

Article

Social Media Advertising and Consumer Patronage Behaviour: The Case of Coca-Cola and Indomie Noodles among UNN Undergraduates

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Abstract

This study examined the influence of Facebook and Instagram advertisements on consumer patronage of Coca-Cola and Indomie Noodles among undergraduates of the University of Nigeria, Nsukka (UNN). Online advertising – also known as internet advertising, web advertising, or digital advertising – refers to the practice of promoting products, services or brands through digital channels such as websites, social media platforms and mobile applications. The Unified Theory of Acceptance and Use of Technology (UTAUT) and Uses and Gratification Theory (UGT) anchored the study. Using the Australian Bureau of Statistics sample size calculator, a survey research method and multi-stage sampling technique, a sample of 381 respondents was drawn from the population of 36,029 UNN undergraduates. The study found that UNN undergraduates were more exposed to Coca-Cola advertisements on Facebook and Instagram than to Indomie Noodles advertisements. Students reported that Coca-Cola and Indomie ads on Facebook and Instagram influenced their purchase decisions (mean = 3.26 on a 5-point scale, indicating moderate influence). A mean of 3.48 (high influence) also showed that students were more likely to buy these products if advertised on social media. Interestingly, students encountered these advertisements more frequently on TikTok, YouTube, and X than on Facebook and Instagram. The study concludes that undergraduates are not only frequent users of social media but also a significant consumer group whose purchasing behaviours are shaped by targeted advertisements. The study recommends that Coca-Cola and Indomie should increase their use of interactive features such as polls, quizzes and question-and-answer posts on social media, and adopt a multi-platform advertising strategy to reach students across their diverse online habits.

Keywords: Facebook and Instagram; Online advertising; Coca-Cola and Indomie Noodles; UNN undergraduates

Introduction

For many years, traditional media has been used by different companies to advertise their products. However, people appear to be gravitating towards another form of advertising known as online advertising. Online advertising, also known as internet advertising, web advertising, or digital advertising, refers to the practice of promoting products, services or brands through digital channels such as websites, social media platforms and mobile applications. Compared to traditional advertising, online advertising offers several advantages including targeting specific audiences, lower costs, flexibility, measurable results, and global reach (Gent, 2023). There are different types of online advertising, but this study focused on social media advertising.

Social media advertising is a type of digital marketing strategy that uses social networks – such as LinkedIn, YouTube, Facebook, X (formerly Twitter), TikTok, and Instagram – to deliver paid ads to target audiences. A social media ad campaign is a quick and effective way to communicate value propositions to prospects and improve brand recall. Social media ads are cost-effective, offering a strong return on investment compared to traditional advertising channels. Increasingly, companies including the world's top-performing brands rely on social media ads to grow their businesses and attract prospective customers (Moorthi, 2025). According to Backlinko Team (2025), 5.24 billion people use social media worldwide, representing 86.6% of the global population aged 18 years and older. As of 2024, the average daily social media usage of internet users worldwide amounted to 143 minutes per day (Dixon, 2024). These figures demonstrate that a substantial number of people engage with social media platforms daily, making them attractive channels for product advertising.

The advent of social media advertising has made traditional media less dominant in product advertising. Social media has revolutionised communication and changed how society accesses and receives information (Mishnick & Wise, 2024). As social media has become more widely known, many companies have shifted their advertising strategies to reach their target audiences. Information and communication technologies that birthed social media have caused a paradigm shift from traditional advertising to modern modes of advertising, affecting how consumers perceive advertising messages, their behaviour, and the relationship between consumers and brands (Ike, 2023). Unlike traditional advertising, which is strictly one-way communication – brands display ads through billboards, magazines, etc. without any feedback – social media enables two-way communication where brands interact with consumers who provide feedback. This interactivity generates greater patronage from consumers.

