

Influence of Advertising on the Awareness, Preference and Demand for Selected Carbonated Soft Drink among Babcock University Undergraduates

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Abstract

This study investigates the influence of advertising on the awareness, preference, and demand for carbonated soft drinks among undergraduates, focusing on Babcock University students. Despite growing health concerns, carbonated soft drinks remain popular among young adults. The study aims to address the knowledge gap on the impact of advertising on carbonated soft drink consumption among private university students in Nigeria. The study adopts the Hierarchy of Effects Model, AIDA Model Theory of Advertising, and the Theory of Planned Behaviour. A survey research design and multistage sampling method were used, with a sample size of 387 undergraduates determined using the Taro Yamane formula. Findings reveal that advertising positively influences awareness ($R^2 = .283$, $F(1, 385) = 152.086$, $p < .05$), preference ($R^2 = .278$, $F(1, 385) = 147.882$, $p < .05$), and demand ($R^2 = .422$, $F(1, 385) = 280.665$, $p < .05$) for carbonated soft drinks among Babcock University undergraduates. The study concludes that advertising has a high influence on the awareness, preference, and demand for carbonated soft drinks among undergraduates. Recommendations include educational institutions collaborating to provide students with information on the health risks associated with excessive carbonated soft drink consumption and promoting healthy lifestyles through access to healthy food and beverage options, fitness programs, and health services. The study's findings have implications for policymakers, educators, and marketers, highlighting the need for responsible advertising practices and health

education programs to promote healthy consumption habits among young adults.

Keywords: Influence, Advertising, Preference, Demand, Carbonated soft drink

Word Count: 250

Introduction

Globally, high soft drink consumption is more prevalent among students. Carbonated soft drinks are popular in the Nigerian market, sold in markets, shops, and by hawkers everywhere. According to the World Health Organization (WHO, 2023), carbonated soft drinks come in refundable, well-packaged forms, which can be imported or locally made. These drinks are highly addictive, and the more they are consumed, the more they are desired. Arsenault et al. (2017) noted that sugar-sweetened beverages (SSBs) are the leading source of added sugars in Western diets, with carbonated soft drinks like Coke, Pepsi, Sprite, and Fanta being major contributors of sugar from all SSBs. It's worth noting that Coke and Pepsi are not part of this current study. According to the journal, since World War II, there has been a significant transition in dietary patterns in low- and middle-income countries (LMICs), while consumption has leveled off or even decreased in the past decade in several Western countries, such as the United States and Australia. Considering the trends in soft drink consumption, Hwang (2020) pointed out in a study that sweetened soft beverage consumption is prevalent worldwide, particularly among young adults, using Korea as a case study. Global data confirm that consumption of carbonated soft drinks is frequent among young adolescents.

Advertising, as a marketing strategy, has been employed using various means and techniques to convey vital information to consumers,

making them aware of products and services and possibly stimulating their intent to make demands. Advertising is noted for its ubiquitous nature, creating an atmosphere for social interaction in which consumers can interact with brands, exchange with other users, and create content that affects the target audience (Boyd & Ellison, 2019). According to Hackley (2010), people do not just want to be informed; they want to be empowered. Brands that truly connect with their users provide something valuable to their lives, engaging them in a meaningful way. Advertising is pivotal for brand awareness, purchase, and profit maximization, cutting across every business. Arens and Bovee (2018) likened advertising to a basic business need, equating it to Maslow's categorization of physiological needs such as food and shelter. This is because advertising messages are designed to communicate, persuade, and influence consumers' brand awareness, association, perceived brand quality, and brand loyalty. Advertising is defined as any paid form of non-personal presentation of ideas, goods, and services by an identified sponsor. It is a structured and composed non-personal communication of information, usually paid for and persuasive in nature, about products, services, and ideas, by identified sponsors, through various mass media (Arens & Bovee, 2015). Observations have shown that students of Babcock University, one of the foremost private tertiary institutions in Nigeria, like other young people of their age elsewhere, consume a significant amount of carbonated drinks. This is evident in the quantity of carbonated soft drinks that are regularly available. Although there are restrictions on some brands of soft drinks sold on the university campus, the volume at which unprohibited ones are consumed by students is worrisome. It is possible that students of Babcock University are being influenced by what they see on television, newspapers, magazines, and online advertisements or perhaps what they hear on the radio about these drinks. In most cases, soft drink advertisements feature celebrities and superstars whom the majority of youth look up to. Therefore, the question arises: to what extent does soft drink advertising influence

consumer preference and demand for such drinks among students of Babcock University? The current soft drink market in Nigeria boasts different products with similar value, serving the same purpose, although some consumers may prefer to buy a particular brand over others. This research explored the role advertising plays in influencing awareness, preference, and demand for carbonated soft drinks, such as Fanta, Sprite, Bigi, Mirinda, 7up, Teem, and others, among Babcock University undergraduates.

