



## ADVERTISEMENTS PREFERENCES FOR CBEA FACULTY MEMBERS

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**ABSTRACT:** *Advertising has grown into a multi-billion industry. Perceptions toward advertisements have become so varied. The study provided a glimpse of how professional tertiary education faculty members perceive advertisements. The respondents were the 36 faculty members of the College of Business, Entrepreneurship and Accountancy of Cagayan State University. A survey questionnaire was crafted to be used as the data gathering instrument. Data gathered were tabulated, analyzed and interpreted using descriptive statistics like frequency count, percentages and distribution, weighted mean and ranking. Results of the study reveal that television is the most preferred medium of advertisement among the faculty members while the least is the radio and internet advertising. Further results reveal that informative advertisements are the type most preferred while emotional advertisements are the least wanted by the respondents.*

**KEYWORDS:** *Advertisement, Effectiveness, Advertising, Marketing*

## INTRODUCTION

Marketing is among the most important things successful businessmen should master. Adeptness in the field not only cultivates a strong brand but also yields increases in sales. This is important in the growth and sustainability of the business enterprise.

The Philippine market is described as a brand-conscious market. Brand consciousness pertains to the level of awareness of the brand and also its product offerings that are unique as compared with the other brands offered within the market being huge source of competitive advantage. Filipinos being brand conscious are known to prefer to indulge in the purchase of specific line of products that have already established their presence and distinction, thus famous or well-known compared with its contemporaries. Advertising



plays a vital role in promoting the sale of most consumer goods in the country. Leading firms spend huge portions of their annual budgets for promotions and advertisements to ensure that their products remain relevant in the market and have begun tapping the services of international advertising agencies to get better reach, thus better value for every centavo.

Advertising in the Philippines has evolved beyond the traditional tri-media outfits, being, television, radio and print-advertisements. Local businesses nowadays have started utilizing more contemporary advertising mediums like electronic billboards, web advertising, mass advertising through the public utility vehicles (buses, jeepneys, trains) special events, product launches, social media promotions and other tools that enable them to promote their products.

Advertising today plays a vital role in convincing and persuading people to change roles from mere market spectators to potential customers toward actual buyers. This has caused businesses big or small to pour in huge sums of money for marketing and public relations either in direct or indirect forms. Effectiveness of these strategies must remain a key factor though. Advertisements become effective when they are able to deliver the desired message to the desired audience and such message merited a change in their behavior such like a change in preference favorable to the product or cause being promoted.

Advertisers should ensure that each advertisement is effective. This is essential in order for the advertisement to be kept running. Each advertisement can be made effective only when its explicit objectives should drive the planning, creation, and execution. Advertisement should work with other forms of marketing communication to reach customers. All advertisers are expecting specific results, based on their stated objectives. Clients expect proof, and, for the most part, that proof must lead to or actually produce sales (Vaughan, 1986). In advertising effectiveness research, a considerable amount of attention has been given to the measurement of advertising effectiveness and



Setting relations as a goal and the achievement of certain sales levels are the common goals of advertisements. Each business or organization must conduct strategic planning to set these goals with high efficiency and set strategies that are effective.

Luo and Donthu (2005) identified advertising media and spending inefficiencies in generating sales, and concluded that top 100 marketers' advertising spending in print, broadcast, and outdoor media are not efficient and could bring in 20 percent more sales. Sadly, the case relating to insurance products was not treated. Also, there is a strong need for understanding the impacts of advertising on sales volume. Furthermore, although empirical evidence in major markets of the world shares a significant relationship between advertisement and sales volume, there is no reliable data and information on the subject in developing countries such as Nigeria.

The absence of this information provides a wide gap and poor understanding on the effectiveness of advertisement on sales. These committals have made organizations and industries to pay more attention to advertising and be worried about the effectiveness of advertising results. In this throe, those organizations are successful that they already define and determine their advertising goals and evaluated the extent of reaching goals that this process can be considered as the assessment of advertising effectiveness. Therefore, advertisement must be effective. It must achieve its goals. In fact, each advertisement can be effective only when its explicit objectives should drive the planning, creation, and execution. Advertisement should work with other forms of marketing communication to reach customers.

