THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Effects of Digital Marketing Tools on the Performance of the Fashion Industry in Kisumu County, Kenya

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Abstract:
Despite studies suggesting that digital marketing practices have wide usage globally, there is currently no evidence in Kenya's fashion industry linking digital marketing tools to performance. This paper presented the findings on the influence of social media marketing, m-commerce, and website marketing as facets of digital marketing on the performance of Kenya's fashion industry. The study was guided by a Resource Based theory in a correlational research design. The study population constituted 560 SMEs in the fashion industry, out of which 30% (169) sample constituting proprietors of SMEs in Kisumu city in Kenya was picked using a stratified sampling technique. The findings revealed that digital marketing tools such as social media marketing, m-commerce, and Website marketing collectively accounted for 70.2% (R^2=.702, p=0.000) variation in the performance of firms in the fashion industry within Kisumu City. Therefore, the study recommends that the proprietors of firms in the fashion industry should adopt and integrate digital marketing practices such as social media marketing and m-commerce into their business as they were seen to influence firm performance in the study context positively. The study findings, therefore, can be useful in informing policy-making relevant to the fashion industry.

Keywords: *Digital marketing tools, performance, fashion industry*

1. Introduction

Digital marketing is the usage of digital channels such as the Internet for promoting, endorsing, and marketing a company's product or services (Holliman & Rowley, 2014). The Digital revolution has shaken marketing to its foundation, whereby consumers are offered greater price transparency and the chance to dictate the price occasionally. According to a study (Ng'ang'a, 2015), companies can use digital marketing platforms for video advertisements, sponsoring content on popular websites, and carrying out online sales such as flash sales. Further, Ng'ang'a (2015) contends that the usage of digital advertisement enables businesses to promote their products and services to a wider audience and increase their competitive edge as it allows businesses to target specific customers with specific marketing tools based on their age, social status, preference, and financial capabilities. A study (Lee & Kim, 2012) reports various existing digital marketing tools such as social media channels and e-mail marketing websites marketing products and services via online personalities and social media influencers. Parker and Alstyne (2011) add that digital platforms are usually characterized by network effects and may include Desktops, Network switches, multimedia, and mobile devices such as smartphones and ERP systems linking demand to the supply side of the business.

Social media marketing refers to the use of social media by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers (Hootsuite, 2016). Hootsuite (2016) further contends that social media marketing should be well-coordinated with social customer service, community management, and social selling activities to create seamless relationships with customers across their life cycle. Mangold & Faulds (2009) report that social media has changed the strategies and tools firms use to communicate, adding that information control now lies with the clients rather than the seller. Due to its ease of use, cost-effectiveness, and reach, social media marketing has become increasingly important in integrated marketing communications (Alves, Fernandes, & Raposo, 2016). Social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube, attract millions of daily users. This makes such platforms attractive to the attention of marketers and scholars from various disciplines (Kapoor et al., 2018). Despite the growing importance of social media marketing and its increasing value in generating engagement, many small firms are either yet to utilize social media or are not using it effectively as a marketing tool (Grimmer et al., 2018).

E-mail marketing involves transmitting product information via e-mail to existing and potential customers. This strategy involves using e-mail to send advertisements and requests for sales while building loyalty and trust with current customers to encourage repeat business and get a hold of new customers (Pavlov, Melville, & Plice, 2008). A study (Gümüş, 2017) shows that many firms aim to raise their ROI levels from e-mail technology by using effective e-mail marketing programs.

Mobile marketing (m-commerce) is another widespread marketing tool used by SMEs. M-commerce implies the use of portable media as means of marketing communication. A study by Kim, Yang, Kim, & Davaadorj (2010) revealed that these mobile applications provide several networks to reach customers through several strategies from SMS, pictures, videos, and multimedia messaging services to the mobile Internet, where SMS is the most popular and highly effective for generating brand awareness. Doyle (2001) contends that the success of SMS is based on its strategic features like ease of use, low cost, message forwarding ability, and unobtrusive nature.

