

TALLINN UNIVERSITY OF TECHNOLOGY
School of Business and Governance
Department of International Business Administration

Akindele Oladimeji

**Consumer Engagement on the Buying Decision of
Smartphones in Nigeria**

Bachelor's thesis
International Business Administration, Marketing

Supervisor: Iivi Riivits-Arkonsuo, Associate Professor

Tallinn 2021

I declare that I have compiled the paper independently
and all works, important standpoints, and data by other authors
have been properly referenced, and the same paper
has not previously been presented for grading.

The document length is words from the introduction to the end of the summary.

Oladimeji Akindele

(signature, date)

Student code: A156045

Student e-mail address: akinsforme@gmail.com

Supervisor: Iivi Riivits-Arkonsuo, Associate Professor

The paper conforms to requirements in force

.....

(signature, date)

.....

(signature, date)

Co-supervisor:

The paper conforms to requirements in force

.....

(signature, date)

Chairman of the Defence Committee:

Permitted to the defence

.....

(name, signature, date)

TABLE OF CONTENTS

ABSTRACT	4
INTRODUCTION	5
1. REVIEW OF RELEVANT LITERATURE.....	8
1.1. Conceptual Review of Customer Engagement	9
1.2. Development of Customer Engagement	11
1.3. Importance of consumer engagement to Organizations.....	12
1.4. Literature Review: Uncovering the research gaps	13
1.5. Development of Mobile Phone usage in Nigeria.....	13
1.6. Mobile Phones Subscribers in Nigeria.....	14
1.7. Internet Subscribers in Nigeria	15
1.8. Youth and Mobile Phone in Nigeria Society	16
2. METHODOLOGY	19
2.1. Research Design.....	19
2.2. Questionnaire Design Data	20
2.3. Ethical issues and Reliability of Instruments.....	21
2.4. Method of Data Analysis	22
3. ANALYSIS, RESULTS, AND SUGGESTIONS	23
3.1. Demographic Analyses of the Respondents	23
3.2. Summary and Analyses of Research Results.....	26
3.3. Results and suggestions	39
CONCLUSION	42
LIST OF REFERENCES.....	44
APPENDIX 1	49

ABSTRACT

This study focused on discovering the benefits or importance of consumer engagement to both organizations that carry out consumer engagement activities and the consumers on whom consumer engagement activities carried out – which in this study was manufacturers of smartphones and the youthful Nigerian consumers. Other aims of this research were evaluating the consumer engagement techniques employed by smartphone manufacturers on Nigerian youths and discovering the most effective consumer engagement techniques used by smartphone manufacturers on Nigerian youths. This study was designed as quantitative research and employed survey questionnaires conducted through Google forms to collect responses from the 289 respondents who participated in this research to achieve these objectives. Customer engagement, according to the study, leads to the creation of loyal customers for an organization, allows organizations to invest in long-term relationships with their customers, provides organizations with easy access to customers' insights and feedback about an organization's products or services, and, most importantly, leads to product repurchase and increases the volume of sales. Meanwhile, consumer engagement increases the overall brand experience from the consumers' perspective and generates a sense of brand loyalty and trust. Furthermore, social media engagements; in-product messaging; free trials of products; creation of custom designs and products; holding customer engagement summits; creating listening centers to drive conversation; increasing customer support by teams; prompt responses to customers' inquiries and creation of mobile applications are various forms of consumer engagement, practiced by smartphone manufacturers in Nigeria. Lastly, in discussing the most effective consumer engagement techniques used by smartphone manufacturers on Nigerian youths, the top on the list is the social media engagement technique, followed by in-product messaging. The third is the creation of mobile applications by smartphone manufacturers.

On a final note, this study recommends that subsequent researchers focus on other aspects of marketing or consumer engagements, such as the effects of consumer engagement on consumers' purchase behaviors on the productivity of organizations.

Keywords: Consumer Engagement, youths, consumer engagement strategies, organizations

INTRODUCTION

Globally, the telecommunication sector, which comprises both the manufacturers of mobile telephones and network providers, has encountered continuous immense growth and development due to technological evolution and advancement.

The inspiration for carrying out this research in this area came after the researcher read an article published by the Nigerian Communications Commission, which revealed the total number of telephone users in Nigeria, in contrast with the total number of smartphone users in Nigeria. The researcher thus became shocked to realize that the total number of telephone users as of February 2014 was around 129,000,000 (one hundred and twenty-nine million), while out of this number, only about 5,000,000 (five million) were active smartphone users (Nigerian Communications Commission, NCC, 2014). This situation incited the researcher's curiosity to know the causes of the low number of smartphone users in Nigeria. Some of the researcher's concerns were discovering if smartphone manufacturers engaged in any form of consumer engagements with Nigerian customers. Even if they did, to also determine the techniques of consumer engagement utilized and the extent of their success.

However, the researcher also discovered that empirical research was scarce in this area. Minimal research work existed in how organizations employ customer engagement to interact and communicate with their target customers. Therefore, this research gap highlighted above is the cavity that this study hopes to fill with this research. Besides, this study's relevance is that in the future, it would serve as a reference research material to researchers, especially Nigerians, who need literature on the impact or significance of customer engagement on customers' behaviour or decisions to purchase a particular brand or product. This study's research problem, as slightly hinted earlier, emanates from the fact that the researcher discovered that there appears to be a vast gap between the available numbers of telephone users in Nigeria, in contrast with the number of smartphone users in the country. Therefore, this suggests that the number of smartphone users is minimal compared to the country's general number of phone users. Based on the current situation, the researcher concludes that either smartphone manufacturers are not communicating with their customers in Nigeria or that the consumer communication approaches they use are not appropriate for the Nigerian market. Therefore, they are unable to succeed. As a result, the established issue in this context determines the reasons for the customer's engagement. The number of smartphone users compared to the population of youths in Nigeria and the total phone of general phone users is minimal.

This study contributes to the available body of empirical studies by taking a critical look into the various forms of consumer engagement techniques that smartphones manufacturers adopt in Nigeria. This study also hopes to identify the most successful consumer engagement techniques adopted by these smartphone manufacturers and, lastly, discovering the benefits of consumer engagement to both buyers and manufacturers of smartphones in Nigeria. Therefore, this research attempts to critically look into the various forms of consumer engagement techniques that smartphones manufacturers adopt in Nigeria while also identifying their degrees of success and their importance to both the buyers and the manufacturers.

The aims of this bachelor thesis are;

The central aim of this research question is to discover the benefits or importance of organizations carrying out consumer engagement. Analysis of this importance will be evaluated from both the organization's perspective and the target customer's (Nigerian Youths') perspective.

Other specific aims of this research are:

1. Evaluating the consumer engagement techniques employed by smartphone manufacturers on Nigerian youths.
2. Highlighting the most effective consumer engagement techniques used by smartphone manufacturers on Nigerian youths.

Research Questions

To meet the aims that the researcher set out for this study, the major research question designed for this thesis is:

1. What are the benefits or importance of adopting consumer engagement for Nigerian youths and smartphone manufacturers in Nigeria?

Apart from the significant research question above, other relevant questions that the researcher seeks to gather answers for are:

1. What are the consumer engagement techniques employed by smartphone manufacturers on their target market, the Nigerian youths?
2. Which are the effective consumer engagement techniques used by smartphone manufacturers on their target market, Nigerian youths?

The study will be conducted using the quantitative research methodology to successfully explore the aims highlighted above and eventually present satisfactory answers to the research questions. This research entails using a questionnaire survey design. The rationale for this choice is that surveys allow for evaluating people's opinions regarding a particular issue of public interest. The questionnaire is designed to collect information from a selected population sample with essential questions that have been proven to affect consumers' buying decisions as described in (Kotler et al., 2009); Consumer behavior towards the use of a smartphone (Rani & Sharma, 2014) and what role can consumer engagement play to impact the buying decision of Smartphone (Uddin, Zahan & Md, 2014).

The sample size for this study was 289, and questionnaires were sent to all the selected respondents from Nigeria. After which, their responses were utilized for analysis. Due to the current COVID-19 pandemic and its travel and meeting restrictions, the questionnaire items were conducted using Google Forms to administer questionnaire items to the various participants of this research.

This study will be divided into three chapters:

Chapter one presents the introduction into this research – providing information about the rationale for the research, the research question, the aims of the research, and not forgetting the delimitation of the study. This first chapter also contains in-depth information and discussion about relevant literature about the study's area of research.

On the other hand, Chapter two contains information about the research design and methodology that will be deployed during this research and additional relevant information about how the questionnaire items will be administered and analysed.

Chapter three of this study contains the analysis, results, conclusions, and suggestions of the study. It carefully presents the data analysis and the findings while also providing answers for the research questions.

1. REVIEW OF RELEVANT LITERATURE

This study aims to critically look into the various forms of consumer engagement techniques that smartphones manufacturers adopt in Nigeria while also identifying their degrees of success and their importance to both the buyers and the manufacturers. This chapter contains a review of pertinent literature on customer engagement concepts, significantly how this concept of customer engagement influences the purchase of smartphones among Nigerians and discusses other related ideas. The theoretical frameworks on which this study is predicated are also discussed in this section. Also, this chapter includes a review of related literature of similar studies that have hitherto been conducted in this research area.

It is important to mention here that the technological developments, which led to the invention of smartphones, have led to a paradigm shift from the traditional functions of mobile phones from merely sending text messages and phone calls to gadgets that are utilized in the performances of increasingly complex tasks (Rahim, Safin, Kheng, Abas & Ali, 2016). Some of these difficult tasks, in the opinions of Ling, Lang, Fong & Perinpajoithi (2014), including carrying out plans and even scheduling meetings for personal and organizational uses, a global positioning system (GPS) for navigation uses, downloading of various software, accessing the Internet, storing of data, and some other numerous modern activities.

Thus, it is safe to assume that due to the increasingly sophisticated tasks that these modern phones can carry out, it is no shock that they are now referred to as smartphones, an assertion that was also buttressed by (May & Hearn, 2005). In the same vein, the market demands for these smartphones appear to be on the rise, resulting in many telephone manufacturers developing many innovative strategies targeted at gaining competitive advantages over their numerous competitions and attracting more customers (Trivedi & Raval, 2016).

In the Nigerian market, according to the statistical data released by the Nigerian Communications Commission, NCC, (2014), in February 2014, Nigeria, which is a country that has about 200 million in terms of her population, recorded 129,000,000 (one hundred and twenty-nine million) functional telephone users, which represented a teledensity of 92.14%. However, Oketola (2013) revealed that out of this number of telephone users, only about 5,000,000 (five million) constituted smartphone users, and about another 53,474,364 represented Internet users.

Juwaheer, Vencatachellum, Pudaruth, Ramasawmy & Ponnusami (2014) assert that even though smartphones cut across different age brackets, a more significant percentage of smartphone users seem to be young consumers who fall within the age range of undergraduate students. To further back this assertion up, the Ericsson Consumer Lab (2013) also revealed that 57 percent of university students utilize smartphones, among whom 60 percent experience addiction to their phone, while another 75 percent put their phones very close to them when they sleep. Another 88% send text messages in lecture halls, while a whopping 97% utilize smartphones for social networking purposes, while only 40% use their smartphones for study purposes.

Therefore, based on the importance and significance of smartphones, especially by Nigerians and particularly by the youths, smartphones have been devising various marketing and sales mechanisms to capture a larger market share in the Nigerian smartphone space. An essential strategy that these smartphone manufacturers use is 'Consumer Engagement,' which aims to increase customer interaction and, consequently, sales.

In the definition offered by Vinerean & Opreana (2014), 'Consumer engagement is a multidimensional concept that comprises cognitive, emotional, and behavioral dimensions, and plays a key role in the process of developing long-lasting relationships with mutual benefits for companies and their customers.' This concept of consumer engagement recently emerged in deliberations among academic literature and among practitioners who opine that consumer engagement is a brand loyalty predictor that could be prospectively more superior to other traditional loyalty antecedents. However, it is also important to mention that empirical inquiry in this area of customer engagement is relatively scarce (Kam, So, King, Sparks, & Wang, 2014) and also that for this study, consumer engagement shall focus on understanding buyers' purchasing characteristics; the consequences of consumer engagement, review of consumer engagement, and lastly, the importance of consumer engagement to both buyers and the manufacturers of smartphones.

1.1 Conceptual Review of Customer Engagement

According to Brodie and Hollebeek (2011), it is almost generally assumed that the concept of customer engagement takes significant roles in the establishment of long-term business interactions or relationships, especially between organizations and their target audience. The significance of customer engagement as a marketing strategy for organizations was emphasized by Van Doorn, Lemon, Mittal, Nass, Pick, Pirner, and Verhoef (2010), in their article titled, "*Customer Engagement Behavior: Theoretical Foundations and Research Directions*", where they

opined that customer engagement behavior could represent a helpful framework for the classification and segmentation of customers, according to their openness to engage and the forms of engagement behaviors portrayed by them. However, the uniqueness of customer engagement behavior takes different forms determined by the particular business field and by the context or nature of approaching this concept of customer engagement.

At this juncture, it is essential to mention that there exist various conceptualizations of customer engagement within academic literature and the perspective of marketing personnel who practice customer engagement. In the opinion of Vivek, Beatty, and Morgan (2012), after in-depth analyses of the different researches in the area of customer engagement, two perspectives of interpretation of this concept were put forward: with the first perspective being from practitioners' perspective, which deemed customer engagement as activities that facilitate repurchase behavior, while also bolstering customers' commitment to a brand. Meanwhile, from the second perspective, which is the academic perspective, customer engagement is deemed as any mechanism aimed at measuring the degree of participation or interaction with an organization and its customers built within an environment of the mutual process of exchange.

Moving further, Mollen and Wilson (2010) enthuse that "there exist three significant themes connected to customer engagement, namely, the mental state in conjunction with the active and sustained cognitive process; the assurance of instrumental and experiential value; emotional bonding, pleasure, and satisfaction. In their explanation, there are three possible manners to consider customer engagement: customer engagement as a process, customer engagement as a behavioral manifestation, and customer engagement as a mental state (Cheung, Lee, and Jin, 2011).

Brodie and Hollebeek (2011) reveal that interpretation of the concept of engagement could be different and is majorly determined by the actors or subjects, such as customers or employees, and the objects, such as a brand, service, or manufacturers. In their other works, Brodie, Ilic, Juric, and Hollebeek (2013) also add to their earlier stated opinion that customer engagement outcomes could create customer perceived value, satisfaction, trust, commitment, and loyalty in an organization's target audiences or customers.

Kim, Kim, and Wachter (2013) also lend their voices to the conceptualization of customer engagement, especially in mobile technology, and opine that customer engagement creates

customers' minds, perceived value, and satisfaction that eventually results in future customer loyalty. Rajah, Marshall, and Nam (2008) agree with the assertion above, arguing that co-creation through active customer participation, communication, and personalization can build trust and satisfaction in customers while simultaneously strengthening the relationships between them both a company and its customers.

1.2 Development of Customer Engagement

The evolution of the business world was brought about by external factors like extreme commoditization, innovation cycles, repetition of similar or synonymous product messages. The dilution of traditional media, and consumer empowerment, have all combined at various degrees to make it tough for organizations to establish competitive edges for themselves (Roberts and Alpert 2010; Ahuja and Medury 2010). This situation is worsened by the ever-fading traditional marketing approach of producing consumer satisfaction, which is currently undergoing immense criticism for its failure to capture the essence of consumers' responses to the service performance of organizations (Bowden 2009). In the same vein, current alterations presently experienced in the digital communication landscape, which is predominantly powered by smartphone usage, are producing 'communities of customers and prospective customers instead of multitudes of isolated customers' (Vivek, Beatty, and Morgan, 2012, p.127). Based on this development, manufacturers of products or organizations generally and their marketers began to realize the need to alter their traditional outlook on consumer-manufacturer relationships, and thus consequently birthed the concept of customer/consumer engagement.

Customer engagement as a concept is not a new phenomenon. It has formerly been broadly discussed in numerous academic research and disciplines, such as in Organizational behavior (Goštautaite and Bučiuniene, 2015), Psychology (Bakker, Schaufeli, Leiter and Taris, 2008), in Sociology (Donati, 2013), and the world of Political Science (Conroy, Feezell, and Guerrero, 2012). However, it recently surfaced as an area of focus in the marketing discipline.

Patterson (2006) discuss customer engagement as a concept that made its first appearance eleven (11) years ago in marketing literature and till date has undergone various nomenclatures, some of which are; customer engagement (Brodie, Hollebeek, Juric and Ilic, 2011a); consumer engagement (Vivek et al., 2012) or customer engagement behaviors (van Doorn, Lemon, Mittal, Nass, Pick, Pirner, and Verhoef, 2010). It is also important to mention here that recently, the

concept of customer engagement is now a foremost agenda for professional marketers and academics.

Furthermore, the coinage of the phrase '*engage or die*' has created a trend in both academic and professional literature that treats systems or mechanisms through which manufacturers or organizations generally ought to engage with their target customers/consumers (Solis, 2013). While particular academics identify the connection between customer engagements alongside the development of new technology (Yadav and Pavlov, 2014; Maslowska, Malthouse, and Collinger, 2016), others consider customer engagement to be the 'Holy Grail' of digital marketing (Mollen and Wilson, 2010).

Meanwhile, another group of academic researchers sees the concept of consumer engagement as a reflection of the evolution made in the area of consumer-brand relationships, which are the consequences of the recent technological advancements (Yadav and Pavlou, 2014). Thus, the concept of consumer engagement possesses the capacity to explain the interactive communication or relationships that exist between brands/manufacturers and their targeted customers/consumers.

1.3 Importance of consumer engagement to Organizations

There is no doubt that the success of any organization – whether a product manufacturing organization or either a service provider organization, depends predominantly on its customers. This is because they decide to purchase and also wield the ability to influence other people to either make purchases or not. Consumer engagement aims to produce solid and lasting interactions between organizations and customers (Kumar, Aksoy, Donkers, Venkatesan, Wiesel and Tillmanns, 2010). Customers or organizations that frequently engage in consumers can influence organizational (Brodie, 2011 and Sashi 2012) perceptions while also presenting organizations information regarding (Solis and Kutcher, 2011) their products or services. Also, consumers who are constantly involved can offer their ideas towards creating and developing certain products or services from an organization (Hoyer, Wayne, Chandy, Dorotic, Krafft, and Siddharth, 2010). They can also create referrals and create value with the manufacturers (Brodie et al., 2011). Furthermore, academics also allude that customer engagement also boosted trust, satisfaction, and commitment (Vivek et al., 2012) between both manufacturers and their customers. More importantly, customer engagement is currently regarded as a strategic mechanism employed by organizations to create profits (Hollebeek and Chen, 2014), loyalty, and a competitive edge over several competitors (Roberts and Alpert, 2010).

According to Mollen and Wilson (2010), consumer engagement could lead to positive consumer experience and impressive bottom line and profit-making performances for organizations while simultaneously improving the quality of interaction between manufacturers and their targeted customers (So, King, Sparks, and Wang, 2016).

1.4 Literature Review: Uncovering the research gaps

Consumer engagement allows consumers to engage with manufacturers from a broad spectrum, ranging from cereals manufacturers to banks or even insurance service providers. As discussed in the previous sections, consumer engagement positively affects customers' behaviors and attitudes while also building brand loyalty or purchasing behavior.

Furthermore, existing literature reviews declined to offer a treatise of the various factors that determine consumers' positive or negative behavioral manifestations of engagement towards organizations. The author made this assumption based on the observation that it appeared as if many researchers focused predominantly on the benefits of consumer engagement, without venturing into other areas, such as the ineffective customer engagement, the negative implication on customer engagement, or even the over-engagement of customers by organizations. Besides, to the best of the author's knowledge, no research has conducted any investigation on the total spectrum of the factors that determine consumer engagement behaviors and their significance or impact on organizations.

1.5 Development of Mobile Phone usage in Nigeria

Before 2001, fixed telephony, otherwise known as 'landlines,' was the major mode of voice telephone communication, with over 400 million lines functionally servicing a population of about 140 million Nigerians. These Phone networks were financed by investments from Nigeria's federal government spanning from 1962 down to the year 1999 and were under the jurisdiction of Nigerian Telecommunications Limited, NITEL (Ekwu, 2008).

According to Osazee-Odia, (2015), due to the depreciating performances of the land lines, worsened by poor accessibility to the telecom signals by numerous Nigerians, and also a weak structure of equipment procurement and other bureaucratic bottlenecks, all of these factors combined with compelling the Nigerian government's decision to abolish NITEL and create a new telephony development policy in the nation. In this regard, the regime of the federal government in

power between the years of 1999-2004 had a significant role that ensured that mobile telephony technology became adopted in Nigeria, therefore replacing the older fixed-line platform (Osazee-Odia, (2015).

It is necessary to mention that since 2001, the federal government agency that is in charge of telephone communications regulations, the Nigerian Communications Commissions, NCC, has provided licenses of mobile phone operations to four (4) network providers to provide telephone and Internet network services to Nigerians. These licensed networks include indigenously owned Globacom, Airtel, Etisalat, and MTN. It is relevant to reveal that the very competitive nature of the five licensed mobile network providers resulted in intense competition within the market environment. The network providers began to employ various promotion strategies such as price decrements and freebies to win customers over their networks. As revealed in a report published by Business Monitor International (2010) on the Nigeria mobile phones market, strategies such as promotions and special offers presented customers with attractive options that kept them loyal to a particular network. For instance, the MTN network provider rolled out promotions aimed at winning the patronage of new subscribers while also retaining their present customers: some of the promotions deployed were free talk time and subsidized prices for calls at times of the day.

1.6 Mobile Phone Subscribers in Nigeria

The term 'mobile phone subscribers' is used to represent Nigerians that subscribe to the services of mobile network service providers, whether via pre-paid or post-paid subscriptions. For clarification purposes, mobile phone subscribers in this context represent the total number of subscribers, including those that use smartphones and phones that support only voice calls and text messaging. Table 1 below depicts the number distribution of mobile phone subscribers as collated by the Nigerian Communications Commission in December of 2020.

Table 1: Mobile Phone Subscribers as of December 2020.

Mobile Network Service Providers	Number Distribution
Airtel	55,642,209
Etisalat, now called 9-Mobile	12,982,149
Globacom	54,840,192
MTN	80,764,128
Total	204,228,678

Source: Nigerian Communications Commission: Annual Summary Report, (2020).

The report revealed that out of over 200 million mobile phone subscribers in Nigeria, the MTN network provider had the highest numbers of subscribers at over 80 million subscribers, very distantly followed by Airtel with more than 55 million subscribers. Globacom was third in line with over 54 million subscribers, and last on the list was Etisalat or 9 Mobile with more than 12 million mobile phone subscribers.

Thus, taking careful observations of the number distributions, it can be concluded that there has been a steady rise in the number of Nigerians that have become connected to the nation's mobile telephony subscription. This is proven by the most recent data of telephone subscribers in Nigeria, which stood at 204,228,678 according to the Nigerian Communications Commission's Annual Summary Report, in comparison to the 143,057,234 which was the total number of telephone subscribers in Nigeria as at the end of the year 2015 as revealed by the Nigerian Communications Commission's Annual Summary Report of 2015.

1.7 Internet Subscribers in Nigeria

In the context of this thesis, Internet subscriber is employed to represent the number of Nigerians that utilize smartphones for various purposes in their daily activities. According to the Pew Research Center (2015), only 27% of Nigerians have innovative media or access to the Internet; besides, the report also revealed that these smart media devices are predominantly owned and utilized by Nigerians of 18 to 34 years old. The information also depicted that only one out of three English-speaking Nigerians owned smartphones. Table 2 below illustrates a tabular representation revealing the distribution of Internet subscribers in Nigeria and the network providers that possessed the highest numbers of subscribers as of the year 2020.

Table 2: Internet Subscribers in Nigeria as of December 2020.

Internet Network Service Providers	Number Distribution
Airtel	19,742,809
Etisalat, now called 9-Mobile	13,321,770
Globacom	27,940,992
MTN	45,320,128
Total	106,355,699

Source: Nigerian Communications Commission: Annual Summary Report, (2020).

According to the figure above, it revealed that as of December 2020, about 106 million Nigerians were subscribed to the different Internet network providers available in the country. It is worthy to note that there is a vast difference in the total number of Nigerians who possess subscriptions to mobile phones and Internet subscribers. Therefore, many mobile phone users still did not have access to the Internet, nor did they use smartphones. This condition of lesser Nigerians having access to the usage of smartphones also constitutes one of the objectives of this research, as stated earlier.

1.8 Youth and Mobile Phone in Nigeria Society

For this research, using the Nigerian Constitution and the 2006 African Youth Charter, 'a youth is classified as any person within the ages of 15-35. Former studies have revealed that youths within this age group constitute the highest consumers of mobile phone gadgets and Internet service providers in Nigeria (Osazee-Odia, 2015). Shedding more spotlights on the Nigerian population's demography, citizens within the young ages of 18 to 35 constitute about 80 million of the entire Nigerian population; thus, representing about 60% of the entire nation's total population, which stood at 173.6 million according to the National Manpower Board and Federal Bureau of Statistics, as cited in Uzor, (2012).

Therefore, this demographic distribution suggests a vast market for the sales and usage of smartphones in Nigeria. Also, the youthful population, in the opinion of Uzor (2012) constituted one of the most significant factors to the success of the nation's telecommunications industry. Besides, Akintaro (2013) also added that most smartphone manufacturers' competitive drives target Nigeria's youth population.

'All the phone manufacturers have spotted a gold mine in the youthful population and have opened a new chapter in the struggle for market share.'

The rationale behind the youths becoming very active or addicted to smartphones remains unclear. However, although most smartphone users or buyers in Nigeria are predominantly youths, there still exists a vast margin between the total number of phone users and the total number of smartphone users in Nigeria. Therefore, this situation leaves open the notion that smartphone manufacturers are either not adequately engaging with their Nigerian customers in a manner that appropriately appeals to them or that there is no form of customer engagement between manufacturers of smartphones and their Nigerian target market.

After adopting mobile telephony by the Nigerian federal government in 2001, there was the creation of a regulatory body charged with sustaining this sector's service growth and development to Nigerians. In line with the Nigerian government's policy document as contained in the National Communication Act of 2003, the NCC was created through a decree tagged 'Decree 75 of 1992', as amended by the 2003 Nigerian Communications Act. Furthermore, according to the NCC Decree of 11992, as contained in NCC (2010), the following constitute the responsibilities set aside for this regulatory body (NCC):

1. The promotion of the market liberalization of the telecommunications sector.
2. The facilitation of investments into the telecommunications network development, and service delivery via local and foreign stimulation.
3. Ensuring fair competition within the telecommunications sector, guiding network service providers away from actions and practices that are considered anti-competitive and unfair.
4. Making sure that licenses are awarded and operated efficiently via the most efficient and accurate system of billing.
5. The protection and promotion of consumers' interests against unethical practices concerning bills or charges for services provided, while also ensuring the quality and existence of services.
6. And lastly, carrying out the implementation of the national government's universal telecommunications access strategy and program of action.

In conclusion, this review of relevant literature review as conducted in this section helped facilitate the clarifications of customer engagement and provided significant insight into the smartphone telephony landscape in Nigeria. This section also provided a brief history of the

evolution of the Nigerian telecommunication sector. It simultaneously offered statistical data regarding the progress made in the number of Nigerians that use smartphones from the year 2015 till the year 2020. Some of the other core concepts that this section treated were the conceptual review of customer engagement and the importance of consumer engagement to organizations. Having concluded this chapter of the study of relevant literature, the researcher progresses into the next chapter, presenting the research methodology.

2. METHODOLOGY

This chapter treats the research methodology adopted during the conduct of this research. It discusses the research design, method of data gathering, and data analysis, highlights the study population, sample size, and sampling technique adopted in carrying out this research. This chapter discusses other issues and the ethical issues, and different philosophical assumptions that guide this research.

2.1 Research Design

This research investigated the benefits and importance of organizations conducting consumer engagement. This analysis of importance is evaluated from both the organization's perspective and the target customer's (Nigerian Youths') perspective. This research aims to assess the consumer engagement techniques employed by smartphone manufacturers on Nigerian youths and highlight the most effective consumer engagement techniques used by smartphone manufacturers on Nigerian youths. Therefore, to achieve the goals of this research, the quantitative method of analysis will be utilized. This quantitative research method entails the use of a questionnaire survey research design. This choice is because surveys allow for evaluating people's opinions about a particular issue of public interest. Therefore this research utilized the survey questionnaire to gather responses from purposively selected Nigerian youths who are the targets of this research.

The questionnaire will contain essential questions that have been proven to influence consumers' buying decision as described in various studies such as conducted by (Kotler, Keller, Brady, Goodman, and Hansen, 2009); Consumer behaviour towards the use of a smartphone by (Rani & Sharma, 2014) and the roles that consumer engagement play in impacting the buying decision of Smartphone by (Uddin, Zahan and Md, 2014).

The judgment sampling technique will be adopted for this study. The results from the survey carried out by (Andone, 2016) have depicted that persons between the ages of 17 to 50 primarily use smartphones. Therefore, this form of purposive sampling technique will be utilized by the researcher to select Nigerian youths that fall with the ages of 18 to 35 years old, as inspired by the Nigeria National Youth Policy (2001), which states that youths can be described as "every young individual that falls within the ages of 18 and 35 years and are also citizens of the Federal Republic of Nigeria".

The sample size for this research will be 289 respondents who are purposively selected to answer the questionnaire items designed for this study. Therefore, 289 questionnaire items will be sent to 289 selected respondents, all of whom will be distributed among youths from Nigeria that are the target audience of phone manufacturers in Nigeria and among designated personnel of smartphone manufacturers, their representative, distributors, or merchandizers. After which, their responses will be utilized for analysis. It is essential to include that due to the current COVID-19 pandemic and its travel and meeting restrictions, the questionnaire items were distributed and conducted using Google Forms for the online questionnaire administration.

2.2 Questionnaire Design

The research instrument for this study is the questionnaire. The questionnaire opens up with an introductory letter explaining the purpose of the questionnaire and reassuring the respondents that their responses will be made confidential, anonymous, and solely for academic purposes. The questionnaire will be divided into two sections. Section A will comprise questions concerning the respondents' demographics, such as name, educational qualification, gender, and age. On the other hand, Section B will contain questions that fulfil this study's research objectives. The questions will be set in simple conversational language that is easy to understand. Copies of the questionnaire items will be administered to respondents through Survey Monkey and Google Forms due to the restrictions placed on physical interactions due to the COVID-19 pandemic. In total, there are 100 questionnaire items that respondents are expected to respond to.

A quantitative study was conducted using a survey questionnaire to answer the first research question to collect respondents' responses. The study conducted by Uddin, Zahan & Md, (2014), which examined the role of consumer engagement in impacting or influencing consumers' decisions to purchase smartphones served as the foundations on which this first research question for this study is based. Based on the questions asked in the research conducted by Uddin et al. (2014), it allows the researcher access information from the core stakeholders of this research, who are the Nigerian youths and the manufacturers of smartphones, about the impact that customer engagement has on them, both as consumers and as smartphone makers.

In the second research question, a similar quantitative study was carried out via administration of questionnaire to gather responses from the relevant stakeholders for this study, which in the case of the second research question are the Nigerian youths who are on the receiving end of the various customer engagement techniques deployed by various smartphone makers. The questions asked in the questionnaire items for this research question were inspired by Hollebeck & Macky (2019), in their work that discussed various forms of customer engagement techniques that could be deployed to influence consumers' purchase decisions. The researcher's intention for this research question was to discover the different consumer engagement techniques used by smartphone manufacturers in Nigeria.

Lastly, with regards to the third research question, which was also conducted utilizing the questionnaire method to obtain data from the relevant stakeholder, the questions asked while attempting to provide answers to this research questions were based on one of the study's aims, which is discovering the most effective customer engagement techniques employed by smartphone manufacturers in Nigeria. Therefore, the major stakeholders concerned with answering this question are Nigerian youth and the smartphone manufacturers, who can quickly identify the customer engagement techniques that inspired them to make their various smartphone purchases as consumers. In contrast, from the manufacturers' perspective, they can reveal the consumer engagement techniques that they adopted that resulted in higher smartphone purchases among the target market – (Nigerian youths).

2.3 Ethical Issues and Reliability of Instruments

Before respondents fill the questionnaire items, they will be assured of their confidentiality and are also duly informed about the aims and purposes of this research. In addition to this, draft copies of the questionnaire items will be submitted to the research supervisor for necessary corrections and amendments.

This is intended to help the researcher improve the questionnaire items' questions and improve the responses provided by the questionnaire items. The supervisor is expected to check for the construction and ordering of the questionnaire items in elicited response, precision, bias, ambiguity, and clarity. The researcher will subsequently effect these corrections before administering the questionnaire to the respondents to gather information for this research.

2.4 Method of Data Analysis

All of the data collected from the questionnaire items will be analysed quantitatively using descriptive statistics, such as frequency, percentages, and tables. After this, the questionnaire responses will be used to answer the research questions for this study.

3. ANALYSIS, RESULTS, AND SUGGESTIONS

This chapter represents one of the most significant parts of this research, as all of the information collected during the survey is analysed, interpreted, and discussed. It is necessary to clarify that the results presented in this section are derived according to the data collected from the online questionnaire surveys conducted for this research. The survey subjects constituted carefully selected Nigerian youths and a selection of phone manufacturers who all work and reside in Nigeria. The outcomes of the surveys were presented in tables and columns. At the same time, the researcher also presented tables and charts to depict the demographic configuration of the respondents of this study's questionnaire items. All of the data collected were discussed to answer the research questions designed for this study. The subsequent paragraphs contain the demographic analyses of the respondents, which is subsequently followed by the investigations and discussions of the research results.

3.1 Demographic Analyses of the Respondents

In this section, the respondents' demographic information was analysed according to their gender, age group, academic qualification, and classification of respondents as either smartphone consumers or smartphone manufacturers.

A. Gender

As indicated in Table 3.1 below, out of 289 respondents, 87(30.1%) of respondents were female, while 202(69.9%) were male. Therefore, indicating that a more significant percentage of this research's respondents were men.

Table 3.1: Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	87	30.1	30.1	30.1
Male	202	69.9	69.9	69.9
Total	289	100.0	100.0	100.0

Source: Author's calculations based on the survey conducted.

Age Group

Table 3.2 below revealed 77 (26.7%) respondents were between the age of 18 to 20 years old, 44 (15.3%) of the respondents were within the ages of 21 to 25 years old, while 80 (27.8%) of the respondents fell within the age group of 26 to 30 years old. Moving further, 81 (28.1%) of the respondents were within the age ranges of 31 to 35 years old, while lastly, only 7 (2.1%) of the entire 289 respondents were above the target age and were above 36 years old. The implication of this is that majority of this research's respondents constituted youths predominantly.

Table 3.2: Age Group

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 20 years	77	26.7	26.7	26.7
21 to 25 years	44	15.3	15.3	42
26 to 30 years	80	27.8	27.8	69.8
31 to 35 years	81	28.1	28.1	97.9
Others (Above 36)	7	2.1	2.1	100.0
Total	289	100.0	100.0	

Source: Author's calculations based on the survey conducted.

B. Academic Qualification

Table 3.3 is the data that indicated that 87 (29.9%) of respondents for this study were young secondary school leavers that were awaiting admission into higher institutions of learning. Another 98 (34%) possessed a bachelor's degree in various fields of study. Furthermore, 91 (31.6%) of the respondents had a Master's degree, while the remaining 13 (5.1%) of respondents were educated to the doctorate levels.

Table 3.3: Academic Qualification

Academic Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Secondary School	87	29.9	29.9	29.9
Bachelors' Degree	98	34.0	34.0	63.9
Masters Degree	91	31.6	31.6	95.5
Doctorate Degree	13	5.1	5.1	100.0
Total	289	100.0	100.0	

Source: Author's calculations based on the survey conducted.

D. Classification of Respondents

For this research, it is pertinent to mention that the researcher considered it necessary to collect data from both the consumers of smartphones in Nigeria, who are predominantly youths and gather the manufacturers' opinions about the focus of this research. The reason for this is to ensure a balance of views and responses provided for this research. Therefore, in place of this, the author deemed it necessary to briefly portray the number of respondents that are categorized as 'smartphone consumers' and the second group, who are identified as 'smartphone manufacturers.'

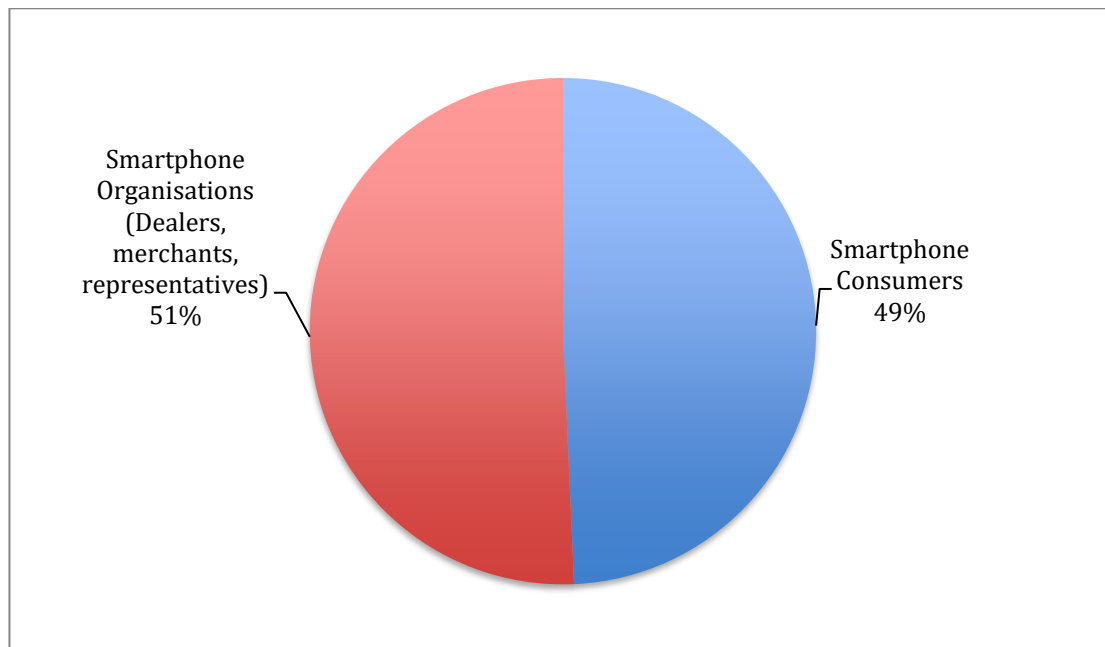


Figure 3.1: Classification of Respondents

Source: Author's calculations based on the survey conducted.

Having completed the demographic analyses of the research respondents' demographic features, this research progressed into conducting the studies of the responses presented by the respondents in the course of responding to the different questions posed by the researcher. It is necessary to mention that these analyses were done while providing relevant responses to the relevant research questions. The implication of this is that a particular research question is selected, while the analyses of the respondents' responses were conducted in a manner that offers appropriate reactions to the various research questions. Furthermore, while attempting to answer these research questions, references were made to the relevant authorities to give credibility to some of the results that this research made based on the responses offered by the interviewees.

3.2 Summary and Analyses of Research Results

A. The benefits or importance of adopting consumer engagement for Nigerian youths and smartphone manufacturers in Nigeria?

This subtopic treated research question one, which attempted to learn from the respondents the importance or benefits of consumer engagement to smartphone consumers and their manufacturers. The questions asked in the questionnaire items sought to help the researcher determine the real-life advantages and roles of consumer engagements from both the consumer perspectives and also the manufacturer's perspective. Therefore, to achieve the goal of this research question, data were gathered via the distribution of questionnaire items, which were subsequently analysed using simple frequency counts to determine the percentages and cross-tabulation. The outcome of the analysis is presented in the following tables, which seek to answer Research Question One.

Table 3.4: Benefits of consumer engagement from smartphone manufacturers' perspective

The benefits or importance of consumer engagement for smartphone manufacturers	VGE (Very Great Extent)	GE (Great Extent)	LE (Little Extent)	VLE (Very Little Extent)	NE (No Extent)	TOTAL (Freq & %)
Leads to the creation of improved customer service for organizations.	69 (47%)	40 (27%)	15 (10%)	15 (10%)	8 (6%)	147 (100%)
Leads to the creation of more loyal customers for an organization.	60 (41%)	41 (28%)	25 (17%)	16 (11%)	5 (3%)	147 (100%)
Encourages long-term investment into customer relationships by organizations.	44 (30%)	39 (21%)	21 (14%)	40 (27%)	7 (8%)	147 (100%)
Helps provide customer feedback and insights to organizations.	31 (21%)	39.6 (27%)	54.3 (37%)	16.1 (11%)	5.8 (4%)	147 (100%)
Increases sales funnel velocity for organizations.	29.4 (20%)	27.9 (19%)	54.3 (37%)	27.9 (19%)	7.3 (5%)	147 (100%)

Source: Author's calculations based on the survey conducted.

Table 3.4 above depicts smartphone manufacturers' opinions about the importance or benefits of consumer engagement from an organizational perspective. According to their responses, they revealed that some of the advantages of customer engagement to them as smartphone manufacturers are that it leads to improved customer service for organizations. In this regard, 69 (47%) of the respondents, to a great extent, agreed to this notion. In comparison, another 40 (27%) of the respondents drawn from smartphone manufacturers also, to a great extent, agreed that customer engagement leads to the creation of improved customer service for organizations; only 8 (6%) of the respondents disagreed with the notion.

Another benefit of customer engagement to organizations is that it leads to the creation of more loyal customers for an organization. This notion is agreed to by 60 (41%) respondents, who significantly agreed to this assertion. Another 41(28%) exceptionally agreed that consumer engagement was a credible factor that leads to the creation of more loyal customers for an organization. Meanwhile, as described in the responses, another benefit of consumer engagement was that it encourages long-term investment into customer relationships by organizations. 44 (30%) of respondents, to a very great extent, agreed to this benefit. In comparison, another 39 (21%) agreed with this assertion to a great extent. This shows that, in truth, consumer engagement indeed leads to the facilitation of long-term investment into customer relationships by organizations, as only a total of 7 (8%) completely disagreed with this assertion. This result is

buttressed by Brodie and Hollebeek (2011). They argue that customer engagement possesses significant roles in creating and sustaining long-term business interactions or relationships, especially between organizations and their target audience.

Moving further, another benefit of consumer engagement discussed was that it helps provide customer feedback and insights to organizations. 31 (21%) of respondents, to a very great extent, agreed with this assertion. In comparison, another 39.6 (27%) respondents agreed with this assertion to a great extent. Meanwhile, only 5.8 (4%) of the entire respondents drawn from the smartphone manufacturers classification of the respondents completely disagreed with this notion. The findings made by Van Doorn, et al., (2010), in their article titled, "*Customer Engagement Behavior: Theoretical Foundations and Research Directions*", agrees with this research result, which reveal that customer engagement could function as a tool that facilitates the classification and segmentation of customers so that organizations can better tailor their products and services to meet the needs of their target consumers.

Lastly, another benefit of consumer engagement during the survey was that consumer engagement increases sales funnel velocity for organizations. The notion, 29.4 (20%) respondents to a very great extent agreed with notion, while 27.9 (19%) great extent agreed. However, only 7.3 (5%) of the entire respondents ultimately shared an opposite opinion about this. The following table contains the benefits and importance of consumer engagement from the consumers' perspective.

Table 3.5: Benefits of consumer engagement from smartphone consumers' perspective

The benefits or importance of consumer engagement for smartphone consumers	VGE (Very Great Extent)	GE (Great Extent)	LE (Little Extent)	VLE (Very Little Extent)	NE (No Extent)	TOTAL (Freq & %)
Boosts overall brand experience for the consumer.	52.5 (37%)	38.3 (27%)	15.6 (11%)	26.9 (19%)	8.5 (6%)	142 (100%)
Creates a sense of brand loyalty and trust within consumers.	66.7 (47%)	14.2 (10%)	38.3 (27%)	8.5 (6%)	14.2 (10%)	142 (100%)

Source: Author's calculations based on the survey conducted.

As shown in Table 3.5 above, results revealed that 52.5 (37%) of the entire respondents, to a very great extent, believed that consumer engagement boosts the overall brand experience for the consumer. In comparison, another 38.3 (27%) to a great extent believed this assertion. Also, a

whooping 66.7 (47%) of the entire respondents that comprise mainly of smartphone consumers, to a very great extent believed that consumer engagement creates a sense of brand loyalty and trust within consumers, while another 14.2 (10%) to a greatly extent believed in this advantage of consumer engagement. This is against the 14.2 (10%) respondents that vehemently disagreed with this notion as a benefit of consumer engagement.

It is necessary to note that numerous scholars' findings are also in agreement with these research results, as, Brodie, et al., (2013); Kim, et al., (2013); Rajah, et al., (2008) all opined that through co-creation, which is only possible through adequate consumer engagement between manufacturers, the results of customer engagement could increase customers' perceived value, satisfaction, trust, commitment and loyalty in an organization's target audiences or customers. Apart from doing all of the above, effective consumer engagement builds trust and satisfaction within consumers and simultaneously strengthens the relationship between organizations and their target markets.

B. Consumer engagement techniques employed by smartphone manufacturers on their target market, which are the Nigerian youths?

The questionnaire items for this research question were culled from Hollebeck & Macky(2019) in their work, which treated the various forms of customer engagement techniques that could be deployed to influence consumers' purchase decisions. The objective of this research question was to discover in realistic instances some of the methods of consumer engagement adopted by smartphone manufacturers on their target markets, who constitute the Nigerian youths. Therefore, to achieve the set objective, data gathered through administering questionnaire items to both consumers and smartphone manufacturers carefully selected for this research. At this juncture, it is essential to mention that phone manufacturers as employed in this research constitute smartphone dealerships, experience stores, and representatives. The tables below first present the individual responses of the smartphone manufacturers and the different reactions of the target customers. Another table combines the entire reactions of both the smartphone manufacturers and their customers. The data in all of these tables were analysed using simple percentages and tabulations.

Table 3.6: Customer Engagement techniques employed by smartphone manufacturers from smartphone manufacturers' perspective.

Social Media Technique	Frequency	Total in (%)
Social media engagements	121	43.7
In-product Messaging	65	24
Free trials of products	46	17.1
Creation of custom designs and products	58	20
Holding a customer-engagement summit	53	19
Creating a listening center' to drive the conversation	57	19.2
Increasing customer support by teams	58	20
Prompt responses to customers' inquiries	55	22.5
Creation of mobile applications.	69	23.9

Source: Author's calculations based on the survey conducted.

According to the responses gathered from the smartphone manufacturers' perspective, the table above depicts that 121 (43.7%) of the total respondents believed that social media engagements were the most successful customer engagement technique employed by smartphone manufacturers in Nigeria. Moving further, taking a careful look at the table above, the creation of mobile applications represented another prevalent technique of customer engagement highlighted by the smartphone manufacturers, as 69 (23.9%) of the respondents drawn from the smartphone manufacturers category of the respondents chose this method. Thirdly, to the following most popular consumer engagement techniques utilized, which is 'in-product messaging: 65 (24%) of this category of respondents recognized in-product messaging as a very effective customer engagement technique employed on smartphone consumers in Nigeria.

Moreover, the other less popular consumer engagement techniques, free product trials, recorded 46 (17.1%) selection: the creation of custom designs and products received 58 (20%) of sample; while holding a customer-engagement summit got 53 (19%) selection. Creating a listening center to drive the conversation received 57 (19.2%) frequency: while increasing customer support by teams received a frequency and percentage - 58(20%). Lastly, prompt responses to customers' inquiries received 55 (22%) of the entire responses made by both the smartphone manufacturers and smartphone consumers. Having completed this, the analysis of Table 3.7 is next.

Table 3.7: Customer Engagement techniques employed by smartphone manufacturers from smartphone consumers' perspective.

Social Media Technique	Frequency	Total in (%)
Social media engagements	114	38.2
In-product Messaging.	63	20.6
Free trials of products	41	13.2
Creation of custom designs and products	50	17.6
Holding a customer-engagement summit	49	16.5
Creating a listening center' to drive the conversation	51	18.4
Increasing customer support by teams	49	17.3
Prompt responses to customers' inquiries	51	14.4
Creation of mobile applications.	68	23.5

Source: Author's calculations based on the survey conducted.

In this table, the responses gathered from the smartphone consumers' perspective revealed that 114 (38.2%) of the total respondents believed that social media engagements represented the most popular customer engagement technique deployed by smartphone manufacturers in Nigeria. Furthermore, as contained in the table above, the creation of mobile applications defined another prevalent approach of customer engagement mentioned by the smartphone consumers, as 68

(23.5%) of the respondents pulled from the smartphone consumers' category of the respondents selected this method. Moving further, the following most popular consumer engagement techniques utilized, as identified by the respondent, was 'in-product messaging, where 63 (20.6%) of this category of respondents pointed in-product messaging as a widely used technique of customer engagement used on smartphone consumers in Nigeria.

Meanwhile, in summary, other less popular consumer engagement techniques deployed by smartphone manufacturers on their target consumers include free product trials that recorded 41 (13.2%) selection: the creation of custom designs and products that received 50 (17.6%) of selection; while holding a customer-engagement summit got 49 (16.5%) selection. On the other hand, 'creating a listening center to drive conversations between consumers and manufacturers received 51 (18.4%) frequency and sample: while increasing customer support by teams received a frequency and percentage - 49(17.3%). Last on the list was 'prompt responses to customers' inquiries that received 51 (14.4%) of the total reactions collected from both categories of the respondents - the smartphone manufacturers and smartphone consumers.

Table 3.8: Customer Engagement techniques employed by smartphone manufacturers from the perspectives of both smartphone manufacturers and consumers.

Social Media Technique	Frequency	Total in (%)
Social media engagements	235	81.9
In-product Messaging.	128	44.6
Free trials of products	87	30.3
Creation of custom designs and products	108	37.6
Holding a customer-engagement summit	102	35.5
Creating a listening center' to drive the conversation	108	37.6
Increasing customer support by teams	107	37.3
Prompt responses to customers' inquiries	106	36.9
Creation of mobile applications.	136	47.4

Source: Author's calculations based on the survey conducted.

Table 3.8 portrayed the various existent forms of customer engagement techniques that respondents revealed that smartphone manufacturers in Nigeria employed multiple interactions with their target customers. A total of nine (9) of these techniques were identified and discussed by the respondents. Therefore, based on the responses provided in the table above, it is evident that some of the methods are more pervasive and popular than the others.

For example, according to the survey responses, social media engagements with targeted consumers represented the most widely accepted usage and recognition technique, as it possessed the highest frequency at 235 (81.9%). The implication of this is that consumers agree that social media engagement and interaction with organizations is an effective way of reaching out and connecting between organizations and their target markets. Moving further, closely following the social media technique of consumer engagement is creating mobile applications to attend to consumers' most pressing needs. This frequency was 136 (47.4%) and represented the technique with the second largest number of frequencies. According to the respondents, the applications were necessary for dealing with organizations that had a large customer base and thus unable to physically attend to the queries of their consumers. However, with the creations of these applications, consumers and organizations can engage one another and listen to each other's needs via communicative applications.

The third in line was in-product messaging, a system whereby manufacturers connect with their target market via particular messages attached to products or services. This frequency was 128 (44.6%) and represented a unique form of consumer engagement technique. In this form of customer or consumer engagement, an organization engages with their customer through specially created messages infused into the products or services purchased by these consumers. For instance, in the case of smartphone manufacturers in Nigeria, when customers purchase a smartphone, they configure the phone in a manner that they (smartphone manufacturers) can frequently send messages to their consumers regarding the phone's maintenance, troubleshooting in times of malfunctions, and even checking on customers' wellbeing from time to time. In this form of consumer engagement, organizations can build and maintain personal interactions with their consumers.

Apart from the first three most popular consumer engagement techniques as discussed above, other forms of consumer engagement techniques discussed by the respondents during the

research survey include free trials of products 87 (30.3%); creation of custom designs and products 108 (37.6%); holding a customer-engagement summit 102 (35.5%); creating a listening center' to drive conversation 108 (37.6); increasing customer support by teams 107 (37.3%); and lastly, prompt responses to customers' inquiries 106 (36.9%). It is, however, shocking to discover that free trials of products 87 (30.3%) constituted the consumer engagement technique with the smallest number of frequency among the respondents. This is because one would expect that freebies would attract more consumers enough to capture their attention. However, the results of this research proved otherwise.

C. The most effective consumer engagement techniques used by smartphone manufacturers on their target market, Nigerian youths?

In the quest to fulfill the overarching objective of this research, which is discovering the benefits or importance of consumer engagement to both smartphone manufacturers and consumers in Nigeria, this third research question, was designed to find out the most effective and efficient consumer engagement technique employed by smartphone manufacturers in Nigeria out of the various methods of consumer engagement available. Therefore, to answer this question, questionnaire items served as instruments used to gather data for this question. The multiple tables below portray the distribution of responses collected during the questionnaire survey. The tables contain separate responses from the smartphone manufacturers, another table containing responses from the target market, and a final table that combines both the reactions of the smartphone manufacturers and their targeted customers. The discussion of data in Tables 3.9 and 3.10 below is widely discussed and explained in detail in Table 3.11

Table 3.9: The most successful consumer engagement techniques employed by smartphone manufacturers in Nigeria, from smartphone manufacturers' perspective.

The most effective customer engagement techniques as employed by smartphone manufacturers in Nigeria.	SA (Strongly Agree)	A (Agree)	D (Disagree)	SD (Strongly Disagree)	TOTAL (Freq & %)
Social media engagements	58 (39%)	61 (41%)	26 (18%)	2 (2%)	147 (100%)
In-product Messaging.	55 (37%)	57 (39%)	27 (18%)	8 (6%)	147 (100%)
Free trials of products	44 (30%)	55 (37%)	25 (17%)	23 (16%)	147 (100%)
Creation of custom designs and products	40 (27%)	70 (48%)	31 (21%)	6 (4%)	147 (100%)
Holding a customer-engagement summit	54 (38%)	58 (39%)	27 (18%)	8 (5%)	147 (100%)
Creating a listening center' to drive conversation	40 (27%)	44 (30%)	30 (20%)	33 (21%)	147 (100%)
Increasing customer support by teams	43 (29%)	63 (43%)	15 (10%)	26 (18%)	147 (100%)
Prompt responses to customers' enquiries	40 (27%)	60 (41%)	28 (19%)	19 (13%)	147 (100%)
Creation of mobile applications.	61 (41%)	37 (25%)	29 (20%)	20 (14%)	147 (100%)

Source: Author's calculations based on the survey conducted

Table 3.10: The most successful consumer engagement techniques employed by smartphone manufacturers in Nigeria, from smartphone consumers' perspective.

The most effective customer engagement techniques as employed by smartphone manufacturers in Nigeria.	SA (Strongly Agree)	A (Agree)	D (Disagree)	SD (Strongly Disagree)	TOTAL (Freq & %)
Social media engagements	55 (39%)	57 (40%)	23 (16%)	7 (5%)	142 (100%)
In-product Messaging.	63 (44%)	53 (37%)	22 (16%)	4 (3%)	142 (100%)
Free trials of products	40 (28%)	52 (37%)	24 (17%)	26 (18%)	142 (100%)
Creation of custom designs and products	38 (27%)	72 (51%)	27 (19%)	5 (3%)	142 (100%)
Holding a customer-engagement summit	50 (35%)	60 (42%)	25 (18%)	7 (5%)	142 (100%)
Creating a listening center' to drive conversation	38 (27%)	40 (28%)	28 (20%)	36 (25%)	142 (100%)
Increasing customer support by teams	47 (33%)	58 (41%)	14 (10%)	23 (16%)	142 (100%)
Prompt responses to customers' enquiries	38 (27%)	58 (41%)	27 (19%)	19 (13%)	142 (100%)
Creation of mobile applications.	60 (42%)	35 (25%)	29 (20%)	18 (13%)	142 (100%)

Source: Author's calculations based on the survey conducted.

Table 3.11: The most successful consumer engagement techniques employed by smartphone manufacturers in Nigeria, from smartphone manufacturers' and consumers' perspectives.

The most effective customer engagement techniques as employed by smartphone manufacturers in Nigeria.	SA (Strongly Agree)	A (Agree)	D (Disagree)	SD (Strongly Disagree)	TOTAL (Freq & %)
Social media engagements	113 (39%)	118 (41%)	49 (17%)	9 (3%)	289 (100%)
In-product Messaging.	118 (41%)	110 (38%)	49 (17%)	12 (4%)	289 (100%)
Free trials of products	84 (29%)	107 (37%)	49 (17%)	49 (17%)	289 (100%)
Creation of custom designs and products	78 (27%)	142 (49%)	58 (20%)	11 (4%)	289 (100%)
Holding a customer-engagement summit	104 (36%)	118 (41%)	52 (18%)	15 (5%)	289 (100%)
Creating a listening center' to drive conversation	78 (27%)	84 (29%)	58 (20%)	69 (24%)	289 (100%)
Increasing customer support by teams	90 (31%)	121 (42%)	29 (10%)	49 (17%)	289 (100%)
Prompt responses to customers' enquiries	78 (27%)	118 (41%)	55 (19%)	38 (13%)	289 (100%)
Creation of mobile applications.	121 (42%)	72 (25%)	58 (20%)	38 (13%)	289 (100%)

Source: Author's calculations based on the survey conducted.

As revealed in the table above, the respondents indicate that the trio of social media engagements, in-product messaging, and, thirdly, the creation of mobile applications were the most effective consumer engagement techniques employed by smartphone manufacturers in Nigeria. The rationale behind this conclusion is that three of these techniques discussed during the questionnaire survey gathered the highest numbers of support and responses. As shown in the table above, 113 (39%) of the entire respondents strongly agreed that social media engagements were among the most effective and successful customer engagement techniques employed by smartphone manufacturers in Nigeria. In addition, 118 (41%) respondents agreed with this notion, bringing the total number of respondents support this notion, 231 (80%) out of a total of 289 (100%). Meanwhile, only 58 (20%) of the entire respondents indicated contrary opinion to this notion.

Moving further, in-product messaging represented the second most successful and efficient consumer engagement strategy deployed by smartphone manufacturers in Nigeria. As depicted in the responses, 118 (41%) respondents strongly agreed with this assertion, while another 110 (38%) respondents ultimately agreed to this assertion about the in-product message. This implies that 228 (79%) of the total respondents held this opinion about in-product messaging. However, on the opposite end, only 61 (21%) of respondents had contrary opinions.

The third in line for the most successful and efficient customer engagement technique employed by smartphone manufacturers in Nigeria is mobile applications. As the survey results revealed, 121 (42%) respondents strongly agreed that this was indeed one of Nigerian smartphone manufacturers' most efficient customer engagement techniques. In comparison, another 72 (25%) respondents agreed to this notion to a lesser degree. Therefore, in total, 193 (67%) respondents agreed with this notion, against 96 (33%) that disagreed with this notion.

In continuation to the other customer engagement techniques employed by smartphone managers in Nigeria, the respondents for this research also identified free trials of products. In table 3.11, only 84 (29%) respondents strongly agreed; 107 (37%) respondents, to a lesser degree, support free trials on products. Meanwhile, a considerable number of respondents to varying degrees also had contrary opinions to this notion, as 98 (34%) of the total respondents disagreed that free product trials were successful modes of customer engagement by smartphone manufacturers in Nigeria.

Regarding creating custom designs and products, 78 (27%) of respondents strongly agreed with this assertion that it is one of the most effective customer engagement techniques employed by smartphone manufacturers in Nigeria. Another higher number of 142 (49%) of respondents mildly agreed to this notion, bringing the total number of respondents that agreed with this notion to 220 (76%). Meanwhile, only 69 (24%) of respondents to different degrees contradicted this assertion.

Moreover, in organizing customer engagement summits with smartphone consumers, 104 (36%) of the respondents strongly agreed that this was a primary successful customer engagement strategy employed by smartphone manufacturers in Nigeria. Another 118 (41%) of the entire respondents agreed with this notion to a milder degree. Meanwhile, 67 (23%) of the whole

respondents disagreed with this notion. In total, while only 67 (23%) of respondents disagreed with this notion, a more significant percentage of 222 (77%) of the entire respondents agreed with the assertion that organizing customer-engagement summits with smartphone consumer was an efficient and successful strategy for consumer engagement employed by smartphone manufacturers in Nigeria.

