

Investigating Digital Marketing Technologies usage Extent in the Nigerian Telecommunications Industry: A Study from the Consumers Perspective

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Abstract

Digital communication technologies have become an important part of our daily lives with billions of users on the Internet and social media. This study examined the types of digital marketing technologies available in the telecommunications industry in Nigeria, and determined the extent of usage of the technologies. The study employed a survey method. The Cochran formula was used to calculate an ideal sample size since the total population size of online consumers is infinite. Based on this calculation 500 respondents were surveyed due to the researcher convenience, cost and accessibility to the respondents. Data were collected using both primary and secondary sources. An online well-structured designed questionnaire (Google survey) was attached via online platforms. The questionnaire elicited information on telecommunications service consumers' characteristics, consumers' knowledge on different digital marketing tools, and the extent of use of the digital marketing technologies among telecommunications consumers in Nigeria. The results showed that social media marketing 142 (29.3

Index terms— digital marketing; technologies, consumers, internet access, service providers, usage

1 Introduction

The Nigerian telecommunications service has brought historic and economic growth which cannot be undermined as well as other positive development to the nation. The Nigerian Communications Commission (NCC) emphasized on the growth the enactment of the "National Telecommunication Policy" in September, 2000 has brought to the industry. The formulation of national telecommunication policy produced great changes in the Nigerian telecommunications services with the arrival of several telecommunications servicing firms such as visafone, 9mobile, MTN, M-Tel, Glocom, Airtel, Starcomms and Multi-links (Oghojafor et al., 2014). According to the Nigerian Communication Commission (2006) report on strategic management plan, the report states that the fastest growing industry in the world remains Nigerian Global System for Mobile Communication (GSM) although the industry is still far behind among other industries as regards to "customer satisfaction" and "loyalty".

The advent of the Internet has brought revolutionary development in conducting businesses and transactions; digital marketing involves application the Internet and other digital technologies to carry out advertising processes (Bolaji, 2018). Technological advancement has no doubt recently brought about flexibility, speed and cost-effectiveness in executing marketing activities with the emergence of modern synchronous internet-based communication technologies via the Internet. Introduction of digital devices and technologies such as cell phones and mobile applications, email facilities, world-wide-web (www), social media sites, database systems to mention but a few focused on delivering integrated targeted communications, achieving profitable marketing services and building effective customer relationship that match their individual needs (Amruta, 2014). Digital marketing is the major innovative applications of the Internet with other digital infrastructures for marketing activities, and

3 BACKGROUND

43 have indeed transformed the different sectors of the society, including marketing telecommunications products and
44 services. Digital marketing includes a widespread variety of products, brands or services advertising strategies
45 which primarily utilize the Internet as a main promotional means in addition to traditional TV, radio or mobile
46 advertisement.

2 II.

3 Background

49 The modern telecommunications service industry in Nigeria started in the 1990s and this was characterized by the
50 tremendous entrants of new investors into the market. Fransman (2001) notes that as more entrants enter into the
51 market, it presents threat and competition among the telecommunications service providers. The 1990s breeds
52 of entrants were far more belligerent in their competition due to technology advancements, change in income
53 and increase in economic activities. This has made the industry to be highly competitive as telecommunication
54 service providers build strategies to retain their old subscribers and attract new consumers on their network.
55 These competitions have driven the current global improvement in telecommunications service. In Nigeria, there
56 are four major telecommunications service providers which include MTN Nigeria, Globacom Nigeria, 9mobile
57 and Airtel Nigeria competing for survival. The numbers of subscribers have been the major key to assess Nigeria
58 telecommunications service providers' success and performance. According to the Nigerian Communication
59 Commission (NCC) industry statistics report published on the Internet for the month of April 2019 indicates
60 that, MTN remains the telecommunications service firm with the highest number of subscribers both for call
61 and Internet services with 64,732,167 subscribers, followed by Globacom Limited in the second largest consumer
62 based with approximately 46,380,756 subscribers, Airtel Limited in the third place with 45,433,300 subscribers
63 and 9mobile with 16,720,146 consumers on the network (Table ??1).

