

INFLUENCE OF FACEBOOK ADVERTISEMENTS ON YOUNG ADULTS' PURCHASE INTENTION OF INDOMIE NOODLES IN AKURE, NIGERIA

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Abstract

This study examined the influence of Facebook advertisements on young adults' purchase intention toward Indomie noodles in Akure, Nigeria. The study was anchored on the Theory of Planned Behaviour and the AIDA Model, which explain how advertising exposure shapes consumer attitudes and purchase intentions. A survey research design was adopted. The sample size of 384 respondents was determined using the Krejcie and Morgan Sample Size Table for large populations, while respondents were selected through multistage sampling involving purposive selection of Akure, stratification of major locations, and convenience sampling of active Facebook users aged 18–35 years. Out of the questionnaires distributed, 362 valid responses were analysed using descriptive statistics such as frequencies, percentages, and mean scores. Findings revealed that 88.4% of respondents were frequently exposed to Indomie advertisements on Facebook, while 82–84% perceived the advertisements as informative, entertaining, and persuasive. About 80% reported that Facebook advertisements influenced their purchase intention. However, product quality (89.5%), availability (85.6%), and price (84.8%) remained critical determinants of actual purchase decisions. The study concluded that Facebook advertising significantly influences young adults' purchase intention when supported by strong product attributes and recommended more interactive, credible, and targeted campaigns.

Keywords: Facebook advertisements, Purchase intention, Young adults, Indomie noodles, Nigeria

INTRODUCTION

Social media has become a dominant platform for marketing communication in the contemporary digital era. Businesses increasingly rely on social media platforms such as Facebook, Instagram, TikTok, and X (Twitter) to promote their products and interact with consumers. These platforms provide opportunities for companies to reach large audiences, create brand awareness, and influence consumers' attitudes and purchase decisions through targeted advertising, sponsored posts, influencer marketing, and interactive campaigns. As a result, social media advertising has become an important tool for influencing consumer behaviour, particularly among young adults who are highly active online (Kaplan & Haenlein, 2010; Duffett, 2017).

Young adults represent one of the most significant consumer groups in the digital marketplace because they spend considerable time on social media platforms and are often exposed to various forms of online advertisements. Studies have shown that social media advertisements can shape consumers' perceptions of brands, stimulate product interest, and ultimately influence purchase intention (Boateng & Okoe, 2015; Dehghani & Tumer, 2015). Purchase intention refers to the likelihood that consumers will buy a particular product after being exposed to marketing communication or promotional messages. When advertisements are engaging, informative, and persuasive, they can significantly influence consumers' decisions to purchase specific products.

In Nigeria, increasing internet penetration and widespread smartphone adoption have significantly boosted the use of social media as a marketing channel (Nigerian Communications

Commission [NCC], 2023). Recent reports indicate that millions of Nigerians actively use social media platforms for communication, entertainment, and information sharing (Statista, 2023; NITDA, 2023). Consequently, many brands now incorporate social media advertising into their marketing strategies to reach younger consumers who rely heavily on digital platforms for product information and recommendations (Statista, 2023).

One product category that has benefited significantly from aggressive marketing strategies is instant noodles, which are widely promoted as fast-moving consumer goods through mass media and digital advertising channels (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015). Instant noodles are widely consumed in Nigeria due to their affordability, convenience, and ease of preparation. Among the numerous brands available in the market, Indomie has established itself as one of the most popular and dominant brands. The brand, produced by Dufil Prima Foods Plc, has achieved widespread recognition through sustained integrated marketing communication strategies spanning television, traditional media, and increasingly digital and social media platforms (Kotler & Keller, 2016; Duffett, 2017). Through engaging online campaigns, influencer collaborations, and visually appealing advertisements, the brand continues to target young consumers and maintain strong brand loyalty.

Despite the growing use of social media advertisements by brands such as Indomie, concerns remain about the actual effectiveness of these advertisements in influencing consumers' purchase intentions. While young adults are frequently exposed to promotional messages on social media, exposure does not always translate into purchase behaviour. Some consumers may ignore online advertisements, perceive them as intrusive, or rely more on peer recommendations than on brand promotions. Furthermore, factors such as advertisement credibility, content appeal, and consumer trust may influence how social media advertising affects purchase decisions (Duffett, 2017).

