



Veritatis Gaudium:

Multidisciplinary Journal of Postgraduate Studies

College of Postgraduate Studies,

Veritas University, Abuja, Nigeria

ISSN: 3043 - 5285

Volume 1, Number 3, July Special Edition, 2026

DOI: 10.13140/RG.2.2.27309.45286

**ADVERTISING APPEALS, PURCHASE DECISIONS,
AND BRAND ENGAGEMENT IN NIGERIA'S FMCG SECTOR- A STUDY
OF PEPSI AND INDOMIE VIDEO CAMPAIGNS**

Chidi Onwumere, Joan Hassan, PhD and Muhammad H. Sani, PhD

Department of Mass Communication, Faculty of Management and Social Sciences,

Baze University, Abuja

Chidi8186@bazeuniversity.edu.ng

Abstract

The fast-moving consumer goods (FMCG) sector in Nigeria has increasingly adopted video advertising as a strategic tool for brand engagement and sales generation. However, the specific advertising appeals that resonate with Nigerian consumers and the extent to which brand engagement translates into sales performance remain underexplored. This study investigates three critical dimensions of video advertising effectiveness: the types of advertising appeals that resonate with consumers, the influence of video advertisements on purchase decisions, and whether brand engagement translates to sales performance. Focusing on Pepsi's "Big Big Tinz" campaign featuring Pheelz and Indomie's reinvented "Mama Do Good" campaign, the research draws on survey data from 1,097 consumers across six commercial hubs in South-West Nigeria. The findings reveal that emotional and culturally resonant appeals significantly outperform functional and celebrity-driven appeals in generating consumer engagement and purchase intention. Indomie's family-oriented, emotionally driven content recorded higher purchase likelihood and stronger engagement-to-sales translation compared to Pepsi's celebrity- and entertainment-focused advertisement. Regression analysis confirmed that brand engagement significantly predicts sales performance for both brands, with Indomie demonstrating substantially stronger predictive power ($R^2 = 42.4\%$) compared to Pepsi ($R^2 = 28.7\%$). The study concludes that engagement functions as a critical mediating mechanism between advertising exposure and purchase behaviour, and that culturally grounded emotional appeals are most effective in the Nigerian FMCG context.

Keywords: Advertising Appeals, Purchase Decisions, Brand Engagement, Sales Performance, Video Advertising, FMCG, Nigeria, Pepsi, Indomie

Introduction

The Fast-Moving Consumer Goods (FMCG) sector in Nigeria represents a vital component of the national economy, characterized by intense competition and rapid digital transformation (Ogunlela & Lekhanya, 2016; Adekujajo et al., 2023). In this dynamic environment, video advertising has emerged as a powerful tool for brands seeking to capture consumer attention, foster engagement, and drive sales performance (Wang et al., 2016; Stewart et al., 2019). The multimodal nature of video advertising—combining visual, auditory, and narrative elements—enables brands to create immersive experiences that resonate with consumers on both cognitive and emotional levels (Yang & Kang, 2021; Coker et al., 2021).

Despite substantial investments in video advertising by FMCG brands in Nigeria, significant gaps remain in understanding what types of advertising appeals are most effective, how these advertisements influence purchase decisions, and whether the engagement they generate translates into measurable sales outcomes (Chen, 2021; Mpuon et al., 2023). These questions are particularly critical in the Nigerian context, where cultural diversity, socioeconomic disparities, and evolving media consumption patterns create unique challenges and opportunities for advertisers (Simon, 2021; Oluwagbami & Akintayo, 2022).

This study addresses these gaps by examining three interconnected objectives:

1. Identifying the types of advertising appeals in Pepsi and Indomie video advertisements that resonate most with consumers in South-West Nigeria
2. Determining how Pepsi and Indomie video advertisements influence the purchase decisions of consumers in South-West Nigeria
3. Examining whether brand engagement through video advertisements translates to sales performance in South-West Nigeria

The study focuses on two prominent FMCG video campaigns that gained significant traction in Nigeria during 2024: Pepsi's "Big Big Tinz" campaign featuring the Nigerian musician Pheelz, and Indomie's reinvented "Mama Do Good" campaign. These campaigns represent contrasting approaches to video advertising—Pepsi's celebrity-driven, functional appeal versus Indomie's emotionally resonant, culturally grounded narrative—providing a valuable comparative framework for understanding advertising effectiveness in the Nigerian context.

Literature Review

2.1 Theoretical Framework

This study is grounded in three complementary theoretical frameworks: the AIDA Model, the Elaboration Likelihood Model (ELM), and Consumer Engagement Theory.

2.1.1 The AIDA Model

The AIDA Model, developed by E. St. Elmo Lewis in 1898, describes the sequential progression of consumer response to advertising: Attention, Interest, Desire, and Action (Rehman et al., 2015; Budiawan et al., 2017). According to this model, effective advertising must first capture consumer attention, then generate interest, cultivate desire, and finally prompt action. Video advertising is particularly well-suited to the AIDA framework because its multimodal nature enables seamless progression through these stages (Saxena et al., 2018; Yang et al., 2017). The model is directly relevant to understanding how advertising appeals influence purchase decisions, as different appeals may be more or less effective at different stages of the consumer journey.

2.1.2 The Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model, developed by Petty and Cacioppo (1986), explains how consumers process persuasive messages through either central or peripheral routes (Rahman, 2017; Ismagilova et al., 2021). Central route processing involves careful evaluation of message arguments

and occurs when consumers are motivated and able to process information deeply. Peripheral route processing relies on superficial cues such as celebrity endorsements, visual appeal, or emotional resonance and occurs when consumers lack motivation or ability for deep processing. The ELM is particularly relevant to understanding how different advertising appeals work: rational appeals may trigger central route processing, while emotional and celebrity appeals may trigger peripheral route processing (Zheng, 2020; Pan & Zhang, 2023).

2.1.3 Consumer Engagement Theory

Consumer Engagement Theory conceptualises engagement as a multidimensional construct encompassing cognitive, emotional, and behavioural dimensions (Hollebeek, 2011; Hollebeek et al., 2014). Cognitive engagement involves the mental investment consumers make in processing brand-related information. Emotional engagement involves the feelings and affective responses consumers have towards a brand. Behavioural engagement pertains to the actions consumers take in relation to the brand, such as purchasing, sharing content, or participating in brand-related activities (Hollebeek & Macky, 2019; Brodie et al., 2011). The theory posits that engagement serves as a mediating mechanism between advertising exposure and behavioural outcomes such as purchase intention and loyalty (Taiminen & Ranaweera, 2019; Voorveld et al., 2018).

2.2 Advertising Appeals in the Nigerian Context

Advertising appeals are the persuasive strategies embedded in advertisements designed to attract attention, evoke emotions, or stimulate consumer action (Kotler & Keller, 2016; Belch & Belch, 2021). They are broadly categorised into rational (informational) and emotional (transformational) appeals, although hybrid and culturally embedded appeals have gained prominence in recent scholarship (Hornik et al., 2017; Yousef et al., 2021).

Rational appeals focus on functional, utilitarian, and performance-related attributes of a product, emphasising features such as quality, price, efficiency, and value for money (Kotler & Armstrong, 2018). These appeals are particularly effective in situations of high consumer involvement, where individuals are motivated to process information carefully and make informed decisions (Petty & Cacioppo, 1986). In the Nigerian FMCG context, rational appeals have been shown to significantly influence purchasing behaviour, particularly when consumers are evaluating products based on utility and price sensitivity (Barbar et al., 2024; Kumar, 2013).

