

**INFLUENCE OF ADVERTISING IN MOTIVATING CONSUMER
BRAND PREFERENCE FOR SOFT DRINKS AMONG BUSINESS
EDUCATION STUDENTS IN TERTIARY INSTITUTIONS IN
ANAMBRA STATE**

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Abstract

The study examined the influence of advertising in motivating consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State. two research questions guided the study and two null hypotheses were tested at 0.05 level of significance. Related literatures were reviewed which showed the gap for the study. The study adopted descriptive survey research design. The population of the study consisted of 183 (2022-2023) final year business education students from the four public tertiary institutions in Anambra State offering business education courses. The entire population was used for the study since the population was not too large to necessitate sampling, thus census sampling method was used. The instrument for data collection was two structured questionnaire. The structured questionnaire was validated by two experts in the field of business education and one in measurement and evaluation of the same institution. The reliability of the instrument was established using pilot test and data collected were analysed using Cronbach Alpha formula which yielded co-efficient values of 0.87 and 0.82 for clusters B1 and B2 with an overall value of 0.85 and cluster C with co-efficient 0.75. 173copies of questionnaire were duly completed and retrieved representing 94.5% of the instrument used for data analysis. Data collected were analyzed using mean and standard deviation for research questions while t-test was used to test the hypotheses. Findings revealed that respondents agreed that social media and podcast advertisings to a high extent influence motivate consumer brand preference for soft drinks in tertiary institutions in Anambra State based on type of institution. Gender and type of institution did not significantly influence respondents' mean rating of social media and podcast advertisings in motivating consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State. The t-test of hypotheses revealed that gender and types of institution, significantly influence the mean rating of respondents on billboard, mobile, television and radio advertisings in motivating consumer brand preference for soft drinks. The researcher concluded that advertising have positive and significant influence in motivating consumer brand preference for soft drinks. Based on the findings, the researcher recommended among others that; soft drink

owners should consider identification of their products using different modes of advertising to reach the right people. The study contributed to the academic literature by revealing the degree of influence advertising on consumer brand preference for soft drinks among business education students in tertiary institution.

Key Words: Advertising, Social Media, Consumer, Brand Preference, Soft Drinks, Tertiary Institutions,

1. Introduction

Every business organization that is determined to succeed has to adopt an effective system of promotion, distribution and sales of their services or products.. One of the most effective means business organisation can promote, distribute and sell their services is through advertising. Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future (Kerr & Richards, 2021). Advertising is the practice and techniques employed to bring attention to a product or service. Advertising aims to present a product or service in terms of utility, advantages and qualities of interest to consumers (De Vries et al. 2017). Without advertisement, a business may offer the best products/ services but none of your potential customers would know about it. (Agbeja et al. 2015). Goldman (2015), reported that industries, which advertise heavily, tend to have higher profit rate than low advertiser. Advertising has long term effect on sales, as well as promoting consumer brand preference because of the informational aspect of the message and the persuasive aspect which serves as a reference point for the consumers when they want to buy the product being advertised.

However, advertising would probably have not expanded so much, if it had not been discovered in the era of mass communication. The first impetus for this was typography. Another important development was the invention and subsequent spread around the world of the art of photography in the mid- 19th century. A photograph has served as an irrefutable proof of benefits of the advertised product (Presbrey 2019). Even if some advertisers claim that accurate customer information (that is how they buy, why they buy and where they buy is unnecessary), advertising is possible to manipulate helpless consumers into splitting up their money for goods they don't want (Godey et al. 2016).The primary aim of advertising is to reach out to potential customers and influence their awareness, behaviour, and impulse purchase decisions. Business organisations invest a large amount of money in sustaining public (consumers') interest in their goods (markets).