In addition, the Nigerian instant noodle market has become increasingly competitive, with several brands competing for consumer attention. In such a competitive environment, understanding whether social media advertising significantly influences consumers' purchase intention becomes essential for marketers and businesses. Although several studies have examined social media advertising and consumer behaviour in different contexts, most existing studies have focused on general consumer products, online retail purchases, fashion products, and influencer marketing. For instance, Njoku and Nkamnebe (2024) examined social media platforms and online purchase intention in South-East Nigeria, Okafor et al. (2024) focused on social media advertising and patronage of Made-in-Nigeria fashion products in Abia State, while Olaleye and Akinpelu (2025) investigated social media marketing and purchase decisions among online shoppers in Lagos. Similarly, Oyewumi (2024) examined influencer marketing and consumer purchase intention in Southwestern Nigeria. Despite these contributions, limited empirical studies have specifically examined how Facebook advertising influences on young adults' purchase intention of fast-moving consumer goods such as instant noodles in Akure, Ondo State, Nigeria. This contextual and product-specific gap therefore necessitated the present study.

Therefore, this study seeks to examine the influence of Facebook advertisements on young adults' purchase intention of Indomie noodles in Akure, Nigeria. By investigating how exposure to Facebook advertisements shapes consumer perceptions and purchase decisions, the study aims to contribute to the existing literature on digital marketing and consumer behaviour while also providing useful insights for marketers seeking to design more effective advertising strategies.

OBJECTIVES OF THE STUDY

The main objective of this study is to examine the influence of Facebook advertisements on young adults' purchase intention of Indomie noodles in Akure, Ondo State, Nigeria. The specific objectives are to:

1. Examine the level of exposure of young adults in Akure to Facebook advertisements of Indomie noodles.
2. Determine how Facebook advertisements influences young adults' perception of Indomie noodles.
3. Assess the influence of Facebook advertisements on young adults' purchase intention of Indomie noodles.

LITERATURE REVIEW

Conceptual Review

Social media advertising involves promoting products, services, or brands on social networking platforms through paid or sponsored content, including posts, display ads, influencer endorsements, and videos (Kaplan & Haenlein, 2010). Unlike traditional one-way communication, social media allows interactive engagement, enabling users to like, share, comment, or repost advertisements, thereby amplifying marketing reach and fostering brand awareness (Boateng & Okoe, 2015). In Nigeria, the growing use of smartphones and internet access among youths has made social media a critical marketing tool. Nigerian businesses now leverage these platforms to advertise products, engage consumers, and enhance brand loyalty (Asemah, Edegoh, & Anum, 2013; Nwabueze & Aduba, 2014). Creative, informative, and entertaining advertisements, often featuring influencers and interactive campaigns, positively shape young consumers' attitudes toward brands (Duffett, 2017). For example, Indomie, produced by Dufil Prima Foods Plc, maintains strong engagement with young adults through visually appealing posts, promotional videos, and influencer partnerships.

Purchase intention refers to a consumer's willingness or plan to buy a product after evaluating advertisements, recommendations, or other information (Kotler & Keller, 2016). It is influenced by factors such as advertisement credibility, brand image, product awareness, and consumer perception (Schiffman & Wisenblit, 2015). In Nigeria, young adults' purchase intentions are increasingly shaped by digital platforms, where social media exposure, influencer endorsements, and peer recommendations boost confidence in products (Asemah & Edegoh, 2012; Ezeah, Asogwa, & Nwali, 2013). For widely consumed products like instant noodles, repeated exposure to advertisements increases brand familiarity, preference, and ultimately purchase intention. Understanding the relationship between social media advertising and purchase intention among young adults is therefore essential for evaluating contemporary marketing effectiveness and consumer Behaviour.

