

**POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT
AMONG SENIOR CITIZENS**



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Bachelor of Science in Business Administration
Major in Marketing Management

Prince Lloyd M. Tacder
Glenn C. Abrasaldo
Webster R. Jacobe

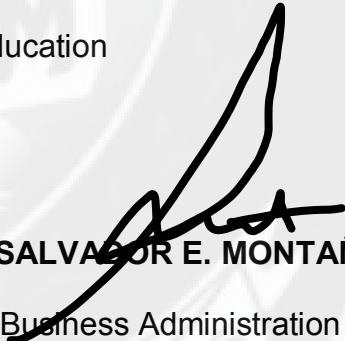
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ACCEPTANCE AND APPROVAL SHEET

This marketing research entitled **“POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT AMONG SENIOR CITIZENS”** prepared and submitted by PRINCE LLOYD M. TACDER, GLENN C. ABRASALDO, AND WEBSTER R. JACOBÉ in partial fulfillment of the requirements for the course of Marketing Research 222 (MR 222) code 10291 has been examined and is hereby recommended for approval and acceptance.



PROF. CHRISTIAN PAUL MOYON, DBM
Research Coordinator
College of Business Administration Education



VICENTE SALVADOR E. MONTAÑO, DBA
Dean
College of Business Administration Education

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APPROVAL AND ENDORSEMENT SHEET


This research study entitled “**POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT AMONG SENIOR CITIZENS**” prepared and submitted by PRINCE LLOYD M. TACDER, GLENN C. ABRASALDO, AND WEBSTER R. JACOBÉ as partial fulfillment for the subject Marketing Research (MR 222).


313-7132022-150 (ok JLLM)
PROF. JOANNA LYNN MERCADO

Research Adviser

PANEL OF EXAMINERS

Accepted and approved, after examination in the final defense per requirement in the Research Protocol of the college of Business Administration Education, University of Mindanao, Davao City.


08-22-22-4045-90
JESSON REY F. SABADO, MBA

Member


304-06012022-0310

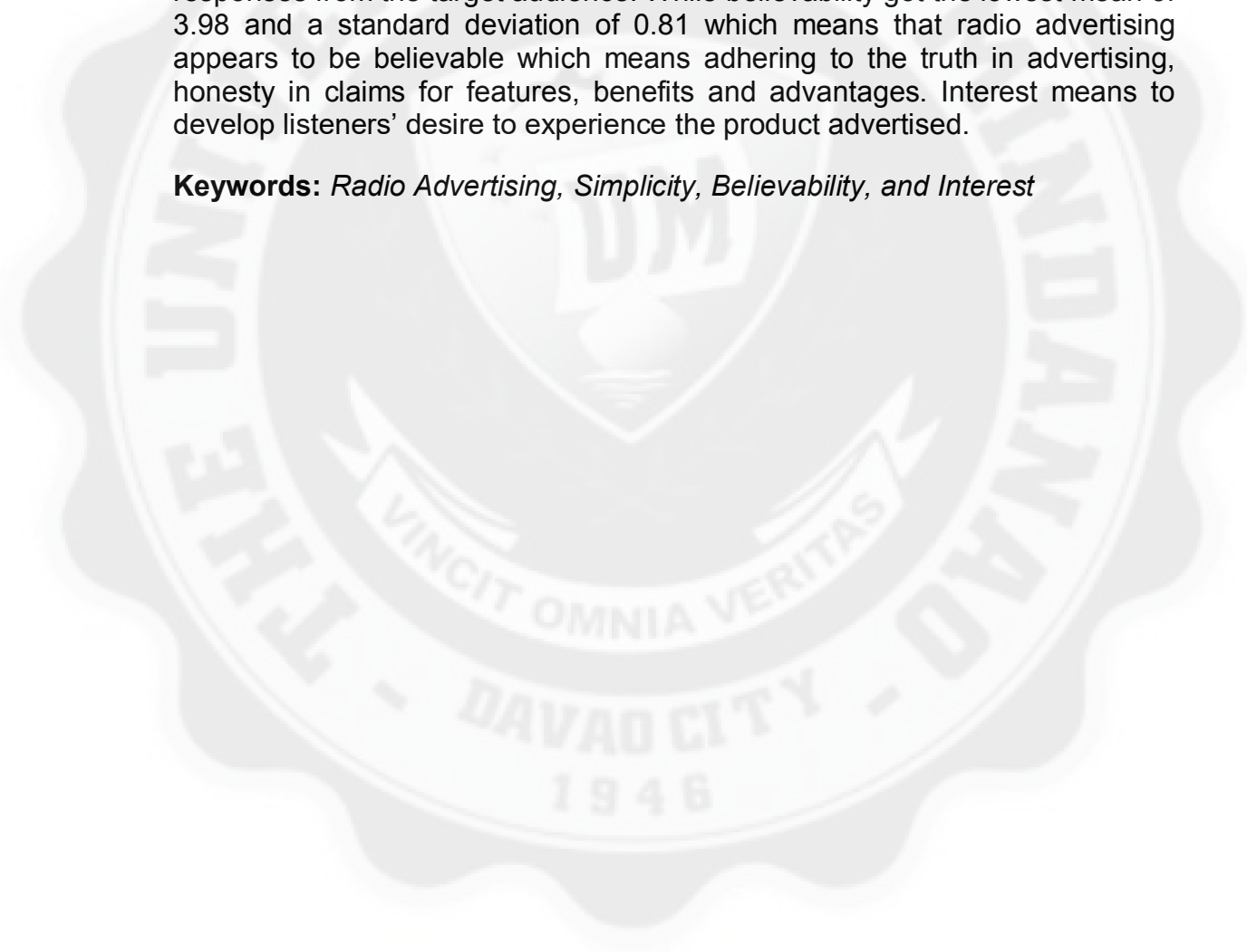
LEOMAR M. SABROSO

Member

ABSTRACT

The purpose of the study is to determine the level of Brand Attributes and Level of Popularity of Radio according to Simplicity, Believability, and Interest (Radio Advertising) and Age, Sex, and Household Income (Profile). The researchers used descriptive research methods and used purposive sampling in conducting the study by distributing questionnaires about collecting and gathering data for the study. The data were collected and treated statistically using Mean, Kruskal Wallis Test, and Mann Whitney U. The total respondents of the survey are 100 senior citizens. In terms of Radio Advertising, Interest got the highest mean of 4.04 and a standard deviation of 0.93 which means that Advertising is an activity that is aimed at creating awareness and thereby arousing interest in a product, a service or an idea to elicit the desired sales responses from the target audience. While believability got the lowest mean of 3.98 and a standard deviation of 0.81 which means that radio advertising appears to be believable which means adhering to the truth in advertising, honesty in claims for features, benefits and advantages. Interest means to develop listeners' desire to experience the product advertised.