Several firms in Nigeria have over the years undermined the role of advertising in assessing consumers brand preference. Advertising, despite its worldwide acceptance as the most effective and efficient means of making quick and effective sales, has some problems facing its motivation of consumer brand preferences. Again consumers do not patronize a company's product when they are ignorant of its existence and benefits associated with

it and this is applicable to beverages (soft drink inclusive). Inadequate and inefficient use of advertising slogans, sometimes lead to low sale turnover of beverages and consumers sometimes get confused because of the clustered advertising messages. Consumers get confused when advertisement is not properly arranged or misrepresented, and this often is applicable to beverages which soft drinks is among. Exaggeration in advertising creates false impression in the minds of consumers by stating what a product cannot actually do. Atimes soft drink manufacturers view universities as better and standard academic environment and therefore see their students as more superior than those in Polytechnics, colleges of education and monotechnics. This to an extent might be wrong because the researcher believed that students are students everywhere no matter the type of institution. The misconception is based on complete inexplicable reaction to the initiative, how advertisers assert that after a series of advertisements and huge money earmarked for advertising does not increase consumption and sales. Many researchers observed that several companies spend huge amounts on advertising and still claim indifference in sales volume being low. Oguejiofor and Onyiorah (2021) opined that the production and use of new knowledge require a more educated population. This stems complete reaction to the initiatives which might emanate from advertising strategy itself in beverages firms in Anambra State. Organizations especially in beverage industries are pumping billions of naira into advertising but critics and some marketers have doubts on such advertisement spending and its effect on consumer brand preferences in the industry especially where all the major competitors are well known and have established market share.

In any competitive market environment such as ours, a marketing manager is often faced with the problems of how to determine the nature of demand for his products in a given market segments, and how to determine the factors responsible for the variations in the demand pattern. Management of soft drinks in Nigeria is faced with the problem of not only identifying suitable strategies to beat their competitors but also how to determine the strength of the contributions of various components of the promotional mix variables of the purpose of stimulating demand for their product brand. This has equally led to different company's budgetary allocation and policy emphasis on different components of promotional mix. The problem of this study is to find out how far various advertising means have contributed in motivating consumers brand preference for soft drinks beverages among business education students in public tertiary institutions in Anambra State. This will be done with the view to identify the level of influence of social media advertising in motivating consumer brand preference for soft drinks and to ascertain the level of influence of podcast advertising in motivating consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State Nigeria

Following the introduction, the remainder of the paper is organized as follows: Section 2 offers a comprehensive analysis of existing literature. Section 3 outlines the methodology employed in the study. Section 4 presents

and examines the empirical findings. Finally, Section 5 concludes the study by providing policy recommendations.

2. Literature Review

2.1 Conceptual Review

America Marketing Association (AMA 2018) defined advertising as any paid form of non-personal presentation of idea, goods or service by an identified sponsor. Advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and color. Kotler (2019), defined advertising as a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. In the same vein, Zikmund (2018), portends that advertising is an informative or persuasive message carried by non-personal medium, and paid for, by an identified sponsor whose organization or product is identified in some ways. It is a paid form of non-personal presentation of goods, ideas, or services using the mass medium (Kotler & Keller 2019). It uses such media as newspaper, magazines, outdoor, radio, and television to let consumers know of the availability of a firm's product or service offerings and the benefits they convey to consumers who buy, own, or use them.

Advertising is a controlled identifiable information and persuasion (Borden 2019). Advertising expenditures is significant cost to the marketing firm as well as to the ultimate consumer because the final price the consumer pays must cover all costs, including the product's advertising expenses. However, Molokwu (2020) defined advertising in terms of characteristics of what it does which include attracting attention to a product, getting the target audience to actually accept the product, getting the target audience to actually acquire the product, sustaining the positive dispositions and constant acquisition of the product, evaluating and reviewing the advertising activities so as to remain abreast with performance.

Brand Preference

Brand preference is described as when a customer chooses one brand over another consistently. In other words, they have gotten familiarity with the competitors, maybe even tried a few products from different brands, and made a choice that they like this brand the best. Brand preference is defined as the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2016). Brand preferences are considered important for the company, because it is one indicator of customer loyalty and brand strength of each (Edward, & Wang (2015). The brand preferences according to Howard in Edward and Wang (2015) said that brand preference can be seen as attitudes that influence consumer purchase decisions, which then lead to behavioral tendencies which the buyer will choose a particular brand and other brands ignore. While the concept of brand preference described by Kashanizadeh et al., (2019) was a set of attributes that lead to brand loyalty.