According to Cici, Gibson, & Moussawi (2010), organizational performance refers to the organization's ability to attain its goals, such as high-profit margin, product quality, larger market share, better financial results at a stipulated time, and by using relevant strategies. According to Kandampully, Zhang, & Jaakkola (2018), the banking sector uses both financial indicators (sales growth and percentage profit margin) and non-financial indicators to measure performance. The service Industry uses employee productivity to measure performance indicated by (Mishra & Li, 2008). According to Kates & Matthew (2013), performance can also be measured compared to competitors in the industry in terms of product quality, delivery time, and inventory management over a given time. Marketing performance can be determined by analysis of sales, market share, sales-to-market expenses, and overall financial performance (Kotler, 2001).

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in most economies, especially in developing countries. In Kenya, SMEs came into existence under the Micro and Small Enterprise Act of 2012. They have been known to dominate the economic landscape and contribute majorly to the economic growth of both developed and developing countries. A report by World Bank (2017) indicated that SMEs not only account for the majority of businesses globally but also contribute greatly to job creation and global economic development. In the continent of Africa, SMEs make up about 90% of all business entities and are responsible for creating approximately 50% of all the employment in Africa; they make substantial contributions to the Gross Domestic Production (GDP) of their countries and are key drivers of most economies (Lee, 2009). However, in Kenya, SMEs have a high failure rate, with about 90% of them not surviving their fifth birthdays due to lack of capital, poor business management skills, and lack of marketing and poor products or services (OECD, 2012). Fashion design is an example of a vital cultural industry that is important to Kenya's MSMEs sector.

Developed economies can sustain high-end fashion clothing designs due to the availability of raw materials, availability of enough skilled and experienced labor, high-quality products, effective and efficient marketing tools, consumer consciousness, and continuous innovations like just-in-time production and purchasing, total quality management, process re-engineering and capital intensive production (Imo, Mugenda, & Mburugu, 2010). On the contrary, developing countries like Kenya have not been able to implement these developments partly because of a lack of necessary state-of-the-art design and management experience, investment levels being below average, and inadequate fashion training (GATOBU, 2018). About 7% of the world's export is contributed by clothing and textiles. Approximately a third of the world's consumers of clothing and textiles are in western Europe, another third in North America, and a quarter in Asia (Allwood, Laursen, De Rodríguez, & Bocken, 2006).

Theoretical literature suggests that Digital marketing tools have the potential to increase the organizational performance of the fashion industry. However, there is currently no study that has investigated how performance is related to digital marketing tools in Kenya's fashion industry. Consequently, studies on digital marketing tools and fashion industry performance in Kenya have not been fully explored. The purpose of this study is to establish the influence of social media marketing, m-commerce, and Website marketing as dimensions of digital marketing tools on the performance of Kenya's fashion industry.

2. Literature Review

2.1. The Concept of Social Media Marketing

Social marketing refers to building a business through social sites such as viral videos, Twitter, blogs, and Facebook, by the reason that this strategy gives the enterprise exposure (Costa Silva, Feitosa, Duarte, & Vasconcelos, 2020). Recently, firms have been taking advantage of social media platforms to expand their geographic reach to buyers (Gao, Tate, Zhang, Chen, & Liang, 2018). According to Muller & Peres (2019), social interactions rely strongly on social network structure and provide firms with measurable value. Studies on social media have long recognized the importance of social media influence in affecting consumer decisions. Current studies have revealed that people's connection patterns and the strength of social ties can signify the intensity of social interaction (Aral & Walker, 2014).

