### BRANDING AS A TOOL FOR INCREASING SALES VOLUME OF AN ORGANIZATION

**ABSTRACT**

This study was carried out to find out the impact of branding as a tool to increase sales volume of an organization. Specifically, the study identified methods of marketing branded  products in an organization, found out different styles of branding used by organization and, found out the impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd. The study employed the survey descriptive research design. A total of 259 responses were validated from the survey. The study adopted the Classical and Modern. From the responses obtained and analysed, the findings revealed that branding is necessary because it highlight advantages in a classy way, helps convey your ideas and views to the world, facilitates purchasing of products and Helps in market segmentation. Furthermore, the study also analysed the the different styles of branding used by organization and the conclusions were product branding, online branding, offline branding, geographical branding and Service branding. The study recommend branding should be imbibed by organizations as this impacts on the sales of products.

****CHAPTER ONE****

****INTRODUCTION****

****1.1   BACKGROUND TO THE STUDY****

Swaminathan et al. (2020) define a brand as more than just a name attached to a product or service; it encapsulates intangible attributes such as consumer perceptions, emotions, and associations with quality, status, and lifestyle. Rachmad (2023) adds that branding is a strategic process that creates a unique market position, ensuring that customers perceive a particular product or service as distinct from competitors. Similarly, Deryl, Verma, and Srivastava (2023) argue that branding plays a crucial role in establishing consumer trust by offering a consistent promise and delivering on it.

Kotler and Keller (2022) emphasize that branding is not just a marketing trend but a core business strategy essential for competitive advantage. In today’s digital era, branding has evolved beyond traditional marketing, with a strong emphasis on digital and AI-driven branding techniques (Nalbant & Aydın, 2023). According to Denga, Vajjhala, and Asortse (2023), branding is the cornerstone of marketing, involving the strategic creation, management, and enhancement of brand identity.

The American Marketing Association (as cited in Keller & Kotler, 2022) defines a brand as a name, term, sign, symbol, or design—or a combination of these—used to identify the goods or services of a seller and differentiate them from competitors. Branding provides legal protection for product innovations and serves as a key tool for customer loyalty, market control, and product differentiation (Butova et al., 2019). Through effective branding, companies can develop a dedicated customer base, shield themselves from competitors, and shape consumer preferences, ultimately driving sales growth (Dumitriu et al., 2019).

In modern business, branding plays a fundamental role in shaping consumer behavior across various industries, including manufacturing and consumer goods (Gielens & Steenkamp, 2019). This research focuses on the impact of branding on sales performance, specifically analyzing Nestlé Nigeria Plc, a leading food manufacturing company. Established in 1961, Nestlé Nigeria has evolved into a publicly traded entity on the Nigerian Stock Exchange since 1978, with a strong presence across multiple regions. The company’s product portfolio includes Nestlé Nutrend, Nestlé Cerelac (Maize and Chocolate variants), Nestlé Golden Morn, Nestlé Milo, Chocomilo, Maggi Cubes, and more. With sales offices and distribution depots in Lagos, Ibadan, Benin, Kaduna, Makurdi, Kano, Aba, and Jos, Nestlé Nigeria has built a robust supply chain network.

Contrary to the misconception that branding is solely about product aesthetics, branding extends beyond visual design to encompass intrinsic and extrinsic product qualities, including packaging, naming, and consumer perception (Ruiz-Real, Uribe-Toril, & Gázquez-Abad, 2020). Branding activities involve creating a brand identity, registering trademarks, and ensuring market differentiation (Desai & Vidyapeeth, 2019). Without branding, businesses would struggle to establish market positioning and recognition, leading to undifferentiated competition (Khan & Siddiqui, 2023).

Francis and Stephen (as cited in Rowles, 2022) describe branding as the creation of a three-dimensional identity for a product, incorporating elements such as name, color schemes, and symbols to distinguish it from competitors. Branding also facilitates customer engagement and loyalty by fostering an emotional connection with products (Labanauskaitė, Fiore, & Stašys, 2020). Bearden and Ingram (as cited in Purnama et al., 2022) state that branding involves using distinctive names, terms, or symbols to establish product recognition. Similarly, McCarthy (as cited in Fraccastoro, Gabrielsson, & Pullins, 2021) argues that branding is a strategic marketing process designed to embed a company’s identity in consumers’ minds, ensuring long-term market presence.

Worlu et al. (as cited in Kushwaha et al., 2020) define branding as a deliberate effort to align a company’s business strategies with its brand identity and values. Batra and Homer (as cited in Rachmad & Budiyanto, 2022) further highlight that branding involves creating a distinct market position using unique design elements and messaging. Palmer (as cited in Erdil & Arani, 2019) views branding as a means of establishing a strong product identity that differentiates it from competitors. Ultimately, branding fosters durable consumer perceptions, driving long-term business success (Dolega, Rowe, & Branagan, 2021).

This study explores how branding contributes to increased sales and profitability in Nestlé Nigeria Plc, evaluating its effectiveness and strategic implementation. Through a comprehensive analysis, the study aims to determine the extent to which branding influences consumer purchasing behavior and business performance.

****1.2     Statement of the Problem****

Branding plays a crucial role in the food industry, particularly in the Nigerian market, where product differentiation is essential for business success. While some scholars argue that branding food products could pose challenges to society, others strongly believe that it serves as a strategic tool for business growth and consumer engagement. The debate revolves around whether branding influences consumer perception and loyalty or simply acts as a marketing mechanism without significant long-term benefits (Swaminathan et al., 2020; Denga, Vajjhala, & Asortse, 2023).

A key example of branding's significance is evident in the soft drink industry, where multiple products provide similar satisfaction to consumers. Despite offering nearly identical taste and refreshment, brands such as Coca-Cola, Pepsi, and Bigi have distinct identities that shape consumer preferences and purchasing decisions. Branding ensures that each product is uniquely positioned in the market, allowing companies to build brand recognition and foster consumer loyalty (Ruiz-Real, Uribe-Toril, & Gázquez-Abad, 2020). Without effective branding, products risk becoming generic, losing their competitive edge in an already saturated market (Kotler & Keller, 2022).

Moreover, branding extends beyond mere product differentiation; it plays a fundamental role in shaping consumer perceptions and influencing purchase behavior. According to Rachmad (2023), branding creates a psychological connection between consumers and a product, making them more likely to repurchase and recommend it to others. This is particularly true in Nigeria’s competitive food sector, where consumers rely on branding elements such as logos, packaging, and advertising to make purchasing decisions (Desai & Vidyapeeth, 2019). The impact of branding on consumer decision-making is further amplified in the digital era, where social media and online marketing strategies enhance brand visibility and consumer interaction (Kushwaha et al., 2020).