Thus, advertising companies are always highly interested to evaluate the effectiveness of their advertising in different media, especially TV advertisement.

## **STATEMENT OF THE PROBLEM**

This study aimed to determine the dynamics of advertisement for faculty members under the College of Business, Entrepreneurship and Accountancy in Cagayan State University, Andrews Campus, Tuguegarao City. Specifically, it aims to answer the following questions:



1. What is the profile of the respondents according to;
  - 1.1 Gender
  - 1.2 Age
2. What is the respondents' preferred medium of advertisement?
3. What is the respondents' preferred type of advertisement?

## METHODOLOGY

This study employed the descriptive research method where a structured survey questionnaire was used as data gathering instrument for the respondents. Respondents for the study were 36 Faculty members of the College of Business, Entrepreneurship and Accountancy of Cagayan State University in Andrews Campus located at Tuguegarao City, Cagayan, Philippines.

The gathered data were tabulated, analyzed and interpreted using the descriptive statistics like frequency counts and percentage.

Further, information on the respondents' preferred medium of advertisement and preferred type of advertisement were presented on chart form to facilitate better appreciation.

## RESULTS AND DISCUSSION

**Table 1: Frequency and Percentage Distribution of Respondents Relative to Demographic Profile**

### Demographic Profile

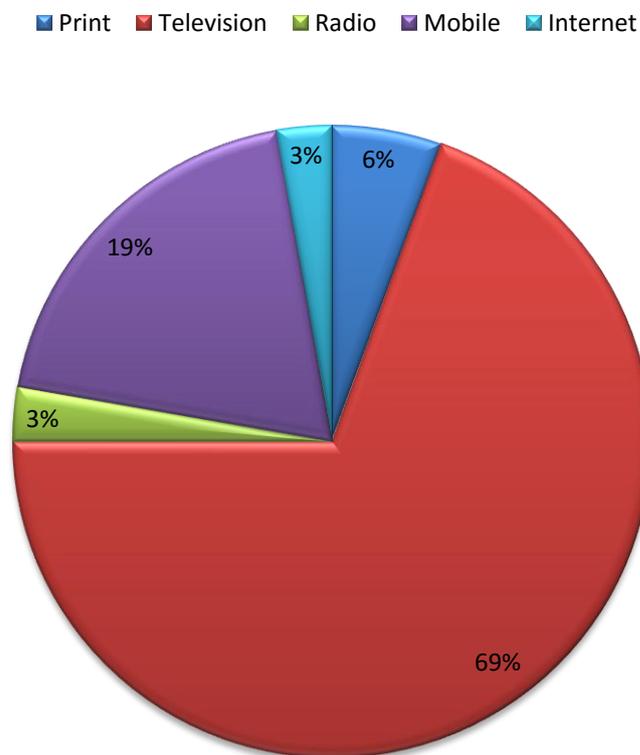
		Frequency	Percentage
Gender	Male	20	55.56%
	Female	16	44.44%
Age	25 and Below	13	36.11%
	26-30	4	11.11%
	31-35	5	13.89%
	36-40	8	22.22%
	41-45	1	2.78%
	46-50	2	5.56%
	Above 50	3	8.33%
<b>TOTAL</b>		<b>36</b>	<b>100.00%</b>



The table shows the demographic profile of respondents according to sex, age, preferred media used and type of advertisement. From the data collected it shows that 20 or 55.56% of the respondents are male while 16 or 44.44% are female. There are 13 faculty members whose ages from 25 years and below. They comprise 36.11% of the total number of respondents. 4 or 11.11% have ages ranging from 26-30 while 8 or 22.22% are presently within the age range 31-35. There were 3 faculty members whose age range falls within the range 50 and above. They comprise 8.33% of the total number of respondents. According to age variable, it can be seen that the majority of the faculty members in the college are young professionals.

