

Comparative Analysis of Social Media and SMS Marketing Influence on Purchase Decision of Telecom Subscribers in Osun State, Nigeria.

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ABSTRACT

Modern digital transformation has positioned digital marketing as a core strategy for telecommunication firms seeking to acquire and retain subscribers. However, in developing markets like Nigeria, subscriber decisions are constrained by varying digital access, network quality, and message intrusiveness. Empirical evidence remains limited regarding the comparative impact of distinct digital channels on telecom consumer choices. This study evaluated the comparative effect of social media and SMS marketing strategies on the purchase decisions of telecom subscribers in Osun State, Nigeria. The study Utilizes a quantitative, cross-sectional survey design, data were collected via structured questionnaires administered to 427 telecom subscribers selected through multi-stage sampling. After data cleaning, 384 valid responses were analyzed using descriptive statistics, Pearson correlation, and multiple linear regression in SPSS. Findings revealed that digital marketing strategies jointly account for 53.9% of the total variance in subscribers' purchase decisions ($R^2 = 0.539, p < 0.001$). Both strategies exerted a statistically significant positive influence: SMS marketing emerged as the stronger unique predictor ($\beta = 0.336, t = 7.384, p < 0.001$), followed by social media marketing ($\beta = 0.312, t = 5.817, p < 0.001$). The study concludes that direct, offline-accessible SMS channels hold superior strategic value over interactive social media platforms in driving consumer subscriptions. Telecom operators should adopt an integrated marketing approach while optimizing personalized SMS messages as a prioritized approach.

Keywords: Social media marketing, SMS marketing, Purchase decision, Telecommunications, Osun State, Nigeria.

INTRODUCTION

Global digital expansion has transformed digital marketing into a core strategy for consumer acquisition and retention (Antczak, 2024; Chen et al., 2024). With over 5.4 billion people online worldwide (ITU, 2023), digital channels enable real-time targeting and shape consumer attitudes, trust, and purchase decisions (Barari *et al.*, 2025; Ragione and Risitano, 2026). In telecommunications, purchase decisions entail subscribing to, continuing, or switching services. Nigeria presents a dynamic digital ecosystem where firms must communicate with both digitally active consumers and those constrained by device, network, or cost limitations (Eze, 2024; Iyoloma *et*

al., 2025; Vitus, 2025). In this high-frequency market, subscriber choices are driven by continuous promotional messaging alongside service quality (ITU, 2023). Social media marketing provides interactive engagement that builds trust through brand dialogue and electronic word-of-mouth (Dwivedi *et al.*, 2021; Hanaysha, 2022). Conversely, SMS marketing delivers immediate, direct communication capable of reaching high- and low-data subscribers, where outcomes depend on message value and intrusiveness (Nayma *et al.*, 2023; Nkpurukwe *et al.*, 2020). However, empirical literature in Nigeria largely focuses on general retail or aggregate digital constructs, ignoring operational distinctions between social media and SMS channels within localized service markets. Consequently, this study examines the comparative influence of social media and SMS marketing on telecom subscribers' purchase decisions in Osun State, Nigeria.

LITERATURE REVIEW

Traditional marketing is the use of offline channels and physical media to promote products, services, or brands to a target audience. Common types of traditional marketing are: print advertising, broadcast media, outdoor advertising, direct mail, tradeshow etc. Digital marketing refers to the use of digital technologies, internet-based platforms, and electronic communication channels to promote products and services, engage customers, and influence consumer behaviors. Some of the digital marketing strategies includes: social media marketing, SMS marketing, influencer marketing, content marketing, Search Engine Optimization (SEO) marketing, Pay Per Click (PPC) marketing, and email marketing (Ragione and Risitano, 2026). Unlike traditional marketing, digital marketing allows firms to interact directly with customers in real time through channels such as websites, search engines, social media platforms, email, and mobile communication systems (Chaffey and Ellis-Chadwick, 2022).

