

ISSN: 2465 - 7417

ILORIN Journal of Marketing

(IJM) Volume 9, No 1, 2024

A Publication of
Department of Marketing,
Faculty of Management Sciences,
University of Ilorin, Ilorin, Nigeria.
E-mail: ijm@unilorin.edu.ng
www.unilorin.edu.ng

CamScanner

LIST OF CONTRIBUTORS

Oloyede, W. O. is a lecturer at the Department of Agricultural Economics and Farm Management, University of Ilorin, Ilorin, Kwara State, Nigeria.

Osasona, K. K. is a lecturer at the Department of Agricultural Economics and Farm Management, University of Ilorin, Ilorin, Kwara State, Nigeria.

Ibrahim, H. K. works at the Department of Agricultural Economics and Farm Management, University of Ilorin, Ilorin, Kwara State, Nigeria.

Olowoleni, P.A. is a student who graduated from the Department of Agricultural Economics and Farm Management, University of Ilorin, Ilorin, Kwara State, Nigeria.

Solomon, A. B. is a lecturer at the Department of Marketing, University of Maiduguri, Borno State, Nigeria.

Yagana, B. I. is a Professor at the Department of Marketing, University of Maiduguri, Borno State, Nigeria

Yakaka, G. I. is a lecturer at the Department of Marketing, University of Maiduguri, Borno State, Nigeria

Sule, O.E. is a lecturer at the Department of Business Administration, Fountain University, Osogbo, Nigeria

Oshi, J. O. is with the Management Department, University of Port Harcourt, Nigeria.

Osuolade, O. M. is a lecturer at the Department of Business Administration, Fountain University, Osogbo, Nigeria

Adegboyega, N. is a lecturer at the Department of Business Administration, Fountain University Osogbo, Nigeria.

Abdulazeez, F.O. is a lecturer at the Department of Business Administration, Fountain University Osogbo, Nigeria.

Umma, A.U. M. is currently the Head of Department of Marketing, University of Maiduguri, Borno State, Nigeria.

Veronia, N. N. is a Senior lecturer at the Department of Marketing, University of Maiduguri, Borno State, Nigeria.

Babuji, I. J. is a lecturer at the Department of Marketing University of Maiduguri, Borno State, Nigeria.

Enyioko, C. O. is a lecturer at the Department of Management and Accounting, Obafemi Awolowo University, Ile Ife, Osun state, Nigeria.

Osuolade, O.M. works with the Department of Business Administration, Fountain University Osogbo, Osun State, Nigeria.

Babuji, I.J. is a lecturer at the Department of Marketing University of Maiduguri, Borno State, Nigeria.

CamScanner

Umma, A.U. M. is currently the Head of Department of Marketing, University of Maiduguri, Borno State, Nigeria.

Mohammed, D. is a Senior lecturer at the Department of Marketing University of Maiduguri, Borno State, Nigeria.

Omolabi, I. is a Senior lecturer at the Department of Business Administration, University of Ilorin, Ilorin, Kwara State, Nigeria

Pelewo, T.K. is with the Department of Business Administration, University of Ilorin, Ilorin, Kwara State, Nigeria

Butali, U. is a lecturer at the Department of Marketing University of Maiduguri, Borno State, Nigeria.

Yagana, B.I. is a Professor at the Department of Marketing, University of Maiduguri, Borno State, Nigeria

Yakaka, G. is a lecturer at the Department of Marketing, University of Maiduguri, Borno State, Nigeria

Abdulraheem, M. is currently the Head of Department of Marketing, University of Ilorin, Ilorin, Kwara State, Nigeria

Saleh, A. S. is a lecturer at the Department of Marketing, University of Maiduguri, Borno State, Nigeria.

Fatima K. S. is a lecturer at the Department of Marketing, University of Maiduguri, Borno State, Nigeria.

Mohammed, D. is a Senior lecturer at the Department of Marketing University of Maiduguri, Borno State, Nigeria.

Gbadmosi, O. M. is a Senior lecturer at the Department of Procurement and Supply Chain Management Federal Polytechnic, Ado-Ekiti, Ekiti State

Ogah, A. V. is a Senior lecturer at the Department of Marketing Federal Polytechnic Ado-Ekiti, Ekiti State.

Olowe T. S. is a Senior lecturer at the Department of Marketing Federal Polytechnic Ado-Ekiti, Ekiti State.

Bitrus F. K. is a Senior lecturer at the Department of Marketing University of Maiduguri, Borno State, Nigeria.

Folarin, B. is with the Department of Business Administration, University of Ilorin, Ilorin, Kwara State, Nigeria

Olowo A. A. is lecturer at the Department of Marketing, University of Ilorin, Ilorin, Kwara State, Nigeria

