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EDITORIAL NOTE

It is with great pleasure and immense pride that we introduce the inaugural issue of the Journal of Accounting, Management, and Financial Technology (JAMAF). This milestone achievement would not have been possible without the unwavering support and invaluable contributions from numerous individuals and entities.

First and foremost, we extend our heartfelt gratitude to Professor Musa Abiodun Aibinu, the esteemed Vice-Chancellor of [University Name], whose visionary leadership and unwavering commitment to fostering academic excellence have paved the way for the establishment of JAMAF. His guidance and support have been instrumental in making this journal a reality.

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We extend our gratitude to the entire University Management and Governing Council for their unwavering support and encouragement. Their commitment to providing a conducive academic environment has been crucial in nurturing the growth of JAMAF and promoting scholarly discourse in the field of accounting, management, and financial technology.

Furthermore, we would like to acknowledge the invaluable contributions of the various contributors to this maiden issue of JAMAF. The authors, reviewers, and editorial board members have played a vital role in ensuring the quality and integrity of the published articles. Their expertise, dedication, and rigorous evaluation have helped shape the content of this journal and set a high standard for future publications.

As we embark on this journey, we remain committed to upholding the principles of scholarly rigor, intellectual diversity, and innovation. JAMAF aims to serve as a platform for researchers, academicians, and industry professionals to disseminate cutting-edge research, share insights, and stimulate meaningful discussions in the fields of accounting, management, and financial technology.

We encourage scholars and practitioners from around the world to submit their original research, theoretical perspectives, and practical case studies to JAMAF. By fostering a collaborative and multidisciplinary approach, we strive to promote transformative ideas and facilitate the advancement of knowledge in these rapidly evolving fields.

Once again, we express our deepest appreciation to everyone who has contributed to the realization of this inaugural issue. Your support and enthusiasm have been pivotal in shaping the Journal of Accounting, Management, and Financial Technology, and we look forward to your continued engagement in the future.

Warmest regards,

Dr. A. A Salau

Editor-in-Chief

EFFECTS OF COVID-19 PANDEMIC ON THEPERFORMANCE OF SMALL-SCALE FASHION INDUSTRY IN KWARA STATE

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Abstract

The fashion industries have been hit by the Covid 19 pandemic. This made small-scale fashion businesses find it difficult to achieve their targeted profit benchmark due to the incessant market prices of inputs. The pandemic weakened small scale enterprises across Nigeria during the outbreak, which brought several challenges to their operations. This study examined the effects of Covid-19 Pandemic on the Performance of Small-Scale Fashion Industry in Kwara State. Descriptive research design was adopted for the study. The population of the study is 600 registered fashion businesses that duly registered with National Association of Fashion Industry in Nigeria (Kwara State Chapter). Researchers Advisers Table was used to get 234 copies of questionnaire, which were administered to the respondents. Multiple Regression was used to test the hypotheses, findings show that p-value of 0.37 (which is less than 0.010) reveals that social distancing has significant effect on profitability of small-scale enterprises in Kwara State. With a p-value of 0.004 (which is less than 0.010), lock down has no significant effect on the business expansion of small-scale enterprises in Kwara State. The study concluded that fashion designers should change their business strategy because of the Covid 19 pandemic. The fashion design business has started picking up after the Covid 19 pandemic more than before its emergence. The study recommended that they need to change their business strategy to adapt after the post Covid 19 pandemic. Fashion designers need to use digital platforms for their business sustainability.

Keywords: Business Expansion, Corona Virus, Lock down, Profitability, Pandemic, Social Distance

Introduction

Businesses around the world especially fashion industry businesses are in a continuous dynamic environment because of aftermath of the Corona virus pandemic. Most small-scale fashion design businesses find it difficult to achieve targeted profit benchmark due to the incessant market prices of inputs during the pandemic. The SMEs sector contributed more than 90% of all economic activities and more than 50% of all employment opportunities globally and also, accounted for more than 40% of GDP in developing nations (Garba, 2020).