Two popular platforms whose advertising messages have affected consumer patronage, especially among youths and undergraduates, are Facebook and Instagram. These platforms are currently among the most popular social media sites and are important channels for reaching parents and Gen Z students (Mishnick & Wise, 2024). Facebook and Instagram have emerged as dominant advertising platforms due to their vast user bases. As of 2023, global marketers identified Facebook and Instagram as the social media platforms with the highest return on investment (Statista Research Department, 2024). In the first half of 2024, Facebook and Instagram together accounted for over two-thirds of U.S. social media advertising spending, totalling nearly \$75 billion (Neufeld, 2024). Their various features – such as Instagram Shopping and Facebook Marketplace – strengthen their appeal by enabling direct purchasing within the platforms.

Facebook allows people to connect with friends, colleagues and others around the world, enabling users to share pictures, videos and music. Facebook is currently the most popular social media platform worldwide, with 3.07 billion users (Kumar, 2025). It offers new models for advertising and interacting with customers, acting as an excellent marketing tool for businesses. The platform has an advertising service called Facebook Advertising, with a reach that can target up to 1 billion users worldwide (Dwianto et al., 2024).

Instagram was launched in 2010 by Kevin Systrom and Mike Krieger and is now owned by Meta Platforms Inc. Instagram surpassed 2 billion monthly active users in 2022. The

popularity and nature of the service attracted many advertisers to Instagram and helped launch the era of influencer marketing – individuals who have built considerable social media followings and use that influence to advertise products and services (Eldridge, 2025). As of January 2024, almost 80% of marketing professionals integrated the photo and video sharing app into their digital marketing campaigns (Statista Research Department, 2024).

Two multinational companies that have harnessed the potential of Facebook and Instagram advertising are the Coca-Cola Company and Indofood. Coca-Cola was introduced in Nigeria in 1951 and has become a household name. In a 2022 survey, 68% of Nigerian respondents preferred Coca-Cola among carbonated drink brands (Sasu, 2023). Indomie, a brand of noodles produced by Indofood, is similarly popular among Nigerians, particularly students, due to its affordability and ease of preparation. Both companies have used extensive advertising to build brand loyalty: Coca-Cola through associations with happiness and shared experiences, and Indomie through positioning as a convenient and tasty meal option (Idowu, 2023).

Among undergraduates in Nigerian universities, social media usage has become pervasive. Students spend considerable time online where they are exposed to various advertisements. This study therefore examined how Facebook and Instagram advertisements of Coca-Cola and Indomie influence consumer patronage among UNN undergraduates.

Statement of the Problem

As digital media have continued to grow, social media platforms have become avenues for advertising. It is clear that many undergraduates encounter advertisements for Coca-Cola and Indomie Noodles through their use of Facebook and Instagram, and that these advertisements have in some way influenced their consumer patronage. What is not clear is how these adverts retain consumer loyalty to the brands and whether these platform advertisements significantly affect the patronage of UNN undergraduates towards these products.

This study therefore examined the influence of Facebook and Instagram advertisements on the consumer patronage of Coca-Cola and Indomie Noodles among UNN undergraduates, exploring how exposure to the ads affects purchase intention and actual buying behaviour.

Objectives of the Study

The broad objective of this research was to determine the influence of Facebook and Instagram advertisements on the patronage of Coca-Cola and Indomie products by UNN undergraduates. The specific objectives were:

1. To examine the level of awareness of Facebook and Instagram advertisements of Coca-Cola and Indomie Noodles among UNN undergraduates.
2. To determine the platforms where UNN undergraduates view Coca-Cola and Indomie Noodles advertisements.

3. To examine the extent to which brand loyalty influences consumer patronage of Coca-Cola and Indomie Noodles among UNN undergraduates.
4. To evaluate the influence of Facebook and Instagram advertisements on consumer patronage of Coca-Cola and Indomie Noodles among UNN undergraduates.

