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## Evaluating the Effectiveness of Digital Marketing Strategies on Customer Engagement: A Case Study of Airtel Malawi

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### ABSTRACT

This study evaluates the effectiveness of digital marketing strategies on customer engagement in the telecommunications sector, focusing on Airtel Malawi as a case study. As mobile adoption and social media use continue to shape consumer behavior, understanding how these tools influence interactions and loyalty is essential. A mixed-methods approach was employed, combining quantitative data from 45 structured questionnaires with qualitative insights from semi-structured interviews. Participants, selected through purposive and stratified random sampling, were Airtel customers in Lilongwe who actively engage with the company's mobile marketing platforms and digital services.

Findings reveal that most respondents frequently interact with Airtel's digital platforms, particularly the *My Airtel App*, SMS promotions, and social media campaigns. Seventy-one percent rated their engagement as high or very high, while over 80% confirmed that digital campaigns influenced purchasing decisions and long-term loyalty. However, participants highlighted the need for enhanced personalization, improved mobile app functionality, and more affordable bundle pricing. The study concludes that Airtel Malawi's digital marketing strategies are moderately effective, with stronger results possible through data-driven personalization, optimized mobile platforms, expanded rural outreach, and gamified campaigns that foster deeper customer engagement.

**Keywords:** Digital marketing, customer engagement, telecommunications, Airtel Malawi, mobile marketing, social media, personalization.

### 1. INTRODUCTION

Globally, digital platforms have become integral to marketing, with the telecommunications sector leveraging them to deliver services, promote offers, and build loyalty (GSMA, 2023). In sub-Saharan Africa, the potential of digital marketing is shaped by a youthful demographic, increasing mobile adoption, and growing social media usage, counterbalanced by infrastructural challenges and low internet penetration (Kemp, 2024; GSMA, 2023). Malawi reflects these trends, with mobile subscriptions exceeding its population but only 27.7% internet penetration (Kemp, 2024). Airtel Malawi, a leading telecom operator, has invested in digital tools such as the *My Airtel app*, USSD services, and active social media campaigns. Despite these efforts, empirical evidence on their impact on customer engagement is limited. This study addresses this gap by evaluating Airtel Malawi's digital strategies and their influence on engagement, offering insights for both practice and scholarship.

This research contributes to both theory and practice. Academically, it provides a localized perspective on digital marketing effectiveness in a developing country, adding to the existing literature on customer engagement and telecom strategies. Practically, the findings will assist Airtel Malawi and similar firms in optimizing their marketing campaigns for better returns.

The study also holds implications for policymakers seeking to foster digital transformation through telecom infrastructure. Effective digital engagement can support broader goals such as financial inclusion, digital literacy, and socio-economic development in Malawi.

#### 1.1 Main Objective

To Evaluate the effectiveness of digital marketing strategies on customer engagement

#### 1.2 Specific Objectives

- To evaluate the level of customer engagement achieved through marketing digital strategies.
- To identify the key digital marketing strategies employed by Airtel Malawi.
- To analyze the relationship between digital marketing efforts and customer behavior.

- To provide actionable recommendations for enhancing Airtel Malawi's digital marketing effectiveness.

### **1.3 Research Questions**

- What is the current level of customer engagement resulting from these strategies?
- What digital marketing channels does Airtel Malawi use to engage customers?
- What is the relationship between Airtel Malawi's digital marketing efforts and customer behavior?
- What strategies can Airtel Malawi adopt to improve customer engagement through digital marketing?

### **1.4 Scope of discussion**

This study focuses on Airtel Malawi's digital marketing strategies and their impact on customer engagement. It is limited to individual retail customers within Malawi, examining digital platforms including mobile apps, social media, SMS, and USSD. The study covers marketing activities conducted from 2020 to 2024, a period of significant digital transformation for the company.

Corporate customers and non-digital channels such as television or radio are excluded. The study will rely on both qualitative and quantitative data to ensure a comprehensive evaluation.