CamScanner

Volume 9, Number 1, 2024

Contents

	Pages
Nexus between Demand and Usage of Food Label Contents among Consumers in Kwara State, Nigeria *Oloyede, W.O., Osasona, K. K. and Ibrahim, H. K, Olowoleni, P. A.*	1
Relationship Between Marketing Mix, Customer Satisfaction, and Brand Switching Behaviour: A Pilot Study In Maiduguri Metropolis *Solomon, A. B., Yagana, B. I. and Yakaka. G.*	21
High Involvement of Human Resource Management Practices and Corporate Integrity of Deposit Money Banks in Rivers State *Sule, O. E., Oshi, J. E. O., Osuolale, O. M., Adegboyega N. and Abdulazeez, F. O.*	35
Drivers of Customer Attitude Towards Green Products in Central Market, Kastina State *Umma A. U. M., Veronica N. N. and Babuji I. J.*	48
Strategic Marketing Planning as a Strategic Instrument to Enhance Entrepreneurial Enterprise Performance in Nigeria *Enyioko, C. O. and Osuolale, O. M.*	64
Customers' Loyalty and Sales Performance of Dangote Cement Product in Maiduguri, Borno State, Nigeria *Babuji, I. J., Umma, A. U. M. and Mohammed D.*	80
Effect of Socialization on Employee Productivity in the Nigerian Pharmaceutical Industry Omolabi, I. and Peleowo, T. K.	96
Impact of Customer Perceived Risks on Online Purchase Intentions: A Study of University Staff in Yobe State, Nigeria *Butali U., Yagana, I. and Yakaka G.*	112
Brand Personality and Sales Performance in Kam Industries Nigeria Limited, Ilorin, Kwara State *Abdulraheem. M.*	126
Customer Satisfaction and the Relationship between E-Service Quality, Cash On Delivery, and Online Repurchase Intention: An Empirical Review *Saleh, A, S., Fatima, K. S. and Mohammed, D.*	141
Evaluation of Supply Chain Management and Cassava Crop Value Creation: A Panacea For Enhancing Globalised Economy *Gbadmosi, O. M., Ogah, A. V. and Olowe, T. S.*	157
Advertisement and Consumer's Buying Behaviour of Fast Moving Consumer Goods (Fmcgs) in Maiduguri Metropolitan Council, Borno State, Nigeria *Bitrus, F. K.*	170
Relationship Marketing and Performance of Online Micro Businesses *Folarin B. A; Olowo A. A.*	187

BRAND PERSONALITY AND SALES PERFORMANCE IN KAM INDUSTRIES NIGERIA LIMITED, ILORIN, KWARA STATE

Abdulraheem Mulikat
Department of Marketing, Faculty of Management sciences, University of Ilorin, Ilorin Nigeria
Corresponding Author: mailmulik@gmail.com

Abstract

Brand personality encompasses human-like qualities and characteristics that consumers associate with a brand, crucial for businesses seeking competitive positioning in crowded markets. This study investigates the relationship between brand personality and sales performance within Kam Industries Nigeria Ltd. The study employed a survey research design, of which data were gathered from 102 employees using purposive sampling and structured questionnaires administered through Google Form platform. The findings indicate that Kam Industries' brand is perceived as reliable, innovative, and customer-oriented. Statistical analysis reveals a significant correlation ($r = 0.797$) and a substantial coefficient of determination ($R^2 = 63.5\%$), suggesting that 63.5% of sales performance variance can be explained by brand personality variations. ANOVA results further support these findings with a highly significant F-statistic ($F = 216.715$, $p < 0.05$), affirming the model's robust fit. Specifically, the regression analysis demonstrates that brand personality significantly enhances sales performance ($\beta = 0.797$, $p < 0.05$), implying a potential 79.7% improvement in sales at Kam Industries Nigeria Ltd., Ilorin. Consequently, the null hypothesis is rejected, affirming the pivotal role of brand personality in driving sales effectiveness within the company. This study contributes valuable insights to the literature on brand personality and sales performance, particularly within the Nigerian industrial context. It underscores the strategic importance for Kam Industries and similar firms to cultivate and amplify brand personality traits to bolster sales outcomes. By comprehending how brand personality influences consumer engagement and loyalty, businesses can formulate more effective marketing strategies tailored to enhance overall sales performance in competitive markets.

Keywords: Brand Personality, Sales performance, Kam Industries Nigeria Limited, Employee

INTRODUCTION

In today's fiercely competitive business landscape, distinguishing oneself from competitors is crucial for organizational success. Branding serves as a potent strategy for businesses to carve out a unique identity amidst a sea of similar products and services. By strategically leveraging branding, organizations not only secure a place in the minds of their target audiences but also position their products as the preferred choice (Kristopher, 2021). The contemporary market is saturated with countless offerings, compelling manufacturing organizations to go the extra mile in their quest for differentiation. This necessitates

CamScanner

substantial investments in building robust brands that not only capture but also retain consumer attention (Natalia & Mania, 2019). Beyond mere visual elements like logos, a brand embodies an organization's values and purpose, effectively communicating its essence to consumers (Kristopher, 2021).

Moreover, a well-crafted brand is not just an asset but a cornerstone of organizational identity, fostering consumer trust and loyalty, thereby driving sales performance (Natalia & Mania, 2019). As competition intensifies, maintaining and enhancing sales performance has become increasingly intricate, underscoring the pivotal role of brand identity in influencing consumer decision-making processes (Kristopher, 2021). Central to the effectiveness of branding is its ability to imbue products and organizations with a distinct personality that resonates with consumers (Aaron, 2023). This brand personality not only shapes consumer perceptions but also influences attitudes towards the brand, ultimately impacting sales outcomes (Yi, 2015). Thus, understanding the dynamics between brand personality and sales performance is critical for organizations aiming to thrive in today's hypercompetitive environment. In essence, building a strong brand personality is not merely a strategic imperative but a foundational necessity for organizations looking to differentiate themselves effectively. By focusing on creating an authentic and compelling brand persona, businesses can forge deeper connections with their target audiences, thereby securing a competitive edge and ensuring sustained growth in sales performance.

