

Impact of Social Media Marketing on the Sales of Fast Fashion Products of Ziva Fashion, Lagos, Nigeria

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Abstract

The fashion industry ranks as the third-largest global manufacturing sector, following technology and automotive industries. With the increasing adoption of social media in Nigeria, a substantial digital market has emerged, offering significant opportunities for business promotion and product sales. This study investigates the impact of social media marketing on the sales performance of fast fashion brands, using Ziva Fashion in Lagos, Nigeria. It examines the extent to which social media marketing influences sales, explores the challenges encountered, and evaluates strategies employed by Ziva Fashion in its digital marketing efforts. A quantitative research design was adopted, involving 101 Ziva Fashion employees across Lagos who completed an online structured questionnaire. Findings reveal that social media marketing significantly enhances the sales of Ziva's sustainable fast fashion products. In addition, the study found that marketing strategies have a combined significant influence on overcoming social media-related challenges. The study concludes that fast fashion firms should integrate comprehensive social media strategies to maximise sales potential and recommends increased investment in targeted campaigns to maintain competitiveness in the evolving fashion landscape.

Keywords: fast fashion, social media, social media marketing, sustainable products

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I. Introduction

The global fashion industry ranks as the third largest manufacturing sector after the technology and automotive industries, with annual garment production exceeding 150 billion units (Francis, 2014, cited in Zhang, Zhang and Zhou, 2022). In recent years, the Nigerian fashion industry has experienced notable growth, attracting international interest. According to Euromonitor International, the fashion market in Sub-Saharan Africa is valued at \$31 billion, with Nigeria contributing approximately \$4.7 billion, representing 15% of the regional total (Akinsola, 2019). This rapid expansion underscores the significance of the fashion sector in Nigeria's economy, generating ₦799 billion in the third quarter of 2018 alone, which accounted for 22% of the national GDP (Joseph, 2022). Lagos State, as the economic powerhouse of Nigeria, continues to attract entrepreneurs and businesses, including a rising number of fast fashion firms committed to sustainable practices (AkanleandOmotayo, 2020; Ojukwuand Tariq, 2020).

Contrary to common belief, fashion in Africa has deep cultural roots and did not emerge solely from Western influences. Akerele et al. (2022) argue that traditional African fashion, grounded in cultural expression and creativity, aligns naturally with sustainable principles. These values now find contemporary expression in the fast fashion industry, which seeks to merge environmental responsibility with economic accessibility. Ziva Fashion, a Lagos-based company, exemplifies this trend by producing eco-friendly fashion products that appeal to both local and global markets. The brand's commitment to sustainability reflects a broader shift in consumer behaviour towards environmentally-conscious clothing choices, driven by increasing awareness of pollution and climate change.

As the fashion industry evolves, digital tools, especially social media, have become central to marketing and sales strategies. Social media is defined as a digital communication platform that facilitates information sharing, self-expression, and engagement among users (Elbanna, Bunker, Levine andGiring, 2019). In Nigeria alone, over 60 million people actively use social media, with daily engagement averaging three hours and twenty-six minutes per user (Zubairu, 2021). These figures suggest that social media presents a vast and largely untapped marketplace for promoting products and influencing consumer preferences. Fast fashion firms like Ziva Fashion can leverage this opportunity to deepen customer engagement, improve brand visibility, and boost sales.

Globally, the fast fashion industry has emerged as a response to both environmental concerns and consumer demand for affordable clothing. Companies such as Zara, HandM, Forever 21, and Shein dominate this space by rapidly producing eco-conscious apparel (JhaandVeeramani, 2021; Wren, 2022). However, despite their environmental initiatives, many fashion brands still contribute significantly to greenhouse gas emissions

and struggle with waste management (Centobelli, 2022; Šajn, 2019). This tension between mass production and sustainability has prompted scholars to advocate for a shift in production-consumption practices towards more ethical models (Yap, 2019; Chen et al., 2017; Shrivastava et al., 2022). The sustainability of fashion enterprises can be assessed through a tripartite framework encompassing economic viability, environmental stewardship, and social responsibility (Chen et al., 2017; Shrivastava et al., 2022). Centobelli (2022) further contends that collaborative efforts from stakeholders are essential to integrating these sustainability dimensions into effective supply chains.

