

DOES SOCIAL MEDIA MARKETING AFFECT THE KNOWLEDGE ACQUISITION AND BRAND AWARENESS: AN EXPLORATORY STUDY OF FEMALE USERS?

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ABSTRACT

Presently there has been less substantial research done on knowledge and Brand awareness of Female social media users for fashion brands in Pakistan. The study aimed at finding out how Pakistani Female consumer's knowledge and awareness is affected by marketing on social media platforms such as FACEBOOK, TWITTER, INSTAGRAM and Other Online Brand Communities. The results of my empirical findings based on questionnaires from 250 Female respondents and secondary sources were analyzed by using the SPSS on self-developed research model. The study stresses the benefits of using social media platforms and brand awareness strategies that can be utilized through the online social media systems and fills a existing research gap, about the female users and in how frequent businesses should engage with social media to boost knowledge acquisition and brand awareness.

Keywords: Social Media Marketing, Female Users, Knowledge, Online Learning, Brand Awareness.