

Influence of Content Marketing on Business Performance Among SMEs in Dar Es Salaam City, Tanzania

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Abstract— This study investigated the influence of content marketing on SMEs' business performance located in Dar es Salaam, Tanzania. Also, this study examines the mediating role of online social network relationships. This study applied Social Network Theory. The study used a quantitative approach and an explanatory research design. This study used a sample of 363 SMEs selected from 3,952 clothing SMEs using a systematic sampling technique. Primary data were collected using structured questionnaires and analysed using linear regression models. Content marketing was positively and significantly related to SMEs' business performance ($B = 0.873, p < 0.001$) and online social network relationships ($B = 0.822, p < 0.001$). When both predictors were included in a model, content marketing ($B = 0.501, p < 0.001$) and online social network relationships ($B = 0.453, p < 0.001$) were still significant. The combined model explained 82.9% of the variation in business SMEs' performance. The study concludes that content marketing is related to enhanced SMEs' business performance. Clothing SMEs should consistently offer related product information, clear photographs, promotional videos and customer testimonials, while monitoring customer responses to advance content efficiency and support business growth within the clothing retail sector.

Keywords— Content Marketing, Business Performance, Online Social Network Relationships.

I. INTRODUCTION

Small and medium-sized enterprises (SMEs) contribute to economic development through employment creation, income generation and the provision of goods and services (Pulka, 2022). Their growth, however, depends on their capability to attract customers, preserve business relationships and respond to fluctuating market conditions. In Tanzania, inadequate capital, unreliable markets and insufficient infrastructure continue to constrain SME performance (Nkwabi & Mboya, 2019). Digital marketing offers opportunities for SMEs to communicate with customers and spread their market reach. But access to digital platforms alone does not guarantee enhanced business outcomes. The Organisation for Economic Co-operation and Development (OECD, 2024) recognises differences in digital capabilities and persistent skills and financial constraints as barriers to SME digitalisation. These challenges raise questions about how precise marketing

practices contribute to business performance within resource-constrained enterprises.

Content marketing includes creating and distributing related, valuable and consistent information to attract clients and sustain their interest in a business. Its influence focuses on helping clients to understand products, build confidence in a seller and preserve a relationship with the enterprise. For instance, Hollebeek and Macky (2019) explain that digital content marketing supports client engagement, trust and perceived value. For clothing SMEs, such content consists of product photographs, styling demonstrations, fabric descriptions, size guides and customer testimonials. These materials help potential consumers assess products and make purchasing decisions, particularly where physical inspection is unavailable. Content marketing therefore offers a foundation for examining how customer communication relates to sales, customer growth and profitability. Its effectiveness,

however, needs examination within the commercial and institutional conditions in which SMEs operate.

Previous studies offer evidence of an association between digital marketing and SME performance, although their findings vary in scope and background. In Kenya, Nganga (2022) revealed a positive relationship between content marketing campaigns and SME performance in Nairobi's central business district. In addition, Sharabati *et al.* (2024) found that digital marketing strategies supported SME performance, although their analysis addressed numerous digital practices rather than content marketing alone. In the Tanzanian context, Silvano and Mbogo (2022) conducted an investigation on the use of Facebook, Instagram and Twitter among women's clothing stores in Nyamagana District. Their study offers appropriate sector evidence, but its platform-based approach leaves questions about the contribution of the content communicated through those platforms. Likewise, Mushi (2024), from Mbeya City, exposed the significant relationship between wider digital marketing approaches and SMEs' business performance. These studies establish a basis for examining content marketing more precisely among clothing SMEs in Dar es Salaam.

The study problem worries if the content marketing contributes to improved SMEs' business performance. The previous studies on digital marketing in Tanzania do not fully resolve this question since results on mixtures of marketing strategies cannot establish the contribution of content marketing within a precise sector. For clothing SMEs, posting product information and attracting online attention might generate opportunities for client enquiries, but their relationship with sales and profitability requires further investigation. In addition, limited resources make this question nearly appropriate. The remaining gap is therefore the context-specific relationship between content marketing and clothing SMEs' business performance in Dar es Salaam, rather than an absence of Tanzanian research on digital marketing.

