

Media Preferences of Local Advertisers in Iloilo City

An Undergraduate Thesis
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by

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ABSTRACT

This Broadcast Research is entitled "Media Preferences of Local Advertisers in Iloilo City. " The objectives of this study are to identify the local advertisers in Iloilo City, to categorize local advertisers, to determine the type of medium used in advertising a product, to differentiate the characteristics of each medium in advertising a product, and to find out the reasons why businessmen advertise a product.

The study has 20 respondents. The researchers categorized the different businesses into four such as food, health, general services and housing utilities. The researchers gather the data through survey. Based on the results of the survey, it shows that businessmen in every category have different media preferences. The data shows that in food and health category, the most preferred medium was newspaper. In general services category, radio was the most preferred medium. However, in housing utilities category, radio and tri-media was the most preferred medium by the advertisers.

Moreover, the respondents identified reasons why they advertise. It was found out that businessmen engaged in advertising to bring new products to the attention of the consumers, followed by persuading consumers to buy or accept a product. Next, they advertise to maintain and defend markets for established brands, followed by helping potential customers choose among competing brands. And the last reason was to increase the use of goods and services among existing customers.