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EXPOSURE TO SELECTED TV ADS THAT PROMOTE FILIPINO
SOCIAL AND CULTURAL VALUES AND THE BUYING
BEHAVIOR OF SELECTED SECOND YEAR
BA MASS COMMUNICATION STUDENTS
OF CAVITE STATE UNIVERSITY

T H E S I S

JANICE A. PROFETA
IRENE F. ROSAL

College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

April 2003

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In partial fulfillment
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*Exposure to selected tv ads that promote
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JANICE A. PROFETA
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ABSTRACT

PROFETA, JANICE A. and ROSAL, IRENE P. Exposure to Selected TV Ads that Promote Filipino Social and Cultural Values and the Buying Behavior of Selected Second Year BA Mass Communication Students of Cavite State University. Undergraduate Thesis Bachelor of Arts in Mass Communication, major in Journalism. Cavite State University, Indang, Cavite. April 2003. Adviser: Mrs. Irma M. Peñalba.

The study was conducted at the Cavite State University from February to March 2003 to determine the relationship between the degree of exposure to selected TV ads that promote Filipino social and cultural values and the buying behavior of selected second year BA Mass Communication students of Cavite State University. Questionnaires were answered and filled out by 60 second year BA Mass Communication students of the same university. Data gathered were studied and tabulated thematically.

The study showed that all the respondents are aware of the TV ads that promote Filipino social and cultural values. Fifty percent usually watched these selected TV ads once a day, and 70 % patronized these products. Fourty-eight respondents out of 60 were affected by sharing it with friends through conversation. It was also revealed that there was no significant relationship between the degree of exposure to selected TV ads that promote Filipino social and cultural values and the buying behavior of selected second year BA Mass Communication students of Cavite State University.

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Janice A. Profeta
Irene P. Rosal

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INTRODUCTION

Advertising is the dissemination of persuasive messages in the media, paid for by a clearly identified sponsor, and designed to sell products, services or ideas. Advertising is controlled, in that messages are brought for specific purposes, to achieve specific effects and to be cost effective (Buchalew and Walfemeyer, 1999).

Buchalew and Walfemeyer stated that social influence results from both the informative and persuasive aspects of advertising. It informs potential buyers about products, either subtly or directly. It tries to guide the consumer toward a decision about what product or products to acquire. It moves consumers toward one choice rather than