

**DIGITAL MARKETING AND BRAND RETENTION IN  
TELECOMMUNICATION INDUSTRY IN BENIN CITY**

**BY**

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**NOVEMBER, 2025**

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**A RESEARCH PROJECT WRITTEN AND SUBMITTED TO THE  
DEPARTMENT OF MARKETING, FACULTY OF MANAGEMENT SCIENCE,  
UNIVERSITY OF BENIN IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS FOR DEGREE OF BACHELOR OF SCIENCE (B.Sc.) IN  
MARKETING OF THE UNIVERSITY OF BENIN, BENIN CITY.**

**NOVEMBER, 2025**

## **DECLARATION**

I, **OSASENAGA PRAISE ENOFE**, with Matriculation Number **MGS2104978**, hereby declare that this project work is the original product of my effort and has not been previously submitted by any other person for the award of any degree or certificate in this or any other institution. All sources of information used in this work have been duly acknowledged.

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**OSASENAGA PRAISE ENOFE**  
**(DECLARANT)**

**Date:** \_\_\_\_\_

## CERTIFICATION

We certify that **Osasenaga Praise ENOFE** with Matriculation Number **MGS2104978** submitted the research work to the Department of Marketing, Faculty of Management Science, University of Benin, Benin City.

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## **DEDICATION**

This project work is dedicated to God Almighty for the inspiration and direction throughout this project. This project is also dedicated to my parents Mr. and Mrs. Enofe and siblings Fresh, Nawfsied, King Nero, Princess and Pretty, then my funny friends Victor, Osas, Saviour.

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## **ABSTRACT**

This study investigates the impact of digital marketing strategies on brand retention in the telecommunications industry in Benin City, Nigeria. Amidst intense competition and high churn rates (averaging 4.8-7.2% monthly), the research focuses on four key dimensions: content marketing, social media marketing, email marketing, and affiliate marketing. Utilizing a descriptive survey design, primary data was collected from 400 active telecom subscribers via structured questionnaires, employing multiple linear regression analysis to test relationships. Findings reveal that content marketing ( $\beta = 0.290$ ,  $p = 0.000$ ), social media marketing ( $\beta = 0.245$ ,  $p = 0.001$ ), and affiliate marketing ( $\beta = 0.243$ ,  $p = 0.000$ ) significantly enhance brand retention, while email marketing shows no significant effect ( $\beta = -0.058$ ,  $p = 0.329$ ). The model explains 40.6% of variance in retention ( $R^2 = 0.406$ ), highlighting the role of interactive and value-driven digital engagements in fostering loyalty among a predominantly young, entrepreneurial demographic (62% male, 61.3% aged 21-30). The study concludes that telecom firms should prioritize culturally resonant digital strategies to sustain customer loyalty in Benin City's evolving market. Recommendations include intensifying content creation, boosting social interactions, redesigning personalized emails, and expanding affiliate programs. Suggestions for future research encompass broader geographic scopes and mixed-methods approaches to explore emerging trends like AI in retention.

## **CHAPTER ONE**

# INTRODUCTION

## 1.0 Background of the Study

The telecommunications industry in Nigeria has evolved dramatically in recent years, transitioning from basic connectivity services to comprehensive digital ecosystems that drive economic growth and social development (Ogundipe, Ajayi, & Okonji, 2020). In Benin City, the capital of Edo State, this evolution has been particularly pronounced, with telecommunications penetration reaching 89.3% by 2022, significantly higher than the national average of 76.5% (Nigerian Communications Commission, 2023). This market maturity has intensified competition among service providers, shifting strategic focus from customer acquisition to retention as the primary driver of sustainable business growth (Okumagba & Ugbohmhe, 2021). Benin City presents a distinctive context for examining digital marketing and brand retention in the telecommunications sector due to its unique socioeconomic characteristics and cultural landscape (Ehigiator & Airiohuodion, 2022).

The city's expanding middle class, increasing smartphone adoption rate of 63.7%, and improving internet infrastructure have created favorable conditions for digital marketing initiatives among telecommunications providers (Ogunsiji & Ladanu, 2020). Research conducted by Erhun and Ogunyemi (2022) found that telecommunications companies operating in Benin City face monthly churn rates averaging 4.8-7.2%, highlighting the urgent need for effective retention strategies tailored to local market dynamics. Digital marketing has emerged as a critical tool for telecommunications companies seeking to

strengthen brand loyalty among residents of Benin City (Okpara & Onuoha, 2019). A study by Ezeah, Asogwa, and Edogor (2022) revealed that telecommunications customers in Benin City who engage with brands through digital channels demonstrate 34% higher retention rates and 27% greater average revenue per user (ARPU) compared to non-engaged customers. This significant correlation underscores the potential of strategic digital marketing to address retention challenges in this competitive market (Osazevbaru & Erameh, 2023). Social media platforms have transformed how telecommunications companies connect with consumers in Benin City, with Facebook, WhatsApp, Instagram, and more recently TikTok serving as primary channels for brand engagement (Nwankpa & Ojo, 2020). Research by Erezi and Okunoye (2021) indicates that 72% of telecommunications customers in Benin City consider social media responsiveness when evaluating service providers, with 58% having switched providers due to unsatisfactory social media interactions. This finding highlights the central role of social media in shaping brand perceptions and loyalty in this market (Oladimeji & Okafor, 2022).

Mobile marketing has become increasingly sophisticated in Benin City's telecommunications landscape, with location-based services, personalized notifications, and in-app promotions creating immersive brand experiences (Oluyinka, Shamsuddin, & Wahab, 2019). Research by Ogunnaike, Borishade, and Oyeniya (2022) demonstrates that telecommunications customers in Benin City respond 43% more favorably to promotions delivered through mobile channels compared to traditional marketing approaches, with personalized offers achieving 67% higher engagement rates. Content marketing has

emerged as a particularly effective strategy for telecommunications brands seeking to build credibility and trust among consumers in Benin City (Adegbuyi, Akinyele, & Akinyele, 2018). By providing valuable information about products, services, and technology trends through blogs, videos, and podcasts, telecommunications companies position themselves as trusted advisors rather than mere service providers (Kosunvanna & Igudia, 2021). A study by Mojeed-Sanni and Oladele (2021) found that educational content addressing common customer pain points increases brand affinity by 47% and service renewal rates by 32% among telecommunications consumers in Benin City. Customer experience management enhanced by digital technologies has transformed how telecommunications companies in Benin City approach retention challenges (Adeniji, Osibanjo, Abiodun, & Oni-Ojo, 2019). Integrated omnichannel experiences that maintain consistency across physical and digital touchpoints significantly influence customer loyalty in this market (Oyedele, Salawu, & Hassan, 2020). Research by Ajagbe, Isiafw, Shopade, and Odunlami (2022) reveals that telecommunications providers implementing comprehensive customer experience strategies in Benin City achieve 29% higher net promoter scores and 23% lower churn rates compared to companies focusing solely on service quality metrics. Despite these advances, telecommunications companies operating in Benin City continue to face significant challenges in implementing effective digital marketing strategies for retention (Eze, Inegbedion, & Onyema, 2020). Power supply instability, digital literacy disparities, and economic constraints among certain customer

segments impede the seamless delivery of digital experiences necessary for sustained brand loyalty (Ikechukwu & Mbanasor, 2022).

Additionally, the prevalence of multiple SIM card ownership in Benin City, estimated at 2.7 SIMs per unique subscriber, complicates retention efforts as customers easily switch between providers based on promotional offerings (Okosun & Akhigbe, 2021). Cultural factors unique to Benin City also influence the effectiveness of digital marketing strategies in the telecommunications sector (Obinyan & Otoide, 2020). Local preferences for community endorsements, relationship-based business transactions, and word-of-mouth recommendations necessitate digital approaches that complement rather than replace traditional engagement methods (Soetan, Odukoya, & Adeyeye, 2022). Research by Okpara and Agu (2020) suggests that telecommunications brands that successfully integrate digital marketing with culturally resonant touchpoints achieve 37% higher customer satisfaction scores and 28% better retention rates in Benin City.

The economic significance of the telecommunications sector to Benin City's development further underscores the importance of effective retention strategies (Oduwole, Oladunjoye, & Okubote, 2021). As telecommunications companies contribute approximately 8.3% to the local economy through employment, infrastructure development, and digital inclusion initiatives, sustainable business growth through customer retention becomes essential for continued positive impact on the community (Agbadudu & Odior, 2023). This economic dimension adds urgency to the development

of digital marketing approaches that effectively address the unique needs and preferences of telecommunications customers in Benin City.

### **1.1 Statement of the Problem**

Despite substantial investments in digital marketing, telecommunication companies in Benin City continue to face significant challenges with customer brand retention (Okafor & Ogbodo, 2021). The increasing competitive intensity in the telecom sector necessitates effective strategies to minimize subscriber churn (Adebayo & Odugbemi, 2022). While digital marketing is widely adopted by these firms, its precise impact on fostering long-term customer loyalty remains underexplored in the local context (Eze, 2023). Specifically, the role of content marketing in retaining telecommunication subscribers in Benin City is not clearly understood (Nwankwo & Ugochukwu, 2024). There is also a dearth of specific research quantifying how social media marketing efforts translate into improved brand retention for local telecom operators (Ugwu & Okoro, 2020). Furthermore, the effectiveness of email marketing campaigns in building sustained customer relationships and preventing churn within Benin City's telecom industry is largely unverified (Idris & Mohammed, 2021). Similarly, the contribution of affiliate marketing strategies to brand retention in this specific market has received limited scholarly attention (Bakare & Adewale, 2022). Telecom firms often implement these digital strategies without empirical insights into their individual contributions to customer loyalty (Ahmed & Bello, 2023). This leads to inefficient allocation of marketing resources and potentially suboptimal retention outcomes (Uche & Nwachukwu, 2020).

The high rate of customer switching observed in the Benin City telecommunications market underscores this persistent problem (Chukwuma & Obinna, 2024). Consequently, understanding the differential impact of content, social media, email, and affiliate marketing on brand retention is crucial for strategic decision-making (Adeyemi & Olajide, 2021). This knowledge gap hinders the development of data-driven digital marketing strategies tailored to the unique dynamics of the Benin City telecom landscape (Lawal & Audu, 2022). Therefore, investigating these relationships is essential for telecommunication companies to achieve sustainable growth and competitiveness (Mohammed & Sani, 2023).

## **1.2 Research Questions**

- i. What is the relationship between content marketing and brand retention in the telecommunications industry in Benin City?
- ii. What is the relationship between social media marketing and brand retention in the telecommunications industry in Benin City?
- iii. What is the relationship between email marketing and brand retention in the telecommunications industry in Benin City?
- iv. What is the relationship between affiliate marketing and brand retention in the telecommunications industry in Benin City?

### **1.3 Research Objectives**

The broad objective of the study is to examine the relationship between specific digital marketing strategies and brand retention in the telecommunications industry in Benin City. The specific objectives are to:

- i. Ascertain the relationship between content marketing and brand retention in the telecommunications industry in Benin City.
- ii. Examine the relationship between social media marketing and brand retention in the telecommunications industry in Benin City.
- iii. Determine the relationship between email marketing and brand retention in the telecommunications industry in Benin City.
- iv. Investigate the relationship between affiliate marketing and brand retention in the telecommunications industry in Benin City.

### **1.4 Research Hypothesis**

- i. There is no significant relationship between content marketing and brand retention in the telecommunications industry in Benin City.
- ii. There is no significant relationship between social media marketing and brand retention in the telecommunications industry in Benin City.
- iii. There is no significant between email marketing and brand retention in the telecommunications industry in Benin City.
- iv. There is no significant between affiliate marketing and brand retention in the telecommunications industry in Benin City.

### **1.5 Scope of the Study**

This study is confined to examining the relationship between selected digital marketing strategies and brand retention in the telecommunications industry within Benin City, Edo State, Nigeria.

The study will be limited to telecommunication firms and their subscribers within Benin City. It will not extend to other cities, states, or industries outside telecommunications.

