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VIDEO MARKETING STRATEGY AND ITS IMPACT ON SALES PERFORMANCE AT NESTLE NIGERIA PLC

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Abstract

The study examines the effect of video marketing strategies on sales performance of Nestle Nigeria PLC. It investigates explainer videos and customer testimonials as strategies for improved sales performance. Nestle Nigeria PLC, a leading food and beverage company in Nigeria, has adopted digitalisation as part of its marketing strategy to sustain its market leadership. Video marketing is the combination of both audio and visual elements to develop brand awareness. The study seeks to establish whether explainer videos impact buying behaviour of the consumers and whether customer testimonials increase the awareness of Nestle products among the consumers. The study employs a quantitative research design. The study population consisted of 150 employees randomly selected from the marketing and the sales departments of Nestle Nigeria. Regression analysis and the Spearman Rho correlation were used to determine the relationship between video marketing strategies and sales performance. The results show that there is a significant positive correlation between the use of explainer videos and the buying behaviour of the consumers and that of customer testimonials and consumers' awareness of the products of Nestle Nigeria. This establishes that the use of explainer videos, as well as customer testimonials, contributed to Nestle Nigeria's sales performance and consumer awareness. The study recommends that Nestle Nigeria should increase the use of explainer videos to simplify the information given to the consumers, and customer testimonials to build consumers' trust in the products. The use of these strategies has been effective in increasing the awareness of Nestle's products and products sales.

Keyword: Video Marketing, Sales Performance, Ex-plainer Video, Customer Testimonial

1. Introduction

Since digital media has become an integral part of the world of today, many companies have maximised their consumer base with video marketing. Buco (2024) argues that video marketing is used by companies as a tool of communication, consumer engagement, building a brand, and generation of sales, rather than an add-on.

Video is a direct way to express messages and show consumers how to use products or take instructions. Businesses can build a more direct link with their audience by sharing brand values, stories and visions.

According to Akpor et al (2024) Nestle Nigeria PLC is a pioneer in the food and beverage industry in Nigeria. Jain and Jain (2024) notes that Nestle Nigeria has

undergone a major transformation to maintain its market leadership in the sector by adopting a new digital strategy where video marketing is at the centre. Similarly, Salim and Issa (2024) argue that Nestle is not the only one who has adopted the use of multimedia trends to reach consumers in the world of today who are dominated by social media.

Eze, Inyama and Ezugwu (2024) provide an explanatory analysis of the Nigerian FMCG sector, illustrating how big companies like Nestle, Unilever and Nigerian Breweries performed differently during the period. They conclude that market strategy, consumer taste and macro-economic condition significantly determine the performance of the companies under study. Ogundare (2024) affirms that macroeconomic factors like inflation and supply chain constraints influence the performance of companies in this sector. For instance, Maji, Laha, and Sur (2024) propose that Nestle's superior revenue growth of 27.3% in 2023 can be attributed to effective market strategies, compared to Unilever (9.3%) and PZ Cussons (6%).

Aryeetey, Baffour, and Turkson (2021) view Nestle Nigeria's higher profitability (N48.9 billion) because of better cost management and strategic positioning in the food and beverage category, outperforming competitors like Unilever and Cadbury. Temitayo (2024) says that although Nigerian Breweries recorded higher revenue than Nestle, their profitability lagged due to the niche market segment they occupy, requiring the acquisition of foreign brands to maintain their position. Elliott, Truman, and LeBel (2024) suggest that Nestle's marketing strategies, such as video marketing, have contributed to its sustained leadership and ability to resonate with consumers.

Okafor and Chia (2024) discuss the notable lack of empirical studies exploring the direct impact of video marketing strategies on sales performance in the Nigerian market, particularly within the FMCG sector. Odira and Onyia (2023) assert that most existing studies focus broadly on digital marketing but fail to analyze the specific role of video content, such as explainer

videos and customer testimonials, in shaping consumer purchasing decisions. This study intends to fill that gap by providing insights into how Nestle Nigeria PLC's use of video marketing influences consumer purchase behavior and sales performance.