Social Media Marketing

Social media marketing utilizes interactive platforms to deliver targeted, two-way communication that shapes consumer attitudes and purchase behaviors through content creation, community engagement, and data-driven personalization (Felix *et al.*, 2017; Appel *et al.*, 2020). It manifests through diverse forms, including content marketing, paid advertising, influencer collaborations, brand communities, and user-generated content (Ashley and Tuten, 2019). In telecommunications, platforms like Facebook, X, and WhatsApp allow firms to enhance service quality perceptions, manage customer relationships, and deliver real-time promotional updates (Al-Haddad *et al.*, 2021). While offering high cost-efficiency, broad audience reach, and interactive engagement (Lim *et al.*, 2020), social media marketing faces critical drawbacks. These include ad fatigue, viral negative word-of-mouth, privacy concerns, and difficulties converting engagement metrics into actual sales (Payne *et al.*, 2020). Ultimately, its effectiveness depends on content quality, platform algorithms, source credibility, and customer digital literacy (Ashley and Tuten, 2019; Lou and Yuan, 2019).

SMS Marketing

SMS marketing utilizes short message service technology to deliver direct, time-sensitive promotional and transactional communication to mobile devices (Varnali and Toker, 2019). Its key advantages lie in high open rates, immediate delivery, and broad reach across both smartphone and non-smartphone users without requiring internet connectivity (Shankar *et al.*, 2020). As a mobile direct messaging tool, SMS supports permission-based, real-time marketing that enhances customer relationship management (Andrews *et al.*, 2021). Personalization and data-driven targeting significantly improve customer response and conversion rates, provided privacy concerns and intrusion risks are managed (Aguirre *et al.*, 2019; Bleier and Eisenbeiss, 2020). Integrating persuasive promotional offers with reliable transactional updates maintains trust and mitigates message fatigue (Kumar *et al.*, 2020). While SMS yields exceptional response rates due to message simplicity and immediacy, campaign success ultimately depends on controlling timing and frequency to prevent customer irritation (Baek and Morimoto, 2020).

Empirical Review

Suharto *et al.*, (2021) examined how social media marketing, online customer reviews, and brand awareness shape purchase decisions for cellular products in Lampung, Indonesia. Using a quantitative survey design, the authors distributed 245 questionnaires by email and analysed 180 usable responses (accidental sampling). They

tested assumptions (normality, homogeneity, linearity) and estimated the structural paths with SEM (LISREL). Their results indicate that social media marketing has a positive direct effect on purchase decisions, while online customer reviews and brand awareness also show positive direct effects on purchase decisions. . A key weakness is that the study relied on non-probability sampling and a single product context, which limits generalizability to service industries like telecommunications. Rifqi, *et al.*, (2023) focused on a service setting by testing whether social media marketing affects purchase decisions directly and indirectly through purchase intention among coffee shop customers in Medan. The study adopted a quantitative approach with a sample size of 110 respondents and analysed the model using SEM (reported through bootstrapping outputs consistent with PLS-SEM practice). The findings show that social media marketing significantly increases purchase intention and purchase decision, and that purchase intention partially mediates the effect of social media marketing on purchase decision. But the study was confined to one local business and a relatively small sample, the strength of evidence may be sensitive to context, and the results may not transfer neatly to regulated and highly competitive telecom markets. Negara (2024) investigated which dimensions of social media marketing predict purchase decisions for Indonesian MSME products. The research used a cross-sectional online survey of 245 consumers who actively use social media and follow at least one MSME account, applying purposive sampling. The study reported that interaction and customization show stronger positive effects on purchase decision, while entertainment may be weaker depending on product context, suggesting that “two-way value” (responsiveness, feedback, conversation) can matter more than “fun content” alone. A notable limitation is that the study does not explicitly discuss service experience variables (network quality, reliability) that typically shape telecom purchase decisions. Setiawan *et al.*, (2024) assessed how social media marketing influences purchase decision through brand awareness, brand image, and customer engagement in the context of SilverQueen chocolate. The authors applied a quantitative survey method and collected data from 105 respondents selected using purposive criteria (those exposed to or interacting with the brand’s social media content). Using SmartPLS for SEM estimation, the results suggest social media marketing significantly increases brand awareness, brand image, and customer engagement, which in turn positively predict purchase decision. The weakness of this study is the narrow sampling frame and single-brand focus, which reduces external validity for broader consumer markets like telecom subscriptions across diverse demographic segments. Loza and Romani (2026) explored how social media marketing shapes purchase decision among millennial consumers in Lima, Peru, using a quantitative design and Structural Equation Modelling. The paper reports a survey-based approach with SEM used to evaluate relationships among social media marketing and decision-related constructs, with the empirical results supporting positive links between social media marketing exposure and purchase decision outcomes. The limitation observed in this research is that Peru’s consumer environment differs from Nigeria’s telecom market in pricing structure, promotions, and infrastructural constraints; this makes local replication necessary rather than direct adoption of effect sizes.