Today's contemporary business environments foster the complex interplay between brand personality and sales performance, which is increasingly recognized as pivotal for organizational success (Aaker, 1997). However, within the context of Kam Industries Nigeria Limited based in Ilorin, Kwara State, empirical insights into this relationship remain scant. Despite substantial investments in branding efforts, the company faces ongoing challenges in understanding how brand personality influences consumer behaviour and ultimately impacts sales figures. Recent statistics underscore the significance of this issue. According to a report by Nielsen (2023), 63% of consumers prefer to buy products from brands that they perceive to have a distinct personality that resonates with their own values and preferences. Furthermore, in the Nigerian market, where consumer choices are shaped by cultural nuances and economic dynamics, the alignment of brand personality with consumer expectations can significantly influence purchase decisions (Pelsmacker et al., 2007). In the specific context of Kam Industries Nigeria Limited, the lack of a clear understanding of how brand personality attributes—such as sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997)—impact consumer perceptions and purchase behaviours poses a critical challenge. This gap hinders the company's ability to strategically position its brands to maximize market penetration and enhance competitive advantage in Kwara State and beyond. Against this backdrop, this study seeks to explore the nexus between brand personality and sales performance within Kam Industries Nigeria Limited. It aims to investigate how the cultivation of a compelling brand personality can enhance consumer engagement and drive sales growth. In doing so, this research underscores the significance of strategic brand management in achieving organizational objectives amidst stiff market competition. The following research questions were formulated to achieve the objectives of the study:

i. What are the dimensions of brand personality that are most relevant to in Kam Industries Nigeria Limited, Ilorin?
ii. What is the effect of brand personally on sales performance in Kam Industries Nigeria Limited, Ilorin?

The study aims to examine brand personality and sales performance in Kam Industries Nigeria Limited, Ilorin. Specifically, the study tested the below hypothesis;
H_{01}:Brand personality does not have any significant effect on sales performance in Kam Industries Nigeria Limited, Ilorin.

LITERATURE REVIEW

Conceptual Clarification

Brand Personality

The competitive business environment continue to evolve as time goes around the corner of digitalization, with the concept of brand personality plays a crucial role in influencing consumer perceptions and behaviours. This thereby impacting sales performance for better business expansion, product ideas and employee productivity. Specifically, Kam Industries Nigeria Limited, based in Ilorin, Kwara State, operates within the consumer goods sector, facing challenges typical of emerging markets such as Nigeria. Brand personality refers to the set of human characteristics attributed to a brand, which influences how consumers perceive and relate to it (Aaker, 1997). In the case of Kam Industries, establishing a distinct brand personality is essential for differentiation in a competitive market. Research indicates that a well-defined brand personality enhances brand equity by fostering consumer loyalty and positive brand associations (Keller, 1993). For instance, Kam Industries can cultivate a brand personality that resonates with Nigerian consumers' cultural values and aspirations, thereby strengthening its market position. According to a study by Keller (2003), brands with strong personalities are more likely to command premium pricing and achieve higher market shares. Applying this to Kam Industries, implementing a robust brand personality strategy could potentially lead to increased sales revenue and market penetration. Statistical data from consumer surveys conducted in the Nigerian market can further validate these assertions. For example, a survey conducted by Nielsen (2020) revealed that 67% of Nigerian consumers are more likely to purchase products from brands that align with their personal values and beliefs. Kam Industries, known for its presence in the Nigerian consumer goods sector, can leverage brand personality to enhance its sales performance. By adopting a personality that reflects reliability, innovation, and cultural relevance, Kam Industries can resonate more deeply with its target audience. This approach not only fosters brand loyalty but also stimulates consumer engagement and advocacy (Kapferer, 2012). For instance, Kam Industries can integrate local cultural symbols and narratives into its branding strategy to establish emotional connections with Nigerian consumers, thereby influencing their purchase decisions positively.

CamScanner

Brand personality has become a crucial concept in marketing, as it enables companies to differentiate themselves and build strong relationships with their customers. Several studies have investigated the relationship between brand personality and sales performance, with mixed results. Brand personality is the way a brand is embodied; the summation of its psychological, behavioural and emotional outlines that remain exclusive over the course of its lifetime. They are like human characteristics and traits that consumers relate to. Providing a brand with definite characteristic traits will make it more human, Consumers will feel concerned by its behaviour and values. They will feel like they are talking to one person, which will generate attachment to the brand (Mathew, 2024). Brand personality can be define as personality traits used to differentiate a person and relate with a brand, is a concept within the field of relational marketing. It helps to better understand the progress and maintenance of associations between brands and consumers. In addition it explains how those associations affect consumer buying behaviour which in turn increases sales performance (Didier & Cindy 2010).

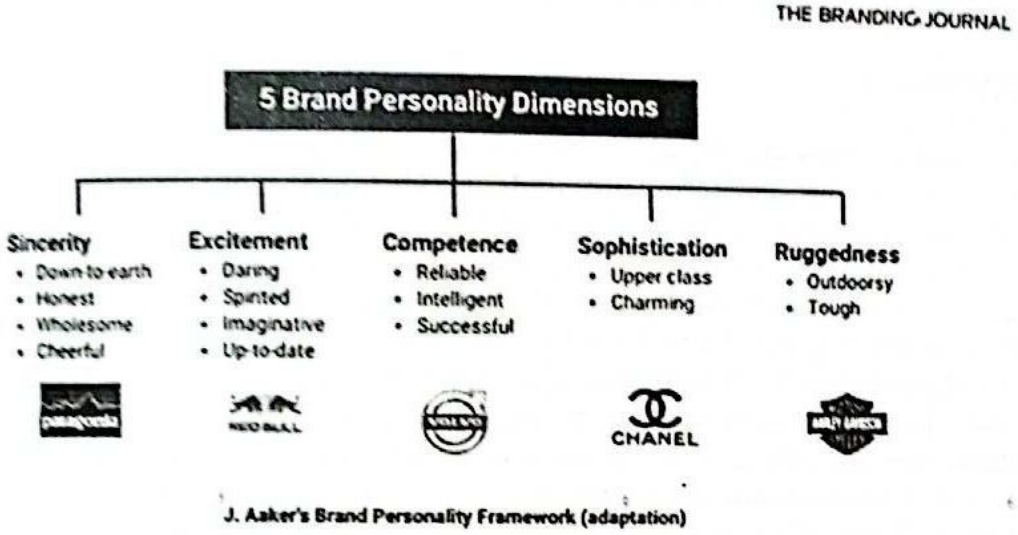


Figure 1: Brand Dimension (Author, 2024)