Concurrently, consumers are becoming more discerning, favouring brands that align with ethical and ecological values. Studies by Islam et al. (2020) and Grazzini (2021) reveal that today's buyers are increasingly attentive to the environmental footprint and ethical considerations of their purchases. In response, companies like Ziva Fashion have committed to sustainability across the production-to-distribution pipeline, combining affordability with eco-friendly values (Pastore et al., 2022). However, while much attention has been given to international brands, relatively little empirical research has explored how indigenous Nigerian fast fashion firms such as Ziva utilise digital platforms—particularly social media—to drive growth.

The integration of social media into marketing strategies has revolutionised business communication. Defined as interactive online applications that enable the creation and distribution of user-generated content, social media platforms like Facebook, Instagram, and YouTube serve as powerful tools for engagement and brand positioning (Dave, 2016; Taylor, 2016; Elbanna et al., 2019). Globally, nearly 4.26 billion people—about 58.4% of the world's population—use social media daily, with users spending an average of 2 hours and 27 minutes online (Woodward, 2023). Notably, over 75% of people aged 13 and above are active on social media, making it an essential part of daily life. This widespread adoption underscores the platform's potential for marketing, especially for fashion firms targeting young, digitally savvy consumers.

In Nigeria, the digital marketplace has become a strategic arena for fashion marketing. Social media has transformed from a tool for personal interaction into a commercial hub for advertising, branding, and customer engagement (Ravi and Sujaya, 2021). It influences consumer decisions by offering targeted content and fostering brand familiarity. Nadaraja and Yazdanifard (2014) define social media marketing as the use of social networks to promote products and services, while Tuten and Solomon (2014) highlight its value-creating capacity through content delivery and stakeholder engagement.

Strategically, social media marketing is grounded in customer engagement theory, which emphasizes empowering consumers to co-create value and enhance brand outcomes (Harmeling et al., 2017; Li et al., 2020). Li et al. (2020) outline a four-element framework for developing social media marketing strategies: drivers (firm goals and customer motivations), inputs (tools to attract engagement), throughput (interactive brand-consumer connections), and outputs (marketing outcomes). Based on this model, firms can pursue different strategic paths—social commerce, social content, social monitoring, and social customer relationship management (CRM). Each path offers distinct advantages, from facilitating sales to enhancing consumer loyalty through personalised interactions (Malthouse et al., 2013). However, many businesses still struggle to fully exploit these tools, either due to limited digital literacy or inadequate understanding of social media's strategic potential (Parveen, 2012).

The adoption of social media marketing is also influenced by external pressures and internal organisational factors. Luu et al. (2019) propose a TAM-TOE model combining the Technology Acceptance Model and the Technological-Organisational-Environmental framework. Their model identifies consumer demand, competitive pressure, and perceived risk as critical determinants of adoption. Nawi et al. (2019) similarly assert that high perceived risk can hinder, while low risk can encourage, the use of digital marketing platforms.

Empirical evidence supports the effectiveness of social media in boosting the sales of fast fashion products. For example, Liu (2021) demonstrates that social media significantly advanced the brand visibility and sales of Gucci and Zara. Popović-Šević et al. (2021) found that Zara's strategic use of social networks substantially increased its market reach. Bilro et al. (2022) revealed that HandM's social media campaigns resulted in higher product visibility and customer engagement, while Shen (2022) emphasised Shein's global dominance through aggressive social media marketing. Platforms like Facebook, Instagram, and Twitter have proven to be effective channels for fashion marketing and consumer persuasion (Sandunima et al., 2019; Bonilla et al., 2019).

Nevertheless, the use of social media is not without its challenges. Lelisho et al. (2023) raise concerns about the proliferation of harmful and misleading content online. Kadam and Atre (2020) caution against the spread of racism and fake news, which could negatively affect brand image. Park et al. (2020) argue that frequent exposure of luxury brands on social media may lead to brand dilution, necessitating cautious engagement and psychological distancing from overexposure. These risks underscore the importance of a well-managed and strategic social media presence.