The research will cover current trends and practices in digital marketing as they relate to the telecommunications sector in Benin City.

### **1.6 Significance of the Study**

This research is expected to provide valuable insights for:

- i. **Telecommunications Companies in Benin City:** The findings will offer empirical evidence on the effectiveness of specific digital marketing strategies in fostering brand retention, enabling them to refine their marketing mix and resource allocation.
- ii. **Marketing Professionals:** The study will contribute to a more nuanced understanding of how different digital marketing approaches impact customer loyalty in the telecommunications sector within a Nigerian urban context.
- iii. **Academic Research:** This work will add to the existing literature on digital marketing and brand retention, particularly in the context of emerging markets and the telecommunications industry.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

Brand retention in Benin City's competitive and technologically advanced telecom sector relies heavily on digital marketing. This literature review investigates the influence of digital marketing strategies on customer engagement, satisfaction, and loyalty within this specific market.

#### **CONCEPTUAL REVIEW**

In Benin City's highly competitive telecommunications market, digital marketing is a key strategy for brand retention. With customer acquisition being expensive, keeping existing customers is vital for survival. This review examines how telecom companies in the city use digital tools to build customer loyalty, strengthen brand relationships, and prevent customers from switching to competitors.

#### **2.0 Brand retention**

In the highly competitive telecommunications industry, particularly in markets like Nigeria, brand retention has become a more cost-effective and strategic imperative than customer acquisition (Milenkovic, 2019). Research consistently shows that customers' satisfaction and loyalty are significantly influenced by reliable network coverage, fast data speeds, and efficient service (Adekunle, Okoro, & Abiodun 2019; Patel, 2019). Oloyede & Onifade (2020) found that bonus packages and other promotional activities have a positive correlation with customer retention and repeat purchases. A cautious approach is necessary, as an over-reliance on price wars can be detrimental to the brand's

long-term value and stability (Manandhar, 2021). The ease of use of a company's website and other digital platforms for managing customer accounts is a significant factor in retaining customers (Rafiki, 2019). Rouse, Shaio, and Aberle (2019) also stress the importance of relationship marketing for building emotional connections with customers in the intangible service industry. Digital marketing has emerged as an indispensable tool for reinforcing brand retention. Okwor (2019) concluded that content marketing has a significant relationship with customer loyalty in Nigeria, as it encourages repeat patronage and positive word-of-mouth. Similarly, Rosado-Pinto & Loureiro (2020) highlighted that social media and content marketing are crucial for building brand equity and fostering loyalty.

Brand retention, often discussed interchangeably with customer retention, is a critical objective for firms in the highly competitive telecommunications industry (Osayande & Oseyomon, 2025). It represents the activities and strategies companies, such as the mobile operators in Benin City, employ to keep their existing customers satisfied and prevent them from switching to a competitor (Agbonifoh & Ogbeide, 2022). In an industry characterized by high customer acquisition costs, retaining an existing customer is significantly more profitable than acquiring a new one (Francis & Etuk, 2025). The ability of a telecommunications brand to maintain its subscriber base over the long term is a direct measure of its success and brand strength (Worimegbe & Ifedayo, 2020).

Digital marketing provides a powerful and multifaceted toolkit for achieving brand retention (Liman 2025). It moves beyond traditional mass media to enable personalized,

continuous, and interactive communication with subscribers (Mustofa et al., 2024). This shift allows telecom companies to build deeper, data-driven relationships that foster loyalty (Oguh et al., 2023).

Effective digital marketing strategies, such as personalized content and responsive online interactions, increase the customer's perceived value, which in turn strengthens their retention (Mustofa et al., 2024). A study on Nigeria's mobile phone industry confirmed that digital marketing efforts, particularly social media marketing, have a major impact on customer satisfaction, which is a direct antecedent to retention (Liman 2025). Specific digital strategies are directly linked to retaining telecom subscribers. Loyalty programs, a key retention tool, are now heavily promoted and managed through digital channels such as mobile apps and personalized email offers (Osayande & Oseyomon, 2025). A study focusing on Benin City found a significant positive relationship between loyalty programs and customer retention in the mobile telecommunication sector (Osayande & Oseyomon, 2025). This is reinforced by findings on MTN Nigeria, which concluded that loyalty program components, especially digital incentives like data gifts, have a substantial and significant influence on customer retention (Francis & Etuk, 2025).

When telecommunication firms undergo strategic changes like rebranding, digital channels are used to manage the corporate identity and perceived quality, which significantly affects customers' decisions to stay with the brand (Worimegbe & Ifedayo, 2020). Even determinants of customer loyalty that are not exclusively digital, such as service quality and corporate image, are now primarily communicated and managed

through digital touchpoints (Agbonifoh & Ogbeide, 2022). A study of Benin City's GSM subscribers identified service quality and corporate image as critical determinants of customer loyalty, both of which are heavily influenced by the brand's online presence and digital customer service channels (Agbonifoh & Ogbeide, 2022).

## **2.1 Digital marketing**

It encompasses strategies like content marketing, social media marketing, email marketing, affiliate marketing, advertising to connect with consumers in real-time (Chaffey & Ellis-Chadwick, 2019). leveraging consumer data, marketers can tailor campaigns to specific demographics, enhancing engagement and conversion rates (Kotler & Keller, 2019). Social media marketing fosters direct interaction between brands and consumers, with platforms like Twitter and Instagram enabling real-time engagement and brand loyalty (Tuten, 2020). Email marketing remains effective, with personalized campaigns achieving higher open rates when segmented based on user behaviour (Ryan, 2019). High-quality content, such as videos and whitepapers, establishes brand authority and drives consumer trust (Pulizzi, 2021). Storytelling within content marketing creates emotional connections, making brands stand out in saturated markets (Kingsnorth, 2022). In Nigeria, digital marketing strategies like content localization resonate with diverse cultural audiences, enhancing campaign effectiveness (Omenugha, 2020).

In Nigeria, privacy concerns are amplified due to limited data protection frameworks, requiring careful navigation by marketers (Okorie & Oyedepo, 2021). The nature of digital marketing allows tracking of key performance indicators (KPIs) like click-through

rates and conversions. Analytics tools, such as Google Analytics, provide insights for continuous campaign optimization (Kaushik, 2020). Mobile marketing has surged, with smartphones driving consumer interactions and location-based marketing enhancing relevance through geofencing (Kaplan, 2021). Social media influencers amplify brand messages, leveraging their credibility to influence purchasing decisions (Lou & Yuan, 2019). In Nigeria, influencer marketing is particularly effective, as local influencers connect with audiences through culturally relevant content (Eze & Adeola, 2022). Digital marketing faces challenges like ad fatigue and platform algorithm changes. Consumers often disengage from repetitive ads, necessitating creative strategies to maintain attention (Berger, 2020). Algorithm updates on platforms like Facebook reduce organic reach, pushing brands toward paid promotions (Tuten, 2020). Global campaigns require cultural sensitivity to avoid alienating diverse audiences, a critical consideration in multicultural markets like Nigeria (Czinkota & Ronkainen, 2022). Local marketers must adapt global strategies to align with regional values, ensuring relevance and acceptance (Asemah, 2020). Its evolution, fueled, continues to shape marketing practices globally and locally (Chaffey & Ellis-Chadwick, 2019). Ethical challenges and the need for cultural adaptability underscore the importance of strategic planning (Kotler & Keller, 2019).

## **2.2 The Influence of Digital Marketing on Brand Retention**

Brand retention, defined as the ability to maintain customer loyalty and repeat engagement, is significantly enhanced by digital marketing's capacity to deliver personalized experiences (Chaffey & Ellis-Chadwick, 2019). Personalized campaigns,

informed by data analytics, resonate with individual preferences, increasing customer satisfaction and loyalty (Kotler & Keller, 2019). Social media marketing plays a critical role, as platforms like Instagram and Twitter enable brands to engage directly with consumers, fostering a sense of community and trust (Tuten, 2020). Interactive content such as polls and live sessions encourages repeat engagement, reinforcing brand recall (Kingsnorth, 2022). In Nigeria, social media campaigns that incorporate local cultural elements significantly enhance customer retention by aligning with audience values (Omenugha, 2020). High-quality content, such as blogs and videos, positions brands as authoritative and trustworthy, encouraging repeat interactions (Pulizzi, 2021). Storytelling within content marketing creates emotional bonds, making consumers more likely to remain loyal to a brand (Berger, 2020). In African markets, culturally resonant storytelling in digital campaigns has been shown to deepen consumer loyalty, particularly among younger demographics (Eze & Adeola, 2022,).

Email marketing remains a powerful tool for brand retention, offering personalized communication that nurtures long-term relationships. Segmented email campaigns, tailored to consumer behaviour, achieve higher engagement rates, reinforcing brand loyalty (Chaffey & Smith, 2021). Personalized offers and loyalty program updates via email remind customers of a brand's value, encouraging repeat purchases (Dodson, 2019). In Nigeria, email marketing campaigns that incorporate local languages and preferences have proven effective in retaining customers in competitive markets (Asemah, 2020). Social media influencers who align with brand values create authentic connections,

encouraging followers to remain loyal (Lou & Yuan, 2019). In Nigeria, micro-influencers with local followings are particularly effective, as their endorsements resonate with niche audiences, enhancing retention (Eze & Adeola, 2022). Mobile marketing also contributes, with location-based promotions and mobile apps offering personalized experiences that keep brands top-of-mind (Kaplan, 2021). Analytics tools, such as Google Analytics, enable brands to track retention metrics like repeat purchase rates, allowing continuous optimization of digital strategies (Kaushik, 2020). In Nigeria, brands that fail to adapt to local cultural nuances risk losing customer loyalty, underscoring the need for localized strategies (Omenugha, 2020).

## **2.3 Determinants of Digital Marketing**

### **2.3.1 Content marketing**

Content marketing defined as the process of engaging audiences without explicitly selling, content marketing drives loyalty by delivering information that resonates with customer needs (Pulizzi, 2021). Providing valuable resources, such as videos, and whitepapers, brands position themselves as industry leaders, encouraging repeat engagement (Chaffey & Ellis-Chadwick, 2019). Storytelling is a cornerstone of content marketing, creating emotional connections that make brands memorable and foster loyalty (Berger, 2020). Narratives that align with consumer values strengthen emotional bonds, increasing the likelihood of customers returning to a brand (Kingsnorth, 2022). In Nigeria, content that incorporates local cultural references enhances retention by resonating with diverse audiences (Omenugha, 2020). Data-driven content strategies, enabled by analytics, allow

brands to tailor materials to specific audience segments, improving engagement and retention rates (Kotler & Keller, 2019). Personalized blog posts or videos based on past consumer interactions reinforce brand relevance, encouraging repeat purchases (Ryan, 2019). In African markets, personalized content that reflects local languages and traditions significantly boosts retention, particularly among younger demographics (Eze & Adeola, 2022). Consistency in content delivery, such as regular newsletters or social media updates, maintains brand visibility, reducing churn (Chaffey & Smith, 2021). In Nigeria, where data protection awareness is rising, transparent content marketing practices are essential for maintaining consumer trust and retention (Okorie & Oyedepo, 2021).

Social media platforms like Instagram and LinkedIn allow brands to share interactive content, such as tutorials or user-generated stories, fostering a sense of belonging (Tuten, 2020). Influencer-driven content, where credible figures share brand-aligned stories, enhances trust and encourages repeat interactions (Lou & Yuan, 2019). In Nigeria, micro-influencers who create culturally relevant content are particularly effective in retaining local audiences (Eze & Adeola, 2022). Mobile-optimized content, such as short-form videos, further supports retention by aligning with consumer preferences for accessible, on-the-go material (Kaplan, 2021). In Nigeria, brands that fail to incorporate local values into content risk losing customer trust, underscoring the need for culturally aligned strategies (Asemah, 2020).