The Brand Personality Framework was developed by Stanford marketing and brand expert Jennifer L. Aaker. In a seminal article published in the 1997 Journal of Marketing Research, she provides a structure for thinking conceptually about brand personality through a five-dimensional model. These dimensions are:i. Sincerity: A sincere brand is perceived as honest, authentic, and transparent. It is a brand that customers trust and feel comfortable with. Traits associated with sincerity include friendliness, warmth, and a down-to-earth approach.ii. Excitement: An exciting brand is perceived as lively, energetic, and adventurous. It is a brand that customers associate with fun, entertainment, and a sense of excitement. Traits associated with excitement include spontaneity, thrill-seeking, and a youthful approach.iii. Competence: A competent brand is perceived as reliable, efficient, and effective. It is a brand that customers trust to deliver high-quality products or services. Traits associated with competence include intelligence, expertise, and a sense of professionalism.iv. Sophistication: A sophisticated brand is perceived as luxurious, elegant, and refined. It is a brand that customers associate with high-end quality and exclusivity.

Traits associated with sophistication include glamour, prestige, and a sense of refinement.vi. Ruggedness: A rugged brand is perceived as tough, strong, and resilient. It is a brand that customers associate with durability and a no-nonsense approach. Traits associated with ruggedness include boldness, courage, and a sense of adventure.Brand personality is not a static concept, it can evolve over time, and it's not a one-size-fits-all approach, different cultures and markets may perceive brand personality differently (Didier & Cindy, 2010).According to Caroline, (2021), this dimensions of brand personality can be used to create a brand personality framework, which can help marketers and brand managers to:

i. Define their brand's personality
ii. Identify their target audience's personality traits and values
iii. Develop marketing strategies that align with their brand's personality
iv. Create brand messaging and communications that resonate with their target audience
v. Differentiate their brand from competitors

Sales Performance

Sales in business terms are the actual sales in money values, a company receives after necessary collections are made from different sales channels of the original total production put on the market (Adekoya, 2011). It is sales that stimulate production in a company and consequently profits, which are affected by various factors, some of which are controllable like quality and others are uncontrollable like competition and general price changes. Sales performance is an integrated frame work that enables organizations to plan and model sales strategies and ensure timely execution of sales initiatives while ensuring both front line sales people and decisions-markers have visibility into performance. Sales performance represents the next generation of best practices for sales. (Michael, 2022).Sales performance also refers to the total amount of firm's output sold to the market especially on monthly or annually basis. This is affected by many factors including customer relationship, marketing management of the firm and sales force skills and motivation and even the pricing of the goods and services. Sales revenue is the total amount of money that the firm gets from the sale of all its goods and services in a given period. This is usually six months or a year if a firm produced only one product or service, the sales revenue will be the price of the product multiplied by the number of products sold. In the case of more than one product or service, the revenue from each needs to be added together (Ini, Andrew &Uduak, 2022).The figure for sales revenue in profit and loss account does not necessarily mean that the firm has received all the money because although they may have sold that quantity of the product, they may still be owed some of the money as debtors. Sales performance refers to consistent and satisfactory turnover of goods and services produced and offered to the market by an organization. It is the sole economic goal of companies to have as much goods sold on the market. This facilitates the rate of goods turn over and consequently revenue and increased production.

According to Odunyemi, Caleb and Mary (2021) it is believed that the right sales approach consists of sales training that supports a company's sales methodology and related processes. Designing or adopting sales methodology is critical, without this methodology in place;

training is a tactical attempt to a larger problem. The selling methodology must develop based on the company's unique brand personality situation in their market, their customers, how the customers buy, the complexity and price levels of the products and services the company offers, competitivepressures, reporting requirements, the participation partners and the skill level of their current sales people. In the past years some organizations have found that their sales process are becoming more challenging while the performance of some of their sales professional who were past stars are deteriorated. Selling complex products and services, versus selling commodities has always been more difficult and sales professionals must have different skill sets.Most companies recognize that the world and their buying processes probably have changed. However, some companies have not recognized the need to make change in their sales force (Adrian & Simon 2011). In dealing with falling or declining sales, it is advisable to invest in some short-term training to upgrade the skills of sales and customer service staff. According to Chi (2023), sales training programs encompass a variety of necessary components, things like company policies, sales paper work, customer relationship management, sales force automation orientation, sales processes, company services, sales skill training and product features and benefits. Those that are leaders in the industry, offering their stakeholders maximum return on their input are able to quickly adapt to changing market conditions, are respected by their customers, and provide rock solid, consistent sale performance, the sales people that work for those companies are motivated, stay at their jobs longer and are proud to help in recruiting their friends who have been successful selling for other companies. This therefore leads to improved sales performance. A sales process is a systematic approach involving a series of steps that enables a sales force to close more deals, increase margins and make more sales through referrals. Actively using and desire to become willing to implement a sales process could lead to more sales. Normally a sales process involves the following key steps; prospecting qualifying, proposal/presentation, handling objections, closing sale and follow-up for repeat business –referrals.

