

# Effects of Digital Marketing and Consumer Brand Awareness on Clothing Fashion Industry in Benin City

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## Abstract

*The rapid evolution of the fashion industry, driven by changing consumer behaviours and technological advancements, has heightened the importance of digital marketing in building consumer brand awareness. This study investigated the effect of digital marketing strategies on consumer brand awareness in the clothing fashion industry in Benin City, Edo State, Nigeria. Employing a cross-sectional survey design, data were collected from 457 fashion consumers using a structured questionnaire and analyzed through correlation and multiple regression techniques. The study examined six dimensions of digital marketing: social media marketing, influencer marketing, search engine marketing, email marketing, mobile marketing, and content marketing. Findings indicate that social media marketing, influencer marketing, email marketing, mobile marketing, and content marketing have a significant positive impact on consumer brand awareness, while search engine marketing showed no significant effect. The results underscore the critical role of strategic digital marketing in enhancing brand visibility, consumer engagement, and competitive positioning within the local fashion market. The study provides actionable insights for fashion brands in Benin City to optimize digital marketing initiatives and strengthen brand awareness among consumers.*

**Keywords:** Digital Marketing, Consumer Brand Awareness, Fashion Industry, Benin City, Social Media Marketing, Influencer Marketing

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## INTRODUCTION

The fashion industry has undergone significant transformation in recent years, driven largely by changing consumer behaviours, rapid technological advancements, and the increasing adoption of digital marketing strategies (Okonkwo, 2020). As competition intensifies globally and locally, fashion brands are under pressure to differentiate themselves, attract consumer attention, and build strong brand awareness (Kaplan & Haenlein, 2010; Batat, 2021). Digital marketing has emerged as a powerful tool for achieving these goals, enabling fashion brands to

reach wider audiences, create brand engagement, and enhance visibility in an increasingly digital marketplace (Prasanth & Jyothisna, 2018). Channels such as social media, email marketing, influencer collaborations, and content marketing have become indispensable components of modern fashion marketing practices (Kim & Ko, 2012).

Social media platforms, in particular, play a vital role in building brand awareness by allowing fashion brands to showcase their products, communicate with consumers, and promote interactive experiences (Gallaughar & Ransbotham, 2010; Islam, 2021). Influencer marketing has also gained prominence, with brands partnering with individuals who command large followings and can shape consumer opinions (Ebhoite & Imolore, 2023). These developments reflect a broader shift in consumer behaviour, as many individuals now rely on digital platforms to discover new fashion brands, research products, and make purchase decisions (Kumar & Saluja, 2017; Hudáková & Čarná, 2021).

In Nigeria, the fashion industry is expanding rapidly due to a youthful population, rising urbanisation, and increased disposable income (Adeyeye, 2018). Benin City, as a major commercial centre in Edo State, hosts numerous fashion designers, retailers, and emerging brands (Ogbeide, 2020). The city reflects a blend of traditional and contemporary fashion cultures, but the competitive environment demands that brands adopt innovative digital marketing strategies to remain visible and relevant. Digital marketing presents an opportunity for these brands to extend their reach, strengthen brand recall, and enhance competitive positioning within the market.

Despite its potential, many fashion brands in Benin City struggle to effectively utilize digital marketing platforms, resulting in low consumer brand awareness (Gligor-Cimpoieru, Munteanu, & Leoveanu, 2020). While studies affirm the significant influence of social media and influencer marketing on brand awareness in various countries (Kim & Ko, 2012; Singh & Kumar, 2017; Lee, Lee, & Kim, 2020), the extent to which these strategies are effective in Benin City remains underexplored. Poor adoption of digital marketing tools contributes to reduced visibility, lower customer engagement, and weak market performance among local fashion brands (Ogunnaike, 2019).

Existing literature suggests that digital marketing enhances awareness by fostering customer interactions, enabling targeted promotions, and improving brand accessibility (Gligor-Cimpoieru et al., 2020; Harrigan & Miles, 2020). However, most prior studies in Nigeria focus either on the national context or on isolated digital channels such as social media or email marketing (Kim & Ko, 2012; Freberg, Graham, & McGaughey, 2011). Furthermore, limited empirical research has examined multiple digital marketing tools collectively—such as influencer marketing, search engine marketing, mobile marketing, and content marketing—within the context of Benin City’s fashion industry (Voramontri & Klieb, 2019; Oguh, Onaghise, & Adamu, 2023). Scholars such as Ezeani and Okoro (2023) and Nwosu and Udechukwu (2023) emphasise the need for more evidence on how digital marketing shapes consumer brand awareness in local fashion markets.

