

**DIGITAL ADVERTISING AND CUSTOMER PATRONAGE OF SOFT DRINKS
AMONGST UNIVERSITY OF BENIN STUDENTS**

BY

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BENIN CITY**

AUGUST, 2025

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MARKETING, FACULTY OF
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SCIENCE (B.Sc.) DEGREE IN MARKETING**

AUGUST, 2025

DECLARATION

I hereby declare that this project, titled **Digital Advertising and Customer Patronage of Soft Drinks Amongst University of Benin Students**, is my original work. This work has not been previously submitted, in whole or in part, for any academic degree, diploma, or other qualification. All sources that I have used have been acknowledged by way of complete references.

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Date

CERTIFICATION

This is to certify that this project titled “**Digital Advertising and Customer Patronage of Soft Drinks Amongst University of Benin Students**” was written and submitted by **Emmanuel Oyakhilome EGBADON** with matriculation number **MGS2010184** to the Department of Marketing, Faculty of Management Science, University of Benin, in partial fulfilment of the requirement of earning a Bachelor of Science (B.Sc) Degree in Marketing.

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DEDICATION

I dedicate this project to God Almighty, my creator and source of inspiration, wisdom and knowledge, who has guided me throughout this research work and my entire academic journey. I also dedicate it to my parents Mr Egbadon Wilson and Mrs Egbadon Dorathy whose unwavering support and sacrifices have enabled me to embark on and complete this academic pursuit.

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ABSTRACT

This study investigates the effect of digital advertising on customer patronage of soft drinks among students of the University of Benin, Nigeria. The research focuses on five key dimensions of digital advertising: social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing, assessing their individual and collective influence on consumer behavior within a university context. The study targeted a sample size of 395, however, only 385 valid responses were obtained through structured questionnaires distributed across various faculties. The study employed a quantitative research design, and the data were analyzed using descriptive statistics, correlation analysis, and multiple regression analysis through SPSS version 22. The findings reveal that social media advertising exerts the most significant positive effect on customer patronage, followed by influencer marketing and search engine marketing, while display advertising and email marketing showed no statistically significant impact. Based on these results, the study recommends that soft drink companies prioritize investments in social media and influencer-driven campaigns, optimize search engine marketing, and reconsider the deployment of display and email advertising strategies to better align with student consumption patterns. The study contributes to both academic literature and industry practice by offering empirical evidence on the effectiveness of digital advertising tools in the Nigerian fast-moving consumer goods (FMCG) sector, particularly within youth markets.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The Nigerian soft drink industry has grown considerably, driven by population growth, urbanization, and rising purchasing power (Alabi, Tijani, Bello, & Ogunwolu, 2021). This sector significantly contributes to Nigeria's GDP, with the beverage, food, and tobacco industry recording a 4.7% growth in early 2022 (Nigerian Bureau of Statistics, 2022). Soft drinks, including carbonated and energy drinks, hold about 62% of the non-alcoholic beverage market share in Nigeria as of 2023 (GlobalData, 2023). Increased competition from both local and international brands has prompted heavy investment in marketing strategies to capture consumer attention, particularly among university students, a key demographic known for brand experimentation (Ogunkunle, Hassan, Eniola, & Amusa, 2023). The diversity of choices available amplifies the need for effective marketing to boost consumer patronage in this sector (Ayodele, Olatunde, Afolabi, & Akinbobola, 2023).

Consumer patronage is the degree to which consumers repeatedly choose a specific product or brand in a competitive environment (Bello, Hassan, Ibrahim, & Musa, 2020). High consumer patronage is essential for brand survival as it correlates with market share and brand loyalty (Ajayi, Aremu, Adesanya, & Samuel, 2021). This metric reflects consumer satisfaction and brand trust, crucial in the fast-moving consumer goods sector

like soft drinks (Shobowale, Oyewole, Akintoye, & Abdulhamid, 2022). University students represent a crucial market segment for soft drinks due to their openness to new brands, making it critical for companies to understand what drives their purchasing decisions (Balogun, Eke, Alabi, & Okeke, 2022). This demographic's behaviour is influenced by brand appeal, pricing, and advertising effectiveness (Olaoye, Amadi, Ogunbiyi, & Olaleye, 2023), highlighting the need for targeted strategies to enhance their patronage in the soft drink sector (Alabi, Adedeji, Olalekan, & Tijani, 2022).

Digital advertising has transformed marketing by leveraging internet platforms to reach target audiences (Eze, Nwankwo, & Adebayo, 2021). Its growth is attributed to increased internet usage, mobile technology advancements, and social media's global reach (Kaplan, Haenlein, & Mehmood, 2023). In 2022, global digital advertising spending reached around \$460 billion, underscoring its dominance as a marketing tool (Statista, 2022). Digital advertising enables brands to engage consumers directly and measure campaign effectiveness, which is crucial for competitive sectors like soft drinks (Akinlade, Adedoyin, Taiwo, & Folayan, 2021). For soft drink brands, digital advertising presents a powerful channel to reach university students, who are avid social media users and responsive to online advertising (Nwokocha, Ojo, Adebisi, & Esan, 2023).

Digital advertising encompasses several dimensions that shape consumer engagement. Social media advertising uses platforms like Instagram to boost brand visibility and interaction (Balogun, Fakunle, Ayodeji, & Eniola, 2021). Influencer marketing leverages

popular figures to enhance brand credibility (Olusola, Oladele, Oyewole, & Amusa, 2022). Display ads increase product recall through visuals, aiding brand recognition (Adelakun, Bamgbose, Adewale, & Obadina, 2023). Email marketing offers personalized promotions, improving consumer-brand relationships (Owoeye, Ajiboye, Sadiq, & Oyeleke, 2021). Search engine marketing captures consumers actively seeking product-related information (Bamidele, Fakunle, Ajayi, & Odetoeye, 2023). These dimensions collectively strengthen consumer preferences, underscoring the role of diverse digital strategies in the soft drink industry.

Digital advertising significantly impacts consumer patronage, especially among university students who are highly engaged online (Onyejekwe, Okafor, Eze, & Adeyemi, 2023). It influences purchase intentions by reinforcing brand visibility and loyalty (Alade, Akinyemi, Eboh, & Adekoya, 2022). Social media advertising fosters direct interaction, building strong customer relationships (Amusan, Awolowo, Adeleke, & Olalekan, 2021). Influencer marketing particularly appeals to students, creating trust and connection with brands (Ibrahim, Hassan, Oluwatoyin, & Adejoke, 2023). Personalized email ads align with individual preferences, enhancing purchase likelihood (Oguntola, Adedayo, Ojo, & Adeola, 2021). Exposure to display and search ads further boosts brand recall and loyalty (Adeyeye, Olawale, Olufemi, & Afolabi, 2023). Against this backdrop, this study sought to examine how digital advertising affects soft drink patronage among university students.

1.2 Statement of the Research Problem

The Nigerian market has become increasingly competitive, with notable levels of brand switching across various consumer goods, including beverage products such as soft drinks (Adeleke & Aminu, 2023; Oladimeji & Lawal, 2021). This heightened consumer switching behavior has been largely driven by a combination of macroeconomic instabilities, such as a fluctuating exchange rate, rising inflation, and declining consumer purchasing power, which collectively impact the overall demand for consumer goods (Ogunyemi & Bello, 2022; Awosika, Akintoye, & Ojo, 2023). As inflation continues to erode disposable income, Nigerian consumers, particularly university students who have limited financial means, are becoming increasingly price-sensitive, often seeking out more affordable or promotional alternatives in the soft drink category (Olayiwola, Alade, & Musa, 2021). Consequently, soft drink brands in Nigeria, including Coca-Cola, Pepsi, and Bigi, have sought to leverage digital advertising as a strategic response to enhance consumer patronage and mitigate the adverse effects of these economic conditions (Afolabi, Akinbobola, & Salami, 2023). Digital advertising campaigns on platforms such as Instagram, Facebook, and Twitter have become essential tools for these brands, targeting younger demographics through influencer marketing, interactive content, and promotions, which are particularly effective in capturing the attention of university students (Afolabi et al., 2023). Despite these efforts, there remains a significant gap in understanding how digital advertising specifically impacts consumer patronage of soft

drinks among university students, particularly within the context of the University of Benin.

Previous research has explored the effect of digital advertising on consumer patronage, with studies by Obidike, Nwoye, and Ekechi (2022) and Adeola and Abubakar (2021) establishing a positive relationship between digital advertising exposure and increased consumer engagement. Further, studies by Chinedu, Obi, and Arinze (2022) and Ajayi and Ogunleye (2021) have demonstrated that digital advertising contributes to sales performance by enhancing brand visibility and recall among consumers. While these studies underscore the general effectiveness of digital advertising in fostering consumer patronage and improving sales outcomes, they have largely overlooked the specific influence of digital marketing communication strategies on brand preference in the context of soft drinks (Eze, Adejumo, & Akinwande, 2021). Thus, there is a paucity of studies that examine marketing communication elements such as social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing (SEM) in shaping consumer patronage specifically for soft drinks among university students. This study aims to address this gap by investigating the effect of these digital advertising channels on the patronage of soft drinks among students at the University of Benin.

1.3 Research Questions

The following research questions are raised to guide the study:

- i. What is the effect of social media advertising on consumer patronage of soft drinks amongst students of the University of Benin?
- ii. How does influencer marketing influence consumer patronage of soft drinks amongst students of the University of Benin?
- iii. To what extent does display advertising impact consumer patronage of soft drinks amongst students of the University of Benin?
- iv. What is the effect of email marketing on consumer patronage of soft drinks amongst students of the University of Benin?
- v. How does search engine marketing (SEM) affect consumer patronage of soft drinks amongst students of the University of Benin?

1.4 Research Objectives

The overarching objective of this study is to examine the effect of digital advertising on consumer patronage of soft drinks amongst university of Benin students. The specific objectives include to:

- i. examine the effect of social media advertising on consumer patronage of soft drinks amongst students of the University of Benin;
- ii. assess the influence of influencer marketing on consumer patronage of soft drinks amongst students of the University of Benin;

- iii. investigate the impact of display advertising on consumer patronage of soft drinks amongst students of the University of Benin;
- iv. analyze the effect of email marketing on consumer patronage of soft drinks amongst students of the University of Benin; and
- v. evaluate the impact of search engine marketing (SEM) on consumer patronage of soft drinks amongst students of the University of Benin.

1.5 Research Hypotheses

The study shall draw inferences on the following null hypotheses:

H0₁: Social media advertising has no significant effect on consumer patronage of soft drinks amongst students of the University of Benin.

H0₂: Influencer marketing has no significant influence on consumer patronage of soft drinks amongst students of the University of Benin.

H0₃: Display advertising has no significant impact on consumer patronage of soft drinks amongst students of the University of Benin.

H0₄: Email marketing has no significant effect on consumer patronage of soft drinks amongst students of the University of Benin.

H0₅: Search engine marketing (SEM) has no significant impact on consumer patronage of soft drinks amongst students of the University of Benin.

1.6 Scope of the Study

This study examines the effect of digital advertising on consumer patronage of soft drinks amongst university of Benin students. The study will be geographically limited to Benin City, Edo State which represents the location of the university, focusing on students of various departments in the Management Sciences faculty of the institution as a case study. The content scope of this study entails examining the effect of social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing (SEM) on consumer patronage of soft drinks amongst students of University of Benin. The temporal (time) scope is cross-sectional as the study is expected to be completed in 2024.

1.7 Significance of the Study

The significance of a research study is far-reaching, impacting multiple stakeholders across various sectors.

Soft Drink Manufacturers and Marketers: This research provides invaluable insights to soft drink companies regarding the effectiveness of digital advertising strategies in targeting university students, a key consumer demographic. By understanding which digital advertising channels—such as social media advertising, influencer marketing, or search engine marketing—most influence student purchasing behavior, these companies can optimize their marketing budgets and focus on the channels that yield the highest

return on investment. This targeted approach can enhance brand loyalty, increase market share, and drive sales among university students.

Advertising Agencies and Digital Marketers: For advertising agencies and digital marketers, this study offers critical data on the efficacy of various digital advertising formats and strategies specifically within the university student market segment. Agencies can leverage this information to tailor more effective campaigns for their clients in the soft drink industry, refining their approaches to content creation, platform selection, and influencer partnerships. The study can guide marketers on how to create engaging, relatable, and impactful digital content that resonates with young audiences, thereby improving campaign success rates.

University Administrators and Student Organizations: University administrators and student organizations can benefit from understanding the extent of digital advertising's impact on students' purchasing decisions. This knowledge is useful for regulating the types of advertising allowed on campus or within official university channels. Additionally, student organizations could use the findings to partner with brands in a way that is beneficial for both parties, ensuring that any promotional collaborations align with the values and interests of the student community.

