

PARTICIPATION AND RESPONSES IN VIRAL
ADVERTISEMENT IN SOCIAL MEDIA
AMONG COLLEGE STUDENTS IN
UNIVERSITIES IN CAVITE

Thesis

CHERRYLYN N. BANAGBANAG

College of Economics, Management
and Development Studies

CAVITE STATE UNIVERSITY

Indang, Cavite

November 2012

**PARTICIPATION AND RESPONSES IN VIRAL ADVERTISEMENTS IN
SOCIAL MEDIA AMONG COLLEGE STUDENTS
IN UNIVERSITIES IN CAVITE**

An Undergraduate Thesis
Submitted to the Faculty of College of Economics
Management and Development Studies
Cavite State University
Indang, Cavite

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



00000071

*Participation and responses in viral
advertisements in social media among
302.23 B22 2012
T-4884*

CHERRYLYN N. BANAGBANAG
November 2012

ABSTRACT

BANAGBANAG, CHERRYLYN N. Participation and Responses in Viral Advertisement on Social Media among College Students in Universities in Cavite. Undergraduate Thesis. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. November 2012. Adviser: Dr. Florindo C. Ilagan.

The study was conducted in different universities in Cavite to determine the relationship between the participation and responses of the college students in viral advertisement on social media. Specifically, this study aimed to determine the demographic profile of the respondents in terms of age, gender, and course, the commonly used social media sites, level of participation and degree of responsiveness. Significant relationship between age and level of participation and degree of responsiveness and between level of participation and degree of responsiveness were determined. Likewise, significant differences in the level of participation and degree of responsiveness when respondents are grouped according to gender and course were also identified.

The study used survey questionnaire to gather data from 400 student-respondents. Chi-square, point biserial correlation coefficient and Spearman's rank of correlation coefficient were employed in the statistical analysis.

The study found out that most of the respondents were 18 years old, female and taking up business related courses. The commonly used social media sites by the students were the Facebook, Youtube and Twitter. The respondents were sharing viral advertisement one to three times a day to one to three friends or connection. Most of the respondents prefer to share video ads, photo ads and combination of both. It was also

revealed that college students were very concerned in their privacy but still have a favorable attitude towards viral advertisement on social media.

The results showed that age had no significant relationship with the level of participation and the degree of responsiveness of the respondents in viral advertisement. The study also found out that there is no significant difference in the level of participation but had a significant difference in respondent's degree of responsiveness in viral advertisement on social media when grouped according to gender. Moreover, significant relationship between the level of participation and degree of responsiveness of college students in viral advertisement on social media was detected.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	ix
LIST OF APPENDICES.....	x
INTRODUCTION.....	1
Statement of the Problem.....	4
Conceptual Framework	5
Hypothesis.....	8
Objectives of the Study.....	8
Significance of the Study.....	10
Scope and Limitations.....	11
Operational Definition of Terms.....	11
REVIEW OF RELATED LITERATURE.....	13
METHODOLOGY.....	22
Research Design.....	22
Sources of Data.....	22
Data Gathering Procedure.....	24
Research Instrument.....	24

Data Analysis.....	25
Statistical Treatment of Data.....	27
RESULTS AND DISCUSSION.....	32
Demographic Profile of the Respondents.....	32
Common Forms of Social Media used by the Respondents.....	34
Participation of the Respondents.....	35
Responses of College Students in Viral Advertisement in Social Media.....	37
Relationship between Age and Participation of the Respondents.....	42
Relation between Age and the Response of College Students.....	42
Differences in Participation according to Gender and Course of the Respondents.....	43
Differences in Responsiveness according to Gender and Course of the Respondents.....	47
Relationship between Participation and Responsiveness of College students in Viral Advertisement in Social Media.....	52
SUMMARY, CONCLUSIONS AND RECOMMENDATION.....	58
Summary.....	58
Conclusions.....	59
Recommendations.....	61
.REFERENCES.....	62

LIST OF TABLES

Table	Page
1 Distribution of respondent's per university	23
2 Scale for self-disclosure of the respondents.....	26
3 Scale for attitude and behavior of the respondents.....	26
4 Scale for the degree of responsiveness of college students in viral Advertisement in social media.....	28
5 Demographic profile of the respondents.....	33
6 Common forms of social media.....	34
7 Participation of respondents in viral advertisement in social media.....	35
8 Responses of the respondents in viral advertisement in social media.....	38
9 Degree of respondents' responsiveness.....	42
10 Differences in participation according to course.....	44
11 Frequency of forwards according to course.....	45
12 Number of recipients according to course.....	46
13 Nature of viral advertisement that the respondents prefer to forward when grouped according to their course.....	47
14 Differences in responses according to course.....	49
15 Difference in self-disclosure according to course.....	50
16 Attitude of the respondents towards viral advertisement according to course.....	51
17 Sharing behavior of the respondents according to course.....	51
18 Relationship of frequency of forwards to the responses of college students in viral advertisement in social media.....	52

19	Relationship of number of recipients to the responsiveness of college students in viral advertisement in social media.....	53
20	Relationship of nature of viral advertisement to the responses of college students in viral advertisement in social media (video ads).....	55
21	Relationship of nature of viral advertisement to the responses of college students in viral advertisement in social media (photo ads).....	56
22	Relationship of nature of viral advertisement to the responses of college students in viral advertisement in social media (video and photo ads).....	56

LIST OF APPENDICES

Appendix	Page
1 Request for permission.....	66
2 Instrument.....	67
3 Appendix Table.....	70

LIST OF APPENDIX TABLE

	Page
1 Relationship between age and participation of college students in viral advertisement in social media.....	70
2 Relationship between age and participation of college students in viral advertisement in social media (nature of viral advertisement).....	70
3 Relationship of age and response of college students in viral advertisement in social media.....	71
4 Differences in responses according to gender.....	71
5 Gender difference in relation to respondents' participation.....	72
6 Relationship of nature of viral advertisement to the responses of college students.....	75

PARTICIPATION AND RESPONSES IN VIRAL ADVERTISEMENT IN SOCIAL MEDIA AMONG COLLEGE STUDENTS IN UNIVERSITIES IN CAVITE

Cherrylyn N. Banagbanag

An undergraduate thesis manuscript submitted to the faculty members of Department of Management of College of Economics, Management and Development Studies, Cavite State University Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing Management with Contribution no 1-2012-BM-02-057. Prepared under the supervision of Dr. Florindo C. Ilagan.

INTRODUCTION

The use of social media in recent years has amplified quickly particularly by teenagers and middle aged users to communicate with each other and spend leisure time. This recent trend and change makes people spend more time with computer for simultaneous communication with friends and establish friendships and spend a lot of time based from the study of Hutton and Fosdick (2011).

According Collander and Dahlen (2011) social media provide a virtual network place where people can enjoy expressing their opinions, exchange opinions, disseminate and control messages anywhere, anytime. Marketers are now able to reach consumers and interact with them using social media. Previous studies have found that consumers tend to trust more user-generated messages, such as peer recommendations or consumer reviews, on social media than messages from traditional mass media.