**Effects of Branding as A Tool to Increase Sales and Value of an Organization: A Study of Nestle Food Nigeria, Plc, Lagos State**

**Abstract**

**The study examined** Effects of Branding as a tool to increase sales and value of an organization. A case study of Nestle food Nigeria, plc, Lagos state. The study adopted descriptive research design of a survey type. The population for this study comprises employees from Nestlé Food Nigeria Plc, located in Lagos. The researcher utilized the Taro Yamane formula (1964) was used to determine the sample size of 154respondents from the total population of 250 employees at Nestlé Nigeria Plc. Out of the sampled respondents, 130 responded to the online survey questionnaire. The primary data was collected through the administration of a questionnaire. The data collected were analysed with both descriptive and inferential statistics. Mean and standard deviation were used to answered the research questions, any mean scores equals to 3.00 and above is regarded as agreed while mean scores below 3.00 is regarded as disagreed. Multiple regression was used to test the hypotheses formulated at 0.05 level of significant. The findings revealed that Marketing branded products (MBP) has a positive and significant impact on organization performance sales value which may be due to its ability to attract customer attention and build recognition. Finding of the study showed that there is significant effect in the effectiveness of various branding styles used by Nestle Food Nigeria Plc, Lagos State. Style of branding (SB) a significant effect on sales volume because it creates a distinct market position and competitive edge. The findings revealed that there is significant positive effect of branding on sales volume and value of Nestle Food Nigeria Plc, Lagos State. and finally, the study found that branding significantly differentiate Nestle Food Nigeria Plc, Lagos State from its competitors.

**Keywords:** Marketing branded products, branding styles, sales volume and value, market position

**Introduction**

**The concept of branding has undergone a remarkable evolution, transforming from a primitive symbol of identification to a dynamic, multidimensional entity that permeates every aspect of modern life (Kotler et al., 2020). Originally, the term 'brand' referred to a piece of burning wood, later becoming a verb meaning a permanent mark with a hot iron in the Middle Ages. By the seventeenth century, it represented a mark of ownership, and in the late nineteenth and twentieth centuries, its relevance expanded use to encompass goods, services, institutions, destinations, people, and even robots, present in human lives across physical, online, and virtual worlds (Malthouse et al., 2023; Okazaki et al., 2020).**

**Brands and studies on brands have rapidly evolved over time, necessitating a comprehensive mapping of these evolutions to guide both researchers and practitioners. Previous reviews have focused on specific aspects of branding, such as authenticity (Nunes et al., 2021), love (Gumparthi & Patra, 2020), or human brands, for example, Osorio et al. (2020). Alternatively, some reviews have concentrated on particular contexts, shifting the focus from brand to particular context. Employee-Based Brand Equity (EBBE), which refers to the value and reputation of a brand as perceived and experienced by its employees, can be enhanced by shedding light on crucial aspects that play a significant role in its creation process. Organizations must invest considerable effort in cultivating brand equity from the employee perspective (Foroudi, 2020).**

**Prados-Peña and Del Barrio-García (2021) highlighted the significance of brand equity, considering it a valuable organizational asset in the literature. They argued that brand credibility and brand attitude are two primary antecedents of brand equity. Brand credibility refers to the level of honesty and transparency of a brand toward consumers. The authors emphasized the importance of brand credibility, recognizing it as a crucial factor in fostering long-term relationships between organizations and consumers.**

Prados-Peña and Del Barrio-García (2021) shed light on the importance of brand attitude and said that it could play a role as a driver for the creation process of organizational brand equity. Increased consumer decisions to purchase a product will also have an impact on increasing sales value. Sales value is net sales from the company's profit report (Syaputra, 2020). Net sales are obtained through the sale of all products (product line) for a certain period of time, such as a fiscal quarter or year (Kotler et al., 2020), and are achieved through market share, which represents the potential sales that can be realized from a group of buyers during that period.