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## **2. Literature Review**

### **2.1 Conceptualizing Digital Marketing**

Digital marketing can be broadly defined as the utilization of digital channels, platforms, and technologies to promote products, build customer relationships, and drive organizational growth (Chaffey & Ellis-Chadwick, 2019). It represents a significant evolution from traditional marketing, moving from unidirectional communication to interactive, customer-centric engagement. The core premise is leveraging the internet and connected devices to reach audiences in a more targeted, measurable, and cost-effective way than conventional media such as print, radio, or television (Tiago & Veríssimo, 2014).

According to Kotler et al. (2021), digital marketing extends beyond online advertising to include various techniques and strategies: search engine optimization (SEO) to increase website visibility, pay-per-click (PPC) advertising to drive immediate traffic, content marketing to build authority, social media marketing for brand engagement, email marketing for personalized communication, and mobile marketing to reach customers on the go. Collectively, these tools form an integrated ecosystem that allows firms to interact with customers at multiple touchpoints throughout the customer journey.

### **2.2 Global Perspectives on Digital Marketing Effectiveness**

Tiago and Veríssimo (2014) conducted a large-scale study among Portuguese firms to examine the extent of digital marketing adoption and its perceived effectiveness. They found that firms integrating digital tools into broader marketing strategies achieved higher customer reach and engagement. However, they also noted barriers such as lack of digital skills and inadequate measurement of digital ROI.

Similarly, Kumar et al. (2016) analyzed the impact of different digital channels (email, social media, paid search) on customer spending and loyalty in the retail sector. They concluded that multichannel digital strategies are more effective than single-channel approaches, as they provide consistent touchpoints that reinforce customer engagement.

### **2.3 Empirical Evidence of Mobile Marketing Effectiveness**

Global research has established that mobile marketing, especially permission-based SMS, has high open rates and immediate impact (Leppäniemi & Karjaluoto, 2005; Shankar et al., 2021). Karjaluoto et al. (2008) argued that mobile marketing's portability and immediacy make it more persuasive than email or web ads.

In Sub-Saharan Africa, Boateng (2016) found that Ghanaian telecom subscribers appreciated mobile ads that offered tangible value, like free airtime or bonus bundles, but disliked irrelevant or frequent messages.

Chikafa (2020), in a rare Malawian study, surveyed 300 subscribers in Blantyre and Lilongwe. Results indicated that 73% of respondents read promotional SMS from their telecom provider, and 61% had redeemed an offer at least once. However, 44% also reported feeling overwhelmed by unsolicited marketing texts.

This supports the argument that while mobile marketing is effective, its overuse without personalization can lead to annoyance, affecting trust and engagement negatively.

## **2.4 Local Studies on Digital Marketing in Malawi**

Academic literature on this topic in Malawi is scarce. Chikondi and Mphatso (2020) investigated the adoption of social media by SMEs in Lilongwe and found that businesses lacked skills to measure engagement effectively but saw clear benefits in customer reach.

Phiri (2021) conducted a survey on consumer perception of mobile marketing by telecoms in Blantyre. The study revealed that most subscribers appreciate promotional SMS and social media adverts but are wary of spam and unsolicited messages. These findings highlight that while consumers are open to digital engagement, privacy and message relevance are critical to maintaining positive attitudes.

## **2.5 Empirical Studies on Social Media Effectiveness**

Hollebeek et al. (2014) emphasize that social media marketing fosters consumer brand engagement by enabling interactivity and co-creation. In telecoms, this translates to customers sharing brand content, tagging friends, and providing feedback directly.

In a South African context, Mpinganjira (2019) found that culturally relevant content, humor, and local language posts increased shares and positive sentiment. Similarly, Boateng and Okoe (2015) showed that interactive posts in Ghana generated higher engagement than static promotions.

Malawian evidence is emerging: Nyondo and Chikafa (2021) studied telecom social media campaigns and found that posts with videos, local slang, or relatable scenarios (e.g., humorous depictions of daily Malawian life) garnered significantly more likes and comments than plain text ads.

Empirical evidence from sub-Saharan Africa provides further insight into how context-specific factors shape the effectiveness of social media marketing. In South Africa, Mpinganjira (2019) found that social media content tailored to local culture and humor, such as memes in indigenous languages, generated significantly higher shares, likes, and positive consumer sentiment compared to generic or purely promotional posts. This highlights the importance of cultural resonance in crafting social media strategies that resonate with diverse audience segments.

