

SELECTED HOUSEWIVES' EXPOSURE TO TELEVISION
ADVERTISEMENTS ON HEALTH AND FITNESS
AND THEIR CONCEPT OF FAMILY'S
PHYSICAL WELLNESS

THESIS

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**SELECTED HOUSEWIVES' EXPOSURE TO TELEVISION
ADVERTISEMENTS ON HEALTH AND FITNESS AND THEIR CONCEPT OF
FAMILY'S PHYSICAL WELLNESS**

Undergraduate Thesis
Submitted to the Faculty of the
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ABSTRACT

CUSTADO, ROLLY S. Selected Housewives' Exposure to Television Advertisements on Health and Fitness and Their Concept of Family's Physical Wellness. Undergraduate Thesis. Bachelor of Arts in Mass Communication Cavite State University, Indang, Cavite. April 2014. Adviser: Dr. Cristina M. Signo.

The study was conducted from November to March 2014 in Barangay 108, Mata B. street, Tondo, Manila to determine the exposure to television advertisements on health and fitness and their concept of family's physical wellness of selected housewives. Specifically, the study aimed to: 1. To measure the level of exposure of selected housewives to health and fitness primetime television advertisements in ABS-CBN or GMA7; 2 To determine the participants' concept of family's physical wellness; 3. To determine the relationship of the level of exposure to television advertisements on health and fitness to the concept of family's physical wellness among selected housewives.

Survey questionnaire was utilized to measure their level of exposure to television advertisements on health and fitness and their concept of family's physical wellness. Set of television ads on health and fitness were listed based on the monitoring on TV primetime weekdays ads. There were 40 housewives answered the given survey and everyone was included as participants in the study.

The result of the survey shows that the participants are highly exposed to Bear Brand among all health and fitness advertisements on television in primetime from Monday to Friday, they watched for 3-4 times a week and highly exposed to the celebrities who are endorsing the products. While on the concept of family's physical wellness, the participants are knowledgeable in taking complete vitamins is necessary.

In general, there is no significant relationship between the exposure to television advertisements on health and fitness and the concept of family's physical wellness.

TABLE OF CONTENTS

	Pages
BIOGRAPHICAL DATA.....	ii
ACKNOWLEDGMENT.....	iii
LIST OF TABLES.....	vi
LIST OF APPENDICES.....	vii
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	4
Hypothesis.....	4
Theoretical Framework.....	4
Conceptual Framework.....	5
Significance of the Study.....	5
Scope and Limitation.....	6
Definition of Terms.....	7
REVIEW OF RELATED LITERATURE.....	9
METHODOLOGY.....	35
Research Design.....	35
Time and Place of the Study.....	35
Participants of the Study.....	35
Research Instrument.....	36
Data Gathering Procedure.....	38

Data Processing Technique.....	38
Statistical Treatment.....	40
RESULTS AND DISCUSSION.....	42
Housewives' Exposure to Health and Fitness TV Advertisements.....	42
Housewives' Frequency of Exposure to TV ads on Health and Fitness.....	44
Housewives' Level of Exposure to TV ads on Health and Fitness.....	45
Housewives' Concept of Family's Physical Wellness.....	47
Relationship between Concept of Family's Physical Wellness and Exposure to advertisements on Health and Fitness.....	51
Housewives Given Concept on Family's Physical Wellness.....	51
SUMMARY, CONCLUSION, AND RECOMMENDATION.....	54
REFERENCES.....	58
APPENDICES.....	59

LIST OF TABLES

Table	Page
1 Vitamins and Minerals.....	21
2 Contribution of One Glass of Milk to Daily Nutrient Requirements.....	28
3 Housewives' Exposure to Television Advertisement on Health and Fitness....	49
4 Frequency of Watching the Television Advertisements on Health and Fitness..	50
5 Housewives' Level of Exposure to Television Ads on Health and Fitness Advertisements.....	52
6 Concept of Family's Physical Wellness.....	55
7 Relationship between Concept of Family's Physical Wellness and Exposure to Primetime TV Advertisements on Health and Fitness.....	56

LIST OF APPENDICES

Appendix		Page
1	Survey Questionnaire.....	59
2	Curriculum Vitae	64
3	Statistics.....	67

SELECTED HOUSEWIVES' EXPOSURE TO TELEVISION ADVERTISEMENTS ON HEALTH AND FITNESS AND THEIR CONCEPT OF FAMILY'S PHYSICAL WELLNESS

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An undergraduate thesis submitted 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 graduation with the degree of Bachelor of Arts in Mass Communication major in Journalism with contribution no. ____.
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INTRODUCTION

Advertising is an influential tool and edge in marketing goods, products, services, images and ideas to reach and click the interest of viewers up to make it as their choices. It is a source of power in communication which attracts force to people's consumption (Manialo, 2007 as cited in Gomez 2000).

Television as a medium for advertisement is considered highly effective, products can sell by two appealing senses, sight—variety of colors, production designs, commercial endorsers and theme, while the sounds—are auditory forces such as music background, dialect and message of the endorser and product details: ingredients, prices, availability and proximity and recommendation and positive comments (Miranda, 1991).

Television advertisement today does not appear only once on TV screen but more and full-flooded endorsements are informing us about their goods and services every