Policy Makers and Consumer Protection Bodies: For policymakers and consumer protection agencies, the study's findings highlight the influence of digital advertising on young consumers and may help in formulating policies that protect students from

potentially manipulative advertising practices. Understanding the persuasive power of digital marketing on students allows regulators to establish guidelines that ensure advertising content is transparent and ethical, preventing any deceptive practices targeting this vulnerable demographic.

University Students as Consumers: The findings of this study can help university students become more aware of the ways digital advertising influences their purchasing decisions. This awareness may encourage students to make more informed choices about their consumption habits and to critically evaluate the marketing messages they encounter online. By understanding how digital advertising impacts them, students can develop greater media literacy, empowering them to be more conscious and selective consumers.

Academia and Future Researchers: The research adds to the existing body of knowledge on digital advertising and consumer behavior, specifically within the context of university students' patronage of soft drinks. It provides a foundation for future academic work, enabling researchers to explore related topics, such as the impact of digital marketing on other consumer goods or different age groups. Additionally, it offers a basis for comparative studies that assess the influence of digital advertising across various cultural and socio-economic backgrounds within the student population.

1.8 Limitation of the Study

Like many empirical studies, this research faces certain limitations, primarily related to challenges in data collection. These challenges include potential low response rates, incomplete responses from participants, refusals to participate, and the possible loss of distributed questionnaires, all of which could affect the completeness and reliability of the data. To mitigate these issues, proactive strategies will be employed, such as sending follow-up reminders to encourage participation and designing a user-friendly, accessible research instrument. Contingency measures will also be in place to address any instances of data loss or partial responses, helping to maintain the overall validity and reliability of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter examines the conceptual framework, review of related studies, and theoretical framework for the study. This chapter is made up of four sections. Closely following this introduction is the second section which deals with the conceptual framework and the theoretical underpinning to validate this current study. Finally, the chapter is concluded with a review of empirical literature.

2.2 Conceptual Review

2.2.1 Customer Patronage

Customer patronage refers to the consistent engagement of consumers with a particular brand, product, or service, driven by factors such as satisfaction, loyalty, and perceived value. Kotler defines customer patronage as the frequency and intensity of consumer interactions with a business, influenced by marketing efforts and consumer preferences (Kotler, 2022). Schiffman describes customer patronage as the behavioral tendency of consumers to repeatedly purchase from a specific brand due to habitual buying, brand loyalty, or perceived quality (Schiffman, 2021). Solomon conceptualizes it as the degree of consumer commitment to a product or service, shaped by personal experience, marketing stimuli, and socio-cultural influences (Solomon, 2023). These definitions highlight customer patronage as an outcome of consumer decision-making, brand

perception, and marketing effectiveness. Kotler and Schiffman emphasize the role of consumer preferences and habitual buying, whereas Solomon integrates socio-cultural and psychological dimensions. The convergence of these perspectives suggests that customer patronage is not solely dependent on product quality but also on marketing strategies and external influences that shape consumer behavior (Kotler, 2022; Schiffman, 2021; Solomon, 2023).

Customer patronage comprises various elements that determine consumer engagement and purchasing behavior. Brand loyalty represents a significant component, characterized by repeated purchases due to positive experiences and emotional attachment to the brand (Aaker, 2022). Customer satisfaction influences patronage by shaping consumer perceptions of value and quality, with satisfied customers more likely to engage in repeat purchases (Oliver, 2021). Price sensitivity affects customer patronage by determining the extent to which consumers are willing to continue purchasing a brand despite price fluctuations (Monroe, 2023). Perceived value, combining product benefits and cost considerations, plays a crucial role in influencing repeat patronage (Zeithaml, 2023). Convenience and accessibility significantly impact customer engagement, as consumers prioritize ease of purchase and availability when making buying decisions (Berry, 2022). Promotional strategies, such as discounts and loyalty programs, enhance patronage by incentivizing repeat purchases and fostering long-term customer relationships (Kotler, 2022). Word-of-mouth recommendations shape consumer behavior by influencing trust

and perceived credibility of a brand (Brown, 2023). Digital engagement, particularly through online advertising and social media interactions, has become a critical determinant of customer patronage in contemporary markets (Chaffey, 2023).

In Nigeria, customer patronage is influenced by economic conditions, digital marketing trends, and socio-cultural factors. The rise of digital advertising has significantly shaped consumer engagement with soft drink brands, with companies leveraging online platforms to enhance visibility and interaction (Nwankwo, 2023). Price sensitivity remains a critical determinant, as fluctuating economic conditions impact purchasing power and brand loyalty (Eze, 2022). Brand trust and perceived quality play a pivotal role in consumer decision-making, with Nigerian consumers prioritizing well-known brands due to concerns about product authenticity and safety (Adebayo, 2023). Social media has emerged as a key driver of customer patronage, with influencers and online reviews shaping consumer perceptions and purchase intentions (Okonkwo, 2023). Promotional campaigns, including discounts and loyalty programs, contribute to sustained patronage by incentivizing repeat purchases and fostering brand loyalty (Ogunyemi, 2023). Distribution efficiency and product accessibility remain essential in determining patronage, as consumers are more likely to engage with brands that ensure widespread availability (Akinpelu, 2023). Digital payment adoption and e-commerce integration have further facilitated customer patronage by enhancing transactional convenience and accessibility (Adeola, 2023).

2.2.2 Digital Advertising

Digital advertising encompasses various online marketing strategies aimed at promoting products and services through digital channels. Scholars have provided multiple definitions to conceptualize the term. Kotler, Keller, Goodman, Hansen, and Brady (2022) define digital advertising as the utilization of internet-based platforms, such as social media, search engines, and websites, to disseminate promotional content to a targeted audience. Chaffey and Smith (2022) assert that digital advertising involves leveraging electronic media to communicate marketing messages, employing tools like display ads, email campaigns, and influencer marketing. Belch and Belch (2023) explain digital advertising as an interactive marketing approach that utilizes technological innovations to engage consumers through personalized messaging and data-driven insights. The alignment between these definitions underscores the role of digital technologies in optimizing brand engagement and market penetration. Each definition highlights the interactive nature of digital advertising, emphasizing its data-driven structure and the ability to reach specific audience segments through analytics. The evolution of digital advertising has been shaped by technological advancements, consumer behavior shifts, and the growing significance of online platforms in modern business strategies. The integration of artificial intelligence, programmatic advertising, and real-time bidding has further enhanced the efficiency and effectiveness of digital

marketing strategies, reinforcing its significance in contemporary marketing discourse (Kotler et al., 2022; Chaffey & Smith, 2022; Belch & Belch, 2023).

The implication of digital advertising on customer patronage in Nigeria has been extensively examined by scholars. The expansion of internet penetration and mobile technology has significantly influenced consumer behavior, leading to increased engagement with digital advertisements. Okonkwo and Nwosu (2023) assert that digital advertising significantly impacts consumer purchasing decisions in Nigeria, particularly through social media marketing and search engine optimization. Adebayo and Yusuf (2023) highlight that personalized digital advertisements increase brand loyalty and repeat purchases, particularly in the soft drink industry. The effectiveness of digital advertising in Nigeria is further evidenced by Eze and Chukwu (2022), who found that targeted online campaigns lead to higher conversion rates and improved brand perception among consumers. The ability of digital platforms to facilitate interactive and engaging advertisements has strengthened consumer-brand relationships, enhancing patronage in competitive markets. The proliferation of mobile devices and increased internet accessibility have further heightened the responsiveness of Nigerian consumers to digital advertisements, positioning it as a dominant force in influencing purchasing behavior (Okonkwo & Nwosu, 2023; Adebayo & Yusuf, 2023; Eze & Chukwu, 2022).

2.2.3 Social Media Advertising

Social media advertising is a subset of digital marketing that utilizes social networking platforms to promote products and services to targeted audiences. Scholars have provided various definitions of social media advertising. Kotler defines it as the use of social networking sites to create and disseminate promotional content aimed at influencing consumer behavior (Kotler, 2021). Belch and Belch conceptualize it as the strategic deployment of paid and organic advertisements across social media platforms to enhance brand visibility and consumer engagement (Belch & Belch, 2022). Chaffey describes it as the application of social media channels to distribute advertising messages, leveraging user engagement and interactive content to drive sales (Chaffey, 2023). The integration of these definitions reveals a common focus on the strategic use of social media to engage customers and shape purchasing behavior. Social media advertising differs from traditional advertising due to its interactive nature, real-time engagement, and reliance on user-generated content. The increasing use of artificial intelligence and data analytics in social media advertising has enhanced personalization, making it more effective in targeting specific consumer segments (Armstrong, 2023). The dynamic nature of social media platforms facilitates direct consumer interaction, fostering brand loyalty and increasing customer retention rates (Solomon, 2023).

Social media advertising has significant implications for customer patronage of soft drinks in Nigeria. The growing internet penetration and widespread smartphone usage

have expanded the reach of social media advertising, making it a vital tool for influencing purchasing decisions (Eze, 2023). The interactive nature of social media advertising enables beverage companies to engage consumers through visually appealing content, influencer partnerships, and targeted promotions, leading to increased brand awareness and customer loyalty (Adewuyi, 2022). Studies indicate that Nigerian consumers, particularly young adults, rely on social media recommendations and influencer endorsements when selecting soft drink brands (Okonkwo, 2023). The affordability of social media advertising compared to traditional media has allowed both multinational and local soft drink brands to implement cost-effective marketing strategies, improving their competitive advantage (Ogunleye, 2023). The use of artificial intelligence-driven algorithms enables precise audience segmentation, ensuring that advertisements reach the most relevant consumers and drive higher conversion rates (Ibrahim, 2023). Consumer engagement metrics, such as likes, shares, and comments, serve as indicators of advertisement effectiveness, influencing purchasing behavior and long-term brand loyalty (Oladipo, 2023). Despite its benefits, challenges such as ad fatigue, privacy concerns, and misinformation affect the effectiveness of social media advertising in driving customer patronage in Nigeria (Chukwu, 2023).

2.2.4 Influencer Marketing

Influencer marketing has been conceptualized by scholars in different ways, reflecting its dynamic nature within digital advertising. Kotler, Kartajaya, and Setiawan define

influencer marketing as a strategic approach where brands leverage individuals with a substantial online following to endorse their products, thereby enhancing credibility and consumer engagement (Kotler, Kartajaya, & Setiawan, 2021). Lee and Kim describe it as a process in which social media personalities impact consumer perceptions and purchasing decisions through personalized content that fosters brand trust and loyalty (Lee & Kim, 2022). Campbell and Farrell posit that influencer marketing functions as a hybrid of traditional word-of-mouth and celebrity endorsement, operating through digital platforms to enhance brand visibility and consumer retention (Campbell & Farrell, 2021). These definitions share a common emphasis on the role of online personalities in shaping consumer behavior through trust-based communication. The convergence of these perspectives underscores the growing reliance on influencers as key intermediaries between brands and consumers, particularly in industries where personal recommendation plays a critical role in purchase intent (Kotler, Kartajaya, & Setiawan, 2021; Lee & Kim, 2022; Campbell & Farrell, 2021).

In Nigeria, influencer marketing significantly impacts customer patronage of soft drinks by shaping consumer preferences and purchasing behavior. Social media influencers create authentic and engaging content that fosters emotional connections between brands and consumers, leading to increased brand awareness and higher sales conversion rates (Adebayo & Olayemi, 2023). Digital endorsements from local influencers resonate with Nigerian consumers, who rely on trust-based recommendations when making purchasing

decisions (Okonkwo & Eze, 2022). The engagement-driven nature of influencer marketing enhances customer retention, as consumers tend to develop brand loyalty through repeated exposure to influencer-generated content (Ogunlana, 2023). Nigerian beverage companies increasingly collaborate with social media influencers to promote soft drink brands, as such campaigns yield measurable improvements in customer engagement and purchase frequency (Adetunji & Osho, 2023). Empirical studies reveal that influencer-led campaigns generate higher consumer interaction levels compared to traditional advertising models, reinforcing the effectiveness of digital endorsements in driving product adoption (Chukwuma & Nwafor, 2023). The integration of influencer marketing within Nigeria's digital advertising landscape underscores its growing role in shaping consumer habits, particularly in fast-moving consumer goods markets such as soft drinks (Adebayo & Olayemi, 2023; Okonkwo & Eze, 2022; Ogunlana, 2023; Adetunji & Osho, 2023; Chukwuma & Nwafor, 2023).