## **2.6 Theoretical Foundations**

### **2.6.1 Technology Acceptance Model (TAM)**

The Technology Acceptance Model (TAM) is one of the most widely used frameworks for understanding how users come to accept and use new technologies (Davis, 1989). Developed from the Theory of Reasoned Action (TRA), TAM posits that two key beliefs perceived usefulness (PU) and perceived ease of use (PEOU), directly influence an individual's attitude toward using a technology, which subsequently affects their behavioral intention to use it, ultimately leading to actual system use (Venkatesh & Davis, 2000).

In the context of the telecommunications sector, TAM provides a robust theoretical lens for examining customer adoption of digital marketing channels such as mobile applications, SMS/USSD services, and social media platforms. For instance, telecom subscribers are more likely to adopt self-service mobile applications like the My Airtel app if they perceive them as useful for managing accounts, purchasing airtime, or accessing promotions conveniently, and if they find the app easy to navigate without extensive technical support (Shankar et al., 2021).

Similarly, SMS and USSD-based services, which are integral to telecom marketing in emerging markets, are often evaluated through the lens of TAM. These low-bandwidth technologies are generally perceived as easy to use because they do not require smartphones or internet connectivity, which addresses infrastructural constraints common in countries like Malawi (GSMA, 2023). Customers who find these platforms straightforward and effective for checking balances, redeeming offers, or receiving updates are more likely to engage with them regularly, thereby strengthening their interaction with the brand. Research has demonstrated that perceived usefulness is often a stronger predictor of adoption than ease of use, particularly when the technology directly addresses practical needs (Venkatesh & Bala, 2008). In telecoms, this implies that digital marketing tools must clearly demonstrate functional benefits, such as cost savings, exclusive deals, or faster service resolution to drive uptake. For example, personalized bundle offers delivered via app notifications or SMS must be relevant and add tangible value to customers' mobile usage experience to foster trust and repeat interaction.

Overall, TAM offers valuable insights into how customers evaluate and decide to use various digital marketing touchpoints in the telecom industry. For Airtel Malawi, understanding these dynamics can guide the design and implementation of customer-centric digital engagement strategies that align with users' expectations and technological readiness.

### **2.6.2 Customer Relationship Management (CRM) Theory**

Customer Relationship Management (CRM) theory has long been regarded as a cornerstone of modern marketing and service management strategies. At its core, CRM focuses on developing and sustaining profitable long-term relationships with customers by understanding and satisfying their individual needs (Payne & Frow, 2005). Rather than prioritizing short-term sales transactions, CRM emphasizes continuous, personalized engagement aimed at maximizing customer lifetime value (CLV) and fostering brand loyalty (Ngai et al., 2009).

Key elements of CRM include customer data collection and analysis, market segmentation, tailored communication, and the use of technology to automate and personalize interactions (Kotler et al., 2021). Effective CRM enables firms to gain deep insights into customer preferences and behaviors, allowing

for the design of targeted offers, proactive problem-solving, and consistent delivery of high-quality service. This relationship-centric approach has been linked to greater customer satisfaction, increased cross-selling opportunities, and positive word-of-mouth (Verhoef, 2003).

**Airtel Malawi's customer engagement initiatives** can be meaningfully interpreted through the lens of CRM theory. The company's digital marketing strategies reflect an explicit commitment to CRM principles in several ways:

- **Personalization:** Airtel leverages customer usage data to develop customized voice and data bundle offers, ensuring that subscribers receive relevant promotions aligned with their consumption patterns. This personalization strengthens the customer's perception of value and reduces the likelihood of churn.
- **Service Excellence:** Through platforms such as the *My Airtel* app, USSD codes, and social media channels, Airtel Malawi facilitates easy access to account information, instant purchase of services, and quick resolution of issues. These digital touchpoints enhance convenience and responsiveness, which are key drivers of customer satisfaction under CRM frameworks (Payne & Frow, 2005).
- **Innovation and Loyalty Programs:** Airtel's investments in new digital services, including Airtel Money and exclusive app-based promotions, exemplify CRM's emphasis on continuous innovation to deepen customer relationships. Loyalty initiatives, such as rewarding frequent users with bonus airtime or data, further reinforce long-term attachment to the brand.