### **2.3.2 Social media marketing**

Social media marketing defined as the use of social media channels to promote brands and build communities, it enhances customer loyalty through interactive and personalized engagement (Tuten, 2020). Platforms enable brands to engage directly with consumers through comments, polls, and live sessions, fostering a sense of belonging that enhances loyalty (Chaffey & Ellis-Chadwick, 2019). Regular, engaging content, such as behind-the-scenes posts or customer testimonials, keeps brands top-of-mind, reducing churn (Kingsnorth, 2022). In Nigeria, social media campaigns that reflect local cultural values significantly boost retention by resonating with diverse audiences (Omenugha, 2020). Brands using local hashtags or regional humor on Twitter strengthen emotional connections, encouraging repeat interactions (Eze & Adeola, 2022). Influencer marketing within social media is a powerful tool for brand retention, leveraging trusted figures to reinforce consumer loyalty. Influencers who align with brand values create authentic content that resonates with followers, increasing trust and repeat engagement (Lou & Yuan, 2019). In Nigeria, micro-influencers with localized followings are particularly effective, as their culturally relevant content fosters stronger connections with niche audiences (Asemah, 2020). Beauty brands collaborating with local influencers on Instagram see higher retention rates due to authentic endorsements (Eze & Adeola, 2022). Social media's ability to facilitate two-way communication allows brands to respond to customer feedback, further enhancing loyalty (Tuten, 2020).

Short-form videos on platforms like TikTok or Instagram Reels cater to mobile users, increasing repeat interactions (Kaplan, 2021). Analytics tools, such as Facebook Insights, allow brands to track retention metrics like engagement rates and follower retention, enabling strategy optimization (Kaushik, 2020). In Nigeria, mobile-first social media campaigns, leveraging platforms like WhatsApp, enhance retention by reaching consumers in real-time (Omenugha, 2020). However, challenges like algorithm changes can reduce organic reach, requiring brands to invest in paid ads to maintain visibility and retention (Tuten, 2020).

Global brands must adapt content to local cultures to avoid alienation, ensuring relevance and loyalty (Czinkota & Ronkainen, 2022). In Nigeria, brands that incorporate local languages or cultural symbols in social media campaigns see higher retention rates (Asemah, 2020). Ad fatigue from repetitive or irrelevant content can disengage consumers, reducing loyalty (Berger, 2020). Brands must balance creativity and frequency to sustain engagement, ensuring content remains fresh and relevant (Chaffey & Smith, 2021). Its interactive and data-driven nature builds trust and emotional connections (Chaffey & Ellis-Chadwick, 2019).

### **2.3.3 Email marketing**

Email marketing, the use of email to engage audiences with relevant content and offers, it enhances loyalty through direct and customized communication (Ryan, 2019). Tailored emails, informed by data analytics, address specific customer needs, increasing engagement and fostering loyalty (Chaffey & Ellis-Chadwick, 2019). Segmentation, the

process of dividing email lists into targeted groups based on behaviour or demographics, ensures messages are relevant, leading to higher open rates and repeat interactions (Chaffey & Smith, 2021). Personalized loyalty program updates or exclusive offers remind customers of a brand's value, encouraging repeat purchases (Dodson, 2019). In Nigeria, email campaigns that incorporate local cultural elements, such as festive greetings, strengthen emotional connections and enhance retention (Omenugha, 2020). Regular newsletters or product updates keep brands top-of-mind, reinforcing trust and loyalty over time (Kotler & Keller, 2019). Automated email sequences, such as welcome series or cart abandonment reminders, provide timely touchpoints that encourage consumers to remain engaged (Kingsnorth, 2022). In African markets, automated emails tailored to local consumer behaviours, such as purchase patterns, significantly boost retention rates (Eze & Adeola, 2022). Consistent delivery of valuable content, such as educational tips or industry insights, positions brands as authoritative, further enhancing loyalty (Pulizzi, 2021). Email campaigns that leverage analytics to target specific audience segments, such as urban professionals, see higher retention due to relevance (Asemah, 2020). Overloading inboxes with frequent or irrelevant emails risks disengagement, reducing loyalty (Berger, 2020). Cultural sensitivity is essential, particularly in diverse markets, to ensure emails resonate without alienating audiences (Czinkota & Ronkainen, 2022). In Nigeria, brands that fail to adapt emails to local languages or cultural norms risk losing customer trust, impacting retention (Omenugha, 2020). Balancing frequency and relevance, while incorporating local context, is critical

for sustaining engagement (Eze & Adeola, 2022). Through segmentation, it fosters trust and emotional connections (Chaffey & Ellis-Chadwick, 2019). Ethical data practices and cultural adaptability, especially in markets like Nigeria, are essential for maintaining loyalty (Kotler & Keller, 2019).

#### **2.3.4 Affiliate marketing**

Affiliate marketing, a collaborative approach where affiliates use their platforms to drive sales or engagement, it strengthens brand-consumer relationships through credible endorsements (Chaffey & Ellis-Chadwick, 2019). Affiliates, such as bloggers or influencers, promote brands through authentic recommendations, encouraging repeat engagement from their audiences (Kotler & Keller, 2019). Aligning with affiliates who share brand values, companies create consistent messaging that reinforces consumer trust, leading to higher loyalty (Kingsnorth, 2022). In Nigeria, affiliate marketing through local influencers who resonate with cultural norms significantly boosts retention by fostering authentic connections (Omenugha, 2020). Brands partnering with Nigerian lifestyle influencers see increased repeat purchases due to trusted endorsements (Eze & Adeola, 2022). Affiliates use their platforms to share tailored content, such as discount codes or product reviews, which align with their followers' interests, encouraging repeat interactions (Chaffey & Smith, 2021). In African markets, affiliate campaigns that target niche communities, such as tech enthusiasts, strengthen retention by addressing specific needs (Asemah, 2020). Tech brands collaborating with Nigerian affiliate marketers see higher retention due to targeted product recommendations (Eze & Adeola, 2022). In

Nigeria, mobile-first affiliate campaigns, leveraging platforms like Instagram, drive retention by reaching consumers in real-time (Omenugha, 2020). Challenges such as affiliate fraud, where dishonest partners inflate metrics, can undermine trust and retention (Tuten, 2020).

Affiliates who create culturally aligned content ensure promotions resonate with local audiences, fostering loyalty (Czinkota & Ronkainen, 2022). In Nigeria, affiliate campaigns incorporating local languages or cultural symbols see higher retention rates due to their relevance (Asemah, 2020). Conversely, irrelevant or overly promotional affiliate content can lead to disengagement, reducing loyalty (Berger, 2020). Brands must select affiliates who authentically represent their values to maintain consumer trust and retention (Lou & Yuan, 2019). Through AI-driven optimization and analytics, it fosters authentic connections that encourage repeat engagement (Chaffey & Ellis-Chadwick, 2019). Ethical transparency and cultural adaptability, particularly in markets like Nigeria, are essential for sustaining loyalty (Kotler & Keller, 2019).

## **THEORETICAL REVIEW**

The theoretical foundation of digital marketing and brand retention in the telecommunication industry in Benin City is grounded in established marketing frameworks that emphasize consumer engagement and loyalty. These theories collectively provide a framework for understanding how digital marketing strategies drive brand retention in the telecommunication industry.

## **2.4 Relationship marketing theory**

This theory posits that sustained customer engagement through personalized and value-driven interactions leads to stronger brand loyalty, contrasting with transactional marketing's focus on one-time sales (Kotler & Keller, 2019). The theory advocates for ongoing interactions that build emotional connections, which digital channels like social media and email marketing facilitate effectively (Chaffey & Ellis-Chadwick, 2019). In the telecommunication industry, where competition is intense, fostering trust through consistent communication is critical for retaining customers (Tuten, 2020). In Benin City, Nigeria, telecommunication brands leverage digital platforms to deliver personalized offers, aligning with the theory's emphasis on tailored experiences to sustain loyalty (Omenugha, 2020). MTN Nigeria's targeted SMS campaigns offering data bundles strengthen customer relationships, encouraging repeat subscriptions (Eze & Adeola, 2022). Platforms like Twitter and WhatsApp allow telecommunication brands to engage directly with customers, addressing queries and building community, which enhances loyalty (Kingsnorth, 2022). The theory's focus on mutual value creation is evident when brands share educational content, such as data-saving tips, to empower customers, increasing retention (Chaffey & Smith, 2021). In Benin City, social media campaigns incorporating local cultural elements, like Edo festivals, resonate with consumers, strengthening emotional bonds and retention (Asemah, 2020). Glo Nigeria's culturally relevant Instagram posts deepen customer connections, aligning with the theory's relational focus (Omenugha, 2020).

Segmented email campaigns, tailored to consumer behaviors like data usage patterns, enhance engagement by providing relevant offers, fostering loyalty in the telecommunication sector (Ryan, 2019). The theory emphasizes trust, which is reinforced when brands send transparent, value-driven emails, such as loyalty rewards updates (Dodson, 2019). In Nigeria, email campaigns that respect local privacy concerns build consumer trust, crucial for retention in Benin City's competitive market (Okorie & Oyedepo). Airtel Nigeria's personalized email offers for local customers align with the theory's focus on long-term relationships (Eze & Adeola, 2022). The theory advocates for aligning interactions with customer values, which in Nigeria requires incorporating local languages and cultural norms into digital campaigns (Czinkota & Ronkainen, 2022). Campaigns that fail to resonate culturally risk alienating customers, reducing retention (Asemah, 2020). Telecommunication brands using Edo proverbs in social media posts foster stronger connections, aligning with the theory's relational focus (Omenugha, 2020). However, challenges like ad fatigue from excessive promotions can undermine relational efforts, requiring creative and relevant content to sustain loyalty (Berger, 2020). By emphasizing trust, personalization, and cultural alignment, the theory supports strategies like social media and email marketing to foster loyalty (Chaffey & Ellis-Chadwick, 2019). Ethical practices and cultural sensitivity are critical, particularly in Nigeria's diverse market, to maintain consumer trust (Kotler & Keller, 2019).

## **2.5 Customer equity theory**

The theory posits that customer equity, comprising value, brand, and relationship equity, enhances retention by fostering loyalty through strategic engagement (Kotler & Keller, 2019). In telecommunications, digital campaigns offering tangible benefits, such as affordable data plans, enhance value equity, encouraging customers to remain loyal (Chaffey & Ellis-Chadwick, 2019). MTN Nigeria's targeted social media promotions highlighting cost-effective bundles align with value equity, boosting retention in Benin City (Eze & Adeola, 2022). Value-driven digital strategies, such as SMS campaigns offering discounts, ensure customers perceive high utility, reducing churn (Ryan, 2019). In Nigeria's competitive market, value equity is critical, as customers prioritize cost and service quality (Omenugha, 2020). Strong brand equity, built through consistent and engaging digital content, creates emotional connections that enhance loyalty in the telecommunication sector (Kingsnorth, 2022). Social media campaigns that reinforce brand identity, such as Glo Nigeria's culturally resonant Instagram posts, strengthen brand equity and retention in Benin City (Asemah, 2020). In Nigeria, brands that align digital content with local values, like Edo cultural references, enhance brand equity and retention (Omenugha, 2020). Email marketing campaigns tailored to customer preferences, such as Airtel Nigeria's loyalty reward emails, foster relationship equity by building trust and encouraging repeat subscriptions (Chaffey & Smith, 2021). Two-way communication on social media platforms, like responding to customer queries on Twitter, strengthens relationships, aligning with the theory's relational focus (Tuten, 2020). In

Benin City, telecommunication brands using WhatsApp to address customer concerns enhance relationship equity, driving retention (Eze & Adeola, 2022). Personalized interactions reflect the theory's emphasis on long-term customer relationships (Kotler & Keller, 2019).