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This study therefore addresses a significant gap by investigating the effect of digital marketing on consumer brand awareness in the clothing fashion industry in Benin City. It provides a comprehensive analysis of key digital marketing tools and their influence on how consumers identify, recall, and engage with fashion brands. Specifically, the study examines the relationship between social media marketing and consumer brand awareness; evaluates the effects of influencer marketing, search engine marketing, email marketing, and mobile marketing; and assesses how content marketing contributes to brand recognition and perception among fashion consumers in Benin City. The findings are expected to guide fashion brands in developing effective digital marketing strategies that enhance visibility, competitiveness, and customer engagement.

## **LITERATURE REVIEW**

### **Conceptual Review**

#### **Consumer Brand Awareness**

Consumer brand awareness is a crucial aspect of brand management, referring to the extent to which consumers are familiar with a brand and can recall it when making purchasing decisions. This awareness is a key component of brand equity, enabling consumers to recognise and remember a brand (Keller, 2020). In today's competitive market, consumer brand awareness plays a vital role in shaping consumer attitudes, preferences, and purchasing behaviours. Consumer brand awareness can be measured in terms of brand recognition, brand recall, and overall brand awareness. Brand recognition refers to the ability of consumers to identify a brand when they encounter it (Lamberton & Diehl, 2019). For instance, a consumer might recognize a brand's logo or packaging and associate it with a particular product or service. Brand recognition is influenced by factors such as brand logos, packaging, and advertising. A well-designed logo or consistent packaging can significantly enhance brand recognition.

Brand recall, on the other hand, refers to the ability of consumers to retrieve a brand from memory without visual cues (Ducoffe, 2020). This dimension of brand awareness is critical, as it enables consumers to remember a brand and consider it for future purchases. Factors influencing brand recall include advertising, promotions, sponsorships, and brand experiences. Effective advertising campaigns can increase brand recall by creating memorable associations and messages.

Brand awareness, encompassing both brand recognition and recall, is a critical component of consumer brand awareness. According to Harrigan and Miles (2020), brand awareness can influence consumer purchasing behaviour, as consumers are more likely to purchase from a brand that they are familiar with. Factors contributing to brand awareness include advertising, social media engagement, word-of-mouth, and brand consistency. Study has highlighted the importance of social media in building brand awareness, with platforms like Instagram and Facebook providing opportunities for brands to engage with consumers and increase their visibility (Trainor, Andzulis, & Coddling, 2022).

## **Dimensions of Digital Marketing**

Digital marketing encompasses various dimensions that enable businesses to connect with customers, increase brand awareness, and drive sales. Chaffey and Ellis-Chadwick (2019) categorized the dimensions of digital marketing into seven key areas: search engine marketing, social media marketing, email marketing, mobile marketing, content marketing, influencer marketing, and analytics.

### **Search Engine Marketing (SEM)**

Search Engine Marketing (SEM) is a form of digital marketing that involves promoting websites by increasing their visibility in search engine results pages (SERPs) through paid advertising and optimization techniques. SEM is a critical component of digital marketing, as it enables businesses to reach customers who are actively searching for products or services online (Ducoffe, 2020). SEM involves two primary strategies: pay-per-click (PPC) advertising and search engine optimization (SEO). PPC advertising involves creating and publishing online ads that are paid for each time a user clicks on them. PPC advertising is an effective way to drive website traffic and generate leads, as it enables businesses to target specific keywords and demographics (Kumar & Mirchandani, 2020).

SEO, on the other hand, involves optimising website content and structure to rank higher in search engine results pages (SERPs). SEO is a critical component of SEM, as it enables businesses to increase their online visibility and drive organic website traffic (Zhang & Wedel, 2020). The benefits of SEM are numerous. SEM can help businesses increase their online visibility, drive website traffic, and generate leads (Chaffey & Ellis-Chadwick, 2019). Additionally, SEM can help businesses target specific demographics and keywords, increasing the effectiveness of their online marketing efforts. Therefore, the study hypothesizes that:

*H<sub>01</sub>: Search engine marketing has no significant effect on consumer brand awareness in the clothing fashion industry in Benin City.*

### **Social Media Marketing**

Social Media Marketing (SMM) is a form of digital marketing that involves using social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to promote products or services. SMM is a key dimension of digital marketing, as it enables businesses to connect with customers, increase brand awareness, and drive website traffic (Harrigan & Miles, 2020). SMM involves creating and sharing content on social media platforms to engage with customers, build brand awareness, and drive website traffic (Appel, Grewal, Hadi, & Stephen, 2020). SMM can be used to achieve a range of marketing objectives, including brand awareness, customer engagement, lead generation, and sales (Trainor, Andzulis, Rapp, & Agnihotri, 2019). The benefits of SMM are numerous. SMM can help businesses increase their online visibility, drive website traffic, and generate leads (Kumar & Mirchandani, 2020).