Brand preference is when a consumer chooses a particular brand in the presence of other competing brands. Kotler (2019) assert that advertising is influenced by the success of marketing strategies and tactics employed by the company. This marketing strategies and tactics involve the ability of organizations to study and influence consumer behavior using advertising as a means. The marketers could go in details and study consumers which includes mental and emotional thoughts of people who purchase certain goods and services as well as their day to day physical activities.

Customer Satisfaction

Customer satisfaction can be defined in various ways. It can be seen as a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. The concept of satisfaction is relevant because it provides business owners with a metric that can be used to manage and improve their businesses. Customer satisfaction is the best indicator of how likely a customer prefers a brand and will indulge in future purchase as well. In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator of businesses who will succeed in these cut-throat environments(Mahlet, 2016).

Platforms for promoting social media advertising

Over 2.7 billion people globally and approximately 40% of the world's population is online (ICT, 2014). Over half of online adults in the USA use two or more social networking sites (Pew Internet, 2014) with sites such as Facebook, Twitter and YouTube commonly used to navigate content on the Web in addition to traditional search engines (Bughin et al., 2019). Social media advertising platforms, with a near 100% penetration on mobile phones worldwide (ICT, 2014), are increasingly accessed and used at all times and places and provide the platform for brand recognition. As a result, companies are proactively engaging in new social media advertising strategies and tactics (Neff, 2014). For example, a study conducted by Social Bakers (2014) demonstrated that the number of social media interactions often contributes to increased visits to the brand's website. Other research findings suggest that social media engagements are ineffective in stimulating brand loyalty and sales (Traphagen, 2015). Nevertheless, there are several popular social media advertising platforms (Facebook, Twitter and YouTube) that most advertisers use to promote brands and these sites are described below.

Evolution of social media advertising

Although social media advertising seems to be a new trend, it has been in practice for a while having started a few decades ago. History

suggests that technology began to change rapidly during the 20th century with the first social media site having been created in 1997 by Andrew Weinreich (Hendricks, 2018). This newly created social media site enabled the registered user to share and upload views on brands and interact with peers on brands of their preference. This led to the popularity of blogging. The explosion of blogging and social media resulted in the establishment of sites such as My Space and LinkedIn during 2000 (Barker, et al 2016). Further technological developments led to the creation of Facebook in 2004, YouTube in 2005 and Twitter in 2006 - social media platforms that became available to users around the world. These sites are recognized as the most popular social networks on the internet. It is also worth noting that various social networking sites can be linked to allow cross posting and brand visiting. It is also very difficult to project what the future of social networking might look like in the coming years or even decades from now but it seems as if it will have its existence until human beings cease to exist on earth (Hendricks, 2018).

Online advertising has a significant influence on consumer attitudes. Ads online designed both visually appealing (display ads) and advertising information messages that include product quality, price and other information to form various kinds of feelings and judgments as a result of ad views, feelings and judgments affect consumer attitudes toward advertising and trust associated. Alvin (2017) examined the effectiveness of online advertising on consumer decision; a case of radio Africa group limited Nairobi, Kenya. The study concluded that online advertising is important to a firm like Radio Africa that relies on communication to create interest and brand awareness. In addition, marketing strategies applied determine increases in brand loyalty and therefore influence purchasing behavior of the services and products offered. It was also noted that customer have an attitude and the type of attitude exhibited influences their mental position for certain matter. Some of these peculiar attitudes are determined by the quality of online advertising used and the nature of information on the online advert through Facebook, twitter, YouTube, WhatsApp in motivating brand preference.

Extent Podcast Advertising Motivate Consumer Brand Preference for Soft Drinks

Podcasting is the definitive opt-in medium with the listener base consisting of high engaged and passionate listeners who carefully select the product intake among variables that meet their needs and interests (Hewitt, 2020). Ironically, the same characteristics that make podcast listenership so special and so dear to advertisers (high frequency and high loyalty of listening equal high chance of repeat exposure to ad messages) also make it most likely for audience to bypass advertising altogether by skipping ads, subscribing, or paying premium rates. Indeed, in a recent Nielsen study asking respondents to specify why they subscribe to paid audio streaming services, the top two reasons command almost 40% of the answers each (understandably with substantial overlap): to access content

“on the go” or on mobile devices; and to access content with limited or no commercials (Inside Radio, 2020)