THEORETICAL FRAMEWORK REVIEW

This study reviewed three theoretical frameworks: Technological Acceptance Model (TAM), Theory of Planned Behavior and Social Influence Theory. After examining them, the study adopts the Technological Acceptance Model and it is applied to explain how social media content and SMS marketing shape telecom subscriber’s purchase decisions.

Technological Acceptance Model (TAM)

The Technology Acceptance Model (TAM) posits that perceived usefulness and perceived ease of use determine technology adoption (Davis, 1989; Musa *et al.*, 2024). Although widely applied in digital marketing, TAM often overlooks contextual barriers like mistrust, network quality, and cost constraints (Lee *et al.*, 2025). Grounded in TAM, this study explains how digital marketing influences telecom customers' purchase decisions while acknowledging these contextual limitations.

Theory of Planned Behavior

The Theory of Planned Behaviour (TPB) posits that attitude, subjective norms, and perceived behavioral control shape intentions and drive action (Ajzen, 1991; Masuda *et al.*, 2022). While robust for predicting decisions, TPB

often overlooks impulsive buying and environmental constraints (Paul *et al.*, 2022). Grounded in TPB, this study explains how digital marketing influences telecom subscribers' purchase decisions.

Social Influence Theory

Social Influence Theory posits that individuals adjust their attitudes and behaviors based on others' expectations and interactions (Venkatesh *et al.*, 2021). Modern digital spaces amplify this via influencers and online communities, fostering brand trust. While contextual constraints like network quality and cost can moderate impact (Naeem, 2021), the theory effectively explains telecom consumers' response to social-driven marketing.

METHODOLOGY

The methods used to evaluate the effect of social media marketing and SMS marketing on telecom subscribers purchase decision in Osun State, Nigeria was divided into the following objectives;

- (i) Determine the influence of social marketing on customer purchase decisions among telecom service subscribers in Osun State, Nigeria.
- (ii) Examine the influence of SMS marketing on customer purchase decision among telecom service subscribers in Osun State, Nigeria

The following research questions were formulated:

- (i) To what extent does social media marketing influence customer purchase decision among telecom service subscribers in Osun State, Nigeria
- (ii) To what extent is the effect of SMS marketing on customer purchase decision among telecom service subscribers in Osun State, Nigeria

Furthermore, the following null hypothesis were formulated for this work;

- (i) Ho1: Social media marketing does not significantly influence customer purchase decision among telecom service subscribers in Osun State, Nigeria
- (ii) Ho2: SMS marketing does not significantly influence customer purchase decision among telecom service subscribers in Osun State, Nigeria

Research Design

This research framework was designed using quantitative research method and cross-sectional survey approach. The Quantitative research method focuses on collecting and analyzing numerical data to measure variables from a sample that can be generalized to a larger population. It enables objective measurement and hypothesis testing using structured data collection instruments such as questionnaires (Ghanad, 2023). Cross-sectional survey approach analyzes data from a population without manipulating study variables (Setia, 2016; Wang, 2020). It is used to examine relationships between variables and population characteristics (Setia, 2016). The design is therefore appropriate for this study because it allows the researcher to examine the relationship between social media and SMS marketing, and customer purchase decision among telecommunication customers within a specific period.