Statement of the Problem

The consumption of carbonated soft drinks among undergraduates has been on the rise, with various brands competing for market share. Despite growing health concerns associated with consuming carbonated soft drinks, they remain a popular beverage choice among young adults. Although there are concerns about the negative implications of excessive carbonated soft drink consumption, many undergraduates remain loyal to specific brands. However, there is a paucity of research on the impact of advertising on the awareness, preference, and demand for carbonated soft drinks among private university students in Nigeria. Specifically, there is a need to investigate how advertising influences the attitudes and purchasing decisions of Babcock University undergraduates toward selected carbonated soft drinks. This study aimed to address this knowledge gap and provide insights into the influence of advertising on consumer preference and demand for carbonated soft drinks among Babcock University undergraduates.

Objective of the Study

The main objective of this study is to examine the impact of advertising on consumer preference and demand for carbonated soft drink among Babcock University undergraduates. The specific objectives are to:

1. examine the level of awareness of carbonated soft drinks advertisement among Babcock university undergraduates.

2. assess the level of preference for carbonated soft drinks among Babcock university undergraduates due to exposure to soft drinks advert.
3. ascertain the extent of demand for carbonated soft drinks due to exposure to soft drinks adverts.

Literature Review

One of the most crucial marketing communication methods for promoting goods, services, concepts, and imagery is advertising. It is a potent force for communication and is highly visible; a common belief is that advertising reflects the demands of the moment. Ads are present everywhere, whether one likes it or not. Radio, TV, newspapers, magazines, and the internet all display and play advertisements. The average consumer, especially those living in urban and semi-urban areas, views a significant number of commercials daily. It seems nearly impossible to remain completely impartial and ignore modern advertising. The advertisements we see, read, or hear—which laud or criticize—are the most obvious result of the advertising process. Depending on who is reaching, various words are used to characterize advertising, including great, dynamic, attractive, exciting, obnoxious, dull, invasive, irritating, and insulting. Zeqiri et al. (2019) define advertising as a paid, non-personal presentation of concepts, products, and services made by a designated sponsor with the intention of spreading knowledge about the concept, product, or service. A message that is displayed or distributed is referred to as advertising; in marketing initiatives, nearly all companies rely on advertising to operate successfully in today's landscape. However, the type of advertisement differs from company to company. According to Ahmed (2016), the goal of advertising is to target consumers who are most likely to buy a company's goods or services by using paid marketing communications to promote a good, service, or cause. The main purpose of advertising

is to inform consumers about an idea, product, or service and its unique selling points, and then to persuade them to take a specific action, such as making a purchase or adopting a cause (Lumen, 2023). Advertising is carried out through various mass media, including television, new media, newspapers, magazines, billboards, and radio. The content distributed through mass media in the process of advertising is referred to as advertising content, which can take different forms; however, these forms are often combined. These forms include audio, visual, and textual elements, such as images, music, graphic design, videos, copywriting, taglines, testimonials, brand logos, and calls-to-action. As businesses worldwide leverage advertising to promote their goods and services, it is increasingly becoming a pervasive marketing communication tool. Consumers are bombarded with numerous advertisements daily. Electronic and mobile media, coupled with global technological connectivity, are contributing to advertising noise. Consumers' attention spans are also increasingly becoming shorter.

Advertisers who intend to grab consumers' attention and drive them to take action must stand out from the noise by being creative, unique, and strategic. One-way advertisers can do this by making their adverts personal to individual customers or groups. In creating personal adverts, advertisers must strive to make their customers feel seen. Coca-Cola's "Share a Coke" campaign is an example of an advertising campaign that made customers feel seen. In this campaign, Coca-Cola put popular names and labels on the bottles, making customers who had the names feel special. This strategy helped Coca-Cola increase sales by more than two percent (Madalena, 2018). Consumers are more likely to purchase products from well-known brands than from less well-known brands. Brand awareness has always been a crucial component of marketing, essential for the sale of both goods and services. In the case of product sales, brand awareness plays a role in raising public awareness of a brand's existence; the higher the brand awareness, the more familiar people will be with the offered goods. As a result, people

are more likely to purchase familiar goods over similar unfamiliar goods. For this reason, raising brand awareness is important in every marketing plan. Currently, building brand awareness is a challenge for any entrepreneur. Various strategies and tactics, including influencer marketing, digital marketing, and social media promotion, can be used to accomplish this (Setyahardi & Simamora, 2023; Utama & Ambarwati, 2022).

The concept of consumer behavior refers to the study of how, why, and when people buy and use products or services. It involves understanding the thoughts, feelings, and actions of consumers in the marketplace. The study of consumer behavior focuses on how people choose what to buy to fulfill their needs, wants, or desires, as well as how they employ their behavioral, emotional, and mental responses. According to Clooftrak (2021), the study of consumer behavior examines how buyers act while choosing a product that meets their needs.