Keywords: *Radio Advertising, Simplicity, Believability, and Interest*



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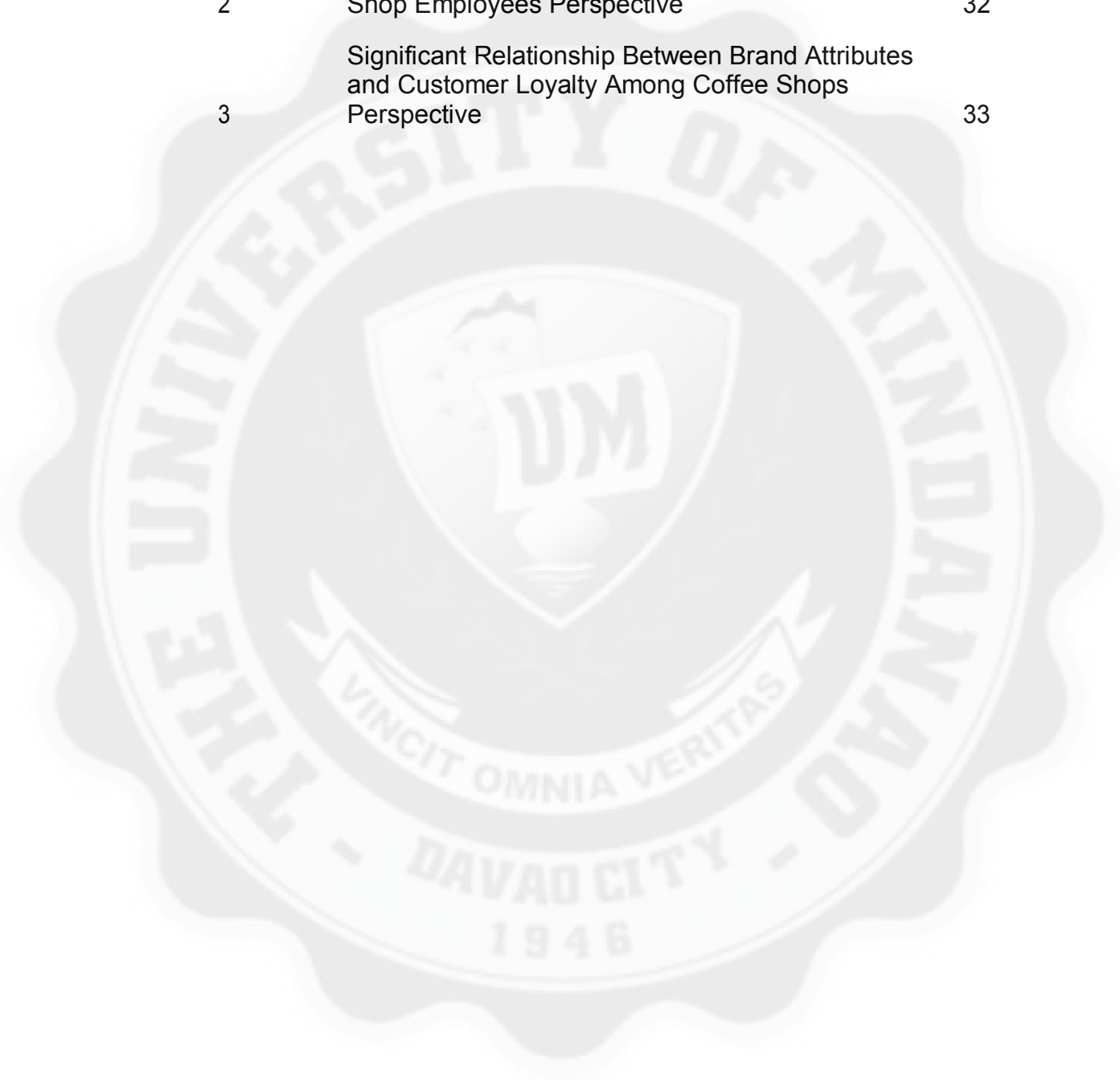
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Chapter 1

INTRODUCTION

Background of the Study

Just like advertisements you can see in the televisions during your favorite noon time show, some company use the radio advertising as the focus of their marketing campaign. Because, radio advertising is one of the most effective mediums of advertisements since almost everyone has access to it. Radio advertising has many types, including live read, sponsorship and produced spot. Why marketers chose to have their advertisement be advertised in radio? Because it's way cheaper this way and it can reach easily their intended target audience.

Today the media industry is changing rapidly, especially when it comes to digitalization and online advertising, which can be seen in radio as well. Radio advertising is no longer the main medium of advertising not like before. Radio advertising companies are adjusting and coping up with the changes. But in today's generation, young people no longer listen to radio, and if some of them accidentally hear a radio advertising, they don't pay much attention unlike ads from television and from the internet. Visualization of what they are hearing are important for them to know what it is all about. For advertisers, radio is often seen as an old-fashioned or traditional type of media. This research enters into new ways radio can be used in advertising, focusing on commercial radio stations (Murman, 2013).

Everybody is talking about digital media, and the whole media field is very wide with almost endless opportunities. The times when only the traditional media existed are gone with the coming of digital marketing opportunities, and everything can seem confusing. It is not a negative matter, since it has forced the traditional media to offer more focused and data-driven advertisement options and provided more information about their contacts. In the radio's case, it means offering data on issues, such as the Sex, age groups, and the work position of the listeners as well as on the local advertisement possibilities. There is a clear visible gap that needs to be close and that is by conducting research in relates to radio advertising how will it be able to survive in this era (Hayzlett, 2014).

There is plenty of evidence that radio is a well-performing media overall and should be considered by everyone as part of their media-mix, and yet not everyone is doing so. Radio allows small business to advertise campaigns within their geographical markets, if studies on how to make radio popular once again, how did small business, like food supplement companies be able to market their product. That is why studying this research topic is considered urgent and important (Ebiquity, 2018).

Statement of the Problem

The study aims to determine the Popularity of Radio Advertising on Food Supplement among Senior Citizens. Specifically, the study seeks to find out the following questions.

1. What is the level of respondent's demographic profile;

1.1 Age

1.2 Sex

1.3 Household Income

2. What is the level of Popularity of Radio Advertising on Food Supplement among Senior Citizens in terms of;

2.1 Simplicity

2.2 Believability

2.3 Interest

3. Is there significant difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according to profile?

Hypothesis of the Study

There is no significant difference in popularity of radio advertising on food supplement in the respondents when grouped according to (Age, Sex, and household income).

