

# **EFFECT OF CONTENT MARKETING ON BRAND PREFERENCES OF MILLENNIAL FASHION INDUSTRY AMONG LAGOS STATE UNIVERSITY STUDENTS**

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## **ABSTRACT:**

This study investigates the effect of content marketing on brand preferences among millennial consumers in the fashion industry, using students of Lagos State University as a case study. With the increasing fashion consciousness and digital engagement among millennials, the research focuses on three key components of content such as; corporate image, celebrity endorsement, and social media and their influence on brand preference dimensions such as; price discount, perceived quality, and brand experience. Descriptive research design was used with a sample of 399 students selected from a population of 43,362 using the Taro Yamane formula and convenience sampling technique. Data were analyzed through multiple regression analyses. Findings reveal that content marketing significantly influences brand preferences among millennials. Celebrity endorsement consistently showed the strongest impact across all dimensions, while social media had mixed effects positively influencing brand experience but negatively affecting perceptions related to price discounts. Corporate image also demonstrated a positive but varied influence across outcomes. The model explained 11.6% of the variance in price discount, 40.8% in perceived quality, and 13.9% in brand experience. These results suggest that fashion brands can enhance millennial engagement and loyalty through strategic use of content marketing, especially by leveraging celebrity endorsements and strengthening corporate image. The study concludes with practical recommendations for fashion marketers to improve brand awareness and preference through targeted content strategies.

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## 1.0 Introduction

The modern-day business environment has inculcated fashion branding amongst the young adults based on the recent trend in fashion consciousness among them, especially with the use of online brand preference purchase applications and other gargets that make purchasing of commodities easily assessable to this set of people (Nora, 2018; Laksamana, 2018). Millennial generations are mostly consistent buyers and they have a reasonable degree of brand preference to any brand of commodity in which they are attracted (Olga, David, Dhameeth, Adam, & Elliott, 2018). Millennial generation loyalty to such brand however depends on the satisfaction they derived from using such brand in the past and the financial resources at their disposal, because consumers with higher income are expected to be more loyal to a particular brand (Olga *et al.*, 2018).

A customer's brand preference is evidenced by the fact that they buy the same product or service again and over again, despite the attempts of rivals to get them to switch. This allows a brand to get a huge number of recurring sales from a pool of people who are loyal and consciously, or sub-consciously promoting the brand and their word-of mouth acts like a foundation to success (Gordon, 2021).

Arrese and Perez- Later (2017) claim that content marketing is a force to be reckoned with for building businesses, maintaining consumer relationships, and motivating customer behaviours in today's fragmented media world. The predicted global content marketing industry revenue for 2024 is 526.54 billion US dollars. The source claimed it increase to 598.68 billion in 2025 and continue to grow over time to reach 13.7% in 2033 (Statista, 2025). Additionally, in a poll of marketers from around the world conducted in 2024, 97% of participants said that content marketing was a component of their comprehensive marketing plans. Compared to the value recorded in 2023, the share percentage grew by 20 points (Statista, 2025).

In contrast to advertising, which aims to persuade consumers to make purchases, content marketing concentrates on helping potential customers appreciate a brand by providing helpful information, like educating them about the brand's features through blog posts, podcasts, e-books, newsletters, and other tools es through blog posts, podcasts, e-books, newsletters, and other tools (Zhang & Luo, 2024). Koob (2021) emphasizes this by noting that the skill of interacting with prospective customers without pitching items is content marketing. Content marketing enhances sales and increases consumer involvement, relationships, and trust (Anshari *et al.*, 2019).

The widespread adoption of content marketing is changing how businesses and consumers interact and seek information (Lou et al., 2019). The rise of digital marketing has made it standard for customers to research things online before deciding to buy. As a result, various industries, like fashion, retail, supply chain, social networking, etc., have been using content marketing to change how customers behave (Lou et al., 2019).

Instead of using push reasoning, content marketing uses pull logic. This means that consumers can choose to get content from brands rather than being forced to find information about them, such as by following a brand's social media page (Wang & Chan-Olmsted, 2020). As a result, customers are more inclined to interact with the material than pass it by.

Millennial generations are mostly consistent buyers and they have a reasonable degree of loyalty to any brand preference or commodity in which they are attracted to (Olga, David, Dhameeth, Adam, & Elliott, 2018; Berra, 2019). Millennial generation loyalty to such brand however depends on the satisfaction they derived from using such brand in the past and the financial resources at their disposal, because consumers with higher income are expected to be more loyal to a brand preferences of their choice (Olga *et al.*, 2018).

The millennial comprises of those born between the year 1980 and 2000 (Berra, 2019; Moreno, Lafuente, Carreon & Moreno, 2017). According to Viapulam and Farooq (2019), the age of consumers and the generation which they belong is a fundamental factor that determines any purchasing decision and brand preferences. Meaning that, the age grade of the consumers involved in the purchase of any commodity can help to determine if such consumer will be loyal to the brand of such commodity or not. The Millennial generation is characterized by high use of technology, they are highly motivated and they have similar behaviour when it comes to making a purchasing decision and brand preference (Prajapati & Goswami, 2023).

