

**WOMEN ENDORSERS IN ALCOHOL TELEVISION ADVERTISEMENTS AND
ITS EFFECT ON THE BUYING BEHAVIOR OF SELECTED FEMALE
STUDENTS OF BS BUSINESS MANAGEMENT IN CAVITE
STATE UNIVERSITY-MAIN**

An Undergraduate Thesis
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College of Arts and Sciences
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ABSTRACT

OLIVA, ALEXANDRA MARIE, V. Women Endorsers in Alcohol Television Advertisements and its Effect on the Buying Behavior of Selected Female Students of BS Business Management in Cavite State University-Main. Undergraduate Thesis. Bachelor of Arts in Mass Communication Major in Journalism. Cavite State University, Indang , Cavite. April 2013. Adviser: Lisette D. Mendoza.

The study aimed to determine whether exposure to alcohol television advertisements with women endorsers affects the buying behaviour of selected female students of BS Business Management in Cavite State University-Main. Specifically, it aimed to measure the level of exposure of selected female respondents to alcohol television advertisement with women endorsers; to determine the level of influence of women endorsers in alcohol television advertisements to the buying behavior of selected female students respondents and to determine the relationship of exposure to and influence of alcohol advertisement with women endorsers to the buying behavior of selected female students of BS Business Management in Cavite State University-Main.

Survey questionnaire was administered to the participants of the study to determine their exposure to and buying behaviour towards alcohol advertisements with women endorsers. The data gathered from December 2012 to March 2013 were used with statistical procedure in order to tabulate, analyze and discuss.

The findings of the study revealed that the selected female students of BS Business Management in Cavite State University-Main are 100% exposed to different alcohol television advertisement with women endorsers. Moreover, it was found out that there was no significant relationship between the level of exposure on alcohol television

advertisement with women endorsers and the buying behaviour of the female respondents towards the alcohol beverage the woman endorser endorses.