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Influence of Interpersonal Communication on Consumer Choice of Mobile Phones in Ilorin, Kwara State, Nigeria

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ABSTRACT

This paper examined the influence of interpersonal communication on consumers' choice of mobile phones. A total of 386 phone users among residents of Agbo Oba, Post Office, Sango, Airport, Asa Dam, Taiwo, and Adeta areas in Ilorin, Kwara State, were sampled using a purposive sampling technique, and questionnaires were distributed to gather data from the respondents. The results showed that interpersonal communication influences consumers' choice of mobile phone. The study discovered that face-to-face conversations about mobile phones are more important than online reviews, verbal feedback received from family and friends usually aligns with consumer choice of mobile phone and word-of-mouth communication is more influential than social media reviews. The study concluded that interpersonal communication influences consumers' choice of mobile phones; therefore, marketers and retailers should leverage interpersonal communication to build consumer trust and guide customers when purchasing their preferred mobile phones.

KEYWORDS Mobile phones • Interpersonal communication • Word-of-mouth • Consumer behaviour • Marketing communication

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1. INTRODUCTION

Globally, mobile phones have emerged as a major opportunity. The number of mobile phone users in Nigeria and worldwide is increasing day by day. According to a 2022 GSM Association report, there were over 4.6 billion subscribers and the figure was expected to reach 7.26 billion in 2025. Another GSMA report in 2023 expected smartphone users to reach 98% of the world population. While mobile phones are now essential for communication, no one really understands how people learn about them before buying. There is a need to know what kind of information influences their choices and where they find that information, whether it's online, in stores, or from other people (Li et al., 2025).

Mobile phones have evolved beyond just making calls; they're now used for various tasks like messaging, entertainment, work presentations, and internet access. This expansion of mobile phone functionality is linked to population growth and overall societal development (Tabaghdehi et al., 2024). Mobile phone marketing has taken a new dimension in the smart world, thereby intensifying competition as sophisticated smartphones are introduced to the market (Adekunle & Ejechi, 2018). In today's digital world, where technology connects people worldwide, mobile phones have become essential tools in daily life. This increased reliance on mobile phones makes it crucial to understand how consumers choose which phone to buy. There are many ways to investigate their decision-making process, from initial research to final purchase (Tarnanidis, 2024). It's crucial to explore how people buy mobile phones, how companies communicate with them, and what factors influence their preferences and final choices. This exploration should consider the different ways information reaches consumers, such as advertising, online reviews, and word-of-mouth (Kamboj et al., 2024).

The mobile market has witnessed significant growth in recent times, driven by technological advancements, changing consumer preferences, and increased adoption of mobile phones in both developed and developing countries. Various studies and scholars, such as Hamid and Abid (2024); Liu et al. (2024); Ashaduzzaman et al. (2022); and Abdullah et al. (2021), have examined consumer choice and preferences for mobile phones, but none has provided a clear stance on how interpersonal communication influences consumers' buying behaviour for mobile phones. The role of communication in consumer choice of mobile phones cannot be overlooked. Effective communication strategies always stimulate consumers to make decisions about buying a particular product. Communication enhances consumer preference by deepening understanding of consumer buying behaviour. It encompasses a wide range of studies about the decision-making processes that consumers make at the time of purchase (Chamhuri et al., 2024). According to Baviskar et al. (2024), consumer behaviour explores how people, individually or in groups, make decisions about products, services, and ideas. This includes how they acquire, use, and eventually discard these things to fulfill their needs and desires. Consumer behaviour was once thought of as simply the act of buying, a single interaction between buyer and seller. But now, marketers understand that it's a continuous journey. It's not just about the moment of purchase, but also everything leading up to it and everything that follows. This includes how consumers research products, use them, and even dispose of them (Kaur, 2025). The interaction between producers and consumers can only be fast-tracked by an effective communication system, hence leading to brand preference and choice.

The essence of this study is to examine the role of communication in consumer preference and choice in an era of multiple communication mechanisms. The role of interpersonal communication is particularly important in today's diverse communication environments. Most importantly, it is paramount to understand how various communication platforms influence consumers' choice of mobile phones, but few studies have explored the interpersonal mode of communication in consumer choice. Therefore, this study makes a null hypothesis that there is no significant relationship between interpersonal communication and consumer choice of mobile phones.

