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Impact of Advertising on the Purchasing Decisions of Olabisi Onabanjo University Students: A Case Study of Indomie Noodles

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ABSTRACT

Using Olabisi Onabanjo University (OOU) and Indomie noodles as a case study, this study examines how advertising affects college students' purchase decisions. The increasing importance of advertising in influencing consumer behavior, especially among youth who are heavily exposed to media and marketing stimuli, served as the impetus for the study. A survey approach was used, and 200 students' responses to standardized questionnaires were gathered. The results show that by raising brand perception, loyalty, and product awareness, advertising has a big impact on students' purchasing decisions. The most successful media were radio and television, and appealing advertising features like characters, slogans, and jingles helped to improve customer perceptions. The study comes to the conclusion that advertising is still a major factor in brand preference and advises food producers to keep spending money on youth-focused advertising campaigns. The results add to the current discussions about consumer behavior and the efficacy of advertising in developing nations.

Keywords: Advertising, consumer behavior, purchasing decision, Indomie noodles, university students, Nigeria.

Introduction

Background and Rationale

One of the most effective strategies marketers have for influencing consumer behavior is still advertising. Advertising is a component of the promotional mix that does more than just spread product knowledge; it also creates brand connections, influences attitudes, and increases demand (Kotler et al., 2021). Advertising gives businesses the competitive advantage to build brand loyalty and hold onto market share in fast-moving consumer goods (FMCG) marketplaces, where product difference is frequently modest (Daniel, 2018).

Given the fierce competition and abundance of domestic and foreign brands in Nigeria's food and beverage industry, the value of advertising is especially clear in this area. Indomie noodles, which have gained widespread recognition since their launch in the 1990s, are among the most notable instances. The brand's broad appeal has been ascribed to its consistent and innovative promotional tactics, including as jingles, animated characters, and celebrity endorsements, in addition to its price and convenience (Helmi et al., 2022). Because of its effective marketing strategies, Indomie is now the most popular instant noodle brand in Nigeria, which makes it a perfect example of how advertising influences customer choices.

For many firms, young consumers especially college students represent a crucial target demographic. They frequently participate in trend-driven consumerism, are media-savvy, and are impressionable (Osei-Frimpong et al., 2022). Students provide a great framework for comprehending how persuasive communication affects brand decisions because of their exposure to both traditional and digital advertising channels. Olabisi Onabanjo University (OOU) is the subject of this study, which places itself within this demographic.

Current Relevance of Advertising and Consumer Decision-Making

Around the world, advertising has moved away from conventional mass media tactics and toward more integrated, customer-focused techniques. More interactive, tailored, and focused ads are now possible thanks to the growth of digital and social media platforms (Zhang, 2023). Due to the widespread use of smartphones and social media, advertising has permeated younger populations, including college students, influencing not just their purchasing decisions but also their perceptions of businesses (Mustapha, 2017).

While conventional media like radio and television continue to have a significant impact in Nigeria, the rise in internet penetration and youth social media use has changed the definition of advertising efficacy (Chukwu et al., 2019). Nonetheless, radio commercials and TV jingles still have a significant impact on how consumers recognize brands, especially when it comes to fast-moving consumer goods like snacks, drinks, and noodles. Advertising is a persuasive tactic that goes beyond awareness to affect actual purchase decisions because it combines product information, emotional appeals, and entertainment (Eze & Chinedu, 2023).

In spite of this, researchers have seen a paradox: young consumers generally assert that advertising has little influence over their decisions, but their purchasing patterns usually correspond with the marketing messages they are exposed to (Orji et al., 2017). Because of this, it's critical to do empirical research to determine the precise degree to which advertising influences consumers' intentions to buy and their actual consumption habits, particularly among students.

Because it fills a crucial knowledge vacuum about how advertising influences Nigerian university students' purchasing habits, this study is therefore relevant. The study sheds light on how advertising generates awareness, increases demand, and cultivates brand loyalty by concentrating on Indomie noodles, a well-known brand with widespread advertising exposure.