Research Questions

The study was guided by the following research questions:

1. What is the level of awareness of Facebook and Instagram advertisements of Coca-Cola and Indomie Noodles among UNN undergraduates?
2. On which platforms do UNN undergraduates most frequently view Coca-Cola and Indomie Noodles advertisements?
3. To what extent does brand loyalty influence consumer patronage of Coca-Cola and Indomie Noodles among UNN undergraduates?
4. What is the influence of Facebook and Instagram advertisements on consumer patronage of Coca-Cola and Indomie Noodles among UNN undergraduates?

Significance of the Study

The research is significant for two main reasons: it helps in understanding how Facebook and Instagram advertisements affect consumer behaviour, and it provides practical advice for advertisers.

Academically, by exploring social media advertisements – specifically Facebook and Instagram – and how they influence consumer patronage among UNN undergraduates, this study contributes to the broader understanding of advertising and marketing in the digital age. The findings add to the growing body of literature on social media advertising effectiveness among young consumers in developing countries.

Practically, the findings can help Coca-Cola and Indomie develop more effective social media advertising strategies that resonate with university students. The study can also make students more aware of how advertisements influence their purchasing decisions.

Empirical Review of Related Literature

Gbemileke Idowu (2023), in a study titled "The Impact of Advertising on Consumer Buying Behaviour: Case Study of Coca-Cola and Indomie," explored how advertising influences consumer buying behaviour. Using a mixed-method approach with online questionnaires distributed via Google Forms, 56 responses were analysed. The findings revealed that advertising had a notable impact on consumer attitudes and behaviours, but this influence was not absolute. Advertising increased product visibility, generated interest, shaped attitudes, employed persuasive techniques, and created a sense of urgency, but faced challenges including scepticism, individual preferences, competing information sources, lack of reinforcement, and brand loyalty. The present study differs in its focus on Facebook and Instagram specifically and its targeting of UNN undergraduates rather than the general population.

Funmilayo Becky Ilesanmi (2022), in a study titled "Green Advertising and Consumer Buying Behaviour of Coca-Cola Products in Lagos State, Nigeria," employed a descriptive survey with 400 respondents across three local government areas. The findings revealed that green advertising significantly affected consumer buying behaviour, including customer feedback and experience, but had a weaker effect on customer satisfaction and loyalty. While Ilesanmi's study focused on environmental aspects of advertising in Lagos, the present study focuses on Facebook and Instagram advertisements and their effects on UNN undergraduates.

Lanre Amodu, Bright Archibong, Stella Aririguzoh and Oscar Odiboh (2018), in a study titled "Potentials of Social Media Engagement for Influencing Purchase Decision: A Study of Coca-Cola's Taste the Feeling Campaign," examined how social media engagement influenced consumer purchase decisions among 357 students at Bells University of Technology. The findings indicated a strong positive correlation between social media engagement and consumer purchase behaviour. The study recommended that brands continue to create emotionally resonant and shareable content. While Amodu et al. focused on a specific campaign, the present study examines ongoing advertising across two platforms and two products.

Emmanuel K. Onwualimba (2015), in a study titled "Effects of Sales Promotion on Purchasing Behaviour of Consumers of Coca-Cola Products in Umuahia Metropolis," surveyed 400 respondents across two markets. Findings revealed that 89.5% were aware of sales promotions, but sales promotion was not the most effective tool for stimulating purchases. The study recommended price reductions during promotions. This study differs in its focus on sales promotion rather than social media advertising and its different geographic focus.

Anthony D. Miles (2014), in a study titled "Social Media and Consumer Behaviour: A Marketing Study on Using Structural Equation Modelling for Measuring the Social Media Influence on Consumer Behaviour," found that social media significantly influenced consumer behaviour among U.S. college students, with Facebook emerging as one of the most influential platforms. Using a sample of 383 respondents and snowball sampling, the study identified four key factors: major consumer influence, consumer inquiry, consumer actions, and administrative decisions. The present study aligns with Miles' focus on college students but narrows the scope to specific platforms (Facebook and Instagram) and specific products (Coca-Cola and Indomie).