To understand consumer behavior, brands need to understand the reasons behind consumer purchases. Everything that affects a customer's decision to look for, choose, and buy a product falls under the category of consumer behavior (Market Business News, 2021). As Farooq (2022) notes, consumer behavior is the study of how customers make decisions about what they need, want, purchase, or do in connection with a particular good or service. Understanding consumer behavior is essential to analyzing how prospective customers will respond to a new good or service.

Key aspects of consumer behavior include:

1. Needs and Wants: understanding what drives consumer purchasing decisions.
2. Motivation: identifying the factors that motivate consumers to buy.

3. Perception: how consumers perceive and interpret information about products.
4. Learning: how consumers acquire knowledge and experience with products.
5. Attitudes: consumers' positive or negative feelings towards products.
6. Personality: how consumers' personalities influence their purchasing decisions.
7. Social Influence: the impact of family, friends, and social media on consumer behavior.

The consumer decision-making process involves:

1. Problem Recognition: identifying a need or want.
2. Information Search: gathering information about products.
3. Evaluation of Alternatives: comparing products.
4. Purchase Decision: making a purchase.
5. Post-Purchase Behavior: evaluating satisfaction and loyalty.

Advertising significantly influences consumer behavior by shaping perceptions, attitudes, and purchase intentions, ultimately impacting buying decisions and brand loyalty. The main aim of advertisers is to influence consumers' decisions and decision-making processes based on advertisements and marketing goals. To achieve this, advertisers must reach out to targeted consumers, which requires using various channels that align with consumers' behavior and desires. The effectiveness of intellectually presented messages depends on rational arguments and logic to persuade consumers to purchase products. Therefore, the approaches taken by an organization to persuade consumers through advertisement platforms must be professional in order to gain consumers' loyalty (Bowen, 2022).

Brand preference refers to the behavior in which consumers regularly choose one brand over another within the same product category. This

occurs when a customer consistently selects one brand over another when making a purchase of a good or service (Davis, 2021). Customers may prefer one company's product or service over equivalent alternatives due to various factors, such as favorable prior experiences or word-of-mouth marketing (Armstrong, 2021). Brand preference is a key marketing indicator that determines marketability, reflecting customers' preference for one brand over another in its category (Pulse, 2018).

Brand preference, as defined by Spacy (2017), is the brand that a customer chooses within a particular category. One common method of quantifying brand preference is by calculating the percentage of target consumers who favor a particular brand. Brand preference refers to the behavior of a consumer who consistently chooses one brand over another, making it a regular part of their buying routine. This preference may develop after trying several products from competing brands, and it can be based on the product's features, the brand's philosophy, or both. Building a strong relationship with customers who will stick with a brand and consider it when making decisions is the goal of fostering brand preference.

Consumer preferences come in different forms, including:

1. Product Preference: favoring a specific product or brand over others.
2. Attribute Preference: preferring specific features or attributes of a product.
3. Brand Preference: loyal attachment to a particular brand.

Several factors influence consumer preference, including:

1. Personal Characteristics: age, income, occupation, lifestyle, and personality.
2. Product Attributes: quality, price, design, and features.
3. Brand Image: reputation, values, and identity.

4. Social Influence: family, friends, social media, and cultural background.
5. Emotional Connections: emotional benefits, experiences, and memories associated with a product or brand.

Harikaran et al. (2018) examined the influence of advertisement on consumer brand preference with special reference to Coimbatore City. Primary data were collected using a structured questionnaire. An in-depth analysis was conducted using simple percentages and the chi-square method; findings revealed that customers are highly satisfied with branded products. The study concluded that customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectations through advertisements. It was recommended that branded companies focus on strong implementation of the marketing mix in ways that serve both customers and the company.

Obajemi et al. (2022) revealed in their study that advertisement plays a significant role in consumer brand preference among telecommunications consumers in Nigeria. This means that advertisements influence customers' brand purchase decisions in the telecommunications industry in Nigeria. The findings support the study by Cross (2019), who found that advertisement remains a major tool for telecom companies to gain market share. Additionally, the study revealed that there are constraints to successful advertisement among telecommunication companies in Nigeria, including the high cost of running advertisements, target audience level, and cultural differences, which are factors in advertisement campaigns.

A soft drink is a beverage that typically contains carbonated water, although some nutrient waters and lemonades may not belong to this class of carbonated drinks, along with a sweetener and a characteristic or artificial flavor enhancer. The sugary substance may be made from

high-fructose syrup, fruit juice, or a combination of various sweeteners. Soft drinks are likely to contain some ingredients such as colorings, caffeine, and other additives (Allen, 2018). A customer is an individual or a business that purchases or uses a good or service, as defined in the context of Tanzania (Tillman, 2020). A consumer can be a person or a company that orders or utilizes a purchased good, service, or product for personal, family, social, or other related needs (Grower, 2019).