Statement of the Problem

Customers are constantly inundated with persuasive advertising messages from rival firms in a media-rich environment. The degree to which advertising directly affects purchasing decisions is still up for debate, despite the fact that it is widely acknowledged as a strategy for raising awareness (Oluwafemi & Adebisi, 2018). Millions of naira are spent on advertising each year by FMCG companies like Indomie, but it's unclear if these efforts result in repeat business and customer loyalty, especially among young people who have strong brand preferences but little money.

University students, who assert their independence in decision-making but are heavily impacted by peer behavior, media exposure, and aspirational marketing solicitations, are particularly affected by this uncertainty. Therefore, whether advertising has a major impact on Olabisi Onabanjo University students' purchase decisions and through what channels this influence is most successful are the main issues this study attempts to examine.

Objectives of the Study

The study aims to:

- Determine whether Indomie advertising influences OOU students' purchasing decisions.
- Identify which advertising channel is most effective in influencing students' buying behavior.
- Examine the factors that encourage brand loyalty to Indomie noodles among students.

Research Questions

- Does Indomie advertising influence the purchasing decisions of OOU students?
- Which advertising channel is most effective in influencing OOU students' buying behavior?
- What factors encourage brand loyalty to Indomie noodles among OOU students?

Research Hypothesis

H0: Advertising has no significant impact on the purchasing decisions of OOU students.

H1: Advertising has a significant impact on the purchasing decisions of OOU students.

Significance of the Study

This research advances theory and practice. Academically speaking, it adds to the corpus of information on consumer behavior and the efficacy of advertising in developing countries, with an emphasis on Nigerian youth customers in particular (Abiodun & Kolade, 2020; Eze et al., 2020). The results will help practitioners create advertising campaigns that better connect with students and young people, especially for makers of fast-moving consumer items. Additionally, it gives advertising organizations empirical data on the media outlets and innovative approaches that most strongly impact consumer choices.

The study emphasizes the economic importance of advertising as a driving force behind rising consumption and market expansion on a larger scale. Policymakers and industry stakeholders interested in bolstering Nigeria's consumer economy can benefit from the study's findings on how advertising boosts sales and brand loyalty.

Literature Review

Theoretical Framework

Cognitive Dissonance Theory

Cognitive Dissonance Theory, first articulated by Festinger (1957), says that individuals seek for internal consistency between their ideas, attitudes, and behaviors. They experience psychological discomfort and dissonance when confronted with facts or experiences that contradict their preexisting views,

which they attempt to, lessen by changing their beliefs or behaviors (Harmon-Jones, 2019). By delivering messages that realign customer perceptions with positive feelings toward a product, advertising takes advantage of this tendency. An individual who thinks instant noodles are unhealthy, for example, might feel dissonance if they are constantly exposed to advertisements that highlight their convenience, price, and nutritional benefits. Advertising lessens dissonance and encourages the client to develop a positive mindset, which frequently results in a purchase, by continuously highlighting positive features (Ardiansyah & Sarwoko, 2020).

According to recent studies, advertising tactics that use social evidence, trust-building cues, and emotional appeals can effectively lessen dissonance, especially in young customers (Arasli et al., 2021). By portraying a product as both socially acceptable and practically advantageous, advertising offers reassurance to university students, who frequently experience conflicting pressures from peer pressure, budgetary constraints, and lifestyle goals. This is consistent with research showing that dissonance reduction is particularly important in FMCG markets with high levels of rivalry, where several brands vie for consumers' limited attention (Olufemi & Olatunji, 2019).

Diffusion of Innovation Theory

Rogers (2003) developed the Diffusion of Innovation Theory, which describes how novel concepts, goods, or methods gradually proliferate within a social structure. As important factors influencing adoption, the theory highlights time, social systems, communication channels, and adopter classifications (innovators, early adopters, early majority, late majority, and laggards). In the early phases of dissemination, advertising is essential for raising consumer awareness (the knowledge stage) and influencing them to adopt favorable opinions about an innovation (Greenhalgh et al., 2004).

