

The Role Of Social Media Marketing In Enhancing Customer Loyalty For Mobile Phone Brands In Nigeria

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Abstract

Social media marketing (SMM) has become a crucial tool for connecting with customers and building brand loyalty in the mobile phone sector. This research looks into how SMM can boost customer loyalty, focusing on Tecno Mobile in Nigeria. The study uses a quantitative method, gathering survey responses from Tecno Mobile users. Results show that engaging on social media, interacting with the brand, and offering digital promotions greatly influence customer retention and loyalty. The study suggests that mobile phone companies should use interactive content, personalized engagement, and customer feedback to improve their social media marketing efforts. These findings offer practical advice for brands aiming to enhance customer loyalty in competitive markets.

Keywords: *Social Media Marketing, Customer Loyalty, Digital Engagement, Tecno Mobile, Nigeria.*

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I. Introduction

The fast growth of digital technology has changed how companies market their products in many industries, with social media leading the way in engaging consumers. In Nigeria, where more people are using smartphones, social media marketing (SMM) has become crucial for mobile phone brands that want to create and maintain customer loyalty. With more than 30 million active social media users in Nigeria, platforms such as Facebook, Instagram, and Twitter provide brands with unique chances to reach their target audience (Statista, 2023). Customer loyalty, which refers to a buyer's dedication to repeatedly purchasing from or supporting a brand, is essential for maintaining a competitive edge in the mobile phone market. Social media platforms offer mobile phone companies a way to connect with customers, respond to their issues, and showcase their products. However, the influence of social media marketing on customer loyalty within Nigeria's mobile phone sector has not been thoroughly examined. This study explores how social media marketing can boost customer loyalty among Tecno Mobile users in Nigeria. It seeks to evaluate the effects of social media interactions, brand engagement, and promotional efforts on customer retention and brand support. By filling this gap, the research adds to the understanding of digital marketing in emerging markets and provides valuable insights for industry players.

II. Literature Review

Social media marketing (SMM) is the practice of using social media platforms to promote a brand, engage with customers, and expand market reach. Unlike traditional marketing methods, SMM encourages real-time interaction and two-way communication between businesses and their customers (Chaffey & Smith, 2017). This lively exchange helps brands develop stronger connections with their audience, fostering a sense of community and trust. In Nigeria, where many people use social media, platforms like Instagram and Twitter are crucial for brands looking to connect with their followers. Customer loyalty is vital in competitive fields such as mobile phones, where standing out from the crowd is important for consumers. When customers are loyal, they are more likely to buy products again, suggest the brand to friends, and resist switching to other options (Kotler & Keller, 2019). In the fast-paced mobile phone market, where products don't last long and competition is fierce, building customer loyalty is key for lasting success. Social media marketing provides brands with a great chance to connect with customers personally, meeting their needs and preferences as they arise. Research indicates that engaging effectively on social media boosts trust in brands and strengthens emotional ties with consumers (Mangold & Faulds, 2019). Social media marketing plays a key role in fostering customer loyalty through various means. First, regular interactions on social media improve brand visibility and awareness. Second, quick replies to questions and complaints help build trust among consumers. Third, special offers like discounts and giveaways motivate customers to buy again. Lastly, content created by users, such as reviews and testimonials, provides social proof that enhances the brand's credibility. Together, these elements lead to greater customer loyalty and support.

Theoretical Framework

This study follows the Uses and Gratifications Theory (UGT), which suggests that people use media to fulfill certain needs (Katz, Blumler, & Gurevitch, 1974). When it comes to social media marketing (SMM), customers interact with mobile phone brands online to seek information, entertainment, and social interaction, which can affect their loyalty to the brand. By grasping what drives customer engagement, brands can adjust their social media strategies to better satisfy consumer needs and build lasting loyalty.

III. Methodology

This research uses a quantitative approach, gathering primary data through structured questionnaires from Tecno Mobile customers in Nigeria. The study selected a sample of 384 participants through convenience sampling, focusing on social media users who engage with Tecno Mobile's official pages. The sample size was calculated using Cochran's formula, which guarantees a 95% confidence level and a 5% margin of error (Cochran, 1977).

Data was gathered using Google Forms that were distributed on social media sites like Facebook, Twitter, WhatsApp, and Instagram. The survey consisted of three parts: demographic details, social media use, and customer loyalty. Questions were crafted with a 5-point Likert scale to assess how respondents felt and their experiences. Before the final distribution, the survey was tested with 30 people to make sure the questions were clear and trustworthy. This testing produced a Cronbach's alpha of 0.82, which shows a strong level of internal consistency (Nunnally, 1978).

The responses were examined using Partial Least Squares Structural Equation Modeling (PLS-SEM) to explore the connections between social media marketing (SMM) and customer loyalty. PLS-SEM was selected because it effectively manages complex models and small sample sizes (Hair et al., 2017). The analysis aimed to determine how social media engagement, brand interaction, and promotional campaigns influence customer loyalty. Furthermore, demographic factors like age, gender, and education level were considered as control variables to strengthen the reliability of the results.

IV. Results And Discussion

Demographic Profile of Respondents:

- **Gender:** 66.4% Male, 33.6% Female.
- **Age:** Majority (59.6%) between 18-29 years.
- **Educational Level:** 42.7% had OND/NCE qualifications.
- **Years of Tecno Mobile Usage:** 49.7% have used Tecno Mobile for 0-4 years.

Survey results showed that 80% of Tecno Mobile users are aware of the brand thanks to social media. The strong interaction on platforms like Facebook and Instagram helps boost the brand's presence. More than 73% of those surveyed said that Tecno Mobile's quick replies to customer questions on social media affected how they view the brand. Fun content, such as polls, live Q&A sessions, and customer feedback posts, fosters a sense of community and strengthens brand loyalty.

Promotional campaigns are important for building customer loyalty. A survey found that 67% of participants have taken part in Tecno Mobile's social media promotions, like discounts and giveaways. These offers motivate customers to buy again and help foster loyalty. Furthermore, customer reviews and testimonials are key in shaping buying choices. About 71% of those surveyed said they trust Tecno Mobile more because of the positive reviews they see on social media.

The findings show that social media marketing greatly boosts customer loyalty. When customers engage more, interact with content, and participate in promotional campaigns, they are more likely to stay loyal and support the brand. These results support earlier research (Mangold & Faulds, 2019; Kotler & Keller, 2019), which emphasizes how digital interaction helps build brand loyalty.

V. Conclusion And Recommendations

This research shows that social media marketing is essential for building customer loyalty among Tecno Mobile users in Nigeria. Engagement on social media, interactions with the brand, and online promotions greatly affect how well customers stay loyal and recommend the brand to others. To improve customer loyalty, mobile phone brands should create more engaging content, such as videos, live chats, and interactive question-and-answer sessions. Additionally, using influencer marketing can increase the brand's trustworthiness and draw in more customers.

Tailored interactions play a vital role in fostering customer loyalty. Companies should implement AI-powered chatbots and customized replies to enhance their customer service experience. Promoting user-generated content, like customer reviews and testimonials, boosts trust and credibility for the brand. Lastly, keeping an eye on customer feedback and responding quickly helps build trust and loyalty towards the brand.

The research has certain limitations, particularly its concentration on Tecno Mobile users in Nigeria. This focus makes it hard to apply the findings to other brands and areas. Future studies should look into comparisons between different mobile phone brands and examine how social media marketing strategies affect customer loyalty over time. Moreover, research could also explore how new technologies like artificial intelligence and machine learning can improve the effectiveness of social media marketing.

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