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CONTENT MARKETING AND STUDENT BUYING BEHAVIOR: A STUDY OF NIGERIAN FASHION INDUSTRY

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ABSTRACT

This study examined the impact of content marketing on consumer purchasing behavior within the fashion sector, with a particular focus on students' perceptions of this relationship. A structured survey design was adopted, and data were collected from a sample of 100 participants. The data were analyzed using frequency distributions, percentage calculations, and Pearson's Product Moment Correlation (PPMC) technique. Findings revealed a strong association between key dimensions of content marketing—particularly content frequency and quality—and consumer buying patterns. The study emphasizes the need for fashion brands to create consistent, relevant, and value-driven content that aligns with the interests of their target audience. Furthermore, fostering trust through transparent, authentic, and ethical messaging was identified as a crucial strategy for enhancing brand credibility and influencing purchasing decisions. However, the study is limited by its relatively small sample size and focus on student respondents, which may restrict the generalizability of the findings to a broader population. Additionally, the cross-sectional design captures consumer perceptions at a single point in time, limiting insights into long-term behavioral trends. Future research could address these limitations by employing larger, more diverse samples and adopting longitudinal approaches to better understand evolving consumer responses to content marketing.

Key Words: Content Quality, Frequency of Content, Consumer, Buying Behaviour, Fashion Industry.

1. INTRODUCTION

Content marketing has become a central pillar of contemporary marketing practice as brands seek to attract, engage and retain customers by creating and distributing valuable, relevant, and consistent content (Pulizzi, 2013). Content marketing is not simply promotional messaging; it is a strategic approach that uses storytelling, information and experiences to build relationships and guide consumers through the decision-making process (Pulizzi, 2013).

The fashion industry is especially responsive to content marketing because fashion consumption is strongly tied to image, identity and trends. Fashion brands use curated visuals, lookbooks, storytelling and lifestyle content to shape perceptions, trigger emotional responses and accelerate trial and adoption (e.g., literature on fashion branding and emerging markets). In emerging economies such as Nigeria — where rapid digital adoption and a large youth population create fertile ground for online fashion consumption — content marketing plays an increasingly strategic role in how brands reach and influence consumers.

Students are a particularly important segment for fashion marketers. Characterised by high social-media use, peer-network influences and trend sensitivity, student consumers display distinct consumption patterns

compared with older cohorts. Studies of social-media advertising and student buying behaviour in Nigerian tertiary settings demonstrate that platform-specific content, frequency of exposure and message relevance can significantly shape students' purchase intentions and actual buying behaviour. This makes students a critical population for examining how content marketing strategies translate into purchase outcomes in the Nigerian fashion context.

Empirical evidence also points to specific content marketing dimensions — such as content quality, frequency, authenticity and alignment with consumer values — as decisive in shaping online purchase behaviour. Research in the Nigerian fashion context finds that consumers' instrumental and terminal values (e.g., time-saving, price-consciousness, and fashion consciousness) significantly influence online purchase behaviour, implying that content which aligns with these values is more likely to convert interest into purchases. Similarly, contemporary studies highlight that strong digital presence, consistent messaging and influencer collaborations amplify the effect of content marketing on younger consumers, including Gen Z and students.
Furthermore, brand reputation and perceived authenticity moderate the content–purchase relationship. Analyses of Nigerian fashion brands show that culturally resonant storytelling, transparent brand practices and authentic influencer endorsements enhance credibility and trust — factors that increase consumers' willingness to buy. As such, content marketing in the fashion sector operates not only through exposure but also by shaping perceived brand trustworthiness and symbolic fit with consumers' self-concepts.

Despite these insights, important gaps remain. Much of the extant literature either examines content marketing at a general level or focuses on wider consumer populations; comparatively fewer studies have empirically investigated how specific content marketing dimensions influence **student** buying behaviour within Nigeria's fashion industry. Given that students are both heavy consumers of online content and potential long-term brand customers, an improved understanding of the mechanisms through which content frequency, content quality, content relevance, and influencer endorsements affect students' purchase decisions is necessary for both theory and practice.