The aim of this study is to analyze the effectiveness of the video marketing strategies on the sales performance of Nestle Nigeria Plc.

- i. To examine the impact of ex-plainer video on consumer buying behavior in Nigeria
- ii. To assess how customer testimonial impact consumer product awareness in Nigeria

Hypotheses

- HO1: Explainer video does not have a significant impact on consumer buying behavior in Nigeria.
- HO2: A Customer testimonial does not significantly influence consumer product awareness in Nigeria.

2. Literature Review

With the emergence of digital platforms, the way organisations interact with customers has been transformed, and video marketing has become a dominant strategy because of this. Firmly grounded on the Technology Acceptance Model (TAM), this transformation illustrates how advancements in digital innovations, such as videos, improve the consumer experience by enhancing the ease of use, interactivity and participation (Davis, 1989). Through its immersive and engaging nature, video marketing helps organisations present sophisticated features of their products clearly and immersive, which is essential for influencing customer behaviour, creating brand awareness and boosting sales (Kotleer, Kartajaya & Setiawan, 2023).

Part of this process is accomplished by explainer videos, which utilise the central processing route of the Elaboration Likelihood Model (ELM) to provide detailed information to support informed consumer purchasing decisions (Ibrahim, Sarfo & burnett, 2024).

Other parts of this process are accomplished by customer testimonials, which utilise the peripheral route of persuasion to support product awareness through the trust and credibility of customers. As conceptualised above, this study reviews the effect of video marketing strategies – explainer and customer testimonials – while framing the theoretical framework of Technology Acceptance Model (TAM) and ELM.

Video Marketing Strategies

Video marketing is a cornerstone of digital marketing strategies. Companies across various sectors, including fast-moving consumer goods (FMCG) adopts video marketing to enhance brand visibility, influence consumer behavior, and drive sales. Tongoi (2023) supports the view that video marketing is essential for companies in various sectors, including FMCG, to enhance brand visibility and drive sales. Like Tongoi's findings, Sakas et al. (2024) agrees with the idea that video marketing simplifies complex messages in an engaging way.

Explainer Videos

In Nigeria, where cultural and economic factors impact consumer preference, explainer videos have come to the fore in fast-moving consumer goods (FMCG) sectors. Explainer videos are short animated or live-action videos that seek to inform consumers about products or services in a fun and exploratory manner. Gallucio (2023) shares the observation that explainer videos reduce cognitive load and enhance consumer understanding by breaking down complex information. In contrast with conventional advertising, explainer videos provide a more educational and transparent approach to engaging with the audience. Nwarize (2023) echoes this perspective by stating that explainer videos bridge the gap between brands and consumers, especially in the Nigerian FMCG market, where misinformation is prevalent. Laas (2023) correlates the use of explainer videos with increased consumer confidence, leading to higher purchase intent, which agrees with the notion that these videos simplify Nestle's product portfolio and help address concerns over product misinformation. Related to this, explainer

videos also help mitigate trust issues in emerging markets like Nigeria, where consumers are becoming more discerning about product quality.

Customer testimonial

Customer testimonials, another critical video marketing strategy, leverage social proof to build trust and credibility. Studies have shown that consumers are more likely to purchase a product when they see others endorsing it (Ilsha, Malviya & Vidani, 2024). In Nigeria, where word-of-mouth remains a powerful marketing tool, customer testimonials amplify a brand's reach by creating relatable and authentic connections with the target audience (Ukaegbu, Ijeoma & Ebiwari, 2024).

Sales Performance

Sales performance is a critical metric for assessing the success of a company's marketing and operational strategies. Sales performance reflects the effectiveness of a business in converting marketing efforts into tangible revenue (Stengal, Lamberton & Favaro, 2023). Sales performance is influenced by internal and external factors, including market conditions, customer preferences, competitive strategies, and economic stability (Albiansyah & Belgiawan, 2023). While sales performance is traditionally measured by revenue growth, market share, and profitability, a critical analysis reveals that these metrics are not always comprehensive indicators of long-term success. Several underlying factors must be considered to truly understand and improve sales performance. Sale performance in this study is looked from consumer buying behaviour and Consumer product awareness.

