sexual minority men. Retrieved 2023-09-21. <https://www.liebertpub.com/doi/10.1089/cyber.2017.0375>

Carah, N., Angus, D., and Smith, A. (2019). Critical simulation: investigating the work of machine vision in visual social media culture. Retrieved 2023-09-21. <https://spir.aoir.org/ojs/index.php/spir/article/view/10930/9601>

Nguyen, C., Nguyen, T. and Luu, V. (2022). Relationship between influencer marketing and purchase intention: focusing on Vietnamese gen Z consumers. Retrieved 2023-09-21. https://www.researchgate.net/publication/359675083_RELATIONSHIP_BETWEEN_INFLUENCER_MARKETING_AND_PURCHASE_INTENTION_FOCUSING_ON_VIETNAMESE_GEN_Z_CONSUMERS

Harding, K., Pérez-Escamilla, R., Carroll, G., Aryeetey, R., and Lasisi, O. (2019). Four dissemination pathways for a social media-based breastfeeding campaign: evaluation of the impact on key performance indicators. Retrieved 2023-09-22. <https://nursing.jmir.org/2019/1/e14589/>

Hahn, I., Scherer, F., Basso, K., and Santos, M. (2016). Consumer trust in and emotional response to advertisements on social media and their influence on brand evaluation. Retrieved 2023-09-22.

<https://www.researchgate.net/publication/304993059> Consumer Trust in and Emotional Response to Advertisements on Social Media and their Influence on Brand Evaluation

Hanaysha, J. (2016). The importance of social media advertisements in enhancing brand equity: a study on fast food restaurant industry in Malaysia. Retrieved 2023-09-23. <http://www.ijimt.org/vol7/643-M738.pdf>

Alhaddad, A. (2015). The effect of advertising awareness on brand equity in social media. Retrieved 2023-09-22. <https://www.researchgate.net/publication/279923917> The Effect of Advertising Awareness on Brand Equity in Social Media

Thornhill, M., Xie, K., and Lee, Y. (2017). Social media advertising in a competitive market: effects of earned and owned exposures on brand purchase. Retrieved 2023-09-23. <https://www.researchgate.net/publication/312898460> Social Media Advertising in a Competitive Market Effects of Earned and Owned Exposures on Brand Purchase

Fossen, B. and Schweidel, D. (2017). Television advertising and online word-of-mouth: an empirical investigation of social TV activity. Retrieved 2023-09-23. [https://web.archive.org/web/20190302020057id /http://pdfs.semanticscholar.org/9c06/eafc5340c3d81615b6be99433922ecdcc843.pdf](https://web.archive.org/web/20190302020057id/http://pdfs.semanticscholar.org/9c06/eafc5340c3d81615b6be99433922ecdcc843.pdf)

Efendioglu, I. and Durmaz, Y. (2022). The impact of perceptions of social media advertisements on advertising value, brand awareness and brand associations: research on generation Y Instagram users. Retrieved 2023-09-24. <https://www.researchgate.net/publication/363924514> The Impact of Perceptions of Social Media Advertisements on Advertising Value Brand Awareness and Brand Associations Research on Generation Y Instagram Users

Nofal, R. and Aljuhmani, H. (2020). The impact of social networking sites advertisement on consumer purchasing decision: the mediating role of brand

awareness. Retrieved 2023-09-24 [.https://www.researchgate.net/publication/339352446](https://www.researchgate.net/publication/339352446) The impact of social networking sites advertisement on consumer purchasing decision The Mediating role of brand awareness

Patmawati, D. and Miswanto, M. (2022). The effect of social media influencers on purchase intention: the role brand awareness as a mediator. Retrieved 2023-09-24. <https://journal.adpebi.com/index.php/IJEBM/article/view/374/447>

Hughes, M., Bandoni, W., and Pehlivan, E. (2016). Storygiving as a co-creation tool for luxury brands in the age of the internet: a love story by tiffany and thousands of lovers. Retrieved 2023-09-25. <https://www.researchgate.net/publication/305694064> Storygiving as a co-creation tool for luxury brands in the age of the internet a love story by Tiffany and thousands of lovers

Eyada, B. (2020). Brand activism, the relation and impact on consumer perception: a case study on Nike advertising. Retrieved 2023-09-25. <https://www.researchgate.net/publication/347535941> Brand Activism the Relation and Impact on Consumer Perception A Case Study on Nike Advertising

Wardhani, P and Alif Gunawan, M. (2019). The effect of advertising exposure on attitude toward the advertising and the brand and purchase intention in Instagram. Retrieved 2023-09-25. <https://www.researchgate.net/publication/336725482> The Effect of Advertising Exposure on Attitude Toward the Advertising and the Brand and Purchase Intention in Instagram

Muller, C and Boerman, S. (2021). Understanding which cues people use to identify influencer marketing on Instagram: an eye tracking study and experiment. Retrieved 2023-09-25. <https://www.researchgate.net/publication/355574011> Understanding which cues people use to identify influencer marketing on Instagram an eye tracking study and experiment