2. THE NATURE OF INTERPERSONAL COMMUNICATION

Interpersonal communication is fundamentally the exchange of information, encompassing both spoken words and nonverbal cues, between two or more individuals who are connected in some way (Langlinais et al., 2025). This exchange goes beyond mere data transfer; it inherently involves relational dynamics that dictate how messages are interpreted. Interpersonal communication occurs not only in dyads, such as between a parent and child or seller and buyer, but also within close-knit groups where individuals rely on one another (Langlinais et al., 2025). Consequently, the nature of these interactions significantly shapes individual identity and decision-making processes. As DeVito (2019) observes, consistent expressions of support or antagonism directly influence the development of relationships and, by extension, the persuasiveness of the communication exchanged within them. Every interaction communicates a message about the sender's values, thoughts, and identity, thereby acting as a critical filter for the receiver. In the context of consumer behaviour, this means that when a consumer discusses a

potential purchase with a friend or a spouse, the pre-existing relational trust heavily weights the information being shared. Unlike anonymous online reviews or broad marketing broadcasts, interpersonal communication carries a unique social currency. The closeness of the ties ensures that the communication is not just heard but critically evaluated based on the relationship's history. Therefore, understanding the nature of interpersonal communication is paramount when investigating how people make significant choices, such as purchasing a mobile phone, because these decisions are rarely made in isolation but are deeply embedded in the consumer's social interactions and relational networks.

Marketing communication operates as a strategic management process through which an organization engages its various target audiences to deliver compelling messages (Quayson et al., 2024). It includes a promotional mix, including advertising, sales promotion, and direct marketing, designed to influence the final user of a product (Pride et al., 2014). To be effective, organizations must seamlessly coordinate these strategies to present clear, consistent, and competitive narratives (Kieu & Mogaji, 2024). However, while marketing communication initiates brand awareness, its ultimate success relies on how these corporate messages are received, interpreted, and frequently validated through the interpersonal networks of the target consumers.

The proliferation of new media technologies, such as social media platforms, WhatsApp, Telegram, and targeted digital advertising, has significantly expanded the channels available for marketing communication (Adeola et al., 2020). These media platforms allow retailers to reach consumers conveniently and manage brand perceptions dynamically (John & De'Villiers, 2020). Despite the widespread reach of these digital stimuli, they do not operate in a vacuum. Consumers are exposed to vast amounts of media marketing, yet they often turn to their immediate interpersonal circles to filter and validate these corporate claims (Ferrell & Pride, 2014). Rather than acting as a standalone persuasive force, media marketing communication frequently serves as the catalyst for interpersonal conversations. While digital technologies have fundamentally reshaped modern society and consumer engagement (John & De'Villiers, 2020), the resulting brand image cultivated by these media tools is ultimately tested and solidified through word-of-mouth exchanges within the consumer's local social environment.

Choice is the complex decision-making process of identifying available options and selecting the most desirable one based on a consistent set of personal criteria, needs, or goals (Sammast, 2021). Marketing communication actively attempts to guide this process by shaping consumer preferences through targeted promotional efforts, market segmentation, and strategic brand placement (Payne et al., 2017). Companies utilize the marketing mix to deliver persuasive messages that highlight specific product attributes, attempting to differentiate their offerings from competitors by understanding consumer behaviour. However, the evaluation of these options is highly subjective. Marketing communication can globally stimulate the initial motivation to consider a product (Sammast, 2021), but the final choice is heavily mediated by the consumer's social reality. Strategic communication plans may establish a product's perceived value, yet consumers routinely cross-reference these corporate messages with the lived experiences of their peers. Consequently, while marketing communication frames the available choices, interpersonal communication often dictates the final selection by providing trusted, localized validation of the marketed claims.

3. MARKETING COMMUNICATION AND MOBILE PRODUCTS

The mobile phone has evolved into a ubiquitous generic product due to its wide acceptability, portability, and role in creating new marketing tools (Benjamin et al., 2024). Consequently, mobile marketing utilizes wireless media as an integrated direct-response vehicle to reach consumers (Permana et al., 2023). While these alternative mediums, such as SMS and email marketing, allow producers to push messages conveniently (Remondes, 2024), consumers evaluating mobile products inherently rely on interpersonal feedback to navigate the saturated market and assess the practical utility of these devices.