Consumer Buying Behavior

One of the primary drivers of sales performance is consumer behavior, which is shaped by product perception, brand loyalty, and market trends (Claro, Ramos & Palmater, 2024). Consumer buying behavior refers to the decision-making process that individuals go through when purchasing goods or services (Monday, 2024). Effective marketing strategies, particularly those that leverage digital platforms such as video marketing, significantly enhance sales

performance by influencing consumer purchasing decisions (Sanbella, Van Versie & Audiah, 2024). For instance, Nestle Nigeria's use of explainer videos and customer testimonials has been found to increase consumer trust and product awareness, which in turn drives sales. In the case of Nestle Nigeria Plc, analyzing how consumers make purchase decisions provide valuable insights into the effectiveness of video marketing strategies like explainer videos and customer testimonials.

Consumer Product Awareness

Consumer product awareness refers to the extent to which potential customers recognize, recall, and understand a product or brand (Ismalia, Rahim & Osman, 2024). It plays a pivotal role in shaping consumer buying behavior, influencing their preferences, and ultimately driving sales performance. Several factors contribute to the development of consumer product awareness, including advertising, word-of-mouth, brand visibility, and digital marketing (Abdullah et al 2023). Studies show that consumers now prefer more engaging and interactive content, such as videos, to understand products and their benefits (Abdullah et. al, 2023). Therefore, video marketing has emerged as a key tool for companies to create lasting impressions on consumers, particularly through platforms like YouTube, Instagram, and Facebook. Nestle Nigeria, for example, boosts product awareness by maintaining a presence across multiple platforms, from traditional grocery stores to digital marketplaces and social media. Ensuring that a product is visible across multiple platforms is key to building product awareness.

Ex-plainer video and consumer buying behavior in Nigeria

Lephoko, (2023) conducted a research study to determine how explainer videos influence consumer purchasing decisions in Nigeria's fast-moving consumer goods (FMCG) sector. Using a survey approach, the researchers distributed questionnaires to 500 consumers in Nigeria who had recently dealt with brands that use explainer videos as part of their

marketing campaigns. The survey results indicated that 67% of the respondents indicated that they are more likely to purchase a product after watching an explainer video more than the traditional text-based description. Explainer videos were especially useful in improving how consumers understood complex products and services.

Yaboah et al. (2023) Applying social presence theory to determine consumer engagement online among the emerging. The researchers used an explanatory sequential-explanatory research procedure by employing an online survey and focus group discussions with 300 retail consumers in Lagos. The research revealed that explainer videos were effective in consumer engagement as 60 per cent of the consumers insisted that they were more likely to follow the brand on social media or enquire about the product.

Ahmed (2024) aimed to assess the role of explainer videos in promoting high-tech products in Nigeria, focusing on how these videos influence consumer comprehension and decision-making. In this research, Ahmed (2024) was interested in investigating the impact of explainer videos on the promotion of high-tech products in Nigeria, considering their role in assisting consumers in understanding and making purchasing decisions. His experimental design was to show explainer video clips of electronic gadgets to 200 consumers and follow up with the questionnaires that assessed their comprehension of the product and intention to buy. The research established that products promoted with explainer videos gained an 80% increase in consumer interest, with those having complex features as the highest gainers. The videos demystified technical jargon, leading to a clear understanding of the products' functionalities.

In their study, Olaniyi et al (2024) investigated the use of explainer videos on consumer behaviour in Nigeria's automotive industry and its impact on the understanding and purchase decision of the product. The study utilised in-depth interview and survey methodology on 400 prospective car buyers in Nigeria (both urban and rural). The study showed that 72% of

the consumers prefer to watch explainer videos before purchasing a product. The reason stated was that the videos gave an insightful comparison of a vehicle's features and functionalities.

Olu-Steven (2023) examined the influence of digital video content, specifically explainer videos, on consumer trust, particularly the Nigerian fintech sector. The study polled 250 fintech users who engaged with explainer videos on products such as mobile banking apps and investment platforms. The study found that 64 per cent of respondents were more likely to trust a financial product after watching an explainer video that checked their concerns and demonstrated the product's credibility.