Podcasting branched out of radio, and it still shares some characteristics with the original medium, such as its exclusively audio format, relatively low production costs, and portability-in addition to the ‘theater of the mind’ approach where audiences engage mentally even as they are taking the opportunity to escape into an alternate narrative (Hewitt, 2020). Podcasting is also different from radio: portability and immediacy- the two key characteristics radio is known for-morphed into physical (or, rather, electronic) access through connected devices such as phones, computers, and cars anywhere in the world and access to any topic of choice, at any time. Therefore, where radio is primarily local, for advertising purposes podcasts count as a national medium, along the lines of syndicated programming, only at much lower entry costs for advertisers.

Most of the existing research connecting podcasting and advertising has primarily focused on uses and gratifications the audience finds in listening to podcasts. People listen to podcasts due to the medium’s flexibility in terms of exposure (when, where, for how long to listen) and curating content in a manner that combines learning, entertainment, and work companionship (multitasking). Because it allows for listening to an episode in its entirety or in any number of shorter segments, the podcast can be seen as snack-like content-with an experience customizable to front seat or backseat when combined with any other activity (driving, exercising, commuting, manual labor, playing games, etc.). In a study using individual interviews, Samuel-Azran et al. (2019) found that people listen to podcasts for a variety of reasons: to learn new things and tell others about their new knowledge; because the content is more in-depth than traditional media; and because podcasts are entertaining. That some also cited listening to podcasts as a hobby, and about 80 percent of the respondents indicated they choose new podcast programs based on recommendations from a friend or family member. Overall, interviewer demographics were in line with other research, as the majority held a bachelor’s or higher degree and worked in white collar jobs.

Podcast listening is often described as a highly engaging activity that stimulates people’s minds while simultaneously allowing them to pursue other activities (Perks et al, 2019). Timing as a highly personalized experience is prompting us to share what we heard with others (Samuel-Azran et al., 2019). More than tuning into shows, podcast listening counts as an experience where consumers control a technology that overlaps with their use of other digital media (Perks et al., 2019). The lack of visual stimuli in podcasts, unlike most other recent digital media developments, revived Steve Allen’s “theater of the mind” metaphor. Makrinova and her team (2020) suggested that tuning into podcasts “involves immersion in the created atmosphere in narrative podcasts, and encourages reflection and internal dialogue in spoken genres”. A recent study published by Castos about the use of ads in podcasts found audience members to be much more engaged with podcast advertising when compared to radio ads.

More than half of the study respondents also indicated they made a purchase from a podcast advertiser.

In terms of format, it was found that previously recorded ads were perceived to be less engaging, while advertising messages read by the host were seen as more successful and captured more attention (Hewitt, 2020). Host read messages also resulted in greater ad recall and were shown to result in greater consumer purchases and recommendations (Nielsen Insights, 2020). Research also shows the use of an individual who is seen as an expert in relation to what is being advertised can increase brand recall (Fisher, 2019). Either way, 69% of podcast listeners indicated podcast advertising increase their awareness of a brand (Nielsen Podcast Insights, 2019). A review of data from 50 studies found podcast ads heighten other key areas in addition to brand recall: brand awareness, purchase intent, and brand recommendations through podcast advertising in motivating brand preference.

Methodology

This study adopted descriptive survey research design. Survey is a method which involves the assessment of public opinion using the questionnaire. Survey research is one in which a group of people or items is studied by collecting and analyzing data from only a few people or items considered to be the representative of the entire group and required high level of skills in terms of sampling and instrumentations (Nworgu, 2015). The study was carried out in Anambra State which is in South-East Nigeria. Anambra State is one of the south-eastern States in Nigeria whose capital and seat of the government is at Awka. The study was based on four public tertiary institutions offering business education. These public tertiary institutions include: NnamdiAzikiwe University, Awka, ChukwuemekaOdumegwuOjukwu University, Igbariam, Federal College of Education (Technical), Umunze and NwaforOrizu College of Education, Nsugbe. Four public tertiary institutions in Anambra State were chosen because the researcher is a postgraduate student at ChukwuemekaOdumegwuOjukwu University and do chat with students on their soft drink brand preference. The population of the study consisted of 183(2022-2023) final year degree business education students from the four public tertiary institutions offering business education courses. The sample of the study was the entire 183(2022-2023) final year degree business education students in the four selected schools. The instrument for data collection was structured questionnaire developed by the researcher. 183 copies of the questionnaire were administered to the respondents by the researcher with the help of four research assistants one each in the tertiary institutions. The researcher briefed the research assistants on how to administer and collect the instrument to give 100% return rate. Data collected from the respondents were analyzed using statistical mean and standard deviation to answer the research questions, and t-test used to test the null hypotheses at 0.05 level of significance. Mean score from 2.50 above was taken as High Extent (HE) while those below 2.50 was taken as Low Extent (LE). In testing the