4. EMPIRICAL REVIEW

A robust body of empirical literature demonstrates that consumer purchasing decisions for mobile phones are heavily reliant on interpersonal communication and word-of-mouth (WOM), rather than being dictated solely by corporate marketing. Rather than viewing these studies as isolated summaries, synthesizing them reveals a clear hierarchy of consumer trust. For instance, Tanveer et al. (2021) and Pavlović-Höck (2022) independently established that young adults and general consumers consistently favour the guidance of friends, family, and peers over professional marketing messages. This reliance on personal networks is corroborated by Moy et al. (2021) and Etim et al. (2023), who found that personal recommendations and customer referrals significantly impact consumer loyalty and the likelihood of purchasing specific smartphone brands. Recent investigations into mobile-first digital engagement (Jaravaza et al., 2025) confirm this trend, observing an overwhelming inclination among smartphone users in sub-Saharan Africa to trust localized, face-to-face interpersonal channels over distant commercial advertisements to validate high-involvement purchases.

To understand why social sharing so heavily influences the market, it is essential to distinguish the underlying mechanics of this communication. C. R. Berger (2014) established that sharing opinions within social ties is a fundamental human socializing ability that inevitably impacts consumer behaviour. Building upon this foundational concept, J. Berger (2015) extends the discourse by arguing that such WOM is distinctly goal-driven, serving psychological functions such as social bonding, emotion regulation, and impression management. Therefore, interpersonal communication about a smartphone acts as social currency; consumers discuss brands not just to inform, but to bond.

Furthermore, the impact of these exchanges on specific choice criteria is well-documented. Product characteristics like price, brand image, innovative features, and durability (Mokhlis & Yaakop, 2012; Alshurideh, 2016) are frequently evaluated through personal recommendations. When evaluating technical specifications, like as camera pixel quality or battery life, consumers often lack the technical expertise to verify manufacturer claims. Consequently, they rely on the experiential feedback of their immediate social circle to reduce perceived purchasing risk. Even in digital environments, electronic word-of-mouth (eWOM) relies entirely on perceived relational strength and source credibility to influence consumers (Fauzi et al., 2023). Bhattacharjee and Begum (2022) further illustrate this symbiotic relationship, noting that while mobile phones facilitate communication, established interpersonal communication patterns ultimately dictate device choice. A 2026 study by Matli et al. highlighted that in markets with high technological proliferation, interpersonal trust effectively replaces institutional trust during the consumer decision journey.

Despite this abundance of research, the literature has largely treated interpersonal communication as a static variable rather than a nuanced relational dynamic. The existing empirical review often fails to synthesize how specific relational dynamics, such as the power differences or emotional closeness between communicators, directly alter the persuasiveness of the message. Most importantly, there is a notable scarcity of localized empirical data examining how face-to-face interpersonal interactions directly influence mobile phone choice within semi-urban contexts in Nigeria, such as Ilorin. Previous studies have heavily focused on Western or Asian markets, or broad digital eWOM, leaving a gap regarding physical, interpersonal dynamics in Kwara State. This study addresses this gap by grounding empirical consumer choice metrics in a robust relational communication framework.

5. THEORETICAL FRAMEWORK

Interpretative and Interaction Theories

The interpretative and interaction approach encompasses theories asserting that communication is an exchange wherein people interpret their reality and form their identities through interaction. Within this paradigm, Paul Watzlawick's Interactional View provides the most precise theoretical anchor for understanding how interpersonal communication dictates consumer choice. Watzlawick's Interactional

View posits five core axioms regarding interpersonal communication. First, one cannot not communicate. Even silence or non-verbal cues, such as a consumer's hesitation or a seller's posture, transmit powerful messages. Second, humans communicate both digitally (through language) and analogically (through nonverbal representation) (Griffin, 1997). The third and most critical assumption for this study is that all communication contains both a "content" dimension and a "relationship" dimension. Content represents what is actually said. For example: "This mobile phone has a great battery", while the relationship dictates how it is said and interpreted based on the bond between the speakers. Watzlawick argues that the relationship dimension classifies the content, serving as metacommunication (Griffin, 1997). In the context of purchasing a mobile phone, the relational trust built between a consumer and their family, peers, or a seller acts as a critical interpretive filter for the product's value. The fourth axiom states that the nature of a relationship depends on how parties punctuate the communication sequence. Interactions require a sequence of messages, a statement and a response, meaning consumer influence is an ongoing dialogic process rather than a single event. Finally, interactions are either symmetrical (based on equal power, like between friends) or complementary (based on power differences, like between an expert seller and a novice buyer) (Griffin, 1997; Watzlawick et al., 1974). This theory fundamentally explains the role of communication in human interaction. When a mobile phone seller or a trusted peer in Ilorin communicates effectively with a consumer, the relational attitude and mutual understanding built through the interaction directly validate the content of the message. Therefore, Watzlawick's Interactional View perfectly operationalizes how the social ties and interpersonal feedback mechanisms identified in this study influence the final consumer choice of a mobile phone.