This study therefore examines the relationship between content marketing and student buying behaviour in the Nigerian fashion industry. Specifically, it investigates how content frequency, content quality, content relevance, brand reputation, and influencer endorsements relate to students' purchase intentions and behaviors. By focusing on the student segment and the Nigerian fashion market, this research contributes to the content-marketing literature by unpacking contextual factors that shape young consumers' responses to branded content, and provides actionable guidance for fashion marketers targeting student audiences in Nigeria. The objective of the study was to examine content marketing and consumer buying behaviour in the fashion industry. Specifically the study will be to:

i. examine the effect of frequency of content on consumer's buying behaviour.
ii. examine effect of content quality on consumer's buying behaviour.

2. REVIEW OF RELATED LITERATURE

i. Conceptual Review

Content Marketing

Content marketing is a strategic approach to marketing that centers on the creation and distribution of valuable, relevant content to attract and retain customers [Nosrati, Karimi, Mohammadi, & Malekian, 2013]. Originally, it was developed as a method for brands to share information and build public credibility. Historical examples highlight its early adoption: for instance, John Deere's *The Furrow* magazine launched in 1895 to educate farmers on increasing profitability using the brand's machinery; Michelin created the *Michelin Guide* in 1900 to offer drivers practical advice on car maintenance and travel; and Jell-O distributed free cookbooks to households, teaching consumers how to incorporate their products into meals. More recently, Lego introduced *Brick Kicks*, a magazine that integrates their toy products with educational content, reinforcing the brand's value in learning contexts. These cases illustrate how content marketing bridges business objectives with consumer interests, fostering trust, engagement, and enduring brand relationships [Hollebeek & Macky, 2019, Inoni & Okorie, 2022].

Content marketing takes many forms—including blog articles, case studies, videos, whitepapers, photos, and more [Järvinen & Taiminen, 2016]. However, it extends beyond simply publishing written messages for passive consumption. Effective content must be engaging and interactive, encouraging audience participation and feedback through various stages of the marketing funnel [Pulizzi, 2014]. In support of this, Järvinen and Taiminen [2016] emphasized that creating meaningful, high-quality content is a continual process that requires consistent evaluation and refinement to ensure it resonates with the intended audience and promotes lasting engagement

Content Marketing Strategy

No content marketing tool or platform can be truly effective without a well-crafted strategy at its core. Like any other marketing initiative, content marketing relies heavily on a clear, structured plan to achieve its goals and connect meaningfully with its target audience.

Without this foundation, even the most sophisticated campaigns risk falling short [Yakubi & Karaduman, 2019].

The development of a content marketing strategy involves several key steps. First, the organization must clearly define its objectives; this is the cornerstone of any successful plan. Next, it is crucial to understand the specific types of information that the intended audience is actively seeking. Following that, the content must be tailored to address those needs directly, offering answers and solutions that are relevant to the consumer's questions and concerns.

Once these informational needs are established, the next step involves determining the desired actions from the audience. Marketers must evaluate how consumer engagement and response will contribute to achieving the company's broader business goals. With this understanding, businesses can effectively shape their content offerings and determine the optimal mix of formats and messages to present, ensuring alignment between the brand's objectives and the audience's expectations.

Fashion and Fashion Industry

Defining of fashion is complex and demanding challenge. The term "fashion" has the linguistic origin of the Latin word 'modus" [way of life, a set of customs, the culture of a people or group], and it is a term for a new and transitory acceptable forms of life. When mentioning fashion, people usually mean a new way of dressing, however, this concept is much more complex. In addition to the new way of dressing, fashion includes other important aspects such as: lifestyle, behaviour, even literature, music, sport, design, art, architecture and many other areas.

Data show that the fashion industry is very developed in the world, it employs a huge number of people and occupies about one-sixteenth of the total world consumption. In 2006, the global market of clothing, footwear, accessories and luxury goods was estimated at about 1,217 billion, and then-expected increase in 2011 was about 1.800 billion dollars. So, in just five years, the global market increased by more than $600 billion, or half of the total amount. Production and sales of fashion products represent huge business that has a direct impact on trends and overall business results and other industries, while application of marketing plays a crucial role in the fashion industry [Milika, 2016].