Content Marketing has been said to play a vital role in increasing the performance of the marketing activities and business as attested by many academics in the recent past (Liu, 2021; Шевченко, 2023). In line with CM's advancement, the emergence of social media (SM) platforms also brought various changes in the marketing environment. Social media has become a significant communication platform across the globe especially amongst youngsters in selecting their brand preferences.

## **1.1 STATEMENT OF PROBLEM**

Social media are promotional tool and a medium of connectedness for businesses; it is necessary to analyze whether it is beneficial in increasing sales, inducing brand preference, and recurring sales (Ismail, 2017). With the increasing prevalence and once dominated by large companies, the shift to even smaller startups indicates the heavy reliance on social media. Investigation into the depths of the effect of content marketing is necessary, and the last few years of pandemic and the new normal has shifted the focus of marketers to social media and online marketing as the consumer buying pattern has changed significantly since COVID surge (Ismail, 2017). These recent years has increased the activities of the millennials online significantly and are prime target of the marketers online nowadays (Tsarashafa & Qastharin, 2021).

Raheem and Mudiarasan 2019 proposed that Youngsters known as the centennials (Generation Z, people who were born in between 1997 - 2010) and Millennials (Generation Y, people who were born between 1980 - 2000) spend most of their time for social networking activities on Social Media and are heavily influenced for marketing purposes. Furthermore, different engagement levels of the CM dwellers highly depend on their needs, motives, goals, and social relationships. Therefore, it is a distinct need for the practitioners to identify and understand the precise attributes of the CM which can highly influence the attitude, participation and transaction behaviours of the centennials and Millennials.

Oyekunle (2022) reported that it is important to note how the modern-day business environment has inculcated fashion branding amongst the young adults based on the recent trend in fashion consciousness among them, especially with the use of online purchase applications and other gadgets that make purchasing of commodities easily assessable to this set of people. Lagos is as a bit stand is one of the mega cities in Nigeria and West Africa by extension (Adeaga et al., 2020). The millennium undeniably dominates a larger part of the work force, the largest active population, and by default state the fashion trends (Waddell, 2021). However, the consumer decision will then be based on what the brand stands for. Social media content communities have recently become popular due to corporations using content marketing as a branding strategy. In a modern paradigm, content marketing fosters brand preference by interacting with the target audience and providing them with helpful content without using promotional tactics (Cabigiosu, 2020). However, more clarification is required on the function of content marketing in the fashion sector among

millennials, particularly because content marketing and social media marketing are sometimes confused (Bhattacharjee & Chanda, 2022). Despite being widely used on social media platforms, social media marketing is more commercial and intrusive than content marketing.

In Nigeria, the millennial generation has the largest proportion among the total population of the country (Akinyetun, 2021). Meaning that, the active population of the country comprises of those who have high buying power and are very active in purchasing fashion brands (Bhattacharjee & Chanda, 2022). Particularly, Lagos metropolis being the commercial hub of Nigeria and one of the densely populated cities of the country comprising of the active people of the population, the millennial generation is most dominant in the region. However, there are lacks of studies which can provide data on the Effect of Content Marketing on Brand Preferences among Millennial fashion industry In Lagos State. For this reason, this study was conducted so that current understanding relating to the impact of the selected variables on the millennial customers' brand preference can be enriched.

## **1.2 Objectives of the study**

The main objective of this study is to examine effect of Content Marketing on Brand Preferences among Millennial fashion industry In Lagos State. The specific objectives are to:

- i. Examine combine effect of corporate image, social media and celebrity endorsement on price discount among millennial generation within fashion industry in Lagos.
- ii. Determine combine effect of corporate image, social media and celebrity endorsement on perceived quality among millennial generation within fashion industry in Lagos.
- iii. Examine combine effect of corporate image, social media and celebrity endorsement on brand experience among millennial generation within fashion industry in Lagos.

## **1.3 Research Questions**

- i. To what extent does corporate image, social media and celebrity endorsement on price discount among millennial generation within fashion industry in Lagos?
- ii. Do corporate image, social media and celebrity endorsement significantly affect perceived quality among millennial generation within fashion industry in Lagos?
- iii. Do corporate image, social media and celebrity endorsement significantly affect brand experience among millennial generation within fashion industry in Lagos?

## 1.4 Research hypotheses

**H0<sub>1</sub>:** corporate image, social media and celebrity endorsement does not have a significant effect on price discount among millennial generation within fashion industry in Lagos.

**H0<sub>2</sub>:** corporate image, social media and celebrity endorsement does not significantly affect perceived quality among millennial generation within fashion industry in Lagos.