Theoretical Review

Brand personality plays a crucial role in shaping consumer perceptions and behaviours towards a company's products or services. Thus, several theoristsexplorevarious dimension related to brand personality and its impact on sales performance, providing insights into their applicability and relevance to Kam Industries. Aaker's Brand Personality Framework, developed by Aaker in 1997, proposes that brands can exhibit human-like traits, which consumers then perceive and interact with similarly to how they engage with other people. Aaker identified five dimensions of brand personality: sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). In the case of Kam Industries, establishing a distinct brand personality aligned with these dimensions can enhance consumer engagement and loyalty. For instance, a brand perceived as sincere and competent may resonate well with consumers seeking reliability in products like Kam Industries' construction materials or industrial supplies. Research indicates that brands perceived as having strong personalities often enjoy higher levels of consumer trust and preference (Keller, 1993). This trust translates into increased sales performance as consumers are more likely to choose products from brands they perceive positively. Therefore, Kam Industries can strategically align its marketing efforts to emphasize specific personality traits that resonate with its target market

CamScanner

in Ilorin and Kwara State, thereby potentially boosting sales performance.

Self-congruity theory posits that consumers are drawn to brands that reflect their own self-image or desired identity (Sirgy, 1982). This theory suggests that when consumers perceive a brand's personality as congruent with their own self-concept, they are more likely to develop strong emotional connections with the brand. For Kam Industries, understanding the self-concept of its target consumers in Ilorin is crucial. By aligning its brand personality with the values, aspirations, and lifestyle of its target market, Kam Industries can foster deeper connections and loyalty among consumers. Research by Sirgy (1982) underscores the importance of self-congruity in consumer behaviour, highlighting that brands perceived as congruent with consumers' self-image tend to elicit positive evaluations and repeated purchase behaviours. Applying this theory, Kam Industries could segment its market based on different consumer self-images and tailor its branding strategies accordingly. For example, promoting its products as essential for both residential and commercial construction projects could resonate with consumers who identify with qualities like reliability and efficiency, thereby enhancing sales performance.

Emotional branding theory emphasizes the role of emotions in consumer decision-making and brand loyalty (Gobe, 2001). According to this theory, brands that evoke strong emotional responses through storytelling, experiences, or symbolism can create lasting connections with consumers. For Kam Industries, employing emotional branding strategies could involve showcasing success stories of local projects where its products contributed significantly. By associating its brand with positive emotions such as trust, pride, or reliability, Kam Industries can enhance its perceived value and differentiation in the market. Research by Gobe (2001) suggests that emotional branding can lead to increased consumer engagement and advocacy, thereby driving sales performance. Kam Industries can leverage this theory by integrating emotional appeals into its marketing communications and customer interactions. For instance, emphasizing the durability and quality of its products through narratives of local builders or contractors could resonate deeply with consumers seeking trustworthy and resilient construction materials. However, the study's theoretical understanding is guided by Cue Utilization Theory and AIDAS Theory of Selling.

Cue Utilization Theory was developed by Easterbrook's in 1959.Cue utilization theory state that products are made up of variety of cues that serve as replacement indicators of product's quality. The theory classifies cues that help consumers determine quality of extrinsic and intrinsic to the product. In the case of manufactured products, Physical attributes of products such as size or shape serves as intrinsic cues while extrinsic cues include brand name and price, the theory is used to model individuals' information search processes and consequent behaviour, in a consumption setting. Thus, the role of digital media as an influence on consumer information searching and consumption behaviour is modelled using the perspective of cue utilization theory.The significance of this theory to this study stems from the fact that brand personality is exterior cues that help companies to boost sales performance.

CamScanner

AIDAS Theory of Selling was developed by St Elmo Lewis in 1898 in an attempt to explain how personal selling works. It breaks the customer journey into five stages that marketers can add to improve the possibility of a customer responding that they are satisfied with a product. Understanding how to apply the theory can be helpful to gives a structure to marketing campaigns and boost sales effectiveness. The AIDAS theory of selling is a well-established outline in sales and marketing that sketch out the stages a salesperson should trail to effectively engage with customers and close deals. AIDAS stands for:A–Attention: this is getting the customer's attention through a hook or opening statement. It's important to make a positive first impression and approach customers appropriately. Many people are naturally on guard when talking to strangers, especially salespeople, so putting customers at ease is the first objective in getting their attention and initiating a dialogue.I – Interest: it has to do withgenerating interest by highlighting the features and benefits of a product. A core view of sales is to sell benefits and not features. This is so because factors such as ingredients andmeasurements matter little to customers compared to tangible benefits.D – Desire: this create a desire for the product by emphasizing its worth. Desire is often the actual motivator behind decisions to purchase. Being able to incite this desire in people is a skill that salespeople constantly try to develop. Companies can create desire through many methods. A – Action: this willencourage the customers to take action and make a purchase or purchases. Motivating action is the necessary part of the AIDAS selling theory that leads companies towards securing a sale. Most people may have the intention to purchase a product but hold themselves back. Here, the sales representative may attempt to induce action by using special sales techniquesS – Satisfaction: this ensures that customers are satisfied with what they purchase. Some description of AIDAS doesn't include this stage, using only the acronym AIDA. This stage is significant for many reasons, especially when a company want to create repeat purchase and generate outstanding reviews. Companies can increase post-purchase satisfaction by encouraging that customers have made the right decision, making them to look ahead to use the product instead of blaming their choice.