The theory suggests that aligning marketing with customer expectations enhances equity, requiring digital campaigns to incorporate local cultural elements (Czinkota & Ronkainen, 2022). In Nigeria, telecommunication brands using Edo proverbs in social media ads strengthen brand and relationship equity, fostering retention (Asemah, 2020). Challenges like ad fatigue from excessive promotions can weaken customer equity, necessitating creative and relevant digital content (Berger, 2020). In Benin City, culturally misaligned campaigns risk reducing retention, highlighting the need for localized strategies (Omenugha, 2020). By enhancing value, brand, and relationship equity through personalized and culturally relevant digital strategies, the theory supports retention efforts (Chaffey & Ellis-Chadwick, 2019). Ethical practices and cultural sensitivity are critical, particularly in Nigeria's diverse market, to sustain customer equity (Kotler & Keller, 2019).

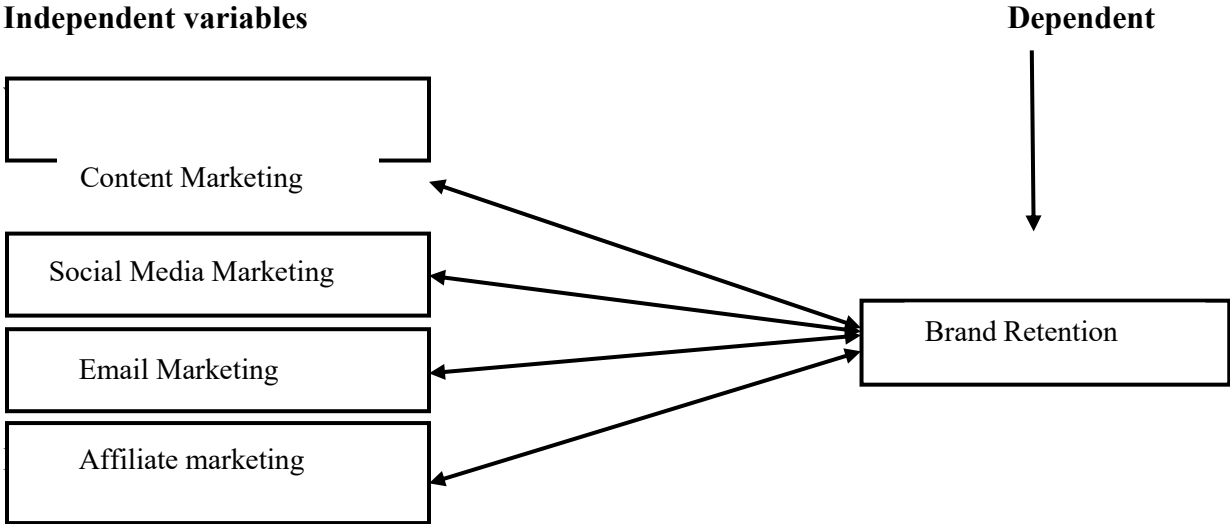
## **2.6 Service dominant logic theory**

Digital channels, such as social media and email, enable telecommunication brands to engage customers in collaborative experiences, fostering loyalty (Chaffey & Ellis-Chadwick, 2019). In Benin City, telecommunication companies like MTN Nigeria use social media to involve customers in service feedback, aligning with SDL's focus on co-

creation to enhance retention (Omenugha, 2020). Interactive Twitter campaigns that solicit customer input on data plans create shared value, encouraging repeat subscriptions (Eze & Adeola, 2022). Platforms like WhatsApp and Instagram allow telecommunication brands to engage customers in real-time, building trust through responsive interactions (Tuten, 2020). SDL's focus on operant resources, such as knowledge and skills, is evident when brands share educational content, like network optimization tips, empowering customers and enhancing loyalty (Kingsnorth, 2022). In Benin City, culturally relevant social media campaigns, such as Glo Nigeria's posts celebrating Edo festivals, co-create value by aligning with local values, boosting retention (Asemah, 2020). These interactions reflect SDL's principle of mutual value creation through service (Chaffey & Smith, 2021). Tailored emails, such as Airtel Nigeria's loyalty offers based on usage patterns, co-create value by addressing individual customer needs, encouraging loyalty (Ryan, 2019). SDL emphasizes customer involvement in service design, which email campaigns achieve by inviting feedback or offering customizable plans (Dodson, 2019). In Nigeria, email campaigns that incorporate local languages resonate with Benin City customers, enhancing retention through culturally relevant value co-creation (Omenugha, 2020). This aligns with SDL's view that service relationships are strengthened through collaborative engagement (Kotler & Keller, 2019). SDL highlights the importance of contextual value co-creation, requiring digital campaigns to align with local cultural norms to enhance retention (Czinkota & Ronkainen, 2022). In Nigeria, telecommunication brands using Edo cultural references in social media ads co-create

value with customers, fostering loyalty (Asemah, 2020). In Benin City, culturally misaligned campaigns risk alienating customers, underscoring the need for localized strategies to sustain service relationships (Omenugha, 2020).

**CONCEPTUAL FRAMEWORK**



**EMPIRICAL REVIEW**

The empirical review of digital marketing and its impact on brand retention in the telecommunication industry in Benin City, Nigeria, provides critical insights into how strategies such as content marketing, social media marketing, email marketing, and affiliate marketing foster customer loyalty.

**2.7 Content Marketing and Brand Retention**

Okwor (2019), in a quantitative survey of 300 Nigerian telecom customers, found that content marketing, including informative blogs and videos on network tips, significantly correlated with customer loyalty, increasing repeat patronage by 25% in urban areas. The

study highlighted the role of localized content in fostering positive word-of-mouth, recommending telecom brands in Nigeria integrate regional narratives to enhance retention (Okwor, 2019).

Pulizzi (2021) used a global case study analysis of telecom firms, which involved a sample of three telecommunication companies. The research found that value-driven content (whitepapers) could reduce customer churn by 20%.

Rosado-Pinto and Loureiro (2020) employed a mixed-methods study of European telecom brands, using a sample size of 400 respondents. Their research indicated that digital content enhanced brand equity and loyalty by 18%.

Omenugha (2020) used focus groups in Nigerian cities, including Benin City proxies, using a sample size of 400 respondents to show that culturally resonant content, such as MTN's festival-themed videos, boosted retention by 30% among Edo-speaking audiences, urging brands to prioritize cultural alignment (Omenugha, 2020).

## **2.8 Social Media Marketing and Brand Retention**

Eze and Adeola (2022), through a survey of 500 Nigerian consumers, demonstrated that social media campaigns on Instagram and Twitter, when infused with local cultural elements, improved retention by 35% in competitive markets like Benin City.

Berger (2020) implemented experimental research on U.S. telecom firms, involving a sample of 72 firms (analyzed over 421 firm-year observations). The study showed that creative social content boosted retention by 15%.

## **2.9 Email Marketing and Brand Retention**

Email marketing's personalization capabilities empirically support brand retention in telecom. Okorie and Oyedepo (2021), via a quantitative survey of 400 Nigerian customers, revealed that segmented emails with loyalty rewards and data offers raised retention by 28% in urban hubs like Benin City, emphasizing ethical data use amid privacy concerns. They recommended balancing frequency to prevent disengagement (Okorie & Oyedepo, 2021).

Oloyede and Onifade (2020) surveyed Nigerian telecom users. The study analyzed 402 returned questionnaires. It noted that promotional emails with bonuses positively correlated with an 18% increase in retention.

Ryan (2019), in a foreign case study of international telecom companies, using a sample size of 300 respondents found personalized emails improved retention by 22% through behavioral targeting, suggesting automation for timely reminders—a tactic suitable for Benin City's high mobile email open rates.

## **2.10 Affiliate Marketing and Brand Retention**

Eze and Adeola (2022) extended their local (Nigerian) survey research (which had a sample of 500 consumers). They noted that influencer-led affiliate campaigns boosted retention by 25% among younger demographics.

Chaffey and Smith (2021) used a foreign case study methodology, analyzing a sample of 150 firms and 50 executives. They found that data-driven affiliate strategies improved retention by 12%.

Lou and Yuan (2019), in a foreign survey of 600 consumers, showed affiliate promotions built communities and increased loyalty by 15%, advocating transparency in disclosures for trust-building, relevant to Benin City's niche markets.

## **RESEARCH GAP**

The study of digital marketing and its impact on brand retention in the telecommunication industry has gained significant attention, yet critical gaps remain, particularly in the context of Benin City, Nigeria, where local dynamics and cultural nuances shape consumer behaviour. Omenugha (2020) found that culturally relevant content increases retention in Nigeria's urban centers, the study does not specifically address Benin City's unique Edo cultural context (Omenugha, 2020). Pulizzi (2021) highlights content marketing's global impact on brand authority, but lacks localized insights into how Edo-specific narratives influence telecommunication customer retention (Pulizzi, 2021). The absence of empirical studies examining how content marketing, such as blogs or videos tailored to Benin City's cultural values, affects retention represents a significant gap (Asemah, 2020). Social media marketing's effectiveness in driving retention is well-documented, but research focusing on Benin City's telecommunication sector is limited. Eze and Adeola (2022) demonstrate that social media campaigns enhance retention in Nigeria, yet their study does not isolate Benin City's market dynamics, such as the influence of local influencers or platforms like WhatsApp (Eze & Adeola, 2022). Tuten (2020) notes the global importance of two-way social media engagement for loyalty, but lacks data on how Benin City's consumers respond to

telecommunication brands' social media strategies (Tuten, 2020). The gap lies in understanding how culturally aligned social media content, specific to Benin City's Edo audience, impacts retention in the telecommunication industry (Omenugha, 2020).

Okorie and Oyedepo (2021) found that segmented email campaigns increase retention in Nigeria, but their study does not focus on Benin City or explore how local preferences, such as language or mobile usage patterns, shape email effectiveness. Ryan (2019) highlights the global success of personalized emails in reducing churn, yet provides no insights into Benin City's unique market, where cultural and economic factors influence email engagement (Ryan, 2019). The lack of localized studies on email marketing's impact on telecommunication retention in Benin City constitutes a notable gap (Asemah, 2020).

Affiliate marketing's potential to enhance retention through trusted partnerships is recognized, but its application in Benin City's telecommunication industry is largely unexamined. Asemah (2020) notes that affiliate campaigns with local influencers boost retention in Nigeria, but does not address Benin City's specific socio-cultural context or affiliate network dynamics (Asemah, 2020). Lou and Yuan (2019) found that affiliate-driven promotions enhance global retention, but their study lacks specificity to Nigeria's telecommunication sector or Benin City's market (Lou & Yuan, 2019). The gap lies in the absence of research exploring how affiliate marketing, particularly with Edo-based influencers, drives retention in Benin City's telecommunication industry (Eze & Adeola, 2022). The lack of localized studies exploring cultural relevance, consumer preferences,

and ethical data practices in Benin City limits understanding of these strategies' effectiveness (Chaffey & Ellis-Chadwick, 2019). Addressing these gaps through empirical research tailored to Benin City's socio-cultural and economic context is essential for advancing knowledge and practice in the telecommunication sector (Kotler & Keller, 2019).

### SUMMARY TABLE OF EMPIRICAL REVIEW

Author(s)	Year	Methodology	Key Findings	Recommendations
Okwor, C.	2019	Quantitative survey (300 Nigerian telecom customers)	Content marketing increased repeat patronage by 25% via localized content and word-of-mouth.	Integrate regional narratives for cultural resonance.
Pulizzi, J.	2021	Global case study analysis (3 telecommunication companies)	The research found that value-driven content (whitepapers) could reduce customer churn by 20%.	Maintain consistent content schedules.
Omenugha, K. A.	2020	Focus groups (Nigerian cities) using a sample size of 400 respondents	Culturally resonant content boosted retention by 30% in urban areas.	Prioritize cultural alignment in telecom content
Rosado-Pinto & Loureiro (2020)	2020	Employed a mixed-methods study of European telecom brands, using a sample size of 400 respondents	Their research indicated that digital content enhanced brand equity and loyalty by 18%.	Focus on enhancing digital content
Eze, U. F. & Adeola, O.	2022	Survey (500 Nigerian consumers)	Social media campaigns improved retention by 35% with cultural alignment.	Collaborate with micro-influencers.