2.2. Concept of M-commerce Marketing

Mobile marketing is a set of practices that enables an organization to communicate and engage with its audience in an interactive and relevant way using mobile devices or networks (Ström, Vendel, & Bredican, 2014). Smartphones with intelligent-based software packages, social networking sites (SNSs), and a variety of mobile applications have taken over the global market (Capatina et al., 2020). The advanced technological development has led to applications that allow users to carry out various tasks and access services from all over the globe. Most of the internet-enabled activities that need a desktop or notebook can currently be carried out with tablets and smartphones. Some of the important specifications of mobile devices are:

- SMS messages,
- Quick response codes that scan intention, and
- other location-based services (Okazaki, Navarro, Mukherji, & Plangger, 2019)

M-commerce has gradually become central to the expansion of business beyond physical barriers due to the rise in the number of users and the number of young users of mobile marketing. The adoption of cell phones is widely spread among the young generation, with about 75% of teenagers and 93% of adults between 18 and 29 years as mobile users (Yang, Huang, Ho, & Lin, 2019). It is also noted that the shopping trend has changed from in-store purchasing to online purchasing, enhancing the center-stage role of m-commerce in mediating the exchange (Yang et al., 2019).

2.3. Concept of Website Marketing

According to Gatubo (2018), website marketing, in theory, has a high significance performance in the fashion industry. Whereas social media marketing is a way to reach out and meet potential prospects, website marketing serves as different events where businesses provide potential prospects with the information they need or want to give out. It is also where they can also buy products and services. Website marketing means promoting a business website to bring in more visitors (Dou, Lim, Su, Zhou & Cui, 2010). Search engines now occupy a prominent position in the online world (Dou, Lim, Su, Zhou & Cui, 2010). Being fast, interactive and flexible, the Internet has now become an effective tool for implementing marketing strategies (Li, Wang, & Yu, 2015). Current users of websites are spoiled with choices in a flooded market of blogs, wikis, corporate websites, and social media (Budd, 2012). The website generates new ways of communication, cooperation, and content sharing(Shih, Chen, & Chen, 2013). Most organizations have websites with definitions of their core business activities and details of the products and services they offer (Shih, Chen, & Chen, 2013).

2.4. Social Media Marketing and Firm Performance

The concept of social media marketing and its resultant effect on firm performance is widely studied in different contexts. For instance, Askarany and Yazdifar (2012) analyzed the relationship between adopting social media strategies and organizational performance in assembling and non-producing associations in New Zealand. Parveen et al. (2015) examined how social media usage can help firms build new customer relationship management capabilities (CRM), thereby improving marketing adoption strategies and business performance. The study above concluded that social media usage plays a moderating role by amplifying the positive impact of CRM capabilities on firm performance. Elsewhere, Cherotich (2016) investigated the effect of social media marketing strategy on the performance of women-owned Micro and Small Enterprises in Kasarani Division, Nairobi County, Kenya, and revealed that most MSEs in Kasarani used social media, specifically Facebook, as a marketing strategy. Beatrice (2020) examined the moderating effects of social media on the relationship between entrepreneurial networking and the performance of youth-owned Agro-processing SMEs in Kenya and concluded that entrepreneurship networking has a significant effect on the performance of the Agro-processing SMEs owned by youths. Korir & Muchemi (2020) also looked at the effect of social media marketing and performance of registered rated hotels in Nakuru County, Kenya, and found that most registered rated hotels showed a significant positive effect on social media marketing and performance. However, the majority of the above-reviewed studies (Muchemi, 2020; Cherotich, 2016; Parveen et al., 2015; Cherotich, 2016; Beatrice, 2020) were conducted in the banking industry, hospitality sector, ICT department, and general, whose generalization may not be in the same context with the Fashion industry. Moreover, none of the above studies focused on the effect of social media marketing on the performance of the Fashion Industry in Kisumu City, Kenya. Consequently, there is little knowledge of the effect of social media marketing and firm performance in the context of the public fashion industry in Kenya.

- $H0_1$: social media marketing does not influence the performance fashion Industry in Kisumu County, Kenya.

