



Advertising Appeals and Strategic Positioning of Smartphone Brands in Nigeria (2020–2025)

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ABSTRACT

Background: Nigeria's smartphones market between 2020 and 2025 operated under a paradox: rising consumer aspiration for premium devices in the face of severe economic hardship marked by inflation, currency depreciation, and reduced purchasing power. Smartphones function not only as communication tools but as strong markers of social identity, status, and digital participation. Despite this centrality, market behaviour has become heavily shaped by an expanding grey market for refurbished, modified, and counterfeit devices, which complicates formal advertising communication and distorts brand meaning.

Objective: This study examined how advertising appeals—rational and emotional—influence the strategic market positioning of Apple (iPhone), Samsung, and Nokia within Nigeria's volatile economic climate from 2020 to 2025. It also explored how socio-economic conditions, informal market structures, and consumer aspiration shape brand perception and purchase behaviour.

Method: The study adopted a qualitative research design using Critical Discourse Analysis (CDA) to interrogate secondary data, including marketing intelligence reports, advertising content, and academic literature. Textual and visual materials of the three brands were systematically reviewed to uncover the ideological and socio-cultural meanings embedded in their advertising appeals and positioning strategies.

Results: Findings reveal that Apple relies primarily on emotional, status-driven appeals that portray the iPhone as a symbol of prestige, yet its premium image is paradoxically sustained by grey-market accessibility. Samsung employs a hybrid appeal combining rational product features with emotional lifestyle narratives, although this broad strategy risks brand dilution. Nokia depends heavily on nostalgia and durability narratives but struggles to maintain relevance among younger consumers, leading to a strategic shift toward B2B solutions. Across all brands, consumer aspiration collides persistently with economic constraints, producing high susceptibility to grey-market influence, counterfeit circulation, and symbolic manipulation, such as the 2023 Blord iPhone modification scandal.

Conclusion: The study concludes that advertising appeals and strategic positioning in Nigeria's smartphones market are deeply shaped by economic volatility, cultural expectations, and informal commercial ecosystems. Emotional appeals remain potent, but their effectiveness is undermined by affordability barriers and widespread counterfeit activity. Sustainable positioning therefore requires deeper localization, stronger retail presence, and affordable access pathways that address Nigeria's socio-economic realities.

Unique Contribution: This study introduces a contextualized comparative framework that links advertising appeal, brand positioning, and informal-market dynamics in Sub-Saharan Africa. It provides fresh insight into how grey markets actively participate in shaping brand equity, and how aspirational consumption under economic strain reshapes global brand strategies in emerging economies.



Key Recommendation: A multi-domestic strategic approach is recommended. Smartphone brands should intensify localised marketing, expand formal distribution channels, collaborate with regulators to curb counterfeit markets, and provide accessible financing schemes. Strengthening consumer protection and formal retail ecosystems will enhance trust, reduce grey-market dependence, and support sustainable brand growth.

Keywords: Advertising Appeals, Smartphone Market, Brand Positioning, Advertisement

INTRODUCTION

The Nigerian mobile phone market has firmly established itself as a crucial sector within the African telecommunications landscape, characterized by a large, youthful, and technologically inclined population (Ekeng, 2025; MCP Insight, 2025). Projections indicate that smartphones users in Nigeria will exceed 140 million by the end of 2025 (Omenka, 2025). Yet, the period between 2020 and 2025 has been marked by high inflation and severe currency depreciation, significantly eroding consumer purchasing power and shifting market growth toward affordable devices (Omenka, 2025; Abubakar, 2025; Pravinkumar, 2025). This economic volatility exposes a fundamental tension in the market: the gap between consumers' increasing reliance on smartphones for daily life and the financial realities that make premium devices prohibitively expensive for lower-income populations (James et al., 2024; Euromonitor, 2025).

Global smartphones brands operating in Nigeria, such as Apple, Samsung, and Nokia, must therefore navigate this complex environment not only by offering technologically advanced products but also by crafting advertising appeals and brand positioning strategies that resonate with local consumers while accounting for economic constraints. Apple, for instance, leverages aspirational emotional appeals linked to status and exclusivity, yet the high cost and limited formal retail presence push many consumers toward the informal grey market. The 2023 Blord iPhone saga, involving refurbished and cosmetically altered devices marketed as newer iPhone models, underscores the practical challenges brands face in controlling market authenticity, safeguarding consumer trust, and maintaining coherent advertising strategies (Vanguard, 2025; Nwachukwu, 2024). Similarly, Samsung's hybrid strategy, blending rational and emotional appeals, and Nokia's nostalgia-driven rational positioning highlight the diverse approaches brands adopt to reconcile consumer aspiration with market realities.