For businesses, branding is not just a tool for product differentiation but a strategic mechanism to drive sales and profitability. Studies show that well-branded products achieve higher sales volumes due to increased consumer trust and recognition (Dumitriu et al., 2019). In Nigeria, where the food industry is expanding rapidly, companies that invest in branding enjoy a competitive advantage in terms of market share and customer retention. As Nalbant and Aydın (2023) highlight, digital branding and artificial intelligence have further transformed branding strategies, enabling companies to personalize marketing campaigns and enhance customer engagement.

Given this context, this research seeks to examine the impact of branding on the sales performance of food products in Nigeria. By analyzing how branding influences consumer behavior and drives sales volume, this study aims to provide insights into how businesses can leverage branding as a growth strategy. Through empirical analysis, the research will explore the extent to which branding contributes to business success and the factors that determine its effectiveness in the Nigerian food industry.

This study ultimately aims to bridge the gap in understanding how branding affects consumer choices and business growth, shedding light on whether branding is merely a marketing necessity or a core determinant of sales performance in the food sector (Gielens & Steenkamp, 2019; Rowles, 2022).

****1.3  Objectives of the Study****

The main objective of this study is mainly to find out the impact of branding as a tool to increase sales volume of an organization, specifically the study intends to:

1.     Identify method of marketing branded  products in an organization

2.     Find out different styles of branding used by organization

3.     Find out the impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd.

****1.4     Research Questions****

1.     What methods can be used to markets branded products in an organization?

2.     What are the different styles of branding used by organization?

3.     What is the impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd.?

****1.5     Research Hypothesis****

****Ho:****there is no significance impacts of branding on the sales increase of Nestle foods Nigeria Ltd

****Hi:****there is a significance impacts of branding on the sales increase of Nestle foods Nigeria Ltd

****1.6     Significance of the study****

Similar studies might have been carried out in this area of human endeavor, however, the simple fact that business environment is never static, a lot of changes might have rendered parts of the result of these findings obsolete.

This research work will be beneficial to the organization under review (Nestle Nig Ltd) as the researcher will search into various aspects of marketing branded food products within the organization to ascertain whether the huge amount of money spent to brand food products is justified.

The study is also expected to serve as a reference material for future research work in this important aspect of business administration as it can be consulted as a reference material especially if there is the need to improve on the study.

**1.7 Scope of the study**

This study will be focused on the impact of branding as a tool for increasing sales volume of an organization. It will also be focusing on identifying methods of marketing branded  products in an organization, finding out the different styles of branding used by organization and finding out the impact of branding on the increase in sales volume of Nestle foods Nigeria PLC.

This study will be using the management and staff of Nestle Nigeria Plc, Lagos State as enrolled participants for this study.

**1.8 Limitations of the study**

This study will be limited to the impact of branding as a tool for increasing sales volume of an organization. It will also be limited to identifying methods of marketing branded  products in an organization, finding out the different styles of branding used by organization and finding out the impact of branding on the increase in sales volume of Nestle foods Nigeria PLC.

This study will be using the management and staff of Nestle Nigeria Plc, Lagos State as enrolled participants for this study and this will serve as a limitation to this study.

**1.9 Definition of terms**

**Branding:** the promotion of a particular product or company by means of advertising and distinctive design

**Tools:** implements used to carry out a particular function

**Sales volume:** the number of units sold within a reporting period.

**CHAPTER TWO**

**REVIEW OF LITERATURE**

**Introduction**

Our focus in this chapter is to critically examine relevant literatures that would assist in explaining the research problem and furthermore recognize the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps.

Precisely, the chapter will be considered in three sub-headings:

* Conceptual Framework and
* Theoretical Framework

**2.1 Conceptual Framework**

**Concept of Branding**

The significance of product branding in boosting sales performance varies across industries and organizations. Branding acts as a strategic link between a company’s promotional efforts and consumer purchasing behavior, ultimately influencing market success (Swaminathan et al., 2020; Denga, Vajjhala, & Asortse, 2023). Despite its importance, many manufacturers still overlook the role of branding in shaping consumer preferences and sustaining business growth. However, increasing awareness of corporate image and brand equity has prompted firms to invest more in effective branding strategies (Keller & Kotler, 2022).

Branding is fundamentally about differentiation, providing businesses with a unique identity that sets their products apart from competitors. According to Gielens and Steenkamp (2019), a brand encompasses a name, symbol, term, or design—or a combination of these—intended to distinguish a product from others in the market. This definition aligns with the perspective of Ruiz-Real, Uribe-Toril, and Gázquez-Abad (2020), who emphasize that branding is not just about visual identity but also about creating an emotional connection with consumers. In this context, branding incorporates elements such as trademarks, logos, and distinct visual or textual representations that reinforce brand recognition and consumer loyalty (Desai & Vidyapeeth, 2019).

The effectiveness of brand identification is most evident when a product’s features align with consumer preferences. When branding is successfully implemented, it simplifies the shopping experience by reducing the time consumers spend searching for products with their desired attributes (Rachmad, 2023). This concept can be illustrated with the Volkswagen brand, where multiple car models, such as Santana and Audi, fall under the Volkswagen umbrella. Whether spoken or printed, the name Volkswagen serves as a brand identifier, while the company’s distinctive logo functions as a trademark. Similarly, Coca-Cola’s scripted font is not only a brand name but also a registered trademark that enhances consumer recognition (Dolega, Rowe, & Branagan, 2021).

Branding also plays a critical role in brand equity, which refers to the value derived from consumer perception of a brand. Studies indicate that successful branding increases brand equity, leading to higher sales volumes and improved customer retention (Dumitriu et al., 2019; Kushwaha et al., 2020). This concept is particularly relevant in digital marketing, where social media and artificial intelligence have revolutionized branding strategies, enabling businesses to personalize customer experiences (Nalbant & Aydın, 2023).

From a corporate perspective, branding is more than just a marketing tool—it is a strategic asset that companies leverage to gain a competitive advantage. Organizations invest heavily in branding to protect their market position and enhance their reputation (Bajde, 2019). According to Fraccastoro, Gabrielsson, and Pullins (2021), strong branding fosters consumer trust and loyalty, which in turn leads to increased sales performance and business sustainability.

A well-chosen brand name can make a significant difference in market success. Rėklaitis and Pilelienė (2019) argue that brand names should be short, simple, and easy to recall, as these attributes enhance memorability and consumer engagement. For example, widely recognized brands such as Bic and Nike have short, powerful names that effectively communicate their identity and values. Moreover, the integration of digital branding techniques has allowed companies to refine their brand messaging and strengthen their market presence (Rowles, 2022).