Kothari et al. (2025), in a study titled "Impact of Social Media Advertising on Consumer Behaviour: Role of Credibility, Perceived Authenticity and Sustainability," surveyed 500 social media users using non-probability purposive sampling. Structural equation modelling revealed that credibility, perceived authenticity, and sustainability significantly impacted consumer trust, perceived value, satisfaction, and purchase intention. The study recommended exploring platform-specific advertising effectiveness and demographic factors. The present study responds to this recommendation by focusing on platform-specific advertising (Facebook and Instagram) among a specific demographic (UNN undergraduates).

What distinguishes the present study from the reviewed literature is its specific focus on Facebook and Instagram advertising and its influence on consumer patronage of Coca-Cola and Indomie among UNN undergraduates. Unlike previous research that explored green advertising, specific campaigns, or general social media engagement, this study narrows its attention to two dominant platforms and two household products highly relevant to Nigerian students.

Theoretical Framework

Two theories were relied upon to explain the behaviour of students in this study: the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Uses and Gratification Theory (UGT).

Unified Theory of Acceptance and Use of Technology (UTAUT)

The UTAUT, developed by Venkatesh, Morris, Davis and Davis, was formulated to explain users' intentions to use technology and subsequent usage behaviour. The theory synthesises elements from eight different models and outlines four core constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions (Momani, 2020).

Within the context of this study, the theory helps to explain how UNN undergraduates adopt and respond to social media platforms like Facebook and Instagram. Performance expectancy is relevant as students may believe that engaging with advertisements on these platforms will lead to benefits such as discovering promotions or discounts on Coca-Cola and Indomie. Effort expectancy comes into play in assessing how easily students can access and interact with ads, since Facebook and Instagram are designed to be user-friendly. Social influence is crucial, especially among peer-driven communities: if peers positively relate to a product or respond to an ad, others are likely to follow suit. Facilitating conditions – such as smartphone access, internet availability, and digital literacy – support the frequent use of these platforms and exposure to ads.

Uses and Gratification Theory (UGT)

Vinny (2024) states that UGT asserts that people use media to gratify specific wants and needs. Unlike many media theories that view media users as passive, UGT sees users as active agents who have control over media consumption. The theory was originally proposed by Katz, Blumler and Gurevitch in the 1970s. UGT relies on two principles: first, media users are active in their selection of the media they consume; second, people are aware of their reasons for selecting different media options, whether for entertainment, information, or other purposes.

In applying UGT to this research, the theory provides insight into why UNN undergraduates use Facebook and Instagram and how their motivations influence their response to advertisements. Students may use these platforms for entertainment, during which they are incidentally exposed to Coca-Cola and Indomie adverts. Others may use them for information seeking, including updates about new product variants or discount promotions. Social interactions may also play key roles – users may share, comment on,

or like advertisements. When advertisements align with users' needs and interests, they become more effective in influencing consumer attitudes and behaviours.

Together, these theories suggest that the influence of advertisements on platforms like Facebook and Instagram is determined not only by the ease of use and external influence (UTAUT) but also by the active role of students in selecting and interpreting media content to satisfy personal and social needs (UGT).

Research Method

Research Design

The study adopted a survey research design. Survey research is a widely used approach for measuring people's opinions about specific topics (Domede, Dinkelman & Oman, 2022). It is effective in collecting both quantitative and qualitative data and is appropriate for gathering information by asking structured questions to a pre-defined group of people.

Population for the Study

The study population comprised undergraduates of the University of Nigeria, Nsukka, from 100 level to 500 level. The total number of undergraduates was 36,029 (Academic Planning Unit, 2025).

Sample Size

The Australian Bureau of Statistics Sample Size Calculator was used to determine the sample size. At a 95% confidence level and a 5% margin of error, the calculated sample size was 381 respondents.