**H0<sub>3</sub>:** There is no significant effect of corporate image, social media and celebrity endorsement and brand experience among millennial generation within fashion industry in Lagos.

## 2.0 Conceptual Review

### 2.1 The Concept of Millennial

For several reasons, the millennial generation is the subject of current research. First and foremost, research indicates that Millennial are more tech-savvy than other generations. They are fast to adopt new technology and, more crucially, are less aware of the costs associated with maintaining privacy and security. Fernandes and Inverneiro (2020) of the opinion that a peculiar factor differentiating millennial from other generations is their early exposure to the internet and early adoption. Since the invention of the internet in 1983, Millennial are the first generation that has lived most of their early years and youth in a society where social media and the internet play such a crucial role in the everyday lives of individuals, organisations, and government parastatals and society in general.

Furthermore, according to Kraljević and Filipović, (2017), Millennial have grown up in the internet and social media age compared to previous generations, influencing how they make their purchases. Consequently, organisations must prioritize being active on social media to get the attention of millennial, engage with them and turn them into customers (Rissanen & Luoma-Aho, 2016). Spilotro (2016) affirms that Millennial are the most exposed generation to the internet; hence organisations must be transparent in their marketing messages by curating content that is worthy and relevant to a product. Additionally, organisations should desist from being deceptive in their marketing efforts as short-term gains are not worth losing the legitimacy of a brand and the trust of millennial consumers.

Smith (2010) asserts that the Internet, social media, and technological advancement are enabling Millennial to be more involved in how brands create and place their products and services. (Smith, 2010) further noted that millennial want to be involved in all aspects of a product and how it is

advertised.

## **2.2 Content Marketing**

According to Baltes (2015), Content marketing is a form of marketing and business practice that deals with creating and disseminating appropriate and valuable content to appeal to, obtain, and engage a target audience with the primary goal of generating valuable consumer action.

Pikua-Maachowska (2017) defines using digital content provided through electronic channels as a business determining, analysing, and satisfying customer demand to increase profit. Information is essential to marketing. Consumer behaviour and marketing research are closely related fields. They acquire data about present and potential consumers to improve the market exchange value for the clients and the business in which content marketing is used. Companies should be aware that content marketing, especially on social media, is more than just advertising and shouldn't promote their goods excessively, even in the fashion industry.

Organisations can construct a genuine content marketing campaign on social media, but they must establish their brand voice and story first. marketing, integrated Content marketing aims to share a brand's narrative with consumers rather than promoting products (Mazurek-Łopacińska & Sobocińska, 2018). It also employs relationship marketing communications, and other marketing communications theories (Mazurek-Łopacińska & Sobocińska, 2018).

Contrary to advertising goods or services, content marketing is a branding strategy that generates and disseminates useful brand material to pique the interest of and engage the target audience. Professionals produce and disseminate brand stories online to familiarize the target audience with the brand ((Tsiakali, 2018). Publishing, native advertising, inbound marketing, and storytelling parallel content marketing (Rowley, 2018). Content marketing aims to create and maintain relationships with potential customers, increase brand awareness and trust, boost sales, deliver exceptional customer service, and foster customer loyalty (Rowley, 2018).

To help marketers generate content that appeals to their target audience, several research on content marketing aim to investigate how this content may be an effective marketing communication and what types of content are in high demand by the audience (Müller & Christandl, 2019). Instead then bombarding consumers with commercials, content marketing aims to assist consumers in resolving issues and responding to queries from prospective

customers.

### **2.3 Celebrities' Endorsement**

Celebrities are people who are well known in society because of their achievements or success in specific fields. In Indonesia, they are generally known as artists or people who usually appear on television. They enjoy public recognition and used it to endorse products (Muda, Musa, Mohamed, & Borhan, 2014). At a particular level, they often being role models by the audience (Juntiwasarakij, 2018) with follows their style, e.g., in fashion, communication, or the brand used (Muda et al., 2014). There are two types of celebrities, namely microcelebrities (500-10.000 followers) and macro celebrities (millions of followers) (Gilliland, 2017). Celebrity characteristics include success and talented, inspiration, and high social status (Gulamali & Persson, 2017)

The attractiveness of celebrity has significant positive effects on ad recall, but there is no evidence for purchasing intention, while the credibility of celebrity has significant and positive impacts on ad recall and purchase intention (Hani, Marwan, & Andre, 2018). Mazzella (2016) reported that microcelebrities have high effects on the restaurant industry with provided purchase experience on their channel. Interaction when consumers were watching the video, vlog, or talking with celebrities in social media, genuinely blog post has excellent possibilities for consumers to feel a restaurant experience. The authentic experience of celebrity inspires consumers to buy products in these restaurants. Gulamali and Persson (2017) also found that SMI has higher effects as micro-celebrities.