Branding is one of the powerful tools for organizations to compete in today's competitive market (Hasni et al, 2020). A brand is a name, term, sign, symbol, or design, or a combination of these, which aims to identify the goods and services of a group of sellers and to differentiate their products from those of competitors (Prados-Peña & Del Barrio-García, 2020; Singh & Banerjee, 2023) .In short, a brand offers the customer a guarantee and then delivers on it. The concept of branding was mostly associated with product and services in the preceding decades, but now literature admits the importance of branding from the perspective of human resources. Social media has become a very effective marketing strategy in building strong brands and increasing brand awareness and consumer loyalty. By using social media, brands can take advantage of various platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn to promote brands, build brand fan communities, and increase interaction with consumers (Rumondang, Simatupang and Mandasari, 2020) Marketers must identify the people who make the buying decisions and the steps in the buying process. problem recognition, information search, evaluation of alternative, purchase decisions, behaviours after purchase are the stage of consumer decisions to purchase (Anderson et. al,2002; Rachbaini, 2021). Increased consumer decisions to purchase a product will also have impact on increasing sale value . Sales value is a met sales from the company's profit report ( Syaputra, 2020).One of the factors that can determine the increase in sales is the brand. A brand is a name or symbol that aims to distinguish and identify the goods or services of one seller or group of sellers from their competitors (Singh & Banerjee, 2023).

The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (American Marketing Association, 2020). Thus, a brand identifies the seller or maker. The brand name and trademarks provide legal protection for improving product features, which would otherwise be copied by competitors. Moreover, branding gives the seller the opportunity to attract a loyal and profitable set of customers and also gives sellers some protection from competitors' greater control in planning their marketing mix. All these make companies spend a lot on branding with the sole aim of product differentiation and identification, thereby changing the taste of customers as a result, making good sales through branding.

Currently, we live in a society where consumers are increasingly demanding and expect a brand to offer more than a high-quality product at a low price. Therefore, corporate social responsibility (CSR) has been considered a good strategic marketing tool (Kim & Lee, 2023), strategically positioning the brand in terms of differentiation from its competitors. Organizational brand-building strategies act as drivers for creating organizational brand equity (Wang & Berens, 2023). Branding has become an essential motivating factor in the area of sales branding in any organization, whether manufacturers of industrial or consumer products.

According to a study by Martinez and de Chernatony (2020), effective branding can lead to significant increases in sales volume and profitability. The researchers found that strong brands can command premium prices, increase customer loyalty, and drive business growth (Martinez and de Chernatony, 2020).

Nestle Plc began simple trading operations in Nigeria in 1961 and has today grown into a leading food manufacturing and marketing (Nestle Nigeria 2022). It is a publicly quoted company listed, since 1978, on the Nigerian Stock Exchange (now known as the Lagos Stock Exchange). The main production units were designed in line with modern manufacturing methods, which ensure efficient production of the following products: Nestle Nutrend, Nestle Cerelac Maize, Nestle Cerelac Chocolate, Nestle Goldenmorn, Nestle Milo, Chocomilo, Maggi Cubes, etc. (Nestle Nigeria Plc, 2020)

Branding is the process of creating distinctive and durable perceptions in the minds of consumers (Heding et al., 2015; Keller et al., 2020). Branding is more than just a logo or color palette. A brand is the sum total of all the touch points a customer has with your business - from the products or services you offer, to the way you interact with customers and the messages you convey. A strong brand is crucial for business growth. Consistent touchpoints aligned with core values and message create a cohesive brand, fostering customer loyalty, repeat business, and word-of-mouth marketing (Kotler et al., 2020). A strong brand can also create a competitive advantage, making it easier for your business to stand out in a crowded marketplace (Aaker, 2020).

One of the most important aspects of branding is creating a unique value proposition. A unique value proposition is a statement that clearly communicates the unique benefit that your business offers to customers (Keller et al., 2020). This statement should be simple, clear, and easy to understand. It should be communicated through all of your branding touch points, from your website to your packaging, to ensure that your customers understand what sets you apart from your competitors.In today's highly competitive and rapidly changing business landscape, organizations are constantly seeking innovative ways to differentiate themselves. To build customer loyalty and drive sales growth, One key strategy that has gained significant attention in recent years is effective branding, which has the power to transform an organization's image, reputation, and ultimately, its sales value (Kotler et al., 2020)

A strong brand can increase an organization's perceived value, drive customer loyalty and ultimately, lead to increased sales and revenue growth (Kapferer, 2020).A strong brand can also justify a higher price point and higher spend. Customers are willing to pay more for products or services from a brand they trust and believe in (Keller et al., 2020). A strong brand can also increase the perceived value of your products or services, making them more appealing to customers (Aaker, 2020). In today's fast-paced and ever-changing business landscape, it's more important than ever to have a strong brand. A well-crafted brand identity can set your business apart, increase customer loyalty, and create a competitive advantage (Kotler et al., 2020).