Emotional appeals seek to evoke affective responses such as happiness, fear, humour, love, pride, or nostalgia, thereby influencing consumer attitudes through feelings rather than logic (Holbrook & Batra, 1987). Emotional appeals are especially salient in video advertising, where visual storytelling, music, and narrative elements can create immersive experiences that resonate with audiences (Teixeira et al., 2012; Wang et al., 2016). Research has shown that emotionally engaging advertisements tend to enhance brand recall, liking, and purchase intention, particularly when they align with consumers' cultural and social identities (Tellis et al., 2019; Lee et al., 2017).

Cultural appeals are particularly important in the Nigerian advertising landscape, where advertising operates within a multicultural and highly expressive society (Akintayo, 2024). Cultural appeals draw on shared cultural symbols, language, and narratives to enhance relatability and meaning (Oyedele & Minor, 2012). Research has demonstrated that culturally adapted advertisements achieve greater persuasion and audience acceptance than those detached from local realities (Hornikx & Groot, 2017). In Nigeria, FMCG campaigns often incorporate indigenous languages, proverbs, attire, and festivals, reflecting the everyday lives of consumers (Adekuajo et al., 2023; Tejuoso et al., 2022).

Celebrity or endorsement appeals leverage the credibility, attractiveness, or popularity of public figures to enhance brand perception and influence consumer behaviour (McCracken, 1989). This type of appeal operates through source credibility and identification processes, making it particularly

effective in youth-oriented and image-driven markets (Chan et al., 2013; Raza et al., 2019). In Nigeria, where celebrity culture is vibrant, endorsements not only attract attention but also transfer perceived prestige and trust to the brand.

Research in the Nigerian context has found that emotionally and culturally resonant appeals are more effective than rational and celebrity-driven appeals (Chukwu et al., 2019; Madu & Nworie, 2022). Studies have shown that Nigerian consumers respond strongly to culturally attuned narratives that reflect shared values, traditions, and everyday experiences (Uzo & Nzegwu, 2018; Amah et al., 2017).

2.3 Video Advertising and Purchase Decisions

Video advertising influences purchase decisions through an orchestrated progression of capturing attention, deepening interest, eliciting desire, and facilitating action (Ramadhani et al., 2020; Wang et al., 2016). The multimodal nature of video advertising enables it to simultaneously activate cognitive and affective processes, making it particularly effective at each stage of the AIDA model (Ali & Baskar, 2023; Budiawan et al., 2017).

Research has shown that shorter video formats (often less than 30 seconds) improve viewer retention on digital platforms, where scrolling and multitasking are common (Parvinen et al., 2022; Raditya et al., 2020). The use of striking visuals, music, celebrity appearances, or humour has been found to arrest viewer focus and enhance attention (Budiawan et al., 2017). A balance between informativeness and entertainment produces the most favourable consumer attitudes toward video ads (Ramadhani et al., 2020; Puwandi et al., 2020).

Emotional resonance and symbolic meaning are critical for cultivating desire and brand preference (Lee et al., 2017; Tellis et al., 2019). Nigerian campaigns that celebrate national resilience (Guinness “Made of Black”) or familial bonds (Indomie’s “Mama Do Good”) transform products into identity-linked symbols, thereby making purchase feel like an expression of values rather than a mere transaction (Gómez, 2014; Amah et al., 2017).

Cumulative exposure across the AIDA stages increases the probability of action, provided the advertisement supplies clear cues and facilitates conversion (Chen et al., 2022; Liaukonytė et al., 2015). Video advertisements that combine emotional pull with explicit calls to action and seamless links to e-commerce channels are especially effective in converting intent (Parackal et al., 2022; Mpuon, 2023). Influencer endorsements and seeded campaigns can accelerate conversion by providing social proof and trust (Dost et al., 2018; Wu, 2023).

2.4 Brand Engagement and Sales Performance

The relationship between brand engagement and sales performance has attracted considerable scholarly attention, particularly as digital transformation and evolving consumer behaviours reshape marketing strategies (Karpinska-Krakowiak & Eisend, 2019; Kumar et al., 2025). Empirical research has increasingly focused on how mechanisms such as consumer engagement with brand content, emotional connection, loyalty, and interactive marketing drive tangible sales outcomes, including revenue growth, market share, and customer retention (Olaleye et al., 2025; Santos et al., 2021).

Research has demonstrated that brand engagement serves as a mediating mechanism between advertising and sales performance (Hollebeek & Macky, 2019; Taiminen & Ranaweera, 2019). Studies have found that digital engagement increases when narrative and factual qualities of content are high, and that factual information can be successfully communicated if it is integrated into a dramatic storyline (Karpinska-Krakowiak & Eisend, 2019).

In the Nigerian FMCG context, research has shown that brand familiarity, similarity, and reputation significantly influence brand trust, which in turn mediates the effect of brand extension strategies on

customer loyalty (Olaleye et al., 2025). The findings underscore that satisfaction and trust in a brand enhance the likelihood of repeat purchases, thereby directly impacting sales performance. Digital innovation, including artificial intelligence, big data analytics, and social media marketing, has been found to enhance customer engagement, improve brand reputation, and increase sales in the FMCG sector (Kumar et al., 2025).

Studies have also demonstrated that consumer engagement in social media brand communities positively affects brand trust and loyalty (Santos et al., 2021). Notably, interactive digital communities can compensate for weaker brand identification, thereby supporting sales performance through enhanced loyalty. Emotional branding and storytelling significantly increase consumer willingness to purchase, suggesting that integrating emotional narratives into advertising is a strategic tool for driving consumer behaviour and fostering brand loyalty (Dave et al., 2025).

Methodology

3.1 Research Design

This study adopted a mixed-methods research design, combining quantitative survey data with qualitative in-depth interviews. The quantitative component addressed the third and fourth research objectives (advertising appeals and purchase decisions), while both quantitative and qualitative components addressed the fifth objective (brand engagement and sales performance). The pragmatic research philosophy guided the methodological choices, enabling integration of quantitative breadth and qualitative depth (Creswell & Creswell, 2018; Morgan, 2014).

3.2 Study Location and Population

The study was conducted in South-West Nigeria, targeting six commercial hubs: Ado-Ekiti (Ekiti State), Ikeja (Lagos State), Abeokuta (Ogun State), Akure (Ondo State), Osogbo (Osun State), and Ibadan (Oyo State). These locations were selected based on their economic significance, high consumer density, and active FMCG market presence (Bryman, 2016).

The population comprised residents of these six commercial hubs, with a cumulative population of 3,179,076 based on the 2006 National Population Census (National Population Commission, 2006).

3.3 Sample Size and Sampling Technique

The sample size was determined using Taro Yamane's formula at a 3% margin of error, yielding 1,111 respondents (Yamane, 1967):

$$n = N / (1 + N \times e^2)$$

$$n = 3,179,076 / (1 + 3,179,076 \times 0.03^2)$$

$$n \approx 1,111 \text{ respondents}$$

Proportionate stratified sampling distributed the sample across the six locations based on population share, followed by systematic random sampling within each stratum (Saunders et al., 2019). For the qualitative component, nine purposively selected key informants were interviewed, including marketing managers from Pepsi and Indomie, senior agency executives, and independent creative directors (Patton, 2015).

3.4 Data Collection Instruments

Quantitative Instrument: A structured questionnaire was divided into two sections. Section A collected demographic data. Section B contained items measuring advertising appeals, purchase decisions, and brand engagement on a 5-point Likert scale. Reliability was established using Cronbach's Alpha, yielding a coefficient of 0.963, indicating excellent internal consistency (Gliem & Gliem, 2003).