64 Obasan and Soyebó (2012) identified competition as a key that forces organizational changes, especially among
65 telecommunications service providers. The simplicity and similarity rate of telecommunications products and
66 services is the major fuel to the intense competition within the telecommunications industry. Therefore, the
67 telecommunications service rendering firms need to develop new strategies to differentiate their products and
68 services among their peers. Mendzela (1999) supports that, the incessant struggle for consumers share made
69 telecommunications service providing firms to develop online strategies for consumers' loyalty, satisfaction and
70 retention of potential consumers using the newly emerging digital marketing strategies. Karjaluoto et al. (2005)
71 stated that mobile communication markets are one of the fiercest markets today because of its high expanded
72 challenge and change. As a result, it is of growing concern to see customer purchasing choice procedure and
73 illuminate the components that finally determine consumer choices among the various mobile communications
74 networks. The sustainability of today's modern telecommunications firms depends on how they handle and treat
75 their consumers.

76 Digital communication technologies have become an important part of our daily lives with billions of users on
77 the Internet, social media, and other mobile apps (Stephen, 2015). The biggest market share of Internet users in
78 the mobile telecommunication industry are subscribers on 1G, 2G, 3G and 4G mobile technologies. The number
79 of people accessing the Internet has increased tremendously over the years in Nigeria according to statistics. For
80 instance, Internet World Stats (2019); reported that Internet users as at March 2019 have increased to 111,632,510
81 on global system for mobile communications (GSM) and code division multiple access (CDMA) networks. Today's
82 market witnessed an extreme competition in the Nigerian telecommunications industry and telecommunications
83 service providers are moving extensively to catch the attention of consumers by investing in digital marketing.
84 Modern technology emergence has made Nigerian telecommunications service providers to appreciate more the
85 importance of digital marketing especially in tracking the need, want, suggestions, trends, and behaviors of their
86 consumers. Consumers have become more sensitive to the characteristics and attribute of telecommunications
87 products and services rendered (Rahman et al., 2010). On the other hand, consumers' behavior in response
88 to telecommunications service offerings remains a point of attention to the telecommunication service providers.
89 Hence, digital marketing in the telecommunications industry is of great concern to the telecommunications service
90 consumers and the telecommunications service providers.

91 Globally, marketing is defined as set of actions employed by companies to fuel claim and acquire consumers.
92 Popoola (2013) emphasized that some business firms match marketing with selling, while others see marketing
93 as those processes carried out when the products or services are created and rendered to consumers (Nwokoye,
94 2004). Therefore, it is important to describe what marketing is from a comprehensive point of view. Popoola
95 (2013) relates marketing to a society from the macro-economic perspective where marketing is said to be business
96 process of a company to replace economic goods and service from the micro-economic view (Nwokoye, 2004).
97 As technological know-how advances, consumers need and wants also change. The widespread uses of Internet
98 technologies have changed how firms communicate its products or services to consumers. To publicize products
99 and services, firms employ marketing activities that inform distinct features and benefits, build understanding as
100 well as facilitate the formation of positive brand images (Shimp, 2007). Digital marketing has revolutionized the
101 conventional ways of marketing products and services to modern technological, which may pose many threats
102 and challenges to the telecommunications service providers in this highly competitive market.

103 The purchasing behavior of consumers in the telecommunications service industry is largely influenced by
104 numerous factors, and these factors often affect the firms to match the needs of the consumers.