At Wülfe 2023, we believe that the health of all branding touchpoints justifies the higher price point and higher spend, and we help our clients create a strong brand that drives growth and success.(Aaker,2012; kotler et,al.,2020).The importance of tangible assets for the successful branding of organizations cannot be denied, but they have to admit the significance of human capital (Boukis and Chirstodoulides ,2020) . organizations are now recognizing the importance of the intellectual abilities of employees. The effort put by organization for the creation of branding assist the firms in achieving their goals of establishing brand equity (Fernandez -Ruano et. al, 2022) Branding is a strategic process that educates consumers about a product's purpose, benefits, and unique value proposition, enabling them to form a mental connection and classification. This process transcends mere promotion of a catchy name and logo, as branding encompasses a comprehensive identity that distinguishes one seller's goods or services from others (Kotler & Keller, 2020). Branding is a crucial competitiveness factor that differentiates similar goods and services in the minds of consumers, making them preferable (Wang & Berens, 2023). A brand encompasses more than just its products or services; it has its own personality, mission statement, goals, value and humor (Kim & Lee, 2023). However, a brand's perception is owned by the customer, based on their experiences and feelings (Kim & Lee, 2023).

Effective branding requires understanding how communications and messaging alter brand perception, which is achieved through customer engagement (Wang & Berens, 2023). Strong, distinct brands become recognizable, trustworthy, valuable, and build relationships with customers (Wang & Berens, 2023). Conducting brand research enables the creation of a solid brand strategy, understanding target market needs, and identifying points (Kim & Lee, 2023). Sales value is the sum total of all benefits, tangible and intangible, that a customer receives from a product or service, making it a worthwhile investment (Shapiro, 2023). Organizational performance refers to how well an organization achieves its daily tasks and set objectives (Kaplan & Norton, 2023). Measuring performance involves comparing actual outputs with intended ones, helping organizations identify areas for improvement (Kaplan & Norton, 2023). Organizational performance encompasses achieving strategic objectives, efficient resource utilization, and meeting stakeholder expectations (Kumar & Singh, 2022). Effective performance measurement involves comparing actual outcomes with targets, identifying areas for improvement, and adjusting strategies (Nudurupati & Bititci, 2022). This enables organizations to evaluate progress, identify strengths and weaknesses, adjust resource allocation, enhance decision-making, and drive continuous improvement (Poor & Middlemass, 2023). By adopting a comprehensive performance measurement approach, organizations can optimize strategies, enhance overall performance, and achieve sustainable success (Lebas, 2022).

Empirically, some studies have been conducted in this area such as Yusuf, (2024) carried out study on Branding and Organizational Performance: Insights from Food and Beverage Firms in Lagos State, Nigeria. A survey research design was used by the researcher. The study used 962 respondents as population. Using Krejcie and Morga Research, a sample size of 481 was used. The results revealed that branding had a positive and significant effect on the organizational performance of selected food and beverage firms in Lagos state, Nigeria (Adj.R2 = 0.165, F(4, 445) = 23.226, p<0.05).

Okeke, (2023) examine branding and marketing performance on pasta product in Abia State, Nigeria. The research design used for the study was the survey method. All customers of the selected pasta products in Umuahia, Abia State of Nigeria formed the population of the study. 380 customers of the selected pasta products in Umuahia, Abia State were sampled. .All analyses and test of hypotheses were done with multiple regression model. Results revealed that Brand name was statistically found to be significant and positively affects customer patronage of selected pasta products in Abia state, Nigeria. Also, brand image was found to be statistically significant and positively affects customer patronage of selected pasta products in Abia state, Nigeria.