In the context of Nigeria, the influence of social media on sales remains underexplored, particularly among indigenous fast fashion firms. While international brands such as Zara and HandM have been studied

extensively, limited literature exists on the role of social media in shaping consumer behaviour and driving profitability for local players like Ziva Fashion. Although Zara and HandM utilise platforms like Facebook, Instagram, and Twitter to deliver visually appealing content and engage customers, their strategies may not directly translate to the Nigerian context due to differences in market dynamics, consumer behaviour, and digital infrastructure (Ravi, 2018; Popović-Šević et al., 2021). Furthermore, while these companies have integrated sustainable practices into their business models, the challenge for local brands lies in balancing affordability with eco-consciousness while competing in an increasingly digitised marketplace (Bilro et al., 2022; Hansen, 2015).

This study seeks to bridge this knowledge gap by investigating how social media marketing influences the sales of fast fashion products, with a specific focus on Ziva Fashion in Lagos, Nigeria. The primary aim is to explore the relationship between social media marketing activities—via platforms such as Facebook, Instagram, and YouTube—and consumer engagement, sales outcomes, and brand loyalty. It also aims to identify challenges and develop context-specific strategies that can be adopted by local fashion firms. Given the growing importance of sustainability and digital marketing in the global fashion industry, this study offers timely insights that could inform policy, guide industry practice, and contribute to scholarly discourse on digital branding, consumer engagement, and sustainable entrepreneurship in Africa's fashion landscape.

Given the growing relevance of social media as a strategic tool for business visibility and customer engagement, its application in the fashion industry, particularly within fast fashion, demands closer scrutiny. In Nigeria, where digital consumption is rising, brands like Ziva Fashion have the opportunity to harness social media platforms to enhance their market reach and sales performance. However, despite the apparent benefits, challenges such as digital competition, platform-specific engagement strategies, and content visibility continue to influence outcomes. This study is therefore situated within the context of sustainable fast fashion marketing in Lagos, Nigeria, and seeks to critically examine the extent to which social media marketing shapes sales performance, the obstacles brands encounter in digital marketing implementation, and the strategies they employ to overcome them. Accordingly, the objectives of this study are to:

1. Examine the influence of social media marketing on the sales performance of Ziva Fashion's sustainable fast fashion products in Lagos State.
2. Identify the challenges faced by Ziva Fashion in utilising social media for the promotion of its products.
3. Explore the strategies adopted by Ziva Fashion to navigate the challenges associated with social media marketing.

II. Methodology

This study adopted a survey research design, which is suitable for obtaining structured data on individuals' perceptions, attitudes, and behaviours. According to Bell and Waters (2018), a research design serves as a blueprint that guides the researcher in systematically addressing the research problem. The choice of a survey design was informed by the nature of the research objectives, which sought to quantify and analyse the effects of social media marketing strategies on consumer purchasing decisions. The use of a structured questionnaire allowed the researcher to collect quantifiable data from a relatively large sample within a short period, thereby enhancing the reliability and generalisability of the findings. However, it is acknowledged that this design may limit the depth of participant responses, particularly in contexts where subjective insights could have enriched the analysis (Theofanidis and Fountouki, 2018).

The study was grounded in the positivist philosophical paradigm, which supports the use of empirical data to objectively test hypotheses and derive conclusions. Positivism is characterised by a preference for observable, measurable phenomena and the use of statistical methods for analysis (Saunders, Lewis, and Thornhill, 2018). The rationale for adopting this philosophy lies in its emphasis on neutrality, objectivity, and replicability—features that align with the researcher's intention to produce generalisable and statistically valid results. The positivist stance also supports the use of structured instruments and standardised measures, making it particularly appropriate for this quantitative inquiry.

In alignment with the research design and philosophical stance, the study employed a quantitative survey strategy for primary data collection. The instrument used was an online questionnaire developed by the researcher and administered to the participants using Google Forms, which facilitated efficient distribution and response tracking. The questionnaire link was distributed via WhatsApp to employees of Ziva Fashion across Lagos State, Nigeria. A total of 200 links were shared, and 101 responses were received, resulting in a response rate of 50.5%. The use of online distribution was particularly relevant given the geographical distance between the researcher and the respondents, as the study was conducted while the researcher resided in the United Kingdom.

This study utilised snowball sampling, a non-probability sampling technique suitable for identifying participants through referrals from initial contacts. Snowball sampling was particularly appropriate in this context because direct access to the employees of Ziva Fashion was limited. As noted by Bell and Waters

(2018), this method is useful in situations where the researcher has limited prior contact with the population of interest. The initial participants helped identify additional respondents, thereby enabling the researcher to build a sufficient sample size for the study.

