**CATANDUANES NATIONAL HIGH SCHOOL**

**CONSTANTINO VIRAC CATANDUANES**

**A COMPARATIVE ANALYSIS OF ADVERTISING PREFERENCES AMONG STUDENTS IN CATANDUANES NATIONAL HIGHSCHOOL**



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**Chapter I**

**Introduction**

The Problem and its setting

**Background of the study**

Advertising is the most effective way to introduce a business to potential investors and customers. Adequacy in the field of advertising promotes growth and stability of a business.

Advertising plays an important role in the success of a business. It aids in the promotion of its products and services, resulting in increased sales and productivity. Adeptness in advertising a business will ensure its growth by disseminating high-quality information about a product or service that will captivate both investors and customers. Advertising can be used to establish the name of a business in people's minds, which improves its stability to operate in the long run. It will also enable the owners to deal with any short-term problems that the business may encounter.

According to Uhlig (2020), advertising is a presentation or communication, intended to persuade people about the products, services or ideas by identified sponsors using various media. Advertising can be done in a variety of ways, including offline and online advertisement. Offline advertising is a traditional form of advertising that can be accessed without using the internet. It includes outdoor advertising, print media such as newspapers, magazines, flyers and brochures, and television and radio ads (Gatecrasher Agency, n.d.). This form of advertisement is typically used to reach out to a larger community. It is a cost-effective and convenient way to boost familiarity with a particular service or product while maintaining the accessibility of the advertisement.

In the Philippines, advertising has advanced beyond the traditional tri-media outlets of television, radio, and print advertisements (Gonzaga, n.d.). Local businesses take advantage of the new advertising mediums that have emerged as a result of technological advancements. Online advertising is a marketing tactic that uses the Internet as a channel to drive traffic to websites and target and distribute marketing messages to the right consumers, which includes search engine results pages, social networking sites, email and online classified ads, and pop ads (Techopedia, 2018). Online advertising is an advanced method of advertising that makes use of the internet to deliver high-quality marketing content to its target audience.

Advertisement is critical to the growth of a business. Thus, owners must ensure that they are effectively promoting their products and services. The researchers of this study aim to provide an in-depth understanding of an advertisement's effectiveness by conducting a thorough examination of the students' advertising preferences.

**Statement of the problem**

This study aims to examine the discrepancies in advertising preferences among Senior High School students and determine which method of advertising, online or offline, is more effective in reaching customers. Furthermore, this study seeks to determine what makes an advertisement more compelling and significant to a student by answering the following questions:

1)    What is the respondent’s profile according to:

A.   Sex

B.    Age

C.    Strand

2)    Which method of advertising do students prefer? Online or offline advertising?

3)    What factors influence the efficacy of an advertisement and its significance to a student?

4)    Is there a significant difference in advertising preferences between students?

**Conceptual framework**

**INDEPENDENT VARIABLE DEPENDENT VARIABLE**

**Respondent’s Profile**

Sex

Age

Strand

**Advertising preferences of students:**

Online advertisement

Offline advertisement

**Figure 1- Conceptual Paradigm**

As shown in Figure 1, The profile of respondents is an independent variable that may influence their advertising preferences.

**Significance of the Study**

This study aims to provide a thorough understanding of effective advertising and the factors that influence its efficacy. Furthermore, the purpose of this study is to examine if there are any differences in student advertising preferences. The following list includes each beneficiary and how the study will affect them directly and indirectly:

* Entrepreneurs- This study may provide relevant information toward an effective advertisement that will enable them to effectively promote their businesses.
* Researcher- The researchers may develop an in-depth understanding of effective advertising that they might use when they enter the business world in the near future.
* Future Researchers- This study might help the student researchers to be knowledgeable regarding Online and offline Advertisement.

**Research Hypothesis**

1. There is no significant difference in advertising preferences between Senior High School students of Catanduanes National High school, SY: 2022-2023.