Review of Related Literature

Radio is one of the advertising vehicles that is mostly used by advertisers as a primary or supplemental medium to identify and develop specific appeals to a distinct market. Most of the firms often use radio advertising to create awareness and increase sales of their products. In the most firm's radio advertising communicate quality and convince of their products while in other firms it also communicates low prize value and use. Many firms use radio advertising because of its wide geographical coverage and many languages used by local stations which makes it possible to reach different target group. Since its inception, radio has become an integral part of our culture. In some

way, it touches the lives of almost everyone, every day. Radio, as a medium, offers a form of entertainment that attracts listeners while they are working, traveling, relaxing or doing almost anything. A farmer, for example, may listen to the radio while he is having breakfast or plowing his field. People driving to work often listen to the radio. Radio offers information such as: news, weather reports, Traffic conditions, advertising and music for your listening pleasure. Radio is a relatively inexpensive way of reaching people. It has often been called the "theater of the mind" because voices or sounds can be used to create moods or images that if created by visual effects would be impossible to afford (Darji & Najeeb, 2015).

Simplicity

Hanekom and Scriven, (2002) stated that radio can also be rather inexpensive to use compared to television, as radio commercials are cheaper to produce than television commercials. Radio allows the listener to use his or her imagination. It uses words, sound effects and 'tonality' to enable listeners to create their own picture of what is happening. As a result, radio is sometimes referred to as the 'theatre of the mind', but this lack of visuals, as well as a clutter of advertisements, could also be major disadvantages in that it expects listeners to attend to the advertisement and not merely absorb visuals.

While most stations with Internet access are connected out of a desire to increase contact with the world at large and out of a concern for improving "visibility" the fact is that the Internet presence of many radio stations has been facilitated by the relative simplicity of the technology and the many advantages it offers. Among these are the economy of making large investments for acquiring and maintaining short wave transmitters, better commercial visibility

for local products being launched in the advertising market, and increasing the radio audience (Dia, 2002).

Effective reach and effective frequency analyses represent two perspectives on the same issue. Effective frequency asks how many exposures are needed for an ad to become “effective”; effective reach addresses the number of people who are exposed at that level. Over time, effective frequency planning (EFP) has represented the process through which media planners put effective reach and frequency into practice. It has become an integral—even dominant—part of media-planning culture and procedures and in fact, was the dominant media-planning paradigm. EFP has been criticized, however, for at least two reasons:• Its crude rules of thumb—seemingly arbitrary standards such as considering 3+ exposures as effective• Its naïve theory that advertising must be subject to a threshold effect, reflected in an S-shaped advertising response curve, when practice, response curves tend to be concave, characterized by continually diminishing returns (de Gregorio et al., 2010).

The study of Mohammed, (2013) discussed that unlike television, neither the camera crew nor video editing is needed. Unlike the newspaper, neither photographing nor page designing and layout are important. As long as radio is totally dependent on sounds, the medium has simplicity in the whole processes of message production – from reporting to broadcast. Moreover, radio production requires very limited technical skills compared to television or print media. As Ms. Grace Githaiga, the Executive Director of EcoNews Africa, puts it “The content of radio programs is also cheap to create and cheap to consume”.

Frequency of advertisement exposure is an important determinant of advertising effectiveness in traditional mass communication such as broadcast and print because most media decisions are based on advertising frequency. One way of measuring advertising effectiveness is through brand awareness, which is an essential initial step for a communication process to begin; without brand awareness, no other communication effects can occur (Rossiter et al, 2005).

Believability

As explained by Murmann (2013) the benefit of radio advertising is the possibility of a sufficient reach within the target group. Also, the frequency is high, in other words how many times the message is heard by the target group. Using radio advertising in Finland, it is possible to reach up to 3.5 million Finns within a week. According to studies, the radio is usually the latest media used when going to the store or the mall for example. In the car radio is a natural companion for many consumers, which gives the possibility to promote e.g. special offers and tips on what to buy. During the day radio can also strengthen messages heard or seen earlier in other media.

Ambler (2004) explained in this article that explores a contrary view, namely that waste contributes to advertising effectiveness by increasing its credibility. We must first distinguish conspicuous from invisible waste. Everything the consumer sees and hears is conspicuous but other costs of advertising production, such as taking client out to lunch, are invisible to the consumer. However important the invisibles may be, this article only explores the link between the waste perceived by those exposed to the advertising and advertising effectiveness. Hereafter, we will use the term “waste” in reference

to the portion of advertising expenditure that may be perceived by the target market, but which adds nothing to the functionality of the advertisement that is, understanding the message or its persuasiveness.

The effectiveness of an advertising message depends to a large extent on its visual contents. The advertiser must locate an appeal, theme, idea or a unique selling proposition. An advertising appeal refers to the approach used by an advertiser to attract the attention or interest of the consumer and influence their feelings towards the product, service or idea. Through the use of different kinds of appeals, advertising attempts to persuade and influence. The advertising message is considered as an important component in advertising communication process. It is the thought, idea, attitude, image, or other information that the advertiser wished to convey to the target audience. How an advertising message is presented is critically important in determining its effectiveness? An ideal advertising message should command and draw attention, hold the interest, arouse desire for possession of the product, and elicit action (Gupta, 2012).

Furthermore, Johansen (2010) said that radio is one of the most successful media in creating "action and involvement" of the audience. The reason for this high audience response has to do with the intimate atmosphere radio creates due to the warmth of the human voice, which again makes radio personal, because the radio can be the only companion on a cold night or when sitting alone in the car getting back from work. Thus, it also differs from one individual to another about for instance what kind of advertisement or radio host a person relates to. The slogan of DR is therefore very eloquent and illustrates

perfectly the essence- of radio, “what you listen to, defines who you are” 2 - thus radio is very individual and personal.

Interest

Advertising is an activity that is aimed at creating awareness and thereby arousing interest in a product, a service or an idea to elicit the desired sales responses from the target audience. It gives a competitive edge to the product by presenting it to the prospective buyers in the most absorbing way possible. Radio is a cost-efficient medium taking into account its reach, tariff and advertising options available to the advertisers. Radio has successfully adapted to a changing market on media scenario all over the world. In this unit, we will examine the scope, approaches and techniques for radio advertising (Kumar,2020).

Based on the study of Rajagopal (2010) Populist style of radio advertisements on sales promotions at retail stores is largely created with humor to add emotional value. Listeners perceive humor and develop attitude towards communication and the brand. The purchase intentions are higher for humorous advertisements containing moderate incongruity than those conveying message directly. Different levels of emotions such as warmth, love, longing and desire, happiness and amusement were elicited by different commercials of retail stores. The most memorable advertisements among radio listeners have been those that evoked the most positive feelings and were the best understood. However, need to acquire product significantly affect a person's interpretation and emotional experience of a commercial.

That is, at the brand level, brand attitude cannot be formed and purchase intention cannot be made unless consumers are aware of the brand. Therefore, brand awareness is deemed an essential communication objective for every advertising campaign. One way to measure brand awareness is brand recall. In addition to advertising frequency, banner advertisement (BA) appeal and BA type are important moderators in advertising communication. Advertising appeal is important because emotional and rational appeals elicit different consumer responses (Hussain et al., 2011).