There are several social media platforms that businesses can use for SMM, including Facebook, Twitter, Instagram, and LinkedIn. Facebook is the most widely used social media platform for

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SMM, followed by Instagram and Twitter (Zhang & Wedel, 2020). Facebook plays a significant role in shaping consumer brand awareness of fashion in Benin City. Studies have shown that social media platforms, including Facebook, can enhance brand awareness and influence consumer purchasing decisions (Agbi, Adekunle & Obono, 2025; Jiaqi, Teo, Tingting, & Jiaxun, 2021; Krishnaprabha & Tarunika, 2020). In the context of Benin City, research highlights the importance of branding variables such as brand image, price, brand awareness, advertisement, and brand loyalty in influencing consumer purchasing decisions (Mahu, Weizhong, Jimmy, & Abdel, 2022). One key aspect of Facebook's impact on consumer brand awareness is its ability to facilitate digital fashion shows, which can enhance consumer engagement with fashion brands. According to Emeka (2024), the impact of digital fashion shows on consumer engagement with fashion brands in Nigeria, digital fashion shows offer a dynamic online experience, allowing brands to reach a broader audience, increase visibility, and facilitate direct interaction with consumers (Islam, 2021).

*H<sub>02</sub>: There is no significant relationship between social media marketing and consumer brand awareness among clothing fashion consumers in Benin City.*

### **Email Marketing**

Email marketing is a form of digital marketing that involves using email to promote products or services. Email marketing is a highly effective dimension of digital marketing, as it enables businesses to target specific customers, increase brand awareness, and drive sales (Kumar & Mirchandani, 2020). Email marketing involves sending targeted and personalized messages to customers or potential customers via email. Email marketing can be used to achieve a range of marketing objectives, including brand awareness, customer engagement, lead generation, and sales (Trainor et al., 2019). Email marketing can also be used to nurture leads, build customer relationships, and encourage customer loyalty.

The benefits of email marketing are many. Email marketing can help businesses increase their online visibility, drive website traffic, and generate leads (Kumar & Mirchandani, 2020). Additionally, email marketing can help businesses build brand awareness, engage with customers, and drive sales. Email marketing can also help businesses to personalize their marketing messages, improve customer relationships, and increase customer loyalty (Zhang & Wedel, 2020). To create effective email marketing campaigns, businesses need to have a clear understanding of their target audience, marketing objectives, and email marketing strategies. Businesses also need to have a robust email marketing system, including email marketing software, email lists, and email content (Trainor et al., 2019). Based on the foregoing review, the study formulates the following hypothesis:

*H<sub>03</sub>: Email marketing has no significant effect on consumer brand awareness in the clothing fashion industry in Benin City.*

### **Mobile Marketing**

Mobile marketing involves using mobile devices such as smartphones and tablets to promote products or services. According to the Mobile Marketing Association (2020), mobile marketing is a critical dimension of digital marketing, as it enables businesses to connect with customers'

on-the-go. Mobile marketing provides businesses with a unique opportunity to reach customers anywhere, anytime, and deliver personalized and relevant messages that drive engagement and conversion. There are several benefits of mobile marketing. Mobile marketing can help businesses increase brand awareness, drive website traffic, and generate leads (Kumar & Mirchandani, 2020). Mobile marketing can also help businesses to personalize their marketing messages, improve customer relationships, and increase customer loyalty.

There are several types of mobile marketing campaigns that businesses can use to achieve their marketing objectives. SMS (Short Message Service) marketing, that is, sending text messages to customers' mobile phones to promote products or services (Oguh, Onaghise & Adamu, 2023); MMS (Multimedia Messaging Service) marketing, that is, sending multimedia messages (e.g., images, videos) to customers' mobile phones to promote products or services; Mobile app marketing (creating and promoting mobile apps to customers to promote products or services). Mobile web marketing involves creating and promoting mobile-friendly websites to customers to promote goods or services. Additionally, location-based marketing uses mobile devices to deliver targeted messages to customers based on their geographical location. To create effective mobile marketing campaigns, businesses need to have a clear understanding of their target audience, marketing objectives, and mobile marketing strategies. Businesses also need to have a robust mobile marketing system, including mobile marketing software, mobile lists, and mobile content (Harrigan & Miles, 2020). Drawing from the arguments presented, the study therefore hypothesizes as follows:

*H<sub>04</sub>: Mobile marketing has no significant effect on consumer brand awareness in the clothing fashion industry in Benin City.*

### **Content Marketing**

Content marketing is a strategic marketing approach that involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Research highlights content marketing as a key dimension of digital marketing, enabling businesses to build trust, increase brand awareness, and drive sales (Pulizzi, 2022). The primary goal of content marketing is to provide value to the target audience, rather than to directly promote a product or service. Providing valuable and relevant content allows businesses to establish themselves as thought leaders in their industry, build trust with their target audience, and ultimately drive sales. Content marketing can be an effective way to build brand awareness, drive website traffic, and generate leads (Kumar & Mirchandani, 2020).

Rather and Sharma (2021) emphasize the importance of content marketing in digital strategies, particularly in building brand loyalty and customer engagement (Rather & Sharma, 2021). To create effective content marketing campaigns, businesses need to have a clear understanding of their target audience, marketing objectives, and content marketing strategies. Businesses also need to have a robust content marketing system, including content creation, distribution, and measurement (Ducoffe, 2020). The advantages of content marketing are numerous. Content marketing can help businesses increase brand awareness, drive website traffic, and generate leads (Harrigan & Miles, 2020). Content marketing can also help businesses build trust with

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their target audience, establish themselves as thought leaders in their industry, and ultimately drive sales (Kamadi, Aras, Andriani, & Bayani, 2022). From the above discussion, the study derives the following hypothesis:

*H<sub>05</sub>: Content marketing has no significant effect on consumer brand awareness in the clothing fashion industry in Benin City.*

### **Influencer Marketing**

Influencer marketing is a form of digital marketing that involves partnering with influencers who have a large following on social media to promote products or services (Geysler, 2022). Studies highlight influencer marketing as a rapidly growing dimension of digital marketing, enabling businesses to connect with customers through trusted influencers (Rather & Sharma, 2021; Geysler, 2022). Influencer marketing can be an effective way to build brand awareness, drive engagement, and reach new audiences.

The primary goal of influencer marketing is to reach a target audience through influencers who have established credibility and trust with their followers. By partnering with influencers, businesses can increase brand awareness, drive website traffic, and generate sales. Influencer marketing can be an effective way to reach a target audience, especially among younger generations (Kumar & Mirchandani, 2020). To create effective influencer marketing campaigns, businesses need to have a clear understanding of their target audience, marketing objectives, and influencer marketing strategies. Businesses also need to have a robust influencer marketing system, including influencer selection, content creation, and campaign measurement (Ducoffe, 2020).

*H<sub>06</sub>: Influencer marketing has no significant effect on consumer brand awareness in the clothing fashion industry in Benin City.*

### **Theory Underpinning the Study**

This work is based on the Theory of Planned Behaviour (TPB). The Theory was first introduced by Icek Ajzen in 1985. The theory posits that consumer behaviour is influenced by three main factors: attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). Attitudes refer to the consumer's positive or negative feelings towards a particular behaviour. Subjective norms refer to the consumer's perception of social pressure to perform or not perform a particular behaviour. Perceived behavioural control refers to the consumer's perception of their ability to perform a particular behaviour.

In the context of consumer behaviour, TPB suggests that consumer' attitudes, subjective norms, and perceived behavioural control influence their intentions to purchase a product or service (Ajzen, 1991). For instance, a consumer who has a positive attitude towards a fashion brand, perceives social pressure to purchase from the brand, and believes they have the ability to make the purchase, is more likely to have a higher intention to purchase from the brand.

In the fashion industry, particularly in clothing and footwear, digital marketing is pivotal in influencing consumer attitudes and subjective norms (Kaplan & Haenlein, 2010). Fashion brands leverage social media platforms to create engaging content, interact with consumers,

and build brand awareness. By showcasing high-quality products, providing excellent customer service, and engaging in corporate social responsibility initiatives, fashion brands can foster positive attitudes towards their brand (Kaplan & Haenlein, 2010). This strategic approach enables brands to connect with their target audience, drive brand loyalty, and ultimately increase sales in the competitive clothing and footwear market.

For instance, a fashion brand may create a social media campaign that showcases their new collection, provides exclusive discounts to followers, and encourages followers to share photos of them wearing the brand's clothing (Kaplan & Haenlein, 2010). This campaign can create positive attitudes towards the brand, increase brand awareness, and drive purchase intentions.

