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Research

## **Electronic Marketing Strategies and Performance of Fashion Business in Kwara State, Nigeria**

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**Abstract:** This paper examines how certain electronic marketing practices are related to the business performance of fashion companies in Kwara State, Nigeria. As urban cities such as Ilorin continue to increase, coupled with large numbers of students, e-marketing is a life-or-death chance for fashion companies get in transcending geographical boundaries. The successful implementation and strategic use of these tools to deliver quantifiable performance results, however, have not been consistent. The study took the form of a survey research design whereby 150 fashion business operators were surveyed using a structured questionnaire. The impact of three major e-marketing strategies, i.e., Social Media Marketing (SMM), Content Marketing and Website Presence (CMWP), and Digital Advertising and Promotion (DAP) were tested using a linear regression analysis. Results indicate that there is a statistically significant positive impact of all the three strategies on business performance. Particularly, CMWP was the most predictive one ( $R=0.782$ ,  $p<0.001$ ), which demonstrates the utmost significance of a professional, content-rich site. Another platform that showed significant impact and a strong relationship ( $R=0.711$ ,  $p<0.001$ ) is SMM, indicating the strength of such platforms as Instagram and Facebook in terms of engagement and sales. In contrast to DAP, which was significant, it was more moderate ( $R=0.541$ ,  $p<0.001$ ), indicating its use as an additional booster. The research finds that a centralized and combined strategy that focuses on the core strategy of websites and content in the center, enhanced by the active use of social media and supported by specific advertising, is the key to performance optimization. It advises fashion entrepreneurs to invest strategically in creating strong digital resources, and policy makers and stakeholders need to create better digital infrastructure and skills training to make the sector more competitive.

**Keywords:** Social Media Marketing, Content Marketing, Digital Advertising, Fashion Entrepreneurs.

## Introduction

The fashion business in Nigeria is a growing and a significant sector of the economy that enhances GDP, job creation and culture. Customized clothing and Afrocentric fashion have gained popularity all over the world. Nevertheless, a common challenge faced by small and medium-sized fashion enterprises (SMFEs) in some regions such as Kwara State, includes limited funding, intense competition in the local market, and logistics. E-marketing provides an affordable way to deal with these issues. Researchers worldwide have established that such digital strategies as influencer marketing, social media marketing, content marketing, and search engine optimization (SEO) have a significant positive impact on sales performance, consumer engagement, and brand loyalty (Chaffey and Smith, 2022). Mobile driven social commerce has formed the foundation of many small businesses in Africa, especially on sites like Facebook, Instagram, and WhatsApp (GSMA, 2023).

Instagram and WhatsApp are becoming popular among fashion entrepreneurs in Kwara State to display their products, engage with customers and receive payments. However, this adoption does not appear to be intentional, but rather more tactical and informal. The most effective e-marketing strategies, how they have been combined and what their measurable impact on the success of their corporations is, are all not well understood. The regional economies, such as Kwara have a contextual gap since previous studies in Nigeria focused on e-marketing in Lagos or Abuja (Adeola *et al.*, 2022) or on SME performance in general (Olatunji *et al.*, 2021).

The baseline of this study is Technology Organization Environment (TOE) framework and the Resource-Based View (RBV) theory that argues that internal resources and technology adoption are significant factors that can have effect on its competitive advantage and performance. It will expand upon previous research showing how digitization and SME resilience are related in post-pandemic Africa (Abubakre *et al.*, 2023). The fashion business across the world has radically transformed due to the advent of digital technology, whereby the conventional brick-and-mortar business is being replaced by dynamic online ecosystems. In Nigeria, the transformation is being speeded up by the growing internet penetration rate of about 55 percent in 2023 (Datar portal, 2023), as well as the growing population of young people who are also skilled in digital trade. Electronic marketing (e-marketing) refers to the techniques that involve utilizing digital platforms

such as social media, search engines, email, and websites to advertise products, connect with customers and make sales.