Study Area and Population of the Study

The study area for this research is Osun State, Nigeria. Osun State is located in the South-Western region of Nigeria and was created in 1991. The state has the presence of major telecommunication service providers: MTN, Airtel, Glo, and 9mobile. The justification for selecting Osun State is based on the lack of sufficient empirical evidence focusing on digital marketing and customer purchase decision in the telecommunications sector within the state. The population of this study consists of telecommunication service subscribers in Osun State, Nigeria.

Sample Size and Sampling Techniques

The sample size for this study was determined using Cochran's sample size formula, which is widely used in survey research intend to generalize findings from a sample to a broader population, and it is commonly applied in quantitative survey designs involving proportions (Bartlett *et al.*, 2001). The Cochran formula for an initial sample size (for large populations) is stated as in equation 1:

$$n_0 = \frac{Z^2 pq}{e^2} \quad (1)$$

Where:

n_0 = initial sample size

Z = Z-value corresponding to the chosen confidence level

p = estimated proportion of the population with the attribute of interest

$q = 1 - p$

e = margin of error (level of precision) (Bartlett *et al.*, 2001)

In this study, a 95 percent confidence level was adopted (thus $Z = 1.96$), with a 5% margin of error ($e = 0.05$). Since the true proportion (p) of telecom customers influenced by digital marketing is not known, p was set at 0.50 (and $q = 0.50$) to produce a maximum/adequate sample size for the study, as recommended for survey studies where variability is unknown (Bartlett *et al.*, 2001). Substituting into the formula as shown in equation 2:

$$n_0 = \frac{(1.96)^2(0.50)(0.50)}{(0.05)^2} = \frac{3.8416 \times 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.16 \approx 384 \quad (2)$$

Therefore, the minimum sample size for this study is 384 respondents. Thus, allowing for a 10 percent non-response rate, the adjusted sample size is shown in equation 3:

$$n = \frac{384}{1-0.10} = \frac{384}{0.90} = 426.67 \approx 427. \quad (3)$$

Therefore, 427 questionnaires were administered to obtain at least 384 valid responses for analysis.

This study adopted a multi-stage sampling technique involving stratified sampling, purposive sampling, and convenience sampling to select respondents from telecommunication subscribers in Osun State because telecommunication subscribers are widely distributed across different Local Government Areas (LGAs) in Osun State. And the combined sampling techniques ensure that telecom subscribers across different LGAs are adequately represented in the study.

Research Instrument and Validation

This study administered 427 structured questionnaires that used 4-point likert scale and having 18 scaled items to investigate the influence of social media and SMS marketing on purchase decision of Telecon subscribers in Osun State, Nigeria. Validity of the administered questionnaire was established using content validity and construct validity. The instrument was reviewed by two experts in marketing and research methodology and pilot tested using 30 telecommunication subscribers outside the selected study sample. Content Validity Index (CVI) result of above 0.70 indicates a good content validity (Zamanzadeh *et al.*, 2015). Internal consistency reliability was assessed with Cronbach's alpha for the six-item construct and for the complete 18-item measurement set. Values of approximately 0.70 and above are generally regarded as acceptable for established research applications (Tavakol and Dennick, 2011). The results are presented in Table 1. It shows that all three constructs meet the conventional reliability requirement. Social media marketing produced an alpha coefficient of 0.778, SMS marketing produced 0.784, and customer purchase decision produced 0.803.

Table 1: Reliability Statistics

Construct	Number of Items	Cronbach's Alpha	Decision
Social Media Marketing	6	0.778	Reliable
SMS Marketing	6	0.784	Reliable
Customer Purchase Decision	6	0.803	Highly reliable

Source: Researcher's Computation from Field Survey (2026)

METHODS OF DATA ANALYSIS

The data collected for this study was analyzed using descriptive statistics, Pearson correlation analysis, and multiple regression analysis with the aid of Statistical Package for Social Sciences (SPSS). The use of statistical tools is appropriate for this study because this research analyses the relationships and effects between social media marketing variables and SMS marketing variables, and customer purchase decision among telecommunication subscribers. Also, descriptive statistics such as frequency distribution, percentages, mean, and standard deviation was used to summarize respondents' demographic characteristics and responses to questionnaire items. Model specification was used to show the relationship between digital marketing strategies and customer purchase decision in the telecommunications sector. The functional model for this study is expressed as equation 4 and 5:

$$CPD = f(SMM, SMSM) \quad (4)$$

Where:

CPD = Customer Purchase Decision

SMM = Social Media Marketing

SMSM = SMS Marketing

The econometric model is specified as:

$$CPD = \beta_0 + \beta_1 SMM + \beta_2 SMSM + \varepsilon \quad (5)$$

Where:

β_0 = Constant term (intercept)

$\beta_1 - \beta_2$ = Coefficients of independent variables

ε = Error term

The analytical variables, techniques for each and decision rule for this study are shown in Table 2.

Table 2: Analytical Table

Hypothesis	Independent Variable	Dependent Variable	Analytical Technique	Statistic for Decision	Decision Rule
H₀₁	Social Media Marketing (SMM)	Customer Purchase Decision (CPD)	Multiple Linear Regression	Regression coefficient (β), t-value and p-value	Reject H ₀₁ if $p < 0.05$; otherwise, fail to reject H ₀₁ .
H₀₂	SMS Marketing (SMSM)	Customer Purchase Decision (CPD)	Multiple Linear Regression	Regression coefficient (β), t-value and p-value	Reject H ₀₂ if $p < 0.05$; otherwise, fail to reject H ₀₂ .

Source: Researcher's Compilation (2026)

Ethical principles were strictly adhered to, informed consent was obtained from all participants and confidentiality and anonymity of respondents were maintained throughout the course of this study.

RESULTS AND DISCUSSION

The demographic profile describes the composition of the 384 telecommunication service subscribers whose responses were analyzed. The profile covers gender, age, marital status, educational qualification, occupation,

the telecom network mostly used, and the duration for which the respondent has used the current network. The results are presented in Table 3.

Table 3: Respondents' Demographic Profile

Variable	Category	Frequency	Percentage (%)
Gender	Male	287	74.7
	Female	97	25.3
Age	18–25 years	276	71.9
	26–35 years	85	22.1
	36–45 years	17	4.4
	46 years and above	6	1.6
Marital Status	Single	325	84.6
	Married	58	15.1
	Divorced	0	0.0
	Widowed	1	0.3
Educational Qualification	SSCE/GCE (O' level)	158	41.1
	OND/NCE	21	5.5
	HND/Bachelor's Degree	154	40.1
	Master's Degree	25	6.5
	Doctoral Degree	13	3.4
	Other Professional Certificate	13	3.4
Occupation	Student	274	71.4
	Civil Servant	22	5.7
	Self-employed	32	8.3
	Private Sector Employee	39	10.2
	Others	17	4.4
Telecom Network Mostly Used	MTN	262	68.2
	Airtel	35	9.1
	Glo	36	9.4
	MTN and Airtel	20	5.2
	MTN and Glo	22	5.7
	MTN, Airtel and Glo	5	1.3
	Airtel and Glo	3	0.8
	Glo and 9mobile	1	0.3
Duration of Using Current Network	Less than 1 year	35	9.1
	1–3 years	170	44.3
	4–6 years	66	17.2
	Above 6 years	113	29.4

Source: Researcher's Computation from Field Survey (2026). N = 384.

Perception of Social Media Marketing

Six statements (items) measured respondent's exposure to social media marketing. Table 4 presents the frequency, percentage, mean, and standard deviation for each item. It shows a generally favorable perception of social media marketing, with a composite mean of 2.995 (SD = 0.545). Exposure to telecom promotional messages recorded the highest mean (3.242), with 88.5% of respondents agreeing that they frequently encounter such messages, indicating strong promotional visibility. Similarly, 83.3% agreed that social media advertising increases awareness of telecom services (M = 3.099), highlighting its effectiveness at the informational stage of the customer decision process. However, perceived influence on service-provider choice was comparatively moderate (M = 2.935), suggesting that exposure does not consistently translate into provider selection, where factors such as price, network quality and coverage may also matter. Trust in official telecom social media information was generally positive (M = 2.966), although some skepticism remained. Social media promotions also influenced subscription decisions (M = 2.984). Active interaction with telecom brands recorded the lowest mean (M = 2.742), indicating stronger reach than two-way customer engagement.