Veirman, M., Cauberghe, V., and Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. Retrieved 2023-09-26. <https://core.ac.uk/download/pdf/55691871.pdf>

Jin, S., Ryu, E., and Muqaddam, A. (2021). I trust what she's #endorsing on instagram: moderating effects of parasocial interaction and social presence in fashion influencer marketing. Retrieved 2023-09-26. <https://www.deepdyve.com/lp/emerald-publishing/i-trust-what-she-s-endorsing-on-instagram-moderating-effects-of-JEhUZ3fH80>

Naeem, M. and Ozuem, W. (2020). Developing ugc social brand engagement model: insights from diverse consumers. Retrieved 2023-11-04. https://www.researchgate.net/publication/352547074_Understanding_the_social_consumer_fashion_brand_engagement_journey_insights_about_reputed_fashion_brands

Yang, K. and Kang, Y. (2021). Predicting the relationships between narrative transportation, consumer brand experience, love and loyalty in video storytelling advertising. Retrieved 2023-11-04 <https://journals.sagepub.com/doi/pdf/10.1177/0973258620984262>

Tsai, M. (2020). Storytelling advertising investment profits in marketing: from the perspective of consumers' purchase intention. Retrieved 2023-11-04. https://www.researchgate.net/publication/346103721_Storytelling_Advertising_Investment_Profits_in_Marketing_From_the_Perspective_of_Consumers%27_Purchase_Intention

Belova, A. (2021). Storytelling in advertising and branding. Retrieved 2023-11-04. https://www.researchgate.net/publication/368384481_Storytelling_in_advertising_and_branding

Mohajan, H. (2020). Quantitative research: a successful investigation in natural and social sciences. Retrieved 2023-03-10. <http://ojs.spiruharet.ro/jedep/article/view/679/pdf>

Alsawaier, R. (2019). Research trends in the study of gamification. Retrieved 2023-05-10. https://www.researchgate.net/publication/330667329_Research_Trends_in_the_Study_of_Gamification#fullTextFileContent

Olojuolawe, S. and Adelowo, K. (2022). Competency model for technical education: a methodological review. Retrieved 2023-05-10. <https://is-journal.com/is/article/view/81/53>

APPENDIX

List of Online Questionnaire.

Section 1 Demographic information
Description (optional)

Age *

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35 and above

Gender *

☐ Male

☐ Female

☐ Prefer not to say

Do you use Instagram ? *

☐ Yes

☐ No

Section 2 of 5

Section 2. Social media usage

Description (optional)

How frequently do you use Instagram? *

☐ Multiple times a day

☐ Once a day

☐ 2-3 times a week

☐ Once a week

☐ Rarely

What type of content do you usually engage with on Instagram? (If you choose Others, please specify) *

☐ Fashion-related posts

☐ Food posts

☐ Lifestyle posts

☐ Fitness posts

☐ Other...

How often do you interact with fashion-related posts on Instagram? *

☐ Very often

☐ Often

☐ Occasionally

☐ Rarely

☐ Never

Section 3 of 5

Section 3: Perception of social media advertising



Description (optional)



What types of advertisements do you find attractive on Instagram? (Select all that apply) *

- ☐ Image ads
- ☐ Video ads
- ☐ Stories ads
- ☐ Influencer collaborations
- ☐ Sponsored content

Are you open to sponsored content on Instagram? *

- ☐ Not open at all
- ☐ Slightly open
- ☐ Moderately open
- ☐ Very open
- ☐ Completely open



How much do you trust advertisements on Instagram? *

- ☐ Completely trust
- ☐ Somewhat trust
- ☐ Neutral
- ☐ Somewhat distrust
- ☐ Completely distrust

Section 4 of 5

Section 4: Impact on brand awareness

Brand awareness refers to the degree to which customers are familiar with a certain brand and can identify and recall it during their purchases.

Brand recognition is the ability of individuals to identify and acknowledge a specific brand through continual exposure to its logo, name, or other visual signals.

Brand recall is the capacity of the consumer to correctly recall and create a brand from memory when presented with a specific product or product category.

Can you recall specific fashion brand advertisements you have seen on Instagram recently? *

- ☐ Yes
- ☐ No



How did these advertisements affect your perception of the brand? *

- ☐ Positive impact
- ☐ Negative impact

Have you ever purchased a product after seeing it in an Instagram advertisement? *

- ☐ Yes
- ☐ No

Section 5 of 5

Section 5: Effectiveness of advertising strategies.

Description (optional)



Rate the following social media advertising strategies based on their impact on your brand awareness *

	Not effective a...	Slightly effective	Moderately eff...	Very effective	Extremely effe...
Influencer colla...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User-generated...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storytelling str...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsored con...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, which advertising strategy mentioned in the previous question is the most effective in building brand awareness on Instagram? *

Long answer text

Do you believe that social media advertising has a significant impact on brand awareness in the fashion industry on Instagram? *

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

How often have you started to follow a fashion brand on Instagram after seeing their advertisement? *

- ☐ Very often
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never