2.2.5 Display Advertising

Display advertising has been widely examined within the field of digital marketing due to its visual nature and capacity to influence consumer behavior. Scholars have provided varying definitions of display advertising, reflecting its evolving role in digital marketing. According to Chaffey, display advertising encompasses graphical advertisements, including banners, rich media, and interactive ads, strategically positioned on third-party websites to capture consumer attention (Chaffey, 2022). Kotler and Keller define display

advertising as the digital presentation of promotional messages using images, videos, and animations, aiming to increase brand visibility and customer engagement (Kotler & Keller, 2023). Lamb, Hair, and McDaniel describe display advertising as an online marketing technique that uses visual elements to attract potential customers and guide them toward making purchasing decisions (Lamb, Hair, & McDaniel, 2021). These definitions collectively highlight the significance of visual appeal, placement strategies, and consumer engagement in digital advertising. The integration of multimedia elements within display advertising enhances its effectiveness in brand communication, making it a fundamental component of online marketing strategies (Smith, 2023). Businesses utilize targeted display advertisements to reach specific demographics, increasing brand recall and influencing purchasing behavior (Solomon, 2022). As consumer attention spans decline, visually appealing and strategically placed display ads play an essential role in capturing interest and driving engagement (Zeithaml, Bitner, & Gremler, 2023).

The influence of display advertising on customer patronage of soft drinks in Nigeria has been examined within empirical studies, revealing its impact on consumer perception and purchase decisions. Digital advertising platforms, including Google Display Network and social media channels, have enabled soft drink companies to increase product visibility and brand awareness (Adebayo, 2023). Studies indicate that Nigerian consumers respond positively to visually compelling advertisements that incorporate engaging narratives and promotional incentives (Ogunleye, 2022). The interactive nature of display ads fosters a

sense of brand familiarity, enhancing the likelihood of product trials and repeat purchases (Eze & Okonkwo, 2023). Market penetration of soft drinks has expanded through targeted display advertisements that leverage consumer data to optimize ad placements (Balogun, 2023). Research highlights that personalized display ads, which align with consumer preferences, generate higher engagement rates and influence brand loyalty (Okafor, 2023). The growing internet penetration in Nigeria has amplified the effectiveness of display advertising, particularly among younger demographics who exhibit higher digital engagement levels (Adeyemi, 2022). Findings suggest that companies that allocate substantial resources to display advertising witness a significant increase in sales volume and customer retention (Olufemi, 2023). Nigerian beverage firms employ retargeting techniques within display advertising to reinforce brand messages, ensuring consistent customer engagement and sustained patronage (Uchenna, 2023). The empirical evidence underscores the pivotal role of display advertising in shaping consumer behavior, reinforcing brand equity, and driving soft drink sales in Nigeria.

2.2.6 Email Marketing

Email marketing is a form of digital advertising that involves the use of electronic mail to communicate promotional messages, build customer relationships, and drive consumer engagement. Several scholars have defined email marketing in various ways. Kotler and Keller define email marketing as a direct form of marketing communication that uses

email as a means of promoting products and services to potential and existing customers (Kotler & Keller, 2022). Chaffey describes email marketing as a strategic tool for delivering targeted advertising messages to segmented audiences to enhance brand awareness and customer retention (Chaffey, 2021). Armstrong and Kotler assert that email marketing encompasses personalized and automated email campaigns designed to encourage customer interactions and conversions (Armstrong & Kotler, 2023). These definitions emphasize the promotional, targeted, and strategic nature of email marketing, highlighting its role in enhancing customer engagement and driving business growth. Email marketing integrates customer data analytics and automation to deliver personalized content, which enhances its effectiveness as a digital advertising tool (Ryan, 2022). The increasing adoption of artificial intelligence and machine learning in email marketing has further improved its precision, ensuring that businesses can reach specific customer segments with tailored messages (Solomon, 2023). The growing reliance on email marketing by brands reflects its cost-effectiveness, immediacy, and ability to track consumer responses in real-time (Tuten, 2023).

Email marketing significantly impacts customer patronage of soft drinks in Nigeria by fostering brand engagement, increasing purchase intent, and improving customer loyalty. The adoption of email marketing by soft drink companies in Nigeria has contributed to increased brand visibility and consumer interaction, leading to higher purchase rates (Adebayo, 2023). Nigerian consumers respond positively to promotional emails that offer

discounts, exclusive deals, and personalized product recommendations, which influence their purchasing decisions (Ogunbiyi, 2022). The effectiveness of email marketing in driving customer patronage in Nigeria is enhanced by the increasing internet penetration and smartphone usage, which facilitates seamless access to email content (Eze, 2023). Many soft drink brands in Nigeria leverage automated email marketing to send timely and relevant content to customers, improving their engagement levels and brand recall (Olawale, 2022). The use of customer data analytics in email marketing helps soft drink companies in Nigeria to segment their audience and deliver targeted messages that align with consumer preferences and purchasing behavior (Okonkwo, 2023). Nigerian consumers perceive email marketing as a credible source of product information, which influences their trust in brands and enhances their likelihood of making repeat purchases (Afolabi, 2023). The increasing competition among soft drink brands in Nigeria has necessitated the adoption of email marketing strategies that focus on customer retention and brand differentiation (Adeyemi, 2023). The integration of interactive elements such as embedded videos and clickable call-to-action buttons in email marketing campaigns enhances user engagement and drives higher conversion rates in the Nigerian soft drink market (Eze, 2023).

2.2.7 Search Engine Marketing

Search engine marketing (SEM) is a digital marketing strategy aimed at increasing the visibility of websites on search engine results pages through paid advertisements. Kotler

defines SEM as the practice of promoting websites by increasing their visibility in search engine results through paid advertising methods, which enhances brand recognition and customer engagement (Kotler, 2022). Chaffey describes SEM as a marketing technique that involves the promotion of websites by improving their ranking in search engine result pages through paid advertisements and keyword optimization (Chaffey, 2023). Ryan explains that SEM integrates both search engine optimization (SEO) and pay-per-click (PPC) advertising to enhance online visibility, drive traffic, and improve customer acquisition (Ryan, 2021). The definitions provided by Kotler, Chaffey, and Ryan emphasize the paid aspect of SEM, distinguishing it from SEO, which relies on organic search optimization. SEM plays a critical role in digital marketing by ensuring businesses remain competitive in online spaces where customer engagement is highly influenced by search engine algorithms (Kotler, 2022; Chaffey, 2023; Ryan, 2021).

SEM significantly influences customer patronage of soft drinks in Nigeria by enhancing brand visibility, driving consumer traffic, and increasing purchase intent. Adeosun and Olayemi assert that Nigerian consumers rely heavily on digital platforms for product discovery, making SEM a crucial tool for soft drink companies to capture consumer interest through targeted advertising (Adeosun & Olayemi, 2022). Eze and Chibuzo highlight that SEM campaigns in Nigeria have resulted in a measurable increase in website visits, with soft drink brands experiencing up to a 40% rise in online engagement and inquiries (Eze & Chibuzo, 2023). Aluko emphasizes that the effectiveness of SEM is

linked to consumer behavior trends, where search engine advertisements influence purchasing decisions by providing relevant product information at the moment of need (Aluko, 2023). Uchenna and Bello indicate that soft drink brands utilizing SEM strategies witness higher conversion rates, as consumers exposed to search ads are more likely to make immediate purchasing decisions (Uchenna & Bello, 2022). The integration of SEM with mobile advertising has further strengthened customer engagement in Nigeria, given the high rate of mobile internet usage among consumers (Adeosun & Olayemi, 2022).

2.3 Theoretical Review

2.3.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was developed by Icek Ajzen as an extension of the Theory of Reasoned Action (TRA) to account for behaviors not entirely under volitional control (Ajzen, 1991). The theory posits that an individual's intention to perform a behavior is influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. This framework has been widely applied in various fields, including consumer behavior, marketing, and digital advertising, to understand and predict human actions (Fishbein & Ajzen, 2015). In the context of digital advertising and customer patronage of soft drinks, TPB provides a useful model for explaining how consumers' attitudes toward digital advertisements, social influences, and their perceived control over purchasing decisions shape their actual buying behavior (Ajzen & Kruglanski, 2019). With the increasing digitization of

marketing strategies, understanding consumer behavior through this theoretical lens is crucial for designing effective advertising campaigns that enhance consumer engagement and patronage (Sorrentino & Higgins, 2018).

The core tenets of TPB have been critically examined by several scholars in consumer psychology and marketing. Ajzen (2015) emphasizes that attitudes toward a product or advertisement significantly shape consumer intentions, which has been substantiated by empirical studies demonstrating that positive digital advertising increases purchase intentions (Rosen & Sherman, 2018; Taylor et al., 2019). However, some scholars argue that TPB does not fully capture impulsive decision-making, particularly in digital advertising contexts where subconscious influences play a role (Hagger et al., 2016; Sniehotta et al., 2014). Moreover, subjective norms, which reflect social pressures, have been found to be particularly significant in online advertising, as peer reviews and influencer endorsements heavily influence consumer decisions (Armitage & Conner, 2015; Lin & Bautista, 2018). Perceived behavioral control is another critical factor, as consumers' ability to access digital platforms and make online purchases determines whether their intentions translate into actual patronage (Cooke et al., 2016; Paul et al., 2016). Despite its strengths, some researchers argue that TPB lacks the flexibility to account for technological advancements and digital marketing's dynamic nature (Yzer, 2017; Conner & Sparks, 2015).

In relation to digital advertising and soft drink patronage, TPB offers a structured way to analyze how online marketing strategies shape consumer behavior. Digital advertisements influence consumer attitudes through persuasive messaging, visual appeal, and interactive elements that enhance product desirability (Shareef et al., 2019). Additionally, subjective norms play a crucial role in soft drink consumption, as social media trends, influencer marketing, and peer recommendations create strong normative pressures that affect purchasing decisions (Dwivedi et al., 2020). Moreover, perceived behavioral control is particularly relevant in digital advertising, as ease of access to online stores, mobile payment systems, and promotional discounts increase the likelihood of purchase (Kumar & Pradhan, 2019). However, the dynamic nature of digital advertising necessitates a more flexible theoretical approach that incorporates real-time consumer engagement, emotional triggers, and artificial intelligence-driven marketing strategies (Voyer & Mason, 2017). While TPB remains a valuable framework for understanding consumer responses to digital advertising, its application requires modifications that accommodate the evolving digital landscape and the increasingly impulsive nature of online purchasing behavior (Liu et al., 2020).

2.3.2 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo in the 1980s, remains a foundational framework in persuasion and attitude change research. The theory posits that individuals process persuasive messages through two distinct routes:

the central route, which involves deep cognitive engagement, and the peripheral route, which relies on superficial cues (Petty & Cacioppo, 1986). ELM has been extensively applied in various domains, including marketing, psychology, and communication studies, to understand how consumers form attitudes toward products and brands (Kitchen et al., 2018). In the digital advertising space, where information overload is prevalent, the model is particularly relevant in explaining how consumers engage with persuasive content (Borah, 2017). The increasing reliance on digital platforms for brand communication necessitates a critical evaluation of how ELM informs the effect of digital advertising on consumer patronage, especially in the soft drink industry, which is characterized by high brand competition and emotive advertising strategies (Chang, 2017).

The core premise of ELM is that the effectiveness of persuasion depends on an individual's motivation and ability to process information (Petty & Briñol, 2015). If consumers are highly involved with a message, they engage in central processing, scrutinizing arguments carefully, which leads to long-term attitude change (Yang et al., 2019). Conversely, in low-involvement scenarios, consumers rely on heuristics such as celebrity endorsements, music, or visual appeal—peripheral cues that create temporary attitude shifts (Kim & Lennon, 2019). This dual-process nature of persuasion makes ELM particularly useful in digital advertising, where soft drink brands use both logical messaging (e.g., health benefits, taste differentiation) and peripheral cues (e.g., influencer

marketing, aesthetic visuals) to attract customers (Grewal et al., 2018). However, critics argue that the theory oversimplifies consumer decision-making by assuming a strict dichotomy between the central and peripheral routes, whereas, in reality, persuasion often occurs through a combination of both (MacInnis & Folkes, 2017). Additionally, in the era of algorithm-driven advertising, ELM may require modifications to accommodate the fragmented nature of digital media consumption (Xu & Wyer, 2020).

In the context of digital advertising and consumer patronage of soft drinks, ELM provides a valuable lens for understanding how different advertising strategies influence consumer behavior. Given that soft drink advertising heavily relies on emotional and sensory appeals, most consumers are likely influenced through the peripheral route, responding to vibrant visuals, celebrity endorsements, and social proof rather than logical argumentation (Coker et al., 2017). However, with the rise of health-conscious consumers, central processing is also relevant, as individuals critically evaluate sugar content, nutritional benefits, and ethical branding (Chung & Kim, 2020). The digital landscape further complicates this dynamic, as personalized ads, interactive content, and influencer endorsements blur the line between central and peripheral processing (Zhao et al., 2019). Ultimately, ELM remains a robust theoretical framework for analyzing digital advertising's impact on consumer patronage, but its applicability requires an integrated approach that accounts for evolving digital engagement patterns and mixed-processing strategies in consumer decision-making (Wang et al., 2020).

