

IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS IN THE NIGERIAN FASHION INDUSTRY

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Impact of Digital Marketing on Brand Awareness in the Nigerian Fashion Industry" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

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Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined impact of digital marketing on brand awareness in the nigerian fashion industry, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of impact; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with impact and digital. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 380 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 341 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.18). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.536$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.71, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.27$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on impact.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of impact of digital marketing on brand awareness in the Nigerian fashion industry is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Scholars have long recognised impact as a critical determinant of outcomes in marketing. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream impact into routine governance. An examination by Ogbeide and Ibrahim (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. A notable study by Oyelaran and Olawale (2017) argued that the impact of impact is substantially mediated by the quality of institutions. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In recent years, impact has emerged as a central theme in scholarly discourse on marketing. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream impact into routine governance. Evidence assembled by Ibrahim and Famuyide (2015) across twelve states underscored the heterogeneity of outcomes linked to impact. Accordingly, there is a growing consensus that deliberate policy action is required. Studies conducted within the West African subregion by Ogbeide and Adeniyi (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Contemporary scholarship increasingly frames impact as inseparable from the broader question of digital. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of impact. An examination by Ogbeide and Adeniyi (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Such findings reinforce the argument that impact deserves a place of priority on the development agenda. Field evidence gathered by Aderemi and Eze (2016) suggested that stakeholder engagement materially improves the results achieved in matters of impact. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

In both global and African literatures, impact is now regarded as a key index of institutional performance. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which impact unfolds. Empirical evidence from Bamgbose and Bello (2021) suggests that positive developments in digital are associated with improvements in impact. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice.