

IMPACT OF DIGITAL MARKETING IN ENHANCING PHARMACEUTICAL BUSINESS PERFORMANCE IN OSUN STATE, NIGERIA.

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ABSTRACT:

The increasing competitiveness of the pharmaceutical industry in Nigeria has necessitated the adoption of more effective marketing strategies. However, many pharmacy operators, particularly in smaller cities like Osogbo, struggle to leverage digital marketing tools to enhance their business performance effectively. This study examines the impact of digital marketing strategies on the business performance of pharmaceutical companies in Osogbo, Osun State, Nigeria. The study adopts a cross-sectional survey research design and draws on a sample of 100 registered pharmaceutical operators selected using a simple random sampling technique. Data were collected using a self-structured questionnaire and analysed with SPSS version 26, employing descriptive statistics, correlation analysis, and multiple linear regression. Correlation analysis revealed strong positive relationships between business performance and influencer marketing ($r = 0.783$, $p < 0.01$) and email marketing ($r = 0.750$, $p < 0.01$). In contrast, social media marketing exhibited a negligible and non-significant correlation ($r = -0.019$, $p > 0.05$). Regression results indicated that influencer marketing ($\beta = 0.523$, $p < 0.001$) and email marketing ($\beta = 0.292$, $p < 0.001$) significantly predict business performance, with an R^2 of 0.671. These findings confirm that digital marketing has a significant influence on performance when applied effectively. The study recommends that pharmaceutical companies prioritise influencer partnerships and targeted email campaigns over generic social media promotions to enhance customer engagement and drive profitability. Policymakers and industry stakeholders should also provide digital training support to local pharmacies to enhance digital literacy and facilitate the strategic adoption of digital tools.

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1.1 Introduction

The dynamic and rapidly changing technology has significantly impacted the survival and performance of businesses in their operations. The use of the Internet by business owners, along with new technologies, has led to the emergence of digital marketing, which has become a crucial platform for business and marketing strategies. Compared to the traditional methods used for decades, business owners are connecting with their prospective clients, bringing about dramatic changes in the way business is conducted online. Traditional businesses are undergoing a momentous transformation during this period of rapid technological advancement (Ajayi, Adeyeye, Salau, Kamoru, Philips, & Adebayo 2024).

The pharmaceutical industry is undergoing a significant digital transformation driven by the rapid development of new technologies to boost productivity, enhance product quality, and maintain a competitive edge in an increasingly complex and regulated environment (Ullagaddi, 2024). Additionally, digital marketing provides the opportunity to directly engage with customers, solicit feedback, and request endorsements, thereby fostering more personal interactions. Digital marketing is essential and has proven effective in helping business actors overcome obstacles, especially in the pharmaceutical industry (Ijomah, Idemudia, Eyo-Udo & Anjorin, 2024; Marina & Dinar, 2024).

Globally, digital marketing is now a disruptive force that is altering how businesses engage with their clientele, deliver value, and maintain their competitiveness. In various industries, including healthcare and pharmaceuticals, digital platforms present previously unexplored opportunities for innovation, outreach, and performance optimisation. (Santos, 2024).

From African perspective, the adoption of digital marketing in the pharmaceutical sector has been comparatively gradual but steadily rising. Singh & Kaunert, (2024) demonstrated that countries like South Africa, Kenya, and Egypt, pharmaceutical firms are beginning to integrate digital strategies into their marketing mix to bridge the gap between supply and demand.

Digital Marketing in Nigeria has been on the rise with well-integrated and widespread campaigns that attract the attention of customers. To remain profitable and maintain a sustainable competitive advantage over their rivals, businesses typically strive to enhance their profits, market share, assets, and customer base (Chaffey & Ellis-Chadwick, 2012). In Nigeria, particularly in Osun State, the potential of digital marketing within the pharmaceutical industry remains underutilized. While Nigeria boasts as one of the largest internet user populations in Africa, many pharmaceutical

businesses continue to rely on traditional marketing and distribution methods (Akinfenwa & Alawode, 2023). This study, therefore, aims to investigate the impact of digital marketing on pharmaceutical business performance in Osun State, Nigeria.

1.2 Statement of the Problem

The existing research lacks comprehensive studies that holistically address data integrity, quality management systems, and regulatory compliance within the context of digital transformation in the pharmaceutical industry (Ullagaddi, 2024). Also, a comprehensive framework that considers both technological and organizational aspects for implementing digital transformation strategies in pharmaceutical companies is notably absent from the current literature.

Globally, the use of digital marketing in the pharmaceutical industry has completely transformed the way businesses communicate with consumers, promote their products, and enhance business performance. Nevertheless, the distribution of these advancements in Africa is highly asymmetrical, and many developing countries continue to struggle to implement these strategies successfully, particularly in Osun State, Nigeria. The pharmaceutical companies in Osun State, face different set of issues, such as the low literacy of operators in the field of influencer marketing, the lack of funds to support social media marketing, and the absence of legislative backing to support the development of email marketing. This study aims to bridge the gap and provide valuable business development solutions and scholarly insights.

1.3 Objective of the Study

- (i) To identify the impact of social media marketing on pharmaceutical business performance.
- (ii) To identify the impact of influencer marketing on pharmaceutical business performance.
- (iii) To identify the impact of email marketing on pharmaceutical business performance.

2. Literature Review

2.1 Conceptualization of Digital Marketing

Digital marketing strategies are gaining increasing popularity and efficiency as more individuals opt for digital devices over traditional stores. Influencer marketing, social media marketing, email marketing, search engine optimisation, content marketing, content automation, campaign marketing, social media optimisation, display advertising, data-driven marketing, and e-commerce marketing are among the strategies that have become more prevalent due to technological advancements (Clement, 2022). Furthermore, the digital marketing channel is one of the most sought-after methods by marketers, given the benefits of digital marketing and the potential for

high return on investment (ROI) (Akinfenwa & Alawode, 2023), who represent another school of thought.

