

Students and Advertising Media: Dynamics and Implications

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ABSTRACT

This study describes the dynamics of advertising media among college business students in Odiongan, Romblon and identifies the implications of such dynamics to businesses in the municipality. The dynamics described are levels of exposure to, effectiveness of and preference for, 12 current advertising media. The science of marketing management particularly its established framework for promotion is the theoretical anchor of this study. The descriptive method of research was used with the questionnaire as data gathering instrument which was distributed to 280 students at the College of Business and Accountancy of the Romblon State University, chosen through cluster, stratified and systematic random sampling procedures. The data gathered were processed for percentages and means, using SPSS, then analyzed for implications determination. The results revealed that college business students in Odiongan are often exposed to advertising media, consider such media satisfactorily effective and prefer them well. Further, the advertising media's dynamics on college business students in Odiongan have very good implications for local businesses' promotion strategies such that some advertising media should be immediately exploited, some seriously considered and some should as yet, not be considered, by these businesses.

Keywords: *advertising media, ad media dynamics, ad media implications, ad media strategies for local businesses, marketing management*

INTRODUCTION

In this age of globalization and regional integration, local businesses are even more challenged to keep themselves afloat given the influx of other domestic and foreign goods and services. According to Suranovic (2010), the availability and accessibility of various goods and services coming from different parts of the world in local shops had become a competition for locally produced products. Due to this, the need to make the presence of local businesses is imperative to create and maintain customer flow and sustain profitability.

Creating awareness of products and services is the springboard to generate customer patronage. Getting a business' message across to its markets is paramount in its arsenal of business strategies. The need to understand and harness the science of marketing then is of even more important to local businesses in this age

of open markets. Through the internet, the business has grown into a global market. It helped business owners in establishing better customer relationships by providing innovative approach to realizing customers' needs (Kurtz & Boone, 2012).

More than putting marketing into action, local businesses may put the tools of marketing management, into better use. The marketing mix is the set of controllable marketing variables that the firm blends to produce needed responses from the target market. It consists of the four Ps namely product, price, place and promotion. While all four factors are important, the very reason that they are a mix and should be well blended, is promoting and sending a responsible business message to its customers. Promotion then should be a serious business for any business (Kotler & Armstrong, 1993).

Communicating with customers though, is not a simple business. Hence, marketing management experts may need to combine personal communication like personal selling with nonpersonal forms of communication such as advertising, sales promotion, public relations, and direct marketing (Peter & Donnelly, 2004). As with marketing mix, promotion mix must blend well to give best results.

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Local businesses, however, seldom do serious promotion as they are often discouraged by the costs of their processes and just usually rely on strategic location and word of mouth to keep customer traffic flowing. Even medium and large-sized businesses are hard-pressed to use all of the components of the promotion mix and even harder pressed to blend them because of the costs the components entail. Of the components of promotion mix however, advertising is the promotion tool that local businesses can initially exploit because of its perceived immediate benefits namely: it creates awareness by providing the target market with information, it persuades customers to buy by promoting the product and its benefits and it reinforces the business' existence by consistently repeating key messages. There are also a variety of advertising media that could fit a business' promotion budget.

Local businesses can benefit from their advertising cost when their message gets to their target markets. This happens when businesses know which advertising media their customers are exposed to, and which advertising media are deemed effective and preferred by such customers. It is in this regard that this study is contextualized.

This study described the dynamics of advertising media among college business students in Odiongan, Romblon and determined its perceived effectiveness in providing necessary information. The study also identified implications of such dynamics for businesses in the municipality.

The significance of this study is underscored by the Association of Southeast Asian Nations (ASEAN) integration. The free flow of goods and services among the ten member states of ASEAN makes it even more necessary for local businesses to harness the benefits of advertising. The results of this study are therefore most useful to the local businesses for it would enable them to know and thereby exploit the dynamics of advertising among one of their key markets, the students, for their businesses' advantage. This study is also useful to the following: the economic planners of the municipality of Odiongan and other similar municipalities, as they would have data that they could use to help local businesses prosper; the local and other advertising media, as they would have the data to further hone their advertising services and tailor them to customers who are open to particular advertising strategies; the business faculty, for they would have local business environment specific data which they could use for pedagogical purposes and applications; the business students and aficionados, for they would have interesting material to study and discuss; and the research inclined people, for they would have a springboard for further studies.

METHODOLOGY

Research Method Used

This research used descriptive method, which is used to quantify attitudes, opinions, behaviors, and other defined variables. This method was used to gather the college business students' perceptions of the dynamics of advertising media and its implications. The variables used were exposure to, effectiveness of and preference for advertising media.

Locale and Time of Study

This study was conducted in the Municipality of Odiongan, Romblon specifically within the confines of the Romblon State University. The university was deemed most appropriate locale for the distribution and accomplishment of the research instrument as it was where the respondents could best focus on and ponder on their responses to the research instrument, given that the academic atmosphere was expected to make the respondents take the research exercise seriously. The study was conducted during the second semester of Academic Year 2015-2016, particularly in the months of November to February.