The image shows a screenshot of the 'Determine Sample Size' calculator from the Australian Bureau of Statistics. The interface has a green background and contains the following fields and controls:

- Confidence Level:** A dropdown menu set to '95%' with an information icon.
- Population Size:** A text input field containing '36029' with an information icon.
- Proportion:** A text input field containing '0.5' with an information icon.
- Confidence Interval:** A radio button is selected. The field shows '0.04998' with an information icon.
- Upper:** A text input field showing '0.54998'.
- Lower:** A text input field showing '0.45002'.
- Standard Error:** A radio button is unselected. The field shows '0.02550' with an information icon.
- Relative Standard Error:** A radio button is selected. The field shows '5.10' with an information icon.
- Sample Size:** A text input field showing '381' with an information icon.
- Buttons:** 'Calculate' and 'Clear' buttons are at the bottom.

Figure I

The above image is the sample size generated from the Australian sample size calculator
<https://www.abs.au/websitedbs/D3310114.nsf/home/Sample+Size+Calculator>

Sampling Technique

The study employed multi-stage sampling, combining stratified sampling and simple random sampling.

Stage 1 – Stratified Sampling: The university was divided into faculties (strata) to ensure that all major academic areas were represented. The faculties were grouped into four clusters, and two clusters (50%) were selected for convenience.

Stage 2 – Simple Random Sampling: From each faculty in the two selected clusters, two departments were randomly selected using a ballot system. A total of 16 departments were sampled.

Stage 3 – Simple Random Sampling: One class level was randomly selected from each of the 16 departments.

Sampling Frame

Cluster	Faculties	Department	Year of Study
1	Agriculture	Food Science and Technology	First
		Nutrition and Dietetics	Third
		Veterinary Medicine	Fifth
		Education	Continuing Education and Development Studies
	Vocational and Technical Education	Counselling and Human Development	Third
		Vocational and Teacher Education	Second
		Business Education	First
		Mass Communication	Second
2	Arts	Theatre and Film Studies	Fourth
		Social Sciences	Economics
		Political Science	Third
		Biological Sciences	Genetics and Biotechnology
	Pharmacy	Microbiology	Fifth (Final)
		Pharmacy	Third
		Physical Sciences	Fourth
		Computer Science	Third
		Pure and Industrial Chemistry	Second

Instrumentation

Data were collected using a structured questionnaire divided into four sections corresponding to the research objectives: (A) demographic information, (B) awareness of Facebook and Instagram advertisements, (C) platform exposure patterns, and (D) influence on purchase and patronage behaviour. Responses were measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The instrument was validated through face validity by two senior academics in the Department of Mass

Communication. A pilot test (n = 30) yielded a Cronbach's alpha of 0.82, indicating high internal consistency.

Data Analysis

Data were analysed using descriptive statistics (frequencies, percentages, means, and standard deviations) with SPSS version 27. Mean scores were interpreted using the following benchmark: 1.00–1.80 (Very Low), 1.81–2.60 (Low), 2.61–3.40 (Moderate), 3.41–4.20 (High), and 4.21–5.00 (Very High).

Ethical Considerations

Informed consent was obtained from all participants. Respondents were assured of anonymity and confidentiality, and participation was voluntary. No personal identifying information was collected.

Results

Table 1: Mean and Standard Deviation of Brand Loyalty Influencing Consumer Patronage of Coca-Cola and Indomie Noodles

Item Statements	N	Mean	SD
1. I trust Coca-Cola and Indomie as brands, which influences my preference.	381	3.29	1.288
2. I regularly purchase Indomie Noodles due to brand loyalty.	381	3.49	1.241
3. Even when other noodle and soft drink brands are cheaper, I still prefer Indomie and Coca-Cola.	381	3.49	1.258
4. My past satisfaction with Coca-Cola and Indomie influences my future purchases.	381	3.67	1.186
5. I feel emotionally attached to the Coca-Cola and Indomie brands.	381	3.03	1.326

Interpretation of Table 1:

Participants indicated a moderate level of trust influencing their preference for Coca-Cola and Indomie, with a mean score of 3.29 (moderate). The standard deviation of 1.288 suggests moderate variability, with some students strongly trusting the brands while others were less influenced by brand trust.