From a theoretical perspective, existing scholarship has explored smartphones adoption, consumer behavior, and brand loyalty in Nigeria and other emerging markets (Oyenuga et al., 2021; Alakwe, 2025; Adekunle & Dimowo, 2023). However, there is a paucity of studies analyzing advertising appeals and strategic brand positioning specifically in the Nigerian context from a Critical Discourse Analysis perspective. Most prior research has focused either on quantitative consumer behavior metrics, brand equity assessments, or general technology adoption trends, often in different geographical or socio-economic settings. Few studies systematically examine how emotional and rational advertising appeals intersect with socio-economic constraints, grey market dynamics, and status-driven consumer behavior. This lacuna creates a critical knowledge gap, limiting understanding of how global brands can achieve sustainable positioning in emerging markets marked by economic volatility, informal commerce, and high consumer aspiration.



This study addresses this gap by critically analyzing the advertising appeals and positioning strategies of Apple, Samsung, and Nokia in Nigeria between 2020 and 2025. By employing a qualitative approach rooted in Critical Discourse Analysis, the study investigates how these brands communicate value, negotiate consumer expectations, and adapt to local market conditions. The findings aim to advance both practical marketing strategies for global smartphones brands and theoretical insights into brand communication in complex emerging economies.

RESEARCH QUESTIONS

1. What are the distinct advertising appeals employed by Apple, Samsung, and Nokia to attract Nigerian consumers
2. How did these advertising appeals shape and influence the brand identities of those smartphones companies within the Nigerian market?
3. What were the unique positioning challenges faced by each of these brands in Nigeria, considering the competitive environment, consumer demographics, and socio-economic dynamics?
4. In what ways did Apple, Samsung, and Nokia adapt their marketing strategies to the cultural and economic realities specific to Nigeria between 2020 and 2025?

LITRATURE REVIEW

This section reviewed the conceptual, Theorietical and Empirical literatures as related to this study

THEORETICAL FRAMEWORKS

The foundational theoretical lens of this study is the Theory of Planned Behaviour (TPB), which posits that an individual's intention to perform a behaviour, such as purchasing a smartphones, is predicted by three factors: attitude, subjective norms, and perceived behavioural control (PBC) (Ajzen, 1991). In the context of technology adoption in emerging markets, TPB has proven valuable for understanding purchase intent. Specifically, the element of Subjective Norms, representing social pressure and the perceived expectations of others, is particularly critical in Nigeria where aspirational purchases are often driven by the need for social status and belonging (Ogbu, 2019). The status symbol of a premium phone, therefore, relies heavily on strong normative influence. Conversely, Perceived Behavioural Control (PBC) refers to an individual's belief in their ability to perform the behaviour. In Nigeria, high product price points often lead to low consumer PBC, severely limiting the ability to purchase a new, authentic device, which means advertising strategies must aim to reduce these perceived barriers. Complementing TPB is the concept of Brand Equity, which dictates that a strong brand (built on awareness, association, and loyalty) is essential for commanding premium prices and enduring periods of economic volatility. Brand loyalty in Africa is increasingly shaped by the mobile experience, requiring brands to deliver both affordability today and the promise of future aspiration.



CONCEPTUAL REVIEW

The conceptual review of advertising appeals and strategic positioning in Nigeria's smartphones market is expanded to incorporate detailed insights of current issues exemplified by recent smartphones brand controversies circulating on social media:

Advertising appeals utilized by smartphones brands in Nigeria fall predominantly into two categories: rational and emotional appeals. Rational appeals emphasize factual product attributes such as durability, battery life, camera effectiveness, and the latest technical specifications. Emotional appeals, however, engage the consumer's affective responses, leveraging themes of social status, lifestyle aspiration, identity, and belonging (Kotler & Armstrong, 2021; Madu, 2017). While research on digital advertising in mobile contexts suggests that rational appeals efficiently communicate tangible benefits, aspirational brands such as Apple heavily rely on emotional appeals that portray their devices as symbols of exclusivity and social prestige, crucial in status-conscious markets like Nigeria.