Empirical studies have shown that well-implemented CRM strategies in telecoms correlate positively with increased customer loyalty, higher ARPU (average revenue per user), and improved profitability (Kim & Yoon, 2004; Verhoef, 2003). In emerging markets like Malawi, where customer acquisition costs are high relative to ARPU, fostering retention through CRM-driven digital marketing becomes even more crucial for sustainable growth.

However, the success of CRM initiatives also depends on customers' trust and willingness to share personal information (Ngai et al., 2009). In contexts where digital literacy may be uneven, Airtel must ensure that customers perceive its digital channels as secure, user-friendly, and beneficial, reinforcing the interconnectedness between CRM, TAM, and customer engagement theories.

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### 3. Research Methodology

This study adopted a mixed-methods research design. The study adopted the Exploratory sequential research design which combines both quantitative and qualitative research approaches. Quantitative research emphasizes objective measurements and statistical analysis, while qualitative research emphasizes understanding experiences, perceptions, and meanings. This integration allowed the researcher to triangulate data sources and interpret results from multiple angles, thus increasing both the breadth and depth of understanding.

The target population comprised of Airtel Malawi's individual customers who engage with its digital marketing platforms, including the My Airtel App, SMS, WhatsApp, and social media channels.

This study had a sample size of 60 respondents which combined both the quantitative survey and the qualitative interviews. This provided sufficient power for basic inferential analysis and data saturation was achieved and deeper insights were also provided.

The study adopted the "stratified random sampling technique" and "Purposive sampling technique" which combines both probability and non-probability techniques.

The study used a structured questionnaire and the semi-structured interviews from both qualitative and Quantitative data collection methods to collect data.

The study adopted SPSS and Excel to analyze its data because they offered a wide range of statistical procedures and it allowed to easily manage large data sets. It also allowed to clean, organize data and it also enabled to import data for advanced statistical analysis.

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### 4. Main Content and Discussion

#### 4.1 Key Concepts

Digital marketing strategies include the use of online platforms such as websites, apps, SMS, and social media to attract and retain customers. Customer engagement refers to the degree of emotional, behavioral, and cognitive connection a customer has with a brand (Hollebeek et al., 2014).

In highly competitive industries such as telecommunications, customer engagement is a strategic asset. Engaged customers are less likely to switch providers, generate higher Average Revenue Per User (ARPU), and spread positive word-of-mouth (Verhoef et al., 2010). For Airtel Malawi, engagement through digital platforms is not only about promoting airtime bundles but also about building long-term loyalty in a market where switching costs are low and competition with TNM is intense.

#### 4.2 Analysis with Supporting Evidence

The study's findings highlight that Airtel Malawi's digital marketing strategies achieve a moderate but meaningful level of engagement. Quantitative data from 45 respondents revealed that 68.9% of customers interact frequently or very frequently with Airtel's digital platforms, a clear indication of

digital adoption. Engagement was highest through the My Airtel App, SMS campaigns, and Facebook promotions. In particular, 71.1% of respondents rated their engagement experience as high or very high, underscoring the role of digital strategies in sustaining customer relationships.

Statistical results supported these patterns. Pearson correlation analysis revealed a positive relationship between the frequency of digital platform use and purchase decisions, while regression analysis demonstrated that effective digital marketing significantly predicts customer loyalty. These findings are consistent with global evidence suggesting that well-executed digital campaigns increase retention and spending (Kumar & Reinartz, 2016).

Qualitative evidence enriched these insights. Many interview participants expressed appreciation for SMS promotions and in-app offers, noting that they often resulted in tangible savings on data and airtime. Customers also acknowledged that interactive content on social media, such as competitions and localized campaigns, made them feel more connected to the brand. However, respondents consistently raised concerns about the My Airtel App's poor functionality, frequent system delays in customer support, and the lack of personalization and localized language options.