Thus, branding serves as a crucial tool for businesses aiming to differentiate their products and establish a strong market presence. Through the strategic use of brand names, logos, and digital marketing, companies can create lasting consumer relationships and drive sales performance. As businesses continue to adapt to the evolving market landscape, the role of branding will remain central to achieving sustainable growth and competitive advantage (Kotabe & Helsen, 2022).

**Branding and its Importance**

Branding is a fundamental element of product planning, encompassing the selection, development, projection, and establishment of a firm's product identity (Swaminathan et al., 2020). In today’s highly competitive markets, branding has become a top management priority due to its role in enhancing consumer recognition and differentiating products from competitors (Denga, Vajjhala & Asortse, 2023). Firms recognize that strong brand equity translates into increased customer loyalty and purchasing behavior, making branding a key intangible asset (Dumitriu et al., 2019). For instance, in a typical supermarket that stocks thousands of items, branding serves as a crucial tool to capture consumer attention, as a significant percentage of purchases are made impulsively (Keller & Kotler, 2022). Given this landscape, branding remains one of the final opportunities for businesses to influence consumer decision-making.

Several definitions of branding exist, reflecting its multifaceted nature and strategic significance. Rachmad (2023) defines branding as the process of creating and maintaining a unique identity that distinguishes a product from its competitors. Similarly, Gielens and Steenkamp (2019) emphasize branding as an essential mechanism in the era of digital intermediation, where firms seek to build stronger connections with their audience. The significance of branding extends beyond mere product identification; it embodies aesthetic, emotional, psychological, and philosophical values embedded in consumer perception (Deryl, Verma & Srivastava, 2023). A brand extends beyond a product’s physical attributes, adding layers of meaning that influence consumer loyalty and perception (Ruiz-Real, Uribe-Toril & Gázquez-Abad, 2020).

In addition to its role in differentiation, branding plays a crucial role in marketing functions such as new product introduction, advertising, pricing, and promotional strategies (Rėklaitis & Pilelienė, 2019). The perception of a brand often outweighs product quality or functionality in driving consumer purchase decisions (Ali, 2019). This aligns with the argument that branding is not merely about product identification but is a strategic tool that shapes consumer behavior and purchasing preferences (Dolega, Rowe & Branagan, 2021).

Scholars have consistently emphasized branding as an essential part of product strategy. Denga, Vajjhala, and Asortse (2023) describe branding as the combination of a name, term, symbol, or design used to establish a product’s identity. According to Rowles (2022), branding is integral to digital marketing strategies, ensuring products resonate with consumers in an era of over-information. Moreover, Butova et al. (2019) highlight that branding extends beyond individual products to industries and regions, demonstrating its broader economic impact.

Branding is ultimately about creating a distinct and memorable image that influences consumer perceptions and decision-making. The willingness of consumers to pay a premium for well-established brands underscores its strategic importance (Van Loo, Caputo & Lusk, 2020). As businesses continue to integrate digital and AI-driven branding strategies, the role of branding will further evolve, reinforcing its significance in modern marketing (Nalbant & Aydın, 2023).

A brand is a crucial factor in establishing a long-term profitable relationship between a product or service and its consumers. This relationship is built on economic, emotional, and experiential value, backed by consistent operational excellence and measured for accountability (Swaminathan et al., 2020). The key objective of branding is profitability; if a branding strategy does not contribute to increased profitability, it is ineffective (Keller & Kotler, 2022). Furthermore, branding is not merely about creative advertisements or catchy slogans but about fostering customer loyalty and repeat purchases, which form the foundation of a strong brand relationship (Ali, 2019).

One of the fundamental components of branding is the perceived value it offers. This value may be linked to price, experience, or emotional appeal, but ultimately, customers only purchase products or services they perceive as valuable (Dumitriu et al., 2019). Operational excellence plays a significant role in maintaining brand consistency, as a brand must consistently deliver on its promises regarding quality, service, and reliability (Denga, Vajjhala, & Asortse, 2023). A brand’s identity, therefore, extends beyond just a logo or tagline; it embodies the organization itself, reflecting its reliability and trustworthiness in the marketplace (Gielens & Steenkamp, 2019).

Measurement is another critical aspect of branding. Effective branding strategies must be quantifiable to determine their return on investment (ROI) and their impact on consumer perception (Fraccastoro, Gabrielsson, & Pullins, 2021). Measurement facilitates data-driven decision-making, allowing businesses to refine their branding efforts based on consumer engagement and sales performance (Dolega, Rowe, & Branagan, 2021). Branding differentiates a manufacturer’s product or service from its competitors, playing a vital role in attracting first-time buyers and securing repeat purchases (Bajde, 2019).

The American Marketing Association defines a brand as a name, term, design, symbol, or any combination thereof that distinguishes a manufacturer’s goods or services from those of competitors (Kotabe & Helsen, 2022). A brand encompasses various elements, including visual identity, slogans, and symbols, as seen in global examples such as Coca-Cola. Historically, branding originated from the practice of marking cattle to signify ownership, but today, it has evolved to represent a company’s identity and consumer perception (Ruiz-Real, Uribe-Toril, & Gázquez-Abad, 2020). Branding is not solely about positioning a product in the market but about establishing a perception that the brand uniquely fulfills consumers’ needs and expectations (Desai & Vidyapeeth, 2019).

A well-established brand achieves several objectives: it communicates its message clearly, builds credibility, establishes emotional connections with consumers, motivates buyers, and fosters customer loyalty (Rachmad, 2023). Successful branding requires businesses to understand consumer needs and preferences, ensuring that brand strategies are integrated into every public interaction (Shtal et al., 2023). A brand exists in the minds and experiences of consumers, forming an intangible yet invaluable asset that cannot be replicated by competitors (Rowles, 2022). Branding, therefore, extends beyond product attributes to create an enduring value proposition that differentiates a business from its rivals (Labanauskaitė, Fiore, & Stašys, 2020).

A brand can be personified, possessing human-like qualities such as values and personality (Nalbant & Aydın, 2023). A brand serves as the foundation of an organization’s relationship with consumers, aiming to evoke emotional connections and fulfill deeply rooted human needs (Konstantopoulou et al., 2019). Leading brands share common characteristics, including high awareness, strong customer loyalty, reduced price sensitivity, and increased market share (Purnama et al., 2022). These attributes contribute to a brand’s ability to influence consumer purchasing behavior, demonstrating the impact of branding on long-term business success (Van Loo, Caputo, & Lusk, 2020).

