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

**Abstract**

**Brands and studies on brands have rapidly evolved over time, necessitating a comprehensive mapping of these evolutions to guide both researchers and practitioners. The study examined the** Effects of Branding as a tool to increase sales and value of an organisation. A case study of Nestle Food Nigeria, PLC, Lagos State. The study adopted a descriptive research design of a survey type. The population for this study comprises employees from Nestlé Food Nigeria Plc, located in Lagos. The researcher utilised the Taro Yamane formula (1964) to determine the sample size of 154 respondents 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 answer the research questions; any mean scores equal to 3.00 and above are regarded as agreed, while mean scores below 3.00 are regarded as disagreed. Multiple regression was used to test the hypotheses formulated at the 0.05 level of significance. The findings revealed that Marketing-branded products (MBP) have a positive and significant impact on organization performance and sales value, which may be due to their ability to attract customer attention and build recognition. The findings of the study showed that there is a significant effect on the effectiveness of various branding styles used by Nestle Food Nigeria Plc, Lagos State. Style of branding (SB) has a significant effect on sales volume because it creates a distinct market position and competitive edge. The findings revealed that there is a 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 differentiates Nestle Food Nigeria Plc, Lagos State, from its competitors.The study concluded that 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.

**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., 2014). 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. “A** good brand reduces marketing costs and increases the probability of success. When a brand has a good reputation, it not only makes customers trust the brand but also acts as a powerful barrier against competitors” (Mohammad Alavinasab et al., 2017).

**“Brands and studies on brands have rapidly evolved over time, necessitating a comprehensive mapping of these evolutions to guide both researchers and practitioners.** Brand directly affects consumer purchasing behaviour, reduces the information asymmetry and the possibility of opportunism in the food supply chain” (Koshkalda et al., 2020). **Previous reviews have focused on specific aspects of branding, such as authenticity, love (Gumparthi & Patra, 2020), or human brands, for example,** Anderski **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.** Moreover, how employees become related to brand values remains a key subject. As a result, the notion of brand equity has grown in prominence as a prerequisite for effective internal brand management” (He, 2022). **Organisations 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 organisational 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 emphasised the importance of brand credibility, recognising it as a crucial factor in fostering long-term relationships between organisations 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 organisational 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., 2014), 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 organisations to compete in today's competitive market. 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, 2024). “In short, a brand offers the customer a guarantee and then delivers on it. The concept of branding was mostly associated with products and services in the preceding decades, but now the 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 their brands, build brand fan communities, and increase interaction with consumers. Marketers must identify the people who make the buying decisions and the steps in the buying process. problem recognition, information search, evaluation of alternatives, purchase decisions, behaviours after purchase are the stages of consumer decisions to purchase” (Anderson et. al,2002). “Increased consumer decisions to purchase a product will also have an impact on increasing the sale value . Sales value is a measure of 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 allows the seller 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, and 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, 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 organisation, whether manufacturers of industrial or consumer products.

Nestle Plc began simple trading operations in Nigeria in 1961 and has today grown into a leading food manufacturing and marketing company (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., 2020). Branding is more than just a logo or colour 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., 2014). A strong brand can also create a competitive advantage, making it easier for your business to stand out in a crowded marketplace (Aaker, 2012).

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 touchpoints, 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, organisations 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 organisation's image, reputation, and ultimately, its sales value (Kotler et al., 2014)

A strong brand can increase an organisation's perceived value, drive customer loyalty and ultimately, lead to increased sales and revenue growth (Kapferer, 2012). 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, 2023). 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., 2014).

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,2014).The importance of tangible assets for the successful branding of organisations cannot be denied, but they have to admit the significance of human capital (Boukis and Christodoulides,2020). Organisations are now recognising the importance of the intellectual abilities of employees. The effort put by organisations for the creation of branding assists the firms in achieving their goals of establishing brand equity (Muniz Guzmán 2023). 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 2014). 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 (Shin,, et al. 2020). However, a brand's perception is owned by the customer, based on their experiences and feelings (Shinet al., 2020).

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 (Shin et al., 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). Organisational performance refers to how well an organisation achieves its daily tasks and set objectives (Kaplan & Norton, 2023). Measuring performance involves comparing actual outputs with intended ones, helping organisations identify areas for improvement (Kaplan & Norton, 2023). Organisational performance encompasses achieving strategic objectives, efficient resource utilisation, and meeting stakeholder expectations (Kumar & Singh, 2023). Effective performance measurement involves comparing actual outcomes with targets, identifying areas for improvement, and adjusting strategies (Nudurupati et al., 2024). This can enable organisations to evaluate progress, identify strengths and weaknesses, adjust resource allocation, enhance decision-making, and drive continuous improvement. By adopting a comprehensive performance measurement approach, organisations can optimise strategies, enhance overall performance, and achieve sustainable success.