Although the Covid-19 disease broke out in China, the first confirmed case of Covid-19 in Nigeria was detected in a traveler who arrived in Lagos from Europe on February 27, 2020 (National Centre for Disease Control, NCDC, 2020). The wave of Corona Virus, Covid-19 pandemic outbreak causes human health, disrupting the livelihood i.e., occupation of thousands of people, and impact negatively on the global economy.

Small-scale enterprises are backbone of developing economies. In Nigeria, they have been identified as the drivers of the economy due to their capacity to stimulate productivity, provide employment opportunities and improve welfare of the people (Oke, Olumayowa& Abiodun, 2021). Development of small-scale enterprises has been a focal point of the various governments of the world because they have flexible configurations and immensely contributed to nation building. Their unique nature lies in the utilization of raw materials from local sources, creation of employment, motivation for rural development, entrepreneurship development, mobilization of local savings and platform for self-employment.

However, during the outbreak small-scale business owners or managers find it difficult in making profits constantly due to social distancing and lock down periods. The level of social distancing and lock down measures affected the scarce production outputs, and which bring about high cost of goods in the market. Therefore, fashion businesses must adapt, improve, and put more efforts that is capable to translate into improving their profit percentages. They should be able to utilize the knowledge and perception of Covid 19 to achieve business sustainability. The study explored Covid 19 and Performance of Small-Scale Fashion businesses in Nigeria.

Statement of the Problem

Small scale businesses represent the country's major opportunities for industrialization, also contributes majorly to sustainable growth around tax generation, generation of raw material requirements, generation of employment opportunities and poverty alleviation. The Covid-19 outbreak has caused a lot of damages to the world economy. The spread of the virus brought about lockdown, a social distancing that results in the closure of markets, public offices, business organizations, places of worship, and events, the extent to which the virus spread and uncertainty about the situation let consumers and investors run away for safer consumption and investment (Ozili & Arun,

2020). The outbreak of Covid-19 in Nigeria virtually affected all facets of life such as: education, social activities, political, governance, and economic dealings. Most business transactions during the outbreak of Covid-19 recorded low sales.

During the pandemic Small-scale fashion industries were shutting down because of restriction of movement. This made small-scale fashion businesses find it difficult to achieve targeted profit benchmark due to the incessant market prices of inputs. Nigerian government imposed several restrictions as a measure to combat the spread of Covid-

19. The restriction on the movement of people, goods, and services in many countries causes great losses for businesses and industries which include; aviation, entertainment, hospitality, and sports. The aggregate loss globally was projected to be more than $4 trillion (Ozili, 2020).In Nigeria, social distance implication was very high on fashion design businesses at that time. During Covid 19, the profitability of the fashion design business is affected because of increase in the cost of importation.

Covid 19 lock down affected the expansion of the fashion design business. It is observed that, small-scale fashion design businesses in Nigeria have not been able to function maximally because of negative effect of the Covid-19 pandemic. There is vulnerability about the business transactions especially fashion design business despite the fact that,

priority has been given to protection of life and health conditions of the citizens. More importantly, the production factories for clothes are affected negatively because of increase in the cost of production of materials during the pandemic. In addition, because of lack of supply of raw materials, fashion design businesses cannot triumph and consequently, there is enough supply of cloth products in the market but more expensive. In China, the decrease in consumption coupled with an interruption in production distorted the global supply chains which affect many businesses in many countries of the world (Fernandes, 2020), particularly, Nigeria which depends mostly on China. This situation has crippled the expansion and profitability of small-scale fashion design businesses.

Research Questions

The study examined the following research questions.

i. What is the effect of social distancing on profitability of small-scale businesses in Kwara State?
ii. To what extent did lock down influence business expansion of small-scale businesses in Kwara State?

Research Objectives

The main objective of the study is to examine the effects of Covid19 Pandemic and Performance of Small-Scale Fashion Businesses in Kwara State, the following specific objectives are to:

i. Examine the effect of social distancing on profitability of small-scale businesses in Kwara State.
ii. Investigate the impact of lock down on business expansion of small-scale businesses in Kwara State.