Studies have shown that digital marketing has a significant influence on consumer attitudes and subjective norms towards fashion brands. For instance, a study by Kim and Lee (2019) found that social media influencers have a significant impact on consumer attitudes towards fashion brands. Another study by Zhang et al. (2020) found that social media advertising can increase consumer brand awareness and purchase intentions.

## **METHODOLOGY**

This study adopted a cross-sectional survey design to investigate the effect of digital marketing on consumer brand awareness in the clothing fashion industry in Benin City. The design was chosen for its flexibility in data collection and its ability to examine relationships between the study variables (Agbonifoh & Yomere, 1999). The population consisted of consumers in Benin City who purchase clothing fashion products. This population is considered infinite due to the difficulty in ascertaining the total number of offline and online fashion consumers in the city. Using Cochran's (1977) formula for an infinite population, a sample size of 385 respondents was determined, with 423 questionnaires distributed to account for potential non-responses. Convenience sampling was employed to select respondents due to its practicality, accessibility, and cost-effectiveness, allowing for efficient data collection from willing participants.

A structured questionnaire was the primary instrument for data collection. It comprised two sections: Part A captured demographic and socio-economic characteristics (gender, age, education, income), while Part B measured digital marketing variables and consumer brand awareness using a 5-point Likert scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). The constructs were adapted from established scales in prior studies to ensure validity and reliability (e.g., Aaker & Smith, 2010; Freberg et al., 2011; Keller, 1993). The validity of the instrument was established through expert review by the supervisor and senior marketing lecturers, ensuring that the questionnaire accurately measured the constructs of interest. Reliability was assessed via a pilot survey of 30 respondents using Cronbach's alpha. The coefficients ranged from 0.708 to 0.876, indicating acceptable to excellent reliability for all constructs (Nunnally, 1978), with higher reliability observed for search engine marketing, mobile marketing, and brand-related measures. Inferential statistics, including correlation and multiple regression analysis, tested hypotheses and examined relationships between independent variables (social media marketing, influencer marketing, search engine marketing, email marketing, mobile marketing, and content marketing) and the dependent variable,

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consumer brand awareness. Analyses were performed using **SPSS version 20.0** at a 5% level of significance.

**RESULTS AND DISCUSSION OF FINDINGS**

Correlation Analysis of Research Variables

		SMM	IM	SEM	EM	MM	CM	Consumer Brand Awareness
SMM	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	473						
IM	Pearson Correlation	.415**	1					
	Sig. (2-tailed)	.000						
	N	473	473					
SEM	Pearson Correlation	.206**	.322**	1				
	Sig. (2-tailed)	.000	.000					
	N	469	469	469				
EM	Pearson Correlation	.055	.289**	.407**	1			
	Sig. (2-tailed)	.236	.000	.000				
	N	467	467	467	467			
MM	Pearson Correlation	.175**	.328**	.310**	.436**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	466	466	466	466	466		
CM	Pearson Correlation	.385**	.252**	.095*	.087	.283**	1	
	Sig. (2-tailed)	.000	.000	.041	.059	.000		
	N	470	470	466	466	466	470	
Consumer brand awareness	Pearson Correlation	.408**	.406**	.224**	.273**	.353**	.394**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	457	457	453	453	453	457	457

\*\*Correlation is significant at the 0.01 level (2-tailed)

\*Correlation is significant at the 0.05 level (2-tailed)

Source: Authors' field work (2025).

The correlation analysis of the research variables is presented in Table 4.11. The table shows the Pearson correlation coefficients and the significance levels (2-tailed) for the relationships between the variables. The variables included in the analysis are Social Media Marketing (SMM), Influencer Marketing (IM), Search Engine Marketing (SEM), Email Marketing (EM), Mobile Marketing (MM), Content Marketing (CM), and Consumer Brand Awareness. The results of the correlation analysis indicate that there are significant positive relationships between most of the variables. The strongest correlation is between SMM and IM ( $r = 0.415^{**}$ ,  $p < 0.01$ ), indicating that social media marketing and influencer marketing are closely related. This suggests that companies that use social media marketing are also likely to use influencer marketing. The correlation between SMM and consumer brand awareness is also significant ( $r = 0.385^*$ ,  $p < 0.01$ ), indicating that social media marketing has a positive impact on consumer brand awareness. The correlation between IM and consumer brand awareness is also significant ( $r = 0.252^*$ ,  $p < 0.01$ ), indicating that influencer marketing has a positive impact on consumer brand awareness.