**Figure 1: Respondents Preferred Advertising Media**

## PREFERRED ADVERTISING MEDIA



As to preferred media used, television was the identified as the overwhelming favorite of the respondent having been selected by 25 or 69.44%. This can be attributed primarily to the effectiveness of television as medium of advertisement. According to Ansari, M (2011) in his research entitled an Investigation on TV Advertisement Effect on Customers' Purchasing and Satisfaction, the effectiveness of television advertisement could not be



discounted especially in taking the attention of customers, creating interest, desire and action in purchasing. Most studies in different countries, revealed that TV has the biggest effects on audiences and persuade them to start purchasing processes. TV as an advertising media has three key advantages. First, its influence on consumers' taste and perception is pervasive. Second, it can reach a large audience in a cost-efficient manner. Third, its sound and moving images create a strong impact (Ramalingam et al., 2006). 7 or 19% of the respondents selected mobile as their media of preference. Mobile refers to handheld devices to include smart phones, tablets and other devices having access to the internet that is regularly carried by the respondent. The increased connectivity brought about by mobile devices has allowed it to be utilized for types of advertisement utilizing the digital platform. Data published in [www.statistica.com](http://www.statistica.com) reveal the extent of market penetration that smart phone has had on the Philippines. From 32% in 2014 user volume has jumped to 48.4% in 2019 and is expected to continue to climb to 50.3% by 2020. This trend has also been reported by CNN Philippines who said that smart phone and mobile internet will dominate the telecommunications industry for the years to come.

Print is the preferred media for 2 or 6% of the respondents. This is considered to be among the most traditional form or media of advertisement. Print advertisements utilize newspapers, brochures, gazettes, magazines and others.

Radio Advertisement and Internet Advertisement were equally selected by 1 or 3% of the total number of the respondents making them the least popular choices.

As seen from the figure, television is the most preferred medium of advertising utilized by faculty members while the least utilized or preferred are radio advertisement and internet advertising.