Consumer Buying Behaviour

Consumer buying behavior explores how individuals allocate their resources—such as money, time, and effort toward acquiring and using products or services. It seeks to answer key questions like what people purchase, where and how frequently they shop, the timing of their purchases, the reasons behind their choices, and how they utilize what they buy [Makinen, 2015].

As a field of study, consumer behavior examines the entire decision-making process through which a person chooses, acquires, consumes, or discards goods, services, ideas, or experiences in an effort to meet their needs and fulfill personal desires. These consumables may range from physical products to intangible offerings, while the motivations for consumption may stem from basic needs like hunger and thirst, or more complex emotional and psychological desires such as love, belonging, or spiritual satisfaction [Makinen, 2015]

Consumer Buying Behavior and the Fashion Industry

Consumer buying behavior in the fashion industry has continued to attract scholarly attention due to its dynamic nature and its influence on global retail markets. Fashion consumption is not merely functional but symbolic, reflecting identity, social class, and lifestyle choices [Khan et al., 2020]. The fashion industry's reliance on consumer preferences highlights the importance of understanding behavioral drivers such as motivation, perception, attitudes, and cultural values.

One key factor shaping consumer buying behavior in fashion is self-concept and identity expression. Research indicates that consumers purchase fashion products as a means of self-expression and to project their social identity [Khare, 2014]. This symbolic consumption underscores why fashion marketing strategies often emphasize aspirational lifestyles. Similarly, Niinimäki [2020] argues that sustainability-oriented consumers in fashion increasingly align their buying decisions with ethical identity, thereby signaling values beyond mere aesthetics.

Another critical determinant is psychological and emotional influence. Solomon [2018] emphasizes that hedonic motivations, such as pleasure, excitement, and prestige, significantly drive fashion purchases. Emotional attachment to brands and styles often creates strong consumer loyalty. Complementing this perspective, Chen and Lee [2022] highlight the role of impulse buying, noting that fast-fashion retailers thrive on stimulating unplanned purchases through store atmospherics and digital engagement.

Social influence and peer reference groups also play a dominant role. According to Sharma and Sonwaney [2014], consumers—particularly youth—are influenced by peers, celebrities, and social media influencers when making fashion-related choices. This trend has been amplified in the digital era, where Instagram and TikTok shape real-time fashion consumption patterns. Likewise,

Kumar and Kim [2014] note that word-of-mouth and online reviews significantly impact trust and purchase intention in the fashion sector.

Finally, cultural and contextual factors remain essential in understanding fashion buying behavior. For instance, Cho and Workman [2019] found that cultural orientations such as individualism and collectivism influence how consumers value uniqueness versus conformity in fashion purchases. This highlights the necessity of tailoring fashion marketing strategies to different cultural contexts.

Conceptual Framework

The research developed a conceptual model as shown below:

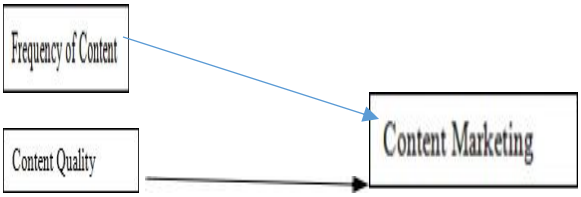


Fig 1.1. Conceptual Framework
Source: Researchers Model [2025]

Effect of Content Frequency and Content Marketing

The rate at which content is produced plays a critical role in the success of content marketing efforts, affecting key areas such as audience interaction, brand awareness, and performance in search engine rankings [Kapoor & Lee, 2019]. Increasing the frequency of content delivery enhances consumer engagement by maintaining a steady presence and enabling continuous dialogue between the brand and its audience [Alalwan, Rana, Dwivedi, & Algharabat, 2017]. As noted by Alalwan et al. [2017], consistently updating content helps to build and sustain consumer trust and loyalty, as it reflects the brand's dedication to offering meaningful and valuable information on a regular basis.

Content Quality and Content Marketing

The quality of content significantly shapes the outcomes of content marketing, impacting brand image, audience involvement, and overall campaign success. High-caliber content is a fundamental element of any effective content marketing approach, as it captures audience interest, builds brand authority, and fosters lasting consumer relationships [Ling & Yen, 2016].