2.2 Dimensions of Digital Marketing

(i) Social Media Marketing: According to a recent report on the use of social media in marketing by Tatic & Setiawan (2025), between 70% and 75% of business owners and marketers utilise social media supported video tools for marketing, with an increasing number now embracing the latest and most popular tool live video streaming. Furthermore, Adoyi, Nnabuko, Uduji, & Okoro, (2022) suggest that social media marketing may be a valuable tool in the marketing sector. It can help establish new customers, reach interested individuals worldwide, and engage the target audience at the lowest possible cost. Similarly, Inwang, Ogosi, Usani, Andem, & Chukwuyem, (2025) agree that social media has been extensively utilised across various sectors.

(ii) Email Marketing: This is a method for sending text, images, audio, and video data over the internet from one computer to another. Through a local area network and the internet, it enables computer users to transmit messages and data swiftly (Clement, 2022). One of the most effective ways to communicate is through email (Aina, Adewale, & Oladipo, 2024). Email is extensively utilised in both everyday activities and commercial transactions, including online and in-person interactions, as well as in broader corporate contexts, it has significantly enhanced business communication and the marketing of products or services globally. (Cherry & Malesev, 2021; Ighomereho & Iriobe 2019).

(iii) Influencer Marketing; This strategy employs influencers to market products and assist customers in making purchasing decisions. It involves collaborating with influencers to promote products and services. Social media influencers are ordinary, internet-leading content creators who actively provide potentially valuable information for marketers. By creating unique content and engaging directly with their audience, influencers distinguish themselves and enhance source credibility the perception that they are sincere, knowledgeable, and approachable (Pan, Blut, Ghiassaleh, & Lee, 2025). According to Teixeira, Oliveira, & Souza, (2023) influencer marketing is a form of advertising that allows businesses to collaborate with individuals who have a substantial following to enhance brand recognition. Essentially, it is a powerful strategy that enables companies to partner with people who possess a loyal following to increase brand awareness.

2.3 Business Performance

Ahmed, Estherose, Stanley, Kamoru, & Dauda, (2024) stated that organisational performance measures how effectively a business meets its stated goals. In another view, Ahmed & Adeyeye, (2024) asserted that one aspect of organisational performance is company's ability to achieve its objectives. However, Zaato, Ismail, Uthamaputhran, & Owusu-Ansah, (2020) defined performance as the ability to accomplish desired results and activities that the organisation generally acknowledges. Objective (non-financial) or subjective (financial) assessments, or both, can be used to evaluate this acceptable measure of performance. According to Yudha (2019), performance might be enhanced if business participants possess the requisite marketing knowledge and strategic ability.

CONCEPTUAL FRAMEWORK FOR THE STUDY



Source: Authors Model, 2025.

This conceptual framework illustrates the relationship between the independent variable and dependent variable. **Digital Marketing** is the independent variable while **Pharmaceutical Business Performance** is the dependent variable. It measures the direct impact of electronic marketing on the results of a pharmaceutical enterprise. It posits that key performance outcomes in pharmaceutical firms are influenced by the effective adoption and utilization of digital marketing tools (Social media marketing, Influencer marketing, and Email marketing).

2.5 Theoretical Review

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a theoretical framework proposed by Fred D. Davis in 1989 to examine how users accept and utilize technology. It is based on the Theory of Reasoned Action (TRA). According to TAM, two perceptions shape users' attitudes towards technology, their intentions to use it, and their actual usage, which is influenced by system utilization. Based on Perceived Ease of Use and Perceived Usefulness, TAM elucidates that the usability of technology is contingent upon its acceptance and adoption by users. In the DM-PIT model, the willingness of pharmaceutical firms to adopt digital marketing tools can be interpreted as follows,

the more likely businesses are to embrace digital marketing, the more they perceive its usefulness and simplicity.

These attributes of ease of use, consistency, and predictability have contributed to TAM's widespread acceptance in scholarly and professional research. It has been validated across various technologies, industries, and cultural contexts, as the model effectively articulates the primary variables that influence technology adoption,

The theoretical contribution of this theory is that it helps bridge the gap between conventional marketing theory and contemporary digital practices, providing a conceptual framework through which the role of digital tools can be analyzed regarding their potential to alter outcomes at the firm level, particularly in regulated and information-sensitive industries like pharmaceuticals. Concerning the research problem, the theory will provide a strong foundation for understanding why or why not pharmaceutical companies in Osun State adopt digital marketing and the resultant effects on business performance.

2.6 Empirical Review

Singh & Kaunert, (2024) researched on integration of predictive models of Artificial Intelligence (AI) and Machine Learning (ML), the study delves into the ever-evolving landscape of digital marketing and its transformative journey towards hyper-personalization of customer experiences. It focuses on the crucial role that ML and AI-powered predictive models play in creating highly customized and dynamic brand engagements. Tatik & Setiawan, (2025) examine the main factors that influence the adoption of social media marketing (SMM) by small and medium-sized enterprises (SMEs) in Indonesia. The results of the study indicates that marketing through social media has an effect on the performance of MSMEs.

Ullagaddi, (2024) examines the impact of digital transformation on data integrity and quality management systems (QMS) in the pharmaceutical sector. The study highlights the importance of a strategic, comprehensive, and collaborative approach to digital transformation, encompassing technology, people, processes, and partnerships. Awawdeh, Allahham, Almajali, Atieh Ali, & Bani (2024) study investigate the impact of digital marketing on consumer confidence with a special reference to Mediating of AI and information sharing in the telecommunication field in Jordan. The findings indicate that social media, online branding, online advertising and information sharing have a strong influence on consumer confidence towards telecommunication, on the other hand, AI-driven customer relation also has an edge significantly.

Awawdeh *et al.* (2024) examine the effects of digital marketing on consumer behavior in the healthcare and pharmaceutical sectors by demonstrating the mediating and moderating role of digital entrepreneurship. Findings showed that digital marketing strategies could have a direct positive effect on increased consumer engagement through the partial mediating effect of digital entrepreneurship. The results indicate that the healthcare and pharmaceutical sectors need to make investments in digital communication and drive digital entrepreneurship to adopt a growing digital economy. In line with the above, MoghadasNian & Ghorbani, (2024) reaffirmed and conducted a study on the impact of Key Performance indicators (KPI's) driven strategies on digital marketing outcome. The findings underscore the necessity of a data-driven approach that aligns with consumer behavior theories and marketing strategies principles and offering practical insights for marketers in the pharmaceutical industry.