Hypotheses

H_{01}: *Social distancing does not have significant effect on profitability of small-scale enterprises in Kwara State.*

H_{02}: *Lock down has no significant effect on business expansion of small-scale enterprises in Kwara State.*

Literature Review

Corona Virus

The United Nation (2020) declared a pandemic by the World Health Organization (WHO) on 11th March 2020, the novel deadly disease; Corona Virus 2019 (Covid-19) pandemic which brought stagnation in the health sector, unemployment and loss of jobs, economic meltdown, and the threats of recession in several economies of the world (Ryder, 2020). According to World Health Organization (WHO), the disease was first reported in the city of Wuhan, China, in December 2019, the disease has continued to spread to over 190 countries (Congressional Research Service, 2020).

The era of globalization and intense Corona virus measures, small-scale fashion businesses struggle to survive with adequate and appropriately business sustainability. Considering the problem of Covid 19 pandemic affecting small-scale ventures in Nigeria. Adebiyi, Jokthan, and Njidda (2020) posits that majority of small-scale businesses in Nigeria have recorded a decline in profitability due to poor marketing, distribution, pricing of products, poor health care services, unsuitable houses and poor maintenance of houses that characterized the industry in Nigeria. Covid 19 pandemic placed considerable pressure on achieving targeted profit margin of small-scale businesses across Nigeria during the outbreak, which the business owners do not have the choice than to create other strategies in achieving their profit and getting more customers.

The pandemic weakened small scale enterprises across the world during the outbreak, which brought several challenges to their operations as most industries today grabble with Covid-19 protocols of the World Health Organization. The outbreak of Covid-19 disrupted production flows in small-scale businesses, reduced demand for non-essential goods and services, and forced enterprises to suspend or scale down their operations (International Labour Organization [ILO], 2020). The covid-19 pandemic affects the fashion industry as governments close down manufacturing plants, and through store closures, and event cancellations to slow the spread of the virus. During the pandemic, the fashion industry faces challenges in consumer demand, production, sales, and profit. New opportunities are also presenting themselves as fashion brands shift to making fashionable coronavirus face masks.

Social distancing

Social distancing as a measure to curb this pandemic, private business would be forced to lay-off many workers to survive and remain financially feasible, which could significantly increase unemployment in the economy. Historically, issues such as youth unemployment and poverty, in general, were thought to be the responsibilities of government and civil society (Fagge &Zubairu, 2017). The adverse implication of the global social distancing births macroeconomic policies and general equilibrium on citizens and government of any nation. The economy of most developing nations encounters a shift in Gross Domestic Product (GDP), as restricted movements affect the economic strength of the nation, (Udeh, 2020).

Hafez (2020), the World Bank Vice President to Africa, said that , social distancing is testing the limits of societies and economies across the World and African countries are likely to be hit particularly hard. The possibility of the world's social distancing as preventive measures is a growing concern for many nations. Saleh, (2015), there have been predictions from economic and social change analyst based on the effect of the novel deadly virus; 2019 Corona Virus (Covid-19) pandemic. According to World Bank Group (April, 2020), the economic growth in the Sub-Saharan Africa as projected to decline from 2.4 percent in 2019 by a decreasing rate of -2.1 to -5.1 percent in 2020, causing the first recession in the region in 25 years, while hitting hard on 3 largest economies of Nigeria, South Africa and Angola, (Saripalle, 2020).

Lockdown

The lockdown and ban on interstate transportation within the country has a large impact on business and trade of both internal and external exchange of goods and services, which both serves as source of income to the Nigerian economy, (Nnamani, Onyekwelu&Ugwu, 2020). This has led to the Federal Government taking radical steps like the issuing of an executive order to lock down the major economic hub of the country with a view of preventing the virus from spreading. The use of public health measures like physical distancing, household isolation, massive lockdown, and border closures to slow the spread of the new virus are no doubt working. But not without delivering a significant fall in economic activity, National Bureau of Statistics (2020), the demand and supply of goods had been in shocks.

The containment measures had unprecedentedly reduced the transportation of people and products. At the same time, earning was being revised due to reduced investment flows, according to the United Nations Conference on Trade and Development, the International Labour Organization (ILO) had predicted employment crises (Moreki & Chiripasi, 2011), while the World Trade Organization awaits world trade to plummet by between 13 and 32% in 2020. The IMF and Organization for Economic Co-operation and Development (OECD) had confirmed an impending worst economic downturn. The lockdown will directly alter sectors that estimated for one-third of GDP in major economies (Oke, Olumayowa& Abiodun, 2021).