Table 4: Respondents' Perception of Social Media Marketing

Item	SA	A	D	SD	Mean	Std. Dev.
I often see telecom promotional messages on social media platforms	146(38.0%)	194(50.5%)	35(9.1%)	9(2.3%)	3.242	0.713
Social media adverts increase my awareness of telecom services	113(29.4%)	207(53.9%)	53(13.8%)	11(2.9%)	3.099	0.734
Telecom social media content influences my choice of service provider	98(25.5%)	178(46.4%)	93(24.2%)	15(3.9%)	2.935	0.807
I trust telecom information shared on official social media pages	100(26.0%)	184(47.9%)	87(22.7%)	13(3.4%)	2.966	0.789
Social media promotions influence my decision to subscribe to telecom services	110(28.6%)	175(45.6%)	82(21.4%)	17(4.4%)	2.984	0.824
I interact with telecom brands on social media platforms	81(21.1%)	150(39.1%)	126(32.8%)	27(7.0%)	2.742	0.869

Source: Researcher's Computation from Field Survey (2026)

Perception of SMS Marketing

The perception of SMS marketing was assessed with six statements whose detail detailed distribution of responses is reported in Table 5. It indicates that SMS marketing recorded the highest overall construct mean among the three digital marketing strategies ($M = 3.032$, $SD = 0.526$), suggesting a generally favorable perception. Promotional SMS demonstrated substantial reach, with 88.0% of respondents agreeing that they regularly receive such messages ($M = 3.219$). Similarly, 87.3% agreed that SMS provides useful telecom service information ($M = 3.154$), highlighting its effectiveness as an awareness and information channel. The influence of promotional SMS on purchase decisions was positive but comparatively moderate ($M = 2.943$), indicating that message exposure does not invariably translate into purchasing behavior. Immediate reading of SMS recorded the lowest mean ($M = 2.768$), suggesting that message timing and perceived relevance may affect attention. Personalized SMS also demonstrated a positive association with service choice ($M = 2.940$). Overall, the findings indicate that SMS marketing is particularly effective for direct communication, information dissemination and promotional awareness, while its influence on immediate attention and purchase decisions is comparatively limited.

Table 5: Respondents' Perception of SMS Marketing

Item	SA	A	D	SD	Mean	Std. Dev.
I regularly receive promotional SMS from telecom providers	141(36.7%)	197(51.3%)	35(9.1%)	11(2.9%)	3.219	0.726
Telecom SMS messages provide useful service information	117(30.5%)	218(56.8%)	40(10.4%)	9(2.3%)	3.154	0.693
Promotional SMS messages influence my purchase decision	94 (24.5%)	190(49.5%)	84(21.9%)	16(4.2%)	2.943	0.793
I read telecom SMS messages immediately after receiving them	79(20.6%)	164(42.7%)	114(29.7%)	27(7.0%)	2.768	0.856
Personalized SMS messages influence my telecom service choice	90(23.4%)	199(51.8%)	77(20.1%)	18(4.7%)	2.940	0.788
SMS marketing makes me aware of telecom promotional offers	117(30.5%)	223(58.1%)	35(9.1%)	9(2.3%)	3.167	0.680

Source: Researcher's Computation from Field Survey (2026)

Respondent's Purchase Decisions

Customer purchase decision was assessed using six statements and the descriptive results given in Table 6. The table revealed that customer purchase decision construct recorded a favourable overall response, with a composite mean of 3.059 (SD = 0.515). Careful evaluation before purchase was the strongest indicator (M = 3.339), with 91.2% of respondents agreeing that they evaluate telecom services before making purchase decisions. This suggests that service selection involves deliberate assessment rather than automatic responses to promotional exposure. The influence of digital marketing on purchase decisions was also supported, with 80.7% agreement (M = 3.003), reinforcing the behavioural relevance of digital marketing. Similarly, 80.2% agreed that they were likely to choose telecom services promoted digitally (M = 3.047). Online information recorded the lowest mean (M = 2.896), indicating a comparatively weaker influence on service selection and suggesting that subscribers may also consider network availability, service quality and personal experience. Promotional offers were positively associated with purchase decisions (M = 3.003), while satisfaction with digitally promoted services was relatively high (M = 3.065). Overall, digital marketing appears to contribute meaningfully to telecom purchase decisions.