When it comes to radio, people are all ears! Radio is part of our everyday life at work, at leisure, at home, or on the move in the car. Radio serves as an accompaniment to the rhythms of daily life. When you listen to radio, you are hearing it on a one-to-one basis as if someone speaks directly to you. Many people have a close rapport with a radio personality to whom they listen faithfully. Radio also brings a wide range of sound effects to involve the listener's imagination in the script (Kumar, 2020).

Muela-Molina and Reinares-Lara (2015) states that the widespread use of music in advertising derives from the belief among advertisers that music confers a significant commercial advantage; music has also aroused interest among researchers trying to determine its potential to add value and enhance advertising effectiveness. So, this article analyses the influence of music and congruency with the radio advertising message on spokesperson's credibility and advertising effectiveness. We designed radio programs in which an ad hoc radio spot was inserted into a commercial block (no music/music) and tested them on a sample of 987 radio listeners.

Theoretical and Conceptual Framework

Prior to the advent of film “talkies,” the first radio station with commercial sponsors and programming went on the air in Pittsburgh, towards the end of 1920. Unlike motion pictures, this new mass medium relied on consumer time and advertising sponsor revenues. Radio grew rapidly in popularity, with NBC forming the first formal network in 1926. According to (Wolfe, 1949) plan your commercials around the law of extremes, making them either so entertaining that they create an immediate pleasurable response or so forceful, aggressive, and repetitious that they produce a momentarily unpleasant reaction.

This study is supported by the study of Alminar, (1991) which states that qualities that make radio advertisements more effective are Simplicity, Believability, Interest. Simplicity means a use of short, simple and picture-building words. Believability means adhering to the truth in advertising, honesty in claims for features, benefits and advantages. Interest means to develop listeners’ desire to experience the product advertised. According to Alminar, radio advertising may be delivered live or pre-recorded. A live commercial is delivered in person by the station announcer, newscaster id station personality. While a pre-recorded commercial is those produced by an agency.

As shown in Figure 1 The main variable is labeling Radio Advertising with indicators of Simplicity means a use of short, simple and picture- building words, Believability means adhering to the truth in advertising, Interest means to develop listeners’ desire to experience the product advertised. While the moderating variable is the profile of the respondents (Age, Sex, and household income).

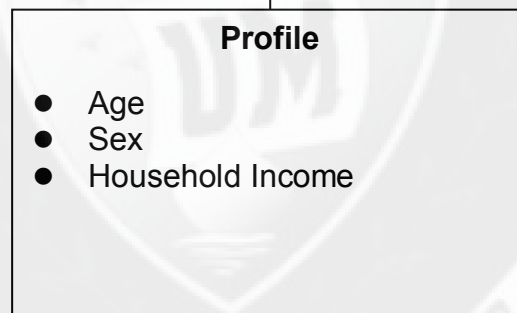
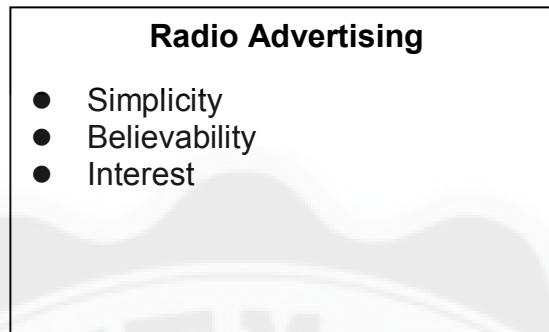
Main Variable**Moderating Variable**

Figure 1. Conceptual framework of the study

Significance of the study

The result of this study can be useful to help the following beneficiaries:

Marketing Managers - For brands, radio still has a lot of potential. A well-executed radio campaign, among other things, can raise brand awareness and convey your brand identity like no other media. It can increase client loyalty while also promoting your products and services at a lesser cost than traditional advertising and this will really help marketing managers.

Broadcasting Company - Radio delivers a larger audience than other media throughout the morning and is used by people to accompany tasks and activities across the day, making it easier for brands to reach people at relevant times and in relevant places and this helps broadcasting company to broaden their broadcasts.

Future Researcher - Researchers have taken several studies in radio advertising to know how to promote their products. To be able to gain more knowledge on how to make radio advertisement effective and credible.

Definition of Terms

For clarity of key terms used in the study, the operational definitions hereunder are provided;

Radio Advertising - These advertisements are the result of a business or a service providing a valuable consideration, usually money, in exchange for the station airing their commercial or mentioning them on air. The most common advertisements are "spot commercials" and for longer program up to one hour is "informercials".

Senior Citizens - A person over the age of 65. In everyday speech, the term is often shortened to “**senior**.” In legislation, the term applies to the age at which pensions, social security or medical benefits for the elderly become available.



Chapter 2

METHOD

Presented in this chapter are the discussions of the research design, the procedure of conducting the study and identifying the respondents, the instrument will be used and the statistical tools employed.

Research Design

Descriptive research method was used in this study. According to Koh and Owen (2000) descriptive research generates data, both qualitative and quantitative, that define the state of nature at a point in time. This determines the Popularity of Radio Advertising on Food Supplement among Senior Citizens by using quantitative methods. This study can also internalize the significance of the quality service to the respondents.

Moreover, this research can provide information and ideas in accordance to the effectiveness of using radio as a channel of advertising and obtain information in the Popularity of Radio Advertising on Food Supplement among Senior Citizens in means of simplicity, believability, interest and distinctiveness.

Research Respondents

This study used purposive sampling technique, also called judgment sampling, is the deliberate choice of an informant due to the qualities the informant possesses. It is a nonrandom technique that does not need underlying theories or a set number of informants. Simply put, the researcher

decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience. The study was conducted in Davao City, consisting over 100 senior citizens' respondent whose ages start from 60 years old above. It aims to gather all information from the senior citizen's respondents. The researchers themselves will administer 100 questionnaires.

Research Instrument

The instrument that was used in this study is adopted questionnaire from Niveditha. (2014) "Impact of FM Radio on listeners in Karnataka State".

The questionnaire is divided into two, the first part is the respondents' profile which composed of (Age, Sex, and Household Income). The second part is Radio Advertising which is composed of four indicators (Simplicity, Believability, and Interest) and each indicator consists of five questions to measure how popular radio advertising.

Scale of Instrument

| SCALE | RANGE | DESCRIPTIVE EQUIVALENT | INTERPRETATION |
|-------|-----------|------------------------|--|
| 5 | 4.21-5.00 | Very High | This means that Advertising is manifested at all times |
| 4 | 3.41-4.20 | High | This means that Advertising is manifested often times |
| 3 | 2.61-3.40 | Moderate | This means that Advertising is manifested sometimes |
| 2 | 1.81-2.60 | Low | This means that Advertising is rarely manifested |
| 1 | 1.00-1.80 | Very Low | This means that Advertising is never manifested |

Research Procedures

These are the following procedures that were conducted in gathering the research data:

1. Permission to conduct study. The researchers would seek permission from the respondents of this study including the mall itself and consumers.

