

## **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; Kotsopoulos, 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; Kotsopoulos, 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 engage 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
<b>Count</b>	100	100	100	100
<b>Mean</b>	48.96	60.33	55.84	77.14
<b>Std</b>	9.08	14.31	14.10	17.68
<b>Min</b>	23.80	31.22	12.86	32.52
<b>25%</b>	43.99	47.92	46.48	63.66
<b>50%</b>	48.73	61.26	56.27	76.00
<b>75%</b>	54.06	68.07	64.16	88.68
<b>Max</b>	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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