2.3.3 Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT) was first conceptualized by Elihu Katz in the 1950s and further developed by Katz, Blumler, and Gurevitch (1973). The theory emerged as a response to traditional media effects theories, shifting the focus from media's influence on passive audiences to an active audience's role in media consumption (Rubin, 2009). UGT posits that individuals actively seek media content based on their psychological and social needs, making media consumption a goal-oriented activity (Sundar & Limperos, 2013). Initially applied to traditional media such as radio and television, the theory has gained renewed significance in digital communication, where consumers actively engage with content across various platforms (Ruggiero, 2018). The advent of digital advertising has intensified this interactivity, making UGT a relevant framework for understanding how consumers engage with advertisements and make purchasing decisions (Whiting & Williams, 2015). Within the soft drinks industry, where brand engagement is crucial, UGT provides insights into how consumers navigate digital advertising to fulfill entertainment, informational, or social connection needs (Bolton et al., 2018).

UGT identifies several motivations behind media consumption, including entertainment, information-seeking, personal identity, integration, and social interaction (Katz et al., 1973). In digital advertising, these motivations shape how consumers perceive and respond to marketing messages (Stafford, 2019). Scholars argue that the interactivity of

digital platforms enhances consumer agency in selecting advertisements that align with their preferences, reinforcing UGT's core assumption of active audience engagement (Shao, 2009; Sundar & Limperos, 2013). However, critics argue that UGT underestimates the influence of persuasive advertising techniques and algorithms that shape consumer choices subconsciously (Karimi & Naghibi, 2015; Yuan et al., 2016). Moreover, the theory does not sufficiently account for the power dynamics inherent in digital media, where consumer data is monetized to target advertising more effectively (De Veirman et al., 2017). Despite these limitations, research shows that UGT remains a strong theoretical lens for understanding digital advertising effects, particularly in studying ad personalization and engagement (Bartsch & Dienlin, 2016; Voorveld et al., 2018). For instance, interactive digital advertisements often fulfill entertainment and information-seeking needs, increasing consumer engagement and subsequent brand patronage (Calder et al., 2016; Zhang et al., 2017).

The relevance of UGT to digital advertising in the soft drinks industry lies in its ability to explain consumer motivations for engaging with branded content. Research indicates that consumers actively seek out soft drink advertisements that offer entertainment, humor, or relatable narratives, reinforcing the engagement-based premise of UGT (Tsai & Men, 2017; Ashley & Tuten, 2015). Additionally, personalized and interactive advertisements significantly enhance consumer patronage by fulfilling their need for social connection and engagement (Voorveld et al., 2018). However, consumer motivation for ad

engagement varies based on demographics, cultural influences, and brand perception, suggesting that UGT must be integrated with other theories, such as the Elaboration Likelihood Model (ELM), for a more comprehensive analysis (Chatterjee, 2018). Digital advertising effectiveness in the soft drinks sector also hinges on user-generated content and social media engagement, further emphasizing the active role of consumers in shaping brand interactions (De Veirman et al., 2017; Jin & Phua, 2018). Therefore, while UGT provides a solid foundation for understanding the impact of digital advertising on consumer patronage, its limitations in addressing algorithm-driven advertising necessitate a broader theoretical framework (Zhang et al., 2017).

2.3.4 AIDA Model (Attention, Interest, Desire, Action)

The AIDA model, developed by Elias St. Elmo Lewis in the late 19th century, remains a foundational framework in marketing communication and consumer behavior studies. The model delineates four stages—Attention, Interest, Desire, and Action—through which consumers progress before making a purchase decision (Kotler et al., 2017). Initially conceptualized for traditional advertising, the AIDA model has been widely adapted in digital marketing, where businesses, including soft drink brands, leverage online platforms to engage potential customers (Belch & Belch, 2018). Digital advertising, encompassing display ads, social media promotions, and video marketing, aligns with the model by first capturing attention through visually compelling content before fostering interest and desire through persuasive messaging (Armstrong et al.,

2019). However, the increasing complexity of consumer decision-making in a digitalized economy necessitates a critical evaluation of the AIDA framework's applicability, especially in assessing its influence on customer patronage in the soft drink industry.

The AIDA model suggests that effective advertising must first attract consumer attention, stimulate interest, generate desire, and ultimately drive action (Kotler & Keller, 2016). Several scholars have examined its validity in modern marketing contexts. For instance, Fill & Turnbull (2016) argue that the model oversimplifies consumer engagement, as digital advertising involves multiple touchpoints beyond linear progression. Similarly, Payne et al. (2017) critique its limited consideration of post-purchase behavior, which is crucial for brand loyalty. Nonetheless, digital marketers often rely on AIDA principles in crafting ad campaigns, as evidenced by Dahlen et al. (2019), who found that visually striking advertisements increase brand recall and engagement. Chaffey & Smith (2017) further emphasize that social media marketing, by fostering interactive engagement, strengthens consumer interest and desire. However, with the advent of programmatic advertising and AI-driven targeting, consumer actions are often influenced by algorithms rather than deliberate desire formation (Tuten & Solomon, 2018). Moreover, Rowley (2016) contends that digital advertising fosters impulsive buying behavior, bypassing traditional stages of interest and desire. Hence, while AIDA remains relevant, its rigid structure fails to accommodate the complexity of digital consumer journeys, which are

often non-linear and influenced by peer reviews, retargeting, and personalized recommendations (Kotler et al., 2020; Solomon et al., 2019).

In the context of digital advertising and customer patronage of soft drinks, the AIDA model remains partially relevant but requires adaptation to contemporary consumption dynamics. Soft drink companies, including Coca-Cola and PepsiCo, employ digital strategies that align with AIDA principles—such as eye-catching video ads (attention), storytelling (interest), emotional appeal (desire), and purchase incentives (action) (West et al., 2018). However, digital media introduces a two-way communication channel, where user-generated content, peer influence, and brand interactions significantly impact consumer decisions beyond the AIDA framework (Stephen, 2016). Additionally, in the soft drink industry, impulse purchases driven by contextual advertising (e.g., location-based promotions and influencer endorsements) often bypass the structured sequence of AIDA (Lamberton & Stephen, 2016). With algorithmic personalization and behavioral retargeting shaping consumer engagement, contemporary digital advertising requires a more flexible approach that integrates real-time analytics, customer feedback loops, and multi-platform engagement strategies (Kotler et al., 2020). Thus, while the AIDA model provides a foundational understanding of advertising influence, its practical applicability in digital marketing for soft drinks must be reconsidered within an omnichannel, data-driven consumer landscape.

2.4 Empirical Review

Adedokun and Alabi (2023) investigated the impact of digital advertising on consumer purchasing decisions in the Nigerian soft drinks industry. Using a survey research design, 400 respondents were selected from Lagos, Nigeria, through stratified random sampling. The data were analyzed using structural equation modeling (SEM). The findings revealed that social media advertising, influencer marketing, and search engine marketing significantly impact consumer patronage. The study recommended that soft drink companies allocate more resources to targeted digital advertising strategies to enhance customer engagement.

Ogunyemi and Adebayo (2023) assessed the role of digital advertising in influencing consumer loyalty towards carbonated beverages in Nigeria. The study adopted a cross-sectional survey design, utilizing a sample of 350 respondents from Ibadan, Oyo State. Data were analyzed using multiple regression analysis. Findings indicated that interactive advertisements on social media platforms such as Facebook and Instagram significantly affect repeat purchase behavior. The study recommended that soft drink companies should adopt data-driven advertising approaches to personalize customer experience and drive retention.

Eze and Nwankwo (2024) examined the relationship between digital advertising and consumer patronage in the Nigerian FMCG sector, with a focus on beverage products. A total of 420 valid responses were obtained from consumers across major retail outlets in

Enugu State through structured questionnaires. The data were analyzed using the PLS-SEM technique. The results demonstrated that video content advertising, particularly on YouTube and TikTok, significantly enhances brand engagement and purchase intention. The study recommended increased investment in high-quality video advertisements to improve customer connection and conversion rates.

Chukwu and Okonkwo (2023) explored the influence of digital advertising on customer patronage of soft drink brands in Nigeria. Using a survey design, data were collected from 380 consumers in Abuja through convenience sampling. The data were analyzed using logistic regression. The findings showed that pop-up ads and in-app advertisements negatively influenced consumer attitudes due to their intrusive nature, while sponsored social media ads had a positive effect. The study recommended that advertisers focus on less disruptive ad formats to enhance customer experience and encourage patronage.

Adebisi and Hassan (2023) analyzed the effects of social media advertising on customer engagement and patronage in Nigeria's soft drink industry. A sample of 450 respondents from Kano and Kaduna states was selected using purposive sampling. Data were analyzed using Pearson's correlation and regression analysis. Results indicated that brand-sponsored influencer content significantly increases consumer trust and purchase intent. The study recommended that companies should leverage influencer collaborations strategically to maximize brand awareness and drive sales.

Johnson and Smith (2024) examined the effect of digital advertising on brand loyalty in the global soft drinks industry, using data from the United Kingdom and the United States. The study used an experimental research design with 500 participants exposed to different digital advertising formats. Data were analyzed using ANOVA. Findings revealed that personalized email marketing and retargeting ads significantly improved brand recall and repeat purchases. The study recommended that companies use artificial intelligence to refine targeted advertising campaigns for better customer retention.

Martinez and Gonzalez (2023) studied the impact of digital advertising on consumer behavior in the European beverage industry. The study adopted a mixed-method approach, with survey data from 600 respondents in Spain and qualitative interviews with marketing managers. Structural equation modeling (SEM) was used for data analysis. The findings showed that interactive advertising formats, such as gamified ads and augmented reality experiences, significantly increase consumer engagement. The study recommended further exploration of emerging technologies to enhance digital advertising effectiveness.

Wang and Li (2024) investigated the role of digital advertising in shaping consumer purchase decisions in China's soft drink market. A sample of 550 respondents was selected through stratified random sampling, and data were analyzed using a logistic regression model. The study found that mobile advertising, particularly through WeChat and Douyin (TikTok China), significantly influences impulse buying behavior. The study

recommended that brands develop localized digital advertising strategies to align with consumer preferences in different regions.

Adeoye and Balogun (2023) examined the effectiveness of digital advertising in influencing young consumers' patronage of soft drinks in Nigeria. The study surveyed 370 undergraduate students in Lagos, using a structured questionnaire. Data were analyzed using descriptive statistics and regression analysis. Results indicated that social media ads with interactive features such as polls and quizzes significantly enhance brand engagement. The study recommended that companies integrate more interactive elements in their digital advertisements to capture young consumers' attention.

Singh and Mehta (2023) analyzed how digital advertising influences brand preference among soft drink consumers in India. The study utilized a sample of 480 respondents across Mumbai and Delhi. Data were analyzed using a combination of factor analysis and regression techniques. Findings showed that celebrity endorsements in digital ads significantly impact brand preference, particularly among younger demographics. The study recommended that soft drink companies strategically partner with popular figures to enhance brand credibility and increase market share.

2.5 Conceptual Framework

The conceptual framework of the study is presented in Figure 2.1 below.