Praditya, (2024) determine and analyze the influence of Digital Marketing on Performance Marketing, the influence of E-Commerce on Performance Marketing, and the influence of Digital Marketing and E-Commerce together on Performance Marketing. Findings show that digital marketing and online shop e-commerce platforms have an important role in expanding marketing reach and increasing sales of Sidoarjo souvenirs. However, the challenges faced regarding the adoption of digital marketing are the lack of knowledge and finances. Further training and assistance are needed so that the implementation of digital marketing strategies can be more optimal. Marina & Dinar, (2024), which sought to determine how the application of digital technology in the context of marketing opens up great opportunities for household businesses in villages to reach a wider market, increase competitiveness, and optimize local economic potential. The results of community service using the ABCD (Asset-Based Community Development) approach and digital marketing strategies provide significant benefits. Through training and socialization, business actors in Kagok Village can improve their skills in digital marketing, open new opportunities, and increase household business income, this is to achieve economic independence and increase community understanding of the importance of digital marketing in supporting local business growth. In a related study conducted by

3.0 Methodology

The study employed a cross-sectional survey research method, this research was conducted in Osogbo, Osun State, Nigeria, the study focused on 134 registered pharmaceutical operators in Osogbo as provided by the Nigeria Association of Pharmacies, Osogbo, Osun State chapter as at

May, 2025. Sample size was 100 respondents, and Raosoft sample size formular was utilised. Structured questionnaire was used for data collection. The data were analysed using multiple linear regression analysis. The study was conducted using version 26 of the Statistical Package for the Social Sciences (SPSS), which possesses powerful capabilities for both explicit and inferential statistical analysis.

4.0 Data Analysis and Findings

4.1 Test of Hypotheses

H₀₁: Social media marketing does not significantly impact pharmaceutical business performance in Osun State, Nigeria.

H₀₂: Influencer marketing does not significantly impact pharmaceutical business performance in Osun State, Nigeria.

H₀₃: Email marketing does not significantly impact pharmaceutical business performance in Osun State, Nigeria.

Table 1

Descriptive Statistics

	Mean	Std. Deviation	N
Business Performance	3.84	.940	100
Social media marketing	3.78	.871	100
Influencer marketing	3.84	.940	100
Email marketing	3.74	1.116	100

Source: SPSS 26 OUTPUT

The descriptive statistics summarise the responses from 100 surveyed pharmaceutical operators in Osogbo, highlighting the central tendencies (mean) and variability (standard deviation) of key variables related to digital marketing and business performance. Business performance has a mean score of 3.84, with a standard deviation of 0.940. Social media marketing recorded a mean of 3.78 and a standard deviation of 0.871, demonstrating that most respondents moderately to strongly agree that social media marketing plays a role in their operations. The relatively low standard deviation indicates a consistent perception across the sample. Influencer marketing has a mean of 3.84 and a standard deviation of 0.940, identical to business performance. Email marketing shows the lowest mean (3.74) and the highest standard deviation (1.116) among the four variables.

All four variables have mean scores above 3.7, indicating overall positive responses. Response variability is moderate, with email marketing showing the widest spread. This may suggest that while digital marketing strategies are generally seen as beneficial, their perceived effectiveness

may vary depending on the specific approach and individual business context.

Table 2
Correlations

		Business Performance	Social media marketing	Influencer marketing	Email marketing
Pearson Correlation	Business Performance	1.000	-.019	.783	.750
	Social media marketing	-.019	1.000	.105	-.007
	Influencer marketing	.783	.105	1.000	.769
	Email marketing	.750	-.007	.769	1.000
Sig. (1-tailed)	Business Performance	.	.427	.000	.000
	Social media marketing	.427	.	.150	.471
	Influencer marketing	.000	.150	.	.000
	Email marketing	.000	.471	.000	.
N	Business Performance	100	100	100	100
	Social media marketing	100	100	100	100
	Influencer marketing	100	100	100	100
	Email marketing	100	100	100	100

Influencer and email marketing have a strong, positive, and statistically significant relationship with business performance among Osogbo's registered pharmaceutical operators, as indicated by the correlation analysis. With Pearson correlation coefficients of 0.783 and 0.750, respectively ($p < 0.01$), these results suggest that businesses that actively engage in influencer or email marketing generally experience better performance outcomes. This implies that these two digital marketing strategies are most likely practical tools for increasing consumer engagement, brand recognition, and, ultimately, profitability in the retail pharmaceutical sector.

Nonetheless, social media marketing seems to have a very weak and statistically insignificant relationship with business performance, as indicated by the p-value of 0.427 and the Pearson correlation coefficient of -0.019. This suggests that, in the context of this study, social media marketing does not appear to have a direct impact on improved business outcomes.

Email marketing and influencer marketing show a strong and significant positive correlation ($r = 0.769$, $p < 0.01$), indicating that these strategies are frequently employed together or in combination in real-world scenarios. However, there seems to be little to no connection between social media marketing and the other digital marketing strategies. These correlations imply that pharmaceutical companies investing in structured and individualised communication channels (such as email and influencer marketing) are more likely to achieve better business outcomes than those relying solely on social media.

Table 3
Model Summary

Model	R	Adjusted R	Std. Error of Change	Statistics
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	Square	R Square	the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.819 ^a	.671	.547	.671	65.273	3	96	.000

a. Predictors: (Constant), Email marketing, social media marketing, Influencer marketing
 The model summary reveals an R-squared value of 0.671, indicating that 67.1% of the variation in business performance among pharmaceutical operators in Osogbo can be explained by the combined effects of email marketing, social media marketing, and influencer marketing. The adjusted R-squared value of 0.661 confirms that the model remains robust even after adjusting for the number of predictors, suggesting a good fit without overfitting. This implies that digital marketing strategies significantly influence business performance, although approximately 33% of the variation may still be attributed to other factors not captured in the model.

Table 4

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	58.675	3	19.558	65.273	.000 ^b
	Residual	28.765	96	.300		
	Total	87.440	99			

a. Dependent Variable: Business Performance

b. Predictors: (Constant), Email marketing, social media marketing, Influencer marketing

The ANOVA results demonstrate that the overall regression model is statistically significant in elucidating the relationship between digital marketing strategies and business performance among pharmaceutical operators in Osogbo. The F-value of 65.273, accompanied by a p-value of 0.000 ($p < 0.01$), indicates that the combined effect of email marketing, social media marketing, and influencer marketing significantly predicts business performance. This implies that at least one of the digital marketing strategies makes a meaningful contribution to variations in performance, and the model overall is a good fit for the data.

Table 5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.027	.320		3.204	.002	.391	1.663
	Social media marketing	-.076	.064	-.071	-1.193	.236	-.204	.051
	Influencer marketing	.523	.093	.523	5.629	.000	.339	.708

Email marketing	.292	.078	.347	3.749	.000	.137	.447
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a. Dependent Variable: Business Performance

The coefficients table presents the unique contributions of each digital marketing strategy to the overall performance of the business. When all predictors are zero, the expected business performance score is 1.027, as the constant (intercept) is 1.027. The most positive and statistically significant effect comes from influencer marketing ($B = 0.523$, $p = 0.000$), indicating that for every unit increase in influencer marketing, business performance rises by 0.523 units while holding all other factors constant. Additionally, email marketing significantly impacts company performance ($B = 0.292$, $p = 0.000$). However, this model suggests that social media marketing has no measurable effect on business performance, exhibiting a negative and statistically insignificant effect ($B = -0.076$, $p = 0.236$). These results illustrate that influencer and email marketing are crucial performance drivers, despite social media marketing being less effective.

4.2 Discussion of Findings

The findings of this study affirm that digital marketing strategies significantly influence business performance among pharmaceutical operators in Osogbo, Osun State. Specifically, the results from multiple linear regression indicate that influencer marketing and email marketing both exhibit strong and statistically significant positive effects on business performance, while social media marketing demonstrates a negative but statistically insignificant relationship. These results illustrate how different digital marketing channels vary in terms of their effectiveness, revealing the superiority of personalised and relationship-based strategies (such as influencer and email marketing) over more generalised approaches (such as social media marketing) within the context of the pharmaceutical business.

On the other hand, the failure to incorporate social media marketing contradicts the findings of Tatic & Setiawan (2025) and Boom-Cárcamo *et al.* (2024), who reported a positive impact of social media apps on the performance of businesses in SMEs and urban courier services, respectively. This discrepancy can be attributed to contextual differences,

4.3 Findings Implication

This study provides clear, actionable insights for pharmaceutical business operators on effectively applying digital marketing strategies to enhance business performance. The positive impact of influencer and email marketing suggests that pharmaceutical firms, should prioritise establishing trust-based, direct communication channels with their customers. This also highlights the necessity

for digital training and upskilling among operators to fully utilise digital tools. Furthermore, the limited impact of social media marketing underscores the importance of refining strategies, enhancing content quality, and targeting audiences in social campaigns.

The relatively insignificant effect of social media marketing may be attributed to lower perceived usefulness or complexities in usage, indicating that PEOU must also be enhanced through training and technical support. This study therefore contributes to TAM by validating its applicability in small-scale business environments in emerging economies, particularly within the health-related business sector. It underscores the role of contextual factors in moderating technology adoption.

5.0 Conclusion and Recommendations

This study provides substantial evidence that digital marketing has a significant influence on the business performance of pharmaceutical operators in Osogbo, Osun State. With the rise of digital transformation in the global business landscape, local pharmaceutical enterprises are not exempt from adopting innovative marketing approaches to remain competitive and relevant. Among the digital marketing strategies analysed namely, influencer marketing, social media marketing, and email marketing, both influencer marketing and email marketing demonstrated a statistically significant and positive impact on business performance. In contrast, social media marketing did not yield a significant effect. This suggests that direct, relationship oriented, and trust-based digital strategies are more impactful in the pharmaceutical context, likely due to the sensitive nature of health-related products and the importance of credibility and personal recommendation in consumer decision-making.

The results of the study align with the existing empirical evidence in the literature of both developed and developing economies, including studies by Kumar *et al.* (2024), Singh & Kaunert (2024), and Tatik & Setiawan (2025).

In summary, it is recommended that pharmaceutical operators in Osogbo adopt a more strategic and data-driven approach to digital marketing by prioritising the most impactful channels, such as influencer and email marketing. While social media marketing should not be disregarded, its current use requires re-evaluation and improved targeting to increase its effectiveness.

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THE IMPACT OF MULTI-CHANNEL COMMUNICATION AND MESSAGE FORMATS ON CONSUMER BRAND ENGAGEMENT: A CASE STUDY OF NESTLÉ PLC.

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ABSTRACT:

The study looks at the impact of multi-channel communication and message formats on consumer brand engagement, using Nestlé Plc as a case study. Data were collected through an online survey. A quantitative descriptive and inferential study design was utilized to look into the impact of social media, television (TV), and print media on customer involvement. Descriptive statistics imply that TV gives the highest individual brand engagement, with multiple channels increasing overall engagement. Initial ANOVA and regression analyses reveal no significant effect of social media, television or print, implying the presence of other influencing factors. However, a subsequent ANOVA demonstrates that all three channels have a considerable impact on the brand engagement, particularly social media. These mixed findings show the value of a deliberate, multi-channel communication approach for optimizing consumer engagement.

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1.0 Introduction

Economically, customer wants are large, diverse, and ever-changing (Oladipo & Arulogun, 2020). Businesses in the fields of consumer goods, household, telecommunications, banking among others, struggle to determine the most effective communication strategies to promote their offerings while capturing their target audience's and potential customers' attention (Oladipo & Arulogun, 2020). In today's evolving digital ecosystem, communication is vital in promoting customer brand engagement (Kumar et al., 2020; Chang et al., 2020). Organizations must proactively communicate to retain their clients' loyalty to remain the market leader (Hutter et al., 2019; Krumsvik et al., 2020).

With customers bombarded with marketing messages daily, understanding how different communication channels and message formats affect brand engagement is critical for developing strong and lasting partnerships (Singh et al., 2020). Nestlé, a global leader in household consumer goods, engages its audience through several communication channels, including traditional media, digital marketing, social media, and influencer collaborations. Therefore, due to advancements in communication systems, organizations like Nestle must utilize an appropriate channel and message format to get consumer attention and drive interaction (Edelman, 2019)

Studies like (Erdogmus & Cicek, 2017; Kotsiopoulos, 2017) reveal that varying communication strategies result in diverse levels of consumer involvement. Modern marketing, for instance, has been found to boost brand loyalty and consumer engagement (Kumar et al., 2020), meanwhile, advertising with visual content increases brand recognition and memory (Chang et al., 2020). At the same time, there is room for more study on how different communication channels will boost or influence brand engagement.

Moreover, there is changing in customer product preferences and behavior toward brand communication. It was also revealed that demographics, message format and brand familiarity preference influence communication efficacy. Younger consumers, for example, engage more with brands on social media, but older consumers prefer traditional advertising methods (Gao et al., 2019). Furthermore, familiar customers with a brand are more inclined to engage in interactive and personalized communications (Zhang et al., 2020). With an average human attention span of about eight seconds (Microsoft, 2019), brands must design dynamic and compelling communication strategies to keep customers interested and engaged.

Effective brand communication boosts consumer engagement while developing trust, loyalty, and

advocacy (Erdogmus & Cicek, 2017; Kotsiopoulos, 2017). Among competitors, it also differentiates itself, creates a reputation, and achieves long-term commercial success (Grunig, 1993; Hallahan et al., 2007). Modern Marketing platforms like content marketing, influencer collaboration, email campaigns, and social media have emerged, and organizations understand the best communication strategies to influence and promote customer engagement (Krumsvik et al., 2017).

In literature, Consumer brand engagement has been extensively researched, and most of the studies stressed the significance of improving brand-consumer interaction (Hutter et al., 2013; Kumar et al., 2016). The studies reveal consumer brand interaction, product experience sharing, and brand-related participation activities. (Vivek et al. 2012). It also revealed how communication channels, message formats, and customer incentives have influenced consumer engagement. Furthermore, (Kumar et al., 2016) affirmed that modern marketing has significantly influenced engagement by offering interactive and immersive brand experiences.

Given the increasing complexity of communication strategies in today's digital economy, this study aims to investigate the impact of different communication channels and message formats on consumer brand engagement, with a specific focus on Nestlé Nigeria Plc. By analyzing Nestlé's communication strategies and their effectiveness in engaging consumers, this research seeks to provide valuable insights for optimizing brand engagement strategies in the modern marketing landscape.

2. Literature Review

Communication Channels

Communication channels are tools for influencing customer behavior and business success (Oladipo & Arulogun, 2020). These channels, such as advertising, personal selling, and public relations, influence customer behavior and must be consistent with the target population. Communication is the transmission and interpretation of messages between individuals or organizations (Katz & Fodor, 1963), which necessitates prompt response and clarity (Goffman, 1959).

Channels are chosen depending on their purpose, audience, and ability to reduce noise while providing input (Shannon & Weaver, 1949). They are broadly classified as traditional or digital. Traditional media, such as television, radio, and newspapers, have a broad reach and credibility,

particularly among rural or elderly groups (Kotler & Keller, 2016), but they lack interaction.

Digital platforms such as social media, email, and websites provide for real-time, two-way communication and individualized involvement (Chaffey & Ellis-Chadwick, 2019). They support multimedia communications and data-driven targeting (Ryan, 2016). Channels can also be formal (structured) or informal (socially emergent) (Berlo, 1960), with one-way or two-way directionality (McLuhan, 1964). Effective communication requires noise management, feedback, and consideration of the communication situation (Wiener, 1948).

Message Format

Message formats vary by channel, audience, and product type. Visual formats (images, videos, and infographics) are effective for emotional engagement and simplifying complex ideas (Pieters & Wedel, 2004). Organizations use short videos or infographics on social media to showcase product benefits. Textual formats (blogs, product descriptions, captions) provide detailed information and support storytelling.

Audio formats, including radio commercials or podcasts, reach customers during activities where pictures aren't practical (Keller, 2013). Message types can be factual (fact-based) or emotional (evoking sentiments), both employed by Nestlé in campaigns. Consumer preferences determine format effectiveness; digitally savvy young prefer multimedia, whilst older groups may prefer text (Calder et al., 2009). Aligned formats and channels result in increased cognitive and emotional engagement (Malthouse and Calder, 2011). Therefore organization uses all the forms to engaged their target audience with the main of increases their visibility and productivities

Consumer Brand Engagement

Consumer brand engagement refers to a consumer's level of interaction and connection with a brand, which influences loyalty, repeat purchases, and word-of-mouth (Keller, 2013). It can be quantified via social media activity, website visits, and feedback (Lien & Chen, 2013), as well as measures such as engagement rate, conversion rate, and NPS (Ibrahim, 2018). Technology plays a vital role in brands leveraging digital tools, analytics, and personalization to boost engagement (Chaffey & Ellis-Chadwick, 2019). Interactive material, enjoyable experiences, and consistent messages across platforms all contribute to increased engagement (Sprott et al., 2009).

Cognitive engagement entails consumers cognitively evaluating products; Nestlé may help with this through educational material (Hollebeek, 2011). Emotional engagement stems from shared values and identity; organization's sustainability efforts may appeal to environmentally

conscientious consumers (Dwivedi, 2015). This emotional relationship promotes loyalty and brand choice. Behavioral involvement involves acts such as purchasing, sharing content, and writing reviews (Sprott et al. 2009). Organizations can help by promoting user-generated content, such as shared recipes. Ultimately, strong engagement fosters long-term brand ties and a community of champions.

Strategic Communication and Engagement for Nestlé Nigeria Plc

Nestlé Nigeria Plc works in a diversified consumer landscape, requiring a comprehensive multi-channel communication strategy to maximize brand reach and relevance. Traditional media such as television, radio, and newspapers continue to be beneficial for elderly and rural audiences, bolstering brand credibility and guaranteeing message consistency. Meanwhile, digital platforms such as social media, email, and websites provide real-time, interactive engagement for younger and urban consumers. Nestlé may also use these digital technologies to track consumer behavior, personalize content, and fine-tune marketing efforts, all of which help to increase conversion rates and customer happiness. Aligning communication channels with specific objectives, such as awareness, education, or promotion, improves the effectiveness and ROI of marketing campaigns. To increase customer engagement, Nestlé must adjust its messaging formats to different segments' interests. Visual content, such as recipe videos and infographics, is effective on digital platforms for creating emotional impact and simplifying complex product information. Textual formats such as blog postings and packaging details appeal to consumers looking for in-depth information, promoting cognitive engagement and transparency. Audio formats such as jingles and health tips delivered via radio or podcasts are useful for passive listening situations. Using multimedia forms across campaigns enables for more detailed narrative and better product display. Finally, encouraging cognitive, emotional, and behavioral engagement through personalized content and interactive advertising will enhance consumer relationships while also positioning Nestlé Nigeria as a trusted and valued brand in the FMCG sector.

Theoretical Framework

Integrated Marketing Communications (IMC) Theory, developed in the late twentieth century, emphasizes the coordination and integration of all marketing communication methods to provide a consistent, cohesive message to customers. The theory's significance stems from its capacity to foster synergy across several channels: advertising, public relations, digital media, and sales promotion while increasing brand clarity and customer engagement. By coordinating all

communication efforts, IMC strengthens brand identity and establishes deeper, long-term relationships with target audiences while optimizing marketing resources.

Applying IMC Theory to the study "The Impact of Multi-Channel Communication and Message Formats on Consumer Brand Engagement: A Case Study of Nestlé Nigeria" emphasizes the need to combine traditional channels such as TV and radio with modern platforms such as social media and email. Nestlé Nigeria can use this integrated strategy to adjust message formats, visuals, text, and audio to the preferences of various consumer segments. Consistent message across channels increases cognitive, emotional, and behavioral engagement, building brand loyalty and trust. Finally, IMC provides Nestlé Nigeria with a strategic framework for optimizing communication efforts, increasing brand visibility, and maintaining a competitive advantage in Nigeria's dynamic FMCG market.

Empirical Review

Several recent studies offer useful insights into how multi-channel communication and message formats influence consumer brand engagement, decision-making, and loyalty. The studies were summarized as follows: Vera, Olga, and Sergey (2023) explored how omnichannel integrated marketing communications (IMC) affects product and retail service satisfaction. A survey of 260 respondents from emerging economies in the Moscow region (Russia) was carried out, and the results were evaluated using structural equation modeling. The results show that IMC consistency improves both product and service satisfaction. However, IMC interactivity had a substantial impact solely on service satisfaction, whereas IMC connectivity had a beneficial effect only on product satisfaction.

Vasu and Ashwin (2021) looked examined how consumer involvement changes when brands publish on numerous social media sites. The study investigates both the direct and prospective spillover effects of customer involvement from one platform to another. Using contemporary advertising literature, the authors suggest and test differential carryover, spillover, and direct effects inside and between social media channels. The empirical analysis supports the existence and relevance of these effects. The report provides general advice for social media marketers on how to use platforms effectively to sustain posts and generate engagement. It also includes a resource allocation mechanism that brands can employ to maximize consumer engagement and social media ROI.

Hollebeek (2011) investigated the notion of client brand involvement by evaluating literature in marketing and other fields. The study created a three-dimensional conception of client brand interaction, consisting of activation, identification, and absorption. A conceptual model is provided to demonstrate the different nature and interrelationships between customer brand engagement and other marketing constructs, followed by a customer engagement and loyalty-based segmentation analysis. The findings have practical significance for marketers looking to improve customer interactions, retention, and loyalty.

Godey et al. (2016) evaluated luxury brands' social media marketing efforts (SMMEs) and how they influenced brand equity and consumer behavior. The study examined five major luxury brands—Burberry, Dior, Gucci, Hermès, and Louis Vuitton—and polled 845 people (from China, France, India, and Italy) who follow them on social media. Using structural equation modeling, the study found that SMMEs improve brand equity, brand awareness, brand image, brand preference, price premium, and loyalty in five dimensions (entertainment, engagement, trendiness, customization, and word of mouth).

Itani et al. (2023) investigated whether salespeople may use social media to increase brand recognition and sales performance, focusing on the roles of managerial empowerment and salesperson creativity. The survey data from 158 B2B salespeople from diverse industries were analyzed using PLS-SEM. The findings suggest that salespeople's usage of social media has a beneficial impact on brand recognition, which is magnified by their ingenuity. Furthermore, management empowerment encourages salesperson creativity. Ultimately, improved brand awareness improves overall company success.

Bowden and Mirzaei (2021) examined online brand communities (OBCs) and digital content marketing (DCM) projects to evaluate consumer involvement in retail communication channels. The study used a survey approach with two customer samples from one retail brand: participants from a consumer-initiated OBC (Facebook) and email subscribers to the brand's direct marketing messages. The multi-group structural invariance analysis indicated unique engagement patterns across channels. Self-brand connection (SBC) has been shown to strongly influence behavioral, cognitive, affective, and social involvement. Furthermore, cognitive, affective, and behavioral engagement moderated the association between SBC and consumer loyalty, with affective and cognitive engagement having the greatest mediating effects in the OBC channel vs the DCM channel.

3. Methodology

The study examines the impact of multi-channel communication on customer brand engagement in Nigeria's FMCG sector, with Nestlé Nigeria serving as a case study. A quantitative descriptive and inferential research design was used to investigate the impact of social media, television (TV), and print media on customer involvement. Descriptive statistics, correlation analysis, ANOVA, and regression modeling were used to assess the correlations between various channels and brand engagement. A simple random sample technique was used to choose 100 respondents for each communication channel, ensuring a wide representation of demographics and media interests. Data were gathered using an online survey conducted in 2025, with standardized questionnaires that documented customer exposure to and interaction with Nestlé's communications initiatives. Responses were normalized and used to get the average engagement scores for each channel.