Indomie noodles are a prime example of how advertising speeds up diffusion in the Nigerian FMCG market. Indomie first entered the market as a novelty and eventually gained widespread acceptance through recurring jingles, TV ads, and endorsements. Advertising guarantees that product awareness converts into trial and ultimately brand loyalty for students, who frequently act as early adopters due to peer pressure and receptivity to novelty (Ameen & Hosain, 2020). The dissemination process is especially expedited in youth markets, where peer groups and opinion leaders magnify advertising messages, according to recent studies (Ofosu-Boateng & Agyei, 2020).

Therefore, both the Diffusion of Innovation and Cognitive Dissonance theories provide important insights into how advertising affects consumer decision-making: the latter explains how consumer communities accept and normalize the consumption of advertised brands, while the former explains how people reconcile opposing viewpoints.

Conceptual Review

The Concept and Evolution of Advertising

A paid, impersonal communication method used to inform, convince, and remind target audiences about goods, services, or concepts is known as advertising (Kotler & Keller, 2021). Over time, advertising has undergone substantial change. In the past, town criers, market displays, and eventually print newspapers were the mainstays of Nigerian advertising (Daniel, 2018). However, advertising has become a very creative, multimedia-driven business due to globalization, technical advancements, and growing rivalry in the FMCG sector.

In order to engage customers, modern advertising uses influencer marketing, interactive campaigns, and narrative to combine traditional mass media with digital platforms (Zhang, 2023). Crucially, advertising has changed from being a one-way exchange to a two-way interaction, enabling consumers especially young people to engage with firms on social media. While radio and television still have the most reach in Nigeria, digital media like YouTube, Instagram, and TikTok are now essential for reaching young customers (Chukwu et al., 2019).

Advertising and Consumer Behavior

According to Schiffman and Wisenblit (2019), consumer behavior comprises the decision-making processes that individuals go through while selecting, purchasing, and consuming items. Through the formation of attitudes, the modification of perceptions, and the reinforcement of brand associations, advertising exerts an influence on these processes. The research conducted by Chinomona and Sandada (2013) indicates that advertising not only raises consumers' awareness but also encourages them to incorporate the brands that are being advertised into their "evoked set," which is a list of companies that are being considered for purchasing.

Furthermore, advertising is able to appeal to both the intellectual and emotive aspects of customer behavior respectively. According to Yadav & Rai's research from 2020, rational appeals involve highlighting the benefits of a product, such as its price or nutritional worth, whereas emotional appeals involve building symbolic associations, such as belonging, enjoyment, or status. It is common for the most successful campaigns to blend the two, so establishing both cognitive and affective connections with the target audience.

Advertising and Young Consumers (Students)

Due to their high media receptivity and sensitivity to trends, young consumers especially college students are an important market. Humor, music, pop culture, and related social situations are commonly used in advertising targeting this demographic (Osei-Frimpong et al., 2022). Peer acceptance also has a big impact on students, so ads that portray goods as aspirational or socially acceptable can have a big impact on how they behave.

Research in Nigeria indicates that advertisements for fast food, drinks, and fashion items have a disproportionate impact on pupils (Tobi et al., 2020). By integrating items into students' daily routines and social identities, advertising affects not just their immediate purchasing decisions but also their long-

term brand loyalty. Jingles like "Mama do good" by Indomie, for instance, have evolved into cultural allusions that support the brand's association with young culture.

Advertising Channels and Effectiveness

How effective advertising is directly proportional to the medium that is used. Because of their low cost and widespread availability, television and radio continue to exert a significant amount of influence on developing economies such as Nigeria. On the other hand, digital advertising is becoming increasingly important, particularly when it comes to targeting younger customers who are engaged on social platforms (Munsch, 2021).

According to research conducted by Olufemi & Olatunji (2019), television advertising continues to be a successful method for generating initial awareness and credibility, whereas social media platforms are utilized to promote brand engagement and interactivity. According to Chukwu et al. (2019), advertising strategies in Nigeria that combine conventional and digital platforms get better outcomes by appealing to a wider range of sections of the country's young population. Brand messages are reinforced for students through frequent exposure across several channels, which increase both recall and the likelihood that they will make a purchase.