The correlation between SEM and consumer brand awareness is significant ( $r = 0.206^{**}$ ,  $p < 0.01$ ), indicating that search engine marketing has a positive impact on consumer brand awareness. The correlation between EM and consumer brand awareness is not significant ( $r = 0.055$ ,  $p = 0.236$ ), indicating that email marketing does not have a significant impact on Consumer brand awareness. The correlation between MM and consumer brand awareness is significant ( $r = 0.175^*$ ,  $p < 0.01$ ), indicating that mobile marketing has a positive impact on consumer brand awareness. The correlation between CM and consumer brand awareness is significant ( $r = 0.385^*$ ,  $p < 0.01$ ), indicating that content marketing has a positive impact on consumer brand awareness.

**Estimation of Regression Model**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.577 <sup>a</sup>	.333	.324	.48573	2.010

a. Predictors: (Constant social media marketing, influencer marketing, search engine marketing, email marketing, mobile marketing and content marketing

b. Dependent Variable: Consumer brand awareness

**Source:** Authors' field work (2025).

The model summary is presented in Table 4.12. The table provides an overview of the regression model, including the R-value, R-square value, adjusted R-square value, standard error of the estimate, and the Durbin-Watson statistic. The model is based on the predictors (Constant), Social Media Marketing (SMM), Influencer Marketing (IM), Search Engine

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Marketing (SEM), Email Marketing (EM), Mobile Marketing (MM), and Content Marketing (CM), and the dependent variable is Consumer Brand Awareness. The R-value, which represents the multiple correlation coefficient, is 0.577. This indicates that there is a moderate to strong positive correlation between the predictors and Consumer Brand Awareness. The R-square value, which represents the coefficient of determination, is 0.333. This means that approximately 33.3% of the variation in Consumer Brand Awareness can be explained by the predictors (SMM, IM, SEM, EM, MM, and CM). The adjusted R-square value, which is a modified version of the R-square value that takes into account the number of predictors in the model, is 0.324. This is close to the R-square value, indicating that the model is a good fit. The standard error of the estimate, which represents the average distance between the observed values and the predicted values, is 0.48573. This indicates that the predicted values are relatively close to the observed values, suggesting that the model is a good fit. The Durbin-Watson statistic, which is used to test for autocorrelation in the residuals, is 2.010. This value is close to 2, which indicates that there is no significant autocorrelation in the residuals. This suggests that the model is a good fit and that the residuals are randomly distributed.

**ANOVA Results for the Variables**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52.429	6	8.738	37.038	.000 <sup>a</sup>
	Residual	105.224	446	.236		
	Total	157.654	452			

a. Predictors: (Constant), social media marketing, influencer marketing, search engine marketing, email marketing, mobile marketing and content marketing

b. Dependent Variable: Consumer brand awareness

**Source:** Authors' field work (2025).

The Analysis of Variance table is presented in Table 4.13. The table provides an overview of the regression model's ability to explain the variation in the dependent variable, consumer brand awareness. The ANOVA table is used to test the significance of the regression model and to determine whether the predictors (social media marketing, influencer marketing, search engine marketing, email marketing, mobile marketing, and content marketing) have a significant impact on the dependent variable. The sum of squares for the regression model is 52.429, which represents the amount of variation in consumer brand awareness that is explained by the predictors. The degree of freedom for the regression model is 6, which represents the number of predictors in the model. The mean square for the regression model is 8.738, which is calculated by dividing the sum of squares by the degrees of freedom.

The F-statistic, which is used to test the significance of the regression model, is 37.038. This value is calculated by dividing the mean square for the regression model by the mean square for

the residuals. The significance level (Sig.) for the F-statistic is 0.000, which indicates that the regression model is significant at the 0.01 level. This means that the predictors (SMM, IM, SEM, EM, MM, and CM) have a significant impact on consumer brand awareness. The sum of squares for the residuals is 105.224, which represents the amount of variation in consumer brand awareness that is not explained by the predictors. The degree of freedom for the residuals is 446, which represents the number of observations minus the number of predictors. The mean square for the residuals is 0.236, which is calculated by dividing the sum of squares by the degrees of freedom. The total sum of squares is 157.654, which represents the total amount of variation in consumer brand awareness. The total degree of freedom is 452, which represents the number of observations minus 1.