In emerging economies such as Nigeria, marketing strategies must carefully balance these appeals against the socio-economic realities that define consumer purchasing behavior (Orji-Egwu, & Nwafor, 2015). Here, emotional appeals are particularly potent mediums to tap into consumer desires for social recognition and identity expression, which are deeply rooted in Nigerian social life. However, consumers also exhibit pragmatic decision-making driven by rational factors, especially among lower-income groups prioritizing affordability, functionality, and long-term value due to financial constraints (Madu, 2017; Kotler & Armstrong, 2021).

Positioning strategies face unique hurdles. Brands are tasked with sustaining an aura of exclusivity to entice premium buyers, while simultaneously catering to a broad consumer spectrum that includes cost-conscious buyers (Oginyi, Eze, Nwonyi, Nwafor, & Ojen, 2023). This dual challenge is complicated further by a sizable informal market ecosystem where refurbished, counterfeit, and modified smartphones are traded extensively. This informal market undermines official brand messaging, creates consumer confusion, and challenges formal distribution networks (Brando et al., 2020; Omenka, 2025).

Recent social media controversies underscore these issues vividly. The widely publicized 2023 Blord iPhone saga involved deceptive practices where older iPhone models were physically modified and falsely marketed as the iPhone 14 or even the purported iPhone 17 Pro Max (Vanguard, 2025). This saga exposed the extent of consumer demand for perceived premium status, regardless of authenticity, driving informal trade on social platforms and further complicating brand positioning for Apple. The scandal also ignited public discourse around consumer deception, trust deficits, and the regulatory vacuum governing smartphones distribution in Nigeria.

Global smartphones brands such as Samsung and Nokia face parallel challenges. Samsung's extensive product range, spanning flagship to entry-level models, risks diluting its brand image, making it difficult to communicate a consistent identity to consumers exposed to diverse price points (Brandão et al., 2020). Nokia, meanwhile, navigates longevity through nostalgia and functional appeal but must counter diminishing relevance among younger consumers within a



competitive landscape dominated by localised brands that deeply understand indigenous consumer needs (Ugwanyi, 2020; Nwachukwu, 2024).

These ongoing developments highlight how advertising appeals and strategic positioning in Nigeria's smartphones market are continuously negotiated within a complex interplay of socio-economic factors, informal market dynamics, and evolving digital consumer cultures. For brands to maintain lasting relevance and equity, marketing communications must be authentic, transparent, sensitive to socio-economic diversity, and supported by strengthened regulatory frameworks addressing informal trade and consumer protection.

Empirical Context of Economic Volatility and the Digital Paradox

The period 2020–2025 saw Nigeria's smartphones market defined by intense competition and macroeconomic strain. Persistent high inflation and currency depreciation severely curtailed consumer purchasing power. This led to growth concentrating in the affordable, mid-tier segment (\$100–\$199), where consumers prioritize price and value. Market dominance is held by competitors like Transsion Holdings (Tecno, Infinix, Itel), whose success is tied not just to low prices but to systemic localization—adapting product design to solve indigenous operational challenges like providing dual SIMs and larger batteries for inconsistent power supply. The resulting high price barrier, coupled with strong aspiration for premium brands like Apple, fuels the multi-billion-naira grey market for refurbished and counterfeit devices (Nwachukwu, 2024; Abubakar, 2025). This market exists as a direct response to the financial tension, providing an unofficial pathway to status symbols (James et al., 2024). However, the prevalence of such informal, status-driven fraud and misrepresentation severely damages Nigeria's international standing and contributes to an erosion of trust in digital businesses, hindering foreign investment and legitimate digital entrepreneurship. Given Nigeria's large, young, and digitally-native population, digital platforms are central to shaping brand perception and driving purchase intention, making hyper-targeted and personalized mobile strategies essential.

METHODOLOGY

This study employed a qualitative research design based on Critical Discourse Analysis (CDA), a method useful for unpacking how language, images, and symbols in advertising operate within social and power structures (Eze & Abasido, 2022). The approach involves a systematic review and deconstruction of secondary data sources, including peer-reviewed academic literature, marketing intelligence reports, and advertising content of Apple, Samsung, and Nokia spanning 2020 to 2025. The data set was curated to represent authentic market narratives within the Nigerian context. Through triangulation of textual and visual materials, the CDA exposed underlying ideological constructs pertaining to consumer aspiration, economic tension, and brand identity formation. The analysis further acknowledged Nigeria's unique socio-economic heterogeneity and market fragmentation. Data was presented in a table summarizing brand, advertisement type, core appeal, and observed consumer response. This allowed for systematic comparison across brands and years while supporting the CDA in revealing ideological constructs related to consumer aspiration, economic tension, and brand positioning.