6. RESEARCH METHODOLOGY

A survey research design was adopted for this study. To determine the target population, the study relied on the 2006 census figure of 364,666 for the Ilorin West Local Government Area (National Population Commission, 2006). While relying on 2006 census data presents a limitation due to population growth, it remains the most recent official demographic baseline available. Using the Krejcie and Morgan (1970) formula, a minimum sample size of 384 was determined. To account for potential non-responses, the target sample was rounded up to 400 respondents. To align with the probability-based Krejcie and Morgan formula, a multi-stage random sampling technique was utilized to select respondents. First, the Ilorin metropolis was clustered into key commercial and residential areas (Agbo Oba, Post Office, Sango, Airport, Asa Dam, Taiwo, and Adeta). Subsequently, simple random sampling was used within these clusters to distribute the questionnaires, ensuring a statistically valid representation of the population. The independent variable in this study (interpersonal communication) is expected to affect the consumer's choice of mobile phone, which serves as the dependent variable. The main data collection instrument for this study was a self-administered questionnaire. The questionnaire comprised two parts: Section A covered respondents' demographic variables, while Section B addressed the research questions. The questionnaire utilized a five-point Likert scale ranging from Strongly Disagree to Strongly Agree. Initially, a pilot study was conducted with a sample of 30 residents of the selected areas within Ilorin West LGA, and the results exhibited the reliability and validity of the instrument. Having gathered the data through the administration of the questionnaire, the collected data were coded, tabulated, and analyzed using SPSS statistical software. Descriptive statistics, including frequency tables, percentages, mean score analysis, and standard deviation, were used to address the research questions. Finally, to effectively test the hypothesis and assess the significant relationship between interpersonal communication and consumer choice of mobile phones, the Pearson Product-Moment Correlation was employed.

7. DATA ANALYSIS AND PRESENTATION

This study distributed questionnaires to 400 residents in Agbo Oba, Post Office, Sango, Airport, Asa Dam, Taiwo, and Adeta in the Ilorin West Local Government Area of Kwara State, and 386 questionnaires were properly filled and returned. Therefore, 386 questionnaires were used for the analysis.

Table 1. Distribution showing how long respondents have been using their mobile phone

Duration of use	Frequency	Percentage
Less than a year	244	63%
More than a year	142	37%
Total	386	100%

Source: Field survey, 2025.

In Table 1, 244 respondents representing 63% have been using their mobile phones for less than a year, while 142 respondents representing 37% have been using it for more than a year. Therefore, the majority of the respondents have been using their mobile phones for less than a year.

Table 2. Influence of interpersonal communication and consumer choice of mobile phone

S/N	Item	Level of Choice (%)					Mean	Std. Dev.	Overall %
		1	2	3	4	5			
1	Interpersonal communication motivates me to choose a specific mobile phone brand	3	7	8	31	51	3.35	1.81	84
2	Face-to-face conversations about mobile phones are more important than online reviews	5	6	9	22	58	3.57	1.71	84
3	The verbal feedback I receive from others usually aligns with my choice of mobile phone	8	5	14	28	45	3.90	1.73	98
4	Word-of-mouth communication is more influential than social media review in my mobile phone selection	4	3	7	22	64	3.45	1.23	86
Total							3.57	1.62	88

Source: Field survey, 2025. Scale: 1 = Strongly Disagree (1–20%), 2 = Disagree (21–40%), 3 = Neutral (41–60%), 4 = Agree (61–80%), 5 = Strongly Agree (81–100%).

The analysis results indicate that respondents were neutral regarding whether interpersonal communication motivates them to choose a specific mobile phone brand (Mean = 3.35, Standard Deviation = 1.81). However, they agreed that face-to-face conversations about mobile phones are more important than online reviews (Mean = 3.57, Standard Deviation = 1.71). Furthermore, respondents agreed that the verbal feedback they receive from others usually aligns with their choice of mobile phone (Mean = 3.90, Standard Deviation = 1.73). Respondents were neutral-to-agreeing that word-of-mouth communication is more influential than social media reviews in their mobile phone selection (Mean = 3.45, Standard Deviation = 1.23). With these, it can be concluded that interpersonal communication motivates residents of Ilorin metropolis to choose a specific mobile phone brand.