At its core, well-developed content directly influences how consumers perceive a brand and the value it provides [Kumar & Lim, 2021, Okorie, 2008]. Informative, relevant, and engaging content reinforces the brand's knowledge, professionalism, and credibility, thereby strengthening its reputation and market standing [Murray & Cowan, 2018]. In contrast, poor-quality content—marked by vague messaging, factual errors, or weak presentation can damage the brand's trustworthiness and reduce its ability to connect with its target audience, weakening the overall impact of its marketing initiatives [Kumar & Lim, 2021].

iii. Theoretical Framework

The conceptual foundation of this empirical research draws from established theories in both content marketing and consumer behavior to explore and interpret the core values and attitudes that drive consumer actions. Central to this study is the Theory of Reasoned Action, which serves as the main theoretical lens for examining the key determinants that influence consumers' purchasing decisions.

Theory of Reasoned Action

Developed in the late 1960s by Martin Fishbein and Icek Ajzen, the Theory of Reasoned Action emphasizes the role of pre-existing beliefs and attitudes in shaping decision-making. At its core, the theory suggests that individuals engage in behaviors based on their intention to achieve a specific outcome. Within this framework, consumers are viewed as rational decision-makers who act in ways they believe will serve their best interests [Kim, Gupta, & Singh, 2019]. A key principle of the theory is the importance of specificity—people are more likely to act when there is a clearly defined expected result. However, from the moment an intention is formed to the point of action, individuals remain free to reconsider and alter their choices [Kim et al., 2019].

This theory is highly relevant to the present study, particularly in the context of marketing. It provides valuable insights for marketers, emphasizing the need to link products with specific, positive outcomes to encourage purchase behavior. For instance, Axe Body Spray effectively applied this approach by associating its brand with increased attractiveness to women. Additionally, the theory draws attention to the importance of guiding consumers through the sales process efficiently. Delays between the intention to purchase and the actual transaction create opportunities for consumers to experience doubt or abandon the decision altogether.

iv. Empirical Framework

Ajike et al. [2024] examined how digital advertising influences clothing purchase decisions among students in Nigerian private universities. Using a quantitative survey of 400 respondents, they applied regression analysis to test the impact of online advertising on awareness, interest, and purchase desire. Findings revealed that digital content significantly increased awareness and had a strong positive effect on buying decisions. However, the study's limitation was its reliance on a student sample, which reduces the generalizability of results to wider fashion consumers.

Ihenacho [2024] investigated the impact of digital fashion shows on consumer engagement with fashion brands in Nigeria. Employing a desk-based analysis of secondary data from online fashion events, the study assessed how interactive content such as livestreams and virtual showcases influenced consumer engagement. Results indicated that digital fashion shows expanded reach, increased consumer interest, and strengthened engagement with fashion brands. A key limitation was the absence of primary consumer data, making it difficult to confirm actual purchase outcomes.

Mulikat et al. [2025] focused on the role of digital marketing factors in shaping the buying behaviour of Generation Z consumers across Africa, with Nigeria included in the sample. The authors employed a survey-based quantitative design with over 300 Gen Z respondents and analyzed data using structural equation modeling. Findings showed that persuasion, influence, and followers were stronger predictors of buying behaviour than mere awareness. The study highlighted the importance of influencer-generated content in fashion marketing. However, it did not specifically isolate Nigerian data, which limits country-specific conclusions.

Olaleye and Akinpelu [2025] studied the impact of social media marketing on purchase decisions in selected online superstores in Lagos, Nigeria. Using questionnaires distributed to 350 customers and regression analysis, they found that ease of navigation, promotional discounts, and social media advertising were significant predictors of purchase behaviour. The study concluded that usability and promotional content are critical factors in consumer patronage. A limitation of the work was its focus on online superstores rather than fashion-specific businesses.

Sinoka et al. [2019] examined the impact of brand awareness and social media content marketing on purchase decisions in a multi-country study, which has been referenced in Nigerian marketing literature. Using survey methods, the study found that content marketing strongly enhances brand awareness, which in turn predicts consumer buying behaviour. Although insightful, the study was not limited to the Nigerian fashion industry, reducing its direct contextual relevance.