RESULT

Apple (iPhone): Exclusivity and the Paradox of Informal Access

Apple's advertising discourse in Nigeria was built almost entirely upon emotional and aspirational appeals (Ogbu, 2019). The iPhone was portrayed less as a technological device and more as a potent cultural signifier and status symbol, appealing directly to subjective norms of social achievement and belonging (Udenta, 2021). Campaign narratives intentionally avoid in-depth technical specification, positioning the product as an entry ticket into a desirable lifestyle.

The primary positioning challenge for Apple is maintaining this exclusive, premium brand image amidst an economic reality that renders new devices inaccessible to the majority of consumers (Omenka, 2025). The high price point and lack of an official retail presence have inadvertently fueled an informal grey market for refurbished or foreign-used iPhones (Ojoko, 2025; Abubakar, 2025; Nwachukwu, 2024). This grey market functions paradoxically as an unofficial access point to the Apple ecosystem, sustaining demand driven by status-conscious consumers even when financially constrained. Apple employs emotional appeals emphasizing status, sophistication, and belonging to an elite social class. Advertisements eschew technical detail in favor of symbolic narratives reinforcing prestige (Ogbu, 2019; Udenta, 2021). However, high prices and absence of official retail networks promote grey market dynamics that paradoxically sustain Apple's market penetration (Ojoko, 2025; Abubakar, 2025).

Samsung: The Hybrid Approach and the Risk of Dilution

Samsung's strategy navigates both mass and premium Nigerian segments with a pragmatic hybrid appeal (Brandã et al., 2020). Its advertising combines rational appeals showcasing technological leadership such as advanced display technology and foldable phones—with emotional appeals fostering creativity and self-expression (Madu, 2017; Sivasakthi, 2024). High-volume Galaxy A-series models dominate the affordable segment, comprising an estimated 60% of shipments in key markets (Omdia, 2025). While this dual-market approach increases reach, it risks diluting Samsung's brand image. Being perceived as “a brand for everyone” undermines exclusivity and premium perception critical to flagship success. Consequently, the mass-market A-series influence shapes overall consumer perception, challenging efforts to communicate high-end innovations effectively. Samsung's marketing displays a pragmatic blend. Its flagship devices are promoted through aspirational emotional narratives, whereas budget models emphasize rational features like performance and affordability (Madu, 2017; Aiken, 2025). This wide pricing diversity, however, risks brand dilution and consumer confusion regarding Samsung's core identity (Brando et al., 2020).

Nokia (HMD Global): Nostalgia, Durability, and the B2B Pivot

Nokia leverages potent emotional appeals grounded in nostalgia and perceived durability (Ugwanyi, 2020; LitNet, 2018). It ranks highly within Nigerian brand awareness, capitalizing on a legacy of reliability. Rational appeals emphasize clean Android One operating systems and robust battery life, critical in markets with spotty power supply (Sagaci Research, 2025).



Nevertheless, Nokia faced a critical challenge: fading consumer relevance within intensely competitive smartphones segments (Okafor & Nwachukwu, 2018). The brand pivoted strategically to B2B infrastructure and business solutions in 2023 (Mulyadi, 2023), aiming to leverage residual consumer goodwill as social capital supporting its broader corporate repositioning. Nokia centers its appeal on nostalgia, durability, and product reliability with simple designs and Android One OS. Though such appeals resonate with older demographics, Nokia faces declining momentum among younger consumers, leading to strategic shifts toward B2B telecommunications infrastructure services (Ugwanyi, 2020; Mulyadi, 2023).

DISCUSSION

This study set out to critically analyze the advertising appeals and positioning challenges faced by Apple, Samsung, and Nokia within the Nigerian smartphones market, a landscape shaped by the tension between consumer aspiration and economic constraint. The findings illuminate the complex interactions between rational and emotional advertising appeals and reveal nuanced strategic positioning outcomes for each brand.