Research Population and Sample

This study covered college business students in the Municipality of Odiongan, Romblon. Only two educational institutions offer collegiate business programs in the municipality: the Romblon State University (RSU) and the Erhard System Technological Institute (ESTI). As the business students of ESTI constituted a very miniscule portion of the study's population, cluster sampling was used, so all the samples were taken from the Romblon State University. In the further selection from the clustered sample, stratified random sampling was applied, so proportionate numbers were taken from the four business programs of the university and such proportionate numbers were further proportionately allocated according to the curriculum year of the respondents. When the number of samples per stratum was identified, systematic random sampling was used in the distribution of the questionnaire to the respondents. The required number of samples was determined using Slovin's Formula with 5% margin of error

Records from the database of the Dean's Office of the College of Business and Accountancy showed a total population of 934 students wherein 60 students are under the Bachelor of Science in Accountancy (BSA), 307 are under the Bachelor of Science in Business Administration-Business Management (BSBA-BM), 339 are under the Bachelor of Science in Business Administration-Financial Management (BSBA-FM) and 228 are from the Bachelor of Science in Hotel and Restaurant Management (BSHRM).

Out of this population, a total of 280 respondents or 29.99% of the population are the samples of the stud; 18 respondents from BSA, 92 from BSBA-BM, 102 from BSBA-FM and 68 from BSHRM.

Research Instrument Used

The questionnaire was the data-gathering instrument of this study which was developed after a thorough review of the related literature and studies, the determination of the specific problems addressed by the study and the concretization of the variables quantified. The contents of the questionnaire were structured in the simplest and as concise manner as possible so that the respondents would not be discouraged to accomplish it. The purpose of the exercise was stated at the very beginning of the questionnaire with an assurance of the confidentiality of the responses to encourage the respondents' involvement in the accomplishment of the instrument. The questions were phrased in a very direct way to dispel any confusion and generate the most reliable data possible. Translations in Filipino were also made for some of the contents to further the respondents' understanding of the questionnaire's contents and to assure the reliability of their answers. A request was made to the dean of the College of Business and Accountancy for the researcher to disturb ongoing classes so that the chosen respondents in a given class may answer the questionnaires simultaneously and without consulting each other. Enough time was allowed for the respondents to ponder the questions and think their responses over. Questions and clarifications were encouraged to make sure that the questionnaires were properly accomplished and respondents were reminded to check that the instruments were filled up before such were returned.

Data Processing and Analysis

The responses were processed using the Statistical Packages for Social Sciences (SPSS) software to come up with percentages and mean. The percentages were used to describe the demographic profile of the respondents and the weighted means to describe their perceptions of the dynamics of advertising media.

RESULTS AND DISCUSSION

Dynamics of Advertising Media Among the College Business Students

The dynamics of advertising media in terms of the level of exposure to, level of effectiveness of and level of preference for, advertising media among college business students are presented as follows:

Table 1 presents the level of advertising media exposure and it shows that college business students are often exposed to advertising media. They are always

exposed to television and the internet; often exposed to word of mouth, transit media, magazines, brochures and newspapers; occasionally exposed to signage, radio, flyers and billboards; and seldom exposed to direct mail. The advertising media to which college business students are most exposed to are television ($M=4.69$), the internet ($M=4.54$), word of mouth ($M=4.06$) and transit media ($M=3.78$) while the advertising media to which they are least exposed are direct mail ($M=2.03$), billboards ($M=2.93$), flyers ($M=3.01$) and radio ($M=3.38$).

Table 1. Level of advertising media exposure

Advertising Media	M	DI
Billboards	2.93	OC
Brochures	3.55	OF
Direct Mail	2.03	SE
Flyers	3.01	OC
Internet	4.54	AE
Magazines	3.68	OF
Newspapers	3.53	OF
Radio	3.38	OC
Signage	3.49	OC
Television	4.69	AE
Transit Media (vehicles, tops/shelters, streets, walls, etc.)	3.78	OF
Word of Mouth	4.06	OF
Overall Advertising Media Exposure	3.56	OF
Mean (M)	Descriptive Interpretation (DI)	
4.51 – 5.00	Always Exposed To (AE)	
3.51 – 4.50	Often Exposed To (OF)	
2.51 – 3.50	Occasionally Exposed To (OC)	
1.51 – 2.50	Seldom Exposed To (SE)	
1.00 – 1.50	Not Exposed To At All (NE)	

Presented in Table 2 is the level of advertising media effectiveness. Advertising media are deemed satisfactorily effective by college business students. Television and the internet are deemed very effective; newspapers, word of mouth, magazines, radio, brochures and transit media are deemed satisfactorily effective; while signage, billboards, flyers and direct mail are deemed moderately effective. The advertising media deemed most effective are television ($M=4.80$), the internet ($M=4.68$), newspapers ($M=3.94$) and word of mouth ($M=3.89$) while the advertising media deemed least effective are direct mail ($M=2.81$), flyers ($M=3.28$), billboards ($M=3.35$) and signage ($M=3.47$).

