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***Fashion manufacturer's
ability to generate
brand awareness using Instagram***

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Abstract:

Instagram's impact mostly on the fashion industry was examined in a study that looked at how this social media site helps to boost brand awareness and drive growth. When it comes to advertising fashion items, there are still concerns regarding Instagram marketing's legitimacy. A qualitative review of data from earlier research and secondary sources was used to measure Instagram's influence. As a result of our inquiry, we expect to obtain a better understanding of Instagram's impact on fashion firms. These analyses will demonstrate that Instagram is an effective medium for marketing Fashion products on the social media platform in question. This proposed literature study aimed to aid in the process of doing interpretive research. Research we conducted aimed to learn how Instagram impacts fashion brands and how much it grows across digital Instagram platforms.

Keywords:

Brand awareness, Influencer marketing, Instagram, social media.