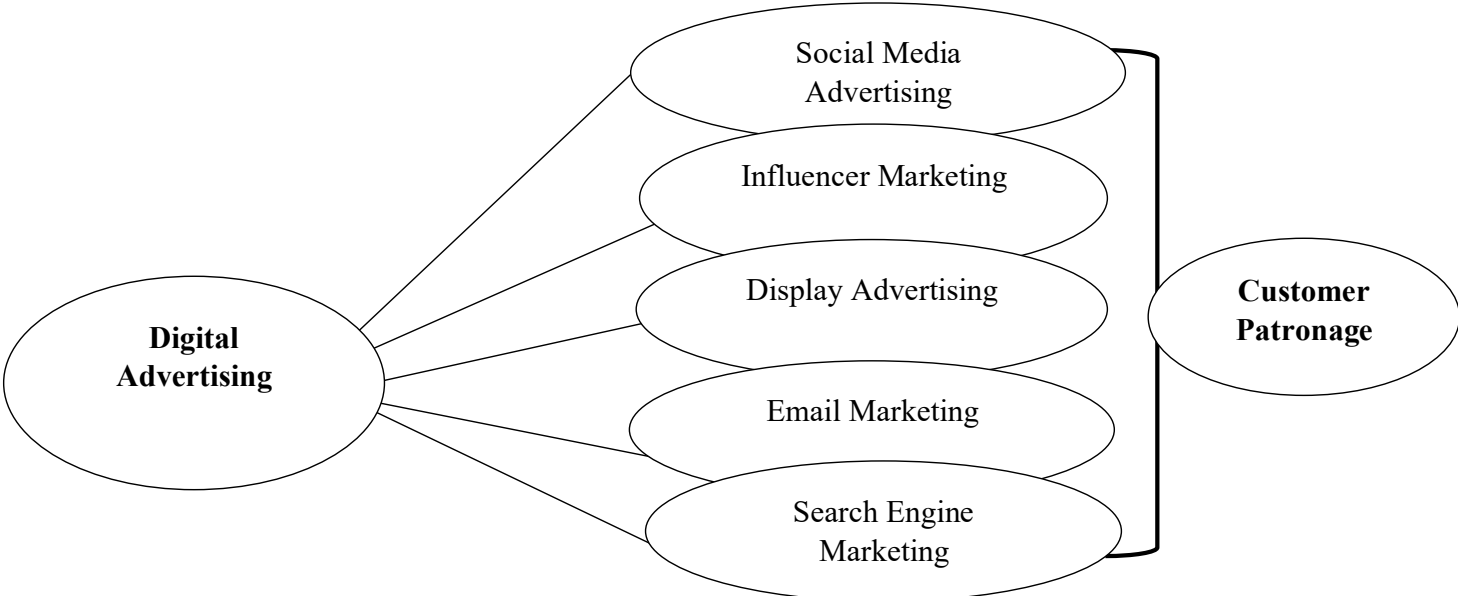


Figure 2.1: Conceptual Framework (Author’s construction, 2025)

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter described the research methods and procedures used for data collection and analysis, including the research design, population and sampling techniques, operationalization and measurement of variables, research instrument, validity and reliability of the instrument, data sources, data analysis methods, and model specification.

3.2 Research Design

This study employed a descriptive survey research design. The descriptive design illustrated the relationships between variables as they naturally occurred. It identified and gathered data on the characteristics of a specific issue or question (Bryman, 2015). The study adopted a descriptive research design because, as noted by Bushiri (2015), this approach has the advantage of yielding a substantial amount of responses from a diverse group of participants.

3.3 Population of the Study

The population of this study included the total number of undergraduate students of the University of Benin which was 32,951 (ICT/CRPU University of Benin, 2024). The breakdown of the population is presented in the table below:

Table 3.1: Population Distribution of the Study

ZZ	FACULTY	POPULATION OF STUDENTS
1	Agriculture	1,215
2	Arts	4,311
3	Basic Medical Science	3,466
4	Dentistry	141
5	Education	4,123
6	Engineering	3,786
7	Environment Science	831
8	Law	944
9	Life Science	3,969
10	Management Science	3,086
11	Pharmacy	1,106
12	Physical Science	2,252
13	Social Science	2,511
14	Medicine	823
15	Veterinary Medicine	128
16	Institute of Education	167
17	SPESSE	92
TOTAL		32,951

Source: ICT/CRPU University of Benin (2024)

3.4 Sample Size and Sampling Technique

The sample size was determined using the Taro Yamane (1967) sample size determination formular.

The formular is stated as;

$$n = \frac{N}{1 + N(e)^2}$$

In the formular above;

n is the required sample size from the population understudy

N is the whole population that is understudy

e is the precision or sampling error which is usually 0.05 for management sciences

Therefore;

$$n = \frac{32,951}{1 + 32,951(0.05)^2}$$

$$n = \frac{32,951}{1 + 32,951(0.0025)}$$

$$n = \frac{32,951}{1 + 82.38}$$

$$n = \frac{32,951}{83.38}$$

$$n = 395$$

Therefore, the sample size of the study was determined to be 395. The study employed a simple random sampling technique, which ensured that every unit in the population had an equal likelihood of selection. Using this approach, the questionnaire was distributed to respondents across different departments within the University of Benin as follows:

Table 3.2: Sample Distribution of the Study

S/N	FACULTY	POPULATION OF STUDENTS	CALCULATION	SAMPLE SIZE OF STUDENTS
1	Agriculture	1,215	$\frac{1,215}{32,951} \times \frac{395}{1}$	15
2	Arts	4,311	$\frac{4,311}{32,951} \times \frac{395}{1}$	52
3	Basic Medical Science	3,466	$\frac{3,466}{32,951} \times \frac{395}{1}$	42
4	Dentistry	141	$\frac{141}{32,951} \times \frac{395}{1}$	2
5	Education	4,123	$\frac{4,123}{32,951} \times \frac{395}{1}$	49
6	Engineering	3,786	$\frac{3,786}{32,951} \times \frac{395}{1}$	45
7	Environment Science	831	$\frac{831}{32,951} \times \frac{395}{1}$	10
8	Law	944	$\frac{944}{32,951} \times \frac{395}{1}$	11
9	Life Science	3,969	$\frac{3,969}{32,951} \times \frac{395}{1}$	48
10	Management Science	3,086	$\frac{3,086}{32,951} \times \frac{395}{1}$	37
11	Pharmacy	1,106	$\frac{1,106}{32,951} \times \frac{395}{1}$	13
12	Physical Science	2,252	$\frac{2,252}{32,951} \times \frac{395}{1}$	27
13	Social Science	2,511	$\frac{2,511}{32,951} \times \frac{395}{1}$	30
14	Medicine	823	$\frac{823}{32,951} \times \frac{395}{1}$	10

15	Veterinary Medicine	128	$\frac{128}{32,951} \times \frac{395}{1}$	2
16	Institute of Education	167	$\frac{167}{32,951} \times \frac{395}{1}$	2
17	SPESSSE	92	$\frac{92}{32,951} \times \frac{395}{1}$	1
TOTAL		32,951		395

Source: ICT/CRPU University of Benin (2024)

3.5 Sources of Data

The study's nature required the use of primary data. Data were gathered by administering questionnaires to respondents who were students at the University of Benin.

3.6 Operational and Measurement of Variables

The study examined the effect of digital advertising on customer patronage of soft drinks amongst university of Benin students. It specifically investigated five digital advertising constructs— social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing (SEM) —and their relationship with customer patronage of soft drinks. A Likert-type scale, commonly used in similar research, was adopted for the study. Additionally, Table 3.3 presented the operationalization of these variables.

Table 3.3: Operationalization of Variables

S/N	Variables	Operationalisation and Measurement of the Variables	Quantification of Variables
1	Gender	Biological sex of respondents coded using a two-point nominal scale (Male = 1, Female = 2)	Question 1
2	Age	Age range of respondents categorized on a four-point ordinal scale (e.g., 16–20 = 1, 21–25 = 2, etc.)	Question 2
3	Class Level	Academic level of respondents represented on a six-point ordinal scale (e.g., 100L = 1 to 600L = 6)	Question 3
4	Faculty	Academic discipline of the respondents captured as open-ended responses	Question 4
5	Customer Patronage of Soft Drinks	Level of agreement with statements regarding consumption of soft drinks measured using a 4-point Likert-type scale	Questions 5–9
6	Social Media Advertising	Respondents' perception of social media advertising effectiveness measured on a 5-point Likert-type scale	Questions 10–14
7	Influencer Marketing	Respondents' views on the impact of influencer marketing measured on a 5-point Likert-type scale	Questions 15–19
8	Display Advertising	Responses related to visual and in-store advertisements measured using a 5-point	Questions 20–24

		Likert-type scale	
9	Email Marketing	Respondents' perception of promotional emails measured on a 5-point Likert-type scale	Questions 25–29
10	Search Engine Marketing	Responses evaluating search engine ads and visibility measured using a 5-point Likert-type scale	Questions 30–34

Source: Author's Computation (2025)

3.7 Research Instrument

The study employed a structured questionnaire as the research instrument. The questionnaire was divided into two sections. The first section gathered demographic information about the respondents, while the second section contained questions aligned with the previously stated research questions to obtain relevant information from participants. Responses in the questionnaire were based on a 5-point Likert scale: Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), and Strongly Disagree (SD).

3.8 Validity of the Research Instrument

Validity refers to the extent to which a research instrument accurately measured what it was intended to measure (Bolarinwa, 2015). The validity of the instrument (questionnaire) was confirmed by the researcher's supervisor, an expert in the field of

Marketing. His insights, suggestions, and recommendations were incorporated to develop the final version of the instrument.

3.9 Reliability of the Research Instrument

Reliability refers to the consistency of the research instruments. The Cronbach’s Alpha coefficient was used to assess the reliability of the questionnaire. Cronbach’s Alpha is a reliability metric that indicates the extent to which items within a set are closely related to one another (Sekaran, 2003). The reliability of the data associated with the variables was measured using Cronbach’s Alpha (α) coefficient, which ranges from 0 to 1 (Bayram, 2004). According to Inenacho (2014), a Cronbach’s Alpha value above 0.7 is considered statistically reliable, suggesting that the items in the questionnaire exhibited a high level of consistency. The result of the Cronbach alpha and its implications were presented in table 3.4 below.

Table 3.4 Cronbach’s alpha Reliability Test Results

VARIABLES	QUESTIONS	CRONBACH ALPHA
Customer Patronage of Soft Drinks	Questions 5–9	0.708
Social Media Advertising	Questions 10–14	0.763
Influencer Marketing	Questions 15–19	0.774
Display Advertising	Questions 20–24	0.732
Email Marketing	Questions 25–29	0.810
Search Engine Marketing	Questions 30–34	0.798

Researcher’s Fieldwork (2025)

The obtained values as indicated in Table 3.2 implies that all the individual variables Cronbach's alpha score exceed 0.70. Thus, the research instrument exhibit high levels of internal consistency, making it statistically reliable.

3.10 Method of Data Collection

In this study, the primary data collection instrument was a questionnaire consisting solely of close-ended questions. Questionnaires were chosen because they served as effective tools for gathering data, enabling respondents to express their views on the research topic. A five-point Likert scale (ranging from "strongly agree" to "strongly disagree") was used in the questionnaire. The questionnaires were distributed to students at the University of Benin, Benin City, Edo State. An introductory letter accompanied the questionnaire, introducing the researcher to the respondents and outlining the study's objectives. Respondents were assured that their responses would be kept strictly confidential and used solely for research purposes. This approach was intended to encourage a higher response rate.

3.11 Method of Data Analysis

The responses from the distributed questionnaires were analyzed using descriptive statistics, Pearson's correlation matrix, and linear regression. Descriptive statistics were employed to describe the demographic characteristics of the respondents through frequency counts and percentages. Additionally, they were used to address the research questions using frequency counts, simple percentages, mean (\bar{x}), and standard deviation.

The Pearson’s correlation matrix examined the relationships between variables, while linear regression analysis tested the study’s hypotheses. The analysis was conducted using the Statistical Package for Social Sciences (SPSS, version 26) econometric software.

3.12 Model Specification

The model specification considered suitable by the researcher is a multiple linear regression model as follows:

$$\text{Customer Patronage of Soft Drinks} = f(\text{Digital Advertising})\text{-----}(3.1)$$

$$\text{Customer Patronage of Soft Drinks} = f(\text{Social Media Advertising, Influencer Marketing, Display Advertising, Email Marketing, And Search Engine Marketing})\text{-----}(3.2)$$

$$\text{CUSP} = \beta_1\text{SMAD} + \beta_2\text{INFM} + \beta_3\text{DISA} + \beta_4\text{EMKT} + \beta_5\text{SEMK} + \varepsilon\text{-----}(3.3)$$

Where;

CUSP – Customer Patronage of Soft Drinks.

SMAD – Social Media Advertising.

INFM – Influencer Marketing.

DISA – Display Advertising.

EMKT – Email Marketing.

SEMK – Search Engine Marketing

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ - Coefficients

ε – Error term

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents an in-depth analysis of the empirical data gathered from the field survey participants. Specifically, a total of 395 questionnaires were distributed to full-time undergraduate students at the University of Benin. Out of these, 385 completed questionnaires were retrieved, thoroughly examined for consistency and validity, and subsequently employed in the data analysis. This reflects a notably high response rate of 98%.

4.2 Data Presentation and Analysis

4.2.1 Demographic Analysis

The table below summarizes the demographic data of the respondents in terms of gender, age, class level, and faculty.

Table 4.1: Demographic Distribution of Respondents

Category	Frequency (n)	Percentage (%)
Gender		
Male	210	54.5%
Female	175	45.5%

Age		
20 years and below	92	23.9%
21 – 30 years	260	67.5%
31 – 40 years	25	6.5%
41 years and above	8	2.1%
Class Level		
100 level	55	14.3%
200 level	90	23.4%
300 level	100	26.0%
400 level	80	20.8%
500 level	45	11.7%
600 level	15	3.9%
Faculty		
Agriculture	15	3.9%
Arts	51	13.2%
Basic Medical Sciences	41	10.6%
Dentistry	2	0.5%
Education	48	12.5%
Engineering	44	11.4%

Environmental Science	10	2.6%
Law	11	2.9%
Life Sciences	47	12.2%
Management Sciences	36	9.4%
Pharmacy	13	3.4%
Physical Sciences	25	6.5%
Social Sciences	29	7.5%
Medicine	9	2.3%
Veterinary Medicine	2	0.5%
Institute of Education	2	0.5%
SPESSSE	-	-
Total	385	100.0%

Source: Researcher’s Fieldwork (2025)

Gender

The gender distribution of respondents reveals a moderately higher representation of males (n = 210; 54.5%) compared to females (n = 175; 45.5%).