Trends in the consumption of soft drinks indicate that they have become extremely popular globally. Approximately 200 countries consume soft drinks, with an estimated 82.5 liters of soft drinks consumed per person per year. According to the 2018 Global Soft Drinks report, America alone accounts for 25% of the total beverage market energy intake, consuming over 50 billion liters of soft drinks annually (Zenith International, 2018). Developing countries, such as those in Asia, Latin America, and Africa, represent the largest growth markets for soft drink producers. Consumers in developing countries, particularly children, are being targeted by the soft drink industry with aggressive marketing (Moreno et al., 2015; Zenith International, 2018).

Daniel and Viswanadham (2022) in their study "Impact of Soft Drinks Advertisement on Consumers' Buying Behavior" discovered that the company uses print commercials to influence consumers' purchasing behavior of Pepsi products. The researchers additionally found that utilizing print commercials has several impacts on consumer behavior, including high exposure, cost-effectiveness, and the durability of the advertising instruments, such as banners and posters. The researchers also revealed that print notices significantly affect the consumer purchasing behavior of Pepsi products. It was found that, like many companies that use outdoor advertisements to influence consumer buying behavior, Pepsi is among them. The study further exposed that outdoor advertisements have a considerable influence on consumers'

buying behavior of Pepsi products, primarily due to their eye-catching nature.

A comprehensive review of literature was conducted to situate this study within the existing body of research on the influence of advertising. Conceptual reviews and explanations were provided on key concepts related to the theoretical framework, including the Hierarchical Model of Effects Theory and the Theory of Planned Behavior (TPB). The Hierarchical Model of Effects Theory proposes a sequential process by which consumers respond to advertising, progressing through cognitive stages to a desired outcome, such as purchase or loyalty. Specifically, the AIDA model (Attention, Interest, Desire, and Action) illustrates the stages consumers go through from becoming aware of a product to making a purchase decision. The Theory of Planned Behavior (TPB) predicts and explains human behavior in specific contexts, helping to understand how individuals plan and execute behaviors.

Methodology

This study adopted a survey research design to investigate the influence of advertising on consumer preference and demand for carbonated soft drinks among Babcock University undergraduates. The target population for this study consisted of the total number of undergraduates at Babcock University, which is 12,374. A multistage sampling technique was used to determine a sample size of 387, calculated using Taro Yamane's formula. Data were analyzed using descriptive statistics such as frequency counts, means, and standard deviation to address the research questions. The International Business Machines Statistical Package for Social Sciences (IBM SPSS) version 23 was utilized for data analysis.

Results and Discussion

This presents the analysis of the data collected in order to examine the influence of advertising on Consumer preference, and demand for carbonated soft drinks among Babcock University undergraduates. Three hundred and eighty-seven (387) copies of questionnaire were distributed while three hundred and sixty-three (363) copies of the questionnaire were retrieved and validated for the study, making 95.6% response rate.

Table 1: *Demographic Information of the respondents*

Characteristics	Classification	Frequency	Percentage
Age	16-18 years	121	31.3
	19-21 years	129	33.3
	22-24 years	84	21.7
	22-25 years	34	8.8
	25 years and above	19	4.9
Gender	Male	139	35.9
	Female	248	64.1
School	School of Medical Sciences	66	17.1
	Social Sciences	97	25.1
	Public and Allied Health	53	13.7
	Science and Technology	90	23.3
	Education and Humanities	81	20.9
Department	Physiology	66	17.1
	Political Sciences & Public Admin	97	25.1
	Public Health	52	13.4
	Microbiology	90	23.3
	Languages and Literary Studies	82	21.2

Analysis from Table 1 shows the comprehensive demographic data of the study population, revealing details about their age, gender, school, and department. The age distribution among the respondents is predominantly youthful, with the 19-21 years category forming the largest segment at 33.3%. This is closely followed by the 16-18 years group, which encompasses 31.3% of the sample, indicating concentration of respondents in their teenage age. The 22-24 years, 22-25 years and 25 years and above categories constitute a fair share of 21.7%, 8.8% and 4.9%, respectively, reflecting a diverse but youth-centric demographic profile.

The data illustrates a gender distribution where both genders are well represented. The male gender constitutes 35.9% of the population, while females account for 64.1%. Invariably this means that the study's outcomes and interpretations suggest an unbiased gender insight into the research topic.

Looking at school distribution, the largest is social sciences 97(25.1%), this is followed by Science & Technology 90(23.3%), Education & Humanities 81(20.9%), Medical Sciences 66(17.1%) and Public & Allied Health 53(13.7%).

Lastly departmental distribution, the largest is Political Science 97(25.1%), followed by Microbiology 90(23.3%), Languages and Literary studies 82(21.2%), Physiology 66(17.1%) and Public Health 52(13.4%). In summary, the surveyed group is predominantly female, with a high range of age, schools and department, though notably with low representation from individuals above 25.