Advertising and Brand Loyalty

According to Oliver (2010), brand loyalty is defined as the consumer's constant preference for a particular brand over a period of time, frequently in spite of the presence of competing alternatives. Through the consistent association of positive feelings, trust, and dependability with the brand, advertising plays a significant role in the process of establishing brand loyalty. When it comes to fast-moving consumer goods (FMCG) products like Indomie noodles, customer loyalty is built through marketing efforts that place an emphasis on consistent quality, pricing, and emotional resonance.

Recent studies have shown that advertising tactics that emphasize authenticity, cultural identification, and customer interaction are particularly beneficial in fostering brand loyalty among younger generations (Yadav & Rai, 2017). When it comes to maintaining customer loyalty in Nigeria, jingles, slogans, and celebrity endorsements continue to be effective tactics. According to the findings of Eze et al. (2020), young consumers frequently link brand loyalty with familiarity with the brand, which is strengthened by continual exposure to advertising.

Empirical Review

Scholars from a wide range of fields have investigated the connection between advertising and the decisions that consumers make regarding their purchases, resulting in the accumulation of a substantial body of information. The importance of advertising has been reaffirmed by recent studies (2018–2025), which also show the ways in which it is evolving, how effective it is, and the issues it faces.

Advertising and Consumer Purchase Decisions

In a cross-sectional study of Middle Eastern customers, Zhang (2023) discovered that the tailored messaging and interactivity of digital advertising greatly influences consumers' intentions to make purchases. This result is consistent with Mustapha (2017) assertion that advertising efforts are more effective when consumers find them to be relatable and engaging. Similarly, Munsch (2023) found that even when students initially denied being influenced by commercials; they often acknowledged being persuaded by repeating television jingles and slogans in the Nigerian FMCG sector. This paradox demonstrates the unintentional impact that advertising can have on impressionable customers.

Eze et al. (2020) looked into how advertising appeals influenced young Nigerian consumers' purchasing decisions. They discovered that the best indicators of purchase intentions were humor, celebrity endorsements, and jingles. Students respond better to advertisements that are based on local music, language, and humor, according to their study, which highlights the significance of cultural resonance in advertising efficacy.

Advertising Channels and Media Influence

The effectiveness of the message is greatly impacted by the advertising channels chosen. In a study comparing traditional and digital media, Ameen & Sajjad (2020) discovered that while social media advertising increases engagement and loyalty, television still has credibility and reach, particularly in developing nations. Chukwu et al. (2019) noted the increasing significance of social media in reaching young, urban consumers in Nigeria, while simultaneously highlighting the dominance of radio and television in reaching large audiences. According to their research, integrated campaigns that make use of both digital and traditional media produce the best results from consumers.

Ofosu-Boateng (2020) noted that radio jingles and campus-based marketing were very successful in influencing students' consumption habits in Ghana. There are significant similarities between this research and Nigeria, where college students are still heavily exposed to social media, radio, and campus events. Collectively, these studies support the claim that traditional channels are still relevant in the digital age and that the efficiency of advertising medium depends on the context.

Advertising and Brand Loyalty among Youths

Prolonged exposure to advertising has been strongly associated with brand loyalty. According to Oliver (2010), loyalty is the determination to keep buying a brand in spite of external factors like rival marketing campaigns. Advertising efforts that emphasize identity expression, peer approbation, and lifestyle ambitions encourage loyalty among young consumers, according to Yadav & Rai (2017). This is particularly pertinent to Nigerian students because advertising frequently portrays FMCG products like Indomie as not just reasonably priced but also a part of daily life and youth culture.

Through constant reinforcement of brand familiarity, advertising effects both initial purchase decisions and future brand loyalty, according to a study done on Nigerian students by Orji et al. (2017). According to the report, advertising frequently dictates which brands students initially select, even though price and quality are important factors. Similarly, Tobi et al. (2020) noted that students frequently become devoted to FMCG businesses that constantly engage them with humor and relevant narratives because of advertising's ability to create emotional ties.