**Scope and delimitations**

The study will focus on the field of advertisements to know whether students prefer online advertisements or traditional advertisements. This study will mainly identify and assess the factors that affect the preferences of students between online advertisements and its counterpart. This study yearns to understand whether or not the advertisements’ significance and relevance affect the respondents.

This study will be conducted within a limited time framework and selected respondents in select curriculums available in the school. The respondents of the study will be limited to Senior High School students of Catanduanes national High school, SY:2022-2023.

**Definition of Terms**

The following terms were defined according to how they are being used in the study:

Online Advertisement- the dependent variable in the study. This method of advertising is done through the use of the internet.

Offline advertisement- A dependent variable in the study. This method of advertising can be accessed without the use of the internet.

Catanduanes National High school- The location where the study will be conducted.

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**CHAPTER 3**

**Research Methodology**

This chapter presents the research methods and procedures used by the researchers to systematically address the specific problem post for investigation. Specifically, the research design, sampling technique, population and sample, instrumentation, data gathering procedure and statistical treatment of data used in this chapter will be explained.

**Research Design**

The study aims to provide a comparative analysis of advertising preferences among students of Catanduanes National Highschool. Thus, comparative research design will be utilized in the study to make a comparison between students in an attempt to draw conclusion about them. This research design will enable the researchers to thoroughly examine the discrepancies in students’ advertising preferences and identify which method of advertisement is compelling and effective among students. The data and information will subsequently be subjected to statistical treatment.

**Sampling Technique**

The respondents will be selected through probability sampling, particularly with the use of stratified sampling to ensure that a specific subgroup of people is adequately represented within the sample. The researchers will categorize students based on their academic levels and respective strands before drawing the sample. The respondents will then be chosen randomly to give their responses that will contribute to the achievement of desired results.

**Population and Sample**

The study will take place on Catanduanes National High School. Thus, the respondents will be the chosen randomly within the school campus. The targeted population of the study are Senior High School Students with a desired sample size of 150.

**Research Instrument**

The researchers formulated a questionnaire to gather the needed information within the study. The questionnaire was developed using inference, theory, and studies found online that were relevant to the study. Likert scale was employed in this study as a tool to assess students’ advertising preferences and the factors that influence the efficacy of an advertisement. A Likert scale typically offers five options for responses to a statement or question, allowing respondents to express their level of agreement or disapproval with the statement or question on a positive-to-negative scale (Mcleod, 2019). In preparation of the instrument, closed ended questions were made to accommodate the respondents with pre-determined responses to easily complete the questionnaires. The questionnaire aimed to examine if there are any discrepancies in students’ advertising preferences, the factors that influence an advertisement’s efficacy and which method of advertisement do students prefer. The student respondents will be given adequate time to complete the questionnaires that will be given to them.

**Data Gathering Procedure**

The researchers formulated a set of questionnaires to gather information from an actual or face-to-face environment. To ensure a legal and ethical way of data gathering, the researchers developed an informed consent form to be presented to the school principal of Catanduanes National Highschool to request permission to conduct the study in the said school. The researchers will also present a consent letter to the respondents to request for their assistance and participation in the study. Afterwards, a pre-survey will be conducted using the formulated questionnaire to ensure its efficiency and validity. Later on, the researchers will then conduct a post-survey to ensure the reliability of the survey results. The obtained information and data will be subjected to statistical treatment.

**Statistical Treatment**

The study aims to provide a comparative analysis of students adverting preferences. Thus, in this study the researchers will interpret the survey results using an ANOVA test to thoroughly examine the discrepancies in advertising preferences among students of Catanduanes National Highschool. An ANOVA test is a statistical test that is used to determine whether or not there is a statistically significant difference between two or more categorical clusters by assessing for differences in means using variance (Simkus, 2022). This statistical tool will enable the researchers to examine if there are significant differences between students’ advertising preferences by analyzing the levels of variance within the groups using samples drawn from each of them.