E-marketing provides fashion firms in Kwara State with a region where metropolitan centers such as Ilorin are growing and presence of significant number of postsecondary institutions a crucial opportunity to overcome geographical barriers, access new markets and enhance competitiveness. The implementation and effective utilization of these strategies, though, are not even, and it is a question of how closely they actually impact business performance metrics such as profitability, customer reach, sales growth, and brand awareness. Therefore, the study looked at the connection between particular e-marketing tactics and the success of fashion companies in Kwara State, Nigeria. Even though electronic marketing has been shown to revolutionize retail and give firms a competitive edge on a worldwide scale, its uptake and results among fashion companies in Kwara State, Nigeria, are little understood and seem subpar. The fashion entrepreneurs in the state are gradually adopting digital platforms, however, several of them complain of low customer retention, stagnant growth, and insignificant returns on online. This shows that there is a disconnect between the deliberate adoption of e-marketing solutions to achieve measurable performance enhancement and their adoption.

### **Objectives of the Study**

1. Examine the effect of Social Media Marketing on Performance of Fashion Business;
2. Examine the effect of Content Marketing and Website Presence on Performance of Fashion Business.
3. Evaluate the effect of Digital Advertising and Promotion on Performance of Fashion Business

### **Research Hypotheses**

The research hypotheses to be tested include:

**Ho<sub>1</sub>:** Social Media Marketing has no significant contribution to Performance of Fashion Business

**Ho<sub>2</sub>:** Content Marketing and Website Presence does not significantly affect Performance of Fashion Business

**Ho<sub>3</sub>:** Digital Advertising and Promotion has no significant effect with the Performance of Fashion Business

## **Review of Related Literature**

### **Conceptual Review**

#### **Social Media Marketing**

Social Media Marketing (SMM) has become a defining sub-unit of Electronic Marketing (E-Marketing) strategies, which have fundamentally changed the manner fashion businesses in Kwara State, Nigeria, interact with their customers. E-Marketing involves any digital promotional efforts, such as email, search engine optimization, and online advertising, but SMM involves platform-specific approaches like Instagram, Facebook, and TikTok to create a community, present products, and move the conversation. In the case of fashion retailers and designers of the swelling urban market in Ilorin, Kwara state, to local artisans, this integration enables a cost-efficient outreach to a specific target. SMM takes the traditional e-marketing, which is always inert, and turns it into a dynamic, interactive conversation, allowing companies to physically emphasize both classic and new styles, react to trends in real-time, and create brand loyalty through a process that cannot be achieved with the broad e-marketing.

Strategically aligned SMM in the broader e-marketing frameworks of fashion businesses in Kwara State is found to contribute greatly to the performance of these businesses. Proper exploitation of platform that is based on visuals enables these businesses to cross geographical boundaries where they reach customers both in Nigeria and the diaspora. As an example, an Instagram Reel demonstrating a tailor in Offa or a boutique in Ilorin can be used, Facebook promotions associated with local events, and WhatsApp customer support and sales, and inventory and marketing decisions are informed by the analytics of these tools. This synergy enhances key performance indicators: brand awareness, customer engagement is improved, direct sales are made as a result of social commerce and customer retention. Nonetheless, the implementation would depend on how these issues are overcome to ensure a smooth implementation of these strategies like intermittent power supply, internet connection and digital literacy.

Finally, the merger of Social Media Marketing and all-embracing Electronic Marketing Strategies offers a strong growth drive in the fashion industry in the state of Kwara. It opens the market to small and medium-sized businesses democratically to enable them compete. In order to optimize performance, companies should not be satisfied with the presence on the Internet and create data-driven, content-based strategies that convey real stories about the local culture and contemporary trends. With the continued digital

penetration into the state, any fashion businesses that learn to effectively leverage the interactive nature of SMM in a holistic e-marketing strategy have a chance to experience increased visibility, long-lasting customer relations, and financial gains, which will support the overall economy of the Kwara State creative industry.

### **Content marketing**

In the context of electronic marketing plans of fashion companies in Kwara State, Nigeria, content marketing entails development and sharing of worthy, useful and consistent online content to draw and maintain a well-defined audience. This involves using such platforms as Instagram, Facebook, and fashion blogs to share powerful brand narratives, display the local styles with the incorporation of Kwara State cultural aesthetics such as Adire or Aso Oke into the contemporary designs and offer fashion advice. The main objective is to gain brand authority, customer loyalty, and profit-making action by the customer without selling to them directly. This can be cost-effective and will be essential to distinguish small and medium fashion enterprises in Ilorin and other parts of the world in an increasingly competitive digital environment. Through educating and involving the prospective customers on how to take care of their fabric, how to style it, or what might be in fashion, a community that believes in their knowledge can be developed hence making them more likely to make a conversion.

