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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.

## **1. Introduction:**

### **1.1. Background:**

Brands must raise consumer awareness in today's competitive industry, adds Kozinets (2002). Increasing target audience attention, interest, & brand exposure is difficult. Because of this, firms increasingly use free online advertising and have started using social media platforms, which are predicted to grow over time (Kozinets, 2002). The budget and time constraints of small firms make it difficult to compete (Hoffman & Fodor 2010). It's difficult to attract new clients and maintain they are systematically considered in a crowded market. A corporation should be both offline and online to stand out from the competitors. Businesses must constantly refresh their Instagram content to stay competitive. It is important to have precise goals and a sound marketing strategy for these commercials (Kozinets, 2002). A marketing department is not required in every organization (Eggers, Hatak, Kraus & Niemand, 2017). To succeed in today's market, advertising has become more sophisticated (Perry, 2014). Advertising, brand building, word of mouth, transactional, digital, or diversity marketing can earn market value & customers (Thevenot, 2007).

### **1.2. Problem statement:**

Marketing on social media has become a spontaneous phenomenon. Social media networks aim to commercialize and measure their impact on business performance. Web marketing's value for all firms is still contested (Clemons, 2009). Less is known about leveraging internet platforms can reach present or potential clients. Global and even mid-sized companies had dominated brand recognition assessments (Berthon, Ewing, & Napoli, 2008). Weak research on Facebook's effect on small business brand recognition led us to investigate free marketing methods like social media for small businesses.

### **1.3. Research aim:**

The objective of this research is just to analyze the influence of Instagram marketing just on developing brand awareness among fashion enterprises.

### **1.4. Research objectives:**

- To identify and understand the key Instagram Marketing strategies & tactics utilized by leading consumer product brands (both existing and new) in building brand awareness and/or brand equity through growth.
- To evaluate the importance of Instagram Marketing as a channel or 'route to market'.

- To identify potential social media marketing, particularly Instagram enhancements that might improve its overall effectiveness in the future.

### **1.5. Research questions:**

- 1) To what extent may Instagram marketing be used by fashion brands to raise awareness of their products and services?
- 2) How does Instagram marketing affect fashion brands, and how can they benefit from it?
- 3) What tips can you make to fashion firms to help them maximize the earnings they get from their internet marketing efforts?

## **2. Literature Review:**

### **2.1. Instagram:**

When it comes to sharing content with others, Instagram is among the most popular social media networks on the Internet. Instagram's goal is to make visual content, such as photos, the primary focus of the app. Instagram's reach is increasing each year, the amount of users is also increasing and the future outlook is favorable, as was discussed in chapter 2.1. Currently, the social networking site has 500 million daily users and 22 800 million monthly active users. Instagram has become a popular platform for businesses to sell products and services. according to Sanchez (2018), when a firm uses Instagram, it can make sales. An estimated one-third of Instagram's users have purchased installing the app, demonstrating the enormous potential of Instagram as a marketing tool. Instagram is a great tool for gathering information about potential clients. Instagram is a great way for brands to reach new customers and keep current ones. These are low-cost and low-risk alternatives to more traditional marketing strategies based on (Sanchez 2018, pp.16-23).

### **2.2. Brand:**

Brands are distinct from products or services, which are given to customers and can be changed according to demand, time, and market trends (Kotler et al., 2005). A brand's worth differs depending on whether this is for an organization or a product. The perceived worth of a brand helps consumers choose a service or product, and this might be intangible because individual

satisfaction varies. Consumers must examine both the functional and emotional components of a brand to establish and sustain a favorable impression (Doyle & Stern, 2006).

### **2.3. Instagram brands awareness:**

Platform like Instagram enable brands to better understand their customer's motivations and provide them with a more in-depth insight into what motivates them. Make use of Instagram's visual nature to build brand awareness that resonates with your audience. High-quality uploads that use aesthetic storytelling to sell their products can help you create leads and increase traffic and audience involvement. Companies whose brand image and product introduction rely heavily on visuals may find Instagram to be the better option since it allows them to post images and photos depicting their products and beliefs. As a result of this, the researchers observed that Instagram users share and propagate their fashion preferences by manually tagging fashion-related posts.

