

**Influence of Pepsi Digital Advertisement on Buying Behaviour and Brand Loyalty among Undergraduates of Lead City University**

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**In Partial Fulfillment of the Requirements for the Award of Master of Mass Communication Degree (MMC) in Mass Communication and Media Technology**

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### **Certification**

This is to certify that ONASANYA Oluwaseun (LCU/PG/002344) conducted this study for the award of Master of Mass Communication (MMC) degree in Mass Communication and Media Technology in the Department of Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria, under my supervision and that this has not been previously submitted.

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## **Dedication**

This work is dedicated to God Almighty, the Giver of life.

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## **Acknowledgement**

I am grateful to students of Lead City University, Ibadan, Oyo State, for giving me the opportunity to use their responses for the research work. I want to appreciate management of Lead City University, Ibadan, for the privilege through the academic citadel for my postgraduate studies. My sincere appreciation goes to God Almighty for His love and mercy, I am nobody without you.

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## **Abstract**

Social media has become an integral part of daily life for millions worldwide, offering a platform for communication, entertainment, and commerce. One notable aspect of social media is its role in advertising. The study examined the influence of Pepsi digital advertisement on buying behaviour and brand loyalty among undergraduate students of Lead City University. The theory of Reasoned Action and Technological Determinism provided the theoretical framework for the study. The descriptive survey method was adopted, and 388 respondents were randomly selected to form the sample population. A self-structured questionnaire was used to source the data. The collected data were presented and analyzed using statistical package for social sciences (SPSS). The results obtained revealed that the majority of the majority of respondents reported that they easily recognized Pepsi's digital advertisements among other brands' advertisements online. The study revealed that majority of respondents are consistently exposed to Pepsi's digital content on social media platforms stating that they always see Pepsi contents on their timelines. Findings further revealed that the majority of respondents believe that Pepsi's digital advertisements significantly influence their purchasing decisions. It was further revealed that the majority of respondents agreed that these advertisements reinforced their loyalty to the Pepsi brand and positively impacted their loyalty. From the findings, it was also revealed that the majority of the respondents acknowledged the significant role of Pepsi's digital advertisements in retaining customers, indicating Pepsi should enhance social media engagement by creating interactive content. Pepsi should explore diverse ad formats to maintain audience interest and Strengthen partnerships with influencers for wider reach.

**Keywords:** Digital advertisement, Advertising, Marketing, Internet, Online advertising

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