Obisesan (2023) investigated the way explainer videos influence user's perception about the telecoms industry and consumer market from the sociological perspective. The study was based on qualitative research using focus groups of 150 telecom users who watched explainer videos of leading telecom companies and assessed their reactions to the video. As a result, the researcher found out that the brands that use explainer videos create the positive image of the company as innovative and transparent to their consumers. People who watched explainer videos were more likely to consider the company as customer oriented.

Customer testimonial and consumer product awareness in Nigeria

Adigwe et al (2024), examined the role of customer testimonials in building consumer product awareness in Nigeria's retail sector. Utilizing a mixed-method approach, the researchers combined online surveys with focus group discussions involving 400 retail consumers in Lagos. Their findings indicated that 65% of participants felt more confident in their product knowledge after viewing customer testimonials, which enhanced their awareness of product features and benefits. The study concluded that customer testimonials play a crucial role in educating consumers, particularly when the testimonials come from relatable

and credible individuals, thus fostering a deeper understanding of the product.

Ahmed (2024) focused on the influence of customer testimonials in raising awareness of high-tech products in Nigeria. The research adopted an experimental design, where 300 participants were shown customer testimonials of various electronic gadgets, followed by a questionnaire assessing their product awareness and trust in the brand. The results showed that consumer awareness of complex product features increased by 75% after viewing testimonials, as the experiences shared by real customers simplified technical jargon.

In another study, Olaniyi et al (2024) explored how customer testimonials influence product awareness in Nigeria's automotive industry. The researchers employed a survey methodology, gathering responses from 500 potential car buyers who had viewed testimonials about various vehicle brands. The study found that 68% of consumers reported an increase in product awareness, particularly in terms of understanding the features, performance, and reliability of vehicles, after watching customer testimonials.

Olu-Steven (2023) examined the impact of customer testimonials on product awareness in Nigeria's fintech industry. The study surveyed 200 fintech users who had interacted with customer testimonials from mobile banking and investment platforms. The findings indicated that 62% of respondents reported a higher awareness of fintech products after viewing customer testimonials. This increase in awareness was linked to the trust and credibility established through real user experiences. The study concluded that customer testimonials are critical for boosting consumer product awareness, especially in industries where trust and reliability are key concerns.

3. Methods

This study employs a quantitative research design to evaluate the impact of video marketing strategies on sales performance at Nestle Nigeria PLC. This design allows for objective and generalizable conclusions

about how these strategies affect consumer behavior and sales performance. Data was collected using a structured survey administered to a sample of 150 employees from Nestle Nigeria's marketing and sales departments, chosen randomly from a total workforce of approximately 2,200 employees. Of the 150 surveyed, 114 responded, resulting in a 76% response rate. The data analysis involved both descriptive and inferential statistical techniques. Descriptive statistics, including means, were used to summarize survey responses, while multiple regression analysis assessed the relationship between video marketing strategies and sales performance metrics such as consumer buying behavior and product awareness. SPSS software version 25 was used for hypothesis testing. To ensure the reliability of the survey instrument, a pilot test was conducted with 20 staff members not included in the final sample, yielding a Cronbach's alpha coefficient of

0.85, which indicates high internal consistency. Additionally, marketing experts reviewed the survey to confirm that it accurately measured the impact of video marketing strategies on sales performance.

4. Results and Discussions

Spearman Rho Correlation coefficient was done using the Statistical Package for Social Sciences (SPSS) software version 25 for Windows to test for the hypotheses. Bivariate analysis was done to know if there exist any statistically significant relationship between the variables. The tables below illustrates how the variables correlate with each other.

HO1: Explainer video does not have a significant impact on consumer buying behavior in Nigeria.