Zhang wei (2022) conduct a research on Impact of Organizational Brand-Building Strategies on Organizational Brand Equity: A Moderating Role of Brand-Oriented Leadership. The data were collected from the employees of various beverage companies in China. This study analyzed data through partial least square structural equation modeling using Smart PLS 3. This study found a positive direct association between organizational brand-building strategies and employee-based brand equity.

James and David (2023) conducted a study titled The Role of Branding in Enhancing Sales Volume in the Retail Industry: Evidence from Lagos, Nigeria. A sample of 250 respondents from a population of 1,000 retail customers was used, data was collected via structured questionnaires and analyzed using multiple regression analysis. The findings revealed that brand recognition had a significant positive impact on sales volume (β = 0.765, p < 0.05), while brand loyalty further strengthened repeat purchases (β = 0.680, p < 0.05). Interestingly, brand image mediated the relationship between branding efforts and customer satisfaction.

Okocha and Emezua (2021) focuses on effect of corporate branding on performance of manufacturing firms in Enugu State, Nigeria. The descriptive survey research design was adopted for the study. The population size was 1168 out of which a sample size of 369 was realized using Cochran’s sample size at 5% error tolerance and 95% level of confidence. Instruments used for data collection were primarily questionnaire and interview. Out of 369 copies of the questionnaire that were distributed, 385 copies were returned while 11 were not returned. The hypotheses were tested using Pearson Product Moment Correlation Coefficient and Simple Linear Regression Statistical tools. The findings indicate that brand awareness significantly affect performance of manufacturing firms in Enugu State, Nigeria (r = 0.864; t = 33.536; p < 0.05). That there is a positive relationship between brand associations and performance of manufacturing firms in Enugu State, Nigeria (r = 0. 812, p < .05). That perceived quality significantly influences performance of manufacturing firms in Enugu State, Nigeria (r = 0.883; t = 36.848; p < 0.05).

Adebayo, and Eze, (2022) conducted a study on impact of Brand Differentiation on Consumer Purchase Decision in the Nigerian Telecommunication Industry. The study, which was carried out in Lagos, Nigeria, aimed to investigate the impact of brand differentiation on consumer purchase decisions in the Nigerian telecommunication industry. The study adopted a survey research design and involved a population of 500 consumers in Lagos, Nigeria. Data were collected through structured questionnaires and analyzed using structural equation modeling. Findings revealed that brand differentiation significantly affects consumer purchase decisions (r = 0.741; p < 0.05). Additionally, perceived quality (r = 0.856; t = 29.351; p < 0.05) and brand loyalty (r = 0.789; t = 24.569; p < 0.05) significantly influence consumer purchase decisions.

**Statement of the Problem**

In today's competitive landscape, branding has become a crucial tool for firms to strengthen their competitive advantage and improve their objectives (Wang, Y., & Berens, G., 2023; Aaker, 2020; Keller, et al., 2020). Although branding is widely recognized as a key driver of business success, many organizations struggle to effectively leverage branding to increase sales value (Kotler, et al., 2020; Martinez & de Chernatony, 2020). The abundance of branding strategies and tactics has created uncertainty regarding which specific branding elements have the greatest impact on sales value (Okazaki, et al., 2020; Prados-Peña & Del Barrio-García, 2021).

Furthermore, branding plays a vital role in building customer loyalty, differentiating from competitors, and creating a strong corporate identity (Aaker, 2020). However, effective brand implementation requires a deep understanding of customer needs and preferences, as well as a consistent and coherent brand strategy (Keller, et al., 2020). Additionally, branding can help organizations adapt to changing market conditions, improve their reputation, and increase their market share (Kotler, et al., 2020).

The issue of branding of food products in the Nigeria context cannot be over emphasized, some are of the view that food product branding and will constitute a problem to the society at large while other disagree with this issue. To be more precise, an example is that we have different types of noodles which, when consumed by the customers will give the same satisfaction, but the issue is, these products have to be branded so as to give each and every product its own identity that will differentiate it from others or rather its competitors. It is however the interest of this research to find out the impact of branding in the increasing sales and value in an organization .