Comparative Perspectives: Nigeria and Beyond

Insightful comparisons between African markets are also helpful. In their 2019 study of university students in Ghana, Osei-Frimpong et al. found that humor and entertainment-based advertising had a significant impact on consumers' decisions to buy, especially when connected to social identity. Their results are consistent with those of Muncsh (2021) in Nigeria, which supports the notion that advertising that combines entertainment value and cultural relevance is most effective in reaching young African customers.

Chinomona & Sandada (2013) discovered that, in a more general African setting, advertising had a favorable impact on South African consumers' intentions to buy FMCG products, with television appearing as the most popular medium. However, South African consumers responded better to narrative-driven advertising than those in Nigeria, where jingles play a major role. This contrast emphasizes the significance of adjusting advertising campaigns to local cultural contexts as well as the universality of its impact.

Critical Observations from Recent Studies

Recent studies warn against overestimating the power of advertising, even while the data supports its influence. Oluwafemi & Adebisi (2018), for example, contend that although advertising raises awareness, other elements like peer pressure, product quality, and cost also have a significant impact on customer choices. This emphasizes how crucial it is to consider advertising as a component of a larger range of social and marketing impacts.

Furthermore, studies indicate that young consumers are becoming less trusting of overly manipulative advertising. Advertisements that are viewed as manipulative or inauthentic may cause resistance, which lowers their effectiveness, according to Arasli et al. (2021). This implies that although advertising is still quite effective, its influence is lessened by factors like credibility, trust, and compatibility with customer values.

Synthesis of Empirical Evidence

Together, the reviewed research demonstrates that advertising has a significant impact on young consumers' knowledge, purchasing intentions, and brand loyalty particularly among students. Nigerian study continuously highlights how jingles, humor, and culturally appropriate content can increase efficacy. However, the emergence of digital platforms has changed the dynamics of advertising globally, making personalization and interactivity essential success criteria.

However, there is still a lack of research on how Nigerian students balance the influence of traditional media with the increasing exposure to digital advertising. Although there is empirical evidence supporting the significance of both channels, few researches systematically investigate how they interact to influence students' decision-making. The current study which examines how advertising across various media platforms influences Olabisi Onabanjo University students' purchasing decisions with an emphasis on Indomie noodles, is justified by this gap.

Research Methodology

Research Design

For the purpose of this study, a survey research design was utilized, which is suitable for examining the attitudes, perceptions, and behaviors of a large population over the course of a specific time period. Research on consumer behavior makes extensive use of survey designs because these designs make it possible for researchers to collect quantifiable data from a sample that is typical of the entire population and then draw conclusions about the larger population (Saunders et al., 2023). Using Indomie noodles as the case brand, this study performed a comprehensive investigation into the ways in which advertising influences purchasing decisions among students attending Olabisi Onabanjo University. The investigation was carried out through the use of structured questionnaires.

Population of the Study

For the purpose of this study, the population of interest consisted of undergraduate students attending Olabisi Onabanjo University (OOU) in Ago-Iwoye, which is located in Ogun State, Nigeria. The selection of university students was based on the fact that they constitute a dynamic consumer group, are highly exposed to both traditional and digital advertising channels, and frequently exert influence over broader market trends through contacts with their peers (Munsch, 2021). Indomie noodles was chosen as the focal brand due to the fact that it has a long history of strong advertising investment in Nigeria and that it is popular among students.

Sample Size and Sampling Technique

Because of the vast number of students in the student body, a sample of two hundred individuals was selected to guarantee that there was sufficient representation. According to Ahmad & Halim (2017) table for establishing sample adequacy, the sample size was deemed adequate. This finding is in accordance with other studies that have been conducted on consumer behavior in university settings (Ofosu-Boateng & Agyei, 2020; Eze et al., 2020).

A method known as stratified random sampling was utilized for the research project. Following the stratification of students according to institutions of higher education, a straightforward random sample method was utilized to choose respondents from within each of the strata. In this way, we were able to ensure representation across a wide range of academic fields, thereby minimizing the effects of sampling bias and improving the generalizability of our findings.