The presence of a strong web site is the hub, owned digital center that will consolidate all the electronic marketing. In the case of the fashion companies in Kwara State, a professionally designed and mobile friendly site would perform several essential tasks: 24/7 showcase of their collections, a gallery to publish detailed information such as lookbook or interviews with the designer and the final point of contact to transact or to enquire. This availability is critical as social media platforms, as critical as they are in terms of reach, are rented spaces subject to changes in algorithm. A site is a guaranteed control over the brand story, allows search engine optimization (SEO) to draw organic traffic due to the search such as traditional wedding attire in Ilorin, and an invaluable analytical information about customer behavior. In an area with increasing internet penetration, a smooth internet experience will create credibility and fend off local customers and the diaspora who would need to feel that they are wearing genuine Kwara fashion.

The combination of content marketing and an effective web presence directly improves the work of fashion companies in Kwara State to achieve quantifiable results: the growth of brand recognition, customer interactions, and sales. Good content posted on the

social media outlets will bring in more traffic to the site and this will translate to leads or customers. This synergy enables the businesses to monitor performance indicators like the sources of traffic to their websites, their engagement rates, and their conversion pathways so that they can make refinements to their electronic marketing plans based on the data. In a particular market such as Kwara, the local content that appeals to the cultural values and meets the local fashion demands can greatly enhance search results and connection with the community. Finally, a unified approach in which content is attractive and the site converts forms a sustainable digital ecosystem, enabling fashion entrepreneurs to grow beyond the limits of geography, reach out to a broader Nigerian and international customer base, and enhance the overall strength and profitability of the business.

### **Digital advertising**

Digital advertising and promotion entail the utilization of online platforms like social media, search engines and websites to convey a brand message, connect with the target audience and elicit consumer action. These tools can help fashion businesses in Kwara State, Nigeria, to access wider and more segmented audiences in a more cost-effective way in the context of electronic marketing strategies. As an example, the use of social media to promote brands in such platforms as Instagram and Facebook enables local fashion stores to promote products by using a rich visual content through influencers and targeted ads to boost visibility (Chaffey and Ellis-Chadwick, 2019). The electronic marketing plans combine all these promotional activities with data analytics, which allows companies to monitor engagement statistics and optimize campaigns on the fly. In the region where the fashion market is fast shifting, digital advertising offers a decisive opportunity to traditional retail to compete in the market in a place where physical accessibility and consumer base are isolated, thus filling the gaps in physical availability and consumer accessibility in Kwara State.

### **Effects on Fashion Business in Kwara State.**

The introduction of online advertisements in the electronic marketing plans has been having a tremendous impact on the performance of the fashion businesses in Kwara State. Research has shown that organizations that employ online marketing record a higher sales growth, customer retention and penetration in the market. As an illustration, fashion business people in Ilorin employed targeted Facebook advertisements to market traditional garments, which have led to more online requests and inter-regional purchases (Adeola and Evans, 2021). The key indicators used to measure performance include return on

advertising spend (ROAS), traffic to the website and conversion on social media. Nevertheless, the implementation of these strategies can be curtailed by issues such as poor internet connectivity, poor internet services, and excessive internet prices in Kwara State. Nonetheless, companies that continuously employ digital promotion are more likely to gain brand awareness and flexibility to consumer trends, boosting their competitiveness in the fashion industry in Nigeria at large.

### **Synthesis and Future Directions.**

Electronic marketing includes digital advertising and promotion, which support the performance of fashion businesses in Kwara State, making it possible to reach a specific audience and have a measurable impact. A combination of these digital tools and marketing strategies can enable the business to survive the competition, but there are still infrastructural and skill barriers. The way forward should be enhanced digital infrastructure and training of the entrepreneurs to help them make the most out of electronic marketing. According to Okoli and Ifeanyi (2022), establishing collaboration between state authorities and digital platforms might also increase the scope and effectiveness of promotional activities, which would guarantee a steady development of the fashion industry in Kwara State and other areas.