Qualitative Instrument: A semi-structured interview guide containing 13 open-ended questions explored stakeholder experiences and perspectives regarding video advertising, brand engagement, and sales performance (Braun & Clarke, 2006).

3.5 Data Collection Procedure

Quantitative data were collected through face-to-face administration of questionnaires in high-traffic areas. A total of 1,111 questionnaires were distributed, of which 1,097 were completed and found usable for analysis (98.74% response rate). Qualitative data were collected through in-depth interviews conducted either in person or virtually via Zoom and Microsoft Teams. All interviews were audio-recorded and transcribed verbatim.

3.6 Data Analysis

Quantitative data were analysed using SPSS version 26. Descriptive statistics (frequencies, percentages, means, standard deviations) summarised respondents' views. Regression analysis tested the hypotheses examining the relationship between brand engagement and sales performance. Qualitative data were analysed using thematic analysis following the six-phase framework of Braun and Clarke (2006), using NVivo software.

3.7 Ethical Considerations

Informed consent was obtained from all participants. Confidentiality and anonymity were assured throughout the data collection and reporting processes. Ethical clearance was obtained from the research ethics review committee of the researcher's affiliated institution.

Results

4.1 Demographic Profile of Respondents

Table 1: Demographic Characteristics of Respondents

Characteristic	Category	Frequency	Percentage
Sex	Female	760	69.3%
	Male	337	30.7%
Age	18–24 years	933	85.1%
	25–34 years	146	13.3%
	35–44 years	18	1.6%
Education	Secondary School Certificate	655	59.7%
	HND/Bachelor's Degree	268	24.4%
	OND/NCE	66	6.0%
	Undergraduate (in view)	76	6.9%
	Master's Degree	8	0.7%
	Postgraduate Diploma	2	0.2%
	Others/None	22	2.1%
Marital Status	Single	1,042	95.0%
	Married	55	5.0%

4.2 Research Question 1: Advertising Appeals that Resonate with Consumers

Table 2: Advertising Appeal of Pepsi and Indomie Video Advertisements

Statement	SD	D	N	A	SA	Mean	SD*
Pepsi's Big Big Tinz							
Celebrity (Pheelz) makes advert appealing	16.9%	22.1%	20.2%	22.9%	18.0%	3.03	1.358
Humour resonates with me	11.7%	33.6%	25.2%	17.8%	11.8%	2.84	1.195

Emotional content makes brand attractive	16.5%	23.2%	26.4%	20.0%	13.9%	2.92	1.282
Visual appeal captures attention	17.1%	23.1%	22.1%	19.9%	17.9%	2.98	1.353
Youthful lifestyle is relatable	15.2%	27.1%	20.1%	14.5%	23.2%	3.03	1.397
Musical elements increase engagement	16.3%	22.3%	19.5%	21.0%	20.9%	3.08	1.384
Highlights refreshment/energy benefits	13.0%	24.2%	23.9%	17.9%	21.1%	3.10	1.333
Social proof makes brand relatable	13.8%	28.5%	19.9%	18.1%	19.7%	3.01	1.344
Promotional offers attract me	21.1%	35.5%	17.1%	11.2%	15.0%	2.64	1.335
Indomie's Mama Do Good							
Family bonding makes advert appealing	11.0%	18.4%	18.6%	17.6%	34.4%	3.46	1.403
Humour resonates with me	7.3%	28.9%	21.6%	26.4%	15.8%	3.14	1.207
Emotional content makes brand attractive	10.7%	22.2%	18.6%	15.8%	32.8%	3.38	1.406
Visual appeal captures attention	10.6%	24.2%	15.5%	17.7%	32.0%	3.36	1.412
Storyline is relatable	10.7%	15.6%	28.8%	26.2%	18.8%	3.27	1.235
Musical elements increase engagement	12.7%	23.8%	19.4%	19.0%	25.2%	3.20	1.379
Highlights functionality effectively	16.0%	16.7%	26.5%	22.2%	18.7%	3.11	1.328
Social proof makes brand relatable	10.7%	20.1%	23.6%	19.1%	26.6%	3.31	1.337
Promotional offers attract me	16.9%	20.5%	26.6%	22.7%	13.3%	2.95	1.280

Decision Rule: 1.00–1.79 Strongly Disagree; 1.80–2.59 Disagree; 2.60–3.39 Neutral; 3.40–4.19 Agree; 4.20–5.00 Strongly Agree

4.2.1 Pepsi's “Big Big Tinz” Advertising Appeals

Among the Pepsi-related items, the strongest advertising appeal emerged from the advert's highlighting of refreshment and energy benefits (Mean = 3.10, SD = 1.33). A combined 39.0% of respondents agreed or strongly agreed that the advert effectively communicated these benefits, while 23.9% remained neutral.

\Closely following was the use of musical elements, including soundtrack and rhythm, which recorded a mean score of 3.08 (SD = 1.38). About 41.9% of respondents agreed or strongly agreed that music increased their engagement. However, 38.6% either disagreed or strongly disagreed.

The use of celebrity endorsement (Pheelz) and the representation of youthful lifestyle scenarios both recorded identical mean scores of 3.03. While 40.9% agreed or strongly agreed that the celebrity presence enhanced appeal, a notable 38.9% disagreed, and 20.2% were neutral. Similarly, the depiction of relatable youth lifestyles elicited mixed reactions, with neutrality (20.1%) and disagreement (42.3%) rivaling agreement (37.7%).

Visual appeal also recorded a moderate mean score of 2.98 (SD = 1.35). While nearly 38% of respondents agreed or strongly agreed that the advert's colours, graphics, and style captured their attention, 40.2% disagreed.

Lower mean scores were observed for emotional content (Mean = 2.92), humour (Mean = 2.84), and social proof (Mean = 3.01). The weakest aspect of Pepsi's advertisement was the inclusion of limited-time or promotional offers, which recorded the lowest mean score of 2.64 (SD = 1.34). A majority of respondents (56.6%) disagreed or strongly disagreed that promotions attracted them, indicating that promotional cues were largely ineffective in driving appeal within this campaign.

4.2.2 Indomie's "Mama Do Good" Advertising Appeals

In contrast to Pepsi, Indomie's "Mama Do Good" advertisement recorded the use of family bonding and values as the highest mean score across both brands (Mean = 3.46, SD = 1.40). A substantial 52.0% of respondents agreed or strongly agreed that this element made the advert more appealing, while only 29.4% expressed disagreement.

Closely aligned was the reflection of Nigerian cultural and family values, which recorded a mean score of 3.40 (SD = 1.52). Over half of the respondents (53.0%) agreed or strongly agreed that the advert successfully mirrored familiar cultural norms.

The emotional content of warmth, happiness, and nostalgia also ranked highly (Mean = 3.38, SD = 1.41). A combined 48.6% of respondents expressed agreement, while only 32.8% disagreed.

Visual appeal, particularly food presentation and colour, recorded a mean score of 3.36 (SD = 1.41). Approximately 49.7% of respondents agreed or strongly agreed that the visuals captured their attention.

Other dimensions, including storyline relatability (Mean = 3.27), musical elements (Mean = 3.20), functionality communication (Mean = 3.11), and social proof (Mean = 3.31), all recorded moderate agreement.

The least appeal for Indomie, though still relatively positive compared to Pepsi, was limited-time or promotional offers (Mean = 2.95, SD = 1.28). Neutral responses dominated (26.6%), indicating that promotional cues were less salient than emotional and cultural appeals.