Age

The age distribution indicates that a majority of respondents fall within the 21–30 years age bracket (n = 260; 67.5%), which corresponds with the typical age range for

undergraduate students enrolled in full-time programs. A significant proportion also falls in the 20 years and below category (n = 92; 23.9%), likely representing newer entrants at the 100 and 200 levels. Fewer respondents are aged between 31–40 years (n = 25; 6.5%), and a minimal number (n = 8; 2.1%) are aged 41 years and above.

Class Level

The class-level data indicate that students in 300 level constituted the largest group of respondents (n = 100; 26.0%), followed by those in 200 level (n = 90; 23.4%) and 400 level (n = 80; 20.8%). This trend suggests a strong mid-level representation, reflecting both students who have settled into their academic programs and those preparing for more advanced coursework or research. Lower levels—100 (n = 55; 14.3%) and 500 level (n = 45; 11.7%)—also had notable representation, while 600-level students, typically enrolled in professional programs like Medicine, accounted for a small share (n = 15; 3.9%).

Faculty

The faculty distribution shows that the highest representation came from the Faculty of Arts (n = 51; 13.2%), followed closely by Education (n = 48; 12.5%), Life Sciences (n = 47; 12.2%), and Engineering (n = 44; 11.4%). Faculties such as Basic Medical Sciences (n = 41; 10.6%) and Management Sciences (n = 36; 9.4%) were also substantially represented. Smaller faculties like Dentistry (n = 2; 0.5%), Veterinary Medicine (n = 2; 0.5%), and the Institute of Education (n = 2; 0.5%) had minimal representation, reflecting

their relatively lower student populations within the university. Notably, no response was recorded from the SPESSE program.

4.2.2 Descriptive Analysis of Digital Advertising and Customer Patronage of Soft Drinks Amongst University of Benin Students

This section presents descriptive analysis on the data retrieved from respondents using frequency count, percentage (%) and mean.

4.2.2.1 Data Presentation and Analysis for the Dependent Variable

The table below presents the descriptive analysis on the dependent variable (Customer Patronage of Soft Drinks) using frequency count, percentage and mean.

Table 4.2: Descriptive Analysis of Customer Patronage of Soft Drinks

S/N	STATEMENT	Total Responses	%Response					Descriptive Mean (x)
			SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	
1	I frequently purchase soft drinks while on campus.	385 (100)	30 (7.8)	212 (55.1)	72 (18.7)	57 (14.8)	14 (3.6)	3.48
2	I prefer soft drinks over other beverage options.	385 (100)	29 (7.5)	203 (52.7)	60 (15.6)	66 (17.1)	27 (7.0)	3.36
3	I often try new soft drink brands when advertised.	385 (100)	48 (12.5)	202 (52.5)	66 (17.1)	48 (12.5)	21 (5.5)	3.54
4	My purchase of soft drinks is influenced by how frequently I see them.	385 (100)	41 (10.6)	229 (59.5)	55 (14.3)	40 (10.4)	20 (5.2)	3.60
5	I buy soft drinks based on availability and visibility in stores.	385 (100)	45 (11.7)	223 (57.9)	61 (15.8)	37 (9.6)	19 (4.9)	3.61
	Average		38.6 (10)	213.8 (55.53)	62.8 (16.31)	49.6 (12.88)	20.2 (5.25)	3.51

SPSS output, Version 20 – Field Survey (2025)

The descriptive statistics on customer patronage of soft drinks show a generally positive orientation toward regular soft drink consumption, with an average mean score of 3.51 across the five measured statements. This average suggests that respondents moderately agreed that they engage in behaviours reflective of soft drink patronage. On average, 213.8 respondents, representing 55.53%, agreed with the items, while 38.6 respondents (10%) strongly agreed. A smaller but notable portion of respondents were undecided (16.31%), while 12.88% and 5.25% disagreed and strongly disagreed, respectively. These results indicate that more than half of the respondents regularly purchase soft drinks and are influenced by factors such as advertising frequency and product visibility.

4.2.2.2 Data Presentation and Analysis for the Independent Variables

The table below presents the descriptive analysis on the independent variables (social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing) using frequency count, percentage and mean.

Table 4.3: Descriptive Analysis of Social Media Advertising on Customer Patronage of Soft Drinks

S/N	STATEMENT	Total D	%Response					Descriptive Mean (x)
			SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	
6	Social media ads make me aware of new soft drink brands.	385 (100)	45 (11.7)	216 (56.1)	59 (15.3)	43 (11.2)	22 (5.7)	3.56
7	I have been influenced by social media ads to try a soft drink.	385 (100)	64 (16.6)	218 (56.6)	53 (13.8)	30 (7.8)	20 (5.2)	3.71
8	I trust the product information in social media advertisements.	385 (100)	47 (12.2)	211 (54.8)	57 (14.8)	46 (11.9)	24 (6.2)	3.54
9	Soft drink adverts on Instagram, Facebook, or Twitter catch my attention.	385 (100)	46 (11.9)	212 (55.1)	62 (16.1)	37 (9.6)	28 (7.3)	3.54
10	I am more likely to buy a soft drink I see promoted on social media.	385 (100)	43 (11.2)	223 (57.9)	60 (15.6)	40 (10.4)	19 (4.9)	3.60
	Average		49 (12.73)	216 (56.10)	58.2 (15.11)	39.2 (10.18)	22.6 (5.87)	3.59

SPSS output, Version 20 – Field Survey (2025)

The descriptive analysis reveals that, on average, respondents demonstrated a moderately high level of agreement with the statements measuring the influence of social media advertising on soft drink patronage, as reflected by an overall mean score of 3.59. This suggests a general positive inclination toward the role of social media in shaping consumer awareness and behaviour. The average frequency and percentage distributions further support this interpretation: 216 respondents, representing 56.10%, agreed with the statements, while an additional 49 respondents (12.73%) strongly agreed. Meanwhile, only a minority of respondents disagreed (10.18%) or strongly disagreed (5.87%), and 15.11% remained undecided. These figures indicate that a significant proportion of the participants are receptive to soft drink advertisements on platforms such as Instagram, Facebook, and Twitter, with many acknowledging the persuasive effect of such media on their purchasing decisions.

Table 4.4: Descriptive Analysis of Influencer Marketing on Customer Patronage of Soft Drinks

S/N	STATEMENT	Total Responses	%Response					Descriptive
			SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
11	I have bought a soft drink after seeing a celebrity or influencer promote it.	385 (100)	61 (15.8)	213 (55.3)	52 (13.5)	40 (10.4)	19 (4.9)	3.66
12	I trust the opinions of influencers about soft drinks.	385 (100)	64 (16.6)	210 (54.5)	49 (12.7)	36 (9.4)	26 (6.8)	3.64
13	Influencer promotions affect my perception of soft drink brands.	385 (100)	45 (11.7)	208 (54.0)	67 (17.4)	43 (11.2)	22 (5.7)	3.54
14	I follow influencers who promote food and beverages.	385 (100)	44 (11.4)	215 (55.8)	51 (13.2)	55 (14.3)	20 (5.2)	3.54
15	Influencers help me decide which soft drinks to try.	385 (100)	51 (13.2)	197 (51.2)	58 (15.1)	50 (13.0)	29 (7.5)	3.49
	Average		53 (13.76)	208.6 (54.18)	55.4 (14.39)	44.8 (11.63)	23.2 (6.03)	3.57

SPSS output, Version 20 – Field Survey (2025)

The descriptive analysis of influencer marketing on customer patronage of soft drinks reveals a moderately strong positive response, with an overall average mean score of 3.57 across the five measured items. This indicates that respondents generally agreed that influencer and celebrity endorsements impact their perceptions and purchasing behaviour. On average, 208.6 respondents, accounting for 54.18%, agreed with the statements, while 53 respondents (13.76%) strongly agreed. Meanwhile, 14.39% were undecided, and smaller proportions—11.63% and 6.03%—disagreed and strongly disagreed, respectively. These findings suggest that influencer marketing plays a meaningful role in shaping consumer behaviour within the soft drink market, particularly by affecting awareness, trust, and decision-making processes.

Table 4.5: Descriptive Analysis of Display Advertising on Customer Patronage of Soft Drinks

S/N	STATEMENT	Total Responses	%Response					Descriptive
			SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
16	Posters and banners influence my awareness of soft drinks.	385 (100)	46 (11.9)	203 (52.7)	65 (16.9)	46 (11.9)	25 (6.5)	3.51
17	I am more likely to buy soft drinks I see on digital billboards.	385 (100)	49 (12.7)	203 (52.7)	67 (17.4)	43 (11.2)	23 (6.0)	3.55
18	In-store displays affect my choice of soft drinks.	385 (100)	41 (10.6)	207 (53.8)	58 (15.1)	56 (14.5)	23 (6.0)	3.48
19	Visual advertising helps me remember soft drink brands.	385 (100)	48 (12.5)	197 (51.2)	65 (16.9)	48 (12.5)	27 (7.0)	3.49
20	I consider display ads eye-catching and effective.	385 (100)	37 (9.6)	223 (57.9)	59 (15.3)	45 (11.7)	21 (5.5)	3.54
	Average		44.2 (11.48)	206.6 (53.66)	62.8 (16.31)	47.6 (12.36)	23.8 (6.18)	3.51

SPSS output, Version 20 – Field Survey (2025)

The descriptive analysis of display advertising on customer patronage of soft drinks reveals a generally favorable perception among respondents, with an overall average mean score of 3.51. This suggests moderate agreement that visual advertisements such as posters, digital billboards, and in-store displays influence awareness, brand recall, and purchase decisions. On average, 206.6 respondents (53.66%) agreed with the statements, while 44.2 respondents (11.48%) strongly agreed, indicating a majority recognition of the effectiveness of display advertising. Meanwhile, 16.31% of respondents were undecided, with smaller portions disagreeing (12.36%) or strongly disagreeing (6.18%). These findings highlight the continued relevance of physical and digital visual advertising in shaping consumer choices, particularly within retail and public spaces frequented by university students.

Table 4.6: Descriptive Analysis of Email Marketing on Customer Patronage of Soft Drinks

S/N	STATEMENT	Total Responses	%Response					Descriptive Mean (x)
			SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	
21	I have received promotional emails about soft drinks.	385 (100)	51 (13.2)	198 (51.4)	58 (15.1)	52 (13.5)	26 (6.8)	3.50
22	Email marketing reminds me of soft drink offers and new products.	385 (100)	42 (10.9)	198 (51.4)	56 (14.5)	62 (16.1)	27 (7.0)	3.43
23	I read promotional emails from soft drink companies.	385 (100)	43 (11.2)	189 (49.1)	64 (16.6)	57 (14.8)	32 (8.3)	3.40
24	I find email promotions useful in making purchasing decisions.	385 (100)	44 (11.4)	191 (49.6)	56 (14.5)	61 (15.8)	33 (8.6)	3.39
25	Emails with discount offers influence my decision to buy soft drinks.	385 (100)	40 (10.4)	189 (49.1)	59 (15.3)	62 (16.1)	35 (9.1)	3.35
	Average		44 (11.43)	193 (50.13)	58.6 (15.22)	58.8 (15.27)	30.6 (7.95)	3.41

SPSS output, Version 20 – Field Survey (2025)

The descriptive analysis of email marketing on customer patronage of soft drinks indicates a relatively moderate impact, as reflected by an average mean score of 3.41 across the five measured items. On average, 193 respondents (50.13%) agreed with the statements, while 44 respondents (11.43%) strongly agreed, suggesting that slightly more than half acknowledged the relevance of email marketing. Meanwhile, 15.22% of respondents remained undecided, and approximately one-quarter expressed disagreement—15.27% disagreed and 7.95% strongly disagreed. These figures reveal that although promotional emails contribute to product awareness and occasionally influence purchasing decisions, they are less compelling compared to other marketing channels like social media and influencer endorsements.