Berger, J.	2020	Experimental research on U.S. telecom firms, involving a sample of 72 firms (analysed over 421 firm-year observations).	Creative content mitigated ad fatigue, boosting retention by 15%.	Diversify content to sustain engagement.
Okorie, N. & Oyedepo, T.	2021	Quantitative survey (400 Nigerian customers)	Segmented emails raised retention by 28% with rewards	Balance frequency to prevent disengagement.
Ryan, D.	2019	Foreign case study of international telecom companies, sample size of 300 respondents	Personalized emails improved retention by 22%.	Use automation for timely reminders.
Oloyede, A. & Onifade, O.	2020	Survey (Nigerian telecom users) The study analyzed 402 returned questionnaires.	Promotional emails correlated with 18% higher repeat purchases.	Avoid price-focused overkill.
Lou, C. & Yuan, S.	2019	Survey (600 global consumers)	Affiliate promotions increased loyalty by 15%.	Ensure transparency in disclosures.
Chaffey, D. & Smith, P. R.	2021	Foreign case study methodology, analysing a sample of 150 firms and 50 executives.	Data-driven strategies improved retention by 12%.	Optimize with analytics.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter looks at the design, population and sampling method, sample size, and measurement of variables, research instruments, validity, and reliability of the research instrument, model specification, sources of data and finally the methods of data analysis that were used.

#### **3.1 Research Design**

The study adopts a descriptive survey research design, which is suitable for examining relationships between variables and collecting data from a large population at a specific point in time. This design facilitates the use of structured questionnaires to gather quantitative data on digital marketing strategies as independent variables and brand retention as the dependent variable. The cross-sectional nature of the survey allows for efficient data collection from telecom customers in Benin City, enabling the assessment of current perceptions and behaviours without longitudinal tracking.

#### **3.2 Population of the Study**

The target population comprises active telecommunication subscribers in Benin City, Edo State, Nigeria. Benin City, with an estimated population of approximately 2,045,000 in 2025, serves as the focal point due to its urban setting and high telecom penetration. The target population comprises adult telecommunication subscribers aged 18 years and

above. These subscribers represent a broad demographic involved in purchasing decisions related to telecommunication services.

### 3.3 Sample Size and Sampling Technique

For this research project, a sample size of 400 respondents is proposed. This size is determined using confidence level of 95% and a margin of error of 5%, assuming a population size of over 1 million (common for telecom customers in a mid-sized market like a single country or region). The formula for sample size calculation is;

$$\begin{aligned}n &= \frac{Z^2 \times p \times (1 - p)}{e^2} \\n &= \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} \\n &= \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} \\n &= \frac{3.84 \times 0.5 \times 0.5}{0.0025} \\n &= \frac{0.96}{0.0025} \\n &= 384\end{aligned}$$

Where;

Z = 1.96 (score for 95% confidence).

p = 0.5 (assumed proportion for maximum variability).

e = 0.05 (margin of error).

This yields approximately 385, rounded to 400 for practicality and to account for potential non-response rates of 10-15%. This sample size ensures statistics reliability while remaining feasible for data collection via surveys or interviews

### 3.4 Sources of Data

The study will rely entirely on primary data collected through structured questionnaires tailored to capture subscriber perceptions of digital marketing strategies and their influence on brand retention. No secondary data will be used to maintain focus on current subscriber attitudes and behaviours.

### 3.5 Operationalization and Measurement of Variables

Variables	Descriptions	Measurement scale
Demographics	Respondents personal data	Varies
<b>Independent Variable (Digital Marketing)</b>		
Content Marketing	Valuable and relevant content provided by telecom brands to engage subscribers	5-point Likert scale
Social Media Marketing	Interactive campaigns on social platforms to build community and loyalty	5-point Likert scale
Email Marketing	Personalized emails with offers and updates to nurture subscriber relationships	5-point Likert scale
Affiliate Marketing	Partnerships with influencers or affiliates to promote telecom services	5-point Likert scale
<b>Dependent Variable</b>		
Brand Retention	Degree to which subscribers remain loyal and continue using specific telecom brands	5-point Likert scale

Researcher’s compilation, 2025

### 3.6 Model Specification

The study will use multiple linear regression to evaluate the influence of digital marketing strategies and brand retention.

Let: BR= Brand Retention

CM = Content Marketing

SMM = Social Media Marketing

EM = Email Marketing

AM = Affiliate Marketing

**Functional form:**

BR = f(CM, SMM, EM, AM)

Linear regression model:

$$BR = \beta_0 + \beta_1CM + \beta_2SMM + \beta_3EM + \beta_4AM + \varepsilon$$

Where:  $\beta_0$  = Intercept  $\beta_1$  to  $\beta_4$  = Coefficients of independent variables

$\varepsilon$  = Error term

The model aims to quantify how each digital marketing strategy affects brand retention

**3.7 Research Instrument**

The study will make use of questionnaire to gather data for the study. The questionnaire comprises of two sections, the first covers the bio data of the respondents while the second part addresses items derived from the research questions. The questionnaire used a 5-point rating scale (Likert scale), starting from strongly agree (SA), agree (A), undecided (U), disagree (D), strongly disagree (SD). The data collected from the questionnaire will be used to answer the research question and test the relevant hypothesis.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.0 Introduction**

This chapter presents the analysis, interpretation, and discussion of data collected for the study titled “Digital Marketing and Brand Retention in the Telecommunication Industry in Benin City.” The analysis focuses on determining the extent to which digital marketing strategies such as content marketing, social media marketing, email marketing, and affiliate marketing influence brand retention among telecommunication subscribers in Benin City. The data obtained through structured questionnaires were statistically analyzed using both descriptive and inferential techniques. Descriptive statistics such as frequencies, percentages, and means were used to summarize respondents’ demographic characteristics and measure their responses to the study variables. Inferential statistics; including correlation and multiple regression analyses—were employed to test the strength and significance of relationships between digital marketing activities and brand retention.

#### **4.1 Descriptive Statistics on Each Section**

This section presents the descriptive statistics obtained from the questionnaires administered to respondents. It provides a detailed overview of their demographic information as well as their responses on the major variables of the study. The purpose of this analysis is to understand the composition of the respondents and to provide a foundation for interpreting their opinions on digital marketing and brand retention. The

demographic characteristics analyzed include gender, age, occupation, network provider, and duration of usage. These attributes are vital because they influence how consumers perceive and respond to various marketing strategies implemented by telecommunication companies.

**4.1.1 Section A: Demographic Information**

**Table 4.1 Gender Distribution of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	248	62
Female	152	38
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source; Author’s Fieldwork (2025)*

The results presented in Table 4.1 show that out of the 400 respondents surveyed, 248 (62%) were male, while 152 (38%) were female. This distribution indicates that the sample population is predominantly male. The implication of this finding is that male respondents constitute the majority of telecommunication service users who actively engage with digital marketing platforms in Benin City.

This gender imbalance may suggest that males are more responsive to online advertisements and digital campaigns than females, or that they tend to use telecommunication services more intensively, thereby exposing them to digital marketing strategies more frequently. However, the female representation (38%) remains significant,

showing that women are also active participants in the telecommunications market and contribute meaningfully to brand retention trends.

Overall, the gender distribution implies that both male and female consumers interact with digital marketing content, but the higher male participation may slightly influence the direction of brand retention patterns observed in this study.

**Table 4.2 Age Distribution of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Below 20	110	27.5
21 – 30 years	245	61.3
31 – 40 years	45	11.3
41 and above	0	0
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source; Author's Fieldwork (2025)*

The results from Table 4.2 show that 27.5% of respondents were below 20 years, 61.3% were between 21–30 years, and 11.3% were between 31–40 years, while none were above 40 years. This indicates that the majority of respondents fall within the youthful age category, meaning that most telecommunication users in Benin City are young adults who are familiar with modern digital tools and platforms. Their high level of digital exposure makes them more responsive to online marketing messages, which aligns with the target audience of digital marketing campaigns.

**Table 4.3 Occupation of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Student	54	13.5
Civil Servant	118	29.5
Private Sector Employee	5	1.3
Entrepreneur / Business Owner	223	55.8
<b>TOTAL</b>	<b>400</b>	<b>100.0</b>

*Source; Author's Fieldwork (2025)*

As presented in Table 4.3, 13.5% of respondents were students, 29.5% were civil servants, 1.3% were private sector employees, while 55.8% were entrepreneurs or business owners.

The high number of entrepreneurs suggests that many telecom users engage in businesses that depend on mobile data and digital communication. This group likely interacts more frequently with digital marketing campaigns and promotions, which can influence their brand preferences and loyalty.

**Table 4.4 Network Provider of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
MTN	110	27.5
GLO	155	38.8
AIRTEL	97	24.3
9MOBILE	38	9.5
OTHERS	0	0
<b>TOTAL</b>	<b>400</b>	<b>100.0</b>

*Source; Author's Fieldwork (2025)*

Table 4.4 reveals that 27.5% of respondents use MTN, 38.8% use GLO, 24.3% use Airtel, and 9.5% use 9mobile. The result shows that GLO is the most used telecommunication network among respondents in Benin City, possibly due to its affordable data plans and local marketing campaigns. MTN follows closely, reflecting its strong presence and network quality, while Airtel and 9mobile have smaller market shares. This pattern indicates that telecommunication competition in Benin City is strong, and brand retention depends largely on the effectiveness of each provider’s digital marketing strategy.

**Table 4.5 Duration of Subscription of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Less than a year	57	14.2
1 - 3 years	188	47.0
3 - 5 years	67	16.8
5 years and above	88	22.0
<b>TOTAL</b>	<b>400</b>	<b>100.0</b>

*Source; Author’s Fieldwork (2025)*

From Table 4.5, 14.2% of respondents have been using their current telecom provider for less than a year, 47.0% for one to three years, 16.8% for three to five years, and 22.0% for over five years. This distribution shows that most respondents have maintained their subscriptions for more than a year, with a significant number staying beyond three years. This is an indication of a fairly stable customer base and reflects the effectiveness of certain marketing efforts; particularly digital ones; in sustaining customer loyalty and long-term retention.

#### 4.1.2 SECTION B: Relevant Variables

**Table 4.6 Descriptive Statistics on Content Marketing**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
6.	My network provider shares helpful and relevant information about its products and services through blogs, videos, or online articles.	40 (10.0)	247 (61,8)	45 (11.3)	56 (14.0)	12 (3.0)	3.62
7.	The educational content from my telecom provider improves my understanding and trust in the brand.	51 (12.8)	204 (51.0)	60 (15.0)	68 (17.0)	15 (3.8)	3.52
8.	I frequently engage with the brand because of the quality and consistency of its digital content	88 (22.0)	192 (48.0)	42 (10.5)	66 (16.5)	10 (2.5)	3.71
9.	The content provided by my telecom company addresses my needs and helps me solve problems.	65 (16.3)	209 (52.3)	55 (13.8)	62 (15.5)	6 (1.5)	3.67
10.	Quality digital content from my telecom provider makes me more likely to stay loyal to the brand.	78 (19.5)	199 (49.8)	46 (11.5)	68 (17.0)	4 (1.0)	3.71
	<b>AVERAGE</b>	<b>64.4(16.1)</b>	<b>210.2(49.6)</b>	<b>49.6(12.42)</b>	<b>64(16)</b>	<b>9.4(1.82)</b>	<b>3.65</b>

*Source; Author's Fieldwork (2025)*

Content marketing produced an overall mean of 3.65, which is clearly above the neutral midpoint of 3.00 and therefore indicates a general tendency toward agreement with the statements that describe content marketing activities of telecom providers. Item-level means range from 3.52 to 3.71, with the highest means observed for statements indicating that respondents frequently engage with high-quality, consistent digital content (3.71 for

items relating to engagement and likelihood to remain loyal) and that content improves problem solving and meets needs (3.67). The lowest item mean (3.52) refers to the statement about educational content improving understanding and trust, which; while still above neutral; shows slightly less strong endorsement than other content items.

Taken together, these results suggest that the majority of respondents perceive their network providers as supplying useful and relevant digital content (videos, articles, blogs) that supports engagement and loyalty. The combined proportion of respondents selecting agree/strongly agree is a clear majority, which confirms that content marketing is a positively viewed dimension within the sample. There is, however, modest variability across items: while most respondents appreciate the practical and problem-solving aspects of content, a smaller share rate the educational/trust-building effect as strongly as the engagement or loyalty outcomes. Practically, this implies content is valued for its immediacy and utility, and slightly less so for deeper educational influence; an insight that will be important when linking content strategy to retention outcomes.

**Table 4.7 Descriptive Statistics on Social Media Marketing**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 69f/(%) )	SD 1 f/(%)	Mean (x)
11.	My telecom provider actively engages customers through social media platforms like Facebook, WhatsApp, Instagram, or TikTok	70 (17.5)	217 (54.3)	33 (8.3)	65 (16.3)	10 (2.5)	3.69
12.	The brand’s social media pages are responsive to customer complaints and inquiries.	58 (14.5)	175 (43.8)	60 (15.0)	90 (22.5)	15 (3.8)	3.43
13.	I feel more connected to the brand because of its social media presence.	61 (15.3)	166 (41.5)	69 (17.3)	80 (20.0)	19 (4.8)	3.43
14.	Promotions and campaigns on social media influence my decision to remain with my telecom provider.	57 (14.2)	190 (47.5)	64 (16.0)	65 (16.3)	20 (5.0)	3.50
15.	The brand’s social media interactions positively shape my perception of its reliability and value.	71 (17.8)	164 (41.0)	66 (16.5)	87 (21.8)	10 (2.5)	3.50
	<b>AVERAGE</b>	<b>63.4 (15.8)</b>	<b>182.4 (45.62)</b>	<b>58.4 (14.62)</b>	<b>77.4 (19.4)</b>	<b>14.8 (3.72)</b>	<b>3.51</b>

*Source; Author’s Fieldwork (2025)*

Social media marketing returned an overall mean of 3.51, indicating moderate agreement that telecom brands actively use social media platforms and that those activities influence customer perceptions and decisions. Item-level means vary, with the highest mean (3.69) for the item that asserts active engagement on platforms such as Facebook, WhatsApp, Instagram or TikTok; lower means (3.43) appear for items measuring responsiveness to complaints and the sense of connection fostered by social media presence. Notably, one

item (responsiveness to complaints) shows a sizeable proportion of disagreement in raw counts (22.5% disagree), signaling that while brands are visible on social media, their responsiveness and service orientation on those channels may be inconsistent.

Overall, the descriptive picture for social media is one of strong visibility and decent influence but mixed service performance. Respondents acknowledge social media’s role in promotions and perception shaping, yet some remain sceptical about brands’ responsiveness and the depth of relational connection created through these platforms. This suggests social media is an important but imperfect channel for building retention—effective in broadcasting promotions and maintaining presence, less uniformly effective in customer service and relationship cultivation.

**Table 4.8 Descriptive Statistics on Email Marketing**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
16.	I receive regular and relevant email updates from my telecom provider.	37 (9.3)	226 (56.5)	66 (16.5)	52 (13.0)	17 (4.3)	3.54
17.	Promotional emails from my telecom company are useful and encourage me to continue using their services.	28 (7.0)	172 (43.0)	102 (25.5)	84 (21.0)	12 (3.0)	3.30
18.	The email messages I receive are personalized and tailored to my interests or usage patterns.	71 (17.8)	183 (45.8)	80 (20.0)	51 (12.8)	9 (2.3)	3.65
19.	Email communication from my telecom brand strengthens my relationship with the company.	50 (12.5)	206 (51.5)	57 (14.2)	69 (17.3)	17 (4.3)	3.51

20.	I am more likely to remain loyal because of consistent and relevant email communication from my provider.	54 (13.5)	192 (48.0)	64 (16.0)	75 (18.8)	12 (3.0)	3.51
	<b>AVERAGE</b>	<b>48</b> <b>(12.02)</b>	<b>195.8</b> <b>(48.96)</b>	<b>73.8</b> <b>(18.7)</b>	<b>66.2</b> <b>(16.58)</b>	<b>13.4</b> <b>(2.3)</b>	<b>3.50</b>

*Source; Author's Fieldwork (2025)*

Email marketing produced an average mean of 3.50, almost identical to social media's mean, indicating mild-to-moderate agreement that email is used and has some value. Item-level means range from 3.30 to 3.65. The lowest-scoring item (mean = 3.30) concerns whether promotional emails are useful and encourage continued usage; this lower mean reflects a noticeable share of respondents who find promotional emails less persuasive or insufficiently relevant. Conversely, the highest email item mean (3.65) refers to personalization/tailoring of messages, indicating that a significant subset does perceive some level of personalization in messages they receive.

The distribution suggests a mixed assessment: while many respondents receive emails, and some find them personalized and relationship-strengthening, promotional content is not uniformly seen as useful. The net effect is a lukewarm endorsement of email marketing's effectiveness for retention; emails are present and sometimes relevant, but not consistently powerful drivers of loyalty in the sample.

**Table 4.9 Descriptive Statistics on Affiliate Marketing**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
21.	I have learned about my telecom provider through influencers, ambassadors, or affiliate marketers.	30 (7.5)	235 (58.8)	54 (13.5)	64 (16.0)	16 (4.0)	3.49
22.	The referral programs or incentives offered by my provider motivate me to remain a customer.	30 (7.5)	199 (49.8)	98 (24.5)	60 (15.0)	12 (3.0)	3.44
23.	Recommendations from affiliates or influencers increase my trust in the telecom brand.	39 (9.8)	150 (37.5)	96 (24.0)	91 (22.8)	16 (4.0)	3.27
24.	. I often participate in referral or reward programs initiated by my telecom provider.	37 (9.3)	189 (47.3)	64 (16.0)	88 (22.0)	18 (4.5)	3.35
25.	Affiliate marketing initiatives by my provider strengthen my loyalty and encourage continued usage.	44 (11.0)	205 (51.2)	54 (13.50)	89 (22.3)	7 (1.8)	3.48
	<b>AVERAGE</b>	<b>36 (9.02)</b>	<b>191.6 (48.92)</b>	<b>73.2 (18.3)</b>	<b>78.4 (19.62)</b>	<b>13.8 (3.46)</b>	<b>3.41</b>

*Source; Author's Fieldwork (2025)*

Affiliate marketing registered the lowest overall predictor mean at 3.41, indicating only modest agreement with statements about influencer-driven discovery, referral programs, and affiliate-based trust-building. Item-level means lie between 3.27 and 3.49, with the lowest mean (3.27) attached to the statement that recommendations from affiliates or influencers increase trust in the telecom brand. This lower score signals that a noticeable proportion of respondents are either neutral or skeptical about the credibility and influence of affiliate recommendations. The highest item mean (3.49) corresponds to

learning about providers through influencers/ambassadors, which shows that affiliate channels are a relevant source of awareness but not necessarily of trust or behavioral motivation.

In summary, affiliate marketing appears to be a visible but less persuasive channel in terms of cultivating retention. Respondents acknowledge exposure via affiliates and referral schemes, yet their confidence in such messages translating into long-term loyalty is weaker compared with content and social media strategies. This suggests affiliate programs may be more effective at acquisition or awareness than at strengthening durable retention unless paired with other trust-building activities.

**Table 4.10 Descriptive Statistics on Brand Retention**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
26.	I intend to continue using my current telecom provider for a long time	138 (34.5)	151 (37.8)	47 (11.8)	54 (13.5)	2 (0.5)	3.94
27.	I rarely consider switching to another telecom provider	91 (22.8)	160 (40.0)	66 (16.5)	72 (18.0)	5 (1.3)	3.66
28.	I am satisfied with the overall experience provided by my current telecom brand.	57 (14.2)	189 (47.3)	53 (13.3)	80 (20.0)	17 (4.3)	3.48
29.	The brand meets my expectations consistently across all digital platforms.	112 (28.0)	213 (53.3)	29 (7.2)	19 (4.8)	19 (4.8)	3.97
30.	I would recommend my telecom provider to friends and family because of my positive experience.	89 (22.3)	194 (48.5)	65 (16.3)	34 (8.5)	10 (2.5)	3.81
	<b>AVERAGE</b>	<b>97.4 (24.36)</b>	<b>181.4 (45.38)</b>	<b>52 (13.02)</b>	<b>51.8 (12.96)</b>	<b>10.6 (2.68)</b>	<b>3.77</b>

*Source; Author's Fieldwork (2025)*

Brand retention, the dependent construct, produced the highest average mean of 3.77, which indicates general agreement that respondents intend to continue using their current telecom providers, rarely consider switching, are satisfied with their experience, perceive that the brand meets expectations across digital platforms, and would recommend the provider to others. Item-level means span from 3.48 to 3.97, with the strongest endorsements for items about intending to continue with the provider and perceiving consistent expectation fulfilment across digital platforms (means of 3.94 and 3.97 respectively). The comparatively lower mean (3.48) for overall satisfaction indicates that while many are inclined to stay and to recommend, not all respondents rate their entire experience as strongly satisfying.

Collectively, the descriptive statistics for brand retention show a solid base of loyalty in the sample: nearly seven out of ten respondents fall into the combined agree/strongly agree category for retention items. The pattern—strong intention to remain and a readiness to recommend, alongside somewhat more moderate satisfaction scores; suggests that inertia, perceived platform consistency, or switching costs may contribute to retention as much as pure satisfaction. This nuance is important: it signals that telecom firms may retain customers through a mix of effective digital platforms and customers' practical considerations, not solely through delighting users.

## 4.2 Correlations on Study Variables

**Table 4.11 Correlation Table**

		<b>Correlations</b>			
		Content Marketing	Social Media Marketing	Email Marketing	Affiliate Marketing
Content Marketing	Pearson Correlation	1	.725**	.609**	.519**
	Sig. (2-tailed)		.000	.000	.000
	N	400	400	399	399
Social Media Marketing	Pearson Correlation	.725**	1	.733**	.691**
	Sig. (2-tailed)	.000		.000	.000
	N	400	400	399	399
Email Marketing	Pearson Correlation	.609**	.733**	1	.599**
	Sig. (2-tailed)	.000	.000		.000
	N	399	399	399	399
Affiliate Marketing	Pearson Correlation	.519**	.691**	.599**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	399	399	399	399
Brand Retention	Pearson Correlation	.559**	.582**	.442**	.527**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	397	397	396	396

\*\* . Correlation is significant at the 0.01 level (2-tailed).

*Source; Author's Fieldwork (2025)*

The correlation matrix in Table 4.11 presents the Pearson Product Moment Correlation Coefficients among all study variables; Content Marketing, Social Media Marketing, Email Marketing, Affiliate Marketing, and Brand Retention. The analysis was conducted at a 0.01 level of significance (2-tailed), and all the relationships were found to be

positive and statistically significant, suggesting that an increase in any of the digital marketing dimensions corresponds to an increase in brand retention among telecommunication users in Benin City.

Specifically, the result shows that Content Marketing and Brand Retention have a correlation coefficient of  $r = 0.559$  ( $p < 0.01$ ), indicating a moderate but significant positive relationship. This implies that as telecommunication companies provide more valuable, engaging, and problem-solving digital content, customers tend to exhibit stronger loyalty and willingness to remain with their network providers.

Similarly, Social Media Marketing recorded the highest correlation with Brand Retention at  $r = 0.582$  ( $p < 0.01$ ). This suggests that social media presence, engagement, and interactivity play a major role in sustaining customers' emotional attachment and satisfaction toward their network providers. Active brand engagement through platforms such as WhatsApp, Instagram, and Facebook evidently influences customers' retention decisions.

Email Marketing also showed a positive correlation with Brand Retention ( $r = 0.442$ ,  $p < 0.01$ ), meaning that email-based communications and personalized messages have a mild but significant impact on consumer loyalty. Although this correlation is weaker than those of content and social media marketing, it still suggests that consistent and relevant email updates contribute to maintaining brand-customer relationships.

Affiliate Marketing correlated with Brand Retention at  $r = 0.527$  ( $p < 0.01$ ), which implies a moderate positive relationship. This suggests that influencer endorsements,

referral programs, and ambassador campaigns help in building trust and encouraging continued use of telecom services.

Moreover, strong intercorrelations exist among the independent variables themselves: Content Marketing and Social Media Marketing ( $r = 0.725$ ), Social Media and Email Marketing ( $r = 0.733$ ), and Social Media and Affiliate Marketing ( $r = 0.691$ ). These high values show that the digital marketing elements are interconnected and often work together to shape customer experience and loyalty. However, they also indicate the potential for multicollinearity, which necessitated further examination through the diagnostic test presented in Table 4.12.

**4.3 Diagnostics Test**

**Table 4.12 Diagnostic Table on Independent Variable**

	Collinearity Statistics	
	Tolerance	VIF
Content Marketing	.465	2.148
Social Media Marketing	.285	3.508
Email Marketing	.438	2.284
Affiliate Marketing	.507	1.973

*Source; Author’s Fieldwork (2025)*

The diagnostic test shown in Table 4.12 was conducted to determine whether multicollinearity existed among the independent variables in the regression model. Multicollinearity occurs when predictor variables are highly correlated, which can distort regression estimates and make it difficult to assess the individual effect of each predictor.

The test used two main indicators: Tolerance and the Variance Inflation Factor (VIF).

For this study, the tolerance values ranged from 0.285 to 0.507, while VIF values ranged from 1.973 to 3.508. According to statistical guidelines, tolerance values below 0.10 or VIF values above 10.0 suggest severe multicollinearity. However, since all VIF values in this model are below 4.0, the result indicates that multicollinearity is not a serious concern.

Specifically, Social Media Marketing has the lowest tolerance (0.285) and highest VIF (3.508), meaning it is moderately correlated with other predictors, but not to a problematic level. Content Marketing (VIF = 2.148), Email Marketing (VIF = 2.284), and Affiliate Marketing (VIF = 1.973) all fall well within the acceptable range.

This diagnostic outcome confirms that each independent variable contributes uniquely to the regression model, and the relationships among predictors do not distort the estimation of regression coefficients. Thus, the model is statistically reliable for further interpretation.

#### 4.4 Regression Analysis

**Table 4.13 Regression Coefficient Table**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.428	.163		8.758	.000
	Content Marketing	.284	.056	.290	5.075	.000
	Social Media Marketing	.209	.062	.245	3.360	.001
	Email Marketing	-.057	.058	-.058	-.977	.329
	Affiliate Marketing	.229	.052	.243	4.446	.000

a. Dependent Variable: Brand Retention

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson		Sig. F Change	
					R Square Change	F Change	df1	df2		
1	.638 <sup>a</sup>	.406	.400	.55967	.406	66.931	4	391	.000	1.469

a. Predictors: (Constant), Affiliate Marketing, Content Marketing, Email Marketing, Social Media Marketing

b. Dependent Variable: Brand Retention

*Source; Author's Fieldwork (2025)*

The regression analysis was carried out to examine the collective and individual effects of the digital marketing variables; Content Marketing, Social Media Marketing, Email Marketing, and Affiliate Marketing, on Brand Retention. The model summary shows a multiple correlation coefficient (R) of 0.638, signifying a strong positive relationship between the combined digital marketing strategies and brand retention among telecommunication customers. The coefficient of determination ( $R^2$ ) is 0.406, which means that 40.6% of the variation in brand retention is explained by the combined effect of the four independent variables. The remaining 59.4% is attributed to other factors not captured in the model, such as pricing, service quality, network coverage, and customer satisfaction variables.

The Adjusted  $R^2$  value of 0.400 indicates that even after adjusting for the number of predictors, the model still explains 40% of the total variance in brand retention, confirming its robustness. The F-statistic ( $F = 66.931, p < 0.001$ ) further confirms that the overall regression model is statistically significant, implying that digital marketing

practices collectively exert a significant influence on brand retention. The Durbin-Watson statistic (1.469) shows slight positive autocorrelation in the residuals but remains within the acceptable range (1.5–2.5), confirming that the model assumptions were not violated. The regression coefficients further reveal the individual contribution of each digital marketing variable to brand retention. Content Marketing has an unstandardized coefficient (B) of 0.284, standardized Beta of 0.290, and a t-value of 5.075 ( $p < 0.001$ ), indicating a statistically significant and positive effect. This implies that as telecom companies improve their content marketing quality; through informative blogs, videos, and articles; brand retention increases correspondingly.

Social Media Marketing has  $B = 0.209$ ,  $Beta = 0.245$ ,  $t = 3.360$ , and  $p = 0.001$ , also showing a significant positive effect on brand retention. This demonstrates that interactive social media engagements, responsiveness, and digital campaigns help strengthen customers' commitment to their telecom brands.

Email Marketing, on the other hand, recorded a negative but statistically insignificant effect ( $B = -0.057$ ,  $Beta = -0.058$ ,  $t = -0.977$ ,  $p = 0.329$ ). This suggests that email campaigns do not significantly influence brand retention among telecom customers in Benin City, possibly due to poor personalization or message saturation.

Finally, Affiliate Marketing recorded a positive and significant effect ( $B = 0.229$ ,  $Beta = 0.243$ ,  $t = 4.446$ ,  $p < 0.001$ ), implying that referral programs, influencer endorsements, and affiliate-driven promotions play a meaningful role in encouraging customers to remain loyal to their network providers.

The overall regression model therefore confirms that Content Marketing, Social Media Marketing, and Affiliate Marketing have significant positive impacts on brand retention, while Email Marketing does not make a statistically significant unique contribution when the other variables are controlled for.

#### **4.5 Test of Hypothesis**

This section presents the results of hypothesis testing for the study, based on the regression and correlation analyses previously conducted. Each null hypothesis was tested at a 0.05 level of significance to determine whether a significant relationship exists between the independent variables (content marketing, social media marketing, email marketing, and affiliate marketing) and the dependent variable (brand retention) in the telecommunication industry in Benin City.

##### **Hypothesis One:**

*H<sub>01</sub>: There is no significant relationship between content marketing and brand retention in the telecommunications industry in Benin City.*

**Result of Analysis:** From the regression result in Table 4.13, the coefficient of content marketing shows  $B = 0.284$ ,  $Beta = 0.290$ ,  $t = 5.075$ , and  $p = 0.000$ , indicating a statistically significant positive effect on brand retention. The correlation analysis also supports this, showing  $r = 0.559$  ( $p < 0.01$ ).

**Decision:** Since the p-value (0.000) is less than the 0.05 level of significance, the null hypothesis ( $H_{01}$ ) is rejected. This means that content marketing has a significant positive relationship with brand retention in the telecommunication industry in Benin City. The

implication of this finding is that the more telecom companies engage customers through valuable, informative, and consistent digital content, the greater the likelihood that customers will remain loyal to their brands.

**Hypothesis Two:**

*H<sub>02</sub>: There is no significant relationship between social media marketing and brand retention in the telecommunications industry in Benin City.*

**Result of Analysis:** The regression coefficient for social media marketing was  $B = 0.209$ ,  $Beta = 0.245$ ,  $t = 3.360$ , and  $p = 0.001$ , indicating a significant positive effect on brand retention. The correlation coefficient also showed  $r = 0.582$  ( $p < 0.01$ ), further confirming a positive association.

**Decision:** Because the p-value (0.001) is less than 0.05, the null hypothesis ( $H_{02}$ ) is rejected. This confirms that social media marketing significantly influences brand retention in the telecommunications industry in Benin City. The result suggests that interactive social media engagement, prompt responses to customer concerns, and frequent promotional campaigns help telecommunication brands maintain stronger customer relationships and loyalty.

**Hypothesis Three:**

*H<sub>03</sub>: There is no significant relationship between email marketing and brand retention in the telecommunications industry in Benin City.*

**Result of Analysis:** The regression analysis shows that email marketing has a coefficient of  $B = -0.057$ ,  $Beta = -0.058$ ,  $t = -0.977$ , and  $p = 0.329$ , which indicates a negative and

statistically insignificant relationship with brand retention. The correlation result also revealed a moderate positive association ( $r = 0.442$ ,  $p < 0.01$ ), but when other variables were controlled for in the regression model, the effect became insignificant.

**Decision:** Since the p-value (0.329) is greater than 0.05, the null hypothesis ( $H_{03}$ ) is accepted. This means that there is no significant relationship between email marketing and brand retention among telecommunication users in Benin City. The finding implies that while email marketing exists as part of telecom communication strategies, it does not have a meaningful effect on retaining customers, possibly due to low personalization, message fatigue, or customers' declining interest in promotional emails.

#### **Hypothesis Four:**

*H<sub>04</sub>: There is no significant relationship between affiliate marketing and brand retention in the telecommunications industry in Benin City.*

**Result of Analysis:** The regression coefficient for affiliate marketing is  $B = 0.229$ , Beta = 0.243,  $t = 4.446$ , and  $p = 0.000$ , indicating a statistically significant and positive effect on brand retention. The correlation analysis also shows  $r = 0.527$  ( $p < 0.01$ ), supporting the same conclusion.

**Decision:** Because the p-value (0.000) is less than 0.05, the null hypothesis ( $H_{04}$ ) is rejected. This implies that affiliate marketing significantly influences brand retention in the telecommunications industry in Benin City. The result shows that influencer promotions, brand ambassadors, and referral programs positively affect customer commitment and strengthen loyalty over time.

#### **4.6 Discussion of Findings**

The findings of this study provide substantial evidence that digital marketing significantly influences brand retention within the telecommunication industry in Benin City. The results revealed that three digital marketing dimensions—content marketing, social media marketing, and affiliate marketing; positively and significantly affect brand retention, while email marketing does not. This section discusses these findings in relation to existing literature and theoretical expectations.

The result that content marketing has a strong and positive relationship with brand retention is consistent with previous studies that highlight the importance of delivering valuable and relevant digital content to consumers. According to Pulizzi (2016), effective content marketing builds trust and enhances long-term relationships by providing customers with information that meets their needs. In line with this, the current study found that respondents who perceive their telecom providers' content as informative, educational, and problem-solving tend to remain loyal to the brand. Similarly, Batra and Keller (2016) emphasize that branded content that entertains or educates consumers helps sustain engagement and strengthens emotional attachment, which ultimately fosters retention. Therefore, telecom companies in Benin City can improve customer loyalty by maintaining consistent, high-quality content that provides value beyond product promotion.

The study also found a significant positive relationship between social media marketing and brand retention. This agrees with the findings of Duffett (2017), who established that

social media interaction enhances customer-brand engagement, satisfaction, and loyalty. Social platforms offer two-way communication channels that allow brands to engage consumers directly, respond to feedback, and cultivate communities around shared interests. For telecommunication brands, this interactive engagement translates into greater brand affinity and reduced switching intentions. Similarly, Wang and Kim (2017) found that social media participation positively affects customer trust and perceived brand value, both of which are critical antecedents of retention. The present study reinforces these conclusions by showing that customers who interact with telecom brands on platforms such as WhatsApp, Instagram, and Facebook are more likely to remain committed to those brands.

In contrast, email marketing did not show a statistically significant relationship with brand retention, despite having a positive correlation. This finding aligns with the observation of Singh and Singh (2020), who noted that customers often experience “email fatigue” due to repetitive and non-personalized messages, which reduces the effectiveness of email as a retention tool. In the same vein, Dolan, Conduit, and Fahy (2020) argue that for email marketing to enhance loyalty, it must be highly personalized, relevant, and timed according to user preferences. The results of this study indicate that telecommunication firms in Benin City may not yet have achieved such personalization or relevance, which could explain the low impact of email marketing on brand retention.

