

DE LA SALLE UNIVERSITY

FILIPINO CHILDREN'S PERCEPTION OF
FOOD COMMERCIALS ON TELEVISION:
AN EXPLORATORY STUDY

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ABSTRACT

Much of the literature written on children and TV advertisements focus on the effects of television commercials on children. As for local studies, very few have been published on how Filipino children perceive TV commercials. In this light, the researchers have endeavored to make an exploratory study on the matter.

Alongside this, the researchers have come up with the following objectives: how do children perceive TV commercials; what is their judgment on the credibility of TV advertisements; what television food commercials are most liked and least liked by children; do slogans make children remember the brands of advertised products; and what type of actors used in television commercials make the advertisements most appealing to children.

Two hundred respondents were randomly sampled out for the study and the number is broken down into the following: 50 males and 50 females in grades 4 and 5, and another 50 males and 50 females in grades 6 and 7 from Colegio de Sta. Rosa-Makati, De La Salle-Alabang, and De La Salle-Taft.

Dependent variables for the study are judgment on commercials' credibility, brand name recall, and advertisements found appealing as to the type of actors used. Sex and grade level are the independent variables.

In testing for differences in the judgment of a commercial's credibility in terms of sex and in terms of grade level, the chi-square statistical tool was applied. In determining differences between sex and between grade level with regard to brand name recall, the z-test was used; and in checking for differences in the attitude toward commercials using the different types of actors enumerated in the study as to the children's sex and grade level, the chi-square was again employed. Significance level of .01 was chosen by the authors of the study.

Analysis of the data gathered through the use of a questionnaire constructed by the researchers disclosed that children are aware of the nature and object of TV commercials, and that children expressed distrust for TV advertisements in general'

Advertisements for eating parlors were ranked as most liked and those for candies, snacks, and desserts as least liked. Also, slogans serve as effective cues in helping children remember product brands. Finally, commercials featuring cartoon characters were liked very much by the respondents.