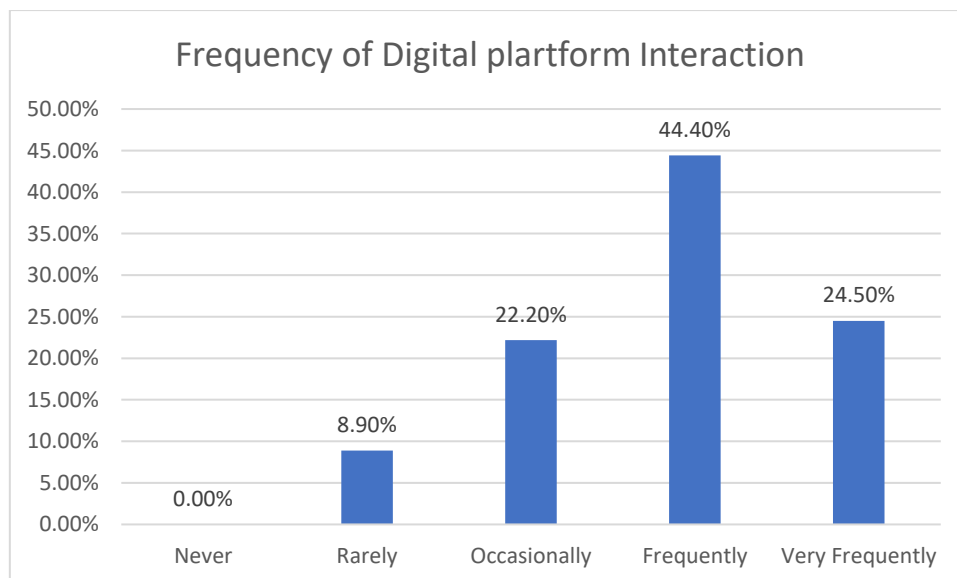
#### 4.3 Case Insights

Airtel Malawi's digital marketing practices illustrate both strengths and shortcomings. The My Airtel App has become a central engagement tool, allowing customers to buy bundles, check balances, and access Airtel Money services. Yet, usability issues, such as app crashes and poor responsiveness, reduce its effectiveness, particularly in rural areas where connectivity is already limited. In contrast, SMS campaigns remain highly impactful, given that even customers with basic phones can receive and redeem offers. This dual-channel approach reflects the balance between inclusivity and innovation that characterizes digital marketing in emerging economies.

Social media campaigns, particularly on Facebook, have also been vital for Airtel. The Tikambe campaign encouraged customers to share personal stories, which temporarily boosted engagement through likes, shares, and hashtags. However, as observed in similar African contexts, such promotional bursts tend to attract customers primarily interested in short-term rewards, with engagement declining after campaigns end (Mphande, 2022). This finding aligns with the study's observation that Airtel's strategies create awareness but do not always sustain long-term interaction.

## 5. Findings and Observations

### 5.1 Level of Customer Engagement Through Digital Marketing



*Figure 3: shows people engage frequently*

The results show that 44.4% of respondents interact frequently with Airtel Malawi's digital platforms, while 24.5% do so very frequently, meaning that a combined 68.9% are highly engaged. Only 8.9% interact rarely, and none indicated never, reflecting that Airtel's digital touchpoints are widely accessed and integrated into daily user activity.

