

# The Impact of Digital Marketing on Customer Satisfaction in Nigeria's Mobile Phone Industry

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**Abstract:** This study looks at how digital marketing affects customer satisfaction in Nigeria's mobile phone market, focusing specifically on Tecno Mobile. It investigates how strategies like search engine optimization (SEO), social media marketing (SMM), and pay-per-click (PPC) advertising help improve customer satisfaction and brand loyalty. The researchers used a mixed-method approach and gathered survey data from 384 Tecno Mobile customers in Abuja, Nigeria, analyzing it with Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show a strong link between digital marketing strategies and customer satisfaction, with social media marketing being the most significant factor. The study offers recommendations for improving digital marketing efforts to boost customer satisfaction and retention. These insights are useful for mobile phone companies aiming to effectively use digital marketing in competitive markets.

**Keywords:** Digital Marketing, Customer Satisfaction, Social Media Marketing, SEO, PPC, Nigeria, Tecno Mobile.

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## I. INTRODUCTION

The fast-changing landscape of digital marketing has transformed how businesses connect with their customers. This field includes various methods, such as search engine optimization (SEO), social media marketing (SMM), pay-per-click (PPC), and email marketing. These strategies play a vital role in shaping consumer behavior and satisfaction. In Nigeria, where more people are using smartphones, digital marketing has become essential for companies in the mobile phone sector. With more than half of Nigeria's population being under 30 years old and internet access growing, digital platforms provide unique chances for businesses to reach tech-savvy shoppers. As reported by the Nigerian Communications Commission in 2022, internet access in Nigeria has hit 55%, creating an excellent environment for digital marketing efforts. Customer satisfaction plays a crucial role in determining the success of a business, as it affects brand loyalty and the likelihood of repeat purchases. Tecno Mobile, a prominent smartphone brand in Nigeria, has increasingly turned to digital marketing to connect with its customers. However, how effective these digital marketing strategies are

in boosting customer satisfaction, especially in emerging markets like Nigeria, is still not well understood. This study looks into how digital marketing influences customer satisfaction in Nigeria's mobile phone market, focusing on Tecno Mobile as a case study. The goal of the research is to offer insights into how companies can improve their digital marketing efforts to enhance customer experiences and build loyalty. By filling this knowledge gap, the study adds to the understanding of digital marketing in developing economies and provides practical advice for industry players.

## II. LITERATURE REVIEW

Digital marketing is essential for improving customer satisfaction because it allows businesses to connect directly with their customers and customize content to meet their needs. Khandelwal et al. (2018) note that companies that successfully use digital marketing strategies tend to have better customer loyalty and a more favorable view of their brands. In Nigeria, where many people use mobile phones, digital marketing offers an affordable way for brands to reach a wide and varied audience. The capacity to personalize

marketing messages and share them across various digital platforms has made digital marketing a key part of today's business strategies. Social media sites like Facebook, Instagram, and Twitter offer businesses a chance to connect with customers instantly. Research has indicated that engaging with customers on social media plays a crucial role in boosting their satisfaction and loyalty to a brand (Singh, 2019). For example, using interactive content, sending personalized messages, and quickly responding to customer questions can create a strong bond and trust between brands and their audience. In Nigeria, where many people use social media, platforms like Instagram and Twitter have become vital for brands looking to build relationships with their target customers. Additionally, social media enables companies to collect feedback and quickly resolve customer issues, which helps improve overall satisfaction. Search engine optimization (SEO) boosts a brand's visibility on search engines, making it easier for customers to find products and services that matter to them. Good SEO practices can lead to better customer experiences and build trust, which in turn increases satisfaction rates (Hasanata et al., 2019). In Nigeria, many internet users depend on search engines to find products, making SEO an essential part of successful digital marketing. By optimizing their websites with the right keywords and providing a smooth user experience, businesses can draw in more organic traffic and increase their chances of turning visitors into loyal customers. Pay-per-click (PPC) advertising helps businesses reach potential customers by focusing on their search habits and demographics. Although PPC can be expensive, it is still a powerful way to boost customer interest and drive sales (Ayoola & Ibrahim, 2020). In the mobile phone sector, companies can customize PPC campaigns to showcase particular product features or special offers, making them more appealing to potential buyers. For instance, Tecno Mobile might use PPC ads to advertise affordable smartphones to budget-conscious shoppers or emphasize high-tech features for gadget lovers. By precisely targeting their ads and tracking how well they perform, businesses can get the most value from their PPC efforts.