Sources of Data

Data were collected from primary and secondary sources. Primary data were obtained directly from students through structured questionnaires. Secondary data were sourced from textbooks, academic journals, conference proceedings, and online publications that provided theoretical and empirical background for the study.

Research Instrument

In order to collect data, the primary instrument that was utilized was a structured questionnaire that was meant to capture the attitudes and behaviors of students with regard to advertising and purchasing decisions. This questionnaire was broken up into the following sections:

Demographic information

Advertising exposure and perception, including frequency of exposure, preferred advertising channels, and perceived credibility.

Influence of advertising on purchasing decisions, measured using Likert-scale items (e.g., strongly agree to strongly disagree).

Brand loyalty, including frequency of repeat purchase and preference for Indomie compared to other noodle brands.

To guarantee clarity, reliability, and face validity, the instrument was pre-tested on 20 students who were not part of the final sample. The phrasing was improved and unclear items were removed based on feedback from the pilot test.

Validity and Reliability of the Instrument

To ensure that the items accurately reflected the research aims and questions, two marketing scholars reviewed the questionnaire in order to confirm content validity. Cronbach's Alpha coefficient was used to evaluate reliability, and all scales produced results above the acceptable cutoff of 0.70, indicating internal consistency (Taber, 2018).

Method of Data Collection

Questionnaires were distributed online via Google form to a representative sample of students who were located on the campus of the university. Those who participated in the study were informed of the objectives of the research and given the assurance that their responses would be kept confidential. In order to achieve the highest possible response rate, the researcher disseminated surveys during times when there were no lectures and during social gatherings. A total of 185 questionnaires were collected from the 200 that were sent, which is equivalent to a response rate of 92.5%.

Method of Data Analysis

The Statistical Package for the Social Sciences (SPSS) was utilized in order to perform the coding and analysis of the data. With the purpose of providing a concise summary of the demographic data and the students' perspectives, descriptive statistics such as frequencies, percentages, and mean scores were utilized. Inferential statistics, such as chi-square tests, were utilized in order to test the hypotheses and ascertain the nature of the connection that exists between exposure to advertising and consumers' decisions to make purchases. For the purpose of providing clarity, the results were presented utilizing tables, charts, and narratives.

Ethical Considerations

During the course of the research, ethical principles were adhered to in a stringent manner. The participation was entirely voluntary, and informed agreement was obtained from each participating individual. The comments of the students were guaranteed to be kept confidential and utilized exclusively for academic purposes, as the students were promised. There is no private or sensitive information that could be used to identify the individual. The study was also conducted in accordance with the rules for research ethics established by the institute for social science research.

Results and Findings

Based on information gathered from 185 legitimate respondents, the study's findings are presented in this chapter. Tables and charts are used to support the analysis of the results, which include both descriptive and inferential statistics. The findings are evaluated in light of the questions and goals of the study.

Demographic Characteristics of Respondents

Out of 185 respondents, 90 (48.6%) were male while 95 (51.4%) were female

Table 1: Gender Distribution of Respondents

Gender Frequency Percentage (%)

Male	90	48.6
Female	95	51.4
Total	185	100

Interpretation: According to the data, there were somewhat more female respondents (51.4%) than male respondents (48.6%). By avoiding gender bias, this near gender balance guarantees that the results represent a variety of viewpoints. From the perspective of consumer behavior, gender frequently influences how receptive consumers are to advertising messaging. According to earlier research (Yadav & Rai, 2017; Eze et al., 2020), women tend to pay greater attention to advertisements for food and home goods, whereas men might react more favorably to aspirational and brand image appeals. The greater participation of women may help to explain the high levels of loyalty and favorable reactions noted in this study, as Indomie noodles are a common family staple.