Performance of Fashion Businesses

Performance is a general structure that refers to the operations of the enterprise Opusunju MI, Akyuz M, Abdullahi IA. 2019. It has been noted that performance reflects the productivity of members of an enterprise measured in terms of revenue, profit, growth, development, and expansion of the organization Opusunju MI, Akyuz M, Jiya NS., 2019. Performance is defined as how an enterprise is doing in terms of an increase in profit, market share, product quality, and expansion about other enterprises in the same industry (Akyuz M, 2019). Fashion is widely considered to be the second industry only after oil, which is damaging to the environment (Woodside & Fine, 2019).Fashion businesses are one of the fastest growing industries in the world. Its popularity is accelerating every day with fashion designers experiencing an increased need by people who want to purchase designer clothes, wear custom made traditional fashion items to occasions and events, adjust ready-made clothing bought from the markets, purchase mass produced and imported fashion items and much more. The fashion industry is known to be one of the greatest innovations in the world, and from both an environmental and social perspective.

Fashion items are unique consumer products characterized by short life cycles, high demand volatility, low sales predictability, and impulsive purchases. (Zhou, 2015). Knowing that fashion companies have always faced the critical challenge of designing products that fit consumers' needs, the fashion industry lives on the cutting edge of design, continually reinventing itself while staying loyal to concrete fashion styles (Loureiro, 2017) . In the production of clothing, experience is often used to estimate the complete production process, which is subjective and lacks scientific basis. Cotton Incorporated (2021).

Profitability

Profitability is the primary measure of the overall success of enterprise, it is the ability of a given investment to earn a return from its use and its ratios measure the firm's ability to generate profits and central investment to security analysis, shareholders, and investors (Tulsian, 2014). A business that is not profitable cannot survive. The profitability analysis is based on the profit and loss account based on a synthetic form of expression of economic efficiency and reflects the ability of an enterprise to achieve profit through its result (accounting profit) i.e. revenue exceeds expenditures and it can be analyzed in two ways: in terms of absolute value of profits and secondly through profitability rates (relative sizes) that link the magnitude of the results obtained with the volume of resources employed to obtain these results (Carp &Mirea, 2017). Ailawadi, Farris and Parry (2019) dissected profitability into definitional components consisting of: purchase costs/sales ratio, manufacturing costs/sales ratio, marketing costs/sales ratio, etc.

Although the analysis of profitability ratios is important for the shareholders, creditors, prospective investors, bankers and government alike. Rangel, Santos & Savoia (2016) posited that one of the challenges in comparing two profit ratios such as: Internal Rate of Return (IRR) and Net Present Value (NPV) is that, while the IRR is a pure number, Kim, Mccann&Shinkle, (2020), the interest rate that equates the current value of input cash flows with the current value of output cash flows the NPV is calculated in monetary terms and is therefore an absolute and not a relative measure of an investment project worth. Usually, the relative measure of profitability is calculated in relation to the initial capital outlay.

Business Expansion

Business expansion is defined as the change in sales per year. Cervera, Fidel, and Schlesinger (2015) is an increase in the number of sales from year to year or from time to time. Business expansion is an indicator of the demand and competitiveness of companies in an industry. If sales are high, it will reflect increased income so that dividend payments tend to increase. Companies that have increased profits have a larger amount of retained earnings. An increase in company profits increases the amount of own capital that comes from retained earnings. Sales are relatively stable and always increase in a company, making it easier for the company to obtain external funds or debt flows to improve its operations. Companies with relatively stable business levels can be

safer to obtain more loans and bear higher fixed costs compared to companies with unstable sales.

