

Aceral, Annie T., Arceo, Kreshia May B., Banate, Renrose V.. Capao, Camelle 3., Dando, April Joy D., Doroteo, Anne Kathleen M., Franceliso, Ma. Arianne B.. Lachica Ma. Jeanllyna B., Latosa, Jona Grace A., Rebalde, Tonie Rose G.. Pagllawan, Jessalyn B., Ramilo, Linuel X. "MEDIA EXPOSURE AND LEVEL OF LIQUOR INTAKE OF MALE POPULATION OF ESTANCIA", Unpublished Undergraduate Research Paper, Bachelor of Science in Business Administration. Northern Iloilo Polytechnic State College, Estancia, Iloilo, 2017.

ABSTRACT

The main purpose of this study was to determine the relationship of media exposure and level of Liquor intake of male population of Estancia. This study used the descriptive method of research. This research study was conducted last December 2016. The data were gathered through researchers-made checklist which was subjected to face and content validation to the panel of experts from the faculty of the Bachelor of Science in Business Administration. It was personally administered by the researchers to the 120 randomly selected participants of the study. The data gathered from the participants have undergone statistical treatment using mean, frequency, percentage, t-test, one-way ANOVA, and Pearson's. The significant level was set at 0.05 alpha levels. The result showed that the level of media exposure of the male population of Estancia, Iloilo when taken as an entire group, when classified as to age, the carpenters, laborers, welders, and janitorial services, the fish vendors, drivers, businessmen, sales counselors, those who have the Income below 500 were "not exposed" while the farmers and fishermen, government and private employees, those with an income above 500 were "exposed". The level of liquor intake of male population of Estancia, Iloilo when taken as an entire group and when classified as to age, nature of work and daily income was "moderate". There was no significant difference in the level of media exposure of the respondents when they are classified as to their age, nature of work, and daily income. There was no significant difference in the level of liquor intake when male population of Estancia were classified as to age, and daily Income but when they are classified as to the nature of work, a significant difference was found. There was no significant relationship between the level of media exposure and liquor intake of the male population of Estancia.