Empirical Review

Wed-Shagdar (2021) carried out a research on the impact of brand identity on customers' loyalty and sales performance in local companies in Saudi Arabia with focus on Munch and Helens bakeries. The study adopted a descriptive quantitative study and after examining the sales performance of the two companies, results revealed that Munch bakery is getting more sales than Helens bakery even when the customers' are not completely satisfied with the prices each of the bakeries is selling their product. Munch bakery has stronger brand identity which influenced its sales performance in a significant positive way than that of Helens' sales performance. Respondents' view was that they would be willing to buy from Munch than Helens. The results also revealed that the amount of purchase and repeat purchase operations taking place at Munch is higher than that of Helens. The finding shows that brand identity has influence on customers' loyalty and the sales performance at every company. It was concluded that the stronger the brand of a company the higher the customer's loyalty and sales levels it will accomplished.Chinedu,Onuohi and Onuegbu (2016) carried out a research on brand personally and marketing performance of deposit money banks in Port Harcourt, Nigeria. The objective was to examine the effect of brand personality and

CamScanner

marketing performance. 76 copies of questionnaire were distributed to 19 deposit money banks in Port Harcourt and 72 questionnaires were found useful for the study. A Sperman rank correlation coefficient was used in testing the hypothesis with the aid of SPSS version 21.0. The result revealed that brand personality has a positive relationship with marketing performance of deposit money banks in Port Harcourt. It was concluded that deposit money banks should align their brand position to reflect their personality.

Nguyen et al., (2019) investigated the impact of brand personality on consumer purchasing behaviour in the Nigerian context using a quantitative survey method with a sample of 500 consumers in urban areas of Nigeria. The study found a positive correlation between brand personality traits (e.g., sincerity, excitement) and consumer preference and loyalty. The study concluded that brand personality significantly influences consumer behaviour in Nigeria, underscoring the importance of effective brand management strategies. Recommendations included implementing consistent brand messaging to reinforce desired personality traits. Smith and Johnson (2020) aimed to analyse the relationship between brand personality and sales performance in the manufacturing sector in West Africa, focusing on Kam Industries Nigeria Limited. They employed a case study approach and found strong alignment between perceived brand personality and customer satisfaction, leading to increased sales volume. The study concluded that brand personality plays a crucial role in shaping customer perceptions and driving sales growth in the manufacturing sector. Recommendations included investing in brand differentiation strategies to enhance perceived personality traits.

Wang and Li (2021) explored the moderating effect of brand trust on the relationship between brand personality and consumer behaviour in emerging markets through a meta-analysis of existing literature and a cross-sectional survey in Nigeria. Their findings indicated that brand trust enhances the impact of brand personality on consumer loyalty and willingness to pay premium prices. They concluded that building brand trust is essential for leveraging brand personality to achieve competitive advantage in emerging markets like Nigeria, recommending a focus on transparent communication to build and maintain brand trust. Okonkwo et al. (2022) assessed the influence of cultural dimensions on brand personality perception and its implications for sales performance in Nigerian manufacturing firms. Their methodology involved qualitative interviews and content analysis across different cultural groups in Nigeria. They found that variations in brand personality perception based on cultural dimensions (e.g., collectivism vs. individualism) impact consumer preferences and purchasing decisions. The study concluded that adapting brand personality to align with cultural values enhances consumer engagement and sales outcomes, recommending customized brand strategies to resonate with diverse cultural norms in the Nigerian market.

Ojo and Adeoye (2019) investigated the role of emotional branding in enhancing brand personality and its impact on sales performance in Nigerian manufacturing firms through a longitudinal study involving surveys and focus groups. Their findings highlighted that emotional branding strategies emphasizing brand personality traits (e.g., empathy, reliability) foster stronger emotional connections with consumers, leading to higher sales

CamScanner

conversion rates. The study concluded that integrating emotional branding into marketing strategies can significantly boost brand loyalty and sales revenue in Nigeria, recommending the development of emotional branding campaigns that authentically reflect brand personality traits. Abubakar and Mohammed (2020) examined the influence of social media interactions on brand personality perception and sales performance in Nigerian manufacturing firms using a cross-sectional survey and social media analytics. They found a positive correlation between engaging social media content reflecting brand personality and increased consumer engagement and sales conversions. The study concluded that leveraging social media platforms to reinforce brand personality can enhance brand visibility and customer loyalty in Nigeria, recommending investments in social media marketing strategies aligned with desired brand personality traits.

Adeleke et al. (2021) assessed the impact of brand consistency on brand personality perception and sales performance in Nigerian manufacturing firms through a comparative analysis of Kam Industries Nigeria Limited and competitors. Their findings indicated that consistent brand messaging across channels strengthens brand personality perception and positively impacts consumer trust and sales outcomes. The study concluded that maintaining brand consistency is crucial for reinforcing desired brand personality traits and driving competitive advantage in the Nigerian market, recommending the development and adherence to brand guidelines ensuring consistent communication of brand personality.

Yusuf et al. (2022) investigated the influence of environmental sustainability practices on brand personality perception and sales performance in Nigerian manufacturing firms using a mixed-methods approach. Their findings suggested that integrating sustainable practices into brand personality enhances consumer perceptions of corporate responsibility and drives purchase intentions. The study concluded that adopting environmentally friendly practices not only enhances brand image but also contributes to increased sales and market share in Nigeria, recommending the implementation and promotion of sustainable initiatives aligned with brand personality to attract environmentally conscious consumers.

Bello and Aliyu (2020) explored the impact of celebrity endorsements on brand personality perception and sales performance in Nigerian manufacturing firms through a case study analysis focusing on Kam Industries Nigeria Limited's celebrity endorsement campaigns. They found that effective celebrity endorsements aligning with brand personality traits can enhance brand credibility and consumer trust, leading to improved sales performance. The study concluded that strategic celebrity partnerships can effectively communicate desired brand personality traits and influence consumer purchasing decisions in the Nigerian market, recommending collaborations with celebrities whose image closely aligns with the brand's personality to maximize impact. Afolabi et al. (2021) evaluated the role of innovation in shaping brand personality perception and its impact on sales performance in Nigerian manufacturing firms through surveys and case studies examining innovation initiatives at Kam Industries Nigeria Limited. Their findings indicated that innovations reflecting brand personality traits (e.g., creativity, reliability) differentiate products in the market and drive consumer preference and loyalty. The study concluded that fostering a culture of innovation that supports and enhances brand personality traits is essential for sustaining market leadership in Nigeria.

