

Abstract

This study explores a common advertising tendency that has increased since the internet's meteoric rise (Social Media Marketing). Social media's attraction extends to many fields, including business and academia. This study examines how social media affects consumers' opinions of different companies (brand awareness and brand loyalty). Using a cross-sectional design and a random sample of 150 Lahore female branded clothes shoppers, a quantitative study was conducted. In order to test our hypothesis, the researchers used partial least square through smart PLS to perform factor analysis, factor loadings, discriminant validity, model fit, and reliability analysis on the study data. Participation in many social media channels boosts a business's value, according to the study. Customers' brand loyalty was strongly influenced by the company's hipness, customization, and connection with the customer (brand loyalty). A consumer's ability to recall a brand depends on a product's trendiness, customization, and user interaction (brand awareness). Many more studies have been done on how internet activities might damage a company's reputation. This conversation is about women's fashion, not men. Marketing executives in the textile and women's clothing industries can apply this study's findings.

Key-words: Social Media Marketing (SMM), Social Media Marketing activities (SMMAs) Females Clothing Industry, Brand Equity, Brand Awareness, Brand Loyalty.