Another customer engagement technique discussed was the creation of listening centers to drive conversations between manufacturers and consumers. In this regard, 78 (27%) of respondents strongly agreed with this notion, while another 84 (29%) of respondents mildly agreed with this notion. On the other hand, 58 (20%) disagreed with this notion. In comparison, another substantial 69 (24%) respondents strongly disagreed that the creation of listening centers to drive conversations between manufacturers and consumers was a successful consumer engagement technique employed by smartphone manufacturers in Nigeria. In essence, a total number of 162 (56%) respondents agreed with this notion, while a considerable 127 (44%) disagreed with this notion. This cast doubts in the minds of many Nigerians about the effectiveness of this customer engagement technique by smartphone manufacturers.

To increasing customer support by teams as a successful and efficient customer engagement technique, 90 (31%) of respondents strongly agreed to this notion, while a more significant 121 (42%) agreed to the idea. In comparison with 29 (10%) disagreed with this notion and another 49 (17%) strongly disagreed with the idea that increasing customer support by teams of smartphone manufacturers constituted an efficient customer engagement strategy.

Lastly, respondents also cited prompt responses to customers' inquiries as efficient customer engagement techniques. According to their answers, 78 (27%) strongly agreed to this notion, while another 118 (41%) agreed to the idea. Meanwhile, on the opposite side, 55 (19%) of respondents merely disagreed with the notion, while another 38 (13%) very strongly opposed this assertion.

3.3 Results and suggestions

This empirical research's objectives were to examine customer/consumer engagement and its benefits or importance to organizations that carry out consumer engagement. The analysis of this importance was evaluated from both the organization's (smartphone manufacturers) perspective and the target customer's (Nigerian Youths') perspective. This research reached its different

results based on the survey questionnaire items, inspired by former existing literature made in this area, especially from Hollebeck & Macky (2019). These research outcomes depict the subjective opinions and beliefs of the selected smartphone consumers and manufacturers, as expressed in the questionnaire items.

Regarding the benefits of customer engagement to both smartphone manufacturers and consumers (Nigerian youths) alike, most of the respondents held positive responses to the importance of consumer engagement from both manufacturers and consumers. From the smartphone manufacturers' standpoint, the majority of them revealed that adequate customer engagement by organizations to their target markets leads to the creation of loyal customers for an organization; facilitates organizations to invest in building long-term relationships with their consumers; helps organizations with easy access to customers' insights and feedbacks about an organization's products or services; and more importantly, leads to repurchase of products by consumers, which in turn increases the volume of sales for an organization. Meanwhile, from the consumers' perspective, results indicated that consumer engagement increases the overall brand experience for the consumers and also generates a sense of brand loyalty and trust among consumers.

Proceeding to the general forms of consumer engagement techniques employed by smartphone manufacturers on Nigerian youths, the results revealed that social media engagements were identified as the most popular and most widely used smartphone manufacturers in Nigeria, as it recorded 235 (81.9%) frequency and percentage. In addition, in-product messaging, at 128 (44.6%) frequency and rate respectively. Other customer engagement techniques in the research results were: free trials of products 87 (30.3); creation of custom designs and products 108 (37.6); holding customer engagement summits 102 (35.5%); creating listening centers to drive conversation 108 (37.6%); increasing customer support by teams 107 (37.3%); prompt responses to customers' inquiries 106 (36.9%) and lastly, to one of the most effective customer engagement techniques as identified by the respondents - the creation of mobile applications 136 (47.4).

Lastly, in discussing the most effective consumer engagement techniques used by smartphone manufacturers on Nigerian youths, out of the nine (9) strategies discussed during the questionnaire survey, three were identified as the most successful respondents. The topmost on the list of most successful customer engagement techniques was the social media engagement technique, which respondents revealed was the most prevalent and widely used by smartphone

manufacturers in Nigeria. Show the extent of success of this technique; out of a total of 289 (100%) respondents, 231 (80%) revealed that this was still the most effective and successful among all the identified consumer engagement techniques. The next in line was in-product messaging. According to the results, this was the second most successful customer engagement technique recognized by the respondents. Third, the creation of mobile applications by smartphone manufacturers identified as the third most effective consumer engagement technique applied by smartphone manufacturers on their target markets – the Nigerian youth.

CONCLUSION

This research aimed to discover the benefits or importance of consumer engagement to smartphone manufacturers and smartphone consumers in Nigeria. Other goals of this research were to learn the various consumer engagement techniques employed by smartphone manufacturers on Nigerian youths and discuss the most effective consumer engagement techniques used by smartphone manufacturers on Nigerian youths.

In answering the aims of this study, this research discovered that some of the benefits of consumer engagement include: leading to the creation of loyal customers for an organization; the facilitation of organizations to invest more in building long-term relationships with their consumers; helping organizations to have easy access to customers and more importantly, breeding repurchase of products by consumers among other benefits.

In answering the second research question referring to general forms of consumer engagement techniques employed by smartphone manufacturers on Nigerian youths. This study discovered that social media engagements represented the most popular and most widely used smartphone manufacturers in Nigeria. Others include in-product messaging, free trials of products, creation of custom designs and products, holding customer engagement summits, and creating listening centers to drive the conversation.

Lastly, regarding the most effective consumer engagement techniques used by smartphone manufacturers on Nigerian youths, nine (9) strategies were discussed in this study. Three of them were identified as the most successful. The most successful customer engagement technique was social media engagement. The next in line was in-product messaging. And thirdly, the creation of mobile applications by smartphone manufacturers was also the third most effective consumer engagement technique applied by smartphone manufacturers on their target markets – the Nigerian youth.

According to the findings above, results indicated that consumer engagement possessed certain benefits to both the consumers and organizations. Some of the benefits have been discussed extensively in the 'Results and Suggestion' section of this study. Therefore, based on the results, it can be concluded that smartphone manufacturers ought to continue using social media engagement to connect and engage with their target customers. This suggests that they should do less of the less productive customer engagement techniques, as identified in the survey, such as

free trials of products, and engage in the more successful techniques, such as social media engagement, in-product messaging, and creation of mobile applications that support communication and interaction between organizations and their targeted customers.

From the marketing point of view, this research has successfully defined the concept of customer engagement and its advantages to both consumers and manufacturers of products alike. Also, this research has been able to highlight and discuss some of the customer engagement techniques employed by smartphone manufacturers in Nigeria. Apart from the above, this study also briefly discussed some of the most successful customer engagement techniques practiced by smartphone manufacturers in Nigeria. Therefore, with this knowledge, marketers and managers of smartphone organizations will become more armed with sufficient knowledge or tools that will help them make well-informed marketing decisions.

In conclusion, since this research focused on customer engagement and its benefits to both consumers and organizations, subsequent researchers could focus on other aspects of marketing or consumer engagements, such as the effects of consumer engagement on the purchase behaviors of consumers, or the effects of consumer engagement on the productivity of organizations.

LIST OF REFERENCES

- Ahuja, V. and Medury, Y. (2010) 'Corporate blogs as e-CRM tools – Building consumer engagement through content management', *Journal of Database Marketing & Customer Strategy Management*, pp. 91–105. doi: 10.1057/dbm.2010.8.
- Andone, I. (2016). How Age and Gender Affect Smartphone Usage, (September). <https://doi.org/10.1145/2968219.2971451>.
- Bakker, A. B., Schaufeli, W. B., Leiter, M. P. and Taris, T. W. (2008) 'Work engagement: An emerging concept in occupational health psychology', *Work & Stress*, 22, pp. 187–200. doi: 10.1080/02678370802393649.
- Bowden, J. (2009a) 'Customer Engagement: A Framework for Assessing Customer-Brand Relationships: The Case of the Restaurant Industry', *Journal of Hospitality Marketing & Management*, pp. 574–596. doi: 10.1080/19368620903024983.
- Brodie, R. J., & Hollebeck, L. D. (2011). Advancing and Consolidating Knowledge about Customer Engagement. *Journal of Service Research*, 14, 283-284.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeck, L. (2013). Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis. *Journal of Business Research*, 66, 105-114.
- Cheung, C., Lee, M., & Jin, X. (2011). Customer engagement in an online social platform: A conceptual model and scale development. *ICIS 2011 Proceedings*, 1-8.
- Conroy, M., Feezell, J. T. and Guerrero, M. (2012) 'Facebook and political engagement: A study of online political group membership and offline political engagement', *Computers in Human Behavior*, 28(5), pp. 1535–1546. doi: 10.1016/j.chb.2012.03.012.
- Donati, P. (2013) 'Social Engagement: The viewpoint of relational sociology', *International Journal of Sociology and Anthropology*, 5(4), pp. 84–99. doi: 10.5897/IJSA10.099.
- Ekwu, Joseph 2008 Communication and Information Technology in Nigeria. [http://josephekwu.wordpress.com/2008/04/07/communications-and-information-tech—](http://josephekwu.wordpress.com/2008/04/07/communications-and-information-tech/) (Accessed 6 February 2021).

- Ericsson Consumer Lab. (2013). Smartphone Usage Experience: An Ericsson Consumer Insight Summary Report. Retrieved from <http://www.slideshare.net/EricssonSlides/ericsson-consumer-lab-smartphone-usage-experience-report>
- Goštautaite, B. and Bučiuniene, I. (2015) 'Work engagement during life-span: The role of interaction outside the organization and task significance', *Journal of Vocational Behavior*, 89, pp. 109–119. doi: 10.1016/j.jvb.2015.05.001.
- Hollebeek, L. and Chen, T. (2014) 'Exploring positively- versus negatively-valenced brand engagement: a conceptual model', *Journal of Product & Brand Management*. Edited by R. C. Leventhal, 23(1), pp. 62–74. doi: 10.1108/JPBM-06-2013-0332.
- Hoyer, Wayne, Chandy, Dorotic, Krafft, and Siddharth. (2010), "Consumer Cocreation in New Product Development," *Journal of Service Research*, 13 (3), 283-296.
- Isibor, O. F., Okhawere, N. E. & Ogbonnaya, G. O. (2018). Smartphone Purchase Intention amongst Undergraduates in Edo State Nigeria, *University of Port Harcourt Journal of Management*, 3(2), 15-29.
- Juwaheer, T. D., Vencatachellum, I. S., Ramasawmy, D. & Ponnsami, Y. (2014). Factors influencing the Selection of Mobile phones among young Consumers in Mauritius. *International Journal of Innovation and Knowledge Management in Middle East and North Africa*. 3(1), p. 65-92.
- Kam, K., So, F., King, C., Sparks, B. A., & Wang, Y. (2014). The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. <https://doi.org/10.1177/0047287514541008>.
- Kim, Y. H., Kim, D. J., & Wachter, K. (2013). A study of mobile user engagement (MoEN): Engagement motivations, perceived value, satisfaction, and continued engagement intention. *Decision Support Systems*, 56, 361-370.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2009). *Marketing Management* (1st ed.). Prentice Hall.

- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T. and Tillmanns, S. (2010) 'Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value', *Journal of Service Research*, 13(3), pp. 297–310. doi: 10.1177/1094670510375602.
- Ling, L. P., Lang, P. K., Fong, T. C., & Perinpajothi, T. S. (2014). The Factors affecting Consumers purchase Intention towards Smartphone Brands: A Study of young female adult Consumers. Unpublished Thesis, UniversityTunku Abdul Rahman/ Faculty of Accountancy and Management.
- Maslowska, E., Malthouse, E. C. and Collinger, T. (2016) 'The Customer Engagement Ecosystem', *Journal of Marketing Management*, 32(5–6), pp. 469–501. doi: 10.1080/0267257X.2015.1134628.
- May & Hearn (2005). The Mobile Phone as Media. *International Journal of Cultural Studies*. 8(2), p. 195-211.
- Mollen, A. and Wilson, H. (2010) 'Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives', *Journal of Business Research*, 63, pp. 919–925. doi: 10.1016/j.jbusres.2009.05.014.
- NCC 2003 Regulatory Intervention, NCC 2004-17-Policy and Regulatory Intervention.
- Nigerian Communications Commission (2010). Determination of dominance in selected communications market in Nigeria. Publication of NCC
- Nigerian Communications Commission (2014). '2014 Tele-density Percentage'. Retrieved in 25th January 2021 from <http://www.ncc.gov.ng/teledensity/html>.
- Oketola, D. (2013). 25% of Nigerian Mobile subscribers use Smartphone. The Punch newspaper online. Retrieved in 25th January 2021 from <http://www.punching.com/html>.
- Osazee-Odia, O. U. (2015). A Study of University Students' Perceptions and Usage Behaviour of Mobile Media Technologies in Nigeria, Doctorate Degree Thesis submitted to the Department of Media and Communication, University of Leicester, p. 17
- Pew Research Center, (April 2015) Cell phones in Africa: communication in lifeline www.pewresearch.org (Accessed 6 February, 2021).
- Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N. & Ali, S. M. (2016). Factors influencing

- purchase Intention of Smartphone among University Students. *Procedia Economics and Finance*, 37, p. 245-253.
- Rani, S., & Sharma, N. (2014). Consumer Behavior towards Usage of Smartphone. *International Journal of Enhanced Research in Management & Computer*, 9–14.
- Roberts, C. and Alpert, F. (2010) 'Total customer engagement: designing and aligning key strategic elements to achieve growth', *Journal of Product & Brand Management*, pp. 198– 209. doi: 10.1108/10610421011046175.
- Sashi, C. M. (2012) 'Customer engagement , buyer-seller relationships and social media', *Management Decision*, 50(2), pp. 253–272. doi: 10.1108/00251741211203551.
- Solis, B. (2013) *How Social Media is Sparking Organizational Transformation - Brian Solis, Brian Solis' blog*. Available at: [http://www.briansolis.com/2013/01/how-social-media-is-prompting-organizationaltransformation/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed:+brian+solis+\(Brian+Solis\)](http://www.briansolis.com/2013/01/how-social-media-is-prompting-organizationaltransformation/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed:+brian+solis+(Brian+Solis)).
- Solis, B. and Kutcher, A. (2011) *Engage!, Revised and Updated: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*. Wiley.
- Trivedi, R. & Raval, R. (2016). Consumer buying Intentions towards Smartphones. A Conceptual Framework. *International Journal of Applied Research*. 2(12), p. 736-742.
- Uddin, R., Zahan, N., & Md, O. (2014). Factors Affecting Customers' Buying Decisions Of Mobile Phone: A Study On Khulna City, Bangladesh. *International Journal of Managing Value and Supply Chains*, 5(2), 21–28. <https://doi.org/10.5121/ijmvsc.2014.5203>.
- Uzor, Ben (2012) Etisalat target dominance in Nigerian telecoms market. <http://businessdayonline.com/NG/index/php/news/76-hot-tpoic/41032-> (Accessed 6 February, 2021).

- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P. C. (2010) 'Customer Engagement Behavior: Theoretical Foundations and Research Directions', *Journal of Service Research*, pp. 253–266. doi: 10.1177/1094670510375599.
- Vinerean, S., & Opreana, A. (2014). Analyzing Consumer Engagement Programs from the Perspective of a Qualitative Research of Marketing Executives, *16*, p. 621–630. [https://doi.org/10.1016/S2212-5671\(14\)00849-1](https://doi.org/10.1016/S2212-5671(14)00849-1)
- Vivek, S. D., Beatty, S. E. and Morgan, R. M. (2012) 'Customer Engagement: Exploring Customer Relationships Beyond Purchase', *Journal of Marketing Theory and Practice*, 20(2), pp. 122–146. doi: 10.2753/MTP1069-6679200201.
- Yadav, M. S. and Pavlou, P. A. (2014) 'Marketing in Computer-Mediated Environments: Research Synthesis and New Directions', *Journal of Marketing*, 78(1), pp. 20–40. doi: 10.1509/jm.12.0020.

APPENDIX 1

RESEARCH QUESTIONNAIRE

This questionnaire is designed to gather data on 'Consumer Engagement on the Buying Decision of Smartphones in Nigeria.' Please answer the questions sincerely to enable me to complete the study. All information volunteered will be used strictly for the research, and the anonymity of the respondents will be maintained.

Thank you for your cooperation.

SECTION A DEMOGRAPHIC INFORMATION FOR NIGERIAN YOUTHS

CONSTRUCT	Questions	Scale Items	Scale Type
DEMOGRAPHIC INFORMATION	Gender	Male Female	Nominal
	Age Group	18-20 21-25 26-30 31-35	Nominal
	Academic Qualification	<ul style="list-style-type: none">• Secondary School Certificate• Bachelors' Degree• Masters' Degree• Doctorate Degree	Nominal

**LIST OF COMMONLY USED SMARTPHONES IN NIGERIA TO BE USED
AS RESPONDENTS FOR THIS RESEARCH**

S/N	Smartphone Brands
1	Techno
2	Infinix
3	Samsung
4	Itel
5	Gionee
6	Huawei
7	Lenovo
8	Apple iPhone
9	Sony Xperia

Source: Isibor, Okhawere & Ogbonnaya, (2020).

SECTION B

Research Question 1: What are the benefits or importance of adopting consumer engagement for Nigerian youths and the manufacturers of smartphones in Nigeria?

Please indicate as applicable by ticking the relevant column. *VGE- Very Great Extent GE- Great Extent LE-Little Extent VLE-Very Little Extent NE- No Extent*

Construct	Questions	Scale items	Scale type
<p>1: Benefits or importance of Consumer engagement for both consumers and organizations</p> <p>(Uddin, Zahan & Md, 2014)</p> <p>- Measuring the benefits of customer engagement to the organisation.</p> <p>- Measuring the benefits of customer engagement to the consumers.</p>	<p>1. From the smartphone manufacturers' perspective, what are the benefits or importance of adopting consumer engagement?</p> <p>2. From the consumers' perspective, what are the benefits or importance of smartphone manufacturers' adoption of consumer engagement?</p>	<p>Leads to the creation of improved customer service for organizations.</p> <p>Leads to the creation of more loyal customers for an organization.</p> <p>Encourages long-term investment into customer relationships by organizations.</p> <p>Helps provide customer feedback and insights to organizations.</p> <p>Increases sales funnel velocity for organizations.</p> <p>Boosts overall brand experience for the consumer.</p> <p>Creates a sense of brand loyalty and trust within consumers.</p>	<p>Matrix:</p> <p>Simple itemized rating scale.</p>

Research Question 2: What are the consumer-engagement techniques employed by smartphones manufacturers on their target market, which are the Nigerian youths?

Construct	Questions	Scale items	Scale type
<p>1: Customer engagement techniques employed by smartphone manufacturers in Nigeria</p> <p>(Hollebeck & Macky, 2019)</p> <p>- Discovering the exact consumer engagement techniques used by smartphone manufacturers in Nigeria.</p>	<p>What are the consumer engagement techniques employed by the selected smartphone manufacturers on their targets (Nigerian youths)?</p>	<p>Social media engagements</p> <p>In-product Messaging.</p> <p>Free trials of products</p> <p>Creation of custom designs and products</p> <p>Holding a customer-engagement summit</p> <p>Creating a listening center' to drive conversation</p> <p>Increasing customer support by teams</p> <p>Prompt responses to customers' enquiries</p> <p>Creation of mobile applications.</p>	<p>Matrix:</p> <p>Multiple-choice, multiple responses</p>

Research Question 3: Which are the effective consumer engagement techniques used by smartphones manufacturers on their target market, the Nigerian youths?

Please indicate as applicable by ticking the relevant column. (SA), Agree (A), Disagree (D), Strongly disagree (SD).

Construct	Questions	Scale items	Scale type
<p>1: The most effective customer engagement techniques as employed by smartphone manufacturers in Nigeria.</p> <p>(Based on Researchers' questions)</p> <p>- Discovering the most successful and effective consumer engagement techniques used by smartphone manufacturers in Nigeria.</p>	<p>Which consumer engagement techniques as employed by the selected smartphone manufacturers on their targets (Nigerian youths) are the most effective and successful consumer engagement techniques?</p>	<p>Social media engagements</p> <p>In-product Messaging.</p> <p>Free trials of products</p> <p>Creation of custom designs and products</p> <p>Holding a customer-engagement summit</p> <p>Creating a listening center' to drive the conversation</p> <p>Increasing customer support by teams</p> <p>Prompt responses to customers' inquiries</p> <p>Creation of mobile applications.</p>	<p>Matrix: Likert Scale</p>