Table 3. Interpersonal communication and consumer choice of mobile phone

S/N	Item	Level of Choice (%)					Mean	Std. Dev.	Overall %
		1	2	3	4	5			
1	I communicate about mobile phones with my family	5	4	16	53	22	3.22	1.28	64.4
2	I discuss mobile phones with my colleagues at work	7	13	11	35	34	4.32	1.84	86.4
3	I prefer communicating about mobile phones with my spouse	4	9	14	31	42	3.14	1.10	63
4	I enjoy communicating about mobile phones with my friends	3	21	34	31	10	3.76	1.73	75.2
5	I interact about mobile phones with sellers	6	18	23	20	33	4.14	1.59	83
Total							3.72	1.51	74.4

Source: Field survey, 2025. Scale: 1 = Not at all (1–20%), 2 = Seldom (21–40%), 3 = Sometimes (41–60%), 4 = Often (61–80%), 5 = Always (81–100%).

The results of the analysis showed that the respondents sometimes communicate about mobile phones with their family ($M = 3.22$, $SD = 1.28$) and with their spouse ($M = 3.14$, $SD = 1.10$). In contrast, they often discuss mobile phones with their colleagues at work ($M = 4.32$, $SD = 1.84$), often enjoy communicating about mobile phones with their friends ($M = 3.76$, $SD = 1.73$), and often interact about mobile phones with the sellers ($M = 4.14$, $SD = 1.59$). This means that in terms of interpersonal communication, residents of the selected areas in Ilorin often prefer having conversations about mobile phones with colleagues, friends, and sellers rather than their immediate family.

Table 4. Consumer choice of mobile phone

S/N	Item	Level of Choice (%)					Mean	Std. Dev.	Overall %
		1	2	3	4	5			
1	I use a mobile phone based on the quality of the camera pixel	4	3	7	22	64	4.45	1.23	89
2	I use a mobile phone that has enough storage	10	6	13	31	40	4.13	1.70	83
3	Battery capacity makes me decide to use a mobile phone	8	7	11	33	41	4.40	1.44	88
4	I use a mobile phone based on its brand	2	4	12	37	45	4.24	1.42	85
5	I choose a mobile phone based on work efficiency	6	8	27	35	24	2.73	1.21	55
6	I choose a mobile phone based on friends' and family's advice	11	2	23	19	45	3.21	1.63	64.2
Total							4.17	1.81	83.4

Source: Field survey, 2025. Scale: 1 = Not at all (1–20%), 2 = Seldom (21–40%), 3 = Sometimes (41–60%), 4 = Often (61–80%), 5 = Always (81–100%).

The results of the analysis showed that respondents often use mobile phones based on the quality of the camera pixel ($M = 4.45$, $SD = 1.23$), enough storage ($M = 4.13$, $SD = 1.70$), battery capacity ($M = 4.40$, $SD = 1.44$), and brand ($M = 4.24$, $SD = 1.42$). Conversely, they only sometimes choose a mobile phone based on work efficiency ($M = 2.73$, $SD = 1.21$) or friends' and family's advice ($M = 3.21$, $SD = 1.63$). This indicates that while interpersonal communication is frequent, physical phone specifications remain highly prioritized “often,” while advice is relied upon “sometimes.”

Table 5. Pearson correlation analysis showing the relationship between interpersonal communication and consumer choice of mobile phone

Variables	N	r-value	p-value	Decision
Interpersonal Communication (X)	386	0.645	0.000	Reject H_0
Consumer Choice of Mobile Phone (Y)				

Source: Field survey, 2025. Correlation is significant at the 0.05 level (2-tailed).

Table 5 shows the result of the Pearson Product-Moment Correlation conducted to determine the relationship between interpersonal communication and consumer choice of mobile phones. The calculated correlation coefficient (r) is 0.645, indicating a strong positive relationship between the variables. The observed p-value is 0.000, which is less than the significance level of 0.05 ($p < 0.05$). Therefore, the null hypothesis is rejected, establishing a statistically significant relationship. This implies that as interpersonal communication regarding mobile phones increases, its influence on the consumer's final choice of a mobile phone also significantly increases.

