

ADVERTISING AND MEDIA PERCEPTIONS AMONG UNIVERSITY STUDENTS IN THE U.S., PHILIPPINES AND AUSTRALIA

Helena Czepiec, Patricia Hopkins, Juanita Roxas, Tracey Watts, California State Polytechnic University,
Pomona, College of Business Administration, Pomona, CA 91768; (909) 4532

ABSTRACT

Introduction

College students worldwide represent a sizeable target market with significant disposable income. However, college students have proven elusive to reach. The study measured the attitudes of college students in the United States, the Philippines, and Australia towards advertising and the media

Methodology

A written questionnaire was administered to three convenience samples, consisting of 100 students from the West Coast of the U.S., 100 students from the Philippines and 23 from Australia. These countries were selected because the number of college age students in these countries is increasing significantly and English is the primary medium of instruction.

Findings

The students were generally positive toward advertising. Responses to the statement "Advertising insults my intelligence" showed that students in all three countries perceived advertising to be somewhat useful and reliable. Sixty percent of U.S. students disagreed with the statement compared to seventy-seven percent of the Philippine students and fifty-two of Australian students. Seventy percent of the U.S. students indicated that information from advertising helped them make better buying decisions compared to eighty percent in the Philippines and forty-three percent in Australia.

Among the U.S. students, radio ranked first in media usage with 18.5 hours per week followed by television with 17.5 hours and the Internet with 7.0 hours. Australian student media consumption was quite similar to the U. S. The students listened to radio 16.8 hours followed by television at 11.4 hours and the Internet at 10.9 hours per week. In the Philippines, on the other hand, students spent more time watching television with 17.3 hours followed by radio at 14.6 hours and the Internet at 4.8 hours.

Magazine readership across the three countries was not very popular. When asked whether they agreed with the statement, "Magazines are more interesting than television.", nine percent of U.S. students

strongly agreed compared to nine percent of Philippine students and eight percent of Australian students.

When students responded to the statement, "Television is my primary form of entertainment," twenty seven percent of U.S. students and forty-eight percent of Philippine strongly agreed. Only thirteen percent of Australian students responded the same way.

With regard to the statement, "I read the newspaper everyday.", seventy eight percent of U.S. students disagreed with that statement compared to fifty-nine percent of Philippine students and sixty-one percent of Australian students.

On the statement "I use the internet everyday," there were major differences among the countries. Seventy four percent of U.S. students agreed with the statement compared to only twenty-five percent of Philippine students and forty-two percent of Australian students. With regards to the use of the Internet, the statement "I use the internet primarily for entertainment purposes" also yielded interesting results. Across the three countries, a majority of students disagreed with the statement. Fifty-five percent of U.S. students, sixty-three percent of Philippine students and sixty-six percent of Australian students all indicated varying degrees of disagreement. When students were asked to indicate the number of times they purchased products on-line in the past year, more U.S. students (52%) indicated they purchased at least once in the past year while than Philippine students (8%) and Australian students (26%).

Conclusions

College students in various parts of the world were receptive to advertising. The traditional, less involving media, including radio and television, were found to be the most popular across the three countries. Magazines and newspapers were consistently found to be the least used. Although internet usage varied across the countries and still ranked lower than traditional media, it was significant.