The current study investigates the influence of content marketing on business performance among clothing SMEs in Dar es Salaam. The study applied Social Network Theory (SNT) to describe the usage of content marketing and its effect on SMEs' performance. SNT helps explain how client relationships and information sharing might spread the reach of business content. Together, these viewpoints connect enterprises' marketing decisions with the relationships through which content reaches prospective customers. The study contributes evidence on a specific marketing practice within Tanzania's clothing sector and provides a basis for business owners and SME support

institutions to assess the role of content marketing in improving enterprise performance.

II. LITERATURE REVIEW

2.1 Theoretical Review

This study applied Social Network Theory (SNT). The SNT describes how relationships among businesses, clients and other actors have effect on access to information, resources and opportunities (Borgatti & Halgin, 2011). The theory assumes that actors are interdependent and that their influences and positions within networks has influence on the SMEs business outcomes. Its main elements consist of nodes, that representing actors; ties, representing their relationships; and network structure, telling on how these networks are organised. These relationships offer channels for sharing knowledge and resources that support SMEs business performance (Abbas *et al.*, 2019).

In this study, SNT describes that content marketing increases the SMEs business performance over customer relationships and information sharing. Useful content, together with product descriptions, styling advice and customer testimonials, tend to inspire interaction, build trust and stimulate references. When customers share this content within their networks, SMEs reach potential buyers beyond their existing customer base. The theory therefore offers a foundation for understanding how the circulation of marketing content through customer networks may contribute to increased sales, customer retention and business growth.

2.2 Empirical Review

This section presents the review of studies. Starting with global level, Lopez (2024) from Tagum City, Davao del Norte, Philippines conducted a study to examine the effect of content marketing strategy SMEs performance. The study was guided mainly by the RBV, Social Exchange Theory and TAM. Their research applied a quantitative approach and a non-experimental correlational design. The population involved of SME managers and owners. His study used a sample of 229 SMEs random selected. The findings of regression analysis established that content marketing strategy associated with positive relationship with SMEs performance. His research suggested that SMEs should improve the quality of content they produce and strengthen internal systems that support content planning and delivery. This study leaves a contextual gap since it was carried out in the Philippines, not in Tanzania, and a theoretical gap since it depends on RBV, SNT, and TAM. In contrast, this research applied SNT and DOI Theory, which are more suitable since content marketing works through

interaction, information sharing and the spread of new marketing practices amongst SME owners and customers.

Similarly, at the global level, Sharabati *et al.* (2024) from Jordan conducted research to examine the effect of digital marketing on SME performance. The study was guided by the TAM. The study by Sharabati *et al.* (2024) employed a quantitative survey design, and primary data were collected from managers of 190 marketing firms. The findings of SEM showed that digital marketing strategies are associated with an increase in SMEs' business performance. Their study recommended that SMEs should invest in digital tools, develop useful customer-centred content and receive policy and technical support for digital transformation. The study of Sharabati *et al.* (2024) leaves a contextual gap since it was carried out in Jordan and used marketing businesses rather than clothing SMEs in Dar es Salaam. Also, the study of Sharabati *et al.* (2024) leaves a theoretical gap since it used TAM, which primarily explains technology acceptance at the individual level. The current study uses SNT and DOI Theory since these theories clarify not only adoption of content marketing, but also how content spreads through customer networks and how new digital practices are recognised by SMEs over time.

In the African context, Ong'ondo *et al.* (2025) from Kenya conducted research to determine the effect of content marketing on the performance of supermarkets. The study was anchored on the TAM. Their research used a descriptive research design and targeted 120 employees from 12 supermarkets. The primary data was collected using questionnaires. The regression findings showed that content marketing had a positive and significant influence on supermarket performance. The study suggested that supermarkets should use online platforms to share content about their values, community activities, and services to strengthen performance. The study of Ong'ondo *et al.* (2025) leaves a contextual gap since it focused on supermarkets in Kenya instead of clothing SMEs in Dar es Salaam. Similarly, study of Ong'ondo *et al.* (2025) leaves a methodological gap since it relied on supermarket employees, while the current study collected data from SME owners. Likewise, the theoretical gap is clear since TAM does not fully clarify the role of customer networks and the spread of content practices. SNT is more suitable in clarify how content reaches customers through social ties and online interaction, while DOI Theory helps clarify how clothing SMEs adopt content marketing practices over time.