### **2.4 SOCIAL MEDIA**

Marketing communication should include social media, but it differs significantly from traditional media and has its advertising standards. It is cost-effective when users forward content on social media freely and voluntarily. It happens when people want to disseminate the message because it is so captivating. Building community and fostering customer relationships are crucial (Taylor, 2017). Users demand complete influence over the news, marketing, and social media platforms. (Taylor, 2017) social media should be effectively integrated into content creation to make material interactive. On social media, quality content is ongoing and reliable (Taylor, 2017). Brand owners should collaborate with consumers to co-create brand stories and content rather than telling them on their own (Alves et al., 2016)

The fact that clients can visit corporate sites whenever they want and from any place is also

essential. Therefore, most content should be created with the mobile market in mind. Of course, there should be a connection between content marketing for mobile platforms and other channels, including social media, other mobile platforms, and traditional channels. (Budikova, 2014). According to Leino (2012), it's important to design a campaign for traditional media to use social media channels. On the Internet, however, the target audience affects the instruments that should be selected. In most cases, it is preferable to mix various tools and techniques. The message's length, layout, and all types of graphic elements and links are crucial elements. (DeMers, 2014)

The most potent instrument in business practice is social media, which enables anyone to develop and transmit information through interactive contact (Taylor, 2017). Recently, many businesses have realized that using content marketing on social media is one of the most distinctive methods to cut marketing expenditures. Social media marketing is often regarded as the most practical technique to promote things to a specific target demographic because it doesn't cost the organisation as much as traditional marketing (Walter & Agron, 2003).

YouTube, Instagram, visual websites and channels are becoming more popular in Nigeria. However, branding and creating a brand story can be difficult with blogs, articles, and newsletters. Social media also lets users notify their peers about the products and services. When those dialogues are favourable, they provide businesses with a low-cost method of boosting brand recognition and loyalty. Therefore, brand owners no longer have total control over their brands when brands and customers jointly build brand stories. According to, consumer-generated tales can spread just as quickly as those produced by the firm itself. They frequently contradict the message that the corporation wishes to convey (Mas-Tur et al., 2016).

### **2.2.1 Brand Preference**

Brand preference reflects a desire to use a particular company's products or services even when there are equally priced and equally available alternatives ([www.study.com/academy/lesson](http://www.study.com/academy/lesson)). Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase (Purohit, 2016). The term "brand preference" refers to a consumer's attachment to a certain product or brand (Kopp, 2022). A customer's brand preference is evidenced by the fact that they buy the same product or service again and over again, despite the attempts of rivals to get them to switch. This allows a brand to get themselves a huge number of

recurring sales from a pool of people who are loyal and consciously, sub-consciously promoting the brand and their word-of-mouth acts like a foundation to success (Gordon, 2021).

### **2.2.2 Price Discount**

Price is referred to as an independent factor influencing customer brand choice (Alamro & Rowley, 2011; Ebrahim et al., 2016). Price, on the other hand, is described by Keller (1998) and by Chen et al. (2005), as a non-product related feature that has no link with the performance or function of the product or service. Fraj-Andrés (2007) offers a different viewpoint and discusses the influence of a brand's perceived value, quality and loyalty towards it. It is one of the significant elements of the marketing mix. According to Niekerk, (2018) the price of a product dictates the margin it will earn, a part of which may be utilized for marketing.

Price discount offers found as a useful promotion tool of brand preferences, the intention to use the discount code depending on the discount percentage, the product, and initial price. However, if promotion too commercial (Jargalsaikhan & Korotina, 2016) or if the discount has a positive attitude (Muda et al., 2014) respond on consumers brand preference.

### **2.2.3 Perceived Quality**

The quality of a product or service as perceived by the client is referred to as perceived quality (Dettori, Floris, & Dessi, 2020). It is a subjective criterion that does not have to correspond with real or objective quality, which is based on physical facts such as raw materials, manufacturing process, warranty, or after-sales service, and so on (Dettori et al., 2020). According to Aaker, (1991) and Hoeffler, (2003), perceived quality adds value to a brand in multiple ways. It provides consumers with a compelling reason to purchase the brand, enables the brand to separate itself from rivals, command a hefty price tag, and provide a solid foundation for brand expansion. It is an aspect that must be tightly managed, since it is what drives the purchase. Hence, if the subjective value is low, it is critical to attempt to raise it. (Kagan, 2022). (Hayes, 2022). Furthermore, perceived quality represents "the customer's view of the overall quality or superiority of a product or service in comparison to alternatives." (Aaker, 1991). On the other han.

Similarly, Ruyter, Wetzels, and Bloemer, (1998) discovered a favorable correlation between perceived quality and brand loyalty in a set of research including five distinct service sectors. The same holds true for perceived quality and brand loyalty, since a customer's view of a product's or service's quality may increase their brand loyalty (Dettori et al., 2020).