2. Construction and Validation of the Test Instrument. The researchers constructed a questionnaire, presented it to the adviser for evaluation, and validated by the research panel.

3. Distribution of the Questionnaire. The researchers distributed the questionnaires to the respondents and instructed them to fill up the necessary questions provided.

4. Scoring and Collation of Data. The data were generated from the survey and had been collated, tallied and subjected to statistical interpretation and analysis.

5. Analysis and Interpretation of Data. The raw scores together with the data will be submitted to the statistician for computation and for analysis and interpretation.

Statistical Treatment of Data

The statistical tools employed in treating the problem were the following:

Frequency. This was used to determine the number of occurrences of each response chosen by the Senior Citizens.

Mean - This was used to determine the Popularity of Radio Advertising on Food supplements among Senior Citizens. In addition, this was further used to determine the popularity of the Profile of the Senior Citizens.

Mann Whitney U - is used to compare whether there is a difference in the dependent variable for two independent groups. It compares whether the distribution of the dependent variable is the same for the two groups and therefore from the same population.

Kruskal Wallis - is a nonparametric approach to the one-way ANOVA. The procedure is used to compare three or more groups on a dependent variable that is measured on at least an ordinal level

Chapter 3

PRESENTATION AND ANALYSIS OF FINDINGS

This chapter introduces the presentations, analysis, and interpretation of findings. The discussions of topics were as follows: profile of the respondents; the level of popularity of radio advertising on food supplement among senior citizens in terms of simplicity; level of popularity of radio advertising on food supplement in terms of believability; level of popularity of radio advertising on food supplement in terms of interest.

The significant difference in the level of popularity of radio advertising on food supplement senior citizens when analyzed according to Age; significant difference in the level of popularity of radio advertising on food supplement senior citizens when analyzed according to Sex; the significant difference in of popularity of radio advertising on food supplement senior citizens when analyzed according to income.

Profile of the Respondents

They have shown in Table 1 the data profile of the respondents. The respondents replied to the questionnaires from the respective way researchers. Specifically, the profile of the respondents is as follows: Age, Sex, and Income. There were 100 respondents in the study. The research was conducted on September 18 2021 until September 25, 2021. There was a total of 100 respondents floated, making the retrieval rate of 100%, the research tries to determine if there is a significant difference the level of popularity of radio advertising on food supplement senior citizens.

Table 1: Profile of the Respondents

| Profile Variable | Frequency | Percentage |
|-------------------------|------------------|-------------------|
| Age | | |
| 60-69 years old | 73 | 73% |
| 70-79 years old | 21 | 21% |
| 80- above | 6 | 6% |
| Total | 100 | 100% |
| Sex | | |
| Female | 58 | 58% |
| Male | 42 | 42% |
| Total | 100 | 100% |
| Income | | |
| Php1,000- Php5,000 | 15 | 15% |
| Php5001- Php10,000 | 16 | 16% |
| Php10,001- Php15,000 | 24 | 24% |
| Php15,001- Above | 45 | 45% |
| Total | 100 | 100% |

Table 1 also shows that in terms of their age, there were 73% of the respondents whose age ranges from 60-69 years old, 21% or 21 of the respondents whose range from 70-79 years old, and ages 80 and above resulted to a percentage totaling 6% or 6 respondents. In terms of the sex female get 58% from the total of 100 respondents and male for a total of 42% or 42 respondents. The respondents that has income Php1,000- Php,5000 is 15% of the total respondents, while 16% for those respondents whose income ranges from Php5,001- Php10,000. Respondents income ranges Php10,001- Php15,000 scored a total of 24%, lastly 45% for respondents whose income is equal Php15,001 and above.

Level of Popularity of Radio Advertising on Food Supplement Among Senior Citizens

Table 2 shows the level of popularity of radio advertising on food supplement among senior citizens shows overall mean of 4.01 and a standard deviation of 0.03 which simply means high in descriptive evaluation. First, is the

Table 2. Level of Popularity of Radio Advertising on Food Supplement Among Senior Citizens

| Indicator | Mean | S.D. | Descriptive Equivalent |
|------------------|-------------|-------------|-------------------------------|
| Simplicity | 4 | 0.72 | High |
| Believability | 3.98 | 0.81 | High |
| Interest | 4.04 | 0.93 | High |
| Total | 4.01 | 0.03 | High |

Interest which got the highest mean with a total score 4.04 and a standard deviation of 0.93, which simply means that senior citizens interest in radio advertising of food supplement is high. And arousing interest in a product, a service or an idea to elicit the desired sales responses from the target audience. It gives a competitive edge to the product by presenting it to the prospective buyers in the most absorbing way possible. Next is simplicity which got a mean of 4 and standard deviation of 0.72 which has a high descriptive equivalent and lastly, believability with a mean of 3.98 and a standard deviation of 0.81 which means high.

Level of Popularity of Radio Advertising on Food Supplement Among Senior Citizens in Terms of Simplicity

In Table 2a. the study tries to determine the level of popularity of radio advertising on food supplement in terms of simplicity. Generally, the senior citizens said that the radio advertising's simplicity is high with a total mean of 4 and a standard deviation of 0.72. Respondents' said that they think radio advertising are easy to understand with the highest mean of 4.27 and a standard deviation of 0.77. This was followed by the statement saying that respondents found radio advertisements using short and simple word about food supplement with mean of 4.06 and standard deviation of 0.87. Meanwhile, respondents said that they think radio ads are plain and natural with mean of

4.05 and standard deviation of 0.88. Next in the area where respondents said radio advertisements are straightforward with mean of 3.95 and standard deviation of 0.94. Lastly, respondents said that they think radio advertisements are not complex with a mean score of 3.67 and a standard deviation of 1.03.

Level of Popularity of Radio Advertising on Food Supplement Among Senior Citizens in Terms of Believability

In Table 2b. the study tries to determine the level of popularity of radio advertising on food supplement in terms of believability. With a total mean of 3.98 and standard deviation of 0.81 senior citizens said that the radio advertising's believability is high. Respondents think radio testimonial ads from users of made me realize the products' credibility with a mean of 4.11 and a standard deviation of 0.97. Next is in terms of radio ads honestly talks about the Food Supplement advantages senior citizens responded with a mean of 4.09 and standard deviation of 0.87. On the other hand, respondents think radio testimonial ads about the products make me believe the benefits are true with a mean of 4.03 and 0.97 standard deviation. In the case of when respondents think radio ads provide true benefits of Food Supplement they agree with a mean of 3.90 and standard deviation of 0.99. Lastly, respondents said with mean of 3.79 and 0.92 standard deviation that they think radio ads do not give false claims about the Food Supplement features.