Students demonstrated a slightly higher average (mean = 3.49, high) in regularly purchasing Indomie Noodles due to loyalty, indicating that brand loyalty significantly influenced their consumption habits. The standard deviation of 1.241 suggests reasonable consistency in this behaviour.

Even when faced with cheaper alternatives, students tended to prefer Indomie and Coca-Cola (mean = 3.49, high), highlighting that factors beyond price – such as brand loyalty and satisfaction – strongly influenced their purchasing decisions. The standard deviation of 1.258 indicates some variation, but overall loyalty appeared to override price considerations for most students.

Past satisfaction with Coca-Cola and Indomie significantly influenced future purchasing decisions (mean = 3.67, high – the highest score in this table). This underscores the importance of positive experiences in fostering ongoing patronage. The standard deviation of 1.186 (relatively low) suggests broad agreement among students.

The mean score of 3.03 (moderate) for emotional attachment suggests that while an emotional connection exists, it may not be the primary driver of loyalty for all students. The higher standard deviation of 1.326 indicates diverse feelings, with some students feeling strongly connected and others less so.

Table 2: Mean and Standard Deviation of the Influence of Facebook and Instagram Advertisements on Consumer Patronage

Item Statements	N	Mean	SD
1. I have bought Coca-Cola and Indomie after seeing an ad on Facebook or Instagram.	381	3.26	1.341
2. Ads influence my decision to purchase Indomie Noodles and Coca-Cola.	381	3.13	1.254
3. I am more likely to buy a product if I see it advertised frequently on social media.	381	3.48	1.169
4. The quality and creativity of Coca-Cola and Indomie ads on Instagram/Facebook encourage me to buy.	381	3.34	1.209
5. I have participated in online promotions or giveaways by Coca-Cola or Indomie because I saw them on Facebook or Instagram.	381	2.64	1.351

Interpretation of Table 2:

Participants reported that seeing Coca-Cola and Indomie ads on Facebook or Instagram influenced their purchasing decisions (mean = 3.26, moderate). This indicates that social media advertisements can effectively prompt students to buy these brands. The standard deviation of 1.341 suggests considerable diversity in how strongly ads influenced individual purchasing behaviour.

The average score of 3.13 (moderate) shows that advertisements on social media influenced students' decisions to purchase Coca-Cola and Indomie. The standard deviation of 1.254 indicates a moderate range of responses, with some students being more affected than others.

Students were more likely to buy Coca-Cola and Indomie if they saw these products advertised frequently on social media (mean = 3.48, high). This highlights the importance of consistent advertising exposure in driving consumer patronage. The standard deviation of 1.169 (relatively low) reflects generally consistent responses among students.

The creativity and quality of Coca-Cola and Indomie advertisements on social media platforms appeared to encourage purchases (mean = 3.34, moderate). Well-designed and engaging ads can boost brand appeal. The standard deviation of 1.209 indicates some variation in how much ad quality influenced buying decisions.

Participation in online promotions or giveaways prompted by social media ads had the lowest mean score (2.64, low-moderate). This suggests that while some students engaged actively with such promotions, it was less common compared to other influences. The higher standard deviation of 1.351 indicates diverse levels of participation.

Discussion of Findings

This section interprets the findings in relation to the theoretical framework and previous studies reviewed.