Despite the growing importance of branding, many organizations in the Nigerian food industry struggle to leverage branding to increase sales value and organizational performance (Kotler et al., 2020; Martinez & de Chernatony, 2020). The abundance of branding strategies creates uncertainty regarding their impact on sales value (Okazaki et al., 2020; Prados-Peña & Del Barrio-García, 2021).In Nigeria, the food industry faces intense competition, making it challenging for organizations to establish a strong brand identity (Aaker, 2020). Specifically, Nestle Food Nigeria Plc faces challenges maintaining its market share and increasing sales value amidst competition.

Existing literature focuses primarily on branding's general importance but lacks studies examining its specific impact on sales value and organizational performance in the Nigerian food industry (Wang & Berens, 2023). There is also a scarcity of empirical evidence on branding strategies' effectiveness in Nestle Food Nigeria Plc.

**Objectives of the Study**

The main purpose of this study is mainly to find out the effects of branding as a tool to increase sales and value of an organization. A case study of Nestle food Nigeria, plc, Lagos state. Specifically, the study intends to:

1. Identify method of marketing branded products in Nestle food Nigeria, Lagos State
2. Determine the different styles of branding used Nestle food Nigeria plc, Lagos State
3. Examine the effects of branding on the increase in sales and value of Nestle foods Nigeria plc, Lagos State.
4. Investigate how branding differentiates Nestle food Nigeria plc,Lagos State , from it's competitors

**Research Question**

**The following research question were raised for the study.**

1. What methods can be used to markets branded products in Nestle food Nigeria plc, Lagos State?
2. What are the different styles of branding used by Nestle food Nigeria plc, Lagos State?
3. What is the effect of branding on increase in sales volume of Nestle foods Nigeria plc, Lagos State?
4. How does branding differentiate Nestle food Nigeria plc, Lagos State from its competitors?

**Research Hypothesis**

**H01: There is no significant relationship between branding methods and sales volume in Nestle Food Nigeria Plc, Lagos State.**

**H02: There is no significant difference in the effectiveness of various branding styles used by Nestle Food Nigeria Plc, Lagos State.**

**H03: There is no significant positive effect of branding on sales volume and value of**

**Nestle Food Nigeria Plc, Lagos State.**

**H04: Branding does not significantly differentiate Nestle Food Nigeria Plc, Lagos State from its competitors.**

**Methodology**

The study adopted descriptive research design of a survey type. The population for this study comprises employees from Nestlé Food Nigeria Plc, located in Lagos. The researcher utilized the Taro Yamane formula (1964) was used to determine the sample size of 154respondents from the total population of 250 employees at Nestlé Nigeria Plc. The sample was distributed to various departments such as Marketing 30, Sales 18, Research and development 18, Product management 24, Human resources 12, Finance 18, and Customer service 30. Out of the sampled respondents, 130 responded to the online survey questionnaire. The primary data was collected through the administration of a questionnaire. The instrument was validated by the experts and reliability was ensured through a pilot study and Cronbach’s Alpha method was used to test the internal consistency of the instrument and 0.79 was obtained which means the instrument was reliable for data collection. The data collected were analysed with both descriptive and inferential statistics. Mean and standard deviation were used to answered the research questions, any mean scores equals to 3.00 and above is regarded as agreed while mean scores below 3.00 is regarded as disagreed. Multiple regression was used to test the hypotheses formulated at 0.05 level of significant.

**Results**

**Research Question 1:** What methods can be used to markets branded products in Nestle food Nigeria plc, Lagos State?

Table 1: Respondents Opinion on the methods that can be used to markets branded products

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **Item** | **N** | **Mean** | **St.D** | **Remarks** |
| 1 | Social media is an effective method for marketing branded products in Nestle Food Nigeria plc. | 130 | 3.71 | 1.32 | **Agreed** |
| 2 | Sponsorships are useful for marketing branded products in Nestle Food Nigeria plc. | 130 | 3.94 | 1.12 | **Agreed** |
| 3 | Product branding is essential for Marketing branded projects in Nestle Food Nigeria plc. | 130 | 3.99 | 1.01 | **Agreed** |
| 4 | Digital marketing effectively markets branded products in Nestle Food Nigeria plc. | 130 | 4.12 | 0.78 | **Agreed** |
| 5 | Collaboration with influencer help to market branded products in Nestle food plc. | 130 | 3.59 | 1.12 | **Agreed** |
|  | ***Grand mean Value*** | | ***3.87*** | ***1.07*** | **Agreed** |