Level of Popularity of Radio Advertising on Food Supplement Among Senior Citizens in Terms of Interest

In Table 2c. the study tries to determine the level of popularity of radio advertising on food supplement in terms of interest. With an overall mean of 4.04 and a standard deviation of 0.93 respondents said that radio advertising is interesting. Respondents said that they found that radio ads make them curious about the product (Food Supplement) with a mean 4.15 and 1.003

standard deviation. Next is in the area where respondents said that they think radio testimonial ads from consumers makes them want to buy the advertised Food Supplement with a mean 4.08 and 1.05 standard deviation. While respondents said that radio listening improve their interest about Food Supplement with a mean of 4.03 and standard deviation of 1.024. In a mean score of 4 and standard deviation of 1.009 respondents said think radio testimonial ads from consumers of Food Supplement help them decide to buy the product. Lastly, respondents found that radio facilitates better recreation and relaxation among the audience when it comes with their advertising in Food Supplement with a mean of 3.92 and standard deviation of 1.018.

Significant Difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Age

As presented in table 3 shows the significant difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according age. The Kruskal Wallis Test was used to determine if there is significant difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Sex. The indicators of radio advertising measured to determine if there is a significant evidence of difference between the mean of ranks of at least one pair of groups in age, and the result of Kruskal-Wallis test did not provide very strong evidence. Simplicity resulted to a chi square value of 1.087, df is 2 and p value > 0.05 , Believability scored a chi square of 4.118, df is 2 and a p-value > 0.05 , and lastly is interest which scored a chi square result of 1.586, df is 2 and a p-value > 0.05 . All p values are greater than 0.05 which means that the probability that the null hypothesis is true, therefore, there is no significant difference in popularity of radio on age.

Table 3. Significant Difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Age

| Indicators | df | X² | P | Decision on Ho |
|-------------------|-----------|----------------------|----------|-----------------------|
| Simplicity | 1.987 | 2 | 0.37 | Do Not Reject |
| Believability | 4.118 | 2 | 0.128 | Do Not Reject |
| Interest | 1.586 | 2 | 0.452 | Do Not Reject |

Significant Difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Sex

As presented in table 4 shows the significant difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according sex. on Food Supplement among Senior Citizens when grouped according sex. The Mann-Whitney U Test was used to determine if there is significant difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Sex. A Mann-Whitney U test showed that there was no significant difference in the level of simplicity with results of $U = 1215$ and $p = 0.017$. While believability scored a result of $U=1056.5$, $p > 0.05$ and interest scores a result of $U=1052.5$, $p > 0.05$ which showed that there was no significant difference in the level of believability and interest when grouped according to sex.

Significant Difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Income

As presented in table 5 shows the significant difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according income. The Kruskal Wallis Test was used to determine if there is significant difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according to income.

Table 4. Significant Difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Sex

| Indicators | U | W | Z | Asymp. Sig. (2-Tailed) | Decision on Ho |
|-------------------|----------|----------|----------|-------------------------------|-----------------------|
| Simplicity | 1215 | 2926 | -0.021 | 0.983 | Do Not Reject |
| Believability | 1056.5 | 2767.5 | -1.134 | 0.257 | Do Not Reject |
| Interest | 1052.5 | 2763.5 | -1.165 | 0.244 | Do Not Reject |

The indicators of radio advertising measured to determine if there is a significant evidence of difference between the mean of ranks of at least one pair of groups in income, and the result of Kruskal-Wallis test did not provide very strong evidence. Simplicity resulted to a chi square value of 1.64, df is 3 and p value > 0.05, Believability scored a chi square of 6.594, df is 3 and a p-value > 0.05, and lastly is interest which scored a chi square result of 3.504, df is 3 and a p-value > 0.05. All p values are greater than 0.05 which means that the probability that the null hypothesis is true, therefore, there is no significant difference in popularity of radio advertising on food supplement in the respondents when grouped according to income.

Table 5. Significant Difference on Popularity of Radio Advertising on Food Supplement among Senior Citizens when grouped according Income

| Indicators | df | X² | P | Decision on Ho |
|-------------------|-----------|----------------------|----------|-----------------------|
| Simplicity | 1.64 | 3 | 0.65 | Do Not Reject |
| Believability | 6.594 | 3 | 0.086 | Do Not Reject |
| Interest | 3.504 | 3 | 0.32 | Do Not Reject |

Chapter 4

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents mainly the summary of findings, conclusions, and recommendations made on the study.

Summary

The study was conducted to determine the level of popularity of radio advertising on food supplement utilizing the descriptive statistic method research and F-test to accept the hypothesis or not and determine the significant differences.

1. Based on the results, the profile of the respondents in terms of age, the highest percentage came from the age group 60-64 with 73% while the lowest percentage came from the age group of 71-74 with 6%. In terms of sex, 58% the highest percentage is female while male has 42% being the lowest. In terms of income, the highest percentage of 45% is from the income range Php15,001 above while the lowest percentage of 15% is the income ranges from Php1,000-5,000.

2. Based on the data gathered, the popularity of radio advertising with indicator interest got the highest mean which means respondents are still interested in radio advertising. The indicator believability got the lowest among all indicators.

3. Based on the gathered results, states that there are no significant differences exist. Therefore, the researchers do not reject the hypothesis.

Conclusions

The conclusions of the study were as follows:

1. On the Popularity of Radio Advertising on Food Supplement Among Senior Citizens, Interest has the highest mean among the indicators with a score of 4.04 mean, which means that interest has the biggest factors respondents considers. Interest means to develop listeners' desire to experience the product advertised. An advertising appeal refers to the approach used by an advertiser to attract the attention or interest of the consumer and influence their feelings towards the product, service or idea action (Gupta, 2012).

2. There is no significant difference in popularity of radio advertising on food supplement in the respondents when grouped according to (Age, Sex, and household income). This means that the profile was not conform to the theory of Alminar, (1991) which states that qualities that make radio advertisements more effective are Simplicity, Believability, Interest. And according to Alminar, (1991) radio advertising may be delivered live or pre-recorded. A live commercial is delivered in person by the station announcer, newscaster id station personality. While a pre-recorded commercial is those produced by an agency, which had gone through talent selection, musical scoring, and voices recording.

Recommendations

For the findings and conclusions, the following are the recommendations

Marketing Managers - For brands, radio still has a lot of potentials. A well-executed radio campaign, among other things, can raise brand awareness and convey your brand identity like no other media. If managers will focus on

the believability of radio advertising it can increase client loyalty while also promoting your products and services at a lesser cost than traditional advertising and this will really help marketing managers.

Broadcasting Company - Radio delivers a larger audience than other media throughout the morning and is used by people to accompany tasks and activities across the day, making it easier for brands to reach people at relevant times. Broadcasting should focus on the value of their advertisement that it will be believable to the listeners.