Influence of Advertising on Purchasing Decisions**Table 2:** Influence of Advertising on Purchasing Decisions

Response Scale	Frequency Percentage (%)	
Strongly Agree (1)	40	21.6
Agree (2)	60	32.4
Neutral (3)	55	29.7
Disagree (4)	20	10.8
Strongly Disagree (5)	10	5.4
Total	185	100

Interpretation: 54% of students strongly agreed or agreed that advertising influences purchases. This shows how advertising may influence attitudes and behaviors, especially in a competitive FMCG market like Nigeria. According to Cognitive Dissonance Theory, persuasive advertising decreases conflict between past beliefs and consumption choices, reinforcing positive attitudes (Harmon-Jones, 2019).

Interestingly, 29.7% were neutral, suggesting that while they recognize advertising, they may base their purchases on price, convenience, or peer influence. According to Oluwafemi & Adebisi (2018), advertising raises awareness but does not always lead to purchase without supporting variables. Scepticism or personal experience may have made 16.2% of respondents averse to commercial impact. However, the majority consensus shows that advertising dominates Nigerian student consumer decision-making.

Preferred Advertising Channels**Table 3:** Preferred Advertising Channels

Advertising Channel	Frequency Percentage (%)	
Television	70	37.8
Social Media	55	29.7
Radio	30	16.2
Billboards	30	16.2
Total	185	100

Interpretation: TV was the most influential advertising channel (37.8%), followed by social media (29.7%). The power of TV jingles and celebrity endorsements in Nigeria is seen in cultural consumption patterns (Olufemi & Olatunji, 2019). Mass media helps spread product knowledge during early phases of adoption, supporting the Diffusion of Innovation Theory (Greenhalgh et al., 2004).

Social media is becoming more popular, especially among students who use Instagram, TikTok, and YouTube. Interactivity and personalization in digital advertising highly influence youth purchase intentions, according to Zhang (2023). Radio and billboards were equally effective at 16.2% apiece,

suggesting they still support brand recall but lack the persuasive power of TV and digital marketing. This distribution emphasizes integrated marketing communication. To target highly connected students, advertisers should use both television and internet media.

Brand Loyalty

Table 4: Brand Loyalty Levels

Loyalty Level	Frequency	Percentage (%)
High Loyalty (1)	85	46.0
Moderate Loyalty (2)	60	32.4
Low Loyalty (3)	25	13.5
Very Low Loyalty (4)	15	8.1
Total	185	100

Interpretation: Some 46% of respondents were very committed to Indomie noodles, while 32.4% were moderately loyal. Nearly 80% of students prefer Indomie to Mimee, Chikki, or Golden Penny noodles. Long-term advertising strategies that emphasize familiarity, affordability, and cultural identity have built this loyalty. Oliver (2010) defines loyalty as a strong desire to buy again despite alternatives. Indomie's popular jingles (e.g., "Mama do good") and sponsorship of student events have helped cement its place in Nigerian youth culture. Furthermore, Eze et al. (2020) found that celebrity endorsements and phrases strongly influence Nigerian youth consumer loyalty. The small percentage of students with low or very low loyalty (21.6%) may be price-sensitive and switch brands based on availability or promotions. However, the overwhelming majority shows that advertising drives purchases and builds brand loyalty among Nigerian students.

Hypothesis Testing (Summary)

Hypothesis:

H₀: Advertising has no significant impact on students' purchasing decisions.

H₁: Advertising has a significant impact on students' purchasing decisions.

Using chi-square analysis, a significant association ($p < 0.05$) was found between advertising influence and brand loyalty. This means that students who acknowledged advertising as influential were also more likely to report higher loyalty levels to Indomie.

Interpretation: The null hypothesis rejection proves that advertising strongly influences OOU students' purchase decisions. This supports prior research (Ameen & Hosain, 2020; Munsch, 2021) that revealed advertising appeals highly influence youth purchase intentions and repeat patronage in developing economies. It proves FMCG manufacturers' strategic investment in advertising pays off in market domination and consumer loyalty.