In Tanzania background, Mushi (2024) carried the research to examine effect of the content marketing on the SME performance in Mbeya City. His research employed a quantitative approach, consisted a 335 SMEs random selected. The finding of SEM established that digital

marketing strategies had a significant positive effect on SME performance, and the study encouraged SMEs to use content strategies, social media, and other digital tools more effectively. The study suggested continuous monitoring of digital activities and broader use of digital channels to improve results. This study is appropriate since it was carried in Tanzania, but it still leaves a contextual gap since it focused on SMEs in Mbeya City rather than clothing SMEs in Dar es Salaam City Council. It also leaves a theoretical gap since the study doesn't use SNT or DOI Theory. The current research uses these two theories since content marketing amongst clothing SMEs hinges on networks of customers, sharing of fashion information and the slow adoption of new digital practices in urban markets.

Content marketing refers to the development and distribution of online materials, such as social media posts, animated videos and blog posts, to promote products or services and attract customer interest (Baltes, 2015). Nganga (2022) investigated the influence of digital marketing on the performance of SMEs in Kenya. The results established a positive relationship between content marketing and SMEs' business performance. But his study was conducted in Kenya and covered SMEs from numerous sectors, while this study was carried out in Tanzania and precisely focused on clothing SMEs.

Moreover, previous studies have examined digital marketing and SME performance across different backgrounds, but evidence precisely addressing content marketing among clothing SMEs in Dar es Salaam remains limited. Nganga (2022) investigated the influence of digital marketing among SMEs in Nairobi, while Mushi (2024) investigated wider digital marketing strategies in Mbeya. In Tanzania's clothing sector, Silvano and Mbogo (2022) examined social media platforms and sales performance in Nyamagana District. These studies offer appropriate evidence but leave questions about the specific contribution of content marketing to clothing business performance in Dar es Salaam, where buyer preferences and competitive conditions might vary. The study adds theoretical perspectives to explain this relationship, while SNT clarifies how client connections and information sharing might generate value after adoption. Combining these perspectives provides a basis for examining both the adoption of content marketing and the relationships through which content reaches customers. Therefore, this study used a regression analysis, with a sample of 363 clothing SMEs, to examine the influence of content marketing on SMEs business performance in Dar es Salaam.

2.3 Conceptual Framework (CF)

Figure 1 presents the CF that shows the relationship between content marketing and SMEs business

performance. Content marketing is the independent variable, while business performance is the dependent variable. The framework proposes that useful and relevant marketing content may contribute to business performance by attracting customers, supporting purchasing decisions and encouraging repeat purchases. The arrow connecting the variables represents the hypothesised relationship, whose direction and strength are assessed through regression analysis.

The framework draws on Diffusion of Innovation Theory to explain SMEs' adoption of content marketing and Social

Network Theory to explain how customer interactions and information sharing may support business outcomes. These viewpoints describe that content marketing generate business value through its usage and movement within buyer networks. Online social network relationships offer a theoretical explanation for this process; their role as a mediator would require separate empirical testing. The framework therefore guides the analysis of the relationship between content marketing and business performance without assuming that the findings establish causality.