Future Researchers - the researchers recommend to the future researchers to expand this study and explore more on areas not explored in this study and to have more relevant variables so that they can gather more data to uplift and improve the level of Popularity of Radio Advertising in terms of believability.

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APPENDIX A

PERMISSION TO CONDUCT STUDY

August 2, 2021

JOEL SANTES
Bgy. Captain, Barangay 74- A
Davao City

Dear Sir:


Greetings!

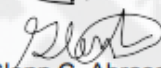
We are the BSBA Marketing Management students of the University of Mindanao conducting research on "**Popularity of Radio Advertising on Food Supplement among Senior Citizens**". This is in line with our partial fulfilment of the requirements of the subject Marketing Research (Mktg 222) at the University of Mindanao, Davao City.

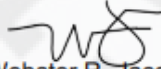
In this regard, we would like to ask permission from your good office to allow us to conduct a survey among senior citizens in your Barangay. We assure you the confidentiality of the survey results and data. Their answers will serve as primary data of our study.

We are hoping for your favorable response on this request.

Respectfully,


Prince Lloyd M. Tacder


Glenn C. Abrasaldo


Webster R. Jacobe

Noted by:

313-08182021-02 (JLLM ok)

PROF. JOANNA LYNN MERCADO **PROF. JESSON REY F. SABADO, MBA**

Research Adviser


Research Coordinator

APPENDIX B

SURVEY QUESTIONNAIRE

“Popularity of Radio Advertising on Food Supplement among Senior Citizens”

Name (Optional): _____

Instruction: Please check the box of your choice. Check only one.

Age: 60-64 65-70 71-74 75 Above

Sex: Female Male

Household Income:

1,000-5,000 5,001-10,000 10,001-15,000 15,001 Above

Ratings:

5 - Strongly Agree

4 - Agree

3 - Not certain

2 - Disagree

1 - Strongly Disagree

| SIMPLICITY | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| I found radio advertisements are using short and simple word about Food Supplement. | | | | | |
| I think radio advertisements are not complex. | | | | | |
| I think radio advertisements are straightforward. | | | | | |
| I think radio ads are plain and natural | | | | | |
| I think radio ads are easy to understand | | | | | |

| BELIEVABILITY | 5 | 4 | 3 | 2 | 1 |
|--|---|---|---|---|---|
| I think radio ads provide true benefits of Food Supplement. | | | | | |
| I think radio ads do not give false claims about the Food Supplement features. | | | | | |
| I think radio ads honestly talks about the Food Supplement advantages. | | | | | |
| I think radio testimonial ads about the products make me believe the benefits are true | | | | | |
| I think radio testimonial ads from users of made me realize the products' credibility | | | | | |



| INTEREST | 5 | 4 | 3 | 2 | 1 |
|--|---|---|---|---|---|
| I think radio listening improve my interest about Food Supplement | | | | | |
| I found that radio facilitates better recreation and relaxation among the audience when it comes with their advertising in Food Supplement | | | | | |
| I think radio testimonial ads from consumers make me want to buy the advertised Food Supplement | | | | | |
| I think radio testimonial ads from consumers of Food Supplement help me decide to buy the product | | | | | |
| I found that radio ads make me curious about the product (Food Supplement) | | | | | |

APPENDIX C

SUMMARY OF EVALUATORS RATING

| VALIDATORS | Rating | Description |
|--------------------------------------|--------|-------------|
| VICENTE SALVADOR E. MONTAÑO, DBA | 4 | Excellent |
| GLENNDON C. SOBREJUANITE, MBA | 4 | Excellent |
| Overall Mean | 4 | Excellent |

| Scale | Range | Description |
|-------|-----------|-------------|
| 5 | 4.21-5.00 | Excellent |
| 4 | 3.21-4.20 | Very Good |
| 3 | 2.61-3.20 | Good |
| 2 | 1.81-2.60 | Fair |
| 1 | 1.00-1.80 | Poor |

| | | | | | |
|---|---|---------------|----------|---|---|
|  The University of Mindanao | RESEARCH AND PUBLICATION CENTER [] Main [] Branch | | | | |
| | QUESTIONNAIRE VALIDATION SHEET | | | | |
| Title of Research: <u>POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT AMONG SENIOR CITIZEN</u> | | | | | |
| Proponents: <u>WEBSTER K. JACOBE & PRINCE LLOYD TACDER, GLENN C. ABUSALDO</u> | | | | | |
| To the Evaluator: Please check the appropriate box for your ratings. | | | | | |
| Point Equivalent: | | 5 - Excellent | 2 - Fair | | |
| | | 4 - Very Good | 1 - Poor | | |
| | | 3 - Good | | | |
| | 5 | 4 | 3 | 2 | 1 |
| 1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner. | | X | | | |
| 2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner. | | X | | | |
| 3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured. | | X | | | |
| 4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research. | | X | | | |
| 5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed. | | X | | | |
| 6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher. | | X | | | |
| 7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items. | | X | | | |
|  DR. VICENTE SALVADOR E. MONTAÑO Signature Above Printed Name | | | | | |



RESEARCH AND PUBLICATION CENTER

[] Main [] Branch _____

QUESTIONNAIRE VALIDATION SHEET

Popularity of Radio Advertising on Food Supplement Among Senior Citizens

Title of Research : Navarro and Tacder

Proponents : _____

To the Evaluator: Please check the appropriate box for your ratings.

Point Equivalent: 5 – Excellent 2 – Fair
4 – Very Good 1 – Poor
3 – Good

| | 5 | 4 | 3 | 2 | 1 |
|---|---|--------------------------|---|---|---|
| 1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner. | | <input type="checkbox"/> | | | |
| 2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner. | | <input type="checkbox"/> | | | |
| 3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured. | | <input type="checkbox"/> | | | |
| 4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research. | | <input type="checkbox"/> | | | |
| 5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed. | | <input type="checkbox"/> | | | |
| 6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher. | | <input type="checkbox"/> | | | |
| 7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items. | | <input type="checkbox"/> | | | |

303-07222021-0219

PROF. GLENN DON C. SOBREJUANITE

APPENDIX D

LETTER TO THE ADVISER

August 22, 2022

PROF. JOANNA LYNN MERCADO
Faculty Member
College of Business Administration Education

Dear Ma'am:

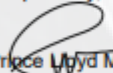
Greetings!

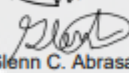
You are chosen to be our Research Adviser for our research study entitled **Popularity of Radio Advertising on Food Supplement among Senior Citizens**". We humbly request for your valuable time and knowledge to be consulted for our research endeavor.

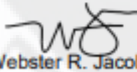
Knowing fully of your expertise along this line, the researchers wish your end for the possible enhancement of our work.