Empirically, some studies have been conducted in this area, such as Yusuf (2024) carried out a study on Branding and Organisational 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 the population. Using Krejcie and Morga's Research, a sample size of 481 was used. The results revealed that branding had a positive and significant effect on the organisational 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) examines branding and marketing performance on pasta products 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 tests of hypotheses were done with a 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.

Wei (2022) conducted research on the impact of organisational brand-building strategies on organisational brand equity: A moderating role of brand-oriented leadership. The data were collected from the employees of various beverage companies in China. This study analysed data through partial least squares structural equation modelling using Smart PLS 3. This study found a positive direct association between organisational brand-building strategies and employee-based brand equity.

Okocha and Emezua (2021) focus on the effect of corporate branding on the 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 realised using Cochran’s sample size at 5% error tolerance and a 95% level of confidence. Instruments used for data collection were primarily a questionnaire and an 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 the Pearson Product-Moment Correlation Coefficient and Simple Linear Regression Statistical tools. The findings indicate that brand awareness significantly affects the performance of manufacturing firms in Enugu State, Nigeria (r = 0.864; t = 33.536; p < 0.05). There is a positive relationship between brand associations and performance of manufacturing firms in Enugu State, Nigeria (r = 0. 812, p < .05). Perceived quality significantly influences performance of manufacturing firms in Enugu State, Nigeria (r = 0.883; t = 36.848; p < 0.05).

Adebayo and Eze (2023) conducted a study on the impact of Brand Differentiation on Consumer Purchase decisions 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 analysed using structural equation modelling. 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, & Berens, 2023; Aaker, 2023). Although branding is widely recognised as a key driver of business success, many organisations struggle to effectively leverage branding to increase sales value (Kotler et al., 2014). The abundance of branding strategies and tactics has created uncertainty regarding which specific branding elements have the greatest impact on sales value (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, 2023). 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 organisations adapt to changing market conditions, improve their reputation, and increase their market share (Kotler et al., 2014).

The issue of branding of food products in the Nigerian context cannot be overemphasised. Some are of the view that food product branding will constitute a problem to society at large, while others 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 on the increasing sales and value in an organisation.

Despite the growing importance of branding, many organisations in the Nigerian food industry struggle to leverage branding to increase sales value and organisational performance (Kotler et al., 2014). The abundance of branding strategies creates uncertainty regarding their impact on sales value (Prados-Peña & Del Barrio-García, 2021).In Nigeria, the food industry faces intense competition, making it challenging for organisations to establish a strong brand identity (Aaker, 2023). Specifically, Nestle Food Nigeria Plc faces challenges in 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 in Nestle Food Nigeria Plc.

**Objectives of the Study**

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

1. Identify the method of marketing branded products in Nestle food Nigeria, Lagos State
2. Determine the different styles of branding used by 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 its competitors

**Research Question**

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

1. What methods can be used to market 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 the 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 the 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 a descriptive research design of a survey type. The population for this study comprises employees from Nestlé Food Nigeria Plc, located in Lagos. The researcher utilised the Taro Yamane formula (1964) 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, 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 answer the research questions, any mean scores equal to 3.00 or above 3.00are regarded as agreed, while mean scores below 3.00 are regarded as disagreed. Multiple regression was used to test the hypotheses formulated at the 0.05 level of significance.

**Results**

**Research Question 1:** What methods can be used to market 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 the increase in sales volume of Nestle Foods Nigeria Plc, Lagos State?

Table 3: Respondents' Opinion on the effect of branding on the 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 confirm 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 presented in Table 5 are a multiple regression analysis examining the relationship between branding and increased sales value on organisational 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 organisational 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 a 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), emphasising 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 organisational performance, with various dimensions contributing differently to sales growth and positioning.

**Discussion**

Findings of the study revealed thatMarketing branded products (MBP) has a positive and significant impact on organization performance and 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 organisational 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 that **there is no significant relationship between branding methods and sales volume in Nestle Food Nigeria Plc, Lagos State, is rejected.**

**findings of the study showed that there is a significant effect on the effectiveness of various branding styles used by Nestle Food Nigeria Plc, Lagos State.** Style of branding (SB) has a significant effect on sales volume because it creates a distinct market position and competitive edge. The findings agree with the study of Wei (2022), who revealed that there is a positive direct association between organisational brand-building strategies and employee-based brand equity.

The findings revealed that **there is a 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 recognisable 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 differentiates 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 supports the study of Adebayo and Eze (2023), 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 personalised 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 emphasise 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.

COMPETING INTERESTS

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

Disclaimer (Artificial intelligence)

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

Option 2:

Author(s) hereby declare that generative AI technologies such as Large Language Models, etc. have been used during the writing or editing of manuscripts. This explanation will include the name, version, model, and source of the generative AI technology and as well as all input prompts provided to the generative AI technology

Details of the AI usage are given below:

1.

2.

3.

**References**

Aaker, D. A. (2012). *Building strong brands*. Simon and schuster.

Aaker, D. A., & Moorman, C. (2023). *Strategic market management*. John Wiley & Sons.