Empirical Review

Empirical studies have consistently shown that social media advertising significantly influences consumer attitudes, brand perception, and purchase intention across different product categories and geographical contexts. Existing studies can be broadly grouped into three major areas: studies on advertisement characteristics and purchase intention, studies on platform exposure and consumer behaviour, and studies on influencer-driven marketing.

Studies focusing on the characteristics of social media advertisements have emphasized that the nature of advertising content determines consumers' response to products. Oliha and Obaika (2024) examined how factors such as informativeness, credibility, entertainment, and irritability influence consumer buying intention. Using a quantitative design, the researchers surveyed 364 respondents and analyzed data through confirmatory factor analysis and structural equation modeling. Their findings revealed that informative and credible advertisements positively influence purchase intention, while irritating advertisements reduce consumers' willingness to purchase products. Similarly, Muhammed, Suleiman, and Bashir (2024), using a cross-sectional survey of 384 tertiary institution students, found that brand knowledge significantly mediates the relationship between internet advertising and consumer buying behaviour. Their study concluded that detailed and informative advertisements improve consumer understanding and increase purchase decisions. These studies suggest that message quality and credibility remain critical factors in determining the effectiveness of social media advertising.

Another body of empirical studies has examined the influence of social media platforms on consumer purchase behaviour. Njoku and Nkamnebe (2024) investigated the effect of social media platforms on online purchase intention in South-East Nigeria using a survey design involving 350 respondents and multiple regression analysis. The study found that platforms such as Facebook, Instagram, and TikTok significantly influence consumers' willingness to purchase products online. In a related study, Okafor, Ihechu, and Osuagwu (2024) examined the influence of social media advertising on the perception and patronage of Made-in-Nigeria fashion products among tertiary students in Abia State. Their findings showed that frequent exposure to social media advertisements positively influenced product perception and patronage. Likewise, Olaleye and Akinpelu (2025) investigated social media marketing and customers' purchase decisions among selected online superstores in Lagos using 397

respondents. Their findings revealed that social media marketing significantly increases brand awareness and consumer engagement, thereby influencing purchase decisions. Collectively, these studies demonstrate that exposure to social media platforms plays an important role in shaping consumer purchasing behaviour.

Recent studies have also highlighted the growing role of influencer marketing in shaping consumer purchase intention. Oyewumi (2024) examined influencer marketing and customer purchase intention in Southwestern Nigeria using a descriptive survey of 400 respondents. The findings showed that influencer authenticity and credibility significantly affect purchase intention. Similarly, Adaba, Frimpong, and Mwainyekule (2025) found that trust in social media influencers significantly predicts consumers' purchase intention and buying behaviour. These findings reflect the increasing role of influencers in modern digital marketing campaigns, particularly among younger consumers who frequently interact with online personalities.

International studies have equally reinforced the relationship between social media advertising and purchase intention. Dehghani and Tumer (2015) found that Facebook advertising significantly influences consumer attitudes and purchase intention. Similarly, Duffett (2017) reported that social media marketing communications positively influence young consumers' attitudes toward brands and increase their purchase intentions. Astuti, Suratman, and Rinaldi (2025) further revealed that social media engagement significantly affects both purchase intention and actual buying behaviour among Generation Z consumers.

Despite these contributions, most existing studies have focused on general consumer products, online retail platforms, fashion products, and influencer marketing. Few studies have specifically examined fast-moving consumer goods such as instant noodles, particularly within the context of Akure, Ondo State, Nigeria. In addition, many previous studies concentrated on general consumers rather than young adults who represent one of the most active social media user groups. This study therefore filled this contextual, geographical, and product-specific gap by examining the influence of Facebook advertisements on young adults' purchase intention of Indomie noodles in Akure, Nigeria.

Theoretical Framework

The theoretical framework provides the foundation upon which a research study is built because it explains the theories that guide the investigation and clarifies the relationship between the variables under study (Creswell & Creswell, 2018; Kerlinger & Lee, 2000). Since this study examines the influence of social media advertising on young adults' purchase intention toward Indomie noodles in Akure, Nigeria, it is anchored on two relevant communication and consumer behaviour theories: the Theory of Planned Behaviour (TPB) and the AIDA Model of Advertising. These theories help explain how advertising messages influence consumer attitudes, intentions, and eventual purchasing decisions (Ajzen, 1991; Strong, 1925).