### 5.1.1 Activities on Airtel Digital Platforms

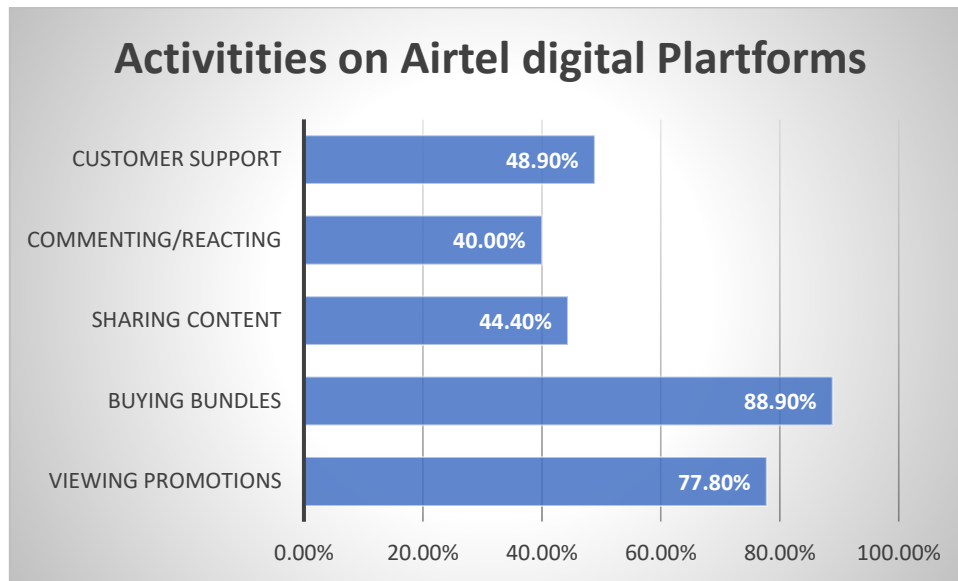


Figure 4: shows activities on airtel digital platforms

An overwhelming 88.9% of participants reported using Airtel's platforms to buy bundles, followed by 77.8% who view promotional offers. Nearly half (48.9%) utilize digital channels for customer support. Activities such as sharing content (44.4%) and commenting/reacting (40.0%) were less common. This suggests that Airtel's digital channels are highly effective in facilitating core transactional services and marketing communication. These findings are consistent with previous studies which have shown that mobile users primarily utilize digital platforms for convenience-based services such as airtime and data purchases, as well as for staying informed about current deals and promotions (Kapoor et al., 2021).

In addition to transactional use, 48.9% of respondents reported using the platforms for customer support, reflecting a growing trend in which companies leverage digital tools to streamline service delivery and improve user experience (Chaffey & Ellis-Chadwick, 2019). However, activities that promote two-way engagement, such as content sharing (44.4%) and commenting/reacting (40.0%), were less common among respondents. This indicates that while Airtel's digital platforms are serving their functional purpose, their potential for fostering interactive customer engagement remains underutilized.

Digital marketing scholars emphasize that customer engagement on digital platforms is enhanced not only through functional features but also through opportunities for interaction, personalization, and community building (Brodie et al., 2013). The relatively low engagement in social features suggests that Airtel could benefit from strategies that encourage more participatory behaviors, such as user generated content, interactive campaigns, and real-time feedback mechanisms. Enhancing these aspects could strengthen customer loyalty and deepen emotional connections with the brand.