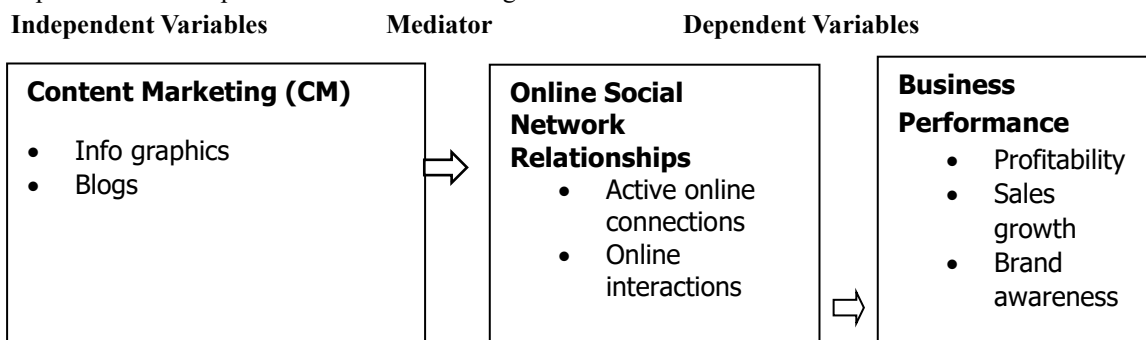


Fig.1: Conceptual Framework

III. RESEARCH METHODOLOGY

The study was conducted in Dar es Salaam City Council using a quantitative approach and an explanatory research design to examine the relationship between content marketing and business performance among clothing SMEs (Saunders *et al.*, 2019; Creswell & Creswell, 2018). The target population comprised 3,952 clothing SMEs (DCC, 2025), from which 363 respondents were selected using Yamane's (1967) formula at a 5% margin of error. The study used systematic sampling, in which a sampling frame compiled from relevant business registers was used to select eligible SMEs. After randomly selecting the initial sampling unit, the study selected subsequent units at a predetermined sampling interval until it reached the required sample size. This procedure provided a systematic and transparent approach to respondent selection and helped minimise subjective selection, thereby supporting the credibility of the study findings (Creswell & Creswell, 2018; Saunders *et al.*, 2019). Primary data were collected through structured, closed-ended questionnaires and analysed using simple linear regression to determine the direction, magnitude and statistical significance of the relationship between content marketing and business performance.

This study used simple linear regression to examine the relationship between content marketing and business performance among clothing SMEs in Dar es Salaam. The model estimated the direction, magnitude and statistical

significance of this relationship (Gujarati & Porter, 2009; Wooldridge, 2016). It was specified as follows:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon \dots\dots\dots (1)$$

Where:

Y = SMEs' business performance

X₁ = Content marketing

β₀ = Constant

β₁ = Regression coefficient for content marketing

ε = Error term

The coefficient β₁ represents the expected change in business performance related with a one-unit increase in content marketing. Statistical significance was evaluated at the 5% level, while R² showed the proportion of variation in SMEs' business performance explained by content marketing.

Regression diagnostics evaluated linearity, autocorrelation, multicollinearity, homoscedasticity and the normality of residuals. These checks supported the suitability of the model and the reliability of statistical inference (Gujarati & Porter, 2009; Wooldridge, 2016). Multicollinearity testing was unnecessary since the model contained only one predictor.

IV. FINDINGS

This part presents the findings where a linear regression model was used in data analysis. Since this study consisted

of a mediating variable, the appropriate analysis is hierarchical linear regression. The hierarchical regression analysis was carried out in three models to examine the direct influence of content marketing on business performance, as well as the mediating role of online social network relationships among clothing SMEs. Thus, this study estimates the model in three regression steps as follows;

4.1 Direct Effects of Content Marketing on Business Performance (Equation 1)

The first regression model examines whether content marketing significantly influences SMEs' business performance. The main purpose is to determine if the content marketing strategy significantly predicts SMEs' business performance.

$$BP = \beta_0 + \beta_1 CM + \varepsilon \dots \dots \dots (2)$$

Where: BP stand for SMEs' business performance (dependent variable), CM represent content marketing, β_0 is

the constant, β_1 is the regression coefficient, and ε represents the error term.

Table 1 demonstrates that content marketing had a positive and statistically significant relationship with SMEs' business performance ($B = 0.873$, $SE = 0.026$, $\beta = 0.873$, $t = 33.750$, $p < 0.001$). Thus, a unit change in content marketing was related to a 0.873-unit increase in SMEs' business performance. Similarly, a one-standard-deviation increase in content marketing was related to a 0.873-standard-deviation increase in SMEs' business performance; thus, the finding indicates a strong positive relationship. The constant was not statistically significant ($B = 0.001$, $t = 0.033$, $p = 0.974$). Hence, the null hypothesis that content marketing has no significant relationship with business performance was rejected. Thus, the alternative hypothesis was accepted, and it is concluded that content marketing is associated with an increase in SMEs' business performance.