Table 6: Respondents' Customer Purchase Decisions

Item	SA	A	D	SD	Mean	Std. Dev.
I carefully evaluate telecom services before making purchase decisions	172(44.8%)	178(46.4%)	26(6.8%)	8(2.1%)	3.339	0.697
Digital marketing influences my telecom purchase decision	83(21.6%)	227(59.1%)	66(17.2%)	8(2.1%)	3.003	0.687
I am likely to choose telecom services promoted digitally	104(27.1%)	204(53.1%)	66(17.2%)	10(2.6%)	3.047	0.739
Online information affects my telecom service selection	82(21.4%)	194(50.5%)	94(24.5%)	14(3.6%)	2.896	0.771
Promotional offers influence my telecom purchase decision	91(23.7%)	215(56.0%)	66(17.2%)	12(3.1%)	3.003	0.732
I am satisfied with telecom services chosen through digital promotion	105(27.3%)	208(54.2%)	62(16.1%)	9(2.3%)	3.065	0.725

Source: Researcher's Computation from Field Survey (2026)

Correlation Statistics

Correlation statistics show that the two digital marketing strategies have positive and statistically significant associations with customer purchase decision. Social media marketing has the strongest bivariate correlation with customer purchase decision ($r = 0.662$, $p < .001$), followed by SMS marketing ($r = 0.638$, $p < .001$). The independent variables are also positively correlated with one another. Social media marketing and SMS marketing correlate at $r = 0.634$.

Test Of Hypothesis One: Social Media Marketing and Customer Purchase Decision

The first null hypothesis states that:

H_{01} : Social media marketing does not significantly influence customer purchase decision among telecommunication service subscribers in Osun State.

Regression result shows that social media marketing has a positive and statistically significant influence on customer purchase decision ($B = 0.295$, $\beta = 0.312$, $t = 5.817$, $p < .001$). Thus, a unit increase in social media marketing is associated with a 0.295-unit increase in purchase decision, controlling for SMS and Social media marketing. The null hypothesis (H_{01}) is therefore rejected, confirming that social media marketing significantly and positively influences telecom subscriber's purchase decisions in Osun State.

Test Of Hypothesis Two: SMS Marketing and Customer Purchase Decision

The second null hypothesis states that:

H₀₂: SMS marketing does not significantly influence customer purchase decision among telecommunication service subscribers in Osun State

Regression result shows that SMS marketing significantly and positively influences customer purchase decision ($B = 0.330$, $\beta = 0.336$, $t = 7.384$, $p < .001$). Its standardized coefficient represents the strongest unique contribution between the two digital marketing strategies, controlling for social media and SMS marketing. Therefore, H₀₂ is rejected, confirming that SMS marketing significantly and positively influences telecom subscribers' purchase decisions in Osun State.

CONCLUSION

This study demonstrates that digital marketing significantly influences customer purchase decisions in the telecommunications market of Osun State. The joint regression analysis shows that social media, text and SMS marketing explain 53.9% of the variance in customer decisions ($R^2 = 0.539$). SMS marketing emerged as the strongest individual predictor, highlighting its enduring strategic value, followed by provider controlled social media marketing. The study contributes to digital marketing and consumer behavior knowledge in several related ways. First, it provides empirical evidence from telecommunication service subscribers in Osun State. Second, the study separates social media marketing and SMS marketing rather than treating digital marketing as one undifferentiated construct. Third, the study estimates the two strategies simultaneously in multiple regression model. The study recommends that each digital marketing strategies offers distinct functional advantages, telecom operators must adopt an integrated approach rather than treating them as substitutes. Effective strategy requires optimizing direct SMS marketing and improving social media information quality.

Conflict Of Interest

No conflict of interest

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