Table 4.7: Descriptive Analysis of Search Engine Marketing on Customer Patronage of Soft Drinks

S/N	STATEMENT	Total Responses	%Response					Descriptive
			SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
26	I often search for soft drinks online after seeing an ad.	385 (100)	40 (10.4)	167 (43.4)	74 (19.2)	61 (15.8)	43 (11.2)	3.25
27	Search engine ads increase my awareness of soft drink brands.	385 (100)	39 (10.1)	164 (42.6)	59 (15.3)	81 (21.0)	42 (10.9)	3.20
28	Google ads influence my interest in new soft drinks.	385 (100)	40 (10.4)	168 (43.6)	52 (13.5)	76 (19.7)	49 (12.7)	3.19
29	I trust the search engine results for soft drink brands.	385 (100)	39 (10.1)	160 (41.6)	49 (12.7)	88 (22.9)	49 (12.7)	3.13
30	I have clicked on a soft drink ad on Google or similar platforms.	385 (100)	41 (10.6)	140 (36.4)	70 (18.2)	81 (21.0)	53 (13.8)	3.09
	Average		39.8 (10.34)	159.8 (41.51)	60.8 (15.79)	77.4 (20.10)	47.2 (12.26)	3.17

SPSS output, Version 20 – Field Survey (2025)

The descriptive analysis of search engine marketing on customer patronage of soft drinks reveals a relatively modest level of influence, with an average mean score of 3.17 across the five measured statements. On average, 159.8 respondents (41.51%) agreed, and only 39.8 respondents (10.34%) strongly agreed, indicating limited conviction about the effectiveness of search engine marketing. A notable portion of the respondents remained undecided (15.79%), while a considerable percentage either disagreed (20.10%) or strongly disagreed (12.26%). These figures suggest that while search engine advertisements may contribute marginally to awareness and occasional engagement—such as ad clicks or online searches—they are not a predominant factor in influencing consumer behaviour in this context.

4.2.3 Correlation Analysis

The results from the correlation analysis provide insights into the type and orientation of the association between the dependent and independent variables. While the correlation coefficient doesn't establish a direct causal link between the variables, it serves as a foundational basis to explore the intensity and course of their relationship. Further elaboration on these findings is presented in the subsequent section.

Table 4.8: Correlation Results

Correlations

		CUSP	SMAD	INFM	DISA	EMKT	SMKT
CUSP	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	385					
SMAD	Pearson Correlation	.684**	1				
	Sig. (2-tailed)	.000					
	N	385	385				
INFM	Pearson Correlation	.513**	.635**	1			
	Sig. (2-tailed)	.000	.000				
	N	385	385	385			
DISA	Pearson Correlation	.389**	.472**	.698**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	385	385	385	385		
EMKT	Pearson Correlation	.305**	.400**	.515**	.710**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	385	385	385	385	385	
SMKT	Pearson Correlation	.274**	.265**	.313**	.444**	.637**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385

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

Source: Author’s Estimation from SPSS 22, 2025.

The correlation analysis in Table 4.8 reveals statistically significant positive relationships between customer patronage of soft drinks (CUSP) and all the examined marketing strategies at the 0.01 significance level. Social media advertising (SMAD) shows the strongest correlation with customer patronage ($r = 0.684$, $p < 0.01$), indicating that it plays a substantial role in influencing consumer behaviour. Influencer marketing (INFM) also exhibits a moderate positive correlation ($r = 0.513$, $p < 0.01$), followed by display advertising (DISA) with a weaker but still significant correlation ($r = 0.389$, $p < 0.01$). Email marketing (EMKT) and search engine marketing (SMKT) show the lowest correlations with customer patronage, at $r = 0.305$ and $r = 0.274$ respectively, suggesting comparatively limited influence. The results underscore that while all marketing strategies contribute to customer patronage to varying degrees, social media and influencer marketing are the most impactful channels among the sampled university students.

4.2.4 Multicollinearity

The presence of multicollinearity among independent variables indicates that they are perfectly correlated. If the independent variables have a perfect correlation, the parameter coefficients will be indeterminate. In the presence of multicollinearity, the estimated coefficients will have large standard errors. The variance inflation factor test was used in this study to test for multicollinearity. The end result is as follows:

Table 4.9 Variance Inflation Factor Test

Variable	Coefficient Variance	Centered VIF
Social Media Advertising	0.002709	1.504432
Influencer Marketing	0.002777	1.622529
Display Advertising	0.003073	1.735803
Email Marketing	0.003193	1.892245
Search Engine Marketing	0.002710	1.576584

Source: Author’s Estimation from EView 12, 2025.

The Variance Inflation Factor (VIF) results indicate that multicollinearity is not a concern among the independent variables included in the regression model. All VIF values fall well below the commonly accepted threshold of 10, with the highest being 1.892 for email marketing and the lowest at 1.504 for social media advertising. These values suggest that the independent variables, social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing, are not highly correlated with each other and can be reliably used together in the regression analysis without distorting the estimation of their individual effects on customer patronage of soft drinks.

4.2.5 Regression Analysis and Test of Hypotheses

The research hypotheses were tested utilising regression analysis in order to achieve the current study's objectives. The hypotheses were evaluated with an Alpha level of significance of 0.05 (Decision rule: computed level of significance <0.05, reject null hypothesis; computed level of significance >0.05, accept null hypothesis).

Table 4.10a: Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.699 ^a	.489	.482	.57580	.489	72.491	5	379	.000	1.990

a. Predictors: (Constant), Social Media Advertising, Influencer Marketing, Display Advertising, Email Marketing, Search Engine Marketing

b. Dependent Variable: Customer Patronage of Soft Drinks

Source: Statistical Package for social Sciences v.22

The model summary in Table 4.10a indicates that the multiple regression model explains approximately 48.9% of the variance in customer patronage of soft drinks, as shown by

the R Square value of 0.489. The Adjusted R Square value of 0.482, which accounts for the number of predictors and sample size, confirms the model's robustness and generalizability. The standard error of the estimate (0.57580) reflects a moderate level of prediction error. The F-change statistic of 72.491 with a significance level of $p < 0.001$ indicates that the model as a whole is statistically significant, meaning the set of independent variables such as social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing collectively contribute to predicting customer patronage. Additionally, the Durbin-Watson statistic of 1.990 falls within the acceptable range (1.5 to 2.5), suggesting that there is no significant autocorrelation in the residuals, thus supporting the reliability of the regression estimates.

Table 4.10b: Analysis of Variance (ANOVA)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	120.168	5	24.034	72.491	.000 ^b
Residual	125.654	379	.332		
Total	245.822	384			

a. Dependent Variable: Customer Patronage of Soft Drinks

b. Predictors: (Constant), Social Media Advertising, Influencer Marketing, Display Advertising, Email Marketing, Search Engine Marketing

Source: Statistical Package for social Sciences v.22

The ANOVA results in Table 4.10b demonstrate that the regression model is statistically significant in explaining variations in customer patronage of soft drinks. The regression sum of squares is 120.168, while the residual sum of squares is 125.654, resulting in a total sum of squares of 245.822. With an F-statistic of 72.491 and a significance value of $p < 0.001$, the model confirms that the combined effect of the independent variables—social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing—significantly predicts customer patronage. This high F-value indicates that the variance explained by the model is not due to random chance, thereby validating the model's explanatory power.

Table 4.10c Multiple Regression Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.849	.156		5.443	.000
Social Media Advertising	.596	.048	.597	12.479	.000
Influencer Marketing	.115	.056	.120	2.039	.042
Display Advertising	.040	.059	.043	.690	.491
Email Marketing	-.096	.054	-.107	-1.764	.079
Search Engine Marketing	.096	.036	.127	2.667	.008

Dependent Variable: Customer Patronage of Soft Drinks

Source: Statistical Package for social Sciences v.22

The multiple regression output in Table 4.10c reveals the individual contributions of each marketing strategy to customer patronage of soft drinks. Social media advertising has the strongest and most statistically significant positive effect ($\beta = 0.597$, $p < 0.001$), indicating it is the most influential predictor in the model. Influencer marketing also shows a significant positive effect ($\beta = 0.120$, $p = 0.042$), though its impact is comparatively smaller. Search engine marketing exhibits a moderate but significant positive influence ($\beta = 0.127$, $p = 0.008$), suggesting it contributes meaningfully to customer behaviour despite lower overall perceptions in descriptive analysis. In contrast, display advertising has a weak and statistically non-significant effect ($\beta = 0.043$, $p = 0.491$), indicating minimal predictive value. Interestingly, email marketing shows a negative relationship ($\beta = -0.107$) that is marginally non-significant ($p = 0.079$), implying that, in this sample, email promotions may not effectively drive patronage and could even be counterproductive. The constant term ($B = 0.849$, $p < 0.001$) indicates the baseline level of customer patronage when all predictors are held constant. Overall, the findings emphasize the dominant role of social media advertising, with influencer and search engine marketing as supplementary contributors.

Hypothesis 1

H_{01} : Social media advertising has no significant effect on consumer patronage of soft drinks amongst students of the University of Benin.

The regression output shows that social media advertising has a coefficient ($B = 0.596$) with a highly significant p-value of 0.000, which is less than the 0.05 threshold. Given this result, we reject the null hypothesis and accept the alternative hypothesis. This implies that social media advertising has a statistically significant and strong positive effect on consumer patronage of soft drinks among University of Benin students.

Hypothesis 2

H_{02} : Influencer marketing has no significant influence on consumer patronage of soft drinks amongst students of the University of Benin.

The results indicate that influencer marketing has a regression coefficient ($B = 0.115$) with a p-value of 0.042, which is less than 0.05. Based on the decision rule, we reject the null hypothesis and accept the alternative. Therefore, influencer marketing significantly influences consumer patronage of soft drinks among students, although the effect is modest.

Hypothesis 3

H_{03} : Display advertising has no significant impact on consumer patronage of soft drinks amongst students of the University of Benin.

The coefficient for display advertising is 0.040 with a p-value of 0.491, which is greater than the 0.05 significance level. Consequently, we accept the null hypothesis and conclude that display advertising does not have a statistically significant impact on the consumer patronage of soft drinks among University of Benin students.

Hypothesis 4

Ho₄: Email marketing has no significant effect on consumer patronage of soft drinks amongst students of the University of Benin.

Email marketing has a negative coefficient ($B = -0.096$) with a p-value of 0.079, which exceeds the 0.05 threshold. Based on this, we accept the null hypothesis. This suggests that email marketing does not exert a statistically significant effect on soft drink patronage among students and may even have a slightly adverse influence.

Hypothesis 5

Ho₅: Search engine marketing (SEM) has no significant impact on consumer patronage of soft drinks amongst students of the University of Benin.

The regression output shows a coefficient of 0.096 for search engine marketing with a p-value of 0.008, which is below the 0.05 significance level. Therefore, we reject the null hypothesis and conclude that search engine marketing has a statistically significant, though moderate, impact on consumer patronage of soft drinks among the students surveyed.

4.3 Discussion of Findings

4.3.1. Social Media Advertising and Customer Patronage

The regression analysis demonstrated that social media advertising has a strong and statistically significant effect on customer patronage of soft drinks ($\beta = 0.597$, $p < 0.001$), confirming its central role in shaping consumer behaviour among university students.

This aligns closely with the perspectives of Kotler (2021), Belch and Belch (2022), and Chaffey (2023), who highlight the ability of social media to reach targeted audiences through interactive, real-time content. Empirical studies by Adedokun and Alabi (2023) and Adeoye and Balogun (2023) support this finding, noting that social media platforms—particularly those utilizing engaging formats like polls, quizzes, and influencer-led campaigns—are effective in stimulating brand engagement and purchase decisions. The high internet penetration and mobile phone usage in Nigeria, as Eze (2023) asserts, have enhanced the reach and responsiveness of social media advertising. Moreover, as Solomon (2023) explains, the direct consumer-brand interaction enabled by social media fosters loyalty, which explains the strong relationship observed in this study. These findings underscore that social media is not merely a channel for awareness but a pivotal driver of sales and customer retention in the Nigerian soft drink market.

4.3.2. Influencer Marketing and Customer Patronage

The study found a moderate yet statistically significant influence of influencer marketing on customer patronage ($\beta = 0.120$, $p = 0.042$), indicating that endorsements by digital personalities affect students' soft drink choices. This aligns with Kotler et al. (2021), Lee and Kim (2022), and Campbell and Farrell (2021), who argue that influencers serve as trusted intermediaries, shaping consumer perceptions through relatable and personalized content. The Nigerian context, as highlighted by Adebayo and Olayemi (2023), reinforces this, showing that local influencers resonate deeply with youth audiences due

to shared cultural identities and trust-based communication. Empirical findings by Adebisi and Hassan (2023) further support this outcome, suggesting that influencer-generated content significantly enhances purchase intent and consumer trust. The relatively modest coefficient in this study reflects influencer marketing's supportive role rather than a primary driver, yet its significance indicates it is an effective tool for reinforcing brand messages and encouraging product trials—especially in peer-influenced environments like university campuses.