In their research, (Ki and Kim, 2019) discovered that customers who view influencers favorably and as reliable are more likely to make purchases from the companies and items included in the influencer's content. As a result of "consumption role models," the authors drew on the "consumer doppelgänger effect". Followers who can buy the clothes that Instagram influencers wear can be said to "idolize" (p.3).

### **2.4. Instagram marketing strategy & brand building on Instagram:**

Instagram is among the most widely used social media platforms today, making it an obvious choice for marketing campaigns. When it comes to using Instagram for marketing, the most important thing is to use the various Instagram tools in the most effective way possible (Hauser 2018, p.38). Chapters 4.4.1 and up will go into great detail about these tools. It's crucial to connect with Instagram users' senses in order to build a relationship with them. Smells, tastes, sounds, and textures may all be experienced through Instagram. In order to be successful on Instagram, the content must be unique and stunning. If a brand consistently delivers high-quality content, it will be a success (Sanchez 2018, pp.63-66.). Figure. 1, illustrates the aspects that contribute to brand awareness.

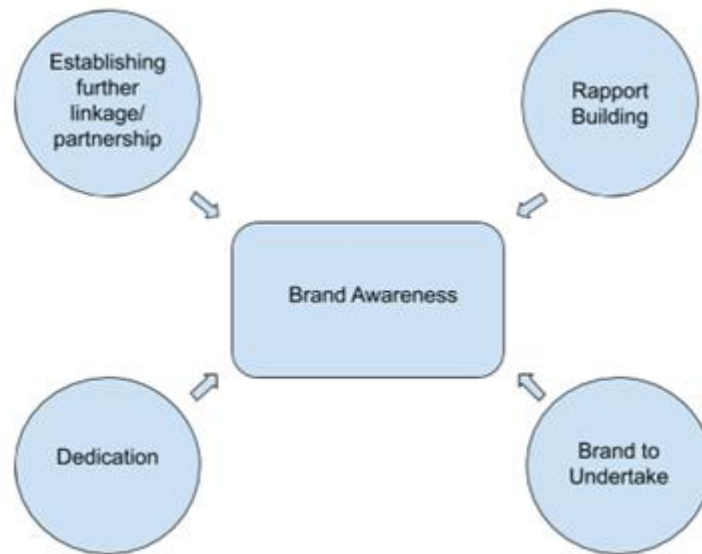


Figure. 1: Brand awareness adoption source: (Aaker, 1992)

### 3. Methodology:

#### 3.1. Data collection method:

This experiment made use of an offline method for acquiring data. The primary data was gathered through an interview.

#### 3.2. Sample size:

5 persons in Ireland, both male and female, over the age of 18 were interviewed for this study. It was One-on-one interviews were conducted with brand representatives and influencers to acquire insight into their views on the fashion sector through Instagram. While the interviewer did not follow a predetermined series of questions, the procedure was a semi-structured interview.

### 4. Results:

#### 4.1. Interviews:

Interviews were conducted with two fashion business representatives, three influencers, in a semi-structured interview format.

#### 4.2. Fashion and social media:

An assistant to Brown Thomas' fashion and purchasing director, was our first interviewee. On Instagram, Brown Thomas was launched to reach a larger audience as well as keep up with current content and advertising trends. She also detailed the changes which had taken place in Brown Thomas's life since he became an Instagram star:

Our customers are increasingly turning to Instagram for product research, often even before they visit our website. For many customers, Instagram serves as their initial point of contact, and our in-store staff frequently receives inquiries about things they've seen on Instagram.

Second interview According to Coco Boutique's Instagram employee, the company started using Instagram in 2011, but after the recession hit, they decided to ramp up their activity in order to reach a larger audience and better connect with their consumers, as well as rebuild their market. Because of the massive increase in online businesses and the need to modify our industry, the challenge was enormous.