Djafarova and Rushworth [2017] explored the credibility of online celebrities' Instagram profiles in influencing purchase decisions among young female users in the United Kingdom. Using qualitative interviews, they found that perceived credibility and authenticity of influencer content strongly shape buying behaviour. While not Nigeria-specific, their findings have been applied to Nigerian contexts, particularly in studies of influencer marketing and content credibility in the fashion sector. The limitation lies in the geographical and cultural differences, which may affect the direct applicability to Nigerian consumers.

Ajiboye and Okeke [2023] conducted a survey of 320 fashion consumers in Lagos to assess how Instagram content influences fashion purchase behaviour. Using regression analysis, the authors found that informative and entertaining content significantly predicted purchase intention, while excessive promotional posts reduced consumer trust. The study underscored the importance of balancing promotional and value-driven content in fashion marketing. Its limitation was the exclusive focus on Instagram, ignoring other platforms such as TikTok and Facebook that are increasingly popular in Nigeria.
In a thesis submitted by Kalsi [2022] to the National College of Ireland, it was emphasized that content and digital marketing have become crucial components of international business, driven by the increasing digitalization of commerce. The study explored the influence of digital marketing on consumer purchasing behavior, focusing specifically on the fast fashion brand Zara within the Irish market. Findings revealed that Zara's standing in Ireland's fast fashion sector has been challenged by new, more aggressive competitors. The research examined how digital marketing can be strategically used to foster brand loyalty and shape consumer behavior. Data was collected via an online survey using a quantitative approach. Analysis through descriptive statistics indicated that Zara's digital marketing approach was underperforming compared to rival brands, with a weaker online presence. However, despite these shortcomings, consumers continued to associate the brand with high product quality. As a result, the study recommended that Zara could regain competitive advantage by repositioning itself through eco-conscious digital marketing strategies and strengthening its online branding efforts.

Similarly, Anil, Sinha, and Bhatt [2020] defined content and digital marketing as strategies Involving digital media platforms to connect with consumers, enhance brand visibility, and drive sales. Their study investigated how social media marketing impacts consumer behavior in the apparel sector. Using a survey of 210 individuals across different age groups, the research identified a positive relationship between social media marketing and consumers' purchasing decisions. Key motivating factors included quality, comfort, affordability, discounts, and promotional offers. Brand recognition was highlighted as the most influential factor driving purchase intent. Positive buying experiences on social media platforms also encouraged customers to recommend products to others. The study concluded that social media marketing has become the most prominent and preferred digital marketing tool today, offering

valuable insights for marketers and researchers interested in digital consumer engagement.

In another study, Yodi et al. [2020] examined how both content and influencer marketing affect purchase decisions, with consumer behavior acting as a mediating factor. The research targeted customers of the fashion brand Erigo and applied purposive sampling to survey 100 respondents. Path analysis was used to evaluate the relationships between variables. The findings indicated that content marketing significantly influences consumer behavior and, in turn, purchasing decisions. Influencer marketing showed similar direct and mediated effects. The results further revealed that while content and influencer marketing contribute meaningfully to consumer decisions, their indirect effects—mediated by consumer behavior—were less impactful than the direct influence of product differentiation and direct marketing strategies. This underscores the nuanced role that consumer behavior plays in the effectiveness of modern marketing approaches.

The reviewed studies [Ajike et al., 2024; Ihenacho, 2024; Mulikat et al., 2025; Olaleye & Akinpelu, 2025; Sinoka et al., 2019; Djafarova & Rushworth, 2017; Ajiboye & Okeke, 2023] consistently show that content marketing has a positive effect on consumer buying behaviour in the Nigerian fashion industry, although in varying degrees and through different mechanisms such as awareness, engagement, usability, and influencer credibility. Despite these insights, limitations such as overreliance on student samples, cross-sectional designs, and lack of platform comparisons remain. This indicates the need for more comprehensive and causal research that explores diverse consumer groups and newer content formats in Nigeria's fashion sector.