Table 2: *Awareness of Carbonated Soft Drinks' Advertisement*

Awareness	Very High Extent (%)	High Extent (%)	Low Extent (%)	Very Low Extent (%)	Not at all (%)	Mean	SD
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Print Media						3.60	1.243
I am aware that too much of carbonated soft drink is not good for me	228(58.9)	87(22.5)	38(9.8)	25(6.5)	9(2.3)	4.29	1.036
I am aware through the media adverts that carbonated soft drinks is good for celebration	170943.90	149(38.5)	36(9.3)	12(3.1)	20(5.2)	4.13	1.052
I am aware of carbonated soft drink through billboards	162(41.9)	132(34.1)	28(7.2)	30(7.5)	35(9)	3.92	1.270
I feel adverts of carbonated soft drink makes the product acceptable	136(35.1)	142(36.7)	69(17.8)	22(5.7)	18(4.7)	3.92	1.083
I am aware drinking of carbonated soft drink is good for relaxation through adverts on billboard	123(31.8)	144(37.2)	60(15.5)	23(5.9)	37(9.6)	3.76	1.231
Advertising influenced my awareness of carbonated soft drinks brand	133(34.4)	122(31.5)	67(17.3)	36(9.3)	29(7.5)	3.76	1.229
I know through the media adverts that excess consumption of carbonated soft drink can cause diabetes.	129(33.4)	123(31.8)	54(14)	39(10.1)	42(10.9)	3.67	1.325
I am aware of quality taste of carbonated soft drinks through the billboards adverts	105(27.1)	136(35.1)	65(16.3)	50(12.9)	31(8)	3.60	1.235

I am aware through the media adverts that carbonated soft drinks have too much of sugar content	115(29.7)	112(28.9)	74(19.1)	40(10.3)	46(11.9)	3.54	1.329
I am aware media advertisements influence my consumption of carbonated drinks	93(24)	123(31.8)	102(26.4)	35(9)	34(8.8)	3.53	1.201
I am aware of carbonated soft drinks information through posters	91(23.5)	128(33.1)	69(17.8)	69(17.8)	30(7.8)	3.47	1.243
I am aware of the prices of carbonated soft drinks through the newspapers advert	63(16.3)	113(29.2)	95(24.5)	33(8.5)	83(21.4)	3.10	1.371
I am aware of carbonated soft drinks through magazines	63(16.3)	74(19.1)	100(25.8)	69(17.8)	81(2.9)	2.92	1.362
I am aware of carbonated soft drink through newspaper	65(16.8)	78(20.2)	80(20.7)	63(16.3)	101(26.1)	2.85	1.437
Electronic Media						3.42	1.297
I am aware of carbonated soft drink adverts through television	143(37)	124(32)	66(17.1)	27(7)	27(7)	3.85	1.195
I am aware of carbonated soft drink through social media (twitter, Instagram, Tiktok, etc.)	113(29.2)	130(33.6)	82(21.2)	39(10.1)	23(5.9)	3.70	1.164
Television advertising has made me aware of the high-quality taste of carbonated soft	111(28.7)	142(36.7)	68(17.6)	32(8.3)	34(8.8)	3.68	1.219

drinks.							
I am aware of carbonated soft drinks flavor through social media adverts	108(27.9)	152(39.3)	51(13.2)	38(9.8)	38(9.8)	3.66	1.254
I am aware of the availability of carbonated soft drinks through adverts on the radio	88(22.7)	131(33.9)	70(18.1)	42(10.9)	56(14.5)	3.40	1.336
I am aware of quality hygiene of carbonated soft drinks through adverts on the internet	86(22.2)	123(31.8)	67(17.3)	56(14.5)	55(14.2)	3.33	1.347
I am aware of carbonated soft drink adverts through radio	80(20.7)	107(27.6)	94(24.3)	47(12.1)	59(15.2)	3.26	1.330
I am aware of different types of carbonated drinks as a result of radio adverts	81(20.9)	98(25.3)	105(27.1)	42(10.9)	61(15.8)	3.25	1.331
I am aware of carbonated soft drink through blogs	79(20.4)	105(27.1)	82(21.2)	52(13.4)	69(17.8)	3.19	1.380
I am aware drinking of carbonated soft drinks bring satisfaction on radio adverts	74(19.1)	117(30.2)	67(17.3)	60(15.5)	69(17.8)	3.17	1.382
I am aware of carbonated soft drinks through website	65(16.8)	104(26.9)	89(23)	63(16.3)	66(17.1)	3.10	1.334
Overall Mean						3.52	1.267

Source: Researcher's field work (2025)

Decision rule: if mean is 1-1.79= very low extent, 1.80-2.59 = low extent, 2.60-3.39=Moderate extent. 3.40-4.19= High extent, 4.20-5.0= very high extent

Table 2 hold respondents view on the extent of awareness of carbonated soft drinks advertisement. The overall mean revealed that extent of awareness is high ($\bar{x}$ = 3.52, SD = 1.26). This result implied that Babcock university undergraduates were very aware of carbonated drinks advertisement. The result also revealed that they are highly aware of advertisements of carbonated soft drinks through print media ($\bar{x}$ = 3.60), as well as through electronic media (3.42). Under print media, the respondents indicated that to a very extent, they were aware that too much of carbonated soft drink is not good for them ($\bar{x}$ =4.29), and that carbonated soft drinks were good for celebration ($\bar{x}$ =4.13). Under electronic media, the respondents indicated that they were aware of carbonated soft drink adverts through television ($\bar{x}$ =3.85) as well as through social media (twitter, Instagram, TikTok, etc.) ($\bar{x}$ =3.70).