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour was developed by Icek Ajzen in 1991 as an extension of the Theory of Reasoned Action developed by Martin Fishbein and Icek Ajzen (Ajzen, 1991; Fishbein & Ajzen, 1975). The theory explains that human behaviour is influenced by behavioural intentions, which are shaped by three major factors: attitude toward the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991).

According to the theory, attitude toward behaviour refers to an individual's positive or negative evaluation of performing a particular action (Ajzen, 1991). In the context of this study, young adults may develop positive attitudes toward products such as Indomie noodles when they are exposed to persuasive and engaging social media advertisements. Studies have shown that informative and entertaining advertisements positively shape consumer attitudes toward brands (Duffett, 2017; Oliha & Obaika, 2024). If advertisements highlight product attributes such as taste, affordability, convenience, and nutritional value, consumers may develop favourable perceptions that encourage purchase intention (Kotler & Keller, 2016).

The second component of the theory is subjective norms, which refer to perceived social pressure to perform or not perform a behaviour (Ajzen, 1991). Social media platforms create environments where users are influenced by peers, influencers, and online communities (Kaplan & Haenlein, 2010). When

young adults observe product endorsements or recommendations on platforms such as Instagram, TikTok, and Facebook, they may feel encouraged to purchase such products due to social influence (Oyewumi, 2024; Adaba et al., 2025).

The third component is perceived behavioural control, which refers to an individual's perception of the ease or difficulty of performing a behaviour (Ajzen, 1991). In consumer behaviour, this may relate to affordability, accessibility, and product availability (Schiffman & Wisenblit, 2015). Since instant noodles are relatively affordable and widely available in Nigeria, consumers may perceive fewer barriers to purchasing them (Kotler & Keller, 2016).

The Theory of Planned Behaviour is relevant to this study because it explains how exposure to social media advertising can shape young adults' attitudes, social perceptions, and behavioural intentions toward a product, which ultimately influence purchase decisions (Ajzen, 1991; Duffett, 2017).

AIDA Model of Advertising

The AIDA model is one of the earliest advertising theories used to explain how marketing communication influences consumer behaviour (Strong, 1925). Although the model originated from the earlier work of E. St. Elmo Lewis in 1898, it was later popularized in advertising literature as a framework for explaining consumer response to promotional messages (Barry, 1987; Strong, 1925). The model identifies four stages consumers pass through before making a purchase decision: Attention, Interest, Desire, and Action (Strong, 1925).

The first stage, Attention, refers to the ability of an advertisement to capture consumer awareness (Strong, 1925). In digital environments, social media advertisements often use visuals, hashtags, videos, and interactive content to attract users' attention while scrolling through feeds (Kaplan & Haenlein, 2010).

The second stage is Interest, which occurs when advertisements maintain consumer attention and stimulate curiosity about a product (Kotler & Keller, 2016). For instance, engaging social media campaigns involving recipe videos or promotions may generate interest in Indomie noodles among young consumers.

The third stage is Desire, where consumers begin to develop emotional attachment and perceive product value (Strong, 1925). Advertising messages that emphasize convenience, taste, affordability, and popularity may stimulate desire for the product (Schiffman & Wisenblit, 2015).

The final stage is Action, which refers to the actual purchase of the product after consumers have moved through the earlier stages (Strong, 1925). Previous studies have shown that effective social media advertising can significantly increase purchase intention and actual buying behaviour (Dehghani & Tumer, 2015; Astuti et al., 2025).

The AIDA model is relevant to this study because social media advertisements are designed to move consumers from awareness to actual purchase behaviour through persuasive communication strategies (Kotler & Keller, 2016; Duffett, 2017).

Both the Theory of Planned Behaviour and the AIDA model provide a strong theoretical basis for examining the influence of social media advertising on consumer purchase intention. The Theory of Planned Behaviour explains how attitudes, social influence, and perceived control shape behavioural intentions (Ajzen, 1991), while the AIDA model explains how advertising messages move consumers from awareness to purchase action (Strong, 1925). Together, both theories provide an appropriate framework for understanding how social media advertising influences young adults' purchase intention toward Indomie noodles in Akure, Nigeria.