Theoretical Review

2.2.1 Rational Choice Theory

Rational choice theory can apply to a variety of areas, including economics, psychology and philosophy. This theory states that individuals use their self-interests to make choices that will provide them with the greatest benefit. People weigh their options and make the choice they think will serve them best. This study is hinged on the Rational Choice Theory proposed by Philosopher Adam Smith 1776. The Rational Choice Theory also is known as the Choice theory is an economic principle that assumes that individual always makes prudent and logical decisions that provide them with the highest and personal benefits or satisfaction. The theory is based on the assumption that individual tries to actively maximize their advantage in any situation and therefore consistently try to minimize their losses (Sani, 2020).

In this study, this theory was used to understand and provide a rationale for private businesses decision to shut down of operation as a result of Covid-19 pandemic. Owners of private businesses have the main goal of profit maximization, and as a result of the scourge of the global pandemic, this goal may not be achieved, (Bell, Devarajan & Gersbach, 2015). The shutting down of businesses will harm their performance (financial and non-financial performance). The financial performance of private businesses will be negatively affected as a result of low patronage due to the lockdown in the country. Sales decline would occur, which would lead to low profit. Against the backdrop of low patronage, owners of private businesses are left with no choice than to lay off staff. This implies that the staff would lose their jobs.

Empirical

Kiranpreet Kaur (2021) conducted a study on the early impact of covid 19 on textile industry .The COVID-19 pandemic has exposed the economy to immense distress, ruptured multiple systems and left the economy out of breath. The present study has made an exploratory attempt to unleash the business-related issues faced by the textile entrepreneurs of India (Punjab) due to COVID-19. The data were collected from 123 entrepreneurs from the textile industry in Punjab. Factor analysis and regression analysis have been used for the purpose of analysis. It was found that the major

business-related issues faced by entrepreneurs due to COVID-19 include the radical effect on the working capital of the business and on future marketing campaigns to seek new orders. However, the majority of them were found to be digitally equipped to accept digital know-how instantly and grabbed opportunities by manufacturing N95 masks and personal protective equipment (PPE). The present study is a maiden attempt to unleash the early impact of COVID-19 on the textile industry in Punjab.

Ariana Gjoni (2021) conducted a study titledThe Impact of Covid-19 on the Creations of Fashion Designers. The pandemic, known as Covid-19, is affecting the global economy causing an economic crisis. The nonessential product categories are the categories that have been hit extremely hard, and the fashion industry is also part of this category. This study was conducted to understand the impact of Covid-19 on the apparel industry, independent fashion designers, in different European countries. The study has found that the apparel industry is one of the most affected industries among the other industries by COVID-19. Many of the demands that have been made are already being considered. Independent designers find it difficult to provide good conditions for their workers and have lost the harmony of the chain of realization and the launch of their collections in the market. With declining sales, the existing stock of manufactured garments will be sold at low prices in the coming months. Many designers have suspended advertising for their creations - though some continue to use social media influencers to promote their products. The current environment, although challenging, presents an opportunity for a substantial and welcome change that will simplify businesses and, ultimately, align them more closely with customer needs.

Senol Dane, Murat Akyuz, Michael Isaac Opusunju (2021) conducted a study titled Effect of COVID-19 on the Performance of Small Businesses in Nigeria. The study examined the effect of COVID-19 on the growth of small businesses in Nigeria. Materials and Method: In this study, survey research design was used with the aid of a close ended questionnaire which was administered to the respondents who were the owners of small businesses in FCT, Nigeria. The variables used were social distancing, lockdown, face mask and washing of hands which were used as measures of COVID-19 while number of customers, increases in sales or patronage and number of employees were used as measures of growth. The population of the study is the entire small businesses in FCT, and the sample size of 253 was derived using Taro Yamane formula. The variables were tested for reliability. The study used regression with the aid of SPSS

version 20. Results: There was a negative and significant effect of COVID-19 on the

performance (growth) of small businesses in Nigeria. Conclusion: The study recommended that Government of Nigeria especially Federal Capital Authority Administration in Nigeria should ensure provide financial assistance to small businesses to recover from the negative effect of COVID-19. They should encourage small businesses by removing them from multiple taxations so they can survive their businesses.

Gaps in Literature

Majority of the literature reviewed, adopted a research design which is qualitative method. But this study adopted quantitative technique. The purpose of adopting quantitative is to deals with data operations, data management, data corroboration, and data reporting and testing. Quantitative is designed to gain an in-depth understanding of how post Covid 19 pandemic and performance of small scale fashion businesses in kwara state can perform well during and after the pandemic.