The results in Table 1 revealed respondents' opinions on various methods for marketing branded products at Nestle Food Nigeria Plc. The results show that all listed methods received positive evaluations, as indicated by mean scores above 3.50, with standard deviations reflecting moderate consensus. Specifically, digital marketing emerged as the most effective method (M = 4.12, SD = 0.78), followed closely by product branding (M = 3.99, SD = 1.01) and sponsorships (M = 3.94, SD = 1.12). Social media (M = 3.71, SD = 1.32) and collaborations with influencers (M = 3.59, SD = 1.12) were also considered effective strategies. The grand mean of 3.87 further confirms overall agreement among respondents regarding the effectiveness of these methods for marketing branded products.

**Research Question 2:** What are the different styles of branding used by Nestle food Nigeria plc, Lagos State?

Table 2: Respondents on the different styles of branding used by Nestle food Nigeria plc

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **Items** | **N** | **Mean** | **St.D** | **Remarks** |
| 1 | Product branding is a key strategy for Nestle Food Nigeria plc. | 130 | 3.74 | 1.22 | Agreed |
| 2 | Corporate branding is significant in Nestle Food Nigeria plc's strategy. | 130 | 4.16 | 1.05 | Agreed |
| 3 | Service branding is essential for Nestle Food Nigeria plc. | 130 | 4.33 | 1.05 | Agreed |
| 4 | Personal branding plays a crucial role in Nestle Food Nigeria plc's strategy. | 130 | 4.43 | .98 | Agreed |
| **5** | Functional branding issued by Nestle plc | 130 | 4.10 | 1.39 | Agreed |
|  | Grand Mean Value | | 4.15 | 1.13 | Agreed |

The result in Table 2 showed respondents' opinions on the different styles of branding used by Nestle Food Nigeria Plc. The findings indicate strong agreement across all listed branding strategies, with mean scores above 3.50, suggesting their perceived effectiveness. Personal branding received the highest rating (M = 4.43, SD = 0.98), highlighting its crucial role, followed by service branding (M = 4.33, SD = 1.05) and corporate branding (M = 4.16, SD = 1.05). Functional branding (M = 4.10, SD = 1.39) and product branding (M = 3.74, SD = 1.22) were also revealed as important strategies. The grand mean value of 4.15 further confirms that respondents collectively view these branding styles as significant components of Nestle Food Nigeria Plc’s strategy.

**Research Question 3:** What is the effect of branding on increase in sales volume of Nestle foods Nigeria plc, Lagos State?

Table 3: Respondents Opinion On the effect of branding on increase in sales volume of Nestle foods Nigeria plc

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **Items** | **N** | **Mean** | **St.D** | **Remarks** |
| **1** | Branding has positively impacted sales volume in Nestle Food Nigeria plc. | **130** | 3.42 | 1.25 | Agreed |
| **2** | Branding drives sales growth in Nestle Food Nigeria plc. | **130** | 3.89 | 1.22 | Agreed |
| **3** | Branding increase customer loyalty in Nestle Food Nigeria plc. | **130** | 4.02 | 1.15 | Agreed |
| **4** | Branding enhance the perceived value of Nestle Food Nigeria plc products | **130** | 3.63 | 1.54 | Agreed |
| **5** | Branding has significantly contribution to customer. | **130** | 3.53 | 1.65 | Agreed |
|  | ***Grand Mean Value*** | | ***3.69*** | ***1.36*** | ***Agreed*** |

The results in Table 3 revealed the respondents' opinions on the effect of branding on increasing sales volume at Nestle Food Nigeria Plc. The results indicate overall agreement that branding positively influences sales performance, with mean scores above 3.40 across all items. Specifically, respondents agreed that branding drives sales growth (M = 3.89, SD = 1.22) and increases customer loyalty (M = 4.02, SD = 1.15). Branding was also perceived to enhance the perceived value of products (M = 3.63, SD = 1.54) and significantly contribute to customer retention (M = 3.53, SD = 1.65). Although the mean score for branding’s impact on sales volume (M = 3.42, SD = 1.25) was slightly lower, it still reflected agreement. The grand mean of 3.69 and standard deviation of 1.36 confirms that respondents generally believe branding plays a vital role in boosting sales volume at Nestle Food Nigeria Plc.