### **Theoretical frame work**

#### **Resource Based View**

Resource Based View (RBV) is one of the most significant theories of strategic management, which argues that the ability of a firm to remain competitive has been based on the ability of the firm to generate a unique combination of valuable, rare, inimitable, and non-substitutable (VRIN) resources and competencies (Barney, 1991). In the case of fashion companies within Kwara State, Nigeria, when implementing this theory to electronic marketing (e-marketing), the implementation process entails identification and capitalization of certain internal capabilities that increase digital engagement. Such resources may involve a set of specific digital capabilities in the labor force, corporate customer data during social media interactions, a powerful brand message that is applied to the online world, and unique connections with local cloth producers or designers that develop exclusive products on the internet. And in the case of a developing region such as Kwara State, where infrastructure and mass use of digital tools may be limiting factors, the capacity of a fashion company to creatively implement its particular knowledge of local aesthetics, generate trust via the use of community-based social media profiles, and

effectively operate online to offline logistics is an essential skill. When well-coordinated, these idiosyncratic resources are the basis of e-marketing campaigns like targeted Instagram campaigns, WhatsApp-based customer relationship management, or e-commerce on localized platforms that competitors struggle to imitate, and are establishing a defensible market position (Chaffey and Ellis Chadwick, 2022).

The implication of balancing e-marketing strategies with RBV principles on the performance of the fashion businesses of Kwara are enormous. E-marketing efforts that are anchored on distinctive VRIN resources result in high performance results, such as augmented brand loyalty, higher sales conversion, and augmented market share both in and beyond the state. An example of how this can be applied is a fashion company that uses its in-depth knowledge of indigenous Nupe or Yoruba clothing to produce culturally relatable online content can be more successful in terms of customer interaction and retention than a generic online clothing store. The e-marketing strategy, which is resource-based, directly impacts both financial and non-financial performance by brand differentiation, which enables premium pricing and creation of a loyal online community that serves as brand promoters. Similar empirical research indicates that the better performance of SMEs with digital strategies that are thoroughly integrated with local resources and capabilities indicates an increase in growth and resilience (Olatokun & Kebonye, 2020). Thus, the high performance of the fashion industry in Kwara is not only a result of the implementation of e-marketing solutions, but a result of a strategic arrangement of these solutions to enhance and monetize the unique resource endowment of the firm and transform local knowledge and relationships into a sustainable digital competitive advantage.

### **Empirical Review**

Ibrahim and Aliyu 2023 conducted a study on small and medium-sized fashion enterprises (SMFEs) in Ilorin, Kwara State, and the connection between social media marketing and business outcome. Conducting a survey of 150 fashion entrepreneurs, it was discovered that the active use of Instagram and Facebook to promote products led to a substantial increase in the level of sales and brand recognition. The regression analysis employed in the study showed that there was a strong positive relationship ( $r = 0.78$ ,  $p < 0.05$ ) between social media advertising spending and profit growth. The authors found that customer acquisition and retention in the fashion industry in the state is majorly contributed by targeted social media campaigns, collaboration with influencers, and visually-rich content (Ibrahim and Aliyu, 2023).

Bamidele *et al.* 2024 broadened this scope by exploring integrated e-marketing approaches that include social media, e-mail marketing, and e-commerce platforms among fashion retailers in Kwara State. The study by using a mixed-method technique of survey and interviewing 120 business owners, revealed that using multi-channel e-marketing strategy has a higher customer reach and a higher turnover in inventory than their single-channel counterparts. The study highlighted the importance of the WhatsApp Business as a low-cost tool of direct customer interaction and transaction completion especially in localities with poor internet connections. Nevertheless, the research also found that there are obstacles and barriers to its implementation, such as high data costs, digital literacy, and strong online rivalry, which occasionally blunt the impact of such strategies (Bamidele *et al.*, 2024).

In particular, Yusuf and Adeoye 2024 evaluated how search engine optimization (SEO) and content marketing affect the online presence and profitability of fashion boutiques in Kwara State. The analysis of web analytics and sales data of 80 boutiques in six months was conducted using a quantitative design. Findings showed that the businesses that had optimized their websites and frequently posted blog content about fashion saw a 50% growth in natural web traffic and a 25% growth in online enquiries. The research confirmed that the effectiveness of e-marketing is mediated by the regularity of the quality of the content, the ability of the website to be mobile-friendly, and the immediate response of the customer care. Together, these works highlight that although e-marketing strategies are powerful resources that can be used to boost the performance of fashion businesses in Kwara State, their effectiveness depends on strategic application, the digital capabilities of the owner, and the ability to overcome infrastructural limitations in the area (Yusuf and Adeoye, 2024).