Branding is a strategic tool for distinguishing a company’s products from competitors (Erdil & Arani, 2019). New businesses, uncertain about consumer reception, often approach branding cautiously; however, a well-established brand identity enhances market acceptance (Kushwaha et al., 2020). Branding supplements advertising and personal selling by providing a recognizable identity that helps consumers identify products in the marketplace (Dewi, Oei, & Siagian, 2020). Elements such as packaging, color schemes, typography, and slogans further reinforce brand identity, fostering customer trust and loyalty (Butova et al., 2019). Once a brand gains consumer acceptance, it strengthens brand loyalty and enhances overall market positioning (Rėklaitis & Pilelienė, 2019).

In modern business strategy, branding plays a pivotal role in product planning and differentiation (Deryl, Verma, & Srivastava, 2023). The competitive advantage derived from branding includes increased market acceptance, consumer preference, and enhanced visibility. Various branding strategies, such as brand name selection, trademark protection, family branding, and manufacturer or distributor branding, contribute to a company’s ability to maintain a strong presence in the market (Rachmad & Budiyanto, 2022). The primary goal of branding is differentiation, allowing businesses to establish a distinct identity amid competing products with similar attributes (Khan & Siddiqui, 2023).

**Kinds of Branding**

Branding is a strategic process that focuses on creating a unique identity, targeting individuals in a personal and distinct manner. As noted by Swaminathan et al. (2020), no single brand can appeal to all consumers; instead, brands differentiate themselves through specialized positioning. There are various types of branding, each serving distinct market needs and strategic objectives.

**National or Manufacturer Brand**

Manufacturer brands are initiated by producers, ensuring their names are identifiable at the point of purchase. These brands are often the most recognized in their product categories and rely heavily on advertising and sales promotion to reinforce their market presence (Keller & Kotler, 2022). Such brands emphasize quality and build strong consumer trust through consistent branding strategies (Denga, Vajjhala, & Asortse, 2023).

**Private or Customer Brand**

Private brands, also known as store or retailer brands, are created and owned by resellers. These brands are often exclusive to specific distributors, stores, or individuals, providing localized branding opportunities (Bajde, 2019). For instance, retailers such as Marks & Spencer, JCPenney, and Saks have garments produced under their brand names by independent designers (Gielens & Steenkamp, 2019). While private branding is more prevalent in developed markets, its potential for growth in emerging markets like Nigeria remains promising, particularly as the retail environment becomes more structured and competitive (Rachmad, 2023). Manufacturers in private branding arrangements often supply goods with customized specifications, differentiating them from their standard product lines (Rowles, 2022).

**Distributors may opt for private branding for several reasons, including:**

1. Reducing dependency on manufacturers and gaining more control over the market.
2. Establishing store or company identity and building brand loyalty.
3. Creating opportunities for price differentiation.
4. Protecting profit margins against price pressures from major manufacturers (Labanauskaitė, Fiore, & Stašys, 2020).

**Licensed Brand**

A licensed brand involves one company granting another the rights to produce or market its brand. This strategy is commonly seen in the fashion and consumer goods industries, where companies license well-known brand names to enhance their market reach (Rachmad & Budiyanto, 2022). For example, J. Udeagbala Holdings markets Tura (UK) under a licensing agreement, while Presidential Tailors licenses the "Bill Blass" or "Gucci" names for its apparel (Nalbant & Aydın, 2023).

**Co-Branding**

Co-branding occurs when two or more companies collaborate to market a product using their respective established brand names. This strategy helps businesses extend their brand reach while reducing marketing expenses through partnerships with compatible products or services (Dumitriu et al., 2019). Co-branding is particularly prevalent in digital spaces, where companies engage in affiliate marketing programs and strategic alliances (Desai & Vidyapeeth, 2019).

The effectiveness of co-branding lies in its ability to generate excitement and perceived value for consumers. By combining brand strengths, companies can offer enhanced products with added benefits (Kushwaha et al., 2020). However, smaller companies must carefully evaluate co-branding opportunities, as larger partners may overshadow their brand presence, limiting their long-term growth potential (Deryl, Verma, & Srivastava, 2023).

**Base (Primary) Brand**

A base brand, also known as a core or umbrella brand, serves as the primary brand from which other brands originate within an organization. It is the flagship brand that a company prioritizes in its marketing efforts, often contributing significantly to overall revenue (Kotabe & Helsen, 2022). For example, brands like Maltina receive extensive promotion and are strategically positioned as the foundation of their respective brand portfolios (Van Loo, Caputo, & Lusk, 2020).

**Brand Extension**

Brand extension involves using an existing strong brand name for new or modified products within the same organization. This strategy allows companies to leverage established brand equity to introduce new offerings with lower marketing risks (Shtal et al., 2023). Successful brand extensions capitalize on consumer trust and familiarity, ensuring a seamless transition from the base brand to new product lines (Ruiz-Real, Uribe-Toril, & Gázquez-Abad, 2020).

**Branding Strategy**

Brands serve as crucial identifiers that help customers recognize products or services that offer specific benefits (Swaminathan et al., 2020). By creating a set of expectations regarding purpose, performance, quality, and price, brands act as a shorthand that enhances product differentiation and builds added value. This strategic differentiation is essential in a hyperconnected world where consumers engage with brands across multiple touchpoints (Denga, Vajjhala, & Asortse, 2023). Establishing an effective brand strategy begins with the fundamental decision of whether to brand a product at all, as noted by Rachmad (2023). Once this decision is made, companies must consider different branding approaches to align with their market goals and consumer expectations.

**Corporate Branding**

Corporate branding can be employed in two primary ways: as a lead brand, such as Nestlé, or as a supporting brand name that complements the corporate identity (Keller & Kotler, 2022). For instance, Nestlé functions as an umbrella brand covering a wide array of confectionery products such as KitKat, Smarties, and Milkybar. This branding approach enhances consumer trust and facilitates the introduction of new products under an established name (Bajde, 2019). The corporate branding model helps organizations maintain consistency while allowing individual product lines to thrive under the larger brand identity (Gielens & Steenkamp, 2019).

**Family Branding**

Family branding involves using a single brand name across multiple products, benefiting from shared consumer recognition and loyalty. Brands such as Marks & Spencer utilize this strategy with their St. Michael label, covering food, clothing, and household textiles (Ruiz-Real, Uribe-Toril, & Gázquez-Abad, 2020). A well-established family brand can leverage its reputation to promote new products more efficiently, as consumers associate the brand with a certain standard of quality and reliability (Dumitriu et al., 2019). Moreover, marketing campaigns for one product within the family brand can positively impact other products within the same portfolio, leading to cost efficiencies in advertising and consumer engagement (Deryl, Verma, & Srivastava, 2023).