### **4.3. Fashion influencers:**

Fashion influencers have a significant impact. Fashion brands that use Instagram influencers can reach their clients can have a huge impact on the platform's growth. Brand representatives and influencers spoke to each other on this topic in terms of understanding their own worlds. The interviewer began by questioning the participants about their perspectives on their chosen field of work. People said yes when asked if they thought it was competitive. Since its inception a few years ago, Instagram has seen explosive growth around the world is no exception. If they were asked if they thought it was becoming more accepted culture, they agreed because people are beginning to regard this medium as a significant tool for work.

## **5. Findings and Discussion:**

### **5.1. Advantage how fashion brand taking Instagram:**

- Fashion is taking over Instagram. Instagram is undeniably among the most popular social networking sites. Fashion firms are taking advantage of Instagram's visual marketing features to increase brand exposure.
- Social Media Influencers in Fashion If a brand's goal is to engage with a large demographic, it may be all over Insta. Using an Influencer as a partner is a terrific idea.
- Team Up and its growing. Instagram now has 900 million daily users. For marketers, this social media platform has several potential new clients.

## 5.2. Disadvantage of how fashion brand taking Instagram:

- When it comes to influencer marketing, ROI is one of the most important factors for brands, according to a poll. As there is no clear or constant way to evaluate the impact of an influence on a brand's sales, this can lead to challenges for brands.
- It's becoming increasingly common for people to create fictitious accounts in order to boost the popularity of another person.

## 6. Conclusion:

Fashion designers' marketing literature becomes more comprehensive. Instagram marketing, we found, had a greater impact on brand awareness than other promotional methods. Everyone who wrote about it said that customer service has improved as well as sales. Some companies conducted awareness events, weekly specials, and even giveaways. They all announced their individual projects on social media, where they were extensively seen and discussed. Instagram's impact on B2C connections has improved. This, according to the research, improves consumer engagement and interaction, as well as feelings of trust, relevance, and belonging. Instagram marketing platforms improve brand-consumer relationships.

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## *How social media is revolutionising the fashion industry all over again*

By their very nature, community-driven apps such as Clubhouse, TikTok and OnlyFans encourage open conversation and different viewpoints—and their top content creators are hoping to shape a new kind of fashion industry with messages of inclusivity and diversity

Ubiquity and exclusivity may seem like rival entities, but when it comes to fashion, they are the tether ends of a rope binding an industry together. It's a dichotomy, perhaps endemic to the very notion of desirability, as luxury labels strive to be both unavailable and everywhere at the same time. Advertising campaigns are plastered across public transport, high-street billboards and magazine spread, but for many, the brands themselves remain way out of reach. Fashion is, in many ways, all about striking this balance. Cut the line too slack and a label quickly loses its allure by way of ambivalence, or worse, saturation.

However, over the past decade or so, the advent, and eventual omnipresence, of social media has seen the definitions of exclusivity and access warp and weft together. The meteoric rise of social networks such as Instagram, YouTube, Facebook and Twitter, which champion user-generated content and participatory culture, galvanised the so-called democratisation of fashion. Through Instagram, everyone found a seat on fashion's front row, as authority shifted ceremoniously from time-honoured brands and legacy publications to anyone with an opinion and a wifi connection. These days, we find ourselves permanently connected via the apps, unconstrained by geography or time, and always online.

On Instagram, fashion has encountered the same flattening effect, where the industry gives the appearance of inclusivity through things like live-streams and influencer activations, while its real-life doors remain bolted shut. The universally recognisable 'Instagram aesthetic' is a testament to the platform's powers of homogenisation, which may give the semblance of collectivity when it's perhaps more of a monotony. And although Instagram at first gave a megaphone to many communities and individuals, its algorithms soon enforced a hierarchy and a tiresome shopping-first agenda, which has led audiences to seek out new spaces to hold their conversations.



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