Table 1: Coefficient for Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.001	.026		.033	.974
	Content Marketing	.873	.026	.873	33.750	.000
a. Dependent Variable: Business Performance						

4.2 Effects of Content Marketing on the Mediating Variable (Model 2)

The second equation presents the finding that content marketing significantly influences the mediating variable (online social network relationships). The intention is to know if content marketing is related to an increase in online social network relationships. Thus, a significant relationship is one requirement for establishing mediation.

$$OSNR = \beta_0 + \beta_1 CM + \varepsilon \dots \dots \dots (3)$$

Table 2 shows that content marketing had a positive and statistically significant relationship with online social

network relationships among clothing SMEs in Dar es Salaam ($B = 0.822$, $SE = 0.030$, $\beta = 0.821$, $t = 27.124$, $p < 0.001$). Thus, a unit change in content marketing was related to a 0.822-unit increase in online social network relationships. The constant was statistically insignificant ($B = 0.001$, $t = 0.019$, $p = 0.985$). Therefore, the null hypothesis of no significant relationship between content marketing and online social network relationships was rejected. Thus, the alternative hypothesis was accepted and it is concluded that content marketing is associated with an increase in online social network relationships among clothing SMEs in Dar es Salaam.

Table 2: Coefficient for Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.001	.030		.019	.985
	Content Marketing	.822	.030	.821	27.124	.000
a. Dependent Variable: Online Social Network Relationships						

4.3 Mediation Equation

Model 3 includes content marketing and online social network relationships to assess their direct relationships with business performance. Mediation is established by a significant indirect effect, preferably tested using bootstrap confidence intervals. The significant direct effect specifies partial mediation; a non-significant direct effect also shows indirect-only mediation.

$$BP = \beta_0 + \beta_1 CM + \beta_4 OSNR + \varepsilon \dots\dots\dots(4)$$

Table 3 established that content marketing ($B = 0.501$, $\beta = 0.501$, $t = 13.010$, $p < 0.001$) and online social network

relationships ($B = 0.453$, $\beta = 0.453$, $t = 11.780$, $p < 0.001$) were positively and significantly related to business performance. Thus, a one-unit change in content marketing and online social network relationships is associated with increases of 0.501 and 0.453 units in SMEs' business performance, respectively, *ceteris paribus*.

The finding established that content marketing's coefficient decreased from 0.873 in Model 1 to 0.501 in Model 3 but remained significant for both models. This is consistent with partial mediation through online social network relationships.

Table 3: Mediation Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.001	.022		.027	.979
	Content Marketing	.501	.039	.501	13.010	.000
	Online Social Network Relationships	.453	.038	.453	11.780	.000
a. Dependent Variable: Business Performance						

4.4 Regression Assumptions

4.4.1 Residual Normality Assumption

Residual normality was evaluated using a histogram and a Normal P-P plot. Residuals represent the differences between observed and predicted SMEs' business performance. Their distribution offers a practical check of the normality assumption, basic conventional regression

hypothesis tests and confidence intervals (Schmidt & Finan, 2018). As reported in Figure 2, the residuals form a symmetric and bell-shaped distribution around zero. In addition, Figure 3 indicates that the points closely follow the diagonal line. These patterns indicate no substantial departure from normality and support treating the assumption as reasonably satisfied.