Table 1: Correlations of explainer Video and consumer buying behaviour

			Explainer Video	Consumer Buying Behaviour
Spearman 's rho	Explaine r Video	Correlation	1.000	.548**
		Sig. (2-tailed)	.	.000
		N	114	114
	Consume r Buying Behavio ur	Correlation	.548**	1.000
		Sig. (2-tailed)	.000	.
		N	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS version (2024)

From table 1 above, if we look at the plotted value below, there is a statistically significant positive relationship between explainer videos and consumer buying behaviour with correlation coefficient 0.548, significance level of $p < 0.01$. Therefore, we reject the null hypothesis (HO1), which states that explainer videos have no significant effect on consumer buying behaviour. This is because the significant correlation coefficient proves that explainer videos do contribute to

consumer buying behaviour in a meaningful way. This shows that consumer purchasing decision is greatly influenced by explainer videos in Nigeria, therefore the initial hypothesis that there is no significant effect of explainer videos on consumer buying behaviour was wrong.

HO2: A Customer testimonial does not significantly influence consumer product awareness in Nigeria.

Table 2: correlations of customer testimonial and consumer product awareness

			Customer Testimonial	Consumer Product Awareness
Spearman's rho	Customer Testimonial	Correlation Coefficient	1.000	.607**
		Sig. (2-tailed)	.	.000
		N	114	114
	Consumer Product Awareness	Correlation Coefficient	.607**	1.000
		Sig. (2-tailed)	.000	.
		N	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS version (2024)

Table 2 above indicates the correlation coefficient r of 0.607 between the customer testimonials and the consumer product awareness is a statistically significant correlation at the 0.01 level. This indicates a high positive correlation between customer testimonials and consumer product awareness. It means that the more the level of customer testimonials, the more the level of consumer awareness of the product tends to increase. The data shows that the customer testimonials have a huge effect on the enhancement of consumer product awareness. That is, the use of effective customer testimonials in marketing strategies can significantly increase consumer awareness of the product.

4.1 Discussion of Findings

The study shows that explainer videos are not merely one of the marketing tools in influencing consumer behaviour. This is supported by Ibeh et al (2024) who proved that explainer videos significantly influence consumer purchase behaviour in the fast-moving consumer goods (FMCG) sector in Nigeria. Their studies particularly indicated the role of explainer videos in simplifying product information to aid consumer recollection which is consistent with your study and a strong case for explainer videos to increase consumer knowledge and consequently sales. Similarly, Adigwe et al (2024) reported that explainer videos significantly influence consumer engagement in the retail sector in Nigeria.

Furthermore, the study shows that there is a close positive relationship ($r = 0.607$) between the number of customers' testimonials and the consumers' awareness about the product. This finding is consistent with Ahmed (2024) who examined high-tech products. According to the researcher, customer testimonials increased consumers' awareness about complex features by 75%. The study showed that testimonials helped to simplify technical terminologies and consequently improved consumers' awareness. Also, Olaniyi et al (2024) conducted a study on the automobile industry. The study revealed that 68 per cent of prospective car buyers have an increased awareness about car features and performance after viewing customer testimonials. The study concluded that testimonials provide firsthand and credible information capable of increasing consumer awareness.

5. Conclusion and Recommendations

The sales performance at Nestle Nigeria PLC was greatly impacted by the video marketing strategies deployed because digital media holds utmost importance in modern marketing campaigns. Using correlation analysis, it was discovered that there is a moderately significant positive relationship exist between the explainer videos, customer testimonial, consumer buying behaviour and customer product awareness. This implies that both variables have a meaningful effect on consumer purchase behaviour customer product awareness. In conclusion, the video marketing strategies deployed by Nestle Nigeria PLC

had a positive impact on sales performance. The explainer videos can be used to explain complicated product information to consumers in a simple way and increase their understanding of the product information which in turn affect their purchasing decisions. On the other hand, customer testimonials can be used to share information about the product from the perspective of satisfied customers' experiences and increase product awareness and build the confidence of consumers on the product. Bases on these findings and conclusion, the study recommend that:

- i. Nestle Nigeria PLC should increase the quantity and distribution of explainer videos, which highlight the key features, benefits and usage guides, because explainer videos only enhance the consumers' understanding of the product making it easier for them to make appropriate purchase decisions. By increasing the number and reach of these videos, it will further exploit these benefits and help in making more sales.
- ii. Also, Nestle Nigeria PLC should include more customer testimonials (real experience and success stories with their products) in their video marketing to enhance their trust and credibility.

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