105 Telecommunication service firms is not new to changes in technological development and rising globalization;
106 availability of advanced technologies as well as wide accessibility of digitally sourced information has driven many
107 industries to digital change (Stephen, 2015) and the Nigerian telecommunications service industry is not excluded.
108 These technological advancements have made outstanding influences on marketing theories and practices which
109 include; emergence of capturing improved quality customer data, enhanced providersconsumers relationship,
110 promote consumers insight and customer resource management (CRM) in the Nigerian telecommunication
111 industry. Hence, with numerous advantages digital marketing has presented telecommunications service providers
112 now have all that is required at their disposal to merge data from numerous sources for better understanding of the
113 telecommunications networks, consumers and how consumers behave towards the different telecommunications
114 products and services (Chen, 2016). Furthermore, the importance of improved digital experiences continues with
115 the emergence of Internet marketing, enhanced online experiences have promoted customers' journeys to be more
116 engaging.

117 4 a) Digital marketing technologies

118 Mobile marketing: It includes set of practices that allows firms or brands to interact and engage their customers
119 in a more innovative, interactive and significant manner via any mobile device or network. These include the use
120 of mobile devices such as mobile phones, personal digital assistant, media devices, moveable gaming consoles and
121 tablet computers for marketing activities.

122 The interactive and mobility nature of mobile marketing differentiates it from other marketing mediums
123 like TV, radio and newspapers (Mobile Marketing Association, 2009). In addition, its continuous access to
124 users whenever and anyplace set it apart from web (Lamarre et al., 2012). The types of marketing techniques
125 accessible on cell phones are; short message service (SMS), multimedia message service (MMS), quick response
126 (QR) codes, location-based services (LBS), brand's mobile applications, and push notifications (Onobrakpeya and
127 Mac-Attama, 2017). SMS has been identified as the most widely used messaging vehicle for mobile marketing.
128 The unique features of mobile marketing are ubiquity, personalization, localization and two-way communication
129 ??Clark, 2001). Furthermore, the use mobile marketing seems to be increasing in the telecommunications service
130 industry with the advent of mobile applications (such as brand's apps downloadable on play store; MTN app)
131 for marketing activities.

132 With brand's mobile application, telecommunications service providers can manage their consumers better no
133 matter how diverse and far they may be.

134 5 E-Mail marketing:

135 It involves sending electronic mail to promote products or seeking for consumers (Techopedia, 2016). Additionally,
136 it is utilized for drawing in new customers and encouraging the current ones to make instant purchase by sending
137 promotional e-mails; upgrading customers' relationships by adding notice to other company's e-mail to pick up
138 introduction in another market (Georgiva, 2010). Typically, this form of marketing strategies is not commonly
139 used in Nigeria settings to communicate to brand's consumers. Telecommunications service provider's employing
140 the use of e-mail marketing must compile the email address list of all its subscribers and prospective consumers
141 which seems difficult due to service or network switching.

142 E-mail marketing involves sending commercial e-mails to a group of people that have subscribed to a mailing
143 list but can also be directed to an individual. Often, a company employing e-mail marketing develops an email list
144 to reach or inform established and prospective consumers, which is almost an unlike practice among the Nigeria
145 service providers. Forootan (2008) identified in his study that any email message that aids building of customer
146 loyalty, trust in a product or service, brand recognition can be regarded as e-mail marketing (Onobrakpeya and
147 Mac-Attama, 2017). E-mail is effective as a marketing tool when consumers out of their own volition sign up
148 to receive e-mails from companies. It means e-mail marketing is permission based or dependent. Currently, in
149 Nigeria, mobile technology has made email marketing to be a lot easier and better because products or services
150 are promoted directly to a particular target group through the use of an email.

151 6 Search engine marketing (SEM):

152 Commonly used form of marketing in many industries of the world. This deals with consumers' probing,
153 investigating, formulating, submitting and positioning of search queries on web pages within search engines to
154 increase traffic referrals from search engines to gather adequate information on the subject matter (Beal, 2013).
155 Onobrakpeya and Mac-Attama (2017) identified Google, Bing and Yahoo search engines as the most commonly
156 used search engine. Often, SEM and search engine optimization (SEO) are used interchangeably, SEO is about
157 optimizing your website to get better improved rankings in the search list results while SEM goes beyond SEO.
158 SEM employs search engines tools like Google Adwords or BingAds to advertise and send more targeted traffic to
159 the website (for instance, advert on yahoo mail platform). Search marketing in general thrives on the platform
160 of content marketing strategies, which are marketing technique that attract and acquire defined consumers by
161 creating and distributing valuable, significant and consistent contents (Steimle, 2014).