**Individual Branding**

Unlike family branding, individual branding assigns a unique name to each product, allowing companies to target different market segments more effectively. A notable example is Unilever, which markets Close-Up, Omo, and Key Soap as distinct brands, each catering to specific consumer needs and preferences (Kushwaha et al., 2020). This approach helps minimize risk, as the failure of one brand does not negatively impact the reputation of other products under the same company (Keller & Kotler, 2022). Furthermore, individual branding supports competitive positioning, particularly in diverse and highly segmented markets, by enabling companies to tailor branding strategies to different consumer groups (Rachmad & Budiyanto, 2022).

**Defining Branding and Its Importance**

Branding encompasses the use of names, symbols, and designs to distinguish products, reinforcing their identity in the marketplace (Shtal et al., 2023). A brand name, as described by Erdil and Arani (2019), consists of words or symbols that legally distinguish one company’s products from another. Historically, branding emerged during the Middle Ages when merchant guilds used trademarks to assure buyers of a product's quality and origin (Keller & Kotler, 2022). For a brand to succeed, certain conditions must be met, including strong market demand, widespread product availability, economies of scale, and strategic placement in retail stores (Van Loo, Caputo, & Lusk, 2020). Successful branding efforts not only reduce marketing costs over time but also enhance customer loyalty, increasing profitability (Dolega, Rowe, & Branagan, 2021).

**The Role of Branding in Consumer Behavior**

Branding plays a significant role in influencing consumer purchasing decisions and brand loyalty. McCarthy and Perreault (1990) identify five levels of brand acceptance, ranging from non-recognition to brand insistence, where consumers refuse to accept substitutes. At the highest level, consumers develop an emotional attachment to a brand, making it difficult for competitors to sway their loyalty (Konstantopoulou et al., 2019). Additionally, brand reputation safeguards consumers by signaling consistent quality and reliability (Desai & Vidyapeeth, 2019). Poor product quality, however, can damage both the brand and the company’s overall image, making it essential for firms to maintain high standards (Fraccastoro, Gabrielsson, & Pullins, 2021).

A brand is more than just a name—it is a promise of consistent quality and value (Kotabe & Helsen, 2022). The best brands offer a warranty of quality that reassures consumers, fostering long-term loyalty and repeat purchases (Ali, 2019). As the digital landscape continues to evolve, brands must adapt to new marketing dynamics, including artificial intelligence, social media, and omnichannel strategies, to maintain their relevance and competitive advantage (Nalbant & Aydın, 2023). By carefully selecting the appropriate branding strategy—whether corporate, family, or individual—companies can build strong brand equity and sustain long-term growth in an increasingly competitive marketplace.

**The Importance of Branding**

Branding is a fundamental aspect of modern business, providing recognition and identity to products and services. It distinguishes a product from competitors, making it unique and long-lasting in the minds of consumers (Swaminathan et al., 2020). Historically, branding can be traced back to agricultural practices where farmers marked their livestock with unique symbols to establish ownership and reputation. High-quality milk from well-tended animals was recognized and valued, leading consumers to willingly pay a premium price for it. This early form of branding laid the foundation for modern corporate branding, where companies use trademarks, logos, and reputation-building strategies to create strong brand identities (Butova et al., 2019). In today’s market, branding is not just about identification but about shaping consumer perceptions and fostering long-term loyalty (Rachmad, 2023).

**Importance of Branding to Businesses**

For businesses, branding is essential in creating a distinct market presence. A strong brand ensures a product’s uniqueness, protecting it from imitation through trademark registration and intellectual property rights (Keller & Kotler, 2022). Businesses invest heavily in branding because it builds consumer trust and helps create a loyal customer base. A well-established brand can introduce new products under its name, leveraging the existing goodwill and credibility of the parent brand (Dumitriu et al., 2019). For instance, companies often use slogans like "from the makers of..." to attract consumers who already trust a brand’s quality. Additionally, personal branding is becoming increasingly relevant, as individuals strive to develop their own professional identities in competitive industries (Rachmad, 2023). The ultimate advantage of branding is that it safeguards businesses from unlawful imitations while also positioning them as reputable and influential players in the market (Denga et al., 2023).

**Importance of Branding in Marketing**

Marketing strategies heavily rely on branding to drive consumer engagement and sales. A strong brand simplifies product promotion, as the brand name itself carries significant influence and recognition (Gielens & Steenkamp, 2019). Marketers use brand loyalty to assess consumer demand, enabling them to create targeted campaigns and improve customer retention (Ruiz-Real et al., 2020). Furthermore, branding plays a crucial role in marketing intelligence, as companies can analyze consumer feedback and brand performance to refine their strategies (Konstantopoulou et al., 2019). Brand recognition also facilitates promotional activities such as discounts and loyalty programs, reinforcing customer attachment and encouraging repeat purchases (Ali, 2019).

**Importance of Branding in Advertising**

Branding and advertising go hand in hand, with a strong brand providing a foundation for impactful advertising campaigns. A recognizable brand enables advertisers to craft compelling messages, using distinctive logos, slogans, and visuals that resonate with consumers (Rowles, 2022). Since brand names are legally protected, advertisers benefit from reduced risks of counterfeit promotions or misleading claims (Nalbant & Aydın, 2023). Moreover, established branding allows advertisers to execute independent and fearless advertising, as consumers are already familiar with the product’s quality and credibility (Kushwaha et al., 2020). Effective branding generates revenue beyond mere financial figures—it creates an intangible yet powerful reputation that becomes an asset to the company (Fraccastoro et al., 2021).

**Role of the Brand**

Branding initially emerged as a technique to help identify and differentiate products in the market. Over time, it evolved into a means of conveying not only product benefits but also the values and identity of the company behind the brand (Swaminathan et al., 2020). In today’s hyperconnected world, brands extend beyond their commercial functions to influence broader social, economic, and political discussions (Denga, Vajjhala, & Asortse, 2023). The ability of brands to quickly communicate complex messages with emotional appeal makes them powerful tools in advocacy and activism (Rachmad, 2023).

Brands serve as a crucial link between manufacturers and consumers, allowing the latter to assign responsibility for a product’s quality and performance to a specific company (Keller & Kotler, 2022). Through past experiences with a product and exposure to marketing programs, consumers learn to associate brands with reliability and trustworthiness (Dumitriu et al., 2019). Branding also provides significant functional advantages, such as simplifying inventory management, offering legal protection for proprietary features, and ensuring product consistency (Ruiz-Real, Uribe-Toril, & Gázquez-Abad, 2020). A strong brand assures customers of consistent quality, making it easier for them to repurchase products, even in competitive markets (Gielens & Steenkamp, 2019). For instance, MTN in Nigeria leveraged its established brand identity from other African markets to dominate the telecommunications industry. Similarly, Microsoft’s market dominance in the software industry has created a significant entry barrier for new competitors (Bajde, 2019). Brand loyalty, in turn, enhances demand predictability, creates market stability, and enables firms to command premium prices, often 20% to 25% higher than those of competing brands (Ali, 2019).