### **Methodology**

This paper adopted a survey research design to gather data of 150 members of Kwara state fashion designer, through a convenient sampling method. A structured questionnaire with a five-point Likert scale questionnaire titled: Electronic Marketing Strategies and Performance of Fashion Business in Kwara State Nigeria (EMSPFBKSN) was used to gather responses. Cronbach Alpha was used to determine the reliability of the variables. Linear regression statistics were used to test the relationships between the variables under study by analyzing the data.

### **Result Presentation**

**TEST OF HYPOTHESES**

**H<sub>01</sub>:** Social Media Marketing has no significant contribution to Performance of Fashion Business

Summary of the statistical correlation									
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.711 <sup>a</sup>	.505	.502	1.88571	.505	150.920	1	148	.000

a. Predictors: (Constant), social media marketing

The summary of this model shows that the predictor of social media marketing (Predictor) has a significant linear relationship with the outcome variable with the Pearson correlation coefficient (R) of .711 indicating a strong positive relationship. The value of R<sup>2</sup> (.505) indicates that about 50.5 percent of the variance of the outcome variable can be attributed to the social media marketing alone. The model is robust as Adjusted R Square (.502) takes into consideration the number of predictors and the standard error of the estimate (1.88571) show the mean error between the observed values and the regression line. The statistically significant F change ( $p < .001$ ) proves the fact that the addition of social media marketing is an addition that offers a significant predictive value.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	536.653	1	536.653	150.920	.000
	Residual	526.271	148	3.556		
	Total	1062.924	149			

a. Dependent Variable: performance of the fashion business

b. Predictors: (Constant), social media marketing

The ANOVA table shows that the regression model that uses social media marketing as a predictor of how the fashion business performs is statistically significant. A large calculated F-value of 150.920 with a level of significance (p-value) of 0.000 (less than .001), indicates that the model indicates that the regression sum of squares is considerably larger than the residual sum of squares. This gives good support to reject the null hypothesis and thus, the predictor variable, social media marketing is an important source

of variation in the dependent variable and a significant predictor of fashion business performance.

Coefficients									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	5.046	.894		5.647	.000			
	Social media marketing	.687	.056	.711	12.285	.000	.711	.711	.711

a. Dependent Variable: performance of the fashion business

The regression analysis indicates a statistically significant positive relationship between social media marketing and the performance of the fashion business. The unstandardized coefficient (B = 0.687) shows that for each one-unit increase in social media marketing; the business's performance is predicted to increase by 0.687 units. The standardized coefficient (Beta = 0.711) reveals this is a strong effect, as social media marketing explains a substantial proportion of the variance in performance. The highly significant p-value (Sig. = .000) confirms the relationship is unlikely to be due to chance, a conclusion supported by the large t-statistic (t = 12.285). Furthermore, the zero order, partial, and part correlations are all 0.711, indicating a consistent and strong direct association between the predictor and the outcome variable when considered alone.

**Ho<sub>2</sub>:** Content Marketing and Website Presence does not significantly affect Performance of Fashion Business

Summary of the statistical correlation									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.782	.611	.609	1.67096	.611	232.689	1	148	.000

a. Predictors: (Constant), content marketing and website presence

The multiple regression model, using content marketing and website presence as predictors, explains a significant portion of the variance in the dependent variable. With an R value of .782, there is a strong positive linear relationship between the predictors and the outcome. The R Square value of .611 indicates that approximately 61.1% of the variance in

the dependent variable is accounted for by the combined influence of content marketing and website presence. The Adjusted R Square of .609, which is very close to the unadjusted value, confirms that the model is robust and the predictors are meaningful, with minimal overfitting. The standard error of the estimate of approximately 1.67 represents the average distance the observed values fall from the regression line. The highly significant F change (Sig. F Change = .000) for this model demonstrates that the inclusion of these predictors provides a statistically significant improvement in prediction compared to a model with no predictors.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	649.692	1	649.692	232.689	.000 <sup>b</sup>
	Residual	413.232	148	2.792		
	Total	1062.924	149			
a. Dependent Variable: performance of the fashion business						
b. Predictors: (Constant), content marketing and website presence						