3. RESEARCH METHODOLOGY

Research Design

This study adopted a descriptive research design, which is considered appropriate for providing an accurate profile of individuals, events, and situations (Creswell & Creswell, 2018). The descriptive design was chosen because it enables the researcher to systematically collect and analyze data from a relatively large number of respondents in a standardized manner. Both participant observation and survey approaches were utilized to capture relevant information. Fieldwork was conducted in Asaba, Warri, and Abraka, all located in Delta State, Nigeria.

Study Population

Babbie (2016) defines a target population as the specific group of people, items, or events from which a researcher draws conclusions. It represents the broader category from which a sample is selected, and findings are often generalized to this larger population. Consistent with this definition, the population for this study comprised students from three tertiary institutions: the Federal University of Petroleum Resources, Effurun; Dennis Osadebay University, Asaba; and Delta State University, Abraka. These students were considered appropriate for the study because of their high exposure to fashion trends and frequent engagement with internet-based content marketing campaigns. Given limitations of time and financial resources, a sample was drawn from this population to ensure feasibility while still achieving the study's objectives.

Sample Size and Sampling Techniques

A total of 100 respondents were selected from the three universities, irrespective of age, gender, or discipline. The respondents were chosen using a combination of simple random sampling and convenience sampling. Random sampling was applied to ensure fairness in selection across a broad field of study, while convenience sampling was adopted due to its practicality, cost-effectiveness, and alignment with the study's resource constraints (Etikan et al., 2016). This dual approach ensured that the selected sample was both accessible and sufficiently representative for the study.

Reliability and Validity

Establishing the reliability and validity of the research instrument is crucial to ensuring that the findings of this study are dependable, consistent, and accurately measure the constructs of interest. For this study, reliability and validity tests were conducted to ascertain the soundness of the questionnaire used to assess the influence of content marketing on student buying behavior in the Nigerian fashion industry.

Reliability refers to the degree to which the research instrument yields consistent results when repeated under similar conditions (Cronbach, 1951). To determine the internal consistency reliability of the instrument,

Cronbach's Alpha coefficient was computed for each major construct.

A **pilot study** was first conducted using 20 students who share similar characteristics with the study population but were not included in the main sample. The responses from the pilot test were analyzed using the Statistical Package for the Social Sciences (SPSS) version 25.

According to Nunnally and Bernstein (1994), a Cronbach's Alpha value of **0.70 and above** indicates an acceptable level of reliability for social science research. Since all constructs in this study recorded Alpha values greater than 0.70, the instrument was considered **highly reliable** and suitable for the main data collection.

Validity concerns the extent to which an instrument measures what it is intended to measure (Campbell & Fiske, 1959). The validity of the research instrument was assessed through **content validity, construct validity**, and **criterion-related validity**.

i. Content Validity:
The questionnaire was thoroughly reviewed by three experts in marketing and consumer behavior, and two professionals from the Nigerian fashion industry to ensure that all items were relevant and adequately represented the constructs of content marketing and student buying behavior. The experts' feedback led to the refinement and rewording of certain items to improve clarity and comprehensiveness.

ii. Construct Validity:
Construct validity was assessed through **factor analysis** using the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity. The KMO value obtained was **0.84**, which is above the recommended threshold of 0.60, indicating that the sample was adequate for factor analysis. Bartlett's Test of Sphericity was significant ($\chi^2 = 812.45$, $p < 0.001$), confirming that the data were suitable for factor analysis. All items loaded strongly on their respective constructs, with factor loadings above 0.50, supporting the structural integrity of the measurement model.

iii. Criterion-Related Validity:
Criterion validity was established by examining the correlation between content marketing strategies and measures of student buying behavior (purchase intention, brand preference, and repeat purchase). The correlation coefficients were positive and significant ($r = 0.62$, $p < 0.01$), indicating that higher exposure to effective content marketing strategies is associated with stronger buying behavior among students in the Nigerian fashion industry.

Data collection involved both primary and secondary sources. The primary data were obtained through the administration of self-completed questionnaires, while secondary data were derived from relevant scholarly literature and reports. The questionnaire was divided into two sections. The first section contained closed-ended questions designed to capture respondents' demographic characteristics, such as age and gender. The second section employed a five-point Likert scale to measure respondents' perceptions of influential content marketing factors affecting consumer decision-making in the fashion industry.

