

**SOCIO-ECONOMIC IMPACTS OF TV PRODUCT ADVERTISEMENTS TO
THE TASTE AND PREFERENCE AND LEVEL OF CONSUMPTION OF
UNIVERSITY OF THE PHILIPPINES-VISAYAS'
COLLEGE OF ARTS AND SCIENCES' STUDENTS**

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ABSTRACT

The principal purpose of this paper is to uncover the advertising-consumption relationship. In view of this, the following research objectives were pursued: (1) determination of the level of exposure, awareness and knowledge of college students towards TV product advertisements, (2) identification of the different TV product advertisements' elements affecting the taste and preference of college students, (3) determination of the effects of TV product advertisements to the taste and preference of college students, (4) verification if TV product advertisement is a significant factor affecting the level of consumption of college students and (5) identification of other significant factors affecting the consumption levels of college students.

Qualitative and quantitative approaches were employed through logistic and linear regression method. The study was carried out by administering questionnaires among 120 college students.

The researcher found out that the respondents generally have low exposure but relatively high level of awareness and knowledge to TV products advertisements. Moreover, the researcher found out that storyline/theme, actor/actress/models and punch line/dialogue ranked the first three highly significant elements affecting the respondents taste and preference. Consequently, the researcher determined that an increase in the level of awareness and knowledge of the respondents increases their taste and preference increases as well. Lastly, by logistic regression the researcher found out that for every unit increase in the number of hours of watching TV, the chance of consuming toothpaste or shampoo is increased by 615.2%. On the other hand, by linear regression, taste and preference was found to be significantly affecting consumption both for advertised shampoo and toothpaste products.