

**EXPOSURE TO AND COMPLIANCE ON THE PRO SMOKING
SIGNAGE IN PUBLIC UTILITY JEEPNEY AS PERCEIVED
BY SELECTED DRIVERS AND PASSENGERS
IN DASMARINAS CITY, CAVITE**

THESIS

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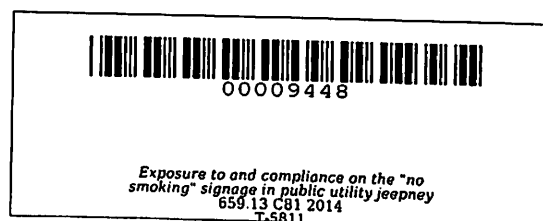
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**EXPOSURE TO AND COMPLIANCE ON THE “NO SMOKING” SIGNAGE IN
PUBLIC UTILITY JEEPNEY AS PERCEIVED BY SELECTED DRIVERS
AND PASSENGERS IN DASMARIÑAS CITY, CAVITE**

Undergraduate Thesis
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Bachelor of Arts in Mass Communication



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ABSTRACT

CORPUZ, CLAIRE M. Exposure to and Compliance on the “No Smoking” signage in Public Utility Jeepney as Perceived by Selected Drivers and Passengers in Dasmariñas City, Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication, major in Journalism. Cavite State University, Indang, Cavite. April 2014. Adviser: Ms. Lisette D. Mendoza.

The study was conducted to find out the exposure and compliance to “No Smoking” signage as perceived by selected drivers and passengers in Dasmariñas City, Cavite. Specifically it aimed to: identify the level of exposure to “No Smoking” signage in PUJ as perceived by selected drivers and passengers in Dasmariñas City, Cavite; determine the level of compliance of the “No Smoking” signage in PUJ of selected drivers and passengers in Dasmariñas City, Cavite; and determine the relationship between the exposure to and compliance on the “No Smoking” signage in PUJ as perceived by selected drivers and passengers in Dasmariñas City, Cavite.

Descriptive method was used in the study. Pre-test and post-test were conducted to validate the questionnaire used in the actual data gathering of selected drivers and passengers in Indang, Cavite.

Survey questionnaires were used to gather data in this study. The research was conducted during Academic Year 2013 to 2014. Frequency count, standard deviation, and mean were used in the data gathered. The researcher tallied the data she gathered and then submitted it to the statistician.

The results of the study show that: majority of the participants in this study highly complies to “No Smoking” signage. One hundred Passengers and fifty drivers are

familiar in the “No Smoking” signage. Fifty-four passengers are moderately exposed on the “No Smoking” signage in the jeepney. Furthermore, 42 passengers are highly exposed to the “No Smoking” signage. Moreover, four passengers are exposed to the “No Smoking” signage and 25 drivers are highly exposed to the “No Smoking” signage. Twenty-five drivers are also moderately exposed to the “No Smoking” signage.

The results in relationship between exposure to and compliance on the “No Smoking” signage as perceived by both passengers and drivers reveal that there is no significant relationship between the compliance and level of exposure in terms of frequency of seeing “No Smoking” signage and part of jeepney where the “No Smoking” signage is posted. Therefore, the null hypothesis stating that there is no significant relationship between the exposure to and compliance on “No Smoking” signage is being accepted. This implies that, as perceived by drivers, the level of exposure to “No Smoking” signage is not related to the level of compliance.

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An undergraduate thesis presented to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite. In partial fulfillment of the requirements for the degree of Bachelor of Arts in Mass Communication with Contribution No. _____. Prepared under the supervision of Mrs. Lisette D. Mendoza.

INTRODUCTION

Communication is vital in all areas of our lives. We use it for persuade; to influence relationships, to inform, to share, to discover, and to uncover information (Hybels & Weaver, 1998).

Communication is an ongoing process; people never stop sending and receiving messages. In fact, they do both simultaneously (Dunn & Goodnight, 2003).

Words are also signs, but of a special kind they are symbols Griffin, (2000).

Signage is one of many ways to communicate with others. It is often notices on the roads, vehicles, fast food chains, school, institutions and many more. Some signages are about warnings as well as information. “No Smoking” signage is one of these familiar signage and it is usually being seen in different establishments and on public utility vehicles.