

**EFFECTIVENESS OF ADVERTISEMENTS TO THE BUYING BEHAVIOR  
CONSUMERS IN SELECTED BARANGAYS OF IMUS, CAVITE**

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2009

**Undergraduate Thesis  
Submitted to the Faculty Members of the  
College of Business and Entrepreneurship  
Cavite State University  
Imus, Cavite**

**In Partial Fulfillment  
Of the Requirements for the Degree of  
Bachelor of Science in Business Management  
Major in Marketing**

**ROMNICK NAVE SAMANIEGO**

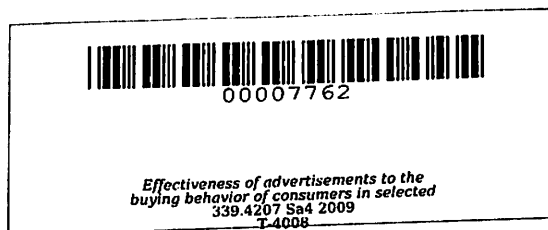
**March 2009**

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**ROMNICK NAVE SAMANIEGO**  
March 2009

Republic of the Philippines  
CAVITE STATE UNIVERSITY  
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APPROVAL SHEET

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Type of study: Undergraduate Thesis


Degree : Business Management

Major : Marketing

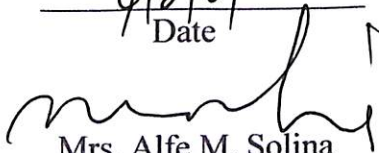
Title:

Effectiveness of Advertisements to the Buying Behavior of Consumers  
in Selected Barangay's of Imus, Cavite


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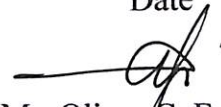
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## **ABSTRACT**

**SAMANIEGO, ROMNICK NAVE. Effectiveness of Advertisements to the Buying Behavior of Consumers in Selected Barangays of Imus, Cavite. Undergraduate Thesis. Bachelor of Science in Business Management-Major in Marketing. Cavite State University- Imus, Cavite. April 2009. Thesis Adviser: Mr. Gilchor P. Cubillo.**

The study is all about the effectiveness of advertisements to the buying behavior of consumers. The study was conducted at the municipality of Imus. The researcher selected 18 barangays out of 97 barangays of Imus using random sampling.

Most of the respondents' ages range from 17-68 years old and most of them were female respondents. In terms of educational attainment, most of them reached at least college level with a monthly income ranging from 5,001-10,000.

Mass media advertisements can help the consumers to choose a product or service through informing them about the benefits of the product and service. Also mass media advertisements can affect the buying behavior of consumers because mass media advertisements are very attractive to the consumers' eyes.

On the first rank, broadcast media are more effective than other kinds of advertisements and the last rank is direct media. . Schools, universities and other private and public educational institutions are effective in all types of advertisements among those categories of product and service selected in this study. The heaviest buying behavior of consumers in Imus was product and service preferences and most consumers prefer good quality. Quality of the product or service is the key to convince the consumers to buy or avail the service.

Based on statistical tool that the researcher used 4 out of 6 statistical results the  $H_0$  is rejected. It means that there is significant difference on the degree of effectiveness across the different types of advertising media. Each advertisement has different degree of effectiveness in a different category of product and service.

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## Table of Contents

<b>Title(s)</b>	<b>Page(s)</b>
<b>APPROVAL SHEET</b>	ii
<b>BIOGRAPHICAL DATA</b>	iii
<b>ACKNOWLEDGEMENT</b>	iv-v
<b>LIST OF TABLES</b>	viii-ix
<b>LIST OF FIGURE</b>	x
<b>LIST OF APPENDIXES</b>	xi
<b>LIST OF APPENDIX TABLE</b>	xii
<b>ABSTRACT</b>	xiii-xiv
<b>INTRODUCTION</b>	1-3
Statement of the Problems	3-4
Objectives of the Study	4-5
Importance of the Study	5
Scope and Limitations of the Study	5-6
Operational Definitions of Terms	6-8
Hypothesis	8
Review of Related Literature	8-12
Theoretical Framework	12-13
Conceptual Framework	14-15
<b>RESEARCH METHODOLOGY</b>	
Sources of Data	16