While branding strategies carry inherent risks, many firms embrace them due to their long-term benefits, which outweigh the costs associated with brand development and maintenance (Deryl, Verma, & Srivastava, 2023). Branding plays a critical role across various stakeholders, including consumers, manufacturers, and intermediaries. For consumers, branding facilitates product identification and purchasing decisions, conveys status, and provides a benchmark for product quality (Van Loo, Caputo, & Lusk, 2020). From a manufacturer's perspective, branding differentiates products, ensures legal protection, and helps in targeting market segments (Labanauskaitė, Fiore, & Stašys, 2020). Intermediaries such as wholesalers and retailers benefit from branding as well, as manufacturer-led advertising simplifies product sales and enhances visibility in retail environments (Rėklaitis & Pilelienė, 2019).

**Benefits of Branding**

Branding offers numerous advantages that contribute to a company’s long-term success. A well-executed branding strategy enhances a company’s pride by demonstrating professionalism and a commitment to excellence in the market (Desai & Vidyapeeth, 2019). Visibility is another key advantage, as prospective consumers are more likely to engage with businesses that have strong brand identities (Purnama et al., 2022). Additionally, a recognizable brand fosters credibility, helping businesses differentiate themselves from competitors through a consistent and professional visual presence (Nalbant & Aydın, 2023).

A strong brand identity also influences a company’s appearance, positioning it as a reliable and premium entity that can attract partnerships with larger organizations and justify premium pricing for its products and services (Fraccastoro, Gabrielsson, & Pullins, 2021). Retention is another crucial benefit, as consumers tend to remember brands they see more frequently, ensuring that a company remains top-of-mind when a need arises (Konstantopoulou et al., 2019). Effective branding, when combined with strategic marketing, enables differentiation, allowing businesses to stand out in competitive markets (Kushwaha et al., 2020).

Moreover, branding provides a sense of stability, giving even newer businesses the appearance of being well-established and dedicated to their industry (Shtal et al., 2023). Lastly, a well-rounded branding strategy enhances business support by clarifying goals and objectives, which can improve a company’s chances of securing venture capital or financial assistance (Rowles, 2022).

**Effects of Branding on Sales Performance**

Branding plays a crucial role in a company's success, offering multiple advantages such as increased sales, improved sales performance, and a higher return on investment (Swaminathan et al., 2020). It allows firms to exert greater market control, gain pricing independence, leverage promotional advantages, expand their product mix, and introduce new products more effectively (Bajde, 2019). A strong brand presence enhances consumer trust and loyalty, which, in turn, leads to repeat purchases and reduces the risk of product substitution (Ali, 2019). This repeat business contributes to sustained profitability and return on investment, as customers tend to choose well-established brands even when they are priced higher than lesser-known alternatives (Dumitriu et al., 2019).

Moreover, branding facilitates cost-effective promotional campaigns. When consumers are aware of and trust a brand, marketing efforts become more efficient and require less expenditure to achieve desired outcomes (Denga, Vajjhala, & Asortse, 2023). Additionally, companies with established branded product lines can seamlessly introduce new items to their portfolio, benefiting from pre-existing customer trust and dealer confidence (Keller & Kotler, 2022). New product launches associated with reputable brands are more readily accepted by consumers and distributors alike, reinforcing brand equity and market stability (Rachmad, 2023).

**Principles of Branding**

Branding consists of various elements that contribute to its recognition and legal protection. A brand name refers to the verbal component of a brand that can be spoken, such as well-known names like Coca-Cola, Seven-Up, Lux, and Omo (Gielens & Steenkamp, 2019). In contrast, a brand mark is a visual symbol, logo, or distinctive color scheme that consumers recognize but do not necessarily pronounce. Examples of such visual identities include the elephant symbol on Elephant Blue Detergent and the red star associated with Texaco Petroleum (Butova et al., 2019). These elements help differentiate a brand in a competitive market and reinforce consumer recognition.

A trademark is a legally protected brand component, ensuring exclusive usage rights for its owner (Erdil & Arani, 2019). This legal designation prevents other firms from using the same name or symbol, thereby safeguarding the brand’s identity. Trademarks may consist of words, letters, numbers, or visual designs, all of which contribute to a brand's distinctiveness in the marketplace. Notable trademarks include Lever Brothers Nigeria Plc and Patterson Zochonis (PZ) (Rowles, 2022). Ultimately, branding is a comprehensive strategy that encompasses various dimensions, each playing a vital role in shaping consumer perception and business success (Ruiz-Real, Uribe-Toril, & Gázquez-Abad, 2020).

**2.2 Theoretical Framework**

**The Innovation Adoption Theory (IAT)**

The theory of innovation adoption has been extensively explored, particularly in the context of branding and digital transformation. Swaminathan et al. (2020) emphasize that in a hyperconnected world, the adoption of innovation is often influenced by consumer perception and market dynamics. Generally, individuals and businesses exhibit an initial reluctance toward new innovations due to perceived risks and uncertainties (Denga, Vajjhala, & Asortse, 2023). This hesitation is particularly evident in industries where rapid technological changes and digital branding play a crucial role in consumer decision-making. While some businesses embrace innovation early, others remain cautious, delaying adoption until the market validates the success of the new development (Rachmad, 2023). In many cases, hesitation in adopting innovation can lead to lost opportunities, as early adopters often secure competitive advantages and market leadership (Gielens & Steenkamp, 2019). Ruiz-Real, Uribe-Toril, and Gázquez-Abad (2020) highlight this phenomenon in destination branding, where early adoption of new branding strategies can significantly influence consumer engagement and market positioning. Similarly, Bajde (2019) notes that industries such as agriculture often experience delays in innovation adoption, with farmers typically exhibiting prolonged resistance to change. These delays can be attributed to factors such as uncertainty, financial constraints, and lack of adequate information (Butova et al., 2019). However, within any market or industry, there are always innovators who adopt new advancements first, followed by early adopters, late adopters, and non-adopters (Dumitriu et al., 2019). Understanding these adoption patterns is critical for businesses and policymakers aiming to facilitate smoother transitions to innovation and digital transformation (Keller & Kotler, 2022).

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

In this chapter, we described the research procedure for this study. A research methodology is a research process adopted or employed to systematically and scientifically present the results of a study to the research audience viz. a vis, the study beneficiaries.