Methodology

The study adopted a descriptive research design to assess the impact of covid 19 on the performance of small scale fashion businesses in kwara state. The data was sourced from administered questionnaires to owners of Fashion Enterprises in Kwara State. The population of the study is 600 registered fashion businesses that duly registered with the National Association of Fashion industry in Nigeria (Kwara State Chapter). The sample size is determined using 5% error margin is 234. Therefore, the researcher administered 234 questionnaires to the respondents. The simple random sampling techniques was adopted for equal chance of been selected. The validity of the instrument was tested using Content Validity Index (CVI), through the assessment of registered fashion businesses in Ilorin Metropolis, the assessors rated the instrument on a Five-Points scale, which indicated that the instrument was highly valid. To ensure reliability of the instruments, Cronbach's alpha coefficient was used to measure the variables.

Presentation of Data

Table 4.1 Administered Questionnaires

Respondents	**Frequency**	**Percentage %**
Completely Filled Questionnaire	211	90.1
Ineligible	11	4.7
Unreachable	12	5.2
Total	234	**100**

Source: Field Survey, 2022

From Table 4.1 Two hundred and eleven (211) copies of questionnaires were administered to the registered fashion designers in Ilorin Metropolis in Kwara State. Two hundred and eleven (90.1%) copies of questionnaires were filled and returned, which form the total numbers of responses, eleven copies (4.7%) were ineligible and twelve copies (5.2%) were unreachable.

Demographic Information of Respondents

Table 4.2 Distribution of the Respondents' Demographic Information

Variables	**Items**	**Frequency**	**Percentage %**
Gender	Male	97	46.0
	Female	114	54.0
	Total	**211**	**100**
Age	19 and Below	49	23.2
	20–29	74	35.1
	30–39	46	21.8
	40–49	9	4.3
	60 above	3	1.4
	Total	**211**	**100**

Marital Status	Single	75	35.1
	Married	120	56.9
	Divorced	17	8.0
	Total	**211**	**100**
Educational Qualification	SSCE	52	24.6
	OND/NCE	46	21.8
	HND/B.Sc.	59	28.0
	MBA/M.Sc.	45	21.3
	Others	9	4.3
	Total	**211**	**100**
Number of Years in Business	1 – 2	60	28.4
	3 – 4	76	36.0
	5 and Above	75	35.6
	Total	**211**	**100**

Source: Field Survey, 2023

From the analysis of the demographic information of the respondents on Table 4.2, it was revealed that 46.0% are male, while 54.0% are female; this implies that male respondents are more than the female respondents. This shows that there are more of female fashion designers in Ilorin Metropolis than their male counter parts. More business mended to be encouraged into the fashion design business.

For age category, 23.2% of the respondents falls within the age bracket of 19 below, 35.1% are 20 - 29, 21.8% are 30 - 39, 4.3% are 40 - 49 and 1.4% are 60 above. This implies that majority of the respondents are in their mid-twenties. This shows that the fashion designers in Kwara State are of very young age. This also gave room for young business men and women to be creative in the fashion industry at their youthful age.

For marital status, exactly 35.1% of the respondents are single, while 56.9% are married and 8.0% are divorced, this implies that majority of the respondents are married. The single business men and women should be encouraged to go into fashion business in Kwara State.

Also, exactly 24.6% of the respondents are SSCE, 21.8% are OND/NCE, 28.0% are HND/B.Sc. and 21.3% are Postgraduate (MBA and, M.Sc.), 4.3% are falls under others. Majority of the respondents are Higher National Diploma (HND) and Bachelor of Science (B.Sc.) holders. This implies that the fashion designers' business is graduate of various Polytechnic and Universities in Nigeria.

The number of years in business of fashion designers reveals that28.4% for 1 - 2, 36.0% is 3 - 4, 35.6% is 5 and above. This implies that the majority of the respondents have been in fashion designing business for3 - 4 years.