Table 3: level of preference for carbonated soft drinks

Preference	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Not at all (%)	Mean	SD
I prefer carbonated drinks to any other drink as a result of media advert	63(16.3)	90(23.3)	106(27.4)	64(16.5)	64(16.5)	3.43	4.574
I prefer fruit flavoured carbonated drink as a result of media advert	65(16.8)	97(25.1)	116(30)	68(17.6)	41(10.6)	3.20	1.219
Advertisement for carbonated soft drink brand is persuasive to me	45(11.6)	129(33.3)	108(27.9)	52(13.4)	53(13.7)	3.16	1.208
I like sweetened carbonated drinks as a result of media advert	57(14.7)	95(24.5)	136(35.1)	45(11.6)	54(14)	3.14	1.221
Advertising shapes my preference for carbonated soft drink brand	56(14.5)	100(25.8)	103(26.6)	73(18.9)	55(14.2)	3.07	1.262

The use of celebrities in media adverts motivates me to buy carbonated soft drinks	49(12.7)	90(23.3)	107(27.6)	78(20.2)	63(16.3)	2.96	1.263
I prefer carbonated drinks because of the sparkling bubbles as a result of media advert	46(11.9)	79(20.4)	104(26.9)	100(25.8)	58(15)	2.88	1.236
Overall Mean						3.12	1.711

Source: Researcher's field work (2025)

Decision rule: if mean is 1-1.79= very low level, 1.80-2.59 = low level, 2.60-3.39=Moderate level. 3.40-4.19= High level, 4.20-5.0= very high level

As displayed on table 3 the overall mean indicated that the level of preference for carbonated soft drinks was moderate ($\bar{x}=3.12$, $SD=1.711$). The result also revealed that the respondents indicated that they prefer carbonated drinks to any other drink as a result of media advert ($\bar{x}=3.43$), and that they prefer fruit flavoured carbonated drink as a result of media adverts ($\bar{x}=3.20$). They also agreed that advertisement for carbonated soft drink brands were persuasive to them ($\bar{x}=3.16$), and that they like sweetened carbonated drinks as a result of media advert ($\bar{x}=3.14$).

Table 4: extent demand for carbonated soft drinks

Demand for carbonated soft drinks	Very High Extent (%)	High Extent (%)	Low Extent (%)	Very Low Extent (%)	Not at all (%)	Mean	SD
The availability of carbonated soft drinks on campus influences my regular consumption of soft drink	84(21.7)	104(26.9)	71(18.3)	54(14)	74(19.1)	3.18	1.419
I buy advertised carbonated soft drinks	48(12.4)	104(26.9)	100(25.8)	50(12.9)	85(22)	2.95	1.332

regularly because of taste							
I buy carbonated soft drink for friend & family due to exposure to advert	52(13.4)	96(24.8)	81(20.9)	69(17.8)	89(23)	2.88	1.369
I buy carbonated soft drinks everyday due to exposure to soft drink advertisement	47(12.1)	86(22.2)	93(24)	60(15.5)	101(26.1)	2.79	1.366
I buy fruit flavoured carbonated drinks due to exposure to soft drink advertisement	41(10.6)	90(23.3)	77(19.9)	84(21.7)	95(24.5)	2.74	1.338
I consume carbonated soft drinks everyday due to exposure to adverts	59(15.2)	63(16.3)	84(21.7)	70(18.1)	111(28.7)	2.71	1.423
Advertisement has increased my demand for carbonated soft drinks	36(9.3)	90(23.3)	78(20.2)	82(21.2)	101(26.1)	2.68	1.329
I buy carbonated soft drink because of the celebrities used in the adverts	41(10.6)	86(22.2)	82(21.2)	64(16.5)	114(29.5)	2.68	1.375
I buy fruit flavoured carbonated drinks at meal time due to exposure to adverts	31(8)	88(22.7)	91(23.5)	65(16.8)	112(28.9)	2.64	1.322
Overall Mean						2.81	1.363

Source: Researcher's field work (2025)

Decision rule: if mean is 1-1.79= very low extent, 1.80-2.59 = low extent, 2.60-3.39=Moderate extent. 3.40-4.19= High extent, 4.20-5.0= very high extent

The result on table 4 revealed the extent of demand for carbonated drinks due to exposure to media adverts on the products. The overall mean revealed that the extent of demand is moderate ($\bar{x}=2.81$). This implied that the demand for carbonated soft drinks is controlled by

other factors and not media advertisement. The result further revealed that respondents indicated that the availability of carbonated soft drinks on campus influences their regular consumption of soft drink ($\bar{x}$ =3.18), and that buy advertised carbonated soft drinks regularly because of taste ($\bar{x}$ =2.95), however, some respondents indicated that they buy carbonated soft drink for friend & family due to exposure to advert ($\bar{x}$ =2.88)

Test of Hypotheses

Decision Rule: the following rules guided the application of simple linear regression for this study. If the p-value, which is the probability value, was less or equal to 0.05, the null hypothesis was rejected; if p value was greater than 0.05, the null hypothesis was accepted.