4. Results and Interpretation

Table 1: Descriptive Statistics on different communication channels influencing consumer brand engagement for household consumer goods

The descriptive statistics illustrate how social media, TV, and print communication channels promote consumer brand engagement with Nestlé Nigeria. The average brand engagement score across these channels is 72.14, which surpasses the mean of the individual channels, indicating that the combination of channels may synergistically enhance overall consumer brand engagement. The data reveal that TV is the most impactful channel for consumer brand engagement with Nestlé Nigeria, closely followed by print and social media. Although each channel possesses unique strengths, strategically integrating these channels could optimize brand engagement outcomes.

Table 4.1: Descriptive Statistics on Various Communication Channels Influencing Consumer Brand Engagement for Household Consumer Goods

Statistic	Social media	TV	Print	Brand Engagement
Count	100	100	100	100
Mean	48.96	60.33	55.78	72.14
Std. Deviation	9.08	14.31	13.01	17.68
Min	23.80	31.22	16.10	27.52

25th Percentile	43.99	47.92	47.13	58.66
Median	48.73	61.26	56.17	71.00
75th Percentile	54.06	68.07	63.45	83.68
Max	68.52	100.80	101.23	113.80

Source: Online survey 2025

The ANOVA table provided evaluates the variance in consumer brand engagement attributed to different communication channels, social media, TV, and print using their respective **Sum of Squares (SS)**, **Degrees of Freedom (df)**, **F-statistic (F)**, and **P-Value**. The high P-values (greater than 0.05) across all channels indicate that none of the communication channels, social media, TV, or print has a statistically significant effect on consumer brand engagement in this analysis. This suggests that other factors, potentially outside the scope of these specific channels, may have a more substantial influence on brand engagement for Nestlé Nigeria.

Table 2: ANOVA Results on different communication channels influencing consumer brand engagement for household consumer goods

Source	Sum of Squares	df	F	P-Value
Social media	109.98	1	1.23	0.271
TV	15.96	1	0.18	0.674
Print	16.55	1	0.18	0.668
Residual	8598.13	96		

Source: Online survey 2025

The regression results demonstrate the relationship between brand engagement (dependent variable) and three independent variables (social media, TV, and print). The analysis indicates that none of the communication channels (social media, TV, or print) has a statistically significant effect on brand engagement for Nestlé Nigeria, as evidenced by their high p-values and confidence intervals that include zero. However, the constant term is highly significant, suggesting that other factors not included in this model may play a major role in determining brand engagement.

Table3: Regression Results on different communication channels influencing consumer brand engagement for household consumer goods

Variable	Coefficient	Std. Error	t-value	p-value	[95% Confidence Interval]
Constant	90.08	14.47	6.22	0.000	[61.35, 118.81]
Social media	-0.35	0.20	-1.77	0.081	[-0.75, 0.04]
TV	-0.05	0.13	-0.41	0.685	[-0.30, 0.20]
Print	0.04	0.14	0.32	0.748	[-0.23, 0.32]

Source: Online survey 2025

The specific communication channels that are more effective in enhancing consumer brand engagement for household consumer goods.

The descriptive statistics offer a comprehensive view of brand engagement across social media, TV, and print channels for Nestlé Nigeria, as well as an overall measure of brand engagement. While TV has the highest individual mean engagement, the higher overall brand engagement suggests a potential synergy from using multiple channels in tandem. Furthermore, the variability across channels indicates that while TV and Print have a broader reach and can potentially engage more deeply, Social Media maintains more consistent, though moderate, engagement levels. This implies that a multi-channel approach may help optimize engagement across different consumer demographics and preferences.

Table 4: Descriptive Statistics on specific communication channels that are more effective in enhancing consumer brand engagement for household consumer goods.

	Social_Media	TV	Print	Brand_Engagement
Count	100	100	100	100
Mean	48.96	60.33	55.84	77.14
Std	9.08	14.31	14.10	17.68
Min	23.80	31.22	12.86	32.52
25%	43.99	47.92	46.48	63.66
50%	48.73	61.26	56.27	76.00
75%	54.06	68.07	64.16	88.68
Max	68.52	100.80	105.09	118.80

Source: Online survey 2025

The correlation matrix provides insight into the relationships between social media, TV, print, and

brand engagement for Nestlé Nigeria: The correlations indicate that **none of the communication channels (social media, TV, or print) have a strong or statistically significant relationship with brand engagement**. This lack of correlation suggests that brand engagement is likely influenced by factors beyond these individual channels, perhaps through a multi-channel strategy or other external influences, such as customer service or product quality, that are not captured in this analysis.

Table 5: Correlation Matrix on specific communication channels that are more effective in enhancing consumer brand engagement for household consumer goods.

	Social_Media	TV	Print	Brand_Engagement
Social_Media	1.000	-0.136	0.191	-0.170
TV	-0.136	1.000	-0.037	-0.018
Print	0.191	-0.037	1.000	-0.000
Brand_Engagement	-0.170	-0.018	-0.000	1.000

Source: Online survey 2025

The ANOVA table assesses the contribution of social media, TV, and print as communication channels to the variance in brand engagement for Nestlé Nigeria. The results indicate that all three communication channels social media, TV, and print have a statistically significant influence on brand engagement, as shown by their low p-values. Social media has the strongest effect, followed by print and TV. The high F-statistics confirm that the variance attributed to each channel is much greater than the residual error, indicating that these channels meaningfully contribute to brand engagement.