## 5.2 Objective 2: Key Digital Marketing Strategies by Airtel Malawi

### 5.2.1 Channels Interacted With

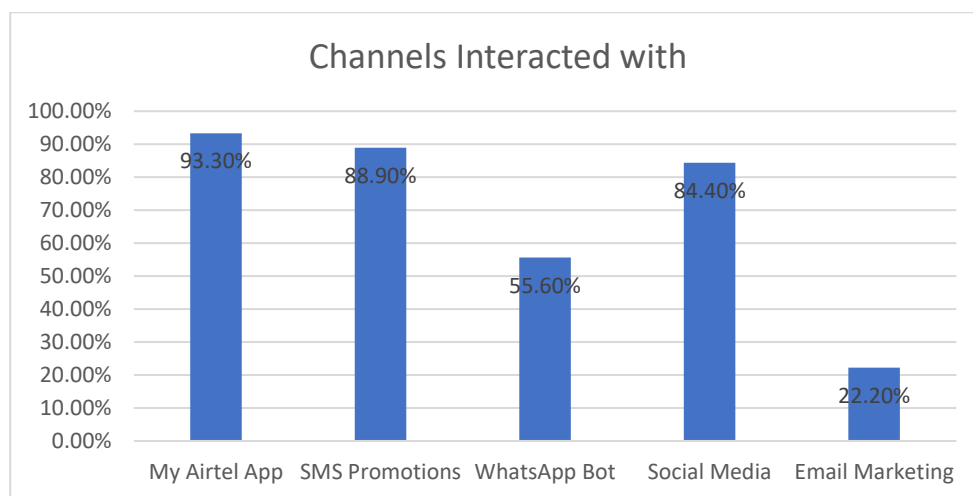


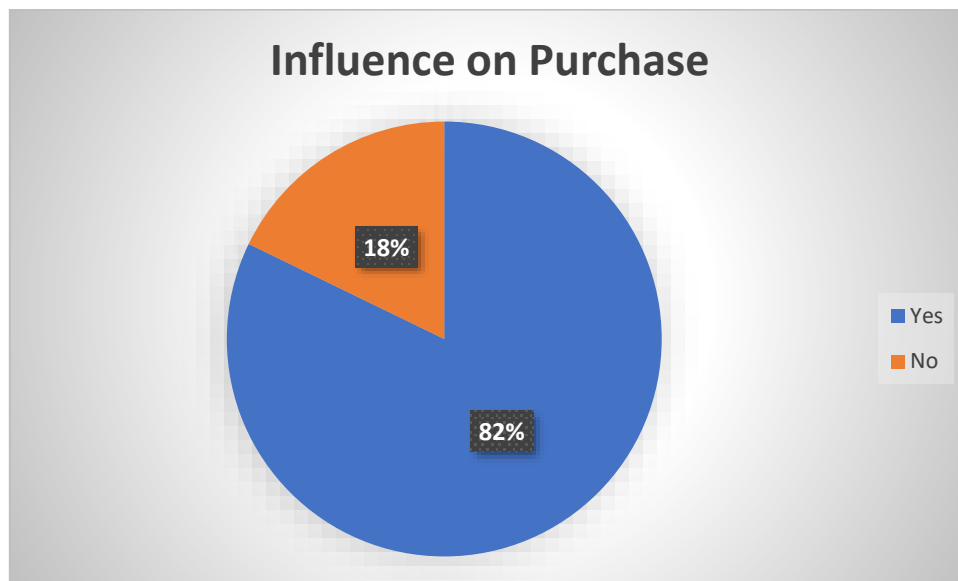
Figure 5: shows a rank of channels interacted with

The My Airtel App is the most commonly used channel, with 93.3% of respondents reporting interaction. This is followed by SMS promotions (88.9%) and social media (84.4%), showing strong multi-platform digital presence and that Airtel's efforts to diversify its communication channels are resonating well with its customer base.

The WhatsApp Bot was used by 55.6% of respondents, indicating moderate adoption. This suggests that while the bot may be a convenient tool for some users, it may still require further promotion or improved functionality to drive greater usage. On the other hand, email marketing had the lowest interaction rate, with only 22.2% of respondents engaging with it. This may be attributed to several factors, including low email usage among the general population in Malawi or a perceived lack of relevance or personalization in email content.

### 5.3 Relationship Between Digital Marketing and Customer Behavior

#### 5.3.1 Influence on Purchase



*Figure 6: shows customers influence on purchase of Airtel's products*

A large majority of 82.2% confirmed that Airtel's digital marketing influenced their purchasing decisions. This indicates a strong correlation between Airtel's digital campaigns and consumer behavior, suggesting that the company's online content is persuasive, relevant, and action-driven. Only 17.8% of participants reported that digital marketing had no influence on their buying choices, indicating that the current approach is largely effective but not universally impactful.

This finding aligns with Kotler and Keller (2016), who emphasize that digital marketing plays a critical role in shaping consumer perceptions and driving purchase intent through targeted messaging and value propositions. Digital platforms, including mobile apps, social media, SMS, and email marketing, provide interactive environments where customers can receive information, compare options, and make decisions more confidently and conveniently.

Additionally, Ryan (2016) notes that digital marketing is especially influential when it provides personalized offers, clear product benefits, and immediate call-to-action prompts, features that seem to be effectively implemented in Airtel's strategy, given the high influence rate. The combination of these tactics likely enhances trust, urgency, and the perceived value of Airtel's services.