4.3 Research Question 2: Influence on Purchase Decisions

Table 3: Respondents' Views on Influence of Video Advertisement on Purchase Decision

Variable	Frequency	Percentage
Both equally	328	29.9%
Indomie's Mama Do Good	590	53.8%
Neither	21	1.9%
Pepsi's Big Big Tinz	158	14.4%
Total	1,097	100.0%

A majority of respondents, representing 53.8% (n = 590), indicated that Indomie's "Mama Do Good" advert had the stronger influence on their purchase decision. Nearly one-third of the respondents (29.9%, n = 328) reported that both adverts influenced their purchase decisions equally. Only 14.4% (n = 158) of respondents identified Pepsi's "Big Big Tinz" advert as having the stronger influence on their purchase decision. A negligible proportion of respondents (1.9%, n = 21) indicated that neither advert influenced their purchase decision.

Table 4: Extent to which Video Advertisements Influence the Likelihood of Purchase

Statement	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	Mean	SD
Pepsi's Big Big Tinz increases my likelihood to buy Pepsi	14.8%	29.0%	30.0%	17.2%	9.0%	2.77	1.167
Indomie's Mama Do Good increases my likelihood to buy Indomie	13.5%	19.1%	19.8%	24.9%	22.7%	3.24	1.353

Decision Rule: 1.00–1.79 Very Unlikely; 1.80–2.59 Unlikely; 2.60–3.39 Neutral; 3.40–4.19 Likely; 4.20–5.00 Very Likely

Starting with Pepsi's "Big Big Tinz" video advertisement, a substantial proportion of respondents were neutral (30.0%, n=329), suggesting uncertainty or indifference regarding the advert's ability to motivate purchase. This was followed closely by those who indicated they were unlikely (29.0%, n=318) and very unlikely (14.8%, n=162) to buy Pepsi as a result of the advertisement. In contrast, only 17.2% (n=189) reported being likely, while a relatively small fraction (9.0%, n=99) indicated they were very likely to purchase Pepsi due to the advert. The mean score of 2.77 (SD = 1.17) falls within the neutral range, implying that the advert does not strongly translate into purchase intention. In comparison, Indomie's "Mama Do Good" video advertisement demonstrates that 24.9% (n=273) were likely to purchase Indomie as a result of the advert, closely followed by those who were very likely (22.7%, n=249). Neutral responses accounted for 19.8% (n=217), while those who were unlikely (19.1%, n=210) and very unlikely (13.5%, n=148) were comparatively fewer. The mean score of 3.24 (SD = 1.35) also falls within the neutral range, but it is notably higher than that of Pepsi's advert, indicating a stronger persuasive effect.

When the two advertisements are compared, Indomie's "Mama Do Good" clearly outperforms Pepsi's "Big Big Tinz" in terms of purchase influence, as reflected in both the higher mean score and the greater proportion of respondents indicating likelihood to buy. However, neither advertisement achieved a mean score within the "likely" category (3.40 and above), indicating that while Indomie's advert performs better, purchase influence remains moderate rather than strong.

4.4 Research Question 3: Brand Engagement Translates to Sales Performance

4.4.1 Hypothesis One: Pepsi

H₀₁: Brand engagement through Pepsi video advertisements translates to sales performance.

H₁₁: Brand engagement through Pepsi video advertisements does not translate to sales performance.

Table 5: Model Summary – Pepsi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 ^a	0.287	0.286	0.986

a. Predictors: (Constant), Pepsi_Brand_Engagement

Table 6: ANOVA – Pepsi

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	427.448	1	427.448	439.788	
Residual	1064.277	1095	0.972		
Total	1491.725	1096			

a. Dependent Variable: Pepsi_ad Likelihood_to Buy; b. Predictors: (Constant), Pepsi_Brand_Engagement

Table 7: Coefficients – Pepsi

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.262	0.078			
Pepsi_Brand_Engagement	0.634	0.030	0.535		

a. Dependent Variable: Pepsi_ad likelihood_to buy

The results show a moderate positive correlation ($R = 0.535$) between Pepsi brand engagement and sales performance. The coefficient of determination ($R^2 = 0.287$) reveals that approximately 28.7% of the variance in consumers' likelihood to purchase Pepsi can be explained by brand engagement through Pepsi video advertisements. The regression coefficient ($B = 0.634$, $p < 0.001$) shows that for every one-unit increase in brand engagement, the likelihood to purchase Pepsi increases by 0.634 units. The standardized coefficient ($Beta = 0.535$) confirms that brand engagement is a strong predictor of purchase likelihood. The model is statistically significant ($F = 439.788$, $p < 0.001$). Since $p < 0.05$, the null hypothesis (H_{01}) is rejected, and the alternative hypothesis (H_{11}) is not supported.

4.4.2 Hypothesis Two: Indomie

H₀₂: Brand engagement through Indomie video advertisements translates to sales performance.

H₁₂: Brand engagement through Indomie video advertisements does not translate to sales performance.

Table 8: Model Summary – Indomie

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	0.424	0.423	1.028

a. Predictors: (Constant), Indomie_Brand_Engagement

Table 9: ANOVA – Indomie

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	850.786	1	850.786	805.754	
Residual	1156.198	1095	1.056		
Total	2006.985	1096			

a. Dependent Variable: Indomie_ad likelihood_to buy; b. Predictors: (Constant), Indomie_Brand_Engagement

Table 10: Coefficients – Indomie

Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.936	0.087			
Indomie Brand Engagement	0.868	0.031	0.651		

a. Dependent Variable: *Indomie_ad likelihood_to buy*

The results indicate a strong positive relationship ($R = 0.651$) between Indomie brand engagement and sales performance. The R^2 value of 0.424 shows that approximately 42.4% of the variance in consumers' likelihood to purchase Indomie is explained by brand engagement with Indomie video advertisements. The unstandardized coefficient ($B = 0.868$, $p < 0.001$) implies that a one-unit increase in brand engagement leads to a 0.868-unit increase in consumers' likelihood to purchase Indomie. The standardized beta coefficient ($\beta = 0.651$) indicates a strong predictive effect of brand engagement on sales performance. The regression model is statistically significant ($F = 805.754$, $p < 0.001$). Since $p < 0.05$, the null hypothesis (H_{02}) is rejected, and the alternative hypothesis (H_{12}) is not supported.

4.5 Qualitative Findings: Thematic Analysis

Thematic analysis of in-depth interviews with nine key informants revealed four interrelated themes:

Theme 1: Emotionally Driven Engagement as a Precursor to Sales

Interviewees consistently emphasized that video advertisements are most effective when they evoke emotional responses. Interviewee 2 (Indomie Marketing Manager) explained that the “Mama Do Good” campaign succeeded because it connects emotionally with viewers through family stories, noting that people watch, share, and discuss it offline. Interviewee 3 (Head of Art Direction, Insight Publicis) noted that Pepsi's “Big Big Tinz” elicited immediate social media interaction due to its visual vibrancy and alignment with youth culture.

Theme 2: Cultural Relevance as a Catalyst for Consumer Action

Interviewees highlighted that Nigerian consumers respond more positively to advertisements that reflect local realities, values, and social contexts. Interviewee 7 (Creative Director, X3M Ideas) stressed that success lies in the ability to incorporate local language, humour, music, and relatable narratives. Interviewee 4 (Head of Art Direction, Noah's Ark Communications) noted that culturally sensitive storytelling reduces resistance to advertising messages and increases brand acceptance across diverse demographic groups.

Theme 3: Multi-Platform Engagement and Spillover Effects

Interviewees observed that engagement with video advertisements extends beyond a single platform, creating cumulative exposure. Interviewee 8 (Creative Director, SO&U) explained that video campaigns often begin on television or digital platforms and are subsequently amplified through social media sharing, user-generated content, and offline conversations. Interviewee 7 highlighted that short-form social content, including TikTok and Instagram reels, rapidly spreads campaigns to wider audiences.