Research Design	16
Methods of Data Collection	17
Sampling Procedures	17-18
Methods of Analysis	19-22
<b>RESEARCH AND DISCUSSIONS</b>	23-48
<b>SUMMARYS, CONCLUSIONS AND RECOMMENDATIONS</b>	
Summary	49-52
Conclusions	53-54
Recommendations	55
<b>REFERENCES AND BIBLIOGRAPHY</b>	
Books	56
Website	57
Unpublished Thesis	58
<b>APPENDIXES</b>	59-65

## **List of Tables**

<b>Table</b>	<b>Page(s)</b>
Table 1. Proportion of target respondents per barangays	18
Table 2.1 Scale for effectiveness of advertisements	20
Table 2.2 Scale for buying behavior	20
Table 3.1 Distribution of respondents by age group	23
Table 3.2 Distribution of respondents by gender	24
Table 3.3 Distribution of respondents by educational attainment	24
Table 3.4 Distribution of respondents by monthly income	25
Table 4.1 Distribution of buyers on the effectiveness of advertisements	25
Table 4.2 Distribution of buyers on the level of buying behavior in advertisements	26
Table 5.1 Distribution of respondents on the effectiveness of print media	27
Table 5.2 Distribution of respondents on the effectiveness of direct media	28
Table 5.3 Distribution of respondents on the effectiveness of signages	29
Table 5.4 Distribution of respondents on the effectiveness of broadcast media	31
Table 5.5 Distribution of respondents on the mass media advertisements	32



Table 6.1 Distribution of respondents on perception	33
Table 6.2 Distribution of respondents on priorities	34
Table 6.3 Distribution of respondents on motives	35
Table 6.4 Distribution of respondents on social influences	36
Table 6.5 Distribution of respondents on interest	37
Table 6.6 Distribution of respondents on product and service preferences	38
Table 6.7 Distribution of respondents on decision to buy a product or avail the service	39
Table 6.8 Distribution of respondents on the level of buying behavior	40
Table 7.1 Statistical result between print media and direct media	41
Table 7.2 Statistical result between print media and signages	42
Table 7.3 Statistical result between print media and broadcast media	43
Table 7.4 Statistical result between direct media and signages	44
Table 7.5 Statistical result between direct media and broadcast media	45
Table 7.6 Statistical result between signages and broadcast media	46
Table 7.7 Overall statistics decision	47
Table 8 T-test table for two tailed	58

## **List of Figure**

<b>Figure</b>	<b>Page(s)</b>
Figure 1. The flow of the study in effectiveness of advertisements to the buying behavior of consumers	14

## **List of Appendixes**

<b>Title(s)</b>	<b>Page(s)</b>
Survey Questionnaire	60-63
Municipal Letter	64
Respondent Letter	65

## **List of Appendix Table**

<b>Title(s)</b>	<b>Page(s)</b>
T-test table for two-tailed	59

# **EFFECTIVENESS OF ADVERTISEMENTS TO THE BUYING BEHAVIOR OF CONSUMERS IN SELECTED BARANGAYS OF IMUS, CAVITE**

Romnick N. Samaniego

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A thesis manuscript submitted to the faculty members of the Business Management and Entrepreneurship in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing with contribution No. \_\_\_\_\_ . Prepared Under the Supervision of Mr. Gilchor P. Cubillo

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## **INTRODUCTION**

Advertising confronts us almost every minute. When we wake up in the morning and put the radio on, there is a chance that the first message we are going to hear is on advertisement. When we read news papers, we find that there is no page without an advertisement in that page in at least one newspaper. Even outside of our homes we see a lot of billboards, posters and signages.

According to Medina (1990), Advertising is defined as any paid form of nonpersonal presentation and promotion of ideas, goods, or services, by an identified sponsor. Advertising is used for promotion of product by giving information about the product or service offered to encourage the consumer to buy the product or avail the service. Advertising affects everyone's daily life and influences many purchases. A consumer turns to advertising for its informativeness as well as its entertainment value.

It is interesting to know that while watching favorite shows or television, advertisement seems to be part of it. Sometimes, they consume more hours than the show itself. One can observe that only 15 minutes was consumed by the show and the rest of it is advertisement.