162 Social media marketing: It includes actions, processes, practices, and conducts among networks of individuals
 163 who meet online to exchange opinions, ideas, information, and knowledge via conversational media which can
 164 be web based or mobile applications (Heinonen, 2011). The advent of social media based advertising was due to
 165 the widespread social media sites and applications usage. Recently, Internet and social media usage has become
 166 an element in business and industries strategies to attract potential consumers (Yannopoulos, 2011). Social
 167 media marketing involves the use of social network sites (such as Facebook and LinkedIn), blogs, social news
 168 and bookmarking (Digg, Reddit), micro-blog (such as Twitter), forums and virtual worlds (Second Life), media
 169 sharing (such as YouTube, Flickr), and rating and reviews pages (Yelp) for advertising activities. However of
 170 this legion listed above, four major social media networking sites have been identified for their global popularity
 171 and availability in the Nigerian telecommunications service industry; these include LinkedIn, Twitter, Facebook
 172 and Instagram. Nyekwere et al. (2014) asserts that social media sites Facebook and Twitter are most popular
 173 platform among users and advertisers. The advent of advanced mobile phones and personal computers enables
 174 buyers to remain associated on long range interpersonal communication via social networking sites (such as
 175 Facebook, Twitter, LinkedIn) on daily basis (Raad et al., 2010). Otugo et al. (2015) noted that the emergence of
 176 social media sites has introduced "paradigmatic move in the manner advertisers/ marketers promote their goods
 177 and services". Usersgenerated content such as product or service reviews and consumers suggestions are created,
 178 which help firms or brands understand their consumers needs adequately (Mathwick et al., 2008) and also, gives
 179 consumers the chance to interact with firms or brands directly and instantly (Christodoulides, 2009) to express
 180 their perceptions on services, brands or products. Furthermore, using social media platforms for advertising
 181 activities help saves consumers' time, provide more trustworthy information, improved cost of informing, and
 182 facilitate better communication with telecommunications service providers. Social media marketing has bring
 183 about consumers' engagement and also provides avenue for brands and firms to stay with their consumers rather
 184 than just creating products or services awareness.

185 7 III.

186 8 Research Methodology

187 The study was restricted to only consumers with online presences (Internet users) who are consumers of Nigerian
 188 telecommunications products or services. This was because only consumers with online presences can largely
 189 access these digital marketing technologies.

190 9 Research Questions

191 The study research questions are has follows;

- 192 1. What are the types of digital marketing technologies available in the Nigerian telecommunications industry?
 - 193 2. To what extent are these digital marketing technologies being used in the study area? Research Hypothesis
- 194 Ho 1 : There is no significant difference between the usages of digital marketing tools available to consumers
 195 Sampling Technique

196 The study adopted the qualitative and quantitative methods of a research, with the aid of an online
 197 questionnaire (Google form) for adequate understanding of the phenomenon under study. The convenience
 198 sampling technique was employed because of the complexity of the population under study. The Cochran formula
 199 was used to calculate an ideal sample since the total population size of consumers with an online presence in the
 200 Nigerian telecommunications industry is infinite.

201 The Cochran formula is: $n = \frac{Z^2 p q}{e^2}$

202 Where: e is the desired level of precision (i.e. the margin of error) of 1%, p is the (estimated) proportion of
 203 the population which has the attribute in question, q is $1 - p$.