Theme 4: Strategic Measurement of Engagement-to-Sales Conversion

Interviewees acknowledged that while high engagement does not automatically guarantee sales, it serves as a strong leading indicator of purchase behaviour. Interviewee 5 (Head of Account & Client Services, Insight Publicis) noted that spikes in engagement often precede observable increases in sales figures. Interviewee 6 (Head of Account & Client Services, Noah's Ark Communications) highlighted that campaigns that sustain engagement over time tend to produce more consistent sales outcomes than those that rely on short-term promotional tactics.

Interviewee 1 (Marketing Manager, Pepsi Nigeria) confirmed a direct link between online engagement and in-store sales, noting that cities with high digital engagement saw increased in-store

purchases, as engagement creates curiosity and trust that drives consumers to try the product. Interviewee 6 further noted that for “Mama Do Good,” repeat purchases were motivated by emotional connection rather than just promotional messaging, with engagement driving sales repeatedly rather than just once.

Discussion of Findings

5.1 Advertising Appeals that Resonate with Consumers

The findings reveal a clear preference for emotional and culturally resonant appeals over functional and celebrity-driven appeals. Indomie's “Mama Do Good” advertisement, which emphasized family bonding and Nigerian cultural values, recorded the highest mean scores across all appeal dimensions, with family bonding scoring 3.46 and cultural values scoring 3.40. In contrast, Pepsi's “Big Big Tinz” relied on functional and sensory appeals, with refreshment benefits (3.10) and musical elements (3.08) as the strongest appeals, while promotional offers (2.64) were the weakest.

This finding aligns with research demonstrating the superior effectiveness of emotional appeals in advertising (Hornik et al., 2017; Yousef et al., 2021). Emotional appeals have been found to be more effective than rational appeals in driving persuasive outcomes, particularly when they evoke positive emotions such as joy and nostalgia (Teixeira et al., 2012; Tellis et al., 2019). In the Nigerian context, studies have shown that Nigerian consumers are highly responsive to emotionally charged advertising, with emotional appeals emerging as particularly influential in driving patronage (Chukwu et al., 2019).

The strong performance of culturally resonant appeals in Indomie's advertisement is consistent with research demonstrating the importance of cultural adaptation in advertising (Hornikx & Groot, 2017; Madu & Nworie, 2022). Research has shown that culturally adapted advertisements achieve greater persuasion and audience acceptance than those detached from local realities (Hornikx & Groot, 2017). In Nigeria, where advertising operates within a multicultural and highly expressive society, culturally resonant appeals that reflect shared values and traditions are more likely to generate positive consumer attitudes and engagement (Oyedele & Minor, 2012; Amah et al., 2017).

The weaker performance of Pepsi's celebrity-driven appeal is notable given the prevalence of celebrity endorsement in Nigerian advertising. While celebrity endorsement can attract attention, it may not sustain engagement or create lasting emotional connections if it lacks cultural and relational salience (Yin et al., 2021). Research has shown that the perceived authenticity of influence agents in advertisements can enhance trust and reduce scepticism, which may partly explain the limited effectiveness of Pepsi's campaign (Yin et al., 2021). The finding that Pepsi's promotional offers (2.64) were the least appealing dimension suggests that Nigerian consumers are not primarily motivated by promotional cues in video advertising, aligning with research indicating that emotional appeals consistently drive higher behavioural engagement than functional or promotional appeals (Yang & Zhao, 2020).

5.2 Influence on Purchase Decisions

The findings demonstrate that Indomie's “Mama Do Good” has a stronger influence on purchase decisions than Pepsi's “Big Big Tinz.” A majority of respondents (53.8%) indicated that Indomie's advert had the stronger influence, compared to only 14.4% for Pepsi's advert. Indomie's advert also recorded a higher mean score (3.24) for purchase likelihood compared to Pepsi's advert (2.77).

This finding corroborates extant empirical evidence suggesting that emotional, culturally resonant, and narrative-driven advertising significantly enhances consumer engagement and purchase intention (Hornik et al., 2017; Chukwu et al., 2019; Madu & Nworie, 2022). In the Nigerian context, emotionally charged and culturally aligned messages have been repeatedly shown to elicit stronger patronage than rational or fear-based appeals (Chukwu et al., 2019).

Brand engagement mechanisms further explain these effects. Research has shown that mini-film advertising enhances digital engagement when narratives integrate factual content with dramatic storytelling (Karpinska-Krakowiak & Eisend, 2019). Similarly, brand familiarity, trust, and perceived reputation mediate consumer loyalty, which in turn supports repeat purchases and sustained sales performance (Olaleye et al., 2025). Storytelling, emotional branding, and the fulfilment of psychological needs through advertising promote satisfaction, engagement, and purchase behaviour in the FMCG sector (Dave et al., 2025; Tian et al., 2022).

The medium and format of advertising also play a crucial role in shaping consumer responses. Television and billboard advertising in Nigeria positively influence consumer purchase behaviour (Mpuon et al., 2023; Okhai & Egwuonwu, 2021), while short-form video and visually engaging content enhance purchase intention when novelty, informativeness, and entertainment are prioritised (Gao & Wu, 2024; Surjandy & Cassandra, 2024). This aligns with the present study, where video advertisements, with their audiovisual richness and storytelling capacity, proved more effective than other forms of advertising, particularly for emotionally appealing brands like Indomie.

However, it is important to note that neither advertisement achieved a mean score within the “likely” category (3.40 and above). This suggests that while video advertising can influence purchase decisions, its impact remains moderate rather than strong. Purchase decisions are only partially influenced by video advertising—other factors such as price, quality, and brand familiarity also play significant roles.

5.3 Brand Engagement Translates to Sales Performance

The findings confirm that brand engagement through video advertisements significantly predicts sales performance for both Pepsi and Indomie, with a stronger effect observed for Indomie. For Pepsi, brand engagement explained 28.7% of the variance in purchase likelihood ($R^2 = 0.287$), with a regression coefficient of 0.634 ($p < 0.001$). For Indomie, brand engagement explained 42.4% of the variance ($R^2 = 0.424$), with a regression coefficient of 0.868 ($p < 0.001$). The stronger effect for Indomie is consistent with the finding that emotionally and culturally resonant content generates deeper engagement, which translates more effectively into sales.

These quantitative findings are corroborated by qualitative evidence. Interviewee 1 (Pepsi Nigeria) confirmed that regions with higher engagement recorded increased in-store purchases, while Interviewee 6 (Noah's Ark) noted that Indomie's engagement drives repeat purchases, not just trial. Collectively, the evidence demonstrates that brand engagement acts as a mediating mechanism through which video advertising translates into sales performance.

Empirical literature supports these observations. Studies have found that combining narrative and factual elements in mini-film advertising enhances digital engagement, which parallels the present study's evidence that engaging content fosters consumer action (Karpinska-Krakowiak & Eisend, 2019). Brand familiarity, trust, and digital engagement mediate the effect of marketing strategies on purchase behaviour, aligning with the current study's conclusion that engagement acts as a mediating mechanism between video advertisements and sales performance (Olaleye et al., 2025; Kumar et al., 2025). Advertising—particularly visual and emotionally driven—significantly influences FMCG sales, reinforcing the efficacy of video advertising in the Nigerian context (Mpuon et al., 2023; Chukwu et al., 2019).