Test of Hypotheses

Hypothesis One

H_{01}- Social distancing does not have significant effect on profitability of small-scale enterprises in Kwara State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.380[a]	.330	.49	3.83514

a. Predictors: (Constant), Social distancing regulation, Performance fashion design business, Business challenges, Contacting customers, Business alternatives

Source: Researcher's Survey, 2023

The model summary as indicated in above shows that R-Square is 0.330; this implies that 33% of variation in the dependent variable (profitability) was explained by the constant variable's social distance (social distancing regulation, performance fashion design business, business challenges, contacting customers, business alternatives) while the remaining 67% is due to other variables that are not included in the model. This means that the regression (model formulated) is useful for making predictions.

ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	100.662	5	20.132	1.369	.237[b]
Residual	2985.788	203	14.708		
Total	3086.450	208			

a. Dependent Variable: Profitability

b. Predictors: (Constant), Social distancing regulation, Performance fashion design business, Business challenges, Contacting customers, Business alternatives.

Source: Researcher's Survey, 2023

The above summarized the results of the analysis of variation in the profitability with large value of regression sum of squares (100.662) in comparison to the residual sum of squares with value of 2985.788. This value indicated that the model explains a lot of the variation in the profitability. Nevertheless, the estimated F-value (1.369) as given in the table above with significance value of 0.000; which is less than p-value of 0.05 ($p<0.05$). This means that the social distance can jointly influence change in the profitability.

Coefficients [a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	15.818	2.385		6.632	.000
Performance of fashion design business	.004	.316	.001	.011	.091
Business challenges	.347	.410	.063	.846	.098
Business alternatives	.107	.311	.029	.345	.331
Contacting customers	.452	.246	.142	1.839	.067
Social distancing regulation	.279	.187	.105	1.490	.038

a. Dependent Variable: Profitability

Source: Researcher's Survey, 2023

Specifically, the result of regression shown in Regression Coefficients, tests hypothesis one. The results show that profitability (performance of fashion design business, business challenges, contacting customers and social distancing regulation) has positive effects on profitability. This is shown by their probability value (0.091, 0.098, 0.067 and 0.038) which is less than the chosen 10% significance level. However, business alternatives have a negative effect on profitability; this is shown by its p-value 0.331 which is greater than 0.10 significance level. This means that impact of business alternatives and contacting customers influences business profitability. This implies that null hypothesis was rejected, and alternate hypothesis was accepted. Thus, social distancing does have significant effect on profitability of small-scale enterprises in Kwara State.

Hypothesis Two

H_{02}: Lock down has no significant effect on business expansion of small-scale enterprises in Kwara State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483[a]	.580	.658	4.06782

a. Predictors: (Constant), Demand for fashion products, Physical connection of fashion design customers, Social media, Fashion business interruption, Business to shut down

Source: Researcher's Survey, 2023

The model summary as indicated above shows that R square value of 0.580 which implies that 58% of variance in the dependent variable (business expansion) is explained by the constant variables of level of education (demand for fashion products, physical connection of fashion design customers, social media, fashion business interruption, business to shut down). This regression (model formulated) is useful for

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making predictions since R is a significant value.

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	294.137	5	58.827	3.555	.004[b]
	Residual	3375.620	204	16.547		
	Total	3669.757	209			

a. Dependent Variable: Business Expansion

b. Predictors: (Constant), Demand for fashion products, Physical connection of customers, Social media, Fashion business interruption, Business to shut down

Source: Researcher's Survey, 2023

The regression results as contained the ANOVA analysis variation in the dependent variable with the value of regression sum of squares (294.137) in comparison to the residual sum of squares with value of 3375.620 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (3.555) as given in the table above with significance value of 0.004, which is less than p-value of 0.10 ($p<0.10$) which means that the explanatory variable elements can jointly influence change in the dependent variable (total business expansion).