2.5. M-commerce and Firm Performance

There is empirical evidence that several scholars have researched the relationship between m-commerce (mobile commerce) and firm performance in various contexts. There has been evidence of a significant relationship between m-commerce and the performance of different firms, sectors, and industries. For instance, San-Martín et al. (2016) have established a direct positive relationship between m-commerce strategy and firm performance and Competitiveness. Similarly, Lin et al. (2014) sought to examine the influence of the overall content characteristics of Short Message Services (SMSs) advertising on consumer attitudes towards advertising on a mobile device. They also revealed that content characteristics, entertainment, informativeness, and credibility, positively and significantly influenced the attitude of consumers. Elsewhere, Omar et al. (2021) examined mobile shopping service quality within the model of customer satisfaction and loyalty in UK customers who purchased fashion clothing via their mobile devices and concluded that there is a significant impact of mobile shopping service quality on customer satisfaction, which intern impacts loyalty.

In Kenya, Wambui (2011) sought to establish the impact of mobile phone use on the performance of supermarkets in Kenya and found that integration of mobile telephone services into the supermarket business operations has a direct influence on perceived enhanced business performance since they have potential to:

- Enable substantial cost savings,
- Provide greater integration of both internal and external environments of the business,
- Increase operational flexibility and
- Improve communication with staff, suppliers, creditors, and customers

These studies are mostly conducted in the banking sector, supermarkets, and other large-scale markets (Wambui, 2011; Kithaka, 2014 & San-Martín et al., 2016), which may not reflect the context of SMEs in fashion industries. None of the reviewed studies (Wambui, 2011; Kithaka, 2014 & San-Martín et al., 2016) were conducted on the effect of m-commerce on the performance of the fashion industry in Kenya. Consequently, there is little knowledge of the effect of m-commerce and firm performance in the context of the public fashion industry in Kenya.

- $H0_1$: M-commerce does not influence the performance fashion Industry in Kisumu County, Kenya.

2.6. Website Marketing and Firm Performance

The concept of website marketing and its resultant effect on firm performance is widely studied in different contexts. For instance, A study by (Galati, Crescimanno, Tinervia, & Siggia, 2016) sought to examine the existence of a relationship between website quality and business revenue and found a positive relationship between the two. Elsewhere, a study by Gao (2013) on the influence of mobile website quality on consumer satisfaction and behavior revealed that consumers have begun to use mobile websites to shop and found the experience more satisfying. Finally, Thottoli & Thomas (2021) sought to examine the impact of web marketing on corporate social responsibility and firms' performance across companies in the Muscat stock exchange and found it significantly so. From the studies reviewed above, it is clear that website marketing, as part of digital marketing, has a positive correlation to a firm's performance. However, none of these studies focused exclusively on the effect of website marketing on the performance of the Fashion Industry. Most of the studies (Karaim, 2015; Thottoli & Thomas, 2021; Nieto et al., 2014; Galati et al., 2016) were conducted in developed countries, with only a few (Kimicho, 2020 and Onyango, 2016) done in Africa. Consequently, none of the studies focused on the effect of website marketing on the performance of the Fashion industry in Kisumu County, Kenya.

- $H0_3$: Website Marketing does not influence the performance fashion Industry in Kisumu County, Kenya.

Considering the aforementioned literature and hypotheses, the following conceptual framework is proposed in this study, as shown in figure 1.