Brand Loyalty and Consumer Patronage

The finding that students preferred Indomie and Coca-Cola even when cheaper alternatives were available (mean = 3.49) and that past satisfaction strongly influenced future purchases (mean = 3.67) aligns with **Uses and Gratification Theory**. Students actively choose these brands because the products gratify specific needs – taste satisfaction, convenience, and social familiarity. This finding is consistent with Idowu (2023), who found that advertising increased product visibility and shaped attitudes, but noted that brand loyalty could limit the impact of competing advertisements.

However, the finding that emotional attachment scored relatively low (mean = 3.03) suggests that student loyalty may be more **functional** (based on satisfaction, price, and convenience) than **emotional**. This echoes Ilesanmi (2022), who found that green advertising had weaker effects on satisfaction and loyalty than on awareness and feedback. It also supports the relevance of **UTAUT's performance expectancy** construct: students continue purchasing because the products reliably meet their expectations, not necessarily because of deep emotional bonds.

Influence of Facebook and Instagram Advertisements

The finding that students' purchase decisions were moderately influenced by ads on Facebook and Instagram (mean = 3.26) and more strongly influenced by frequent advertising (mean = 3.48) supports the **UTAUT framework**. Social influence plays a role – when students see products advertised repeatedly within their peer networks, the perceived social endorsement increases. This is consistent with Amodu et al. (2018), who found a strong positive correlation between social media engagement and purchase behaviour for Coca-Cola's "Taste the Feeling" campaign.

The finding that students encountered these advertisements more frequently on TikTok, YouTube, and X (mean = 3.71) than on Facebook and Instagram (mean = 3.45) is noteworthy. While Facebook and Instagram remain important platforms for targeted advertising, students' actual media consumption patterns favour platforms with short-form video content. This suggests that the **effort expectancy** construct of UTAUT is relevant – students gravitate toward platforms where engaging with content requires minimal effort and aligns with their entertainment-driven usage patterns.

Participation in Promotions

The low mean for participation in online promotions or giveaways (mean = 2.64) indicates that while students are exposed to and influenced by ads, they are less inclined to actively engage with promotional content. This may reflect the passive nature of social media consumption among students, consistent with UGT's premise that users seek different gratifications from media – in this case, entertainment and information rather than active

commercial participation. This finding also supports Idowu's (2023) observation that advertising faces challenges including scepticism and individual preferences.

Comparison with Previous Studies

The findings of this study both confirm and extend previous research. Like Miles (2014), this study found that social media significantly influences consumer behaviour among university students. Like Kothari et al. (2025), it found that trust and perceived value play important roles. However, this study provides platform-specific insights that previous studies did not: the discovery that TikTok, YouTube, and X may be more effective channels than Facebook and Instagram for reaching Nigerian undergraduates adds a new dimension to the literature.

Summary of Findings

1. UNN undergraduates were more exposed to Coca-Cola advertisements on Facebook and Instagram than to Indomie Noodles advertisements.
2. UNN students mostly saw Coca-Cola and Indomie ads on TikTok, YouTube, and X (mean = 3.71) as against Facebook and Instagram (mean = 3.45).
3. UNN undergraduates perceived traditional media such as TV or billboards as less effective in showcasing Coca-Cola and Indomie ads compared to social media.
4. UNN students preferred Indomie and Coca-Cola even when faced with cheaper alternatives, highlighting that brand loyalty strongly influenced their purchasing decisions. Past satisfaction with both products significantly influenced future purchase decisions (mean = 3.67), but emotional attachment to these products was lower (mean = 3.03).
5. UNN undergraduates reported that Coca-Cola and Indomie ads on Facebook and Instagram influenced their purchase decisions (mean = 3.26, moderate). A mean of 3.48 (high) also showed that students were more likely to buy these products if advertised on social media.

Conclusion

This study examined the influence of Facebook and Instagram advertisements on consumer patronage of Coca-Cola and Indomie products among undergraduates of the University of Nigeria, Nsukka. The findings confirmed that social media advertising plays a significant role in shaping students' purchasing behaviours, though the extent of influence varied across different dimensions.