Coefficients [a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	19.517	1.644		11.873	.000
	Business interruption	.354	.192	.133	1.846	.066
	Physical connection of customers	.186	.273	.047	.681	.497
	Business shut down	.068	.289	.017	.234	.015
	Social media	.654	.210	.218	3.119	.002
	Demand of fashion products	.189	.211	.064	.898	.070

a. Dependent Variable: Business Expansion

Source: Researcher's Survey, 2023

Regression coefficients shows the model coefficient (that is, the intercept and the slope) which reveals the effect of lockdown on business expansion of fashion designers in Kwara State. The result shows independent variable lockdown (business interruption, business shutdown, social media, and demand for fashion products) have a positive effect on the dependent variable business expansion. This is shown by their probability value (0.066, 0.015, 0.002 and 0.070) being less than the chosen 10% significance level (0.10). However, physical connection of customers has a negative effect on business expansion, this is shown by its p-value 0.497 which is greater than 0.10. This implies that business interruption, business shutdown, social media and demand for fashion products have influence on business expansion. So null hypothesis was rejected, and alternate hypothesis was accepted which states that lock down has a significant effect on business expansion of small-scale enterprises in Kwara State.

Discussion of Results

From the first objective which examined the effect of social distancing on profitability of small-scale enterprises in Kwara State, the findings show that respondents agree that Covid 19 social distancing affected the performance of their fashion design business. Majority of the respondents agree that they faced a lot of business challenges as a result of the Covid 19 social distancing. They made use of other business alternatives during the Covid 19 Pandemic. The Covid 19 pandemic have prepared you to add value to yourself and be independent. However, majority of the respondents agree that social distancing regulation really affected their fashion design business. A lot of fashion design business have not survived the Covid 19 pandemic.

From the findings, objective two analyzed the impact of lock down on business expansion of small-scale enterprises in Kwara State. Respondents agree that fashion design business was totally affected during the Covid 19 lock down. Majority of the respondents agree that the Covid 19 lockdown made a lot of fashion design business to shut down. However, the demand of fashion products was really affected because of its necessity during the Covid 19 pandemic. They have not been able to meet all their business aims and objectives because of the Covid 19 pandemic.

Conclusion

Based on the findings that were highlighted in the formulated hypotheses in this study, one can conclude that that the demand of fashion products was really affected as a result

Covid 19 Pandemic. The fashion designers made use of social media to get across to their customers during the Covid 19 lock down. Fashion business men and women learned a lot of business strategies as a result of the Covid 19 pandemic. The Covid 19 gave a lot of business insight to the fashion design business. They were able to make profits because of the change of business strategy they took as a result of the Covid 19 pandemic. The fashion design business has started picking up after the Covid 19 pandemic better than before the Covid 19 pandemic. Nigeria has a conducive business environment that have improve fashion business profit because of the emergence of creative fashion industry.

Recommendations

1. The fashion designers need to come up with other ways of contacting their customers during the pandemic. Nigeria fashion industry need to create a conducive business environment that have improve your business profit as a result of fashion industry. Generating sufficiently high level of profits is imperative for a fashion design business to survive and grow in a competitive market. There should be flexible strategies that doesn't involve customers meeting their fashion designers physically. A lot of fashion design business have not survived the Covid 19 pandemic.

2. Covid 19 lock down exposes the weakness of physical connection of fashion design customers. The fashion design business men and women can made use of the social media to get across to their customers, just to avoid physical connections. The fashion designers in Ilorin Metropolis can embark on marketing campaign to improve the fashion design business sales. They need to have creative business fashion model that can enhance expansion. The fashion design business needs government intervention in order to meet national demand for fashion products.

Contributions to Knowledge

This study uniquely contributes to the body of knowledge by examining the effects of Covid 19 Pandemic on the Performance of Small-Scale Fashion Industry in Kwara State. The study explored the impact of social distancing on profitability and the effect of lockdown on business expansion. This study provides information that serves as an eye opener to potential readers on the relevance of performance of fashion designers in Ilorin Metropolis. This study will also help the fashion designer made use of social media to get across to their customers. The findings of this study can be used as a reference for researchers investigating the aftermath of Covid 19 pandemic on fashion design business in Nigeria.

Limitation

The foremost limitations are the difficulty of getting access to the data, most of the respondents (fashion businesses) were reluctant to collect and fill questionnaires administered to them. It took a lot of persuasion from the side of the researcher to make them comply. Some of the Questionnaires were answered, some were returned without being filled while others were lost in the process and some respondents failed to answer the questions correctly.

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