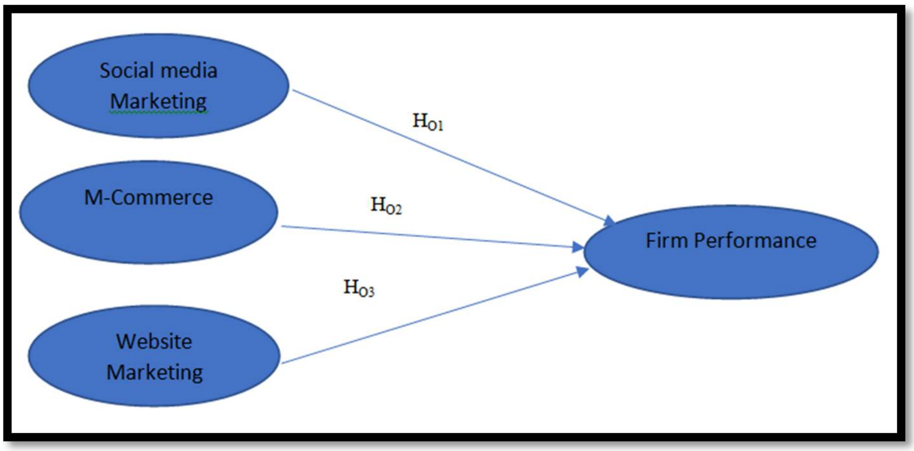

Figure 1: Conceptual Framework

3. Research Methodology

The study employed a correlation research design. The study population constituted 560 SMEs in the fashion industry, out of which 30% (169) sample constituting proprietors of SMEs in Kisumu city was picked using a stratified sampling technique. The pilot study was essential to pre-test the research instrument to enhance the instrument's validity and reliability. Pilot results with N=25 showed a reliability test of Cronbach's Alpha between 0.964 and 0.891. Validity was established through expert review. Primary data was collected using pre-validated questionnaires. On the other hand, secondary data was collected from newspapers, published books, journals, magazines, and company handbooks. The researcher edited the completed questionnaires for completeness and consistency. The data will then be analyzed using descriptive statistics. A hypothesis test was done using a multivariate regression model to study the relationship between digital marketing tools and firm performance. The findings were presented using tables and graphs for further analysis and to facilitate comparison, while an explanation of the table and graphs will be given in prose. This generated quantitative reports through tabulations, percentages, and measures of central tendency.

4. Research Findings and Discussions

4.1. Descriptive Statistics

Researchers used descriptive analysis techniques to obtain information regarding the characteristics of respondents. Descriptive analysis is an analytical technique used to explain how the characteristics of the study sample can be described and understood properly. The discussion on the characteristics of respondents in this study will show several aspects of the respondents, such as gender, the age of respondents, education level, length of stay in the enterprise, and types of enterprise. The gender summary of the respondents, indicated in table 1, shows that there were more female respondents (66.7%) than male respondents (33.3%). This finding indicates that the study was gender skewed to females. The industry is female-dominated. However, information from each gender was sought from respondents. Results in terms of age showed that most of the respondents were 31-40 years (57.1%), followed by those aged 20-30 years (28.0%), and the least age group was those who were more than 50 years (1.2%). This infers that the industry is dominated by a person aged between 31 and 40 years of age. In addition, results on education level showed that most respondents had a Secondary level certificate (69.6%), followed by those with Diploma (22.0%) and all the respondents had at least a primary level of education since no schooling recorded the least (0%). This implies that all the respondents have attained at least a primary level of education while a majority of respondents have attained a basic educational level, which is secondary education. The study considers four categories of years of experience. The responses captured indicate that most respondents had been in the fashion industry for less than 5 years (66.1%), while only 1% had been in the industry for 11-15 years, and none had been in the industry for over 15 years. This implies that most respondents have been in the industry for a considerably longer time, enough to understand the firm's performance history. The results on the types of enterprise show that most of the SMEs in the fashion industry (96.4%) have sole proprietorships, followed by partnerships (3.6%). There was no company ownership or any other type of enterprise ownership. This implies that fashion SMEs are mostly run-on sole proprietor entrepreneurs.

Demographic Variables	**Category**	**Frequency**	**Percentage**
Gender	Male	56	33.30%
	Female	112	66.70%
Age of Respondent	20-30 years	47	28.00%
	31-40 years	96	57.10%
	41-50 years	23	13.70%
	Over 50 years	2	1.20%
Education Level	Primary	3	1.80%
	Secondary	117	69.60%
	Diploma	37	22.00%
	Bachelor's Degree	11	6.60%
Length of stay in Enterprise	Less than 5 years	111	66.10%
	5-10 years	56	33.30%
	11-15 years	1	0.60%
	Over 15 years	0	0%
Type of Enterprise	Sole Proprietorship	161	96.40%
	Partnership	6	3.60%
	Company	0	0%
	Other	0	0%

Table 1: Characteristics of Respondents
Source: Survey Data, (2022)

4.2. Regression Model, Hypothesis Test, and Discussion

4.2.1. Multivariate Linear Regression

Table 2 is an output of a multiple regression model meant to explain the effect of independent variables on the dependent variable. The table contains regression coefficients and p-values that are vital for making inferential explanations of the effect of digital marketing tools on the performance of SMEs in the fashion industry. They also contain a regression model showing how digital marketing tools have a predictive effect on the performance of fashion industry firms.