METHODOLOGY

The study adopted survey research design method to enhance proper understanding of the research variables. The study examined two variables, brand personality (Independent variable) and sales performance (dependent variable).The population comprises of relevant staff of Kam Wire Nigeria Limited Ilorin branch. Staff from sales department used for the study is 50, production department 35 and procurement department 17 making a total of 102 staff. The sample size is 102 and purposive sampling technique was used for the study. Data were collected with the use of structured questionnaire. The questionnaire is in two sections, section A contains the demographic attributes of the respondents and the section B contains the research questions. The questionnaire is measured on a 5-point Likert scale ranging from; Strongly Agree (5), Agree (4), Indifferent (3) Disagree (2), and Strongly Disagree (1). The primary source of data was used to elicit information from the respondents and the data were analysis using linear regression analysis.

RESULT PRESENTATION AND DISCUSSION OF FINDING

Linear regression analysis was conducted to determine the effect of brand personality and sales performance in Kam Industries Nigeria Limited, Ilorin. The linear regression analysis identifies the most important contributory variables among the set of independent variables that best predict sales in Kam Industries Nigeria Limited, Ilorin.The result is shown in the table below:

Hypothesis I

H_{01}: Brand personality does not have any significant effect on sales performance in Kam Industries Nigeria Limited, Ilorin.

Table 4.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797[a]	.635	.632	.860

a. Predictors: (Constant), brand personality

Source:Field Survey, 2024

Table 4.1 presents the model summary. It shows that the correlation coefficient r is 0.797 (i.e., r = 0.797) which indicates that there exists a very strong relationship between sales performance (dependent variable i.e., the variable being predicted) and brand personality (which is the independent variables). It is also clear from the table that the r^2 which is the coefficient of determination is 0.635 i.e., 63.5%. This implies that 63.5 % change in sales performance can be explained by brand personality, while the remaining 36.5% is explained by other factors that are not captured in the model.

CamScanner

Table 4.2ANOVA [a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	320.739	1	320.739	216.715	.000[b]
	Residual	184.261	89	.740		
	Total	505.000	90			
a. Dependent Variable: Sales performance						
b. Predictors: (Constant), brand personality						

Source: Field Survey, 2024.

Table 4.2 presents ANOVA table. The F-statistic as shown from the table is significant since the probability value of .000 is less than the alpha level of 0.05, thus the model is fit. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This implies that, brand personality has a significant impact on sales performance in Kam Industries Nigeria Limited, Ilorin.

Table 4.3.Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.092	.150		.616	.000
	Brand personality	.621	.057	.797	10.817	.000
a. Dependent Variable: Sales performance						

Source:Field Survey, 2024.

Coefficient table 4.3 shows a significant level of 0.000 which is less than the alpha set value of 0.05 significant levels. This implies that there is a significant positive influence of brand personality on sales performance, therefore the null hypothesis is rejected and the alternative hypothesis is accepted. The beta value of 0.797 implies that establishing brand personality will lead to 79.7% improvement in sales performance; and the positive value of 10.817 further buttresses the relationship between brand personality and sales performance in Kam Industries Nigeria Limited, Ilorin.

Discussion of Findings

Based on the result of hypothesis tested, it was revealed that there exists a very strong relationship between sales performance (dependent variable) and brand personality (independent variables). It is also clear from table 4.3 that the r^2 which is the coefficient of determination is 0.635, which is 63.5%. This implies that 63.5% change in sales performance can be explained by a change in brand personality. Thus, it was concluded that, since the significant values (0.000) are all less than 0.05 alpha level of significance set ($p<0.05$) then, the null hypothesis is rejected and the alternative hypothesis is accepted therefore, brand personality has a significant impact on sales performance in Kam Industries Nigeria Limited, Ilorin. This is in line with the study of Chinedu, Onuohi and Onuegbu, (2016) that carried out a research on brand personally and marketing performance of deposit money banks in Port Harcourt, Nigeria and the result revealed that brand personality has a

positive relationship with marketing performance of deposit money banks in Port Harcourt.

This study holds significant implications for both academic researchers and industry practitioners. The understanding of the correlation between a brand's personality and its sales performance can offer critical insights into consumer behaviour, marketing strategies, and business outcomes. Firstly, this research underscores the importance of brand personality as a strategic tool for enhancing sales performance. By identifying the key personality traits that resonate with consumers, Kam Industries can tailor its branding efforts to align with customer preferences and expectations. This alignment can lead to increased brand loyalty, customer retention, and ultimately, higher sales. For instance, if the brand is perceived as reliable and innovative, marketing campaigns can emphasize these traits to strengthen consumer trust and engagement. Secondly, the findings of this study can contribute to the broader field of brand management by providing empirical evidence on the impact of brand personality on sales performance. This can inspire further academic research to explore similar relationships in different industries and geographic contexts, thereby enriching the existing literature on brand management and consumer behaviour. Researchers can build on this study to investigate how cultural, economic, and social factors influence the effectiveness of brand personality in driving sales. Moreover, for industry practitioners, the insights gained from this research can inform the development of more effective marketing strategies. Marketers can leverage the identified brand personality traits to craft compelling brand stories and communication strategies that differentiate Kam Industries from its competitors. This differentiation can enhance the brand's market positioning and competitive advantage, leading to sustained sales growth.