Coefficients of the Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.174	.198		5.927	.000		
SMM	.213	.044	.222	4.892	.000	.726	1.378
IM	.147	.038	.177	3.856	.000	.710	1.408
SEM	.002	.037	.003	.066	.947	.764	1.309
EM	.084	.030	.129	2.803	.005	.708	1.412
MM	.107	.034	.145	3.188	.002	.725	1.380
CM	.160	.034	.207	4.752	.000	.789	1.268

a. Dependent Variable: Consumer brand awareness

**Source:** Authors' field work (2025).

The coefficients table is presented in Table 4.14. This table provides an overview of the regression coefficients for the predictors, which include Social Media Marketing (SMM), Influencer Marketing (IM), Search Engine Marketing (SEM), Email Marketing (EM), Mobile Marketing (MM), and Content Marketing (CM), as well as the constant term. The coefficients represent the change in the dependent variable, which is Consumer Brand Awareness, for a one-unit change in the predictor, while holding all other predictors constant. The unstandardized coefficients (B) represent the change in Consumer Brand Awareness for a one-unit change in the predictor. For example, the unstandardized coefficient for SMM is 0.213, which means that for every one-unit increase in SMM, consumer brand awareness is expected to increase by 0.213 units, holding all other predictors constant.

The standard error of the coefficients (Std. Error) represents the average distance between the observed values and the predicted values. The standardized coefficients (Beta) represent the

change in consumer brand awareness in standard deviation units for a one-unit change in the predictor. The t-statistic is used to test the significance of the coefficients. The significance level (Sig.) for the t-statistic indicates whether the coefficient is significant at the 0.05 level or 0.01 level. A significance level of 0.05 or less indicates that the coefficient is statistically significant. The collinearity statistics (Tolerance and VIF) are used to test for multicollinearity between the predictors. The tolerance value represents the proportion of variance in the predictor that is not explained by the other predictors. The VIF (Variance Inflation Factor) value represents the reciprocal of the tolerance value. A VIF value greater than 10 indicates multicollinearity. The results of the coefficients table are as follows. The constant term has a coefficient of 1.174, which is significant at the 0.01 level ( $t = 5.927$ , Sig. = 0.000). This indicates that the constant term has a significant impact on consumer brand awareness.

SMM has a coefficient of 0.213, which is significant at the 0.01 level ( $t = 4.892$ , Sig. = 0.000). The standardized coefficient is 0.222. This indicates that SMM has a significant positive impact on consumer brand awareness. IM has a coefficient of 0.147, which is significant at the 0.01 level ( $t = 3.856$ , Sig. = 0.000). The standardized coefficient is 0.177. This indicates that IM has a significant positive impact on consumer brand awareness. SEM has a coefficient of 0.002, which is not significant ( $t = 0.066$ , Sig. = 0.947). The standardized coefficient is 0.003. This indicates that SEM does not have a significant impact on consumer brand awareness. EM has a coefficient of 0.084, which is significant at the 0.01 level ( $t = 2.803$ , Sig. = 0.005). The standardized coefficient is 0.129. This indicates that EM has a significant positive impact on consumer brand awareness. MM has a coefficient of 0.107, which is significant at the 0.01 level ( $t = 3.188$ , Sig. = 0.002). The standardized coefficient is 0.145. This indicates that MM has a significant positive impact on consumer brand awareness. CM has a coefficient of 0.160, which is significant at the 0.01 level ( $t = 4.752$ , Sig. = 0.000). The standardized coefficient is 0.207. This indicates that CM has a significant positive impact on consumer brand awareness. The collinearity statistics indicate that there is no multicollinearity between the predictors, as the VIF values are all less than 10.

### **Discussion of Findings**

The relationship between digital marketing strategies and consumer brand awareness in the clothing fashion industry in Benin City was considered in this research investigation. Based on the results from review of literature and theoretical frameworks relating to digital marketing strategies and consumer brand awareness in the clothing fashion industry in Benin City, some hypotheses were formulated and tested using research instruments adapted from previous studies. The findings of this study provide valuable insights into the impact of digital marketing strategies on consumer brand awareness in the clothing fashion industry in Benin City.

The result of the regression analysis revealed that there was a positive and significant relationship between Social Media Marketing (SMM) and consumer brand awareness. This finding is supported by Agbonifoh and Ozolua (2023), who established that social media marketing has a significant and positive impact on SMEs' performance in Egor Local Government Council, Benin City. This suggests that social media marketing is an effective tool for clothing fashion businesses in Benin City to increase brand awareness among consumers.

The use of social media platforms such as Facebook, Instagram, and Twitter can help clothing fashion businesses to reach a wider audience, engage with customers, and build brand awareness. Similarly, results of this study are consistent with the findings by Oguh, Onaghise, and Adamu (2023), who found that social media marketing has a significant positive impact on customer engagement of selected small and medium scale enterprises in Benin City. This implies that social media marketing can help clothing fashion businesses in Benin City to build strong relationships with customers, increase customer loyalty, and ultimately drive sales.