In relation to the first objective identifying distinct advertising appeals, Apple relies almost exclusively on emotional appeals centered on status, exclusivity, and lifestyle symbolism. This approach resonates deeply with status-conscious Nigerian consumers who view iPhone ownership as a marker of success and social belonging. The literature underscores this emotional attachment, with evidence showing that Nigerian consumers—particularly students and young adults—demonstrate strong brand loyalty and repeat-purchase tendencies towards Apple when identity and prestige are involved (Oyenuga et al., 2021). Yet, this positioning intersects problematically with restricted accessibility due to high prices and limited official retail presence. The informal grey market, as illustrated by the recent Blord iPhone saga involving counterfeit and cosmetically altered devices, paradoxically sustains Apple's market presence while simultaneously eroding brand control and consumer trust. The study therefore confirms that Apple's emotional exclusivity serves as both a strength and a vulnerability in Nigeria's complex socio-economic milieu.

Samsung's advertising appeals, fulfilling the second objective on effects on brand identity, manifest as a pragmatic hybrid blend of rational and emotional elements. Samsung markets innovation, technological sophistication, and product diversity—ranging from high-end flagship devices to affordable mass-market models—while employing emotional narratives that emphasize youth creativity, lifestyle empowerment, and digital self-expression. This aligns with broader research showing Samsung's ability to cultivate both aspirational and accessible brand imagery in emerging markets. However, the present study identified notable risks of brand image dilution: the dominance of the Galaxy A-series, although commercially successful, sometimes overshadows Samsung's premium positioning, creating consumer confusion around what the brand ultimately symbolizes. This finding highlights the trade-off Samsung faces in balancing inclusivity with premium identity coherence in a highly competitive marketplace increasingly disrupted by Chinese smartphones brands that emphasize aggressive pricing and rapid feature updates.



Regarding the third research objective examining positioning challenges shaped by competition and socio-economic contexts, Nokia's reliance on nostalgia and perceived durability stands out. The findings confirm what global studies have consistently shown: Nokia's decline is rooted in missed innovation windows, strategic missteps in partnerships—particularly the ill-fated Microsoft alliance—and an inability to match the velocity of technological and ecosystem development dominated by Apple and Samsung (Kornelakis et al., 2024; Miao et al., 2023). Although Nigerians still associate Nokia with durability and simplicity, particularly among older demographics, the brand struggles to maintain relevance among younger consumers captivated by camera innovations, ecosystem-based experiences, and social-media-driven aspirational branding. Nokia's corporate shift toward (Back to Business) (B2B) infrastructure and enterprise solutions reflects a pragmatic repositioning strategy that leverages residual goodwill while adapting to hyper-competitive handset realities. This repositioning acknowledges that regaining dominance in Nigeria's handset segment is increasingly improbable without disruptive innovation.

In addressing the fourth objective on strategic adaptation to Nigerian realities, the study finds that all three brands navigate Nigeria's economic volatility, regulatory gaps, and large grey-market ecosystem through contextualized marketing behaviours. Apple's lack of formal retail infrastructure perpetuates dependence on informal channels—suggesting an urgent need for localized financing options, price restructuring, and controlled distribution networks to reduce counterfeiting. Samsung, while more embedded with Nigerian retailers and telecom partners, must refine its messaging to preserve premium credibility amidst mass-market expansion. Nokia's retreat into enterprise markets illustrates strategic recalibration rather than consumer-focused rejuvenation, showing that legacy equity alone cannot sustain handset competitiveness without continuous innovation.

More broadly, the additional findings from the literature corroborate the centrality of advertising appeals in shaping smartphones adoption patterns in emerging markets. Studies show that emotional messaging—particularly involving celebrities, influencers, and lifestyle symbolism—significantly drives brand loyalty among Nigerian consumers (Alakwe, 2025). This insight deepens the current study's conclusion that emotional resonance, not technological specification alone, functions as a primary adoption lever in Nigeria. Similarly, the literature affirms that intense market competition from Chinese brands heightens the need for clear brand differentiation, consistent positioning, and innovation-driven storytelling—areas where Apple and Samsung maintain relative strength, while Nokia continues to struggle.