### **2.3 Millennial purchasing decisions**

Millennial are influenced by many factors that inform their decision-making process (Kuhns & Saksena, 2016) such as health consciousness, sustainability, social validations, psychological pointers, price consciousness and a sense of value for money, therefore they compare different retailers online (Hall & Towers, 2017). Social media has become the most common platform which marketers use to advertise products and services to millennial as the majority of younger consumers are interacting across these platforms. Social media marketing has been employed to drive millennial attitudes towards brands and positively influence consumer attitudes (Oni et al., 2014; Duffett & Wakeham, 2016; Stephen, 2016). That was achieved by incorporating aspects such as entertainment, interaction, trendiness, customization, and word of mouth (Godey et al., 2016) to the marketing content. While social media marketing has been widely accepted as positively influencing consumer behaviour, there are indications to suggest the contrary. Some studies have revealed that not all digital marketing activities are favorable to millennial (Smith, 2011; Tiago & Veríssimo, 2014), therefore the advent of ad-blocking (Schivinski & Dabrowski, 2016; Wielki & Grabara, 2018) which presents a big challenge for marketers (Vratonjic et al., 2013). There is thus an urgent need to understand the drivers behind this type of behaviour towards digital advertisements (Brinson et al., 2018).

### **2.4 THEORETICAL FRAMEWORK**

Theoretical Framework is concerned with the theories that address the topic. It aids in establishing a basis for the field of study and explains the phenomena' behavior. The study is very interested in marketing theories that explain how content marketing development and its effects on the Millennials are related.

#### **2.4.1 DIFFUSION OF INNOVATION THEORY**

The diffusion of innovations explains how recent advancements in science, technology, and other fields spread through civilisations and cultures before they are widely adopted. The diffusion of innovations hypothesis explains how and why novel ideas and procedures spread over potentially extended periods. How quickly diffusion—or spreading—occurs depends on how innovations are transmitted throughout society and how each individual perceives the innovations. This idea is frequently used to sell new products and is vital to understand when trying to increase market share. The concept was developed in 1962 by E.M. Rogers, a communication theorist at the University of New Mexico. It is easier to understand how a notion spreads across multiple actors

as it moves through several stages of adoption by including older sociological theories of behavioural change. The prominent proponents of the invention diffusion theory are:

Innovators are seen as risk-takers and the creators of novel concepts.

Early adopters are excited to test new technologies and assess their social utility.

Early majority: Citizens are those who pave the way for the adoption of innovation in the larger society.

Late majority: The community also includes those who adopt innovation daily by adhering to the early majority.

People who acquire fresh ideas and concepts later than the broader audience are laggards. They contribute to this by being largely risk-averse and resolute in their methods of operation. It will be challenging for people to carry out their daily lives (and jobs) without an innovation once it has gained traction in society. As a result, they feel compelled to begin using it. The proportion of people living in rural and urban areas in a community, one's level of education, and the extent of industrialisation and development are all factors that affect how quickly innovations spread. Different communities may have varying rates of invention acceptance. Individuals who adopt fresh products and ideas later than the broader public. They contribute to this by being largely risk-averse and resolute in their methods of operation. It will be challenging for people to carry out their daily lives (and jobs) without an innovation once it has gained traction in society. As a result, they feel compelled to begin using it. The proportion of people living in rural and urban areas in a community, one's level of education, and the extent of industrialisation and development are all factors that affect how quickly innovations spread. Different communities may have varying rates of invention acceptance.

The rates of acceptance of various innovations differ. The price, accessibility, and familiarity with the technical changes of the internet, for instance, may have influenced a culture's adoption of it more quickly than the car. Both new inventions at the time the diffusion of innovations theory was created—the printing press in the 16th century and the internet in the 20th—took a similar route to become widely used. Spreading new ideas is critical tactic marketers use to convince customers to buy their products. When this occurs, marketers frequently notice an early beginning of consumers fervently interested in the product. Larger audiences need to be persuaded of its value by these early adopters. Spreading new ideas is a critical tactic marketers use to convince customers to buy their products. When this occurs, marketers frequently notice an early beginning

of consumers fervently interested in the product. Larger audiences need to be persuaded of its value by these early adopters.

## **2.5 EMPIRICAL REVIEW**

Sushilkumar and Parmar (2020) conducted a study on Impact of Social Media Marketing on Brand Awareness, Brand Preference and Purchase Intention with Special Reference to Young Consumers. The study specifically aimed at exploring the relationship between social media marketing on (brand awareness, brand preference, purchase intention,) with special reference to young consumer. Primary data were collected from 160 young consumers respondents across Vadodara and Nadiad in India using structured questionnaire and copies were administer to the customer in the banks. Pearson coefficient Moment Correlation and regression method were used in the Statistical Package for the Social Sciences (SPSS 20) to test the hypotheses of the study. Subsequently, the findings revealed that there is a significant impact of social media marketing on brand awareness, brand preference & purchase decision.