Thank you for your cooperation.

Respectfully,


Prince Lloyd M. Tacder


Glenn C. Abrasaldo

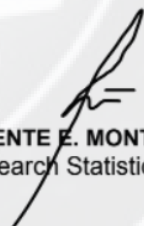

Webster R. Jacobe

Noted by:


PROF. JOANNA LYNN MERCADO
Research Adviser

APPENDIX E**CERTIFICATION FROM THE STATISTICIAN****CERTIFICATION OF STATISTICIAN**

This is to certify that the research entitled "**POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT AMONG SENIOR CITIZENS**" by **PRINCE LLOYD TACDER, GLENN C. ABRASALDO, and WEBSTER R. JACOB**E was statistically analyzed and interpreted.



VICENTE E. MONTAÑO
Research Statistician

APPENDIX F

CERTIFICATION FROM THE GRAMMARIAN



Report: POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT_3

POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT_3

by *JM*
Joanna Mercado

General metrics

| | | | | |
|------------|-------|-----------|-----------------|------------------|
| 41,740 | 6,260 | 539 | 25 min 2 sec | 48 min 9 sec |
| characters | words | sentences | reading time | speaking time |

Score

96

This text scores better than 96%
of all texts checked by Grammarly

Writing Issues

| | | |
|-------------|----------|----------|
| 126 | 14 | 112 |
| Issues left | Critical | Advanced |

Plagiarism

This text hasn't been checked for plagiarism

APPENDIX IG

TURNITIN RESULTS

POPULARITY OF RADIO ADVERTISING ON FOOD SUPPLEMENT
AMONG SENIOR CITIZENS

ORIGINALITY REPORT

| | | | |
|------------------|------------------|--------------|----------------|
| 17 % | 11 % | 4 % | 9 % |
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

PRIMARY SOURCES

| | | |
|----------|--|------------|
| 1 | www.scribd.com Internet Source | 3 % |
| 2 | sibresearch.org Internet Source | 2 % |
| 3 | Submitted to Postgraduate Schools - Limkokwing University of Creative Technology Student Paper | 1 % |
| 4 | tel.archives-ouvertes.fr Internet Source | 1 % |
| 5 | Josefa D. Martín-Santana, Eva Reinares-Lara, Clara Muela-Molina. "Music in radio advertising: Effects on radio spokesperson credibility and advertising effectiveness", Psychology of Music, 2015 Publication | 1 % |
| 6 | Submitted to Griffith College Dublin Student Paper | 1 % |
| 7 | www.coursehero.com | 1 % |

31

APPENDIX IH

TABLES

Table 2a Level of Popularity of Radio Advertising In terms of Simplicity

| Simplicity | Mean | S.D | Description |
|---|-------------|--------------|--------------------|
| I found radio advertisements are using short and simple word about Food Supplement. | 4.06 | 0.869 | High |
| I think radio advertisements are not complex. | 3.67 | 1.03 | High |
| I think radio advertisements are straightforward. | 3.95 | 0.942 | High |
| I think radio ads are plain and natural | 4.05 | 0.876 | High |
| I think radio ads are easy to understand | 4.27 | 0.772 | Very High |
| Overall Mean | 4.00 | 0.721 | High |

Table 2b Level of Popularity of Radio Advertising In terms of Believability

| Believability | Mean | S.D | Description |
|--|--------------|--------------|--------------------|
| I think radio ads provide true benefits of Food Supplement. | 3.9 | 0.994 | High |
| I think radio ads do not give false claims about the Food Supplement features. | 3.79 | 0.919 | High |
| I think radio ads honestly talks about the Food Supplement advantages. | 4.09 | 0.872 | High |
| I think radio testimonial ads about the products make me believe the benefits are true | 4.03 | 0.984 | High |
| I think radio testimonial ads from users of made me realize the products' credibility | 4.11 | 0.968 | High |
| Overall Mean | 3.984 | 0.808 | High |

Table 2c Level of Popularity of Radio Advertising In terms of Interest

| Interest | Mean | S.D | Description |
|--|-------------|--------------|--------------------|
| I think radio listening improve my interest about Food Supplement | 4.03 | 1.024 | High |
| I found that radio facilitates better recreation and relaxation among the audience when it comes with their advertising in Food Supplement | 3.94 | 1.018 | High |
| I think radio testimonial ads from consumers make me want to buy the advertised Food Supplement | 4.08 | 1.045 | High |
| I think radio testimonial ads from consumers of Food Supplement help me decide to buy the product | 4 | 1.009 | High |
| I found that radio ads make me curious about the product (Food Supplement) | 4.15 | 1.003 | High |
| Overall Mean | 4.04 | 0.929 | High |

APPENDIX I

CURRICULUM VITAE



Prince Llyod M. Tacder
Island Garden, Samal City
princellyodtacder55@gmail.com
Contact no: 0938 191 5146

PERSONAL INFORMATION

Age: 25 years old

Sex: Male

Citizenship: Filipino

Date of Birth: July 15, 1996

Place of Birth: Panabo City

Religion: Roman Catholic

EDUCATIONAL BACKGROUND

Tertiary Education: University of Mindanao Bolton, St. Davao City Bachelor of Science in Business Administration Major in Marketing Management S.Y. 2021 – Present

Secondary Education: Holy Cross of Babak, Samal City, S.Y. 2012 – 2013

Primary Education: Kinawitnon Elementary School. S.Y. 2006 – 2007



Glenn C. Abrasaldo
323-3D Ponce Street, Davao City
glennabrasaldo007@gmail.com
Contact no: 0995 369 5156

PERSONAL INFORMATION

Age: 30 years old

Sex: Male

Citizenship: Filipino

Date of Birth: May 09, 1991

Place of Birth: Davao City

Religion: Roman Catholic

EDUCATIONAL BACKGROUND

Tertiary Education: University of Mindanao Bolton, St. Davao City Bachelor of Science in Business Administration Major in Marketing Management

S.Y. 2021 – Present

Secondary Education: Sta. Ana National High School S.Y. 2013– 2014

Primary Education: Manuel L Quezon Elementary School S.Y. 2004 – 2005



Webster R. Jacobe
7 friendship St., Dona Vicenta Village, Davao City
websterjacobe@yahoo.com
Contact no: 0932 483 5687

PERSONAL INFORMATION

Age: 39 years old

Status: Single

Sex: Male

Citizenship: Filipino

Date of Birth: January 27, 1983

Place of Birth: Davao City

Religion: Roman Catholic

EDUCATIONAL BACKGROUND

Tertiary Education: University of Mindanao Bolton, St. Davao City Bachelor of Science in Business Administration Major in Marketing Management S.Y. 2021 – Present

Secondary Education: Ateneo University Inc S.Y. 2014 – 2005

Primary Education: University of Immaculate Conception S.Y. 1995-1996