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2006

ENTERTAINMENT PREFERENCE OF YOUTH  
IN SELECTED AREAS OF CAVITE

THESIS

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College of Economics, Management  
and Development Studies  
**CAVITE STATE UNIVERSITY**  
Indang, Cavite

April 2006

**ENTERTAINMENT PREFERENCE OF YOUTH  
IN SELECTED AREAS OF CAVITE**

Undergraduate Thesis  
Submitted to the Faculty of the  
Cavite State University  
Indang, Cavite

In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(major in Marketing)



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*Entertainment preference of youth in  
selected towns of Cavite  
658.8 M68 2006  
T-3414*

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April 2006



REPUBLIC OF THE PHILIPPINES  
CAVITE STATE UNIVERSITY  
(CvSU)  
DON SEVERINO DE LAS ALAS CAMPUS  
Indang, Cavite



COLLEGE OF ECONOMICS, MANAGEMENT AND  
DEVELOPMENT STUDIES


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Title : **ENTERTAINMENT PREFERENCE OF YOUTH  
IN SELECTED AREAS OF CAVITE**

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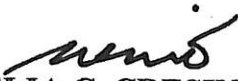
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## ABSTRACT

**MISENA, JEFFERSON V. Entertainment Preference of Youth in Selected Areas of Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing. Cavite State University. Indang, Cavite. April 2006. Adviser: Dr. Nelia C. Cresino.

A study was conducted to determine the entertainment preference of youth in selected areas of Cavite. Specifically, the study aimed to: describe the socio-economic characteristics of youth in selected areas of Cavite, describe the major activities of youth, determine the factors affecting the choice of youth of entertainment activity, determine the level of preference of youth on entertainment activities, determine the level of expenditure of youth on various entertainment activities and ascertain the relationship between the selected socio-economic characteristics of youth and their entertainment expenditures.

Findings of the study revealed that a typical youth was single, belonged to a bigger household size and Catholic. Student-respondents had generally enough allowance in school while full-time working youth had reasonable income to sustain their needs.

Very few youth were involved in illegal and socially undesirable activities. On the other hand, many youth participated in various organizations particularly sports/recreational organizations, youth organizations and church/religious organizations.

The full-time working youth spent most of their time in performing their jobs while students utilized most of their time attending classes. But beyond work and attending class, findings revealed that youth spent most of their time doing recreational and entertainment activities. The least hour spent by youth was in doing home study



which suggests that very few students were doing school work, assignments, and projects at home.

The number one factor that respondents considered in their choice of entertainment activity was the length of free time available in a day, school allowance/income from employment, and course and major. Also, school allowance/income from employment determines the youths' choice of entertainment activity because the higher their allowance/income, the greater their opportunity to engage in expensive entertainment activities.

Filipinos were generally music lovers. This characteristic was passed on to the youth. Hence, the number one entertainment activity of youth was listening to the radio.

The monthly expenditure of the respondents on various entertainment activities revealed that a greater portion of the school allowance or monthly income of youth went to their entertainment activities.

Result of chi-square tests showed that age and sex were significantly related to entertainment expenditures of youth.

## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA</b> .....	iii
<b>ACKNOWLEDGMENT</b> .....	iv
<b>ABSTRACT</b> .....	vi
<b>LIST OF TABLES</b> .....	xiii
<b>INTRODUCTION</b> .....	1
Statement of the Problem.....	2
Objectives of the Study.....	3
Importance of the Study.....	4
Operational Definition of Terms.....	5
<b>REVIEW OF RELATED LITERATURE</b> .....	6
<b>CONCEPTUAL FRAMEWORK</b> .....	11
<b>METHODOLOGY</b> .....	13
Time and Place of the Study.....	13
Sampling Technique.....	13
Data Collection.....	14
Methods of Analysis.....	14
Hypothesis.....	15
Level of significance.....	15
Scope and Limitations of the Study.....	15

	<b>Page</b>
<b>RESULTS AND DISCUSSION.....</b>	16
Socio-economic Characteristics of Youth in Selected Areas of Cavite.....	16
Major Activities of Youth in Selected Areas of Cavite.....	22
Number of Hours Devoted by Youth for the Different Activities.....	25
Factors affecting the Choice of Youth of Entertainment Activity.....	28
Preferred Entertainment Activities of Youth.....	29
Level of Expenditure of Youth on Various Entertainment Activities.....	30
Relationship Between the Selected Socio-Economic Characteristics of Youth and their Entertainment Expenditures.....	31
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....</b>	36
Summary.....	36
Conclusion.....	38
Recommendations.....	40
<b>BIBLIOGRAPHY.....</b>	41
<b>APPENDIX.....</b>	42

## LIST OF TABLES

Table		Page
1	Distribution of respondents by towns of Cavite.....	13
2	Socio-economic profile of youth in selected areas of Cavite, 2005.....	17
3	Classification of youth-respondents in selected areas of Cavite, 2005.....	22
4	Major activities of youth in selected areas of Cavite, 2006.....	23
5	Number of hours devoted by the respondents on different activities, 2005.....	26
6	Factors affecting the choice of entertainment activity of youth, 2005.....	29
7	Preferred entertainment activities of youth, 2005.....	30
8	Level of expenditure of youth on various entertainment activities per month, 2005.....	31
9	Relationship between age and entertainment expenditures of youth.....	32
10	Relationship between sex and entertainment expenditures of youth.....	33
11	Relationship between household size and entertainment expenditures of youth.....	34
12	Relationship between monthly school allowance/monthly income and entertainment expenditures of youth, 2005.....	35



# ENTERTAINMENT PREFERENCE OF YOUTH IN SELECTED AREAS OF CAVITE<sup>1/</sup>

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<sup>1/</sup>A thesis manuscript submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management major in Marketing with Contribution No. T2006-PM04-037. Prepared under the supervision of Dr. Nelia C. Cresino.

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## INTRODUCTION

With the passage and approval of Republic Act 8044 or the "Youth in Nation-Building Act" in 1995, the National Youth Commission (NYC) was created to serve as the sole policy-making and coordinating body of all youth programs and government projects. This act mandates the NYC to undertake "a national study on the situation of youth in the Philippines" identifying (a) priority needs, (b) prevailing attitudes and values, (c) existing services and (d) gaps in the service delivery of the basic needs of the youth. A second mandate is for the NYC to conduct a "national review, evaluation and reform of all organizations delivering services to the youth" (NYC, 1999).

Compared to the American youth, the Filipino youth are more confident and satisfied with their life. They get along better with their parents and neighbors. Although they get together with friends less frequently, they are as satisfied with these relationships as the Americans are. They are more contented with their educational experiences, their standard of living, their jobs, and their life in general. Filipino youth, however, get less