The stronger effect observed for Indomie can be understood through the lens of brand engagement theory and relationship marketing principles. Engaging content that satisfies psychological needs, communicates cultural relevance, and reinforces brand identity encourages repeated interactions, loyalty, and purchase intention (Olaleye et al., 2025; Tian et al., 2022; Dave et al., 2025). Video advertisements provide a rich medium for achieving these outcomes by combining visual, auditory,

and narrative elements, enhancing both cognitive and affective engagement (Goodrich et al., 2015; Wang et al., 2016). Indeed, research has demonstrated that ad length, context congruity, and mid-roll placement optimize recognition and retention, which likely contributes to Indomie's higher engagement and sales impact (Li & Lo, 2015).

5.4 Theoretical Implications

The findings have significant implications for the theoretical frameworks underpinning this study. From the perspective of the AIDA Model, the findings underscore the importance of structuring advertisements to guide consumers through the sequential stages of Attention, Interest, Desire, and Action (Rehman et al., 2015; Budiawan et al., 2017). The stronger effect observed for Indomie suggests that effective storytelling and emotional appeals can enhance the progression from interest to desire, thereby increasing purchase intention. This supports prior research indicating that visual and auditory stimuli in video advertisements are crucial for capturing attention and fostering sustained engagement (Saxena et al., 2018; Yang et al., 2017).

The findings also extend the Elaboration Likelihood Model by demonstrating how consumer processing of video advertisements can vary based on involvement, motivation, and cognitive engagement (Petty & Cacioppo, 1986; Rahman, 2017). For Pepsi, the moderate relationship between engagement and sales performance suggests that peripheral route processing, influenced by emotional cues, music, and visual appeal, plays a significant role in shaping purchase behaviour. In contrast, the stronger effect for Indomie indicates that central route processing—where consumers critically evaluate product benefits and nutritional attributes—is more influential, especially in products that require repeated consumption or stronger brand loyalty. This differentiation aligns with studies by Zheng (2020) and Balakrishnan et al. (2021), which emphasise that both central and peripheral processing routes contribute to the effectiveness of video advertising, depending on product type and consumer involvement.

Consumer Engagement Theory provides additional theoretical insight by framing engagement as a multidimensional construct encompassing cognitive, emotional, and behavioural dimensions (Hollebeek & Macky, 2019; Brodie et al., 2011). The study's findings confirm that video advertisements not only capture attention but also elicit affective responses and behavioural participation, such as repeat purchases, sharing of content, and advocacy. Interview evidence further corroborates this theoretical proposition, with stakeholders noting that high engagement translates into sustained consumer loyalty and incremental sales. This aligns with prior research in the FMCG context, which highlights the importance of authenticity, cultural resonance, and relevance in driving meaningful consumer interactions (Taiminen & Ranaweera, 2019; Yang & Kang, 2021; Wan, 2023).

5.5 Practical Implications

The findings have several practical implications for FMCG brands seeking to optimize their video advertising strategies in Nigeria.

First, brands should prioritize the creation of emotionally and culturally resonant content that reflects Nigerian values and experiences. The success of Indomie's "Mama Do Good" demonstrates that culturally grounded narratives are more effective at generating positive consumer perceptions, engagement, and purchase intention than celebrity-driven, functional appeals (Madu & Nworie, 2022).

Second, brands such as Pepsi should recalibrate their creative strategies by integrating emotional and cultural appeals alongside functional benefits. Video advertisements should be designed to emphasize shared values such as family bonding, communal identity, and lifestyle relevance while subtly reinforcing product utility. This balanced creative approach would enhance affective engagement and increase the likelihood of behavioural responses.

Third, marketing managers should align video advertising objectives more closely with purchase conversion by incorporating clear but non-intrusive calls to action, reinforced through sequential storytelling and message reinforcement across multiple exposures. Such strategies should be monitored using measurable indicators such as purchase intention scores and short-term sales uplift, allowing for timely creative adjustments.

Fourth, FMCG firms should institutionalise brand engagement as a core performance metric by systematically tracking cognitive, emotional, and behavioural engagement indicators and linking them to sales outcomes. Investment decisions in video advertising should be guided by engagement analytics rather than reach alone, enabling brands to allocate resources toward content formats and narratives that demonstrably convert engagement into sustained sales growth.

Fifth, brands should adopt integrated media strategies that combine traditional broadcast channels with high-frequency digital platforms. While television remains the dominant channel for video advertising exposure, the significant presence of YouTube, Instagram, and TikTok among younger consumers suggests that brands must maintain a strong digital presence to reach this demographic effectively (Xiao et al., 2023).

Conclusion

This study examined three interconnected dimensions of video advertising effectiveness in Nigeria's FMCG sector: advertising appeals that resonate with consumers, influence on purchase decisions, and the translation of brand engagement into sales performance. The findings reveal that emotional and culturally resonant appeals significantly outperform functional and celebrity-driven appeals in generating consumer engagement and purchase intention. Indomie's "Mama Do Good," which emphasized family bonding and Nigerian cultural values, recorded the highest mean scores across appeal dimensions and demonstrated stronger purchase influence compared to Pepsi's "Big Big Tinz." The study confirms that brand engagement through video advertisements significantly predicts sales performance for both brands, with a notably stronger effect for Indomie ($R^2 = 42.4\%$) compared to Pepsi ($R^2 = 28.7\%$). This demonstrates that engagement functions as a critical mediating mechanism between advertising exposure and purchase behaviour. The qualitative findings reinforce this conclusion, with stakeholders confirming that emotionally and culturally resonant content drives engagement that translates into both immediate trial purchases and long-term brand loyalty.

The findings have important theoretical implications, extending the AIDA Model, the Elaboration Likelihood Model, and Consumer Engagement Theory in the Nigerian context. For practitioners, the findings underscore the importance of cultural relevance, emotional engagement, and integrated media strategies in designing effective video advertising campaigns. Brands that want to resonate with Nigerian consumers should prioritize emotionally compelling and culturally relevant storytelling while integrating engagement analytics into advertising evaluation frameworks to improve consumer conversion and sustainable sales growth.

Future research should extend this investigation by examining the relationship between advertising appeals and purchase behaviour across different FMCG product categories and regions of Nigeria. Additionally, longitudinal studies could track changes in engagement and sales performance over time to assess the durability of advertising effects. Experimental studies could further isolate the causal mechanisms through which specific advertising appeals influence consumer engagement and purchase behaviour.