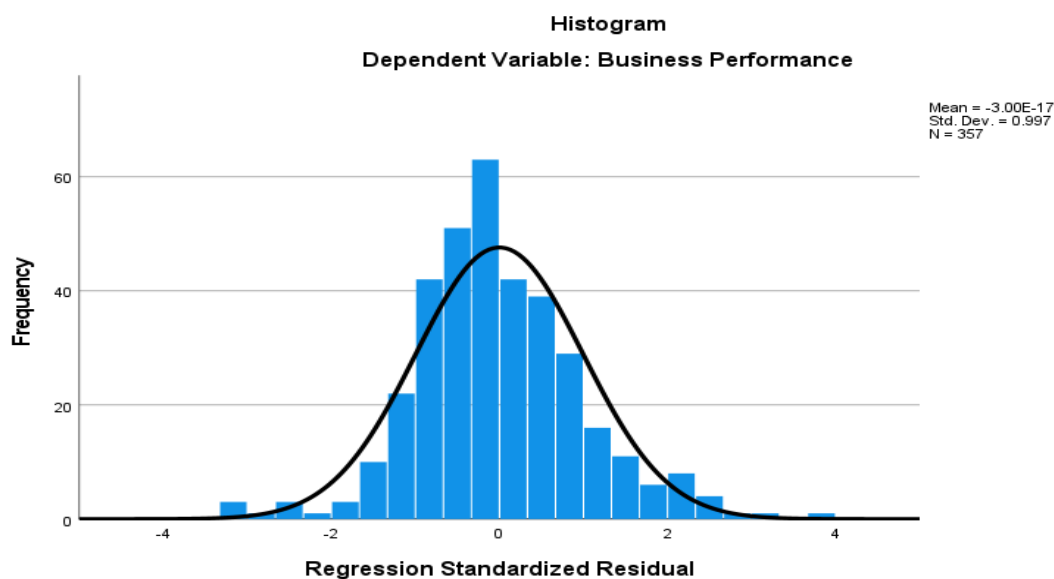


Fig.2: Histogram

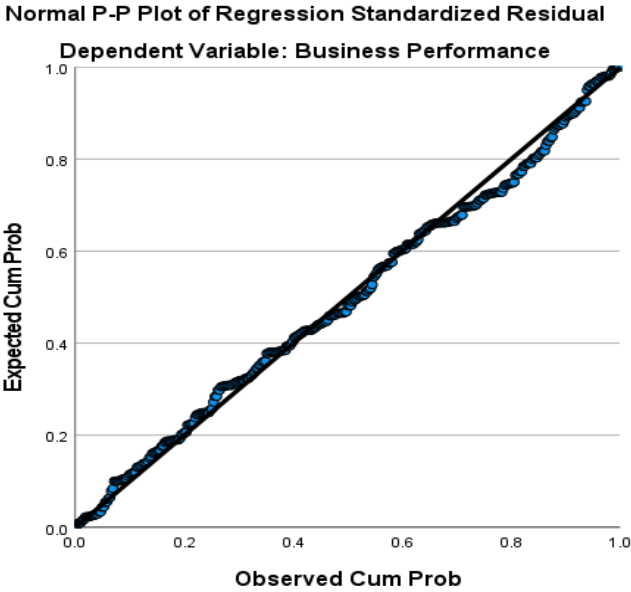


Fig.3: Normal P-P Plot

This paragraph presents the findings of the Kolmogorov–Smirnov and Shapiro–Wilk tests for residuals, where the findings in Table 4 show the p-values of 0.200 and 0.601, respectively. Both values surpass the 0.05 significance

level; thus, the null hypothesis of normality was not rejected. Thus, the study concludes that the residual is normality distributed.

Table 4: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.543	357	.200*	.744	357	.601
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

4.4.2 Heteroscedasticity

Homoscedasticity was evaluated to examine if the variance of regression errors remained constant across predicted SMEs' business performance values. Figure 4 displays residuals scattered around zero with uniform spread. Also,

the figure indicates no clear funnel-shaped pattern. Thus, the finding showed that the homoscedasticity assumption was reasonably satisfied; this supports the use of predictable standard errors for hypothesis tests and confidence intervals (Wooldridge, 2016).