**Furthermore, Oyekunle (2022) examined the responses of brand determinant and fashion purchase decision among the millennial in Lagos metropolis.** The purpose of this study was to investigate significant purchase decision among the millennial. Primary data was collected by using self-administered survey and chi square analysis was used to measure relationships of the variables. The findings showed that brand determinant has a strong relationship with the variable brand awareness, perceived quality and brand association on purchase decision of millennial of Lagos metropolis.

**Sylvester (2019) examined the responses of the millennial generation to advertising. The study found that consumers' purchase decision was significantly influenced by their knowledge about the product, outdoor participation and their attitudes toward the brand concerned. However, purchasing decisions of the consumer was not influenced by subjective norm of the consumer, self-construal and the perceived behavioral control.**

**Tansey (2017) identified that the people in the category of the millennial generation are frequent consumers of clothing products and other fashion brands. The study indicated that the quality of the product is the key principal characteristic that tends to motivate millennial consumers to purchase or repurchase any brand. The study further revealed that the behavioural loyalty of the millennial consumers can make them purchase the fashion brands more importantly when it is affordable rather than any attachment to the brand. The findings of the study further**

*indicated that if luxury brands are perceived to have high quality, loyalty to such brand will be maintained*

### **3.1 Methodology**

The population of the study comprises of the 43,362 students of the Lagos State University; according to LASU website (March, 2023) the university due to the high presence of the millennial generation in the university environment within the Lagos metropolis. Convenience sampling technique was used to select the sample size for this study. Three hundred and ninety-five (399) samples were randomly selected from the population using Taro Yamane formula to determine the sample size and the formula is stated thus:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = sample size

N = Population of the Study

e = Margin of error or significance level

$$n = \frac{43,362}{1 + 43,362(0.05)^2}$$
$$n = 399.99$$

### **3.2 Validity and Reliability of Instrument**

The study instrument was validated using face, content, and content validity. Academic experts in social media marketing and the researcher's supervisor assessed the instrument to confirm its validity and correctness. The survey was adjusted with the help of their inputs. In the Brand Perception, the supervisor made changes. By asking participants to complete comprehension questions, the instrument's face validity was evaluated. The purpose of the study was to determine whether or not the participants understood the instructions. To assess the construct validity of the questionnaire, we performed exploratory factor analysis (EFA) using the Varimax Extraction Method. Our team estimated the Average Variance Extracted using their factor loadings (AVE). Any AVE value more than 0.5 was considered additional evidence of convergent validity. So, it was determined that all research variables had strong construct validity. Table 1.0 displays the concept and convergent validity of the instrument.

**Table 1.0: Confirmatory Factor Analysis**

S/N	Variables	No. of Items	AVE	KMO	Bartlett Test	Composite Reliability
1	Celebrity Endorsement	5	0.614	0.572	0.000	0.835
2	Corporate Image	5	0.652	0.632	0.000	0.813
3	Social Media	5	0.732	0.598	0.002	0.890
4	Perceived Quality	5	0.621	0.672	0.000	0.852
5	Price Discount	5	0.851	0.712	0.002	0.771
6	Brand experience	5	0.743	0.821	0.001	0.875

Source: Field Survey, 2023

**Table 2.0 Reliability Result**

S/N	Variables	No of Items	Cronbach's Alpha Coefficient	Composite Reliability	Remark
<b>Content Marketing</b>					
1	Celebrity Endorsement	5	0.726	0.802	Reliable
2	Corporate Image	5	0.820	0.793	Reliable
3	Social Media	5	0.747	0.924	Reliable
<b>Brand preference</b>					
4	Perceived Quality	5	0.763	0.760	Reliable
5.	Price Discount	5	0.734	0.750	Reliable
	Brand experience	5	0.852	0.710	Reliable

Source: Researcher's Field Study (2023)

The result of Cronbach's Alpha coefficient for all the study variables is above 0.70, which suggested that the instrument used for research was highly reliable. Also, the composite reliability (CR) for all constructs was above 0.70 thus, all the variables established adequate convergent reliability. The items in the research instruments were adapted questions from the literature on related studies, the study utilized close-ended questions using a four (4) point scale. Therefore, it was established that the instrument developed for this study is valid for the study.

#### **4.0 TESTING OF RESEARCH HYPOTHESES**

**4.1 HYPOTHESIS ONE:** corporate image, social media and celebrity endorsement does not

have a significant effect on price discount in millennial generation within fashion industry in Lagos.

**Table 3.1: Summary Results of Multiple Regression Analysis of corporate image, social media and celebrity endorsement on price discount in millennial generation within fashion industry in Lagos.**

Model	B	T	Sig.	F(5,441)	R <sup>2</sup>	Adj. R <sup>2</sup>	F(Sig)
(Constant)	2.544	9.924	.000	17.176	0.116	0.110	0.000
Corporate Image	.085	2.171	.031				
Social Media	-.028	-.624	.533				
Celebrity Endorsement	.292	6.444	.000				

a. Dependent Variable: Price Discount

b. Predictors: (Constant), Corporate Image, Celebrity Endorsement, Social Media.