**3.2 Research Design**

Research design serves as the overarching strategy that integrates various components of a study in a logical manner to effectively address the research problem. In this study, the survey research design was employed, as it is well-suited for capturing opinions and views from a sampled population. Survey research is a versatile methodological approach that can incorporate both quantitative and qualitative strategies, such as structured questionnaires with numerical ratings or open-ended questions that allow for deeper insights (Dumitriu et al., 2019). Given its ability to systematically explore human behavior, the survey method is frequently applied in social and psychological research (Shtal et al., 2023). This approach ensures that the data collected is representative and can be analyzed to derive meaningful conclusions relevant to the research objectives.

**3.3 Population of the study**

According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description.

This study was carried out to examine the impact of branding as a tool for increasing sales volume of an organization. Selected management and staff of Nestle Nigeria Plc, Lagos State form the population of the study.

**3.4 Sample Size Determination**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, the researcher adopted the convenient sampling method to determine the sample size.

**3.5 Sample Size Selection Technique and Procedure**

According to Dumitriu et al. (2019), sampling techniques are procedures adopted to systematically select the chosen sample in a specified away under controls. This research work adopted the convenience sampling technique in selecting the respondents from the total population.

In this study, the researcher adopted the convenient sampling method to determine the sample size. Out of all the entire population of the management and staff of Nestle Nigeria Plc, the researcher conveniently selected 266 out of the overall population as the sample size for this study. According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher.

**3.6 Research Instrument and Administration**

The research instrument used in this study is the questionnaire. A survey containing series of questions were administered to the enrolled participants. The questionnaire was divided into two sections, the first section enquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions. Participants were required to respond by placing a tick at the appropriate column. The questionnaire was personally administered by the researcher.

**3.7 Method of Data Collection**

Two methods of data collection which are primary source and secondary source were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and unpublished articles and government publications.

**3.8 Method of Data Analysis**

The responses were analysed using the mean and standard deviation, which provided answers to the research questions.

In analyzing data collected, mean score was used to achieve this. The four points rating scale will be given values as follows:

SA = Strongly Agree 4

A = Agree 3

D = Disagree 2

SD = Strongly Disagree 1

**Decision Rule:**

To ascertain the decision rule; this formular was used

|  |
| --- |
| 4+3+2+1 =10  **= 2.5**  4 4 |

Any score that was 2.5 and above was accepted, while any score that was below 2.5 was rejected. Therefore, 2.5 was the cut-off mean score for decision taken.

The hypothesis test was conducted using the Chi-Square statistical tool, SPSS v.23

**3.9 Validity of the study**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire for the study and submitted to the project supervisor who used his intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

**3.10 Reliability of the Study**

The reliability of the research instrument was determined. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.68 indicated that the research instrument was relatively reliable. According to (Taber, 2017) the range of a reasonable reliability is between 0.67 and 0.87.

**3.11 Ethical Consideration**

he study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**Introduction**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of two hundred and sixty-six (266) questionnaires were administered to respondents of which only two hundred and fifty-nine (259) were returned and validated. This was due to irregular, incomplete and inappropriate responses to some questionnaire. For this study a total of 259 was validated for the analysis.

**4.1 Data Presentation**

**Table 4.2: Demographic profile of the respondents**

|  |  |  |
| --- | --- | --- |
| **Demographic information** | **Frequency** | **percent** |
| **Gender**  Male |  |  |
| 72 | 27.8% |
| Female | 187 | 72.2% |
| **Age** |  |  |
| 20-25 | 33 | 12.7% |
| 25-30 | 56 | 21.6% |
| 31-35 | 87 | 33.6% |
| 36+ | 83 | 32.0% |
| **Marital Status** |  |  |
| Single | 71 | 27.4% |
| Married | 102 | 39.4% |
| Separated | 67 | 25.9% |
| Widowed | 19 | 7.3% |
| **Education Level** |  |  |
| WAEC | 56 | 21.6% |
| BS.c | 62 | 23.9% |
| MS.c | 67 | 25.9% |
| MBA | 74 | 28.6% |

**Source: Field Survey, 2025**

**4.2 Descriptive Analysis**

**Research question 1**

**What methods can be used to markets branded products in an organization?**

Table 1: Mean Responses on methods that can be used to markets branded products in an organization.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S/N** | **ITEM STATEMENT** | **SA**  **4** | **A 3** | **D 2** | **SD 1** | **X** | **S.D** | **DECISION** |
| 1 | Highlight advantages in a classy way | 200 | 30 | 15 | 14 | 4 | 2.57 | Accepted |
| 2 | Offer special promos | 150 | 79 | 25 | 5 | 3.4 | 2.55 | Accepted |
| 3 | Offer loyal customers an exclusive preview | 175 | 79 | 5 | - | 3.9 | 2.74 | Accepted |
| 4 | Offer a complimentary upgrade | 155 | 70 | 24 | 10 | 3.4 | 2.56 | Accepted |
| 5 | Advertise the product to reach a wider audience | 125 | 75 | 35 | 24 | 3.2 | 2.47 | Accepted |

**Source: Field Survey, 2025**

In table above, item1 with mean response of 4 accepted that highlight advantages in a classy way. Item 2 with mean score of 3.4 also accepted that offering of special promos. Item 3 with mean score of 3.9 accepted that offering loyal customers an exclusive preview. Item 4 with the mean score of 3.4 also accepted that offering a complimentary upgrade. Item 5 with the mean score of 3.2 accepted that advertising the product to reach a wider audience. Item 1,2,3,4 and 5 have mean scores above 2.50. This indicates that respondents accepted in all the items that these are some of the methods that can be used to markets branded products in an organization

**Research Question 2: What are the different styles of branding used by organization?**

Table 2: Mean responses on the different styles of branding used by organization.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S/N** | **ITEM STATEMENT** | **SA**  **4** | **A**  **3** | **D**  **2** | **SD**  **1** | **X** | **S.D** | **DECISION** |
| 6 | Product branding | 170 | 60 | 20 | 9 | 3.7 | 2.63 | Accepted |
| 7 | Online branding | 259 | - | - | - | 4 | 2.82 | Accepted |
| 8 | Offline branding | 230 | 20 | 9 | - | 3.8 | 2.76 | Accepted |
| 9 | Geographical branding | 160 | 60 | 20 | 19 | 3.2 | 2.50 | Accepted |
| 10 | Service branding | 200 | 30 | 19 | 10 | 3.8 | 2.65 | Accepted |

**Source: Field Survey, 2025**

In table above, item 6 with mean response of 3.7 accepted that product branding. Item 7 with mean response of 4accepted that online branding. Item 8 with mean response of 3.8 also accepted that offline branding hard. Item 9 with mean response of 3.2 accepted that Geographical branding. Item 10 with mean response of 3.8 agreed that Service branding. Item 6, 7, 8, 9 and 10 all have mean scores above 2.50. This indicates that respondents agreed on item 6 to 10 are the different styles of branding used by organization.