METHODOLOGY

This study adopted a survey research design, which was considered appropriate because it enabled the researcher to collect quantitative data from a relatively large number of respondents and examine the relationship between social media advertising and purchase intention (Creswell & Creswell, 2018). The population of the study consisted of young adults residing in Akure, Ondo State, Nigeria, particularly individuals who actively used social media platforms and were consumers or potential consumers of Indomie noodles. Although the exact population of young adults in the study area was not readily available, the population of Akure South Local Government Area was estimated to be over 500,000 based on projections from the National Population Commission, suggesting a large and heterogeneous population.

The sample size of 384 respondents was determined using the Krejcie and Morgan Sample Size Table, which recommends 384 respondents for populations above 100,000 (Krejcie & Morgan, 1970). A multistage sampling technique was employed in selecting respondents. First, Akure was purposively selected due to its high concentration of young adults and active social media users. Secondly, strategic locations such as tertiary institutions, commercial centres, and residential areas were identified and purposively selected to ensure adequate representation. At the final stage, convenience sampling was used to select respondents who were readily available and willing to participate in the study.

Data were collected using a structured questionnaire divided into five sections covering demographic information, exposure to social media advertising, perception of social media advertising, purchase intention, and factors influencing purchase decisions. The questionnaire items were structured on a five-point Likert scale ranging from Strongly Agree to Strongly Disagree. To ensure validity, the instrument was subjected to face and content validation by experts in communication and marketing research (Nunnally & Bernstein, 1994). Reliability was tested through a pilot study conducted outside the study area using the Cronbach Alpha technique, with a coefficient of 0.70 considered acceptable.

The questionnaires were administered through face-to-face interaction, and respondents were given sufficient time to complete them. Data collected were analyzed using descriptive statistics such as frequency counts, percentages, and mean scores with the aid of the Statistical Package for the Social Sciences (SPSS), while results were presented in tables and interpreted accordingly.

RESULT AND DISCUSSION

A total of 384 copies of the questionnaire were administered to respondents in Akure, Ondo State, Nigeria. Out of these, 362 copies were properly completed and returned, representing a 94.3% response rate, while 22 copies (5.7%) were not returned or were invalid. The high response rate was considered adequate for data analysis.

Table 1: Demographic Characteristics of Respondents

Variable	Frequency	Percentage (%)
Gender		
Male	198	54.7
Female	164	45.3
Age		
18–21	102	28.2
22–25	146	40.3
26–29	78	21.5
30 and above	36	9.9
Education		
SSCE	58	16.0
OND/NCE	84	23.2
HND/B.Sc	176	48.6
Postgraduate	44	12.2

Source: Field work, 2025

The table showed that the majority of respondents were male (54.7%) and within the age bracket of 22–25 years (40.3%), indicating that young adults formed the bulk of the respondents. Most respondents had HND/B.Sc qualifications (48.6%), suggesting a relatively educated sample.

Table 2: Exposure to Facebook Advertisements of Indomie

Statement	SA	A	N	D	SD	Mean
I frequently use Facebook	210	110	20	12	10	4.36
I often see Indomie	185	120	25	18	14	4.23

avertisements online						
Facebook is my main source of infomation	160	130	30	22	20	4.08
I pay attention to Indomie advertisements	150	140	28	24	20	4.04

Source: Field work, 2025

The results indicated a high level of exposure to Facebook adveertisements, as most respondents agreed that they frequently use Facebook and often encounter Indomie advertisements online.

Table 3: Perception of Facebook Advertiments

Statement	SA	A	N	D	SD	Mean
Ads are informative	170	135	25	18	14	4.17
Ads are entertaining	160	140	30	18	14	4.13
Ads are credible	140	130	40	30	22	3.93
Ads influence my opinion	150	135	30	25	22	4.01

Source: Field work, 2025

The findings showed that respondents generally perceived Facebook advertiments of Indomie as informative, entertaining, and somewhat credible, which positively influenced their perception of the brand.