Source: Researcher's Field Survey, 2023

Table 3.1 presented the multiple regression results for the effect of content marketing (Corporate Image, Celebrity Endorsement and Social Media) on brand preference (Price Discount) among Millennial within fashion industry In Lagos State. The results revealed that Corporate Image ( $\beta = 0.085$ ,  $t = 2.171$ ,  $p = 0.000$ ), Social Media ( $\beta = -.028$ ,  $t = -.624$ ,  $p = 0.000$ ) and Celebrity Endorsement ( $\beta = .292$ ,  $t = 6.444$ ,  $p = 0.000$ ) have positive and significant effects on price discount on Millennial within fashion industry In Lagos State. The results implied that Corporate Image, Celebrity Endorsement and Social Media flexibility are significant predictors of price discount among Millennial within fashion industry.

The results further revealed that content marketing (Corporate Image, Celebrity Endorsement and Social Media) explained 11.6% of the variation in brand preference (price Discount) among Millennial within fashion industry (Adj. R<sup>2</sup> = 0.110). However, the model did not explain 88.4% of the variation in brand preference among Millennial within fashion industry In Lagos State, implying that there are other factors associated with brand preference among Millennial within fashion that were not captured in the model.

Also, the results of Analysis of Variance (ANOVA) for regression coefficients used to test the overall significance of regression model has the value of 17.176 with (5,441) degrees of freedom and p-value of 0.000 which was less than 0.05 ( $F(5,411) = 17.176$ ,  $p = (0.000)$ ). This implies that the overall model was significant in predicting the brand preference among Millennial within fashion industry In Lagos State. That is, brand preference is affected by content marketing

components (Corporate Image, Celebrity Endorsement and Social Media) and the F value standing at 17.176. The result shows that at least one of the content marketing components has a significant effect on the brand preference among Millennial within fashion industry In Lagos State. In coming up with the final regression brand preference among Millennial within fashion industry In Lagos State, the content marketing components are statistically significant and were retained in the model.

**4.2 HYPOTHESIS TWO:** corporate image, social media and celebrity endorsement does not significantly affect perceived quality in millennial generation within fashion industry in Lagos.

**Table 3.2: Summary Results of Multiple Regression Analysis of corporate image, social media and celebrity endorsement and perceived quality in millennial generation within fashion industry in Lagos.**

Model	B	T	Sig.	F(5,441)	R <sup>2</sup>	Adj. R <sup>2</sup>	F(Sig)
(Constant)	1.160	5.131	.000	91.558	0.413	0.408	0.000
Corporate Image	.048	1.384	.167				
Social Media	.019	.480	.632				
Celebrity Endorsement	.640	16.019	.000				

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), Celebrity Endorsement , Social Media, Corporate Image

Source: Researcher's Field Survey, 2023

Table 3.2 presented the multiple regression results for the effect of content marketing (Celebrity Endorsement, Social Media, and Corporate Image) on brand preference (perceived quality) among Millennial within fashion industry In Lagos State. The results revealed that Corporate Image ( $\beta = 0.048$ ,  $t = 1.384$ ,  $p = .167$ ), Social Media ( $\beta = 0.019$ ,  $t = .480$ ,  $p = .632$ ) and Celebrity Endorsement ( $\beta = 0.640$ ,  $t = 16.019$ ,  $p = 0.000$ ) have positive and significant effects on brand preference (perceived quality) among Millennial within fashion industry In Lagos State. The results implied that Corporate Image, Celebrity Endorsement and Social Media flexibility are significant predictors of brand preference (perceived quality) among Millennial within fashion industry.

The results further revealed that content marketing (Corporate Image, Celebrity Endorsement and Social Media) explained 40.8% of the variation in brand preference among Millennial within fashion industry (Adj. R<sup>2</sup> = 0.408). However, the model did not explain 59.2% of the variation in brand preference among Millennial within fashion industry In Lagos State, implying that there are other factors associated with brand preference among Millennial within fashion that were not captured in the model. Also, the results of Analysis of Variance (ANOVA) for regression

coefficients used to test the overall significance of regression model has the value of 91.558 with (5,441) degrees of freedom and p-value of 0.000 which was less than 0.05 ( $F(5,411) = 91.558$ ,  $p = 0.000$ ). This implies that the overall model was significant in predicting the brand preference among Millennial within fashion industry In Lagos State. That is, brand preference is affected by content marketing components (Corporate Image, Celebrity Endorsement and Social Media) and the F value standing at 91.558. The result shows that at least one of the content marketing components has a significant effect on the brand preference among Millennial within fashion industry In Lagos State. In coming up with the final regression brand preference among Millennial within fashion industry In Lagos State, the content marketing components are statistically significant and were retained in the model.