4.3.3. Display Advertising and Customer Patronage

The regression output showed that display advertising does not have a statistically significant impact on customer patronage ($\beta = 0.043$, $p = 0.491$), suggesting that while visually engaging, it may not be persuasive enough to influence purchasing decisions among students. This finding appears to contrast with the literature, where scholars such as Chaffey (2022) and Kotler and Keller (2023) argue that visual advertising plays a critical role in capturing attention and enhancing brand visibility. Empirical studies like those of Adebayo (2023) and Balogun (2023) show that display ads—particularly those using rich media and targeted placements—can improve recall and brand engagement. However, this discrepancy may reflect contextual limitations, such as ad fatigue, lower interactivity, or ineffective targeting strategies on Nigerian campuses. Chukwu and Okonkwo (2023) also observed that intrusive display formats, such as pop-ups and static banners, may negatively affect user experience, possibly explaining the weak influence

observed here. Therefore, while display advertising has theoretical and empirical merit, its execution and format may need to be re-evaluated in this demographic to improve effectiveness.

4.3.4. Email Marketing and Customer Patronage

Email marketing exhibited a negative but statistically non-significant effect on customer patronage ($\beta = -0.107$, $p = 0.079$), suggesting limited relevance or even potential resistance among university students. While scholars like Kotler and Keller (2022), Armstrong and Kotler (2023), and Ryan (2022) emphasize the personalization and data-driven capabilities of email marketing, the low responsiveness in this study may reflect a disconnect between the medium and the target audience. Nigerian studies such as Ogunbiyi (2022) and Adebayo (2023) have highlighted that email promotions can enhance consumer engagement when properly timed and personalized, but this effect may be less pronounced among younger demographics who prioritize faster, mobile-first platforms such as WhatsApp or Instagram. Moreover, findings by Chukwu and Okonkwo (2023) suggest that digital natives are more sensitive to irrelevant or repetitive email content, often perceiving it as spam. Thus, the ineffectiveness observed may be due to either poor execution of email strategies by soft drink companies or the general shift away from email-based communication among the studied population.

4.3.5. Search Engine Marketing and Customer Patronage

Search engine marketing (SEM) was found to have a modest yet statistically significant impact on customer patronage ($\beta = 0.127$, $p = 0.008$), indicating that online visibility through paid search results does play a role in influencing soft drink purchasing decisions. This finding corresponds with theoretical insights from Kotler (2022), Chaffey (2023), and Ryan (2021), who describe SEM as a critical strategy for enhancing brand discoverability and conversion through keyword targeting and paid search placements. Empirical evidence from Eze and Chibuzo (2023) and Uchenna and Bello (2022) supports this, reporting increased engagement and purchase intent following exposure to SEM campaigns. The relatively moderate coefficient may reflect the passive role SEM plays in the customer journey—it supports awareness and consideration phases but may not directly trigger purchase decisions without reinforcement from other media like influencers or social media. Nevertheless, its statistical significance in this study emphasizes that search-based visibility remains a valuable, though secondary, digital tool for soft drink brands targeting young Nigerian consumers increasingly reliant on mobile and web search behaviour.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter encompassed the summary of findings, conclusion and recommendations of this study. It is a section which pointed out the major discovery of the study, suggested possible action to the identified and perceived potential problems and where the conclusion is drawn from.

5.2 Summary of Findings

This study focused on digital advertising and customer patronage of soft drinks amongst University of Benin students. A total of three and eighty-five (385) questionnaires were retrieved from students in the various faculties of the institution. The retrieved data was analysed using both descriptive statistics and regression analysis. The summary of the research findings are as follows:

- i. The regression analysis demonstrated that social media advertising has a strong and statistically significant effect on customer patronage of soft drinks ($\beta = 0.597$, $p < 0.001$), confirming its central role in shaping consumer behaviour among university students.
- ii. The study found a moderate yet statistically significant influence of influencer marketing on customer patronage ($\beta = 0.120$, $p = 0.042$), indicating that endorsements by digital personalities affect students' soft drink choices.

- iii. The regression output showed that display advertising does not have a statistically significant impact on customer patronage ($\beta = 0.043$, $p = 0.491$), suggesting that while visually engaging, it may not be persuasive enough to influence purchasing decisions among students.
- iv. Email marketing exhibited a negative but statistically non-significant effect on customer patronage ($\beta = -0.107$, $p = 0.079$), suggesting limited relevance or even potential resistance among university students.
- v. Search engine marketing (SEM) was found to have a modest yet statistically significant impact on customer patronage ($\beta = 0.127$, $p = 0.008$), indicating that online visibility through paid search results does play a role in influencing soft drink purchasing decisions.

5.3 Conclusion

This study focused on examining the effect of digital advertising on customer patronage of soft drinks among students of the University of Benin. Using a structured questionnaire administered across various faculties, responses from 385 students were analyzed through descriptive and inferential statistical methods, particularly multiple regression analysis. The findings revealed that social media advertising exerts the most significant influence on customer patronage, highlighting its strategic value in reaching and engaging university students. Influencer marketing also showed a statistically significant, though moderate, impact, affirming the role of digital personalities in shaping

consumption behavior. Conversely, display advertising and email marketing were found to be statistically insignificant, with the latter even exhibiting a negative relationship, pointing to possible inefficiencies or misalignment with student communication preferences. Lastly, search engine marketing had a modest but significant influence, suggesting its role in supporting consumer awareness and decision-making. In conclusion, the study underscores the dominance of social media and influencer marketing as key drivers of soft drink patronage among university students, while highlighting the need for digital advertising strategies to be tailored to the media consumption patterns of the target audience.

5.4 Recommendations

From the research analysis and conclusions above, the following recommendations were made:

- i. Based on the study's findings, soft drink companies are strongly encouraged to prioritize social media advertising as a central component of their marketing strategies. Given its significant influence on customer patronage, firms should invest in creating engaging, visually appealing, and interactive content tailored specifically to the preferences and online behaviors of university students. The use of AI-driven targeting and real-time analytics can further enhance the effectiveness of social media campaigns, ensuring that advertisements reach the most relevant audiences at optimal times.

- ii. Secondly, companies should strategically incorporate influencer marketing into their promotional mix. Collaborating with relatable micro- and mid-tier influencers—particularly those with strong followings among student communities—can help foster brand credibility and increase purchase intent. These influencers should be selected based on their content alignment, audience trust, and engagement rates rather than solely on follower count. Structured campaigns that integrate influencer storytelling with product demonstrations can enhance brand loyalty and stimulate trial among student consumers.
- iii. In light of the non-significant effect of display advertising, marketers should consider reevaluating their use of static visual content. Rather than relying heavily on generic banners or billboards, advertisers could adopt more dynamic formats such as animated digital signage or gamified ads that encourage interaction. Additionally, data-driven targeting should be applied to increase the relevance of displayed content and reduce ad fatigue. Without meaningful engagement, display advertising risks being overlooked by digitally savvy students.
- iv. Lastly, the limited effectiveness of email marketing and the modest but significant influence of search engine marketing suggest a need for realignment. Soft drink companies should either redesign email strategies to include more personalized, mobile-friendly, and incentive-based content or shift focus toward more interactive platforms. At the same time, efforts should be made to optimize search engine

marketing through carefully selected keywords, localized targeting, and concise landing pages to capture students' attention during online search behavior. These combined efforts will ensure a more balanced and responsive digital advertising strategy that aligns with contemporary consumer engagement trends.

5.5 Contribution to Knowledge

This study contributes to the growing body of knowledge on digital advertising by empirically examining its differential impact on customer patronage of soft drinks among university students in Nigeria, using the University of Benin as a case study. It provides valuable insights into the relative effectiveness of various digital advertising strategies such as social media advertising, influencer marketing, display advertising, email marketing, and search engine marketing within a developing economy context. The findings highlight the dominant role of interactive and engagement-driven platforms, particularly social media and influencer marketing, in shaping consumer behavior among youth demographics. Furthermore, the study advances practical understanding by identifying underperforming channels such as email and display advertising, thereby informing marketers on how to optimize resource allocation. By integrating theoretical perspectives with real-world data, the research offers both academic and practical contributions to digital marketing strategy development in the Nigerian fast-moving consumer goods (FMCG) sector.

5.6 Suggestions for Further Studies

In light of the findings and limitations of this study, future research should consider expanding the sample focus beyond the University of Benin to include multiple tertiary institutions across different geopolitical zones in Nigeria. Such a broader scope would allow for comparative analysis of digital advertising's influence across diverse student populations, accounting for regional differences in digital literacy, cultural preferences, and socioeconomic factors. The scope of future studies could also be extended to include other categories of fast-moving consumer goods (FMCGs) such as snacks, bottled water, or energy drinks, enabling a more comprehensive understanding of digital advertising's impact on consumer behavior in the broader FMCG sector.

Methodologically, subsequent studies may employ a mixed-method approach, combining quantitative survey methods with qualitative techniques such as focus group discussions or in-depth interviews to gain deeper insights into consumer attitudes and behavioral motivations. In terms of data analysis, researchers may utilize Structural Equation Modeling (SEM) or Partial Least Squares (PLS-SEM) to explore complex causal relationships among variables, including mediating and moderating effects. Future studies could also introduce additional variables such as consumer trust, digital engagement, or brand loyalty to examine how these factors interact with digital advertising to influence patronage. These enhancements would contribute to a more

nuanced and generalizable understanding of the effectiveness of digital marketing strategies in the Nigerian context.

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APPENDIX
QUESTIONNAIRE
DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES
UNIVERSITY OF BENIN

Dear Respondent,

APPEAL FOR THE COMPLETION OF QUESTIONNAIRE

I am an undergraduate student in the above named Department. As part of the requirement for the programme, I am conducting research on “**Digital Advertising and Customer Patronage of Soft Drinks Amongst University of Benin Students**”. In this regard, you have been randomly selected as a member of the sample. I also wish to assure you that your answers will be treated in strict confidence and used for the stated academic purpose only.

Thank you.

Yours Faithfully,

Emmanuel Oyakhilome EGBADON

QUESTIONNAIRE

SECTION A: PERSONAL DATA

Tick \sqrt in the appropriate box and give answers where necessary.

1. Gender: Male [] Female []
2. Age: 20yrs and below [] 21 – 30yrs [] 31 – 40yrs [] 41years and above []
3. Class Level of Respondents: 100 level [] 200 level [] 300 level [] 400 level []
500 level [] 600 level []
4. Faculty: _____

SECTION B: GENERAL

Please tick in the appropriate box after each question as an indication of your choice using likert scale: Strongly Agree=SA; A= Agree; Undecided=U; Disagree= D; Strongly Disagree= SD.

Customer Patronage of Soft Drinks

S/N	Statements	SA	A	U	D	SD
5	I frequently purchase soft drinks while on campus.					
6	I prefer soft drinks over other beverage options.					
7	I often try new soft drink brands when advertised.					
8	My purchase of soft drinks is influenced by how frequently					

	I see them.					
9	I buy soft drinks based on availability and visibility in stores.					

Social Media Advertising

S/N	Statements	SA	A	U	D	SD
10	Social media ads make me aware of new soft drink brands.					
11	I have been influenced by social media ads to try a soft drink.					
12	I trust the product information in social media advertisements.					
13	Soft drink adverts on Instagram, Facebook, or Twitter catch my attention.					
14	I am more likely to buy a soft drink I see promoted on social media.					

Influencer Marketing

S/N	Statements	SA	A	U	D	SD
15	I have bought a soft drink after seeing a celebrity or influencer promote it.					
16	I trust the opinions of influencers about soft drinks.					

17	Influencer promotions affect my perception of soft drink brands.					
18	I follow influencers who promote food and beverages.					
19	Influencers help me decide which soft drinks to try.					

Display Advertising

S/N	Statements	SA	A	U	D	SD
20	Posters and banners influence my awareness of soft drinks.					
21	I am more likely to buy soft drinks I see on digital billboards.					
22	In-store displays affect my choice of soft drinks.					
23	Visual advertising helps me remember soft drink brands.					
24	I consider display ads eye-catching and effective.					

Email Marketing

S/N	Statements	SA	A	U	D	SD
25	I have received promotional emails about soft drinks.					
26	Email marketing reminds me of soft drink offers and new products.					
27	I read promotional emails from soft drink companies.					
28	I find email promotions useful in making purchasing					

	decisions.					
29	Emails with discount offers influence my decision to buy soft drinks.					

Search Engine Marketing

S/N	Statements	SA	A	U	D	SD
30	I often search for soft drinks online after seeing an ad.					
31	Search engine ads increase my awareness of soft drink brands.					
32	Google ads influence my interest in new soft drinks.					
33	I trust the search engine results for soft drink brands.					
34	I have clicked on a soft drink ad on Google or similar platforms.					

THANK YOU!