

ADVERTISING TECHNIQUES AND EXPOSURE TO VIRAL
COMMERCIALS AND THE BUYING BEHAVIOR OF
SELECTED HOUSEWIVES IN BRGY. SAN
AGUSTIN, TRECE MARTIRES CITY,
CAVITE

THESIS

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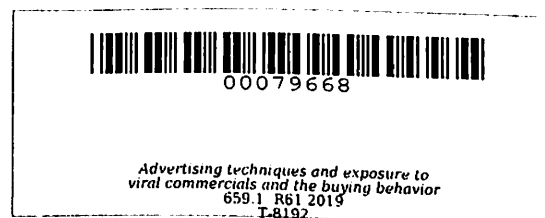
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**ADVERTISING TECHNIQUES AND EXPOSURE TO VIRAL COMMERCIALS
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BRGY. SAN AGUSTIN, TRECE MARTIRES CITY, CAVITE**

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ABSTRACT

PEGENIA, KRISTENZ ANN B. and RODAJE, QUEENIELYN I. Advertising Techniques and Exposure to Viral Commercials and the Buying Behavior of Selected Housewives in Brgy. San Agustin, Trece Martires City, Cavite. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. June 2019. Adviser: Prof. Ruby A. Manaig.

This study was conducted in Barangay San Agustin, Trece Martires City, Cavite. Barangay San Agustin. The general purpose of the study was to analyze and determine the exposure and buying behavior of selected housewives as well as the advertising techniques used in viral commercials.

Specifically, the study aimed to determine the level of exposure of selected housewives on viral commercials, determine the advertising techniques used on viral commercials as perceived by the selected housewives, determine the buying behavior of participants towards products or services in the viral commercials and determine the relationship between the advertising techniques to the buying behavior of selected housewives.

The main participants of the study were 140 housewives of Barangay San Agustin who were chosen purposively. Descriptive method of research with quantitative approach was used to gather data. Survey questionnaires were given to the housewives of Barangay San Agustin.

Results showed that participants had high exposure to viral commercials and they often saw the advertisement of Jollibee.

Results showed that the advertising techniques used on viral commercials were repetition, claims, association, bandwagon and promotion. These types of advertising techniques were appealing to the participants.

Results also showed that the buying behavior of the participants towards products or services in the viral commercials was effective.

Further, results also revealed that there was a significant relationship between the advertising techniques used on viral commercials and the buying behavior of the selected housewives in Barangay San Agustin, Trece Martires City, Cavite.

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INTRODUCTION

Advertising is a form of communication intended to convince the consumers or to take some action upon products, information or services. Advertisement plays an important role in peoples' life because it shows a real life situation that a lot of people are encountering and the advertisement gives a solution to that certain problem. It also shows the culture or the values in the society in handling the problems.

People cannot live a day without encountering different kinds of advertisement. It is not impossible to see an advertisement while watching a television because every segment has a commercial break. Even if a person go out of the house, they can still encounter an ad through billboards, posters and signage's.

Also, advertising is a promotion that uses different kinds of strategy and messaging about the benefits of a product or service to make an appeal to a target audience's attitudes and/or behavior. It helps in shaping opinions about everything from products to politics.