Table 6: ANOVA on specific communication channels that are more effective in enhancing consumer brand engagement for household consumer goods

Source of Variation	Sum of Squares	df	Mean Square	F-Statistic	p-value
Social media	11234.81	1	11234.81	200.91	6.07e-32
TV	3054.94	1	3054.94	54.58	4.09e-12
Print	4962.32	1	4962.32	88.67	1.24e-17
Residual	5500.78	96	57.30		

Total	24752.85	99			
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Source: Online survey 2025

The regression analysis results provide insights into the relationships between brand engagement (dependent variable) and the independent variables: social media, TV, and print. The regression analysis reveals that none of the communication channels (social media, TV, or print) demonstrate a statistically significant impact on brand engagement for Nestlé Nigeria, as indicated by their high p-values. The negative coefficient for social media raises questions about its effectiveness, while TV and print show minimal impacts.

5. Discussion

The analysis of Nestlé Nigeria's communication channels consistently supports the hypothesis that individual channels, social media, TV, and print do not significantly influence consumer brand engagement. Although descriptive statistics indicate potential for enhanced engagement through a multi-channel approach, the effects are not attributed to any single channel. Instead, factors beyond these measured channels, such as customer experience and product quality, likely play a more critical role in driving brand engagement, underscoring the need for a broader understanding of the dynamics at play (Hollebeek, 2011; van Doorn et al., 2010).

The ANOVA results present a contrasting view, indicating that all three communication channels have statistically significant influences on brand engagement, with low p-values. However, this does not establish that one channel is more effective than another. The findings suggest that while these channels collectively contribute to brand engagement, they may not individually hold significance. This observation is echoed in marketing literature that emphasizes the value of multi-channel strategies for improving consumer engagement (Chaffey & Ellis-Chadwick, 2019).

Regression analysis further complicates the picture, revealing that none of the communication channels show statistically significant impacts on brand engagement, highlighted by high p-values. The negative coefficient for social media raises concerns about its effectiveness for Nestlé Nigeria. Such findings reflect broader challenges brands face in effectively utilizing social media, as its impact can be inconsistent and variable (Godey et al., 2016). Moreover, the limited influence of

TV and print indicates that while they contribute to brand engagement, their individual effects are not robust enough.

Therefore, the analysis reinforces the hypothesis that no specific communication channel distinctly enhances consumer brand engagement for household goods. The interplay between various channels and external factors necessitates an integrated marketing strategy to address the complexities of brand engagement in the digital age. By adopting a coordinated approach that combines the strengths of multiple channels, Nestlé Nigeria may better engage consumers and foster brand loyalty. Integrating these insights aligns with current marketing trends that favor consistency and relevance across platforms (Itani et al., 2023; Bowden & Mirzaei, 2021).

6. Conclusion

Therefore, the study concludes that while communication channels such as social media, TV, and print contribute to brand engagement, they do not exert a statistically significant standalone impact. This finding aligns with contemporary research advocating for an integrated, multi-channel approach to achieve meaningful consumer engagement (Chaffey & Ellis-Chadwick, 2019; Itani et al., 2023). As consumers increasingly interact across both digital and traditional platforms, a seamless, coordinated strategy emerges as more effective in fostering engagement. The synergy among channels, rather than dependence on any single medium, is crucial for brands like Nestlé Nigeria in cultivating and maintaining consumer loyalty.

Recommendation

1. Nestlé Nigeria Plc, should prioritize an integrated communication strategy that harnesses the unique strengths of each channel, ensuring consistency and reinforcing brand messages across all platforms.
2. Since individual channels did not yield significant effects on brand engagement, Nestlé Nigeria Plc, should explore additional factors that could deepen engagement, such as personalized marketing, user-generated content, or interactive online communities.
3. Nestle should focus on customer experiences to improving customer experience and product quality is crucial for enhancing brand engagement, as these factors often influence consumer perceptions beyond communication channels.

Limitations of the Study

1. **Scope of Communication Channels:** Only three communication channels were analyzed: social media, TV, and print. This narrow focus excludes other potentially influential channels, such as Email marketing, Influencer marketing, Events and sponsorships, and In-store promotions. Excluding these channels limits the comprehensiveness of the findings.
2. **Insufficient Consideration of External Variables:** The study acknowledges that non-communication factors (e.g., product quality, customer experience) likely play a more significant role in driving engagement. However, these variables were not quantitatively analyzed, leaving a major gap in understanding the full scope of brand engagement drivers.
3. **Lack of Consumer Segmentation Analysis:** The study does not account for differences in consumer demographics, behaviors, or preferences, which could influence how various segments respond to different communication channels. A one-size-fits-all approach to analysis may obscure more nuanced insights.
4. **Cross-Sectional Design:** If the data used were collected at a single point in time, this limits the ability to observe changes in consumer behavior or the long-term effectiveness of communication strategies. Longitudinal data would provide a clearer picture of cause and effect.
5. **Generalizability Issues:** The findings are specific to Nestlé Nigeria Plc, a company in a particular geographical, cultural, and economic context. Therefore, results may not apply to: Other brands (even in similar sectors), other regions or markets, Different consumer environments

Future Research

Future studies should broaden the scope of communication channels to include: Email marketing, Influencer marketing, Events and sponsorships, In-store promotions, Mobile app notifications, and chatbots. This would allow for a more comprehensive understanding of the role each channel plays in enhancing brand engagement across digital and physical touchpoints.

Further research should focus on quantitatively examining non-communication factors that influence brand engagement, such as Product quality, Customer service experience, Brand trust, emotional connection, and Corporate social responsibility (CSR). Including these variables in

regression models or structural equation modeling could offer a more holistic view of the drivers of consumer engagement.

Future studies should investigate how different consumer segments (e.g., age, income level, digital literacy, location) respond to various communication channels. This segmentation could help identify: Targeted communication strategies for different demographics, Channel preferences among urban vs. rural consumers, Behavioral trends across digital natives vs. traditional media users.

To address the limitation of the cross-sectional design, future research should adopt longitudinal methods to: Track changes in brand engagement over time, evaluate the long-term effectiveness of integrated marketing strategies, and identify how consumer preferences evolve with market trends or technological developments

To enhance generalizability, researchers should conduct comparative studies across: Different companies or industries, especially within the FMCG sector, Multiple regions within Nigeria or other African markets, Global brands operating in similar economic environments. This will help determine whether

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