Figure 2: Respondents Preferred Type of Advertisement

## PREFERRED TYPE OF ADVERTISEMENT

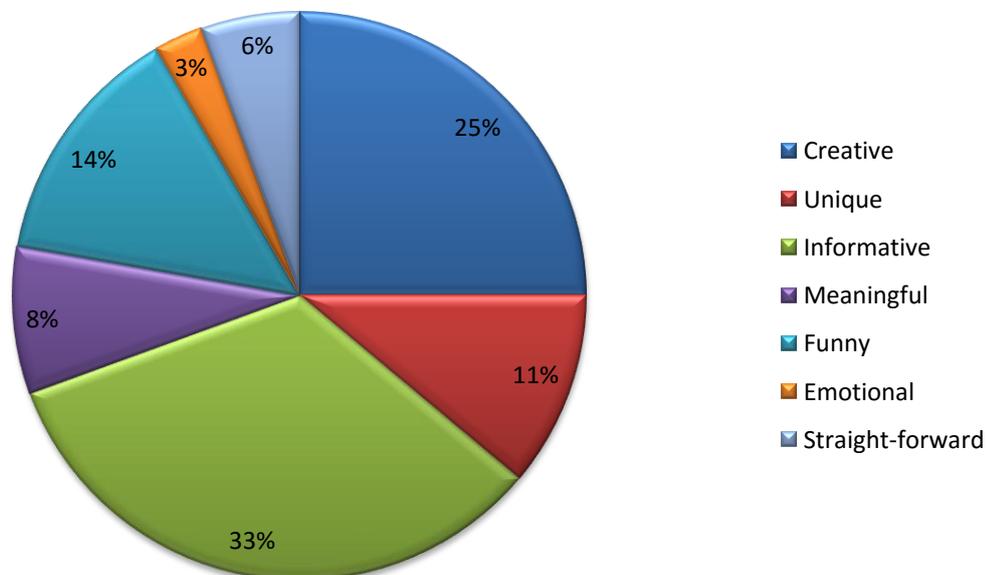


Figure 2 shows the respondents' preferred type of advertisement. It can be seen from the figure that informative type of advertisement is the most preferred type as selected by 33% of the respondents. Informative advertisements are often utilized when complex products or services are advertised and when educating the audience is the primary goal of the advertising. This type of advertisement is essential for markets to understand a product and whether it solves a specific dilemma that they are presently experiencing. This finding implies that the respondents are keen information seekers and decide based on information that is presented and made available. 25% of the respondents chose creative advertisements. Creativity can be defined as the ability to develop ideas that are novel as well as useful and typically involves three factors namely newness, usefulness and originality. Results from the study reveal that the faculty members are attracted to advertisements that are non-traditional.

This is followed by funny advertisement which was selected by 14% of the respondents. Literature in support of humor or funny advertisements include that of Venkatesh, S and Senthil kumar N (2015), which concluded that humor is not harmful for product information



and advertisement related aspects. Instead, according to their research, humor increases liking and has direct impact on sales as it makes promotions of products easier. Humorous passages enable easier transfer of information. Moreover, they concluded that humor is more suitable on service products which require little abstraction to comprehend, low involvement or low identification or related to tangible objects. This implies that the infusion of humor or something funny in advertisement facilitates recall of the product or the advertisement to them. This may have an impact in the effectiveness of the advertisement particularly on its recall aspect.

Unique advertisements are preferred by 11% of the faculty members while 8% prefer meaningful advertisements. There were 6% who said that preferred straight-forward advertisement while 3 percent said they favored emotional advertisements.

It can be seen from the figure that figure that the most preferred type of advertisement is the informative type of advertisement while the least preferred type is the emotional type.

## **SUMMARY OF FINDINGS**

1. Demographic Profile of Respondents in Terms of the following:
  - 1.1. Gender – There are more male faculty members than female faculty members.
  - 1.2. Age – 13 or 36.11% of the faculty members have ages ranging from 25 years old and below. They are considered as the youngest group while there are 3 from the eldest group whose ages range from 50 and above composed of 8.33% of the total respondents.
2. The most preferred advertisement medium is television as selected by 69% of the respondents while the least preferred are radio and internet advertisement which were each selected by 3% of the respondents.
3. Informative type of advertisement is the most preferred type of advertisement among the faculty members as identified by 33% followed by creative advertisements. Emotional advertisement is the least preferred type of advertisement among the faculty members of the College of Business, Entrepreneurship and Accountancy in Cagayan State University-Andrews Campus.



## **CONCLUSION**

Advertisements are valuable tools in marketing. It is a potent instrument used to communicate a message of an organization toward its customer. The primary goal of advertisement is in support of marketing that is to drive sales so as to maintain or improve the profitability of a business or organization. It is imperative for advertisements to become effective in this sense. For an advertisement to become effective for faculty members of the College of Business, Entrepreneurship and Accountancy, an advertisement must contain relevant information and must clearly explain what the product is all about, implying that the audience are not easily swayed by hearsay as they professionals and they require valid and reliable information before making a decision. It is also concluded that the effectiveness of the medium of advertisement is a huge consideration of faculty members in selecting advertising media and that they are also going with the flow as regard to the trends on mobile device usage.

## **RECOMMENDATIONS**

Based from the findings of the study, the following recommendations are offered:

1. Craft informative advertisements and utilize the most appropriate medium according to goals set.
2. Infuse humor as possible to enhance recall of the advertisement and enhance its appeal to the audience. Reduce the emotional aspect of advertisement as it is the least preferred type of advertisement according to the study.
3. For future researchers to continue conducting researches along this line to validate and enhance the study.



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