Also, the result of the regression analysis conducted on Influencer Marketing (IM) and consumer brand awareness exposed that there was a positive and significant relationship between IM and consumer brand awareness. This result is consistent with the findings by Ebhote and Imolore (2023), who discovered that social media influencers have a significant effect on consumer brand loyalty of darling hair product. This suggests that influencer marketing is an effective tool for clothing fashion businesses in Benin City to increase brand awareness among consumers. The use of social media influencers can help clothing fashion businesses to reach a wider audience, build brand awareness, and drive sales. The result is also in agreement with the findings by Ogunleye and Ojo (2023), who found that influencer marketing has a significant impact on fashion brand loyalty in Nigeria. This implies that influencer marketing can help clothing fashion businesses in Benin City to build strong relationships with customers, increase customer loyalty, and ultimately drive sales.

The result of the regression analysis conducted on Search Engine Marketing (SEM) and consumer brand awareness revealed that there was no significant relationship between SEM and consumer brand awareness. This result is in contrast with the findings by Agbonifoh and Ozolua (2023), who established that search engine marketing has a significant positive impact on SMEs' performance in Egor Local Government Council, Benin City. This suggests that search engine marketing may not be an effective tool for clothing fashion businesses in Benin City to increase brand awareness among consumers. However, this result may be due to the fact that search engine marketing is a more technical and complex marketing strategy that requires specialized skills and expertise.

Also, the result of the regression analysis conducted on Email Marketing (EM) and consumer brand awareness exposed that there was a positive and significant relationship between EM and consumer brand awareness. This result is consistent with the findings by Oguh, Onaghise, and Adamu (2023), who found that email marketing has a significant positive impact on customer engagement of selected small and medium scale enterprises in Benin City. This suggests that email marketing is an effective tool for clothing fashion businesses in Benin City to increase brand awareness among consumers. The use of email marketing can help clothing fashion businesses to reach a wider audience, build brand awareness, and drive sales.

The result of the regression analysis conducted on Mobile Marketing (MM) and consumer brand awareness revealed that there was a positive and significant relationship between MM and consumer brand awareness. This result is consistent with the findings by Nwosu and Udechukwu (2023), who found that mobile marketing, has a significant impact on fashion

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industry performance in Nigeria. This suggests that mobile marketing is an effective tool for clothing fashion businesses in Benin City to increase brand awareness among consumers. The use of mobile marketing can help clothing fashion businesses to reach a wider audience, build brand awareness, and drive sales.

Finally, the result of the regression analysis conducted on Content Marketing (CM) and consumer brand awareness exposed that there was a positive and significant relationship between CM and consumer brand awareness. This result is consistent with the findings by Uzoechina and Nnamani (2022), who found that content marketing has a significant impact on fashion brand identity in Nigeria. This suggests that content marketing is an effective tool for clothing fashion businesses in Benin City to increase brand awareness among consumers. The use of content marketing can help clothing fashion businesses to reach a wider audience, build brand awareness, and drive sales.

## **CONCLUSION AND RECOMMENDATIONS**

This study has sought to determine the effect of digital marketing on consumer brand awareness in the clothing fashion industry in Benin City, Edo State. The findings of this research provide insight into the impact of various digital marketing strategies on consumer brand awareness. The results of the analysis reveal a positive and significant relationship between Social Media Marketing, Influencer Marketing, Email Marketing, Mobile Marketing, and Content Marketing with consumer brand awareness, while Search Engine Marketing showed no significant effect. These findings represent a current perspective on the effectiveness of digital marketing tools in enhancing brand awareness in the clothing fashion industry in Benin City.

Based on the findings of this study, the following recommendations are made to clothing fashion industry stakeholders in Benin City, Edo State:

- Companies should invest in Social Media Marketing (SMM) to increase brand awareness among consumers.
- To leverage Influencer Marketing (IM), companies should partner with influencers who align with their brand values and target audience.
- To optimize Email Marketing (EM) campaigns, companies should regularly send targeted promotional emails to subscribers.
- Utilizing Mobile Marketing (MM) is also crucial for reaching consumers on-the-go.
- To focus on Content Marketing (CM), companies should create high-quality, engaging content to attract and retain consumers' attention.
- Finally, companies should re-evaluate their Search Engine Marketing (SEM) strategy and consider alternative digital marketing channels, as SEM was found to have no significant effect on brand awareness.

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