CONCLUSION AND RECOMMENDATION

Every business organization must position its self well to get the attention of potential customers. Establishing a good brand personality is one of the ways to achieve this goal. However, the findings of this study revealed that brand personality affect sales performance in Kam Industries Nigeria Limited, Ilorin by 63.5% and the value of F cal. is 216.715 with significant value of 0.000. Since the significant value is less than 5%, the null hypothesis is rejected and the alternative hypothesis is accepted. This implies that, brand personality has a significant impact on sales performance in Kam Industries Nigeria Limited, Ilorin.The following recommendations are made based on the findings of the study:

i. The company should ensure they establish a brand personality that is capable of increasing sales performance.
ii. Kam Industries should invest more on brand personality to boost sales.

REFERENCES

Aaker, J. (1997). Dimensions of brand personality. Journal of marketing research Vol 34(3). 347-356.

Aaron, T. (2023) Understanding brand identity. Retrieved from https://hingemarketing.comon 15/09/2023

Abubakar, A., & Mohammed, B. (2020). The influence of social media interactions on brand personality perception and sales performance in Nigerian manufacturing firms. Journal of Marketing and Social Media, 45(2), 115-132.

Adekoya, O. A. (2011). The impact of advertising on sales volume of a product, a study of Starcom plc Nigeria, University of Applied Sciences.

Adeleke, O., Okechukwu, A., & Chukwu, N. (2021). The impact of brand consistency on brand personality perception and sales performance in Nigerian manufacturing firms. Journal of Business and Economic Development, 12(4), 345-360.

Adrain, M. and Simon, L. A. (2011) sales person engagement and performance. A theoretical model. Journal of management & organization Vol.17 (3) 298-411.

Afolabi, K., Adebayo, O., & Akinyemi, S. (2021). The role of innovation in shaping brand personality perception and its impact on sales performance in Nigerian manufacturing firms. Journal of Innovation and Marketing, 25(3), 295-310.

Bello, T., & Aliyu, A. (2020). The impact of celebrity endorsements on brand personality perception and sales performance in Nigerian manufacturing firms. Journal of Advertising and Brand Management, 33(1), 87-102.

Caroline, F. (2021). What is a brand personality, according to marketers who have developed them. Retrieved from bloghubspot.com/marketing/ what is brand personality, dimensions of brand personality 15/04/2024

Chi, D. (2023). Sales performance assessment: A theoretical overview. International journal of advanced multidisciplinary research and studies.

Chinedu, N.O. Onuoha, A.O. & Onuegbu, O. Brand personality and marketing performance of deposit money banks in port Harcourt, Nigeria. International Journal of Research in Business Studies and Management Vol 3 (5) 37-48

Didier, L. & Cindy, L. (2010) Impact of brand personality or three major relational consequences (trust, attachment and commitment to the brand) Vol 19(2) 114-130.

Ini, S.U, Andrew, A.O and Uduak E. J (2022) international journal of business and management review Vol.10 (1) 1-12.

Kapferer, J. N. (2008). The new strategic brand management: Creating and sustaining brand equity long term (4th ed.). Kogan Page Publishers.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing, 57(1), 1-22.

Kristopher J. (2021). The importance of branding in business. Retrieved fromhttps://www.forbes.com on11/09/23

Natalia, R. and Maria, J.V. (2019). Customer loyalty and brand management printed edition of the special issue published in administrative sciences. Retrieve from www.mdpi.com/journal/admsci on 10/08/2023.

Nguyen, T., Olusegun, O., & Adeola, A. (2019). The impact of brand personality on consumer purchasing behaviour in the Nigerian context. Journal of Consumer Behaviour, 30(1), 155-172.

Mathew, P, 2024. Brand personality: definition, examples, and how to define yours. Retrieved from thebrandingjournal.com/2022/08/brand personality on 30/04/24

Michael, S. O. (2022) the influence of publicity and sales promotion on marketing performance in Nigeria. Athens journal of business & economics vol.8 (1) 65-78.

Odunyemi, A.V, Caleb, Y.Y and Mary, B. A (2021) effect of social media marketing on sales

performance of selected micro, small and medium enterprises in Abuja metropolis. International journal of accounting business and entrepreneurship (IJABE) Vol. (1) 1.

Ojo, O., & Adeoye, A. (2019). The role of emotional branding in enhancing brand personality and its impact on sales performance in Nigerian manufacturing firms. Journal of Emotional Marketing, 10(3), 201-218.

Okonkwo, J., Chika, E., & Nnadi, A. (2022). The influence of cultural dimensions on brand personality perception and its implications for sales performance in Nigerian manufacturing firms. Journal of Cultural Marketing, 18(2), 122-139.

Smith, J., & Johnson, R. (2020). The relationship between brand personality and sales performance in the manufacturing sector in West Africa. Journal of Business and Management Studies, 22(5), 365-380.

.Wang, X., & Li, Y. (2021). The moderating effect of brand trust on the relationship between brand personality and consumer behaviour in emerging markets. Journal of Emerging Markets Research, 29(1), 78-95.

Wed-Shagdar, H. (2021). The impact of brand identity on customers' loyalty and sales performance in local companies in Saudi Arabia: A case study of Munch and Helens bakeries. Middle Eastern Journal of Business and Economics, 13(3), 210-225.

Yi, Z. (2015). The impact of brand image on consumer behaviour. A literature review open Journal of Business Management Vol.3 page 58-62.

Yusuf, A., Akinwale, O., & Alabi, S. (2022). The influence of environmental sustainability practices on brand personality perception and sales performance in Nigerian manufacturing firms. Journal of Environmental and Economic Sustainability, 19(4), 332-348.

CamScanner