Based on the ANOVA results, the regression model with content marketing and website presence as predictors is statistically significant in explaining variance in the performance of the fashion business,  $F(1, 148) = 232.689, p < .001$ . The significance value (Sig.) of .000 indicates that the probability of obtaining these results if there were no relationship between the predictors and the dependent variable is extremely low. The model's regression sums of squares (649.692) accounts for a substantial portion of the total sum of squares (1062.924), suggesting that the predictor variable significantly improves the prediction of business performance compared to the mean alone. Therefore, we can reject the null hypothesis and conclude that content marketing and website presence, as combined predictors, have a significant linear effect on the performance measure in this sample.

Coefficients									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4.533	.755		6.005	.000			

Content marketing and website presence	.744	.049	.782	15.254	.000	.782	.782	.782
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a. Dependent Variable: performance of the fashion business

According to the linear regression analysis, the content marketing and website presence (X) is a statistically significant positive predictor of performance of fashion business (Y), and the p-value of the predictor is highly significant (Sig. =.000). The unstandardized coefficient (B =.744) states that the performance of the fashion business is likely to rise by 0.744 units as the content marketing and the web presence variable increases by one unit. A strong positive relationship is confirmed by the standardized coefficient (Beta =.782) and to explain a significant portion of variance in performance which is further supported by the same zero-order, partial, and part correlations (.782) as there is no confounding of other variables in this simple model.

Summary of the statistical correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.541 <sup>a</sup>	.293	.288	2.25307	.293	61.389	1	148	.000

a. Predictors: (Constant), digital advertising and promotion

The regression model, which analyses the correlation between a dependent variable and predictor, digital advertising and promotion, shows a statistically significant yet moderately weak relationship. The multiple correlation coefficient (R =.541) indicates the moderate positive relationship. The value of R square at .293 indicates that digital advertising and promotion alone can account to about 29.3 per cent of the variance in the dependent variable. The Adjusted R Square adjusted by the number of predictors is nearly equal at .288 which proves the low explanatory power of the model. The standard error of the estimate (2.25307) shows the variation of the mean distance between the observed values and the regression line. The Sig proves the importance of the model. Change of F =.000, F Change of 61.389 (1,148) is very significant (p =.001), so the predictor substantially enhances the predictive capability of the model in comparison with a model containing no predictors.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311.629	1	311.629	61.389	.000 <sup>b</sup>
	Residual	751.295	148	5.076		
	Total	1062.924	149			
a. Dependent Variable: performance of the fashion business						
b. Predictors: (Constant), digital advertising and promotion						

Based on the provided ANOVA table, the regression model using digital advertising and promotion as a predictor of fashion business performance is statistically significant. The model's regression sum of squares (311.629) is substantially larger than the residual sum of squares (751.295), indicating that a meaningful portion of the variance in performance is explained by the predictor. This is confirmed by the highly significant F-statistic of 61.389 with 1 and 148 degrees of freedom, which has a p-value (Sig.) of .000, which is less than the common alpha level of .05. Therefore, we can reject the null hypothesis and conclude that digital advertising and promotion is a significant predictor of the performance of the fashion business in this model.

Coefficients									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	5.858	1.290		4.542	.000			
	Digital advertising and promotion	.592	.076	.541	7.835	.000	.541	.541	.541
a. Dependent Variable: performance of the fashion business									

Regression analysis shows that digital advertising and promotion is a positive predictor of fashion business performance that is statistically significant ( $\beta = .592$ ,  $p < .001$ ). The unstandardized coefficient ( $B = .592$ ) indicates that an increase in digital advertising and promotion by a unit would result in an increase in the performance of the business by 0.592 units. The standardized coefficient ( $Beta = .541$ ) indicates that the relationship between digital advertising and promotion and performance is strong since it accounts to about 54.1 percent of the variance. The same zero-order, partial, and part

correlations (.541 each) again corroborate that this predictor makes a significant and direct impact on the dependent variable, and no multicollinearity problems are observed in this simple regression model.