Ho₁: Advertisement of carbonated soft drinks has no significant influence on the awareness of the product among Babcock University undergraduates.

Table 4: *influence of advertisement on awareness of carbonated soft drinks*

Variables	B	Std Err or	Bet a	t	Si g	R ²	F	ANO VA Sig
(Constant)	55.0 47	2.7 72		19.8 60	.00 0	.28 3	152.0 86 (1, 385)	.000
Advertise ment of carbonated soft drinks	1.96 3	.15 9	.53 2	12.3 32	.00 0			

Dependent Variable: Awareness of Carbonated soft drinks

The result on the influence of advertisement on awareness of carbonated soft drinks among Babcock University undergraduates was presented on table 4.6. The result revealed that advertisement of carbonated soft drinks ($R^2=.283$, $F(1, 385) = 152.086$, $p < .05$) had significant influence on awareness of carbonated soft drinks among Babcock University undergraduates. This implied that advertisement of carbonated soft drinks was responsible for 28.3% of the awareness of carbonated soft drinks among Babcock University undergraduates. With this evidence, the null hypothesis is rejected, and restated thus: Advertisement of carbonated soft drinks has significant influence on the awareness of the product among Babcock University undergraduates.

H₀₂: Advertisement of carbonated soft drinks has no significant influence on the preference of the product among Babcock University undergraduates.

Table 5: *influence of advertisement on preference of carbonated soft drinks*

Variables	B	Std Err or	Bet a	T	Sig	R ²	F	ANO VA Sig
(Constant)	6.043	1.346		4.489	.000	.278	147.882 (1, 385)	.000
Advertise ment	.940	.077	.527	12.161	.000			

Dependent Variable: preference of carbonated soft drinks

Table 5 presents the result on the linear regression to test the influence of advertisement on preference of carbonated soft drinks among Babcock University undergraduates. The result revealed that advertisement of carbonated soft drinks ($R^2=.278$, $F(1, 385) = 147.882$, $p < .05$) had significant influence on preference of carbonated soft

drinks among Babcock University undergraduates. This implied that advertisement of carbonated soft drinks was responsible for 27.8% of the variation in the preference for carbonated soft drinks among Babcock University undergraduates. Therefore, the null hypothesis is rejected, and restated thus: advertisement of carbonated soft drinks has significant influence on the preference of the product among Babcock University undergraduates.

Ho₂: Advertisement of carbonated soft drinks has no significant influence on the demand for the products by Babcock University undergraduates.

Table 6: *influence of advertisement on demand for carbonated soft drinks*

Variables	B	Std Err or	Bet a	T	Sig	R ²	F	ANO VA Sig
(Constant)	1.3 50	1.4 77		.914	.36 1	.42 2	280.6 65 (1, 385)	.000
Advertise ment	1.4 21	.08 5	.64 9	16.7 53	.00 0			

Dependent Variable: demand of carbonated soft drinks

Table 6 holds the result of the linear regression on the influence of advertisement on demand for carbonated soft drinks among Babcock University undergraduates. The result revealed that advertisement of carbonated soft drinks ($R^2 = .422$, $F(1, 385) = 280.665$, $p < .05$) had significant influence on demand for carbonated soft drinks among Babcock University undergraduates. This result implied that advertisement of carbonated soft drinks was responsible for 42.2% of the demand for carbonated soft drinks among Babcock University undergraduates. Therefore, the null hypothesis is rejected, and restated

thus: advertisement of carbonated soft drinks has significant influence on the demand for carbonated soft drinks among Babcock University undergraduates.

Discussion of Findings

This research examined the influence of advertising on the preference and demand for selected carbonated soft drinks among Babcock University undergraduates.