Shown in Table 3 is the level of preference for advertising media. Advertising media are well preferred by the college business students. They highly prefer television and the internet; well prefer newspapers, magazines, radio, brochures, word of mouth and transit media; and moderately prefer billboards, signage, flyers and direct mail. The advertising media most preferred

are television ($M=4.75$), the internet ($M=4.68$), newspapers ($M=4.04$) and magazines ($M=3.99$) while the advertising media least preferred are direct mail ($M=2.81$), flyers ($M=3.15$), signage ($M=3.35$) and billboards ($M=3.35$).

Table 2. Level of advertising media effectiveness

Advertising Media	M	DI
Billboards	3.35	ME
Brochures	3.65	SEf
Direct Mail	2.81	ME
Flyers	3.28	ME
Internet	4.68	VE
Magazines	3.82	SEf
Newspapers	3.94	SEf
Radio	3.80	SEf
Signage	3.47	ME
Television	4.80	VE
Transit Media (vehicles, stops/shelters, streets, walls, etc.)	3.60	SEf
Word of Mouth	3.89	SEf
Overall Advertising Media Effectiveness	3.76	SEf
Mean (M)	Descriptive Interpretation (DI)	
4.51 – 5.00	Very Effective (VE)	
3.51 – 4.50	Satisfactorily Effective (SEf)	
2.51 – 3.50	Moderately Effective (ME)	
1.51 – 2.50	Fairly Effective (FE)	
1.00 – 1.50	Not Effective At All (NEf)	

Table 3. Level of advertising media preference

Advertising Media	M	DI
Billboards	3.35	MP
Brochures	3.72	WP
Direct Mail	2.81	MP
Flyers	3.15	MP
Internet	4.68	HP
Magazines	3.99	WP
Newspapers	4.04	WP
Radio	3.76	WP
Signage	3.35	MP
Television	4.75	HP
Transit Media (vehicles, stops/shelters, streets, walls, etc.)	3.53	WP
Word of Mouth	3.68	WP
Overall Advertising Media Preference	3.73	WP
Mean (M)	Descriptive Interpretation (DI)	
4.51 – 5.00	Highly Preferred (HP)	
3.51 – 4.50	Well Preferred (WP)	
2.51 – 3.50	Moderately Preferred (MP)	
1.51 – 2.50	Fairly Preferred (FP)	
1.00 – 1.50	Not Preferred At All (NP)	

Implications of the Dynamics of Advertising Media to Local Businesses in the Municipality of Odiongan, Romblon

Advertising media have very good dynamics (high exposure, high effectiveness, high preference) among college business students in Odiongan, Romblon which local businesses could exploit for their promotion strategy. Television is the advertising media that has the most favorable dynamics. This has very good implications for local businesses as there is a local cable television provider in the municipality and franchising known brands, brands that have strong television presence, has become affordable. The internet's dynamics also pose very good implications, as advertising through it could be variegated and cost-effective.

Word of mouth is high on exposure and effectiveness though not as high on preference, so its usefulness as advertising media still has a big potential and like the internet, is also cost-effective. Transit media is high on exposure but not as high on effectiveness and preference which may be due to the almost total absence of transit media advertising, but such dynamics could change should transit media advertising become prevalent and well conceptualized, so its potential should be considered. Newspapers and radio have good advertising effectiveness and preference dynamics as well but they are low on exposure. If exposure is expanded, they should be prime advertising media considerations for local businesses.

Magazines are high on preference but not as high on exposure and effectiveness. As no local magazines are available, using them as advertising media will be cost-prohibitive for local businesses. Brochures, having not-so-good advertising dynamics and being also cost-prohibitive, and direct mail, having poor dynamics, should not as yet be considered by local businesses.

Billboards, flyers and signage have poor advertising media dynamics but these are established advertising media in the urban areas, and their poor dynamics could be attributable to their non-utilization or poor utilization as advertising media in the municipality. Better conceptualized and executed ads through these media could still prove beneficial to local businesses.

CONCLUSION

The college's business students are often exposed to advertising media. They are always exposed to television and the internet; often exposed to word of mouth, transit media, magazines, brochures and newspapers; occasionally exposed to signage, radio, flyers and billboards; and seldom exposed to direct mail. The students also considered advertising media satisfactorily effective. They consider television and the internet very effective; newspapers, word of mouth,

magazines, radio, brochures and transit media satisfactorily effective; and signage, billboards, flyers and direct mail moderately effective. The students highly prefer television and the internet; well prefer newspapers, magazines, radio, brochures, word of mouth and transit media; and moderately prefer billboards, signage, flyers and direct mail.

The advertising media's dynamics on college business students in Odiongan, Romblon have very good implications for local businesses' promotion strategy. Television and the internet have advertising media dynamics that should be exploited by these businesses. Word of mouth and transit media's dynamics are not as well but still good enough to be considered. The local newspapers and radio stations need to expand their exposure and they would be good enough to be considered. Magazines, brochures and direct mail having poor dynamics should as yet, not be considered. Billboards, flyers and signage have poor advertising media dynamics but better conceptualized and executed ads through these media could still prove beneficial to local businesses.

AUTHOR'S CONTRIBUTIONS

The author confirms sole responsibility for the whole manuscript and study.

CONFLICT OF INTEREST

The author declares no conflict of interest.

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