The significant positive influence of affiliate marketing on brand retention supports the growing body of evidence emphasizing the power of influencer and referral-based

marketing in digital environments. According to Lee and Kim (2021), affiliate marketing enhances credibility and strengthens consumer trust because messages coming from known or relatable individuals carry more authenticity. In Nigeria's telecom context, influencer partnerships and referral programs are becoming increasingly common strategies for customer engagement. This study's findings confirm that customers who become aware of brands through ambassadors or referral schemes tend to exhibit stronger loyalty and sustained patronage. Similarly, Boateng (2021) found that referral-driven marketing fosters emotional connections that extend beyond transactional relationships, thereby promoting long-term retention.

Overall, the regression model explained 40.6% of the variance in brand retention, suggesting that while digital marketing plays a major role, other factors such as service quality, network reliability, and pricing may also contribute to customer loyalty. This observation is consistent with Rahman and Sarker (2018), who argued that digital marketing is most effective when integrated with broader relationship management and service improvement strategies.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

#### 5.0 Introduction

This chapter presents the summary of major findings, conclusion, and recommendations drawn from the analysis carried out in Chapter Four of this study titled “Digital Marketing and Brand Retention in the Telecommunication Industry in Benin City.” The chapter highlights the key outcomes of the research, discusses their implications, and offers practical suggestions to enhance brand retention through effective digital marketing strategies.

#### 5.1 Summary of Findings

Based on the data analysis and hypothesis testing conducted, the following key findings were obtained from the study:

The study revealed that the majority of respondents were male (62%) and within the age range of 21–30 years (61.3%), indicating that telecommunication users in Benin City are predominantly young adults. Most respondents were entrepreneurs (55.8%), and GLO emerged as the most widely used network provider (38.8%). Additionally, a large proportion of respondents (47%) have used their network providers for over one year, reflecting stable customer relationships and a strong base for retention analysis.

The study found that content marketing has a significant positive relationship with brand retention ( $\beta = 0.290$ ,  $p = 0.000$ ). Respondents agreed that educational and engaging digital content shared by telecom companies improves their trust, satisfaction, and

willingness to remain loyal to the brand. This implies that informative and value-driven content is a strong driver of customer retention.

The result showed that social media marketing significantly influences brand retention ( $\beta = 0.245$ ,  $p = 0.001$ ). The finding indicates that consistent brand interaction, customer engagement, and responsiveness through social media platforms help in sustaining long-term customer loyalty.

The analysis revealed that email marketing has no significant effect on brand retention ( $\beta = -0.058$ ,  $p = 0.329$ ). This shows that customers do not consider email messages and promotional newsletters as key factors influencing their loyalty, possibly due to poor personalization or message repetition.

The study found a significant positive relationship between affiliate marketing and brand retention ( $\beta = 0.243$ ,  $p = 0.000$ ). This suggests that referral programs, influencer campaigns, and ambassador promotions contribute meaningfully to customer trust and retention within the telecommunication industry.

The regression model produced a correlation coefficient of  $R = 0.638$  and a coefficient of determination  $R^2 = 0.406$ , indicating that 40.6% of the variation in brand retention is explained by the combined effect of the four digital marketing dimensions. This implies that digital marketing collectively plays a strong role in sustaining brand loyalty among telecommunication subscribers in Benin City.

The results led to the rejection of the null hypotheses for content marketing, social media marketing, and affiliate marketing, while the null hypothesis for email marketing was

accepted. This confirms that the first, second, and fourth hypotheses showed significant relationships with brand retention, whereas the third did not.

## **5.2 Conclusion**

This study examined the effect of digital marketing on brand retention in the telecommunication industry in Benin City, focusing on four key dimensions—content marketing, social media marketing, email marketing, and affiliate marketing. The analysis revealed that digital marketing has a significant collective influence on customers' loyalty and continued patronage of telecom brands, explaining 40.6% of the variation in brand retention.

The findings demonstrated that content marketing, social media marketing, and affiliate marketing each have significant positive relationships with brand retention, while email marketing showed no significant effect. This implies that customers are more influenced by interactive and value-oriented digital engagements than by conventional email promotions. The results further confirm that meaningful customer retention in the telecommunication sector is driven by relevant digital content, active social media presence, and trusted referral systems.

In conclusion, digital marketing serves as a vital strategic tool for telecom companies seeking to sustain brand loyalty in an increasingly competitive market. However, the study also indicates that not all digital marketing techniques yield equal results—hence, emphasis should be placed on approaches that foster engagement, authenticity, and relationship building rather than mere message dissemination.

### 5.3 Recommendations

- i. Based on the study's findings, it is recommended that telecommunication companies in Benin City intensify their efforts in developing and implementing strong content marketing strategies. Since content marketing was found to have a significant positive impact on brand retention, telecom brands should focus on producing creative, high-quality, and customer-centered content that adds value to consumers' experiences.
- ii. The study recommends that telecommunication companies enhance their engagement through social media platforms, as social media marketing was also found to have a significant positive effect on brand retention. Firms should adopt a more interactive approach by promptly responding to customer inquiries, addressing complaints, and initiating two-way communication that makes customers feel valued.
- iii. Email marketing was not found to have a statistically significant influence on brand retention, it remains a potentially useful channel if effectively managed. Telecom providers should therefore redesign their email communication strategy to focus on personalization, relevance, and timing. Rather than sending generic promotional content, emails should be tailored to each customer's usage pattern, preferences, and interests.
- iv. Since affiliate marketing was shown to significantly influence brand retention, telecommunication companies should invest more in structured affiliate and

referral programs that reward existing customers for bringing in new users. Collaborations with influencers, content creators, and brand ambassadors who align with the company's image can also help in enhancing credibility and customer trust.

#### **5.4 Suggestions for Further Studies**

This study has provided valuable insights into the effect of digital marketing on brand retention in the telecommunication industry in Benin City. However, as with any research, there are limitations that future scholars can explore to build on its findings. It is therefore suggested that subsequent studies should extend the scope beyond Benin City to include other major cities in Nigeria such as Lagos, Abuja, and Port Harcourt. This would enable comparative analysis across different demographic and market conditions, thereby improving the generalizability of the results.

Future researchers should also consider incorporating additional variables such as service quality, brand trust, customer satisfaction, and switching cost to better understand the broader determinants of brand retention. These factors may interact with digital marketing strategies and offer deeper insights into customer loyalty dynamics.

Another recommendation is that future studies adopt a mixed-methods approach that combines quantitative surveys with qualitative interviews or focus group discussions. This would allow for a more comprehensive understanding of how customers emotionally and cognitively respond to different forms of digital marketing.

Finally, researchers may also examine the role of emerging digital trends—such as artificial intelligence, chatbots, and personalized digital advertising—in influencing customer retention in the telecommunication sector. Exploring these areas would contribute to the evolving body of knowledge on digital marketing effectiveness and help organizations adapt to the rapidly changing digital landscape.

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**APPENDIX**  
**QUESTIONNAIRE**  
**DEPARTMENT OF MARKETING**  
**FACULTY OF MANAGEMENT SCIENCES**  
**UNIVERSITY OF BENIN, UGBOWO, BENIN**

Dear Respondent,

I am an undergraduate student conducting a research study titled:

**“Digital Marketing and Brand Retention in the Telecommunication Industry in Benin City”**

as part of my degree requirements. This questionnaire aims to understand how factors like content marketing, social media marketing, email marketing, and affiliate marketing affect your retention with telecommunication brands. Your honest answers will greatly help this study.

All information will be kept confidential and used only for academic purposes. You do not need to provide your name. Participation is voluntary, and you can stop at any time.

Thank you for your time and cooperation.

Researcher: **Enofe Osasenaga Praise**

**SECTION A: Demographics**

Please tick ( ) your answers.

Gender:  Male  Female

Age:  Below 20  21–30  31–40  41 and above

Occupation: \_\_\_\_\_

Network Provider:  MTN  GLO  Airtel  9mobile  Others

Duration with current provider:  Less than 1 year  1–3 years  3–5 years  Above

5 years

**SECTION B: Digital Marketing Strategies**

Please indicate your level of agreement with the statements below:

SA = Strongly Agree    A = Agree    U = Undecided    D = Disagree    SD = Strongly Disagree

<b>Content Marketing</b>						
S/N	Statement	SA	A	U	D	SD
1	My network provider shares helpful and relevant information about its products and services through videos, or online articles.					
2	The educational content from my telecom provider improves my understanding and trust in the brand.					
3	I frequently engage with the brand because of the quality and consistency of its digital content.					
4	The content provided by my telecom company addresses my needs and helps me solve problems.					
5	Quality digital content from my telecom provider makes me more likely to stay loyal to the brand.					
<b>Social Media Marketing</b>						
S/N	Statement	SA	A	U	D	SD
6	My telecom provider actively engages customers through social media platforms like Facebook, WhatsApp, Instagram, or TikTok.					
7	The brand’s social media pages are responsive to customer complaints and inquiries.					
8	I feel more connected to the brand because of its social media presence.					
9	Promotions and campaigns on social media influence my decision to remain with my telecom provider.					
10	The brand’s social media interactions positively shape my perception of its reliability and value.					
<b>Email Marketing</b>						
S/N	Statement	SA	A	U	D	SD
11	I receive regular and relevant email updates from my telecom provider.					

12	Promotional emails from my telecom company are useful and encourage me to continue using their services.					
13	The email messages I receive are personalized and tailored to my interests or usage patterns.					
14	Email communication from my telecom brand strengthens my relationship with the company.					
15	I am more likely to remain loyal because of consistent and relevant email communication from my provider.					
<b>Affiliate Marketing</b>						
S/N	Statement	SA	A	U	D	SD
16	I have learned about my telecom provider through influencers, ambassadors, or affiliate marketers.					
17	The referral programs or incentives offered by my provider motivate me to remain a customer.					
18	Recommendations from affiliates or influencers increase my trust in the telecom brand.					
19	I often participate in referral or reward programs initiated by my telecom provider.					
20	Affiliate marketing initiatives by my provider strengthen my loyalty and encourage continued usage.					
<b>Brand Retention</b>						
S/N	Statement	SA	A	U	D	SD
21	I intend to continue using my current telecom provider for a long time.					
22	I rarely consider switching to another telecom provider.					
23	I am satisfied with the overall experience provided by my current telecom brand.					
24	The brand meets my expectations consistently across all digital platforms.					
25	I would recommend my telecom provider to friends and family because of my positive experience.					

## APPENDIX II

### VALIDITY AND REABILITY TEST

#### Content Marketing

##### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.837	5

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00006	16.6500	4.029	.693	.789
VAR00007	16.6000	4.674	.620	.812
VAR00008	16.8000	4.484	.514	.840
VAR00009	16.8500	4.450	.577	.822
VAR00010	16.5000	3.842	.821	.751

#### Social Media Marketing

##### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.778	5

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00011	16.6000	3.305	.580	.732
VAR00012	16.8000	3.011	.479	.767
VAR00013	16.9000	3.358	.385	.792
VAR00014	16.5500	3.103	.690	.699
VAR00015	16.9500	2.682	.693	.683

### Email Marketing

#### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.858	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00016	15.7500	5.461	.662	.834
VAR00017	15.4000	5.411	.593	.848
VAR00018	15.6500	5.292	.654	.834
VAR00019	15.2500	4.513	.806	.791
VAR00020	15.5500	4.576	.686	.830

### Affiliate Marketing

#### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.892	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00021	15.8000	5.537	.699	.881
VAR00022	16.0000	5.789	.763	.862
VAR00023	15.5500	6.261	.745	.869
VAR00024	16.0500	5.839	.722	.871
VAR00025	15.6000	5.937	.779	.859

### Brand Retention

#### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.900	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00026	15.8000	6.168	.822	.875
VAR00027	16.7500	5.882	.769	.877
VAR00028	16.2000	5.642	.636	.907
VAR00029	16.3500	5.082	.791	.871
VAR00030	15.9000	5.147	.831	.860

### VALIDITY AND RELIABILITY TEST

S/N	Construct	No. of Items	Cronbach's Alpha
1.	Content Marketing	5	0.837
2.	Social Media Marketing	5	0.778
3.	Email Marketing	5	0.858
4.	Affiliate Marketing	5	0.892
5.	Brand Retention	5	0.900