Data were collected through a structured online questionnaire developed using Google Forms. The questionnaire included both closed-ended and scaled items designed to elicit responses on participants' views regarding the influence of social media marketing strategies on fast fashion sales. The link was distributed to each participant via WhatsApp, ensuring quick access and completion.

Upon completion of data collection, the responses were exported into Microsoft Excel and subsequently coded and analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including percentages and frequencies, were used to summarise demographic data. To test the formulated hypotheses, regression analysis was employed, allowing the researcher to assess the strength and direction of relationships between social media marketing and sales performance variables.

Ethical approval was obtained from the relevant university ethics committee prior to data collection. All participants were informed of the purpose and voluntary nature of the study. The questionnaire was designed to uphold participants' anonymity and confidentiality by excluding personally identifiable information such as names or addresses. Moreover, care was taken to ensure that the questions posed were non-invasive, respectful, and free from content that could cause physical, emotional, or psychological distress.

III. Results and Discussion

Socio-Demographic Characteristics of Respondents

Table 1: Socio-Demographic Characteristics of Respondents

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Source: Author's computation, July, 2025

The socio-demographic distribution of respondents is presented in Table 1. The findings indicate that a majority of the participants (58%) were aged between 31 and 40 years, followed by 28% who fell within the 21–30 years age bracket. Respondents aged 41 years and above constituted the smallest group, representing 14% of the total sample. These results suggest that the dominant age group in the study comprised individuals in their early to mid-career stage. In terms of gender distribution, female respondents accounted for 55% of the sample, while male respondents made up 45%. This indicates a higher level of participation by women in the study, which may reflect broader demographic trends within the fast fashion workforce in Lagos State. Regarding monthly income, the majority of respondents (56%) reported earning above ₦90,001, followed by 15% earning less than ₦30,000. The smallest group (13%) earned between ₦30,001 and ₦50,000. This distribution suggests that the sample was skewed towards higher-income earners, which may influence their engagement with fast fashion and social media platforms.

H₀₁: There is no statistically significant influence of social media marketing on the sales of Ziva's sustainable fast fashion merchandise.

Table 2: Regression Model Summary of Influence of Social Media Marketing on the sale of Ziva's sustainable fast fashion merchandise

a. Predictors: (Constant), Socialmedia_Marketing

b. Dependent Variable: sales

The results of the linear regression analysis examining the influence of social media marketing on sales performance of Ziva's sustainable fast fashion merchandise are presented in Table 2. The analysis yielded a statistically significant model, $F(1, 99) = 73.078$, $p < .05$, indicating that social media marketing significantly predicts sales performance. The coefficient of determination ($R^2 = .425$) suggests that social media marketing accounts for 42.5% of the variance in the sales of Ziva's sustainable fashion products. These findings imply that social media marketing plays a critical role in boosting the sales of sustainable fashion merchandise.

The findings of this study reveal that social media marketing significantly enhances the sales of Ziva's sustainable fast fashion products. This aligns with Liu (2021), who highlighted the role of social media in driving product visibility for luxury brands such as Gucci and supporting the growth of fashion retailers like Zara. Social media marketing, therefore, serves as a critical tool for promoting and expanding the market reach of fast fashion products. However, Rahayu et al. (2019) offered a contrasting view by pointing out the prevalence of fraud on platforms like Facebook, which has led to consumer distrust and hesitation in engaging with online fashion promotions. Despite such concerns, Nurnafia (2021) argued that platforms like Instagram remain effective in promoting fast fashion, reinforcing their strategic importance. While social media presents certain risks, its overall utility in marketing sustainable fashion remains strong, provided that users and businesses exercise caution and promote authenticity.

H02: There is no statistically significant influence of strategic approaches on the challenges encountered in the use of social media marketing by Ziva for its sustainable fast fashion products.

Table 3: Influence of Strategic Approaches on the Challenges Encountered in the Use of Social Media Marketing

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	19.302	5	3.860	11.416	.000
Intercept	365.036	1	365.036	1079.524	.000
Strategies	19.302	5	3.860	11.416	.000
Error	32.124	95	0.338		
Total	1823.000	101			
Corrected Total	51.426	100			

a. R Squared = .375 (Adjusted R Squared = .342)

The results of the regression analysis investigating the influence of strategic approaches on challenges in the use of social media marketing by Ziva for its sustainable fast fashion products are presented in Table 3. The model was found to be statistically significant, with $R^2 = 0.375$ and $p < .05$, indicating that strategies significantly predicted the challenges encountered in using social media marketing. Specifically, strategic approaches accounted for 37.5% of the variance in the reported challenges. This suggests that improved or varied strategic implementation is substantially linked with the nature and extent of challenges Ziva faces in its social media marketing efforts.

