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MINAL MESSAGES OF LIQUOR ADVERTISEMENTS AND
THE BUYING BEHAVIOR OF CSU DORM OCCUPANTS

T H E S I S

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**SUBLIMINAL MESSAGES OF LIQUOR ADVERTISEMENTS AND THE BUYING
BEHAVIOR OF CvSU DORM OCCUPANTS**

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*Subliminal messages of liquor
advertisements and the buying of CvSU dorm
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ABSTRACT

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The research study was conducted to determine the relationship between the exposure to and awareness of subliminal messages of selected local liquor print advertisements of San Miguel Corporations and the buying behavior of selected dorm occupants.

Out of the 487 dorm occupants in the four dormitories of the Cavite State University, only 83 respondents were chosen using the Slovin's Formula. The study used purposive sampling in data gathering where only those who buy and drink liquor were asked to answer the questionnaire.

The result of the study showed that the respondents were moderately exposed to and moderately aware of subliminal messages in print ads. Majority of the dorm occupants preferred San Miguel Pale Pilsen than any other beer products. It was found out that 61.45 percent bought liquor through the influence of their friends.

In determining the relationship between exposure, awareness, frequency of purchase and brand preference, chi-square was used where the tabulated χ^2 value is lower than the computed χ^2 value. Thus, the hypothesis that there is no significant relationship between exposure to and awareness of subliminal messages of selected local liquor print advertisements and the buying behavior of selected dorm occupants was accepted.

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SUBLIMINAL MESSAGES OF LIQUOR ADVERTISEMENTS AND THE BUYING BEHAVIOR OF CvSU DORM OCCUPANTS^{1/}

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INTRODUCTION

The field of advertising today is gaining headway as one of the major forces in national development. Much of what the public learn, if not most, about the goods and services that we buy comes from our exposure to the promotional and marketing techniques of various advertisers.

The American Marketing Association (AMA) defines advertising as the paid, non-personal presentation of goods, services and ideas by an identified sponsor. Advertisers seek to inform the public about what they have to offer. In some instances, advertisers seek to promote a particular idea or cause through advertising. Businesses employ a variety of media to reach the public, including television, radio, newspaper, magazines, direct mail, online services, billboards, posters, catalogs and brochures. Besides informing the public of the basic goods and services