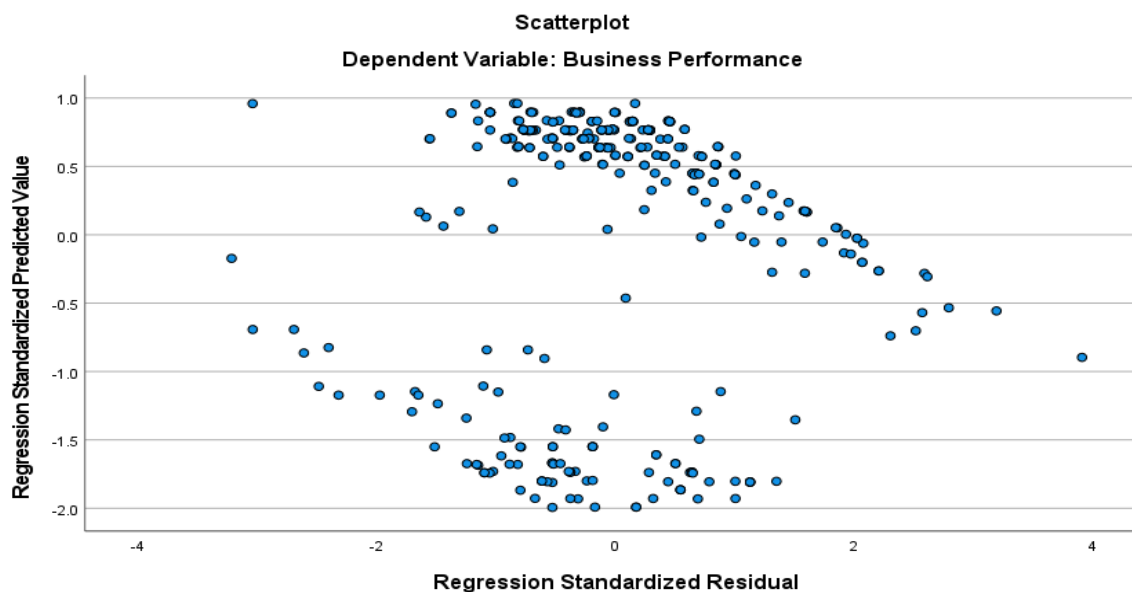


Fig.4: Scatter Plot

4.4.3 Multicollinearity

Multicollinearity happens when independent variables are strongly correlated; this declines the precision of their estimated relationships with the dependent variable (Shrestha, 2020). Table 5 demonstrates that both independent variables had tolerance values of 0.325 and VIF values of 3.072. Since tolerance is above 0.20 and VIF is less than 5, the variable has no serious collinearity.

Table 5: Multicollinearity

Variables	Tolerance	VIF
Content Marketing	.325	3.072
Online Social Network Relationships	.325	3.072

4.4.4 Autocorrelation

Autocorrelation refers to correlation among regression error terms, violating the assumption that residuals are

independent (Chaudhary *et al.*, 2023). The presence of autocorrelation contributes to biased standard errors and unreliable statistical inferences (Gujarati & Porter, 2009). In the current study, Durbin–Watson test was applied to evaluate autocorrelation (Chen, 2016). A value close to 2 specifies no autocorrelation (Wooldridge, 2010). As shown in Table 6, the Durbin–Watson statistic was 1.8, which implies that the residuals are independent and the regression results are reliable.

4.4.5 Model Summary

This subsection shows the regression model summary revealed in Table 6. The model has a correlation coefficient of $R = 0.911$, which implies a strong positive connection among the predictor variables (online social network relationships and content marketing) and SMEs business performance. The R Square value of 0.828 shows that online social network relationships and content marketing jointly account for 82.9% of the variation in SMEs' business performance.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.911a	.829	.828	.41447290	1.961
a. Predictors: (Constant), Online Social Network Relationships, Content Marketing					
b. Dependent Variable: Business Performance					

V. DISCUSSION

The current section shows discussion of the third objective. The findings established that content marketing is

statistically significant and has a positive influence on business performance. This established that producing related and engaging digital content is associated with

increasing SMEs' performance among clothing SMEs in Dar es Salaam. Even if its effect is smaller than that of social media marketing, content marketing remains a significant predictor of SMEs' performance. In the clothing industry, customers are highly influenced by visual information before making purchasing decisions. Thus, SMEs that generate high-quality definition (HD) photographs, short comedy videos, fashion designing tips, customer feedback and live product demonstrations are more likely to attract customer attention and encourage purchasing decisions. For instance, a clothing shop owner who uploads short TikTok videos indicating different ways to style new arrivals is likely to receive more views, shares and customer inquiries than a business that posts only static product images. Therefore, investing in attractive and informative digital content is associated with increased customer interest, brand image and increases business performance.