#### ➤ *Theoretical Framework*

This study is based on the Expectancy-Disconfirmation Theory (Oliver, 1980), which states that customer satisfaction relies on how well their expectations are met or surpassed. When digital marketing strategies are implemented successfully, they help match what customers expect with the actual services provided, leading to higher satisfaction. This theory serves as a strong basis for exploring the link between digital marketing and customer satisfaction in Nigeria. By looking into how digital marketing affects customer expectations and views, this study reveals how digital marketing boosts satisfaction and loyalty.

### III. METHODOLOGY

A mixed-method research strategy was used that combined both qualitative and quantitative techniques. This method enabled a thorough examination of how digital marketing strategies affect customer satisfaction. In the quantitative part, a structured questionnaire was sent out to 384 Tecno Mobile customers in Abuja, Nigeria. The survey asked questions about their exposure to digital marketing, their engagement, and their satisfaction as customers. For the qualitative part, in-depth interviews were conducted with 20 participants to gather more detailed insights about their experiences with Tecno Mobile's digital marketing efforts.

Data were examined using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess how different aspects of digital marketing influence customer satisfaction. PLS-SEM was selected because it effectively manages complicated models and works well with small sample sizes. The analysis aimed to determine how social media marketing, SEO, and PPC affect customer satisfaction and to investigate how customer expectations play a mediating role in this relationship.

### IV. RESULTS AND DISCUSSION

The analysis showed that social media marketing generated the most customer engagement, followed by SEO and PPC. More than 70% of the people surveyed said they interacted with Tecno Mobile's social media pages at least once a week, which emphasizes how crucial these platforms are for engaging customers. Social media offered customers a place to share their experiences, ask questions, and get immediate support, all of which led to greater satisfaction.

The research confirmed that digital marketing has a major impact on customer satisfaction ( $p < 0.05$ ). Among the methods used, social media marketing showed the greatest positive effect, while SEO and PPC had moderate impacts. These findings are consistent with earlier research highlighting how social media helps strengthen customer relationships (Singh, 2019). The study also revealed that customers who came across Tecno Mobile through SEO or PPC campaigns were more inclined to view the brand as trustworthy and dependable, which further boosted their satisfaction.

The research indicates that mobile phone companies need to focus on engaging with customers through social media, improving their SEO tactics, and fine-tuning their PPC campaigns to boost customer satisfaction and loyalty. For example, brands can use content created by users and collaborate with influencers to strengthen their social media impact. Moreover, businesses should invest in data analysis to understand customer preferences better and adjust their digital marketing strategies to meet those needs.

## V. CONCLUSION AND RECOMMENDATIONS

This research shows that digital marketing is essential for customer satisfaction in Nigeria's mobile phone sector. Businesses that use effective digital marketing strategies tend to have better brand image, stronger customer loyalty, and higher sales. The results emphasize the significance of social media marketing in boosting customer engagement and satisfaction. They also stress the importance of SEO and PPC in establishing trust and increasing visibility.

To boost customer satisfaction, companies need to connect with their customers by using interactive posts, hosting live sessions, and providing quick responses on social media. Mobile phone brands should also enhance their website layout, focus on the right keywords, and ensure their content is relevant to improve their search engine rankings. Using data analytics can assist businesses in fine-tuning their digital marketing strategies and customizing user experiences. Moreover, companies should optimize their pay-per-click advertising to reach the right audience and get the best return on their investment. Encouraging customers to leave reviews and share testimonials can further strengthen brand trust and attract new customers.

The research has a few limitations, mainly because it concentrates on Tecno Mobile users in Nigeria, which makes it hard to apply the findings to other brands and locations. Future studies might look at various mobile phone brands and examine how digital marketing strategies impact customer loyalty over time. Furthermore, researchers could explore how new technologies like artificial intelligence and machine learning can improve the effectiveness of digital marketing.

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