The Pearson Product Moment Correlation (PPMC) technique was employed to test the relationship between content marketing (independent variable) and consumer buying behaviour (dependent variable). The PPMC coefficient was computed, and statistical significance was determined using the p-value. A significance level of 0.01 was established. Thus, if the p-value obtained from the analysis was less than 0.01, the null hypothesis was rejected, indicating a statistically significant relationship between the variables.

4. RESULTS AND DISCUSSION

This section dealt with the thorough presentation and analysis of the data collected. The data was analysed using frequency tables and simple percentage, and statistical methods.

Table 1.1 Demographic result of respondents

Gender	Number	Percentage [%]
Male	36	36
Female	64	64

Source: Field Work 2025

Table 1.2 Age Distribution of respondents

Age	Frequency	Percentage [%]
15 – 19	7	7
20 – 24	42	42
25 – 29	22	22
31 – above	29	29
Total	100	100

Source: Field Work 2025

Descriptive Statistics
Four research questions were raised and answered using 5 point likert scale of Strongly agreed, agreed, neutral, disagreed, and strongly disagreed in the order or 5 to. Five [5] items make up each research questions and a collective decision is made on each item based on their mean value. For items with a mean above 3.0 which is the decision point are considered agreed, while items with a mean below 3.0 are considered disagreed.
Question One: To what extent does frequency of content influence consumers' buying behaviour?

Table 1.3. Frequency of Content Influence Consumers' Buying Behaviour

S/N	to what extent does frequency of content influence consumers' buying behaviour?	SA	A	N	D	SD	$\bar{x}$
1	the frequency of content from a brand affect my likelihood of purchasing their products	37	37	5	9	12	3.78
2	regularly seeing content about a product influences my purchasing decisions	44	38	7	3	8	4.07
3	the frequency of content from a brand impacts my buying behavior	30	49	8	6	7	3.89
4	the consistency of content from a brand affect my purchasing habits?	24	45	14	8	9	3.67
5	I consider the frequency of content when deciding	26	37	16	14	7	3.61

	whether or not to buy from a brand?						

Source: Field Survey 2025
Key: Agree = 3.00 – 5.00
Disagree = 1.00 – 2.99

In table 4.2 above, Item one to five [1-5] shows the extent frequency of content influences consumers' buying behaviour. Items 1 to 5 have mean values above 3.00 hypothesized mean. From the responses given students of high institution patronize fashion industries based on frequency of content.

Question Two: To what extent does content quality influence consumer's buying behaviour?

Table 1.4. Content Quality Influence on Consumer's Buying Behaviour

S/N	to what extent does content quality influence consumers' buying behaviour?	SA	A	N	D	SD	x
1	the quality of content from a brand affect my perception of their products	40	33	6	10	11	3.81
2	A well-produced content influence my likelihood to buy a product	42	42	9	0	7	4.12
3	How strongly do you agree that high-quality content impacts your buying decisions	49	36	7	3	5	4.21
4	the creativity and originality of content affect my purchasing habits	42	32	9	12	5	3.94
5	I do consider the quality of content when evaluating whether or not to make a purchase	38	35	17	3	7	3.94

SOURCE: **Field Survey 2025**
Key: Agree = 3.01 – 5.00
Disagree = 1.00 – 2.99

In table 4.3 above, Item one to five [1-5] shows the extent frequency of content influences consumers' buying behaviour. Items 1 to 5 have mean values above 3.00 hypothesized mean. From the responses given students of high institution patronize fashion industries based on content quality.

Test of Hypotheses

Two [2] hypotheses were raised and tested using Pearson Product Moment Correlation [PPMC] analysis in the course of this study. In Pearson Product Moment Correlation analysis, when the significant [sig] value is less than 0.05 for 95% confidence level or less than 0.01 for 99% confidence level we accept the alternative hypothesis and reject the null hypothesis and vice versa. In order to test the hypothesis Pearson Product Moment Correlation analysis was used.

Hypothesis one: Frequency of content marketing does not significantly influence consumers' buying behaviour.

