

DIFFERENT VIEWS OF MASS COMMUNICATION STUDENTS IN ILOILO CITY
TOWARD SHAMPOO ADVERTISEMENTS ON TELEVISION

A Research Report

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by

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ABSTRACT

With all the different shampoo brands advertised on television nowadays, more consumers are paying attention to them. With this, the study identified different views of Mass Communication students in Iloilo City toward shampoo advertisements. The researcher used the descriptive research design and conducted a survey in three universities in Iloilo City namely Central Philippine University, West Visayas State University and University of San Agustin. Moreover, majority of the respondents are female ages 16-20 and are mostly exposed to the shampoo brand Head & Shoulders. Most of the respondents do not find advertisements believable and convincing enough, but find it beneficial and entertaining enough for them to purchase such products. However, male respondents are encouraged to participate and other shampoo brands shall be utilized for further analysis of the study.