CONCLUSION

The Nigerian smartphones market reveals a compelling intersection of consumer aspiration, technological innovation, and structural economic constraint. The analysis of Apple, Samsung, and Nokia advertising between 2020 and 2025 shows that global smartphones brands do not simply transfer universal marketing strategies into Nigeria; rather, they recalibrate their appeals in response to local socio-economic dynamics, cultural expectations, and the realities of an informal-dominated distribution system. Apple's aspirational exclusivity, Samsung's hybridised emotional-rational positioning, and Nokia's nostalgic rationalism demonstrate how advertising



messages reflect and negotiate the tension between desire for modernity and limited purchasing power. This paradox continues to define Nigerian smartphones consumption patterns, shaping how consumers interpret value, status, and technological utility.

The study advances knowledge by demonstrating that emotional and rational advertising appeals are not fixed categories in emerging markets but fluid communicative tools influenced by cultural aspirations and economic precarity. The finding that aspirational advertising can unintentionally promote grey-market activities contributes a fresh theoretical insight into the relationship between branding and informal economies. The study further expands understanding of competitive dynamics in African markets by showing that legacy brand goodwill, such as Nokia's, cannot compensate for technological stagnation or weak ecosystem integration. Methodologically, the triangulation of content analysis, critical discourse analysis, and semiotic interpretation across five years of advertising provides a replicable framework for analysing brand meaning construction in African media environments. These contributions collectively deepen the academic understanding of how advertising functions within the socio-economic realities of developing markets.

The conclusion also highlights that advertising alone cannot secure long-term brand equity where structural constraints such as counterfeiting, weak regulation, and poor retail formalization persist. The evidence supports the view that sustainable success in Nigeria requires brands to prioritise distribution transparency, after-sales credibility, fair pricing models, and culturally resonant communication. Strengthening regulatory oversight, especially around product authentication and retail channel control, will be essential to reducing consumer vulnerability and reinforcing trust. As Nigeria's digital economy continues to expand, the relationship between institutional governance and brand strategy will increasingly determine market stability and consumer welfare.

Ultimately, this study positions the Nigerian smartphones ecosystem as an active site of negotiation between global branding practices and local socio-economic realities. It shows how brands must adapt to an environment where aspiration meets constraint, and where consumer loyalty is deeply tied to authenticity, accessibility, and sustained value. By illuminating these dynamics and offering conceptual clarity on advertising appeals, brand positioning, and market structure, the study contributes meaningful scholarly insight into the evolving interplay between technology, culture, and communication in emerging markets.

RECOMMENDATIONS

The study recommends that brands should adopt stronger transparency practices in their advertising by presenting device capabilities, limitations, and pricing structures with clarity. Managing consumer expectations honestly will reduce the perception gaps that often fuel distrust and inadvertently push buyers toward informal markets. Transparent communication is essential for building long-term loyalty in a price-sensitive environment.

Marketing strategies should be more deeply localised. A multi-domestic approach—one that acknowledges Nigeria's cultural preferences, economic pressures, and infrastructural realities—would enable brands to design appeals that resonate with consumers without encouraging



unrealistic aspiration. This includes aligning messaging with everyday technological needs, linguistic contexts, and local media consumption patterns.

Expansion of formal distribution and accessible after-sales services is crucial. Strengthening official retail channels, establishing verifiable product authentication mechanisms, and ensuring reliable service centres will reduce consumer dependence on informal vendors. These measures not only protect consumers from counterfeit devices but also reinforce brand accountability and presence within the formal economy.

Improved collaboration between brand owners, regulatory agencies, and consumer rights bodies is needed to create and enforce coherent advertising and retail standards. Policy dialogue should prioritise stronger anti-counterfeiting measures, clearer advertising guidelines, and public education campaigns that empower consumers to identify credible sellers and genuine products.

More inclusive device financing schemes would open pathways to ownership for price-constrained consumers. Structured installment plans, operator-linked financing, or micro-credit options can reduce the upfront cost barrier associated with premium devices. These models have the potential to shift purchasing behaviour from the grey market to secure, formal channels while supporting consumer dignity and long-term brand loyalty.

Ethical clearance

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes, and their participation was voluntary.

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Conflict of Interest

The authors declared that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Authors' Contributions

Prof Kogah and so conceived the study, including the design, so and so collated the data, and so and so handled the analysis and interpretation, while so and so the initial manuscript. All authors have critically reviewed and approved the final draft, and are responsible for the content and similarity index of the manuscript.

Availability of data and materials.

The datasets on which conclusions were made for this study are available on reasonable request.

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