

Abstract

Alarcon, Donna P., Bea, Michelle Fatima T., Capule, Shamile A.
Chiva, Razell Joy B., "Mass Media Advertising: Its Impact on
Jollibee Food Corporation in Naga City". Mariners'
Polytechnic College, Panganiban Drive, Naga City.

Keyword: Mass Media Advertising Impact

Adviser: Orbel Cepeda, DBA

The purpose of this research was to find out the impact of Advertising to Jollibee Food Corporation in terms of Sales/ income, Investment Opportunities, Staff Development, Social Responsibility, Environment Protection and LGU income generation . Channel of mass media used were television, radio, online and print ads. It was found out that there are different ways in advertising or patronizing one's product especially product of Jollibee food corporation. Benefits of advertisements using television, radio, print and online advertising of Jollibee along the awareness of its customers was also researched.

In order to obtain the best results, the research methodology adopted was a case study involving the staff and customers of Jollibee's five branches in Naga City namely : Elias Angeles, Gen. Luna, Panganiban Drive, SM Naga and LCC Naga.

Findings revealed that most of the customers are not really aware of the advertisement used by JFC and at the same time that of the staff. They do not have the knowledge about the use of advertisement of their workplace.

However, in conclusion, the researchers noted that using television medium as an advertisement vehicle is still the best way of advertising while advertisement of the company using radio, online and print did not result to great impact to the customers' awareness. Customer would rather listen to music when using radio and often, social networking sites browsed on the internet is widely used rather than reading news on printed materials like newspapers.