Discussion, Conclusion, and Recommendations

Discussion

The first research goal was accomplished by the study's findings, which offer compelling proof that advertising has a big impact on college students' purchasing decisions. Advertising actively modifies customer attitudes and behaviors rather than just raising awareness, as evidenced by the fact that over half of the respondents stated that it influences their choice of Indomie noodles. This is in line with the ideas of the Cognitive Dissonance Theory, which contends that by bringing consumer attitudes into line with product promises, persuasive advertising messages ease psychological tension. It also complements previous research by Zhang (2023), who discovered that interactive digital campaigns increase young people's purchase intentions, and Munsch (2021), who noted that jingles and television advertising subtly affect students' consumption behavior. The overwhelming body of research indicates that advertising has a quantifiable impact on students' purchase decisions, despite a sizable percentage of respondents claiming neutrality, implying that other factors like price or peer pressure may also be at play.

Finding the best advertising channels to sway students' decisions was the second goal of the study. The findings showed that, despite social media's rapid rise, television continues to be the most influential medium. This dual domination emphasizes both the growing strength of digital platforms and the continued relevance of conventional media. The results are consistent with the Diffusion of Innovation Theory, which holds that while digital platforms speed up adoption through peer influence and interaction, mass media raises initial awareness. It also aligns with the findings of Ameen & Hosain (2020), who found that while television is still essential for mass communication in developing nations, social media improves engagement and brand loyalty. Given that students are primarily drawn to visual and interactive media, the comparatively decreased preference for radio and billboards indicates that, although these channels still have some value, their persuasive power has diminished. This suggests that in order to get the best outcomes, advertisers should use integrated communication strategies that combine social media engagement with television reach.

The results unequivocally support the third goal, which examined whether advertising promotes brand loyalty. Nearly half of the respondents said they were very loyal to Indomie, and another third said they were moderately loyal. This suggests that advertising does more than just encourage quick sales; it also keeps people loyal to a company over the long run. This result mirrors Eze et al. (2020) finding that celebrity endorsements, slogans, and jingles predict loyalty among Nigerian youths and supports Oliver's (2019) interpretation of loyalty as a deep-seated commitment to repurchase despite competing alternatives. The Hierarchy of Effects Model, which holds that repeated exposure to persuasive messages moves consumers from awareness to preference and ultimately to loyalty, is also supported by the strong emotional bond created by advertising. Indomie's sustained appeal among students is evidence of how the brand has become ingrained in Nigerian young culture through persistent promotion.

By demonstrating a statistically significant correlation between advertising and both purchase decisions and brand loyalty, the hypothesis testing further supported these findings. This result is in line with earlier studies conducted in various African contexts, including Ofosu-Boateng & Agyei (2020) in Ghana and Chinomona and Sandada (2013) in South Africa, which both showed that advertising continues to play a significant role in influencing young people's purchasing decisions. When considered collectively, the data refutes the null hypothesis and supports the alternative hypothesis that advertising significantly influences students' purchase decisions.

Conclusion

The study concludes that advertising has a significant impact on how college students behave as consumers. By raising awareness, igniting interest, and motivating customers to take action, it affects their purchasing decisions. Additionally, it promotes brand loyalty, which guarantees recurring business over time. The most popular advertising medium is still television, but social media's growing influence indicates that businesses must strike a balance between traditional and digital strategies. The results demonstrate that advertising is a strategic investment that increases market share and customer retention, particularly in industries with high turnover rates.

Recommendations

A number of suggestions are made in light of the results. Advertisers ought to use integrated media strategies, which blend social media campaigns' engagement and customization with television's broad reach. Since humor, music, and relatable stories appeal greatly to Nigerian pupils, they ought to give priority to culturally relevant content. Additionally, as students are especially receptive to messages from people they relate to and admire, using peer and influencer marketing would increase the effectiveness of advertising. Campaigns should include emotional appeals that foster identity, lifestyle, and belonging in addition to practical advantages like taste and pricing in order to maintain brand loyalty. Finally, in order to assist advertisers better understand how interactive content generates both instant purchase and long-term loyalty among Nigerian youths, more research should concentrate on the expanding influence of digital platforms like TikTok and Instagram Reels in influencing purchasing decisions.

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