8. DISCUSSION OF FINDINGS

This study examined the influence of interpersonal communication on the consumer choice of mobile phones among 386 users in the Ilorin metropolis. The findings provide empirical support for Watzlawick's Interactional View, demonstrating that communication about mobile products goes beyond mere information exchange (content) and relies heavily on relational dynamics. First, the study revealed

that respondents agreed face-to-face conversations are more important than online reviews (Mean = 3.57) and that verbal feedback usually aligns with their choice (Mean = 3.90). This aligns with the findings of Tanveer et al. (2021) and Moy et al. (2021), who noted that trusted personal sources are deemed more trustworthy than broad promotional messages. Analytically, this reflects Watzlawick's axiom that the "relationship" classifies the "content"; consumers do not just evaluate the specs of a phone, they evaluate the credibility of the person providing the recommendation.

Interestingly, the data extend existing literature by showing distinct preferences in conversational partners. Respondents indicated they only "sometimes" rely on family advice ($M = 3.21$) but "often" communicate with colleagues ($M = 4.32$), friends ($M = 3.76$), and sellers ($M = 4.14$). This suggests that in the context of technological purchases, "symmetrical" relationships (colleagues and friends sharing similar lifestyle needs) or expert "complementary" relationships (sellers) carry more conversational weight than familial ties. This challenges broader assumptions in studies like Etim et al. (2023) by highlighting that not all word-of-mouth is equal; the specific relational dynamic dictates its effectiveness, as J. Berger (2015) theorized regarding the goal-driven nature of social bonding.

Finally, while interpersonal communication is frequent, the study found that consumers highly prioritize specific hardware features, often choosing phones based on camera pixels ($M = 4.45$), battery capacity ($M = 4.40$), and brand ($M = 4.24$). This corroborates the earlier findings of Mokhlis and Yaakop (2012) and Alshurideh (2016). Viewed through the Interactional framework, these technical features represent the "content" of the communication sequence. Interpersonal communication serves as the validation mechanism, the metacommunication that allows consumers in Ilorin to confirm these technical specifications and make confident purchasing decisions in a saturated market.

9. CONCLUSION

This paper examined the influence of interpersonal communication on the consumer choice of mobile phones in the Ilorin metropolis. Grounded in Watzlawick's Interactional View, the study concludes that the relational dynamics of interpersonal communication significantly shape and validate purchasing decisions. Consumers do not merely absorb corporate marketing; rather, they rely on the relational trust shared with colleagues, friends, and mobile phone sellers to interpret the value of a product. The findings establish that these face-to-face interactions carry more persuasive weight than digital reviews or broad promotional messages. Furthermore, through these interactional sequences, specific physical features, namely camera pixel quality, battery capacity, internal storage, and brand reputation, are consistently validated, therefore, dictating the final choice of the consumer. However, this study is not without its limitations. The population estimate relied upon the 2006 national census data; while this remains the most recent official demographic baseline available, it does not account for the significant population growth and demographic shifts that have occurred in Ilorin since that time. Additionally, the geographical scope was restricted to specific commercial and residential nodes within the Ilorin West Local Government Area. Consequently, while the findings provide robust localized insights, they should be generalized to broader, more rural, or culturally diverse populations with caution.

10. RECOMMENDATIONS

1. The data revealed a high frequency of interaction between consumers and mobile phone sellers. Therefore, mobile phone retailers and distributors in Ilorin must invest in training their sales representatives to build strong, trustworthy interpersonal relationships with walk-in customers. Because consumers heavily rely on these complementary interactions, an informed and relationship-focused sales pitch is a highly effective tool for closing sales.
2. Since the study found that consumers frequently discuss mobile phone choices with colleagues and friends, marketers should design promotional campaigns that actively encourage word-of-mouth sharing within these symmetrical peer groups. Implementing referral programs or group-based incentives could successfully harness the reliability of these established interpersonal networks.

3. The results indicated that interpersonal communication predominantly centers on verifying specific technical specifications. Consequently, brand managers and advertisers should ensure that their marketing communications heavily highlight camera pixel quality, battery capacity, and storage space, as these are the exact features consumers will subsequently discuss and validate with their peers.
4. Future studies should expand the geographical scope beyond Ilorin and employ updated demographic metrics to validate these findings across a wider Nigerian context. Additionally, further research could explore how these established patterns of interpersonal communication influence the development of deeper relational bonds among young adults in Kwara State.

DECLARATIONS

Conflicts of interest: The authors declare no conflict of interest.

Ethical approval: Participation was voluntary and anonymous; informed consent was obtained from all respondents before the administration of the questionnaire.

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