**Research Question 3**

**What is the impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd.?**

Table 3: Mean Responses on impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S/N** | **ITEM STATEMENT** | **SA**  **4** | **A**  **3** | **D**  **2** | **SD**  **1** | **X** | **S.D** | **REMARK** |
| 11 | It helps you convey your ideas and views to the world | 160 | 80 | 19 | - | 3.4 | 2.59 | Accepted |
| 12 | It facilitates purchasing of products | 50 | 150 | 40 | 19 | 3.1 | 2.42 | Accepted |
| 13 | Customer franchising | 170 | 70 | 12 | 7 | 3.8 | 2.62 | Accepted |
| 14 | Helps in market segmentation | 160 | 60 | 15 | 24 | 3.3 | 2.49 | Accepted |

**Source: Field Survey, 2025**

In table above, item 11 with mean score of 3.4 accepted that it helps you convey your ideas and views to the world. Item 12 with mean score of 3.1 also accepted it facilitates purchasing of products. Item 13 with mean response of 3.8 accepted that customer franchising. Item 14 with mean response of 3.3 accepted that it helps in market segmentation. Item 11, 12, 13, and 14 all have mean scores above 2.50. This indicates that respondents accepted in item 11 to 14 that these are the impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd.

**Question 4:** Is there any significant impact of branding on the sales increase of Nestle foods Nigeria Ltd?

**Table 4:** Respondent on question 4

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentages** |
| Yes | 141 | 54.4 |
| No | 89 | 34.3 |
| Undecided | 29 | 11.1 |
| **Total** | **259** | **100** |

**Source: Field Survey, 2025**

From table 4.3 above, 54.4% of the respondents said yes, 34.3% of the respondents said no, while the remaining 11.1% of the respondents were undecided.

**4.3 TEST OF HYPOTHESIS**

**H0**: there is no significance impacts of branding on the sales increase of Nestle foods Nigeria Ltd.

**H1:** there is a significance impacts of branding on the sales increase of Nestle foods Nigeria Ltd.

**Table 1:** there is no significance impacts of branding on the sales increase of Nestle foods Nigeria Ltd**.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Options** | **Fo** | **Fe** | **Fo - Fe** | **(Fo - Fe)2** | **(Fo˗-Fe)2/Fe** |
| Yes | 141 | 86.3 | 54.7 | 2992.09 | 34.6 |
| No | 89 | 86.3 | 2.7 | 7.29 | 0.08 |
| Undecided | 29 | 86.3 | -57.3 | 3283.29 | 38.0 |
| **Total** | **259** | **259** |  |  | **72.68** |

**Source: Extract from Contingency Table**

Degree of freedom = (r-1) (c-1)

(3-1) (2-1)

(2) (1)

= 2

At 0.05 significant level and at a calculated degree of freedom, the critical table value is 5.991.

**Findings**

The calculated X2 = 72.68 and is greater than the table value of X2 at 0.05 significant level which is 5.991.

**Decision**

Since the X2 calculated value is greater than the critical table value that is 72.68 is greater than 5.991, the Null hypothesis is rejected and the alternative hypothesis which states that there is significance impacts of branding on the sales increase of Nestle foods Nigeria Ltd.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1 Summary**

In this study, our focus was to examine branding as a tool for increasing sales volume of an organization. The study specifically aimed at identifying method of marketing branded  products in an organization, finding out different styles of branding used by organization and, find out the impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd. This study was anchored on the Innovation Diffusion Theory and Labour process Theory.

The study adopted the survey research design and conveniently enrolled participants in the study. A total of 259 responses were validated from the enrolled participants, who where all management and staff of Nestle Nigeria Plc.

**5.2 Conclusion**

This study has systematically inquired and analyzed on methods that can be used to markets branded products in an organization. Based on the findings of this study, the following conclusions were made:

1. Highlight advantages in a classy way.
2. Offer special promos.
3. Offer loyal customers an exclusive preview
4. Offer a complimentary upgrade
5. Advertise the product to reach a wider audience.

The study also analyzed on the different styles of branding used by organization. The following conclusions were made.

1. Product branding
2. Online branding.
3. Offline branding
4. Geographical branding and
5. Service branding

**5.3 Recommendations**

In the light of the findings and conclusions, the following recommendations are hereby proposed:

Branding of products should be imbibed by organizations as it

* Helps convey your ideas and views to the world
* Facilitates purchasing of products
* Helps in customer franchising and
* Helps in market segmentation

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**APPENDIXE**

**QUESTIONNAIRE**

**PLEASE TICK [√] YOUR MOST PREFERRED CHOICE(s) ON A QUESTION OF YOUR CHOICE**

**SECTION A**

**PERSONAL INFORMATION**

1. **Gender**

Male [ ]

Female [ ]

1. **Age**

20-24 [ ]

25-30 [ ]

31-35 [ ]

36+ [ ]

1. **Marital Status**

Single [ ]

Married [ ]

Divorced [ ]

Widowed [ ]

**SECTION B**

Please indicate the extent to which you are satisfied with the following items by ticking in any of the boxes represented by strongly agree (SA), agree (A), strongly disagree (SD) and disagree (D).

Question 1: What methods can be used to markets branded products in an organization?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **ITEM STATEMENT** | **SA** | **A** | **D** | **SD** |
| 1 | Highlight advantages in a classy way |  |  |  |  |
| 2 | Offer special promos |  |  |  |  |
| 3 | Offer loyal customers an exclusive preview |  |  |  |  |
| 4 | Offer a complimentary upgrade |  |  |  |  |
| 5 | Advertise the product to reach a wider audience |  |  |  |  |

Research Question 2: What are the different styles of branding used by organization?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **ITEM STATEMENT** | **SA** | **A** | **D** | **SD** |
| 6 | Product branding |  |  |  |  |
| 7 | Online branding |  |  |  |  |
| 8 | Offline branding |  |  |  |  |
| 9 | Geographical branding |  |  |  |  |
| 10 | Service branding |  |  |  |  |

Research Question 3: What is the impact of branding on the increase in sales volume of Nestle foods Nigeria Ltd.?

|  |  |  |  |  |  |
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| **S/N** | **ITEM STATEMENT** | **SA** | **A** | **D** | **SD** |
| 11 | It helps you convey your ideas and views to the world |  |  |  |  |
| 12 | It facilitates purchasing of products |  |  |  |  |
| 13 | Customer franchising |  |  |  |  |
| 14 | Helps in market segmentation |  |  |  |  |

Question 4: Is there any significant impact of branding on the sales increase of Nestle foods Nigeria Ltd?

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| **Options** | **Please tick** |
| Yes |  |
| No |  |
| Undecided |  |