Table 4: Purchase Intention

Statement	SA	A	N	D	SD	Mean
Facebook advertiments increase my interest	165	130	30	20	17	4.12
I am likely to buy after Facebook advertiments	155	135	32	22	18	4.07
I prefer Indomie due to Facebook advertiments	140	125	40	30	27	3.88
I will continue buying	160	130	30	22	20	4.07

Source: Field work, 2025

The results indicated that Facebook advertiments had a positive influence on purchase intention, as most respondents agreed that advertiments increased their interest and likelihood of purchasing Indomie noodles.

Table 5: Factors Influencing Purchase Decision

Factor	SA	A	N	D	SD	Mean
Price	180	130	25	15	12	4.25
Availability	190	120	20	18	14	4.26
Peer influence	150	135	30	25	22	4.01
Influencers	145	130	35	30	22	3.98

Taste/Quality	200	120	18	14	10	4.39
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Source: Field work, 2025

The findings revealed that taste/quality, availability, and price were the most significant factors influencing purchase decisions, while social media influencers also played a moderate role.

DISCUSSION OF FINDINGS

Research Question One: What is the level of exposure of young adults in Akure to social media advertising of Indomie noodles?

The findings revealed a high level of exposure of young adults in Akure to Facebook advertisements of Indomie noodles. Specifically, about 88.4% of respondents (210 strongly agree and 110 agree) indicated that they frequently use Facebook platforms, while approximately 84.3% (185 strongly agree and 120 agree) affirmed that they often see Indomie advertisements online. In addition, 80.1% reported that Facebook serves as a major source of information about the product. These figures indicate that a significant proportion of young adults are consistently exposed to Indomie advertisements through Facebook. This finding corroborates Njoku and Nkamnebe (2024), who found that platforms such as Facebook, Instagram, and TikTok play a crucial role in exposing consumers to marketing messages. Similarly, Okafor et al. (2024) noted that repeated exposure to social media advertising enhances product awareness and patronage.

This finding supports the Attention stage of the AIDA model, which emphasizes that advertising must first capture consumer attention before influencing Behaviour. The high exposure level suggests that Indomie’s social media advertising strategy has been effective in capturing the attention of young adults. The result reflects the growing digital culture in Nigeria, where young people spend significant time online due to increased smartphone usage, affordable data plans, and the popularity of short-form content. This trend has made Facebook a dominant advertising channel for fast-moving consumer goods like instant noodles.

Research Question Two: How does social media advertising influence young adults’ perception of Indomie noodles?

The findings showed that Facebook advertisements positively influenced young adults’ perception of Indomie noodles. For instance, about 84.3% of respondents (170 strongly agree and 135 agree) agreed that Indomie advertisements are informative, while 82.9% (160 strongly agree and 140 agree) perceived them as entertaining. However, slightly lower figures (74.6%) considered the advertisements credible, indicating some level of skepticism among consumers.

These findings align with Oliha and Obaika (2024), who found that informativeness and credibility are key factors influencing consumer attitudes toward social media advertising. Similarly, Duffett (2017) reported that social media marketing communications significantly shape young consumers’ attitudes toward brands.

From a theoretical perspective, this finding supports the Theory of Planned Behaviour (TPB) by Icek Ajzen. The theory posits that attitude toward Behaviour influences intention. In this case, the positive perception of Indomie advertisements (informative and entertaining) contributed to favorable attitudes toward the brand. The findings also reflect the Interest and Desire stages of the AIDA model, where consumers move beyond awareness to develop emotional and cognitive engagement with the product. In relation to present-day reality, Nigerian consumers—especially young adults—are increasingly exposed to high volumes of digital advertising, which has made them more selective and sometimes skeptical. While engaging content (e.g., recipe videos, influencer promotions) enhances perception, issues such as exaggerated claims or repetitive ads may reduce perceived credibility. This explains why credibility recorded a slightly lower percentage compared to informativeness and entertainment.

Research Question Three: To what extent does social media advertising influence young adults’ purchase intention toward Indomie noodles?