The findings revealed that strategic approaches significantly influenced the challenges encountered in the use of social media marketing by Ziva Fashion in promoting its sustainable fast fashion products. Both the joint and independent effects of these strategies were statistically significant, suggesting that the careful design and implementation of marketing strategies can substantially reduce barriers to effective social media use. This implies that when Ziva Fashion aligns its operations with coherent digital strategies, it enhances the efficiency and impact of its social media marketing efforts. These findings align with the assertion of Rahayu et al. (2019),

who observed that contemporary fashion companies increasingly rely on structured social media marketing strategies to expand their customer reach and engagement. Consequently, integrating well-formulated strategies may not only mitigate marketing challenges but also create a more productive and engaging digital experience for both Ziva and its target consumers.

Research question: What are the social media marketing strategies for a positive impact on sustainable fast fashion product sales at Ziva?

Table 4: Social Media Marketing Strategies for a Positive Impact on Sustainable Fast Fashion Product Sales at Ziva

Strategy	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)
Social media activities should align with products	28%	59%	11%	2%
Integrate social media plan for optimum sales	27%	59%	14%	0%
Campaigns/Adverts should be interesting	26%	50%	18%	6%

The results in Table 4 provide insight into respondents' perceptions of effective social media marketing strategies that positively influence sustainable fast fashion product sales at Ziva. The data indicates strong agreement among participants on three key strategic approaches. It was found that, 87% of respondents (28% strongly agree; 59% agree) affirmed that *social media activities should align with the products* offered by Ziva. This suggests that when the content shared on social media platforms directly reflects the actual products available, it enhances consumer trust and product relevance, potentially increasing purchase intentions. It was further established that, a combined 86% of respondents (27% strongly agree; 59% agree) supported the notion that *integrating a social media plan* is essential to achieving optimal sales outcomes. This implies that a coordinated and strategic approach to managing content, timing, and platform-specific campaigns could significantly enhance Ziva's market performance and brand visibility. In addition, 76% of participants (26% strongly agree; 50% agree) believed that campaigns and adverts on social media should be interesting. This indicates that engaging and creative content is critical in capturing audience attention and fostering long-term engagement, which are vital for brand growth and customer retention. In summary, the majority of respondents identified three primary social media strategies as critical to the successful promotion of Ziva's sustainable fast fashion products: strategic alignment of social media content with products, integrated planning of social media activities, and the creation of compelling campaigns. These findings underscore the importance of authenticity, coherence, and creativity in social media marketing within the fast fashion industry.

The findings reveal that social media activities should be aligned with the core offerings of fast fashion brands, that integrated social media planning is crucial for optimal sales performance, and that campaigns or advertisements must be engaging to drive consumer interest. This aligns with the position of Li et al. (2020), who assert that social media marketing strategies enhance organisational capabilities by facilitating interaction, connection, and influence between firms and consumers, as well as among consumers themselves. Furthermore, Harmeling et al. (2017) emphasise that social media functions as a resource integrator, enabling reciprocal exchange between the customer and the company. These insights suggest that when fast fashion firms like Ziva strategically align their digital capabilities with consumer expectations and market trends, they gain a competitive advantage. Thus, the strategic utilisation of social media not only enhances consumer engagement but also positions the company for sustained growth in a highly competitive industry.

IV. Conclusion

This study revealed that social media marketing significantly influences the sales performance of Ziva's sustainable fast fashion. Strategic approaches also impact how challenges are managed in social media usage. Respondents emphasised the importance of aligning social media activities with product offerings, integrating social media plans, and ensuring engaging campaigns.

Recommendations

Based on these findings, Ziva should:

1. Strategically promote all product categories via targeted social media campaigns;
2. Address operational challenges to enhance platform usage and gain competitive advantage; and
3. Align social media content with brand identity while ensuring campaigns are engaging, interactive, and user-friendly.

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