**Research Question4:** How does branding differentiate Nestle food Nigeria plc, Lagos State from its competitors?

Table 4: Respondents Opinions’ on the how branding differentiate Nestle food Nigeria plc

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **Items** | **N** | **Mean** | **St.D** | **Remark** |
| 1 | Branding differentiate Nestle Food Nigeria plc from competitors | 130 | 3.64 | 1.14 | **Agreed** |
| 2 | Nestle Food Nigeria plc branding strategy establishes a unique market position | 130 | 3.96 | 1.10 | **Agreed** |
| 3 | Branding maintains Nestle Food Nigeria plc competitive edge | 130 | 3.83 | 1.23 | **Agreed** |
| 4 | Nestle Food Nigeria plc branding strategy effectively create brand awareness | 130 | 4.00 | 1.06 | **Agreed** |
| 5 | Nestle Food Nigeria plc branding strategy help to build customer loyalty and retention | 130 | 3.58 | 1.42 | **Agreed** |
|  | **Grand Mean Value** |  | **3.80** | **1.19** | **Agreed** |

The results in Table 4 revealed the respondents' opinions on how branding differentiates Nestle Food Nigeria Plc from competitors. The results indicate overall agreement that branding plays a significant role in establishing a unique market position and maintaining competitiveness, as reflected in mean scores above 3.50. Specifically, respondents acknowledged that branding effectively creates brand awareness (M = 4.00, SD = 1.06) and establishes a unique market position (M = 3.96, SD = 1.10). Branding was also seen as instrumental in maintaining a competitive edge (M = 3.83, SD = 1.23) and differentiating the company from competitors (M = 3.64, SD = 1.14). Additionally, branding was perceived to support customer loyalty and retention (M = 3.58, SD = 1.42). The grand mean value of 3.80 with a standard deviation of 1.19 further supports the consensus that Nestle Food Nigeria Plc's branding strategies are effective in creating differentiation and sustaining market competitiveness. These results affirm that Nestle Food Nigeria Plc's branding strategies are effective in creating differentiation and sustaining market competitiveness.

**Test of hypotheses**

**Table 5: Multiple regression analysis shows the relationship between branding and increasing sales value on organizational performance**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | R-Square | Adj. R-Square | F-statistics  (p.value) |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.850 | .639 |  | 9.152 | .000 |  |  |  |
| MBP | .727 | .098 | .532 | 7.442 | .000 | 0.687 | 0.677 | 68.493 |
| BS | .706 | .081 | .534 | 8.767 | .000 |  |  | (0.000) |
| BIS | .243 | .077 | .217 | 3.161 | .002 |  |  |  |
| BD | .072 | .068 | .059 | 1.056 | .023 |  |  |  |

MBP=Marking Branding Products, SB=style of branding, BIS= Branding on increase sale value, BD= Branding Differentiation

The results presents in Table 5 is a multiple regression analysis examining the relationship between branding and increased sales value on organizational performance. The model demonstrates a strong fit, with an R-Square value of 0.687 and an Adjusted R-Square of 0.677, indicating that approximately 68.7% of the variation in organizational performance can be explained by branding strategies. The F-statistic (68.493, p = 0.000) confirms the model's overall significance. Marketing branded products (MBP) has the highest positive impact (B = 0.727, p = 0.000), suggesting it effectively drives sales growth due to its ability to attract customer attention and build recognition. Therefore, **there is significant relationship between branding methods and sales volume in Nestle Food Nigeria Plc, Lagos State.** Style of branding (SB) also shows a significant effect (B = 0.706, p = 0.000), emphasizing its role in creating a distinct market position and competitive edge. Branding to increase sales value (BIS) contributes moderately (B = 0.243, p = 0.002), reinforcing that branding enhances perceived product value and customer loyalty. Branding differentiation (BD) has the least impact (B = 0.072, p = 0.023) but remains significant, reflecting its role in maintaining uniqueness and sustaining market competitiveness. All the null hypotheses are rejected. These results highlight branding as a critical driver of organizational performance, with various dimensions contributing differently to sales growth and positioning.