Findings align with studies at the global level; Lopez (2024) from the Philippines examined the effect of content marketing strategy on SMEs' performance. Their results of regression analysis established that content marketing strategy is positively associated with positive association with SME performance. Similarly, Sharabati *et al.* (2024) from Jordan conducted research to examine the influence of digital marketing on SME performance. Their findings of SEM showed that digital marketing strategies are associated with an increase in SMEs' business performance. In addition, results line up with Ong'ondo *et al.* (2025) from Kenya, who found that content marketing had a positive and significant effect on supermarket performance. Moreover, the findings of this study align with Mushi (2024) from Mbeya, which found that digital marketing strategies had a significant positive effect on SME performance, and the study encouraged SMEs to use content strategies, social media, and other digital tools more effectively. In addition, the findings align with Nganga (2022) revealed a positive correlation between content marketing and SME performance.

The findings of current research are consistent with DOI theory, which explains that firms that use innovative communication and marketing technologies are more likely to increase their organisational performance. Content marketing is an innovative digital marketing strategy through which SMEs create and distribute valuable, relevant and engaging information to attract and retain clients. The positive and statistically significant effect of content marketing on SMEs' business performance shows that clothing SMEs that use innovation are better positioned to increase customer awareness, strengthen brand credibility and stimulate purchasing decisions. In the clothing industry, customers depend heavily on visual information, product descriptions, fashion trends, customer

testimonials and promotional videos before making purchasing decisions. Thus, high-quality digital content becomes a significant source of product information and customer engagement. Thus, the findings support the proposition of Diffusion of Innovation Theory that the adoption of innovative marketing practices is associated with an increase in SMEs' performance.

The findings are supported by previous studies that have established the positive relationship between content marketing and business performance. For instance, Hollebeek and Macky (2019) found that valuable digital content increases customer engagement, brand loyalty and business performance. Similarly, Baltes (2015) established that content marketing facilitates SMEs to attract potential clients, create long-term relationships and increase sales through informative and engaging online content. Likewise, Chaffey and Ellis-Chadwick (2022) revealed that content marketing has become a vital component of digital marketing since it supports customer decision-making, increases online visibility and increases business growth. Thus, the present findings confirm that clothing SMEs producing related and engaging digital content attain better business performance by increasing customer trust, inspiring purchase intentions and firming up competitive advantage.

VI. CONCLUSION

The study concludes that content marketing has a statistically significant positive relationship with business performance among clothing SMEs in Dar es Salaam. Therefore, the null hypothesis (H_{03}), which stated that content marketing has no significant influence on business performance, was rejected. The findings suggest that providing relevant, informative and attractive digital content helps enterprises communicate product value and attract customer interest. Detailed product descriptions, clear photographs and styling tips helpful to clients to make purchasing decisions and inspire them to buy again, which increases business performance. The findings indicate that businesses need to create content that reflects the information customers need and their preferences.

VII. RECOMMENDATION

Based on the findings, this study recommended for clothing SMEs in Dar es Salaam strengthen their content marketing by steadily creating appropriate, informative and visually appealing material. This consists of clear product photographs, short advertising videos, customer testimonials, styling demonstrations and various fashion advice such as for weddings, casual work, parties, beaches

and churches. Content should offer precise information on prices, sizes, fabric quality and product availability to help customers make informed purchasing decisions. Business owners are required to monitor customer enquiries, feedback and sales related to their content to recognise what works best. These practices might increase buyer engagement, inspire repeat purchases and support business growth.

VIII. AREAS FOR FURTHER STUDIES

This study investigated the relationship between content marketing and clothing SMEs' business performance. Future studies need to examine whether different content formats, together with product photographs, videos, customer testimonials and fashion advice, have different relationships with sales, buyer retention and SMEs' profitability.

Since this investigation focused on one sector and Dae es Salaam location, further studies are required to cover other business sectors and other regions of Tanzania to evaluate the consistency of the findings. Longitudinal studies are needed to examine the changes in content marketing related to SMEs' business performance over time, while qualitative research could explore the challenges SMEs face in creating and distributing effective content.

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