Table 1.5 Correlation Table

		FCM	CBB
Frequency of content marketing	Pearson Correlation	1	0.725
	Sig. [2-tailed]		<.001
	Sample size [N]	100	100
consumers' buying behaviour.	Pearson Correlation	0.725	1
	Sig. [2-tailed]	<.001	
	Sample size [N]	100	100

Source: Data Analysis Survey 2025, using SPSS.
Note: Correlation is significant at the 0.01 level [2-tailed].

The correlation coefficient between the independent variable [Frequency of content marketing] and itself is [1], indicating a perfect positive correlation as expected. The correlation co-efficient between Frequency of content marketing and consumers' buying behaviour. is [0.725], indicating a strong positive correlation. This state that as Frequency of content marketing increases, consumers' buying behaviour tend to increase as well.
The significance value associated with the correlation between Frequency of content marketing and consumers' buying behaviour is [< 0.001], suggesting that, this correlation is statistically significant at the [0.01] level. Therefore we accept the alternative hypothesis and reject the null hypothesis.
That is, Frequency of content marketing has significant effect on consumers' buying behaviour.

Hypothesis Two: Content quality does not significantly influence consumer's buying behaviour.

		CQ	CBB
Content quality	Pearson Correlation	1	.906
	Sig. [2-tailed]		<.001

	Sample size [N]	100	100
consumers' buying behaviour.	Pearson Correlation	.906	1
	Sig. [2-tailed]	<.001	
	Sample size [N]	100	100

Source: Data Analysis Survey 2025, using SPSS.
Note: Correlation is significant at the 0.01 level [2-tailed].

The correlation coefficient between the independent variable [Content quality] and itself is [1], indicating a perfect positive correlation as expected.
The correlation co-efficicient between Content quality and consumers' buying behaviour. is [0.906], indicating a strong positive correlation. This state that as Content quality increases, consumers' buying behaviour tend to increase as well.

The significance value associated with the correlation between Content quality and consumers' buying behaviour is [< 0.001], suggesting that, this correlation is statistically significant at the [0.01] level. Therefore we accept the alternative hypothesis and reject the null hypothesis.
That is, Content quality has significant effect on consumers' buying behaviour.

Discussion of Findings
The findings from this study underscore the significant impact of marketing strategies on consumer behavior within the context of the fashion industry, particularly among students. The analysis revealed a strong positive correlation between the frequency of content marketing and consumers' buying behavior [$r = 0.725$, $p < 0.001$]. This aligns with Al Aziz, Fauziyah, and Koeswandi [2021], who found that consistent exposure to brand content enhances brand visibility and fosters consumer engagement, influencing purchase decisions positively. The study's results suggest that students are notably influenced by the frequency with which they encounter brand content, demonstrating a propensity to patronize fashion industries that maintain regular engagement through various media channels [Al Aziz et al., 2021].
Moreover, the quality of content emerged as another critical factor influencing consumer buying behavior, evidenced by a strong correlation [$r = 0.906$, $p < 0.001$]. This finding resonates with Anil, Sinha, and Bhatt [2020], who highlighted the pivotal role of high-quality content in shaping consumer perceptions and purchase intentions. Their research emphasized that creative and relevant content not only attracts but also sustains consumer interest, underscoring its significance in driving favorable consumer behaviors such as brand loyalty and purchase decision-making [Anil et al., 2020, Inoni et al, 2024].

Based on the conducted study, significant findings reveal strong positive correlations between marketing strategies specifically frequency of content marketing, content quality, brand reputation, and influencer endorsements and consumer buying behaviour among students in the fashion industry. The study underscores that consistent exposure to brand content, high-quality content production, positive brand reputation, and strategic influencer partnerships are pivotal in influencing consumer perceptions, preferences, and purchase decisions. These findings not only contribute to understanding consumer behaviour dynamics but also provide actionable insights for marketers seeking to enhance consumer engagement and loyalty through effective marketing strategies in the competitive fashion market.

5. CONCLUSION

In conclusion, the study demonstrates that in the context of the fashion industry, effective content marketing, high content quality, strong brand reputation, and strategic influencer endorsements significantly influence consumer buying behavior. These findings highlight the importance for fashion marketers to carefully strategize their marketing efforts to maximize consumer engagement and drive purchasing decisions based on perceptual and reputational factors.

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