204 From the calculation determined at 99% confidence level, assuming half (50%) of the telecommunication
 205 consumers are online (this will commute the maximum variability), therefore, $p = 0.5$ and keeping error margin
 206 as 1%, the needed respondents was 557 based on precision and estimation. Due to researcher convenience, cost
 207 and accessibility to the respondents only 500 responses were collected. The sample size was draw from all users of
 208 telecommunications service in Nigeria (Mtn, Glo, Airtel, 9mobile and others). Copies of the questionnaire were
 209 administered with the aid social media shared across four major social media networking sites namely; Facebook,
 210 Twitter, WhatsApp and Instagram via the form link (<https://docs.google.com/forms/d/1IbGWtNHt4IYZCNQY>). The questionnaire elicited information on telecommunications consumers' characteristics, consumers'
 211 knowledge on different digital marketing tools and rating the consumers extent of usage of the various digital
 212 marketing technologies available to them. A six point extent-Likert scale was used to elicit information from the
 213 consumers on rating their usage extent of the different types of digital marketing technologies, various factors
 214 affecting the usage of digital marketing technologies, problems encountered, as well as suggestions on how these
 215 technologies can be improved. Secondary data were collected from online publications, journals and website
 216 contents. The data obtained was subjected to descriptive and inferential statistics using IBM statistical package
 217 for social science (SPSS) tool.

218 To ensure the validity of the instruments used for this study, the questionnaire was given to experts in the field
 219 of Global innovation and marketing whose research interest includes Consumers behavior, digital marketing and
 220 E-business. The comment and suggestion of the experts lead to the re-modification of the instrument, helped
 221

222 authenticate the content validity of the instrument, and logical linking of all items on the research instrument
223 used was achieved in line with the objectives of the study. Also, a pilot study was done before the main data
224 collection. This was done to orientate the researcher's on the research project and provide insight into the
225 phenomenon. This also ensures that errors can be rectified at little cost.

226 IV.

227 10 Results and Discussion

228 The analysis of the results obtained based on the questionnaire filled by the respondents is presented in this
229 section. A targeted total of five-hundred (500) responses were obtained, although four-hundred and eighty
230 four (484) (96.8%) the respondents' responded adequately and were the valid ones used for the analysis. The
231 percentage of valid respondent is 96.8%, and it fair representation of the total number of the copies of questionnaire
232 administered. Findings and analysis provides a comprehensive analysis from the data obtained via Google forms
233 and a well detailed discussion on the analysis. Also a hypothesis test is set about as part of study.

234 Objective One: What are the types of digital marketing technologies available in the Nigerian telecommuni-
235 cations industry?

236 From the analysis obtained based on the respondents access to telecommunications service providers' digital
237 marketing platforms presented on figure below (Figure ??1) The result reveals that the majority of the
238 respondents 272(56.2%) access telecommunication service providers' digital marketing platform to get updates
239 about latest trends on telecommunications products, services/networks and 88 (18.2%) of the respondents are
240 unsure of their access to such platforms while 119 (24.6%) of the respondents don't access telecommunications
241 service providers digital platforms for any form of information at all. Social media follow-up is another way
242 telecommunications providers connect with their consumers on products information, trends and reviews.

243 Social media follow-up present opportunities for establish a closer relationship with brands and feel ownership
244 of products or services purchase via social media platforms since consumers feedbacks and suggestions can be
245 heard. The findings reveals that majority of the respondents 301 (62.2%) follow up their respectively chosen
246 telecommunications service providers on their social networking sites, blogs and brand's website, 180 (37.2%)
247 don't follow any of the telecommunications service providers while 3 (0.6%) never responded to the question.
248 It shows that there is connection between telecommunications service providers and it consumers (subscribers).
249 Similarly, Onobrakpeya and Mac-Attama (2007) emphasized the benefits of social media follow up. Dinner et al.
250 (2014) in their study reveals that digital ads are more effective than offline ads in driving online behavior. How
251 digital ads are presented in terms of its usability and ease of use influence how and who access such marketing
252 platforms. Therefore, digital ads must be presented in the most efficient way for it users. 25% 57% 18%