hypotheses if the p-value is less than the 0.05 alpha level ($P < 0.05$), the null hypothesis was rejected while if the p-value is greater than or equal to the alpha level ($P > 0.05$), the null hypothesis was accepted. The analysis was carried out using SPSS version 23.0.

4. Discussion and Results

Research Question 1: To what level does social media advertising influence consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State?

Table 1: Respondents mean and standard deviation scores on social media advertising and consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State

N=173				
S/N	Items Statement	Mean	Std. Dev.	Decision
1	Social media encourages user connection.	3.07	0.67	HL
2	Social media is unstoppable power that is contagious.	2.81	0.49	HL
3	Social media is very fast means of spreading advert.	2.86	0.56	HL
4	Social media is an avenue through which retailers extend their advertising campaigns.	2.91	0.55	HL
5	Social media have transformed the nature of online communication.	3.17	0.53	HL
6	Social media creates personalized content applications.	3.28	0.49	HL
7	Social media promotes dynamics of inter-activity at a rapid pace	3.21	0.66	HL
8	Social media proliferate consumers' need for personalized interactions.	3.40	0.55	HL
9	Marketing communication branding goals are achieved through Social media.	3.13	0.46	HL
10	Social media advert enables companies increase their revenue through quick sales.	3.27	0.52	HL
Cluster Mean		3.11		HL

Source: Field Survey, 2024.

Table 1. Showed mean scores of social media advertising and consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State. The results revealed that all the mean scores of the items 1 to 10 were above the decision point of 2.50; hence, the respondents agreed that social media advertising influences consumer brand preference for soft drinks among business education students in tertiary

institutions in Anambra State on high level. The cluster mean score of 3.11 indicates that the respondents agreed that social media advertising influences consumer brand preference for soft drinks among business education students in tertiary institutions on high level. The standard deviation for all the items are within the same range showing that the respondents are not wide apart in their rating opinions.

Research Question 2: To what level does podcast advertising influence consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State?

Table 2 Respondents mean and standard deviation scores on podcast advertising influence consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State

S/N	Items Statement	Mean	Std. Dev.	Decision
11	Passionate listeners curate their content intake to meet their needs.	3.38	0.53	HL
12	Programmatic adverts buyers match listeners to brand products.	3.05	0.61	HL
13	Podcast listeners have favorable attitudes toward podcast advertising.	2.96	0.56	HL
14	Podcast listeners are motivated by socio-emotional reasons.	3.11	0.52	HL
15	The podcast consumption levels of listeners are moderate predictors of the attitudes toward podcast advertising.	3.24	0.65	HL
16	Podcast advertising boosts increase in sales.	3.37	0.42	HL
17	Increase in audience members has been accompanied by a growth in advertising revenue.	3.16	0.82	HL
18	It stimulates consumers on spot buying.	3.22	0.57	HL
19	Podcast creates emotional connection with my favorites	3.12	0.53	HL
20	Podcast advert provide with steady information about soft drink.	3.29	0.61	HL
Cluster Mean		3.19		HL

Source: Field Survey, 2024

Table 2 Showed mean scores of podcast advertising and consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State. The results revealed that all the mean scores of the items 11 to 20 were above the decision point of 2.50; hence, the respondents agreed that podcast advertising influences consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State. The cluster mean score of 3.19 indicates that the respondents agreed that podcast advertising influences consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State on high level. The standard deviation for all the

items are within the same range showing that the respondents are not wide apart in their rating opinions

Testing of Null Hypotheses

Two different null hypotheses were stated which guided this study. In the subsequent sections, all the hypotheses were tested as thus;

Hypothesis 1

There is no significance difference in the mean responses of male and female business education students on the level of influence of social media advertising in motivating consumer brand preference for soft drinks in tertiary institution in Anambra State.

