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SINONG UMINOM NG COCA-COLA SA VILLA VILLA
AND THE ATTITUDE AND BEHAVIOR
OF SELECTED CJSU STUDENTS

T H E S I S

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SINONG UMINOM NG COCA-COLA SA VILLA VILLA
**AND THE ATTITUDE AND BEHAVIOR
OF SELECTED CvSU STUDENTS**

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ABSTRACT

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The study was conducted to determine the relationship between the respondents' exposure to the advertisement *Sinong Uminom ng Coca-Cola sa Villa-Villa* and their attitude and behavior toward the advertisement. This study was conducted at the Cavite State University from February to March 2003.

Ninety-eight (98) students from different colleges were included as respondents in the study. The researchers used the Table for Sample size (10% error) to get the number of the respondents. This table shows that if the total number of the population is 6000, the sample size is 98. The 98 respondents were distributed to the seven colleges through the use of stratified sampling.

The attitude and behavior levels of the respondents were determined by the scale *strongly agree, agree, neither agree nor disagree, disagree and strongly disagree.*

The frequency of watching and the number of episodes of the advertisement *Sinong Uminom ng Coca-cola sa Villa Villa* were found not significant to the attitude of selected CvSU students. On the other hand the frequency of watching and the number of episodes of the advertisement *Sinong Uminom ng Coca-cola sa Villa Villa* were found significant to the respondent's behavior.

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INTRODUCTION

The Coca-cola Company is the world's leading manufacturer, marketer, and distributor of non-alcoholic beverage concentrates and syrups used to produce nearly 300 beverage brands. This company came up with a unique presentation of a series of advertisements in a form of tele-novela as a national consumer promotion. The *Sinong Uminom ng Coca-cola sa Villa Villa* is a thirty-second commercial that was conceptualized by Coca-cola Export and made by Mc Cann Ericsson Advertising Agency.

The *Sinong Uminom ng Coca-cola sa Villa Villa* advertisement has five episodes which were all shown in 2002. Each episode lasted for two (2) weeks. "Barbecue" was