The findings indicated that Facebook advertisements had a significant positive influence on purchase intention. Approximately 81.5% of respondents (165 strongly agree and 130 agree) agreed that Facebook advertisements increased their interest in buying Indomie noodles, while 80.1% (155 strongly agree and

135 agree) indicated that they were likely to purchase the product after exposure to such advertisements. Furthermore, about 80.1% expressed willingness to continue buying Indomie due to its presence on Facebook.

These results are consistent with Dehghani and Tumer (2015), who found that social media advertising significantly influences purchase intention. Similarly, Olaleye and Akinpelu (2025) and Astuti et al. (2025) reported that social media marketing enhances both purchase intention and actual buying Behaviour among young consumers.

The findings strongly support the Theory of Planned Behaviour, which posits that Behavioural intention is a direct predictor of actual Behaviour. The high percentage of respondents indicating purchase intention suggests that positive attitudes formed through social media exposure are likely to translate into actual buying Behaviour. The results also align with the Action stage of the AIDA model, where consumers proceed from desire to actual purchase. The effectiveness of social media advertising in influencing purchase intention indicates that Indomie's campaigns successfully guide consumers through the persuasion process.

However, the findings also revealed that only 73.2% of respondents preferred Indomie over other brands due to Facebook advertisement, suggesting that advertising alone is not the sole determinant of purchase decisions. Other factors such as taste (89.5%), availability (85.6%), and price (84.8%) played a more dominant role.

In the context of current realities in Nigeria, this finding is highly significant. Due to economic constraints, inflation, and reduced purchasing power, consumers are becoming more price-sensitive and value-driven. While Facebook advertisements may create awareness and interest, actual purchase decisions are strongly influenced by affordability, product quality, and accessibility. This explains why Indomie continues to dominate the market—not only because of its advertising presence but also due to its perceived affordability, availability, and consistent quality.

CONCLUSION

This study examined the influence of social media advertising on young adults' purchase intention toward Indomie noodles in Akure, Nigeria. The findings revealed that young adults in the study area had a high level of exposure to social media advertising, largely due to their frequent use of platforms such as Facebook, Instagram, and TikTok. This high exposure significantly contributed to increased awareness of Indomie noodles.

The study further established that social media advertisements play a positive role in influencing the perception of the product. Respondents generally viewed Indomie advertisements as informative, entertaining, and engaging, although some concerns about credibility were observed. These perceptions contributed to the formation of favorable attitudes toward the brand.

In addition, the study found that social media advertising had a significant influence on purchase intention. A substantial proportion of respondents indicated that exposure to social media advertisements increased their interest in purchasing Indomie noodles and influenced their likelihood of buying the product.

However, the study also revealed that social media advertising is not the sole determinant of purchase decisions. Factors such as product quality, taste, price, and availability played a more dominant role in influencing actual purchasing Behaviour. This reflects the current economic reality in Nigeria, where consumers are increasingly price-sensitive and value-driven. The study concluded that while Facebook advertisements is a powerful tool for influencing awareness, perception, and purchase intention, its effectiveness is enhanced when combined with product attributes and market conditions.

RECOMMENDATIONS

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

1. Companies such as Dufil Prima Foods Plc should continue to invest in strategic social media advertising campaigns that are informative, engaging, and tailored to the preferences of young adults. Emphasis should be placed on creating content that captures attention and sustains interest.

2. Marketers should improve the credibility of social media advertisements by providing accurate, transparent, and trustworthy information. This will help to strengthen consumer trust and enhance the effectiveness of advertising messages.
3. Brands should integrate influencer marketing and user-generated content into their social media strategies, as peer influence and online engagement have been shown to significantly affect purchase intention among young consumers.
4. While focusing on advertising, companies should also ensure that key product attributes such as affordability, quality, and availability are maintained. Given the current economic conditions in Nigeria, consumers are more likely to purchase products that offer value for money.
5. Policymakers and marketing practitioners should adopt a hybrid communication approach by combining digital advertising with offline promotional strategies to reach a wider audience, including individuals with limited access to social media platforms.

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