253 11 Access to Digital Marketing Technologies

254 12 No

255 The study is aimed at ascertaining the types of digital marketing technologies used by telecommunications
256 consumers in Nigeria. Based on the findings (Table 4.1), it was revealed that the Nigerian telecommunications
257 service providers make use of all the popularly digital marketing strategies/platforms to inform and create
258 awareness on telecommunications products and services, as well as understand their consumers (subscribers)
259 better. The result of this study shows that social networking sites is the most commonly used digital marketing
260 platform with 142 (29.3%) respondents using it, followed by search engines marketing as 108 (22.3%) of the
261 respondents ascertained that search engine marketing technologies cannot be underrated when it comes to
262 informing telecommunications consumers on latest trends in the industry. Also, 28 (5.8%) respondents emphasized
263 on the use of blogs such as Nairaland and 59 (12.2%) respondents accessed Mirco-blog websites and mobile
264 application to gather information on telecommunications products and services and communicate with their
265 respective telecommunications service providers. Olotewo (2016) credited the explosion of digital marketing to
266 its numerous roles of reaching more consumers and social media fueled the explosion. Employing survey method,
267 Olotewo (2016) revealed that social media activity positively affects brand success and the most commonly used
268 digital marketing technology. Also, the researcher identified Facebook as the prominent social media platform used
269 by many firms and brands. Similarly, Khan and Siddiqui (2013) emphasized the role of social media networking
270 sites to communicate telecommunications products and services efficiently. Helm et al. (2013) proved that value
271 created by online marketing tools are more convincing than traditional methods of communication, and thus,
272 controls consumers' decision making unlike the traditional methods of marketing.

273 13 Objective Two:

274 To what extent are these digital marketing technologies being used in the study area? This section is to address
275 the second objective of the study by determining the extent of usage of the various types of available digital
276 marketing technologies used by the telecommunications service consumers' (subscribers), their preference and
277 why they are being used. This section further analyzed the consumers' thoughts, attitude and understanding of
278 digital platforms with their level of versatility, satisfaction, acceptability and awareness. Table 4.2 presents the
279 respondents opinions on the extent of usage of the various types of digital marketing technologies provided by

280 the telecommunications service providers when communicating to their consumers. A five-point Likert scale was
281 employed to gather respondents' information ranging from 1-being least used to 5-being most used. Among the
282 484 respondents valid for this study, 135 (29.9%) moderately use online ads and online media such as blogs (like
283 Nairaland) to gather information before opting for a service or purchase a product within the telecommunications
284 industry. Search engine and social media networking platforms were observed as the most used digital platform by
285 telecommunication service consumers 141 (29.1%) and 127 (25.2%) respectively. The telecommunications service
286 provider website content is as well fairly used by surveyed respondents as 101 (20.9%) agreed to it moderate usage.
287 The use of TV/Radio ads cannot be underrated as 121 (23.6%) of the respondents make use of it moderately
288 and 131 (27.1%) moderately use Email and SMS notification to gather information.

289 From a general standpoint, the total scale average weighted mean (2.69, SD= 1.64) on Table 4.2 shows that
290 the Nigerian telecommunications service consumers use digital marketing technologies on the average was to a
291 moderately extent. The findings further revealed that that out of the seven available used digital marketing
292 channels in the Nigerian telecommunications industry, social media networking sites seems to be averagely the
293 most used digital marketing platform by the consumers with the highest mean value (Mean=3.16, SD=1.37).
294 In summary, table 4.6 revealed that most of the respondents mostly use the search engine and social media
295 networking sites to connect with their various chosen telecommunications service providers. Similarly, Sebastian
296 et al. (2016) confirmed that social media and search engines is most commonly used digital marketing channels and
297 thus interfere with consumer behavior towards products and services marketed via the channels. This therefore
298 suggests social media and search engine marketing are averagely to a moderate extent used by telecommunications
299 service consumers in the course of purchasing telecommunications products or services.