Table 3: t-test of male and female respondents on the influence of social media advertising in motivating consumer brand preference for soft drinks in tertiary institution in Anambra State

Variation	N	Mean	SD	t-cal	Df	p-value
Male business education students	55	22.50	3.11	0.150	171	.602
Female business education students	118	32.52	3.09			

Source: SPSS Output

Table 3revealed the independent t-test of male and female business education students on the influence of social media advertising in motivating consumer brand preference for soft drinks in tertiary institution in Anambra State.t-value is 0.150 with 171degree of freedom and p-value of .602 which is greater than .05 level of significance. Since the p-value is greater than the significance value (p-value = .602 > .05), the null hypothesis is therefore accepted. This means that there is no significant difference in the mean responses of male and female business education students on the influence of social media advertising in motivating consumer brand preference for soft drinks in tertiary institution in Anambra State based on gender.

Hypothesis Two: There is no significance difference in the mean responses of business education students on the level of influence of podcast advertising in motivating consumer brand preference for soft drinks in tertiary institutions in Anambra State based on type of institution.

Table 4: t-test of the influence of podcast advertising in motivating consumer brand preference for soft drinks in tertiary institutions in Anambra State based on type of institution

Variation	N	Mean	SD	t-cal	DF	p-value
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University Business education students	61	29.02	5.63	0.357	173	.721
College of Education Business education students	112	31.25	4.82			

Table 4 showed the independent t-test of influence of podcast advertising in motivating consumer brand preference for soft drinks in tertiary institutions in Anambra State based on type of institution. The study revealed the t-value is 0.375 with 171degree of freedom, p-value = .721 at .05 level of significance. The P-value of .721 was greater than .05 level of significance hence we fail to reject the null hypotheses. Therefore, there is no significant difference in the mean responses of influence of podcast advertising in motivating consumer brand preference for soft drinks in tertiary institutions in Anambra State based on type of institution.

Summary of findings

From the result of the analysis presented in this chapter, the findings of the study were summarized as follows;

1. As regards the respondents' mean rating on research questions, the students agreed that social media advertising influence consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State. Meanwhile, there isno significant difference in the mean responses of male and female business education students on the level of influence of social media advertising in motivating consumer brand preference for soft drinks in tertiary institution in Anambra State based on gender.
2. The respondents agreed that podcast advertising influencesconsumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State.In the same vein, there is no significant difference in the mean responses on level of influence of podcast advertising in motivating consumer brand preference for soft drinks in tertiary institutions in Anambra State based on type of institution.

5. Conclusion and Recommendations

The result of the study revealed that social media advertising influences consumer brand preference for soft drinks,podcast advertising motivates consumer brand preference for soft drinks, billboard advertisingpositively motivates consumer brand preference for soft drinks, mobile advertising enhances consumer brand preference for soft drinks, television advertising influences consumer brand preference for soft drinks and that radio advertising motivates consumer brand preference for soft drinks in tertiary institutions in Anambra State based on type of institution. The study therefore concluded that advertising have positive and significant influence in motivating consumer brand preference for soft drinks among business education students in tertiary institutions in Anambra State.

Recommendation

The following recommendations were made based on the findings of the study:

1. The soft drink business owners should consider identification of their product. There is more than one way to reach the right people. A clever combination of contextual insights like placing ads on product-related sites, perhaps through Google Display Network. The key is to evaluate, test, evaluate and refine the strategy of advertising in tertiary institutions in Anambra State Nigeria
2. The soft drink business owners needs to have the right things. For advertising to work, and more importantly to bring creative ideas and increase marketing revenue, ads need to improve and begin to deliver the best user experience. This means combining high quality data with high quality creation. Instead of messages that are led by a brand that is informative but do not attract attention, they should consider what can be gained by product-led advertising. Successfully displaying product qualities can lead to attractive, useful ads that help students and consumers make their decision to buy.

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