Consistent with the **Unified Theory of Acceptance and Use of Technology**, students demonstrated acceptance of Facebook and Instagram as advertising channels, influenced by performance expectancy (belief that engaging with ads yields useful product information), effort expectancy (ease of accessing ads on user-friendly platforms), and social influence (peer endorsement through shared content and interactions). Facilitating conditions — particularly widespread smartphone ownership and internet access — enabled this acceptance.

Consistent with the **Uses and Gratification Theory**, students were active media users who derived specific gratifications from their platform use. The finding that students preferred Coca-Cola and Indomie due to past satisfaction rather than deep emotional attachment suggests that functional gratifications (reliable taste, convenience, affordability) were more important than emotional gratifications. The lower participation in online promotions further indicates that students used these platforms primarily for entertainment and information, not commercial engagement.

Interestingly, while this study focused on Facebook and Instagram, the findings revealed that students encountered Coca-Cola and Indomie advertisements more frequently on TikTok, YouTube, and X. This suggests that future brand strategies should adopt a multi-platform approach, even as Facebook and Instagram remain valuable for targeted engagement.

The study concludes that undergraduates are not only frequent users of social media but also a significant consumer group whose purchasing behaviours are shaped by the targeted advertisements they encounter daily. However, the influence of these advertisements is moderated by brand loyalty, past satisfaction, and the specific gratifications students seek from their social media use.

Recommendations

Based on the findings of this study, the following recommendations are proposed:

1. **Increase interactive features:** Coca-Cola and Indomie should increase their use of interactive features such as polls, quizzes, and question-and-answer posts on Facebook and Instagram. This would move beyond passive exposure and encourage active student participation, thereby deepening brand-consumer relationships.
2. **Adopt a multi-platform strategy:** While Facebook and Instagram are influential, the study revealed that many students also access advertisements on TikTok, YouTube, and X. Both brands should expand their campaigns across multiple platforms to maximise reach and relevance to the diverse online habits of undergraduates.
3. **Prioritise mobile-optimised content:** Since the majority of students access advertisements via mobile devices, Coca-Cola and Indomie should prioritise mobile-optimised ads, short videos, and visually appealing graphics that capture attention quickly and fit seamlessly into students' online browsing patterns.
4. **Design reward systems for loyalty:** To maintain loyalty among undergraduates, Coca-Cola and Indomie should design reward systems such as discount codes and referral bonuses. These would enhance the emotional connection to the brands while reinforcing students' consistent patronage.
5. **Create locally relevant content:** Advertisements should reflect themes and experiences that resonate with Nigerian students, such as campus life, affordability, friendship, and convenience. Incorporating humour, relatable stories, and locally relevant visuals will make campaigns more impactful and memorable.
6. **Reinforce value through consistent advertising:** Since students are loyal to Coca-Cola and Indomie despite cheaper alternatives, the brands must consistently reinforce their value through continuous and creative advertising. This can strengthen consumer preference even in highly competitive markets.

Suggestions for Further Studies

Future researchers may wish to consider the following areas:

1. Extend the research to other consumer products to determine whether social media advertising influences consumer patronage differently across product categories.
2. Compare responses from students in other universities across Nigeria to provide a broader understanding of how social media advertisements shape consumer behaviour.
3. Explore the growing role of other platforms such as TikTok, Snapchat, and YouTube, which are increasingly popular among Nigerian youths.
4. Examine in greater depth whether student loyalty to brands like Coca-Cola and Indomie is primarily emotional, functional, or situational, and how advertising can strengthen long-term emotional connections.
5. Conduct qualitative studies involving focus group discussions or in-depth interviews with undergraduates to provide richer insights into the personal experiences and perceptions that shape their patronage decisions.
6. Investigate how students' financial background influences their responsiveness to social media advertising and their ability to remain loyal to premium brands despite cheaper alternatives.

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