References

- Adekuajo, I. O., Udeh, C. A., Abdul, A. A., Ihemereze, K. C., Nnabugwu, O. C., & Daraojimba, C. (2023). Crisis marketing in the FMCG sector: A review of strategies Nigerian brands employed during the Covid-19 pandemic. *International Journal of Management and Entrepreneurship Research*, 5(12), 952–977. <https://doi.org/10.51594/ijmer.v5i12.630>
- Akintayo, A. (2024). Some linguistic features in print and electronic advertisements in Nigeria. *International Journal of Innovative Research and Development*, 13(7), 28–32. <https://doi.org/10.24940/ijird/2024/v13/i7/may24046>
- Ali, M., & Baskar, T. (2023). Advertisements on TV or online: Which makes customers more likely to buy? With the mediating role of length of the video. *Journal of Marketing and Consumer Research*, 91, 1–12. <https://doi.org/10.7176/jmcr/91-06>
- Amah, E., Ogunnaike, O. O., Ayeni, A. W., & Ojo, M. (2017). A thematic analysis of advertisement in the telecommunication industry. *Binus Business Review*, 8(3), 221–230. <https://doi.org/10.21512/bbr.v8i3.3713>
- Balakrishnan, J., Dwivedi, Y. K., Malik, F. T., & Baabdullah, A. M. (2021). Role of smart tourism technology in heritage tourism development. *Journal of Sustainable Tourism*, 31(11), 1–20. <https://doi.org/10.1080/09669582.2021.1995398>
- Barbar, J., Ijeh, P. N., & Nwanne, B. U. (2024). Influence of television advertising of Cadbury Bournvita on consumer purchasing behaviour in Delta State, Nigeria. *International Journal of Research in Education, Humanities and Commerce*, 5(4), 394–408. <https://doi.org/10.37602/ijrehc.2024.5431>
- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Budiawan, R. D., Satria, A., & Simanjuntak, M. (2017). The quasi experimental study of the influence of advertising creativity and exposure intensity toward buying action with AIDA approach. *Independent Journal of Management and Production*, 8(2), 378–395. <https://doi.org/10.14807/ijmp.v8i2.526>
- Chan, K., Leung Ng, Y., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14(2), 167–179. <https://doi.org/10.1108/17473611311325564>
- Chen, T. C. (2021). The influence of social media advertising on purchase behaviour towards fast-moving consumer goods: A literature review. <https://doi.org/10.31219/osf.io/5eujk>
- Chen, W.-K., Ling, C.-J., & Chen, C.-W. (2022). What affects users to click social media ads and purchase intention? The roles of advertising value, emotional appeal and credibility. *Asia Pacific Journal of Marketing and Logistics*, 35(8). <https://doi.org/10.1108/apjml-01-2022-0084>
- Chukwu, B. A., Kanu, E. C., & Ezeabogu, A. N. (2019). The impact of advertising on consumers buying behaviour. *International Journal of Arts and Commerce*, 8(1), 1–15.
- Coker, K. K., Flight, R. L., & Baima, D. M. (2021). Video storytelling ads vs argumentative ads: How hooking viewers enhances consumer engagement. *Journal of Research in Interactive Marketing*, 15(4), 607–622. <https://doi.org/10.1108/jrim-05-2020-0115>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Dave, M., Makwana, R., Dua, K., & Srimali, K. (2025). Impact of storytelling and emotional branding on consumer purchase behaviour in quick service restaurants and FMCG. *International*

- Journal of Innovative Science and Research Technology, 10(4), 1263–1277. <https://doi.org/10.38124/ijisrt/25apr1346>
- Dost, F., Phielers, U., Haenlein, M., & Libai, B. (2018). Seeding as part of the marketing mix: Word-of-mouth program interactions for fast-moving consumer goods. *Journal of Marketing*, 83(2), 62–81. <https://doi.org/10.1177/0022242918817000>
- Gao, Y., & Wu, S. (2024). The effect of short video advertisements on consumers' purchase intention. *Highlights in Business Economics and Management*, 30, 276–283. <https://doi.org/10.54097/adda5k21>
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for Likert-type scales. Midwest Research-to-Practice Conference in Adult, Continuing, and Community Education.
- Gómez, A. D. (2014). The key elements of viral advertising: From motivation to emotion in the most shared videos. *Comunicar*, 22(43), 199–207. <https://doi.org/10.3916/c43-2014-20>
- Goodrich, K., Schiller, S. Z., & Galletta, D. (2015). Consumer reactions to intrusiveness of online-video advertisements. *Journal of Advertising Research*, 55(1), 37–50. <https://doi.org/10.2501/jar-55-1-037-050>
- Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, 14(3), 404–420. <https://doi.org/10.1086/209123>
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785–807. <https://doi.org/10.1080/0267257X.2010.500132>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45(1), 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Hornik, J., Ofir, C., & Rachamim, M. (2017). Advertising appeals, moderators, and impact on persuasion. *Journal of Advertising Research*, 57(3), 305–318. <https://doi.org/10.2501/jar-2017-017>
- Hornikx, J., & de Groot, E. (2017). Cultural values adapted to individualism–collectivism in advertising in Western Europe: An experimental and meta-analytical approach. *International Communication Gazette*, 79(3), 298–316. <https://doi.org/10.1177/1748048516689180>
- Ismagilova, E., Dwivedi, Y. K., & Rana, N. (2021). The use of elaboration likelihood model in eWOM research: Literature review and weight-analysis. In *Responsible AI and Analytics for an Ethical and Inclusive Digitized Society* (pp. 495–505). Springer. https://doi.org/10.1007/978-3-030-85447-8_41
- Kanu, I. A. (2017). *Igwebuikeconomics: Towards an inclusive economy for economic development. Igwebuike: An African Journal of Arts and Humanities*. 3(6), 113-140.
- Kanu, I. A. (2019). *Igwebuikeconomics: The Igbo apprenticeship for wealth creation. IGWEBUIKE: An African Journal of Arts and Humanities*. 5(4), 56-70.
- Kanu, I. A. (2025). “Metaphysics of Business: Core Concepts and Organizational Identity”. In Kanu, Ikechukwu A.; Adidi, T. D.; Kanu, C. C., & Isanbor, P. O. (Eds.). *Philosophy of Entrepreneurship: Intersections and Insights* (pp. 96-111). Abuja: Veritas University Press.
- Kanu, I. A. (2025). “*The Intersection of Philosophy and Entrepreneurship*.” In Kanu, Ikechukwu A.; Adidi, T. D.; Kanu, C. C., & Isanbor, P. O. (Eds.). *Philosophy of Entrepreneurship: Intersections and Insights (pp. 1-16)*. Abuja: Veritas University Press.
- Kanu, I. A. (2025). “Igwebuikepreneurship: Towards an African Social Capital Model.” In Kanu, Ikechukwu A.; Adidi, T. D.; Kanu, C. C., & Okpokwasili, O. A. (Eds.). *Ethics, Entrepreneurship and Sustainable Development: Converging Perspectives and Insights* (pp. 126-140). Abuja: Veritas University Press.

