

**Influencer Marketing, Purchase Intention and Buying Behavior of Pepsi Brand among Undergraduate Students of Lead City University, Ibadan**

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**Being a Post-field presentation in the Department of Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo state, Nigeria.**

**In Partial Fulfillment of the Requirements for the Award of Master of Science (M.Sc.) Degree in Mass Communication and Media Technology**

**2022**

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### Certification

This is to certify that Beatrice O. Olalekan with matriculation number LCU/PG/001774 carried out this research work titled ‘Influencer Marketing, Purchase Intention and Buying Behavior of Pepsi Product among Undergraduate Students of Lead City University, Ibadan’ in the department of Mass communication and media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo state, for the award of Master Degree (M.Sc.) in Mass communication and Media Technology and that this has not been previously submitted.

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## **Dedication**

This research work is dedicated to God Almighty.

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## **Acknowledgement**

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Lastly, I will like to thank my friends and family for being with me through this time. The love and support is deeply appreciated.

Even though the above-mentioned institution and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in this work.

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## Abstract

Consumer purchase intention and buying behavior are critical to the sales volume of any organization. To achieve tremendous sales, brands or organizations have to get their products or service in the face of their target audience. One of the ways they do this is through influencer marketing. This study, therefore, examines influencer marketing, purchase intention and buying behavior of Pepsi brand among undergraduates of Lead City University, Ibadan. Theoretically grounded in source credibility theory and the theory of planned behavior, this study adopted the survey research design, collecting data in one stream and surveyed 347 respondents in Lead City University, Ibadan, Oyo state, Nigeria. The sampling technique used was purposive sampling and a questionnaire was used to collect data. Data was analyzed through descriptive and inferential statistics. Findings from this study revealed that Lead City University undergraduates know and consume the Pepsi product and are also aware of the influencers that are employed by the Pepsi brand to drive home their advertising messages. It also revealed that there are several factors that influence purchase intention among which are brand colors and appeal, influencer marketing, price and standards. Also, though the world has gone digital, traditional means of advertising should not be undermined. The study, therefore, recommends that Pepsi should continue with the use of influencers in promoting its products, consider nano influencers as well as influencer marketing contributes to the buying behavior and purchase intention of youth in Nigeria.

**Keyword:** Influencer Marketing, Buying Behaviour, Purchase intention, Pepsi

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