

Abstract

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This study was undertaken to determine the television advertisements and their influence on the students of Mariners' Polytechnic Colleges, Naga City. Specifically, it answered the following questions: 1) What are the television advertisements that are familiar to the MPC students? 2) What are the factors of Television advertisements that influence MPC students? 3) What contributions can advertisements give to Mariners' Polytechnic Colleges students?

The method used in this study was the descriptive method where 100 students of MPC were respondents. The data gathered were analyzed and treated through the use of frequency distribution, percentage, ranking and weighted mean.

The major findings were 1a) Along Television advertisements for children, vitamins and milk (4.21 and 4.18) ranked first and second, respectively; while junk foods (2.77), last; and 1b) along the advertisements for adult, toothpaste and perfumes (4.07 and 3.98) ranked first and second, respectively; while soft drinks ranked last with a rating of 3.57; 2a) Along factors of TV ads relative to endorser extremely attractive and delivery of advertisement (4.03 and 4.03) ranked first and second respectively; while unbecoming attire (3.59), last; and 2b) along factors of Television advertisements relative to product, content and design of the products (4.14 and 4.06) ranked first and second, respectively; while color of the products (3.9), last ; 3a) along contributions of advertisements along social level, information & entertainment and language (4.33 and 4.16) ranked first and Second respectively; while behavior (3.90), last; and 3b) along physiological level, nutritional habits healthy lifestyle (4.28 and 4.25) ranked first and second, respectively; while decision making (4.00) last.

The major conclusions of the study were: 1) The Television advertisements for children were most familiar; and 1b) Television advertisements for adults were also most familiar; 2a) The advertisements relative to endorsers that influenced

MPCeans were most familiar among the students; and 2b) Televisions advertisements in relation to products that influenced MPCeans were most familiar to these students; 3a) along social level, advertisement had more familiar contributions to students performance, and 3b) Along physiological level, most familiar contributions were also evident.