- Karpinska-Krakowiak, M., & Eisend, M. (2019). Mini-film advertising and digital brand engagement: The moderating effects of drama and lecture. *International Journal of Advertising*, 40(2), 1–23. <https://doi.org/10.1080/02650487.2019.1633841>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kumar, U., Kumar, S., Mahajan, A. K., Largotra, P., & Ansari, A. (2025). Leveraging digital innovation to enhance consumer engagement and sales performance in the FMCG sector. *International Journal of Scientific Research in Engineering and Management*, 9(4), 1–9. <https://doi.org/10.55041/ijsrem43390>
- Kumar, V. (2013). A study of brand recall and the effects of various advertising appeals used in the TV advertisements of the FMCG brands of HUL. *Abhigyan*, 31(1), 62–74.
- Lee, S., Song, H., Lee, C.-K., & Petrick, J. F. (2017). An integrated model of pop culture fans' travel decision-making processes. *Journal of Travel Research*, 57(5), 687–701. <https://doi.org/10.1177/0047287517708619>
- Li, H., & Lo, H. (2015). Do you recognize its brand? The effectiveness of online in-stream video advertisements. *Journal of Advertising*, 44(3), 208–218. <https://doi.org/10.1080/00913367.2014.956376>
- Liaukonytė, J., Teixeira, T., & Wilbur, K. C. (2015). Television advertising and online shopping. *Marketing Science*, 34(3), 311–330. <https://doi.org/10.1287/mksc.2014.0899>
- Madu, U. A., & Nworie, C. S. (2022). Influence of ethnocentric billboard advertising messages on product consumption in Nigeria: A study of Hero Lager. *Path of Science*, 8(5), 7001–7011. <https://doi.org/10.22178/pos.81-13>
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310–321. <https://doi.org/10.1086/209217>
- Morgan, D. L. (2014). *Integrating qualitative and quantitative methods: A pragmatic approach*. SAGE Publications.
- Mpuon, J. A., Eyo, M. E., Eko, H. A., Akaninyene, S. E., & Eke, S. G. (2023). Effect of advertising on sales performance of fast-moving consumer goods in Akwa Ibom State. *International Journal of Development and Management Review*, 18(1), 115–124. <https://doi.org/10.4314/ijdmr.v18i1.8>
- National Population Commission. (2006). *Report of Nigeria's 2006 population and housing census*. National Population Commission.
- Ogunlela, G. O. (2018). Green supply chain management as a competitive tool in the fast-moving consumer goods manufacturing industry. *Journal of Business and Retail Management Research*, 12(4). <https://doi.org/10.24052/jbrmr.v12is04/art-17>
- Ogunlela, G. O., & Lekhanya, L. M. (2016). The use of integrated supply chain management model for promoting competitiveness in the fast moving consumer goods (FMCG) manufacturing industry in Nigeria. *Problems and Perspectives in Management*, 14(1), 160–167. [https://doi.org/10.21511/ppm.14\(1-1\).2016.03](https://doi.org/10.21511/ppm.14(1-1).2016.03)
- Okhai, U. A., & Egwuonwu, T. (2021). Out of home advertising and consumer buying behaviour of selected fast-moving consumer goods in Lagos State, Nigeria. *International Journal of Innovative Research in Social Sciences and Strategic Management Techniques*, 8(1), 58–69. <https://doi.org/10.48028/iiprds/ijirssmt.v8.i1.05>
- Olaleye, B. R., Sekhampu, T. J., Lekunze, J. N., & Khumalo, N. (2025). Brand extension strategies and customer loyalty: Empirical evidence from fast-moving consumer goods companies. *Innovative Marketing*, 21(1), 270–280. [https://doi.org/10.21511/im.21\(1\).2025.22](https://doi.org/10.21511/im.21(1).2025.22)
- Oluwagbami, O. O., & Akintayo, J. B. (2022). Awareness of engagement strategies and stakeholders' responsiveness and formulation of corporate social responsibility goals in the fast moving consumer goods industry in Lagos and Ogun States, Nigeria. *NIU Journal of Social Sciences*, 8(2). <https://doi.org/10.58709/niujs.v8i2.1439>

- Osueke, N., Oyekola, I., Olatunde, A., Ibenyenwa, N., & Ogundoyin, O. S. (2024). Influence of TikTok advertisement on brand image among private university students in Nigeria. *African Journal of Social and Behavioural Sciences*, 14(5).
- Oyedele, A., & Minor, M. S. (2012). Consumer culture plots in television advertising from Nigeria and South Africa. *Journal of Advertising*, 41(1), 91–108. <https://doi.org/10.2753/joa0091-3367410107>
- Pallant, J. (2020). *SPSS survival manual* (7th ed.). McGraw-Hill Education.
- Pan, P., & Zhang, H. (2023). Research on social media advertising persuasion based on the Elaboration Likelihood Model. *SHS Web of Conferences*, 154, 03024. <https://doi.org/10.1051/shsconf/202315403024>
- Parackal, M., Mather, D., & Redman, R. (2022). Schema incongruity: A framework for distributing service forms of FMCG brands via a digital channel. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(3), 1124–1142. <https://doi.org/10.3390/jtaer17030057>
- Parvinen, P., Tandefelt, M., Pöyry, E., Lähtevänoja, A., & Mattila, O. (2022). Analyzing commercial collaboration attractiveness in YouTube based on micro-analytical content labeling and audience retention. *Proceedings of the Annual Hawaii International Conference on System Sciences*. <https://doi.org/10.24251/hicss.2022.228>
- Patton, M. Q. (2015). *Qualitative research & evaluation methods: Integrating theory and practice* (4th ed.). SAGE Publications.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Puwandi, P. H., De, G. T., & Brasali, N. (2020). The factors affecting consumer response towards online video advertisement: YouTube as a platform. *International Journal of Multicultural and Multireligious Understanding*, 7(2), 375–390. <https://doi.org/10.18415/ijmmu.v7i2.1396>
- Raditya, D., Gunadi, W., Setiono, D., & Rawung, J. (2020). The effect of ad content and ad length on consumer response towards online video advertisement. *The Winners*, 21(2), 1–10. <https://doi.org/10.21512/tw.v21i2.6797>
- Rahman, I. (2017). The interplay of product involvement and sustainable consumption: An empirical analysis of behavioral intentions related to green hotels, organic wines and green cars. *Sustainable Development*, 26(4), 399–414. <https://doi.org/10.1002/sd.1713>
- Ramadhani, S., Suroso, A. I., & Ratono, J. (2020). Consumer attitude, behavioural intention, and watching behavior of online video advertising on YouTube. *Jurnal Aplikasi Manajemen*, 18(3), 493–503. <https://doi.org/10.21776/ub.jam.2020.018.03.09>
- Raza, M., Isa, N., & Abd Rani, S. (2019). Effect of celebrity-endorsed advertisement and entrepreneurial marketing on purchase behaviour of smartphone consumers in Pakistan. *Journal of Management Sciences*, 6(1), 15–29. <https://doi.org/10.20547/jms.2014.1906102>
- Rehman, F. U., Hyder, S., & Ali, S. (2015). A qualitative approach to analyze marketing communication based on AIDA Model. *Information Management and Business Review*, 7(5), 44–54. <https://doi.org/10.22610/imbr.v7i5.1174>
- Santos, Z. R., Coelho, P. S., & Rita, P. (2021). Fostering consumer–brand relationships through social media brand communities. *Journal of Marketing Communications*, 28(7), 1–31. <https://doi.org/10.1080/13527266.2021.1950199>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education.
- Saxena, A., Chaturvedi, K. R., Rakesh, S., & Khanna, U. (2018). Impact of online video advertisements on purchase behavior of Delhi-NCR youth. *Review of Professional Management*, 16(1), 30–45. <https://doi.org/10.20968/rpm/2018/v16/i1/129251>
- Schmidt, S., & Eisend, M. (2015). Advertising repetition: A meta-analysis on effective frequency in advertising. *Journal of Advertising*, 44(4), 415–428. <https://doi.org/10.1080/00913367.2015.1018460>

- Simon, G. I. (2021). Adapting to context: Creative strategies of video streaming services in Nigeria. *Convergence: The International Journal of Research into New Media Technologies*, 27(6), 1–18. <https://doi.org/10.1177/13548565211017389>
- Stewart, K., Kammer-Kerwick, M., Auchter, A., Koh, H. E., Dunn, M. E., & Cunningham, I. (2019). Examining digital video advertising (DVA) effectiveness. *European Journal of Marketing*, 53(11), 2451–2479. <https://doi.org/10.1108/ejm-11-2016-0619>
- Surjandy, S., & Cassandra, C. (2024). Changes in customer behavior towards video advertising post-pandemic. *Journal of Information Systems Engineering and Business Intelligence*, 10(3), 368–377. <https://doi.org/10.20473/jisebi.10.3.368-377>
- Taiminen, K., & Ranaweera, C. (2019). Fostering brand engagement and value-laden trusted B2B relationships through digital content marketing. *European Journal of Marketing*, 53(9), 1–25. <https://doi.org/10.1108/ejm-10-2017-0794>
- Teixeira, T., Wedel, M., & Pieters, R. (2012). Emotion-induced engagement in internet video advertisements. *Journal of Marketing Research*, 49(2), 144–159.