**4.3 HYPOTHESIS THREE:** There is no significant effect of corporate image, social media and celebrity endorsement and brand experience in millennial generation within fashion industry in Lagos.

**Table 3.3: Summary Results of Multiple Regression Analysis of corporate image, social media and celebrity endorsement and brand experience e in millennial generation within fashion industry in Lagos.**

Model	B	T	Sig.	F(5,441)	R <sup>2</sup>	Adj. R <sup>2</sup>	F(Sig)
(Constant)	1.656	6.010	.000	22.211	.146	.139	0.000
Corporate Image	.264	6.282	.000				
Social Media	.120	2.494	.013				
Celebrity Endorsement	.158	3.248	.001				

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), Social Media, Corporate Image and Celebrity Endorsement

Source: Researcher's Field Survey, 2023

Table 3.3 presented the multiple regression results for the effect of content marketing (Social Media, Corporate Image and Celebrity Endorsement) on brand preference (perceived quality) among Millennial within fashion industry In Lagos State. The results revealed that corporate image ( $\beta = 0.264$ ,  $t = 6.282$ ,  $p = 0.000$ ), Social media ( $\beta = 0.120$ ,  $t = 2.494$ ,  $p = 0.013$ ) and Celebrity Endorsement ( $\beta = 0.158$ ,  $t = 3.248$ ,  $p = 0.001$ ) have positive and significant effects on brand preference (perceived quality) among Millennial within fashion industry In Lagos State. The results implied that Social Media, Corporate Image and Celebrity Endorsement flexibility are significant predictors of brand preference (perceived quality) among Millennial within fashion industry.

The results further revealed that content marketing (Social Media, Corporate Image and Celebrity Endorsement) explained 13.9% of the variation in brand preference among Millennial within fashion industry (Adj. R<sup>2</sup> = 0.139). However, the model did not explain 86.1% of the variation in brand preference among Millennial within fashion industry In Lagos State, implying that there are other factors associated with brand preference among Millennial within fashion that were not captured in the model.

Also, the results of Analysis of Variance (ANOVA) for regression coefficients used to test the overall significance of regression model has the value of 22.211 with (5,441) degrees of freedom and p-value of 0.000 which was less than 0.05 ( $F(5,411) = 22.211, p= 0.000$ ). This implies that the overall model was significant in predicting the brand preference among Millennial within fashion industry In Lagos State. That is, brand preference is affected by content marketing components (Social Media, Corporate Image and Celebrity Endorsement) and the F value standing at 22.211. The result shows that at least one of the content marketing components has a significant effect on the brand preference among Millennial within fashion industry In Lagos State. In coming up with the final regression brand preference among Millennial within fashion industry In Lagos State, the content marketing components are statistically significant and were retained in the model.

### **5.1 Discussion of Findings**

Hypothesis one showed that there is a positive and strong relationship between the variables of content marketing (corporate image, celebrity endorsement and social medial) but social media have a negative effect on price discount which means fashion industry can make use of corporate image and celebrity endorsement in other to reduce price discount that will be giving to millennial generation. This outcome is consistent with Kim & Ko's (2012).

The hypotheses two also showed that there is a positive and strong relationship between content marketing and brand preferences with the variable (corporate image, social media and celebrity endorsement) on perceived quality the model show that if fashion industry make use of social media corporate image and celebrity endorsement it will have a strong impact on perceived quality because the R<sup>2</sup> showed a strong effect of perceives quality social media, corporate image and celebrity endorsement they all have a strong effect on perceived quality this is back up with the work of ebrahim (2020).

Also hypothesis three showed that there is a moderate effect between content marketing with the variables (corporate image, social media and celebrity endorsement) on brand preferences with the

variables (brand experience) the model showed that if fashion industry make use of these variable with will have a strong impact on the millennial generation also on the organization. This is according to the work of (Fintikasari & Ardyan, 2018).

The result showed a positive influence on content marketing with the variables (celebrity endorsement and corporate image on brand preferences (price discount, perceived quality and brand experience) on millennial generation although social media platform play a significant role than celebrity endorsement and corporate image.(McCormick, 2016; Ellison, Padgett, & Fowler, 2017; Vero, 2017; Abreu, 2019)

## **5.2 CONCLUSION AND RECOMMENDATION**

The study concluded that the brand preference of the millennial generation is determined by their content marketing of and organization. With the variable of content marketing social medial, corporate image and celebrity endorsement. Meaning that, content marketing had positive influence on the brand preference of millennial in Lagos. Based on the findings, the study recommends that:

- i. The Fashion companies should channel their marketing towards the millennial due to their love and loyalty to the purchase of fashion brands.
- ii. The fashion industry should ensure that they produce quality brands that will attract the millennials to patronize them because they are being motivated to purchase if the brand is perceived to have quality.
- iii. For better sales, fashion company should endeavour to create proper awareness about their brands; this can be done through effective advertising on the social media targeted towards the millennials.

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