### 5.4 Suggestions for Improvement

#### 5.4.1 Customer Suggestions

##### Themes from Interviews & Open Responses:

- **Need for better bundle pricing:** Many respondents expressed dissatisfaction with the current data bundle pricing structure, suggesting that it is either too expensive or lacks sufficient value. Competitive pricing is essential in price-sensitive markets, and as Kotler and Keller (2016) point out, value-based pricing strategies can significantly influence customer retention and loyalty. Customers expect more affordable, flexible, and tailored bundle options that align with their data usage habits.
- **Improve mobile app interface:** Users called for a more intuitive, faster, and user-friendly My Airtel App. Some noted issues such as slow loading times, difficult navigation, or occasional glitches. A smooth digital experience is a key component of customer satisfaction. According to Lemon and Verhoef (2016), the digital interface is often the first point of contact in the customer journey; therefore, poor app usability can lead to disengagement or churn.

- **Introduce loyalty programs;** Several participants suggested the implementation of a loyalty or rewards system to recognize and retain frequent or long-term customers. Loyalty programs can increase brand attachment, encourage repeat purchases, and reduce switching behavior. Oliver (2000) emphasizes that consistent rewards foster behavioral loyalty, which can eventually evolve into emotional brand loyalty if supported by satisfying experiences.
- **Personalized offers based on data usage;** Respondents expressed a desire for tailored promotions, particularly those aligned with their individual usage patterns and service needs. Personalization not only enhances relevance but also increases perceived value. As supported by Chaffey and Ellis-Chadwick (2019), personalized digital marketing improves response rates and deepens engagement by delivering timely and contextually appropriate messages.
- **Reduce promotional message frequency;** A notable number of customers reported receiving too many promotional SMS messages, which they found intrusive or overwhelming. While digital reminders can prompt action, over communication may lead to message fatigue, reducing the effectiveness of campaigns. A more data-driven approach to message frequency, based on user responsiveness or preferences could improve customer experience without sacrificing engagement.

## 6. Study Conclusion and Analysis

### 6.1 Conclusion

The main objective of this study was to evaluate the effectiveness of digital marketing strategies on customer engagement, focusing on Airtel Malawi users in Lilongwe. The study provided an in-depth literature review that examined both theoretical and empirical perspectives on digital marketing, customer engagement, and mobile marketing effectiveness.

It has detailed research methodology, justifying the use of a mixed-methods approach that combined quantitative and qualitative data to provide a comprehensive analysis. The data collection process, with 50 questionnaires distributed and 45 valid responses returned, representing a 90% response rate. Interviews were conducted with a subset of respondents to enrich the findings with narrative perspectives.

The results and analysis were presented. The findings revealed strong levels of digital engagement, with 68.9% of respondents interacting frequently or very frequently with Airtel's platforms. The My Airtel App, SMS promotions, and social media emerged as the most used and most effective channels. Furthermore, 82.2% of respondents stated that their purchase decisions were influenced by digital promotions, and 66.6% acknowledged a positive impact on brand loyalty. Respondents expressed a strong preference for personalized content, improved pricing, and enhanced app usability.

### 6.2 Recommendations

Based on the findings, the following recommendations are made:

#### 1. Enhance Personalization

Airtel should implement more data-driven personalization in its digital campaigns, including customer-specific offers, usage-based promotions, and language preferences. This will increase customer satisfaction and engagement.

#### 2. Improve Mobile App Functionality

Since a majority of users rely on the My Airtel App, its interface and performance should be optimized for speed, accessibility, and user-friendliness, particularly for lower-end devices.

#### 3. Promote Interactive and Gamified Content

Introducing gamified campaigns, competitions, and reward-based systems can encourage more interaction beyond transactional engagement and deepen emotional connections with the brand.

### 6.3 Suggestions for Future Research

To build on the findings of this study, future researchers are encouraged to:

#### 1. Expand Geographical Coverage

Conduct similar studies across multiple districts or nationally to understand regional variations in digital engagement.

#### 2. Use Experimental or Longitudinal Designs

Future research could use experimental methods (e.g., A/B testing of digital campaigns) or track customer behavior over time to measure long-term effects of marketing strategies.

#### 3. Explore Specific Demographic Segments



A focused study on youth, rural users, or low-income groups could uncover targeted strategies for underserved populations.

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