

Abagathan, Maila Mae B., Aldava, Dalyn P., Barana, Ronalyn A., Barredo, Irene P., Baylon, Lyka J., Borres, Mery Joy L., Bocala, Lorie G., Labajo, Ivy Rose B., Lechice, Lynrone D., Marcelo, Ronelyn B., Parillo, Honanah May V., Rapada, Hazel Faith L., "CONSUMER'S ADVERTISING EXPOSURE AND PURCHASE BEHAVIOR ON SHAMPOO IN ESTANCIA, ILOILO". An undergraduate Research Paper for the degree Bachelor of Science in Business Administration. Northern Iloilo Polytechnic State College, Estancia.

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ABSTRACT

This descriptive study sought to determine the consumers advertising exposure and purchase behavior on shampoo in Estancia, Iloilo. The respondents were 120 consumers in Estancia, Iloilo who were chosen through convenience sampling. The instrument used to gather the data was a researcher made instrument. The data were utilized through percentage, mean, t-test, one-way ANOVA and Pearson's r. The findings revealed that when taken as a whole and when classified to sex, age and status of employment consumers of shampoo were exposed to shampoo advertisements while their purchase behaviors was non-habitual. There was no significant difference in the advertising exposure of consumers of shampoo when classified as to sex, age and status of employment. There was no significant difference in the purchase behaviors of consumers of shampoo when classified as to sex, age and status of employment. There was a significant relationship in the consumers advertising exposure and purchase behavior on shampoo when they were classified as to sex, age and status of employment.