Adebayo, A. A., & Eze, S. C. (2023) 'Impact of Brand Differentiation on Consumer Purchase Decision in the Nigerian Telecommunication Industry', Journal of Marketing and Consumer Research, 38( 2), pp. 12-30.

Anderski, M., Griebel, L., Stegmann, P., & Ströbel, T. (2023). Empowerment of human brands: Brand meaning co-creation on digital engagement platforms. *Journal of Business Research*, *166*, 113905.

Anderson, J., Narus, J. & Van Rossum, W., 2002. Customer value propositions in business markets. Harvard Business Review, 80(3), pp. 91-99.

Boukis, A., & Christodoulides, G. (2020). Investigating key antecedents and outcomes of employee‐based brand equity. *European Management Review*, *17*(1), 41-55.

Foroudi, P. (2020). Corporate brand strategy: drivers and outcomes of hotel industry’s brand orientation. *International Journal of Hospitality Management*, *88*, 102519.

Gumparthi, V. P., & Patra, S. (2020). The phenomenon of brand love: a systematic literature review. *Journal of Relationship Marketing*, *19*(2), 93-132.

He, Z. (2022). Characterizing brand knowledge and identification as predictors of consumer-based brand equity: Mediating role of employee-based brand equity. *Frontiers in Psychology*, *13*, 858619.

Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand management: Mastering research, theory and practice*. Routledge.

Kapferer, J. N. (2012). *The new strategic brand management: Advanced insights and strategic thinking*. Kogan page publishers.

Kaplan, R.S. & Norton, D.P., 2023. The Balanced Scorecard: Translating Strategy into Action. Boston: Harvard Business Review Press

Keller, K.L., Apéria, T. & Georgson, M., 2020. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 5th ed. London: Pearson Education Limited.

Koshkalda, I., Bezuhla, L., Nihmatova, O., & Ilchenko, T. (2020). Brand as a marketing tool for growth in organic sales: Evidence from Ukraine. *International Journal of technology management & sustainable development*, *19*(3), 297-316.

Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Marketing management 14/e*. Pearson.

Kumar, A., & Singh, R. K. (2023). Supply chain management practices, retail outlets attributes and organisational performance: a case of organised food retailers in India. *Journal of global operations and strategic sourcing*, *16*(2), 568-589.

Mohammad Alavinasab, S., Soltani, M., & Alimohammadi, J. (2017). The Effect of Brand Extension Strategy on Brand Image to Customers. *Journal of Economics, Management and Trade*, *17*(4), 1–9.

Muniz, F., & Guzmán, F. (2023). The impact of brand value co-creation on perceived CSR authenticity and brand equity. *Journal of Product & Brand Management*, *32*(8), 1338-1354.

Nudurupati, S. S., Tebboune, S., Garengo, P., Daley, R., & Hardman, J. (2024). Performance measurement in data intensive organisations: resources and capabilities for decision-making process. *Production Planning & Control*, *35*(4), 373-393.

Okeke, A. F. (2023). Branding and marketing performance on pasta product in Abia State, Nigeria. *Uniport Journal Of Business, Accounting & Finance Management*. 14(1) 120-134

Okocha, E. R., & Emezue, L. N. (2021). Effect of corporate branding on sales performance of selected manufacturing firms in Enugu State, Nigeria. *European Journal of management and marketing studies*, *6*(4).

Prados-Peña, M. B., & Del Barrio-García, S. (2021). Key antecedents of brand equity in heritage brand extensions: the moderating role of tourist heritage experience. *European Research on Management and Business Economics*, *27*(3), 100153.

Shapiro, A. (2023). Platform sabotage. *Journal of Cultural Economy*, *16*(2), 203-220.

Shin, M., Back, K. J., Lee, C. K., & Lee, Y. S. (2020). Enhancing customer-brand relationship by leveraging loyalty program experiences that foster customer-brand identification. *International Journal of Contemporary Hospitality Management*, *32*(12), 3991-4016.

Singh, A. & Banerji, R., (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*, *22*(1), 93-109.

Syaputra, A. (2020). Sistem Monitoring Prestasi Akademik Siswa Pada Sekolah Menengah Atas Negeri 5 Pagar Alam. *Jurnal Ilmiah Informatika*, *5*(2), 76-84.

The American Marketing Association (AMA). (2020). Definition of Branding. Retrieved from https://www.ama.org

Wang, J. & Berens, G., (2023). Organizational branding strategies and their influence on brand equity. Journal of Marketing Research, 60(3), pp. 302-318.

Wei, Z. (2022). Impact of organizational brand-building strategies on organizational brand equity: A moderating role of brand-oriented leadership. *Frontiers in psychology*, *13*, 919054.

Yusuf, N. & Nwankwerre, I. (2024) 'Branding and organizational performance: Insights from food and beverage firms in Lagos State, Nigeria', African Journal of Business Management, 18,( 4), pp. 201-225.