Performance	**B**	**Std. Err.**	**t-value**	**p-value**	**[95% Conf]**	**[Interval]**	**Sig**
Social Media	.649	.049	13.30	0	.553	.745	***
M-commerce	.197	.067	2.93	.004	.064	.329	***
Website	.05	.036	1.37	.171	-.022	.121	
Constant	.489	.2	2.44	.016	.094	.884	**
Mean dependent var	3.865	SD dependent var		0.627			
R-squared	0.702	Number of obs (N)		168			
F-test	129.012	Prob> F		0.000			
Akaike crit. (AIC)	123.074	Bayesian crit. (BIC)		135.570			

Table 2: Multivariable Linear Regression
**** p<.01, ** p<.05, * p<.1*
Source: Survey Data (2022)

The table below is a result of the test for multi-collinearity among the independent variables.

	VIF	**1/VIF**
M-commerce	1.609	.622
Social media	1.594	.627
Website mean	1.081	.925
Mean VIF	1.428	.

Table 3: Diagnostic Test: VIF
Source: Survey Data (2022)

The R square value was found to be 0.702, meaning that our independent variables explain 70.25% of the variation in SMEs' performance. The Adjusted R-squared showed that social media, m-commerce, and Website (independent variables) used in the model jointly explained 69.69% of the performance of SMEs in the fashion industry (dependent variables). The table shows that VIF is necessary for checking for Multi-collinearity between variables. It helps ensure that an independent variable is not predictable by another independent variable. The presence of multi-collinearity would be a problem in the regression model since we may not distinguish between the individual effect of the independent variables on the dependent variable. The study data has a mean VIF of 1.428, which does not cause any concern since it is just slightly above 1, which is the most preferred VIF. It, therefore, means that our model can be used to predict the dependent variable using the independent variable.

The final regression model is written as:

Performance of Fashion Industry in Kenya $=0.489+0.649X1+0.1971X2+0.05X3+\varepsilon$

R squared=0.072

Where:

X_1= social media

X_2= M-commerce

X_3= Website

ε =Error term

This shows that an increase in the use of social media, m-commerce, and website marketing results in a positive increase in the performance of the fashion industry of 0.649, 0.1971, and 0.05, respectively.

4.3. Social Media and Performance of the Fashion Industry

The results reveal that social media marketing has a strong positive significant influence on the performance of the fashion industry (*B=0.649, p=0.001),* thereby rejecting the null hypothesis H_{01}: Social media marketing has no significant effect on the performance of the Fashion industry in Kisumu city, Kenya. This means that a unit change in the adoption of social media as a digital marketing tool causes a 0.649 change in the performance of fashion industry SMEs. Social media marketing is, therefore, a significant determinant of fashion industry SMEs' performance.

This is in agreement with Aral & Walker (2014). He said that social media has a positive influence on affecting consumer decisions and that current studies have revealed that people's connection patterns and the strength of social ties can signify the intensity of social interaction. The results are also in harmony with research done by Parveen et al. (2015). They investigated Social media usage and its impact on organizational performance. The result indicated that social media has a greater impact on the performance of organizations in terms of enhancing customer relations and customer service activities, improvement in information accessibility, and cost reduction in marketing and customer service. A study by Kaplan & Haenlein (2010) also affirms that social media allows firms and customers to connect in ways that were not possible in the past. The connections are aided by various platforms such as social networking (e.g., Facebook), microblogging sites (e.g., Twitter), and Content Communities (e.g., YouTube), which enable social networks to build from shared interests and values. Another study by Gnizy (2019) also revealed that the positive effect caused by social media marketing on fashion firms is due to the characteristics of its data (volume, variety, and velocity). Gnizy (2019) added that social media data can serve as an essential source of customer analysis, market research, and crowdsourcing of new ideas while using social media data to capture the value and represent the development of a new strategic resource that can improve marketing outcomes.