300 14 Test of Hypothesis

301 Ho: There is no significant difference between the usages of digital marketing tools available to consumers 27.539
302 with a p-value of 0.000. Since the p-value (0.000) is less than 0.05, the null hypothesis is rejected. The result
303 indicates that there is significant difference between the usages of digital marketing tools available to consumers.
304 Further test revealed that there is significant difference between the usages of social media and other available
305 tools except search engines. There is significant difference between the usages of search engine and other digital
306 marketing tools. There is significant difference between the usages of online ads/online media and website content.
307 There is no significant difference between the usages of other pairs of tools. This hypothesis simply implies that
308 the use of digital marketing technologies differs based on the technology been used, consumers experience with
309 such technology and consumers willingness to explore more on such technology. Therefore, consumers react on
310 digital platforms based on their preferred online platforms V.

311 15 Conclusion and Recommendation

312 Interestingly the emergence of social media, search engines, and other digital marketing platforms has changed
313 the way telecommunications service providers reach out to it consumers. The study identified social media as the
314 main fuel of digital marketing. Furthermore, the increase in Internet penetration has enhanced the use of digital
315 marketing among the various industries in Nigeria. The study also concluded that majority of the respondents feel
316 closer to their chosen telecommunications service providers' via digital platforms. Telecommunications service
317 providers are advised to invest meaningfully on digital marketing as to make their products and services well
known to the consumers and as a means of communicating consumers' views and opinions. ¹

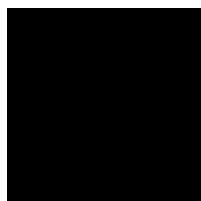


Figure 1:

318

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41

Digital Marketing Platforms	Frequency	Percentage (%)
Blogs/Forums***	28	5.8
Email/SMS platform***	26	5.4
Search Engine***	108	22.3
Micro blogging***	59	12.2
Photo & Video Sharing sites***	40	8.3
Social Media sites***	142	29.3
Others (Jumia, konga etc.) ***	67	13.8
No Response	14	2.9
Total	484	100.0

** Multiple Responses

Figure 2: Table 4 . 1 :

42

Marketing tools	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	SD	Average Mean
Online Ads/Online Media	152 (31.4)	85 (17.6)	135 (29.9)	46 (9.5)	65 (13.4)	2.56	1.37	
Search Engines	83 (17.1)	80 (16.5)	141 (29.1)	68 (14.0)	111 (22.9)	3.09	1.38	
Social Media	80 (11.8)	74 (14.7)	127 (25.2)	95 (18.2)	108 (21.5)	3.16	1.37	2.69 (SD=1.64)
TV/Radio Ads	115 (17.1)	104 (19.8)	121 (23.6)	64 (13.0)	78 (15.5)	2.76	1.37	
Website	178 (36.8)	122 (25.2)	101 (20.9)	50 (10.3)	32 (6.6)	2.25	1.23	
Email/SMS Notification	133 (27.5)	102 (21.1)	131 (27.1)	64 (13.2)	53 (11.0)	2.59	1.31	
E-commerce platform Ads	126 (33.7)	95 (19.6)	125 (25.8)	53 (11.0)	46 (9.5)	2.43	1.31	

[Note: KEY: 1 -Least Used, 2 -Rarely Used, 3 -Moderately Used, 4 -More Used, 5 -Most Used.]

Figure 3: Table 4 . 2 :

43

Source of variation	Sum of Squares	Df	Mean Square	F	t-value critical	Sig.	Decision
Between Groups	289.305	6	48.217	27.539		.000	
Within Groups	5249.119	2998	1.751		0.073		REJECT
Total	5538.424	3004					

p<0.05 @ 0.05 alpha level

Figure 4: Table 4 . 3 :

4

Figure 5: Table 4 .

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15 CONCLUSION AND RECOMMENDATION

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