### **Discussion of Findings**

The research offers solid empirical evidence on the importance of different electronic marketing strategies in promoting the performance of fashion businesses in Kwara State, Nigeria.

The test of hypothesis showed that the positive effect of SMM on the performance of the business was very strong and significant ( $R=0.711$ ,  $p<0.001$ ). This finding directly corroborates the work of Ibrahim and Aliyu (2023), who found a strong correlation ( $r=0.78$ ) between social media activities and sales revenue/profit growth in Ilorin. The value of our regression coefficient ( $B=0.687$ ) shows that strategic investments in social media platforms such as Instagram and Facebook have significant returns in performance metrics. This highlights the urgent need of these visually-oriented channels to connect with customers, tell a brand story and make direct sales in the fashion sector, as the literature has underscored.

This study combined variable emerged as the most powerful predictor of business performance in this study ( $R=0.782$ ,  $p<0.001$ ), explaining over 61% of the variance. This finding is a strong indication of the findings of Yusuf and Adeoye (2024), who highlighted that websites that are optimized in SEO and good blog content boosts organic traffic and inquiries dramatically. Such a high Beta value (0.782) indicates that a professional, knowledgeable and easily accessible online hub (website) with high-quality content is the key to achieving credibility, creating long-term traffic, and transforming interest into business among fashion boutiques in Kwara State.

Digital Advertising and Promotion (DAP) Although statistically significant ( $p<0.001$ ), DAP did not have as great an impact as the other strategies ( $R=0.541$ , with a 29.3% variance). This result provides a twist to the empirical review. It implies that, although digital advertising (that is paid, e.g., on social media or search engines) also works, its effect can be not as strong as that of the organic approach based on community building (SMM) and the development of owned assets (CMWP). This average impact may be attributed to the difficulties reported by Bamidele *et al.* (2024) high data expenses and stiff rivalry on the Internet that may make paid promotions less cost-effective to small and medium-sized fashion enterprises (SMFEs).

Taken together, the results confirm the main hypotheses of the study that e-marketing tools are effective in the performance of fashion businesses. The chain of predictive power (CMWP > SMM > DAP) implies that the basic strategy that relies on a good site and content is the most important and is enhanced by the active participation in social media. Paid advertising can be used as an additional booster. This combined perspective concurs with the multi-channel perspective advocated by Bamidele *et al* (2024) but goes a step further to explain how much each channel has in contribution to the performance outcome.

### **Conclusion**

This research concludes that electronic marketing policies have a high and considerable positive impact on the performance of fashion firms in Kwara state in Nigeria. The three of the studied areas Social Media Marketing, Content Marketing/Website Presence and Digital Advertising are all statistically significant contributors to the business performance.

Their influence, however, is of different magnitudes. Most important is the Content Marketing and a strong Website Presence, as the digital storefront and credibility piece. Social Media Marketing is a very strong collateral force of involvement and direct marketing. Digital Advertising and Promotion is also effective but has a relatively less significant standalone effect. Not all of these strategies are successful as the empirical review suggests and these quantitative results confirm. It depends on strategic, steady, and combined execution, which entails addressing such contextual problems as digital literacy gaps and infrastructure limitations.

### **Recommendations**

1. Invest in a Functional, Content-Rich Web Site by See your Web site as your main online outlet. Make sure it is mobile-friendly, fast loading, and search engine optimized (SEO). Post pertinent information (e.g. fashion tips, fabric guides, style blogs) on a regular basis to get organic traffic and gain authority in the industry.

2. Enhance Digital Infrastructure through Advocate and invest in policies that lower the cost of data and enhance the reliability and speed of internet connectivity especially in business clusters to mitigate the barrier to effective internet interaction.

3. Provide Enabling Ecosystems through Establish grant programs or low-interest credits to specifically offer small businesses the opportunity to develop their first digital asset (i.e. develop a website, produce professional photo / video content). Create

networking environments whereby the fashion companies can exchange best practices in e-marketing.

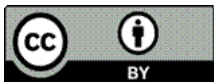
4. Support Digital Skills Training by Host low-cost Workshops and certification on the practical e-marketing, social media management, and e-commerce to fashion entrepreneurs and designers.

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