

**EXPOSURE TO AND INFLUENCE OF DIFFERENT COOKING SHOWS  
IN GMA NEWS TV TO THE SELECTED HOUSEWIVES OF  
BARANGAY JAVALERA, GEN. TRIAS, CAVITE**

Undergraduate Thesis  
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## ABSTRACT

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This study aimed to determine the relationship between level of exposure to and influence of different cooking shows in GMA News TV to the selected housewives in Brgy. Javalera, Gen. Trias, Cavite.

The study was conducted from November 2012 to March 2013.

Descriptive and quantitative methods were utilized in this study. The participants, composed of 100 housewives were selected from Brgy. Javalera, Gen. Trias, Cavite, using the purposive sampling technique. The researcher asked the housewives' frequency of watching different cooking shows in GMA News TV to determine the level of exposure of the participants. A self – made questionnaire was used to determine the influence of different cooking shows in GMA News TV to the said group of housewives.

Based on the study conducted, the findings revealed that the participants are 'often' exposed to the different cooking shows in GMA News TV such as: 1) *Idol sa Kusina*, 2) *Del Monte Kitchenomics*, and 3) *Sarap to Heart*.

The participants were influenced in terms of 1) following the tips given by the chef, 2) buying the same brands/products endorsed by the chef, 3) remembering the trivia shared by the chef, 4) Cooking / following what was seen, 5) sharing the newly learned menu to their friends, 6) applying the cooking skills in cooking at home, 7) adapting the cooking techniques of the chef and 8) taking down the recipes and



procedures while watching the cooking show and strictly following the ingredients and procedures enumerated by the chef. However the participants were not influenced in terms of adapting the plating style of the chef.

There is a highly significant relationship between the level of exposure to and the influence of different cooking shows in GMA News TV to the selected housewives of Brgy. Javalera Gen. Trias, Cavite.