**4.2 Discussion of Finding**

Findings of the study revealed thatMarketing branded products (MBP) has a positive and significant impact on organization performance sales value which may be due to its ability to attract customer attention and build recognition. Also, MBP enhances perceived product quality, making products more appealing and trustworthy to consumers, which can lead to higher purchase intent and repeat sales. The finding supports the study of Yusuf, (2024) who revealed that branding had a positive and significant effect on the organizational performance of selected food and beverage firms in Lagos state, Nigeria. it also corroborates with the study of Okeke, (2023) who found that brand name was statistically found to be significant and positively affects customer patronage of selected pasta products in Abia state, Nigeria. Also, that brand image was found to be statistically significant and positively affects customer patronage of selected pasta products in Abia state, Nigeria. Hence, the null hypothesis **there is no significant relationship between branding methods and sales volume in Nestle Food Nigeria Plc, Lagos State is rejected.**

**Finding of the study showed that there is significant effect in the effectiveness of various branding styles used by Nestle Food Nigeria Plc, Lagos State.** Style of branding (SB) a significant effect on sales volume because it creates a distinct market position and competitive edge. The findings agree with the study of Zhang wei (2022) who revealed that there is a positive direct association between organizational brand-building strategies and employee-based brand equity. It is in line with the study of James and David (2023) who found that brand recognition had a significant positive impact on sales volume while brand loyalty further strengthened repeat. Interestingly, brand image mediated the relationship between branding efforts and customer satisfaction.

The findings revealed that **there is significant positive effect of branding on sales volume and value of Nestle Food Nigeria Plc, Lagos State. The result could be because** branding builds customer trust and loyalty, as consistent and recognizable branding reassures consumers of product quality, leading to repeat purchases and sustained sales growth. **The finding supports the study of** Okocha and Emezue (2021) who found that brand Awareness had a significant positive effect on sales performance. brand Associations positively impacted sales performance, and, Perceived Quality significantly influenced sales performance

Finally, the study found that **branding significantly differentiate Nestle Food Nigeria Plc, Lagos State from its competitors. The results could be because** branding establishes a unique identity, enabling Nestle to create a distinct image and market position that resonates with consumers, making it easier to stand out in a crowded marketplace. Also, it could be that branding strengthens customer perception and trust, as a well-developed brand communicates quality, reliability, and consistency, giving Nestle a competitive advantage over rivals. It could also be because branding enhances brand recognition and recall, ensuring that customers can easily identify Nestle’s products, fostering brand loyalty, and influencing purchasing decisions, which further solidifies its competitive edge. The outcome of the findings support the study of Adebayo and Eze, (2022) who revealed that brand differentiation significantly affects consumer purchase decisions.

**Conclusion**

In conclusion, the study shows that branding has a strong positive impact on Nestle Food Nigeria Plc’s sales and market position. Marketing branded products helps attract customers, improve product quality perception, and build loyalty, all of which boost sales. Branding also increases sales volume by making products stand out, gaining customer trust, and allowing for higher pricing. Additionally, branding helps differentiate Nestle from its competitors by creating a unique identity and improving brand recognition, giving it a competitive advantage. Generally, effective branding is key to the company’s growth and success.

**Recommendations**

The following recommendations are made:

1. Management should continue to invest in and refine their branding strategies, focusing on reinforcing the brand’s identity to attract and retain customers. This could involve increased use of digital marketing and social media to reach a wider audience.
2. Management should focus on building deeper connections with customers through personalized branding efforts, such as collaborations with influencers and tailored marketing campaigns, to foster long-term brand loyalty.
3. Management should regularly assess market trends and customer preferences to adapt branding strategies in line with evolving consumer needs, ensuring sustained competitiveness and relevance in the marketplace.
4. Nestle should emphasize the unique qualities of its products through branding, ensuring they stand out from competitors. This can be achieved by highlighting product benefits and quality to create stronger customer loyalty.

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