4.4. M-commerce and Performance of the Fashion Industry

The second objective of the study was to the effect of m-commerce on the performance of fashion industries in Kenya. The study findings revealed a significant positive relationship between m-commerce and the performance of SMEs in the fashion industry (B=0.197, p=0.004), thereby leading to a rejection of the second Ho2 hypothesis, which states that m-commerce marketing has no significant effect on the performance of Fashion industry in Kisumu city, Kenya. A unit change in the use of m-commerce will lead to a 0.197 change in the performance of fashion industry SMEs. M-Commerce is, therefore, a significant determinant in the performance of fashion industries in Kenya.

This result is supported by an empirical study by San-Martín et al. (2016). The study adopted the TOE model (technological competence, organizational factors, and environmental factors) in defining the perceived benefits of mobile client relationship marketing (CRM) and suggested that there is a perceived benefit from M-CRM use if it is technologically competitive, shows advanced innovativeness, manages customer's information and has employees' support. A study was done by Kithaka (2014), who sought to determine the effect of mobile banking on the financial performance of commercial banks in Kenya. On the contrary, it was found that mobile banking positively and significantly affects the performance of commercial banks in Kenya. Considering many studies, it is evident that a number of scholars have researched the relationship between m-commerce (mobile commerce) and performance. There has been evidence of a significant relationship between m-commerce and the performance of different firms, sectors, and industries.

4.5. Website Marketing and Performance of the Fashion Industry

The study findings showed that there is no significant relationship between Website marketing and the performance of the fashion industry (B=0.05, p=0.171). Therefore, the study failed to accept the null hypothesis H_{03}, which stated that Website market does not have a significant effect on the performance of the Fashion industry in Kisumu city, Kenya. There was a weak correlation which could just be by chance since there was no significance to its effect on performance.

This is contrary to a study by Thottoli & Thomas (2021), which sought to examine the impact of web marketing on corporate social responsibility and firms' performance across companies in the Muscat stock exchange and revealed that web marketing on CSR positively affects a firm's performance. It is also contrary to a study by Khraim (2015), which explored the importance and benefits of search engine optimization in marking as well as examined the impact of SEO dimensions on an online advertisement and showed that SEO competitiveness, experience, and techniques were significant by running a multiple regression. From the studies reviewed above, it is clear that website marketing, as part of digital marketing, has a positive correlation to a firm's performance. However, the study reveals that it may not have a causal effect on the performance of the Fashion Industry due to the scale of the fashion industries that were under study. The effectiveness of website marketing requires an advanced level of technological acceptance, which may not be maintained by SMEs in the fashion industry.

5. Conclusion

First, the study concludes that social media marketing tool is a critical determinant of the performance of the fashion industry.

Secondly, the study concludes that m-commerce is a critical determinant of the fashion industry due to its significant positive effect.

Finally, the study concludes that website marketing might have a positive effect on the performance of the fashion industry.

The insignificance found might be due to the technological capacity of the surveyed SMEs. Website marketing has not been widely adopted as social media and m-commerce.

6. Recommendations

The following recommendations were made from the study:

First, there is a need for the adoption of social media marketing by fashion firms. This will increase the firm's performance due to its significant positive influence in affecting consumer decisions, thereby increasing the volume of sales and profit margin.

Secondly, since m-commerce has a significant positive relationship with the performance of fashion industries, the proprietors of the fashion SMEs should employ the use of m-commerce to increase the sales volume, customer relations, profit margin, and other performance indicators.

Finally, a study measuring the effect of service quality, system quality, and information on the repurchases intention of the smartphone-based ride-hailing service should be done in Fashion Industry to investigate the effect of m-commerce on the fashion industry.

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