Research Question One: What is the extent of awareness of carbonated soft drinks advertisement among Babcock University undergraduates? The findings revealed that there was a high level of awareness of advertisement of carbonated soft drinks through print as well as electronic (television & social media) media. These findings are consistent with previous studies that have pointed out the increasing recognition of soft drink advertisement. For instance, Ewsinu (2024) in her study found that the Nigerian soft drinks market has experienced significant growth in recent years and is expected to continue to rise in the future. Digital advertising is expected to grow in importance, but for the time being, traditional media such as TV and OOH advertising continue to account for a large market share. The analysis of brand strategies in this article highlights the differing approaches of global and local brands. Global brands like Coca-Cola and Pepsi-Cola shape their brand image through established campaigns like “Coke with Meal” and music festivals. Despite limited advertising investment, local brands like BIGI COKE and Big Cola effectively use social media to increase brand awareness, attract consumers, and boost brand loyalty. Statista conducted in Nigeria by Sasu (2025) showed that coca cola was the preferred brand for carbonated drinks. A share of 68% of respondents said they preferred coca cola. Conversely, 29% of respondents reported their preference for Pepsi. The two giants of the soft drinks industry have a long history of global competition. Furthermore, the coca cola company has grown more significantly in

Africa than in Western markets in recent years. The result revealed that advertisement of carbonated soft drinks ($R^2=.283$, $F(1, 385) = 152.086$, $p < .05$) had significant influence on awareness of carbonated soft drinks among Babcock University undergraduates.

Research Question Two: What is the level of preference for carbonated soft drinks among Babcock University undergraduates due to exposure to soft drinks advert? This study found that undergraduate of Babcock university prefer carbonated drinks to any other drink as a result of media advert; they also indicated that they prefer fruit flavoured carbonated drinks, they also agreed that advert for carbonated soft drink brand were persuasive to them as a result of media advert. For instance, in a research carried out by Rudrakumar (2024) Preliminary findings suggest that while traditional media like television commercials remain influential, digital and social media platforms are increasingly shaping consumer perceptions and purchasing decisions in Karnataka. The test of hypothesis demonstrated that advertisement of carbonated soft drinks had a significant influence on the preference of products among Babcock university undergraduates ($R^2=.278$, $F(1, 385) = 147.882$, $p < .05$).

Research Question Three: What is the extent of demand for carbonated soft drinks due to exposure to soft drinks adverts? The overall mean revealed that the extent of demand is moderate ($\bar{x}=2.81$). This means that the demand for carbonated soft drinks is controlled by other factors and not media advertisement. The findings further revealed that the availability of students' regular consumption of soft drink, however, some undergraduates indicated that they buy carbonated soft drinks for friends and family due to exposure to advert. For instance, Kems, et al. (2021) conducted a study where they found out that One major contributor to the increase in soft drink consumption is the continual exposure to soft drink cues in the contemporary environment. Soft drinks are ubiquitous; they are available and

accessible from shops, petrol stations and vending machines 24/7. Soft drinks are also heavily marketed through advertising on television, billboards and public transport. In 2018, beverage companies in the US spent over \$1 billion on soft drink advertising (Sugary Drink FACTS, 2020). In addition, it is likely that some individuals are more vulnerable to advertising and to appetitive cues more generally. Kumar (2018) explored a study on consumer attitude towards soft drinks advertisements and identified that most of the respondents are unemployed graduates and undergraduates are consuming soft drinks, urban people are consuming soft drink products than semi urban and rural residents. Most of the respondents are consuming soft drinks to satisfy their thirsty need and consume regularly, at least once in week. Majority of the respondents are attracted by the advertisements of soft drink products, and they are motivated by the advertisements to consume. The respondents are interested to watch and listen, the advertisements and are impressed by the advertisements. Most of the respondents agreed that there is positive impact on sales by advertising. The respondents liked to watch visual advertisements and suggested Television is the best mode for soft drink products advertisements. The result revealed that advertisement of carbonated soft drinks ($R^2 = .422$, $F(1, 385) = 280.665$, $p < .05$) had significant influence on demand for carbonated soft drinks among Babcock University undergraduates.

Conclusion

Based on the findings, this study therefore concludes that undergraduates of Babcock University were aware of carbonated soft drinks adverts through print and electronic media. They're also aware that excessive consumption of carbonated soft drinks is not good for them. Yet, they prefer it to other beverage options due to its regular availability on campus. Therefore, the role of their favourite celebrities and influencers on advertising influences their preference and demand for the selected carbonated soft drinks.

Recommendations

In lights of this study's findings, the following suggestions are proposed:

1. This study revealed that Babcock university undergraduates were significantly exposed to advertising and were influenced towards the purchase of carbonated soft drinks. This study therefore recommends that educational institutions should collaborate to provide students with information on the health risks associated with excessive carbonated soft drinks consumption.
2. This study established that Babcock university undergraduates had high preference for carbonated soft drinks than healthy drinks. This study therefore recommends the need to encourage the consumption of healthier beverage options, such as water, low – fat milk, and 100% fruit juice through awareness campaigns and promotional activities.
3. This study finding showed that undergraduates were exposed to excessive advertising, therefore, recommended implementing policies to regulate the advertising of carbonated soft drinks, particularly in educational settings, to reduce their appeal to young adults.
4. This study recommended that Babcock university should implement initiatives to promote healthy life style, including providing access to healthy food and beverage options, fitness programs, and healthy services for academic performance, student well-being, and for positive/supportive campus environment.

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