

The Effectiveness of Tri-Media Advertising Campaign For Enrollment of Liceo de Cagayan University

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Abstract - This study determined the effectiveness of the tri-media advertising campaign for enrollment of Liceo de Cagayan University. The study found out that majority of the respondents (91.3%) were exposed to television type of advertising campaign of LdeCU and 65% of the respondents were exposed to the radio. While in print medium, majority of the respondents (59.2%) were exposed to newspaper and only 20.4% were exposed to billboard/tarpaulin. Of the three media that the LdeCU used in her advertising campaign, the study revealed that the radio advertisement was a highly effective medium in terms of persuasive effect. This is because the context of the radio advertisement is within the level of understanding of the respondents for it uses the language they speak. Furthermore, there was only a significant relationship between the transformative effect of the advertising media campaign of LdeCU and the respondents' exposure to radio advertisement. This implies that the radio is an effective medium in promoting the programs and services offered by LdeCU because the listeners can easily understand the messages from the radio for it uses

the language that is within the level of their understanding.

Keywords - tri-media, advertising, campaign, enrollment, television, radio

INTRODUCTION

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of “brand image” and “brand loyalty”. For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet and billboards.

Today, not only tangible products are advertised. Because of the intense competition, even educational institutions join the bandwagon in advertising the course they offer in order to attract prospective enrollees making advertising as one of their operating expenses. If a school continues to wait for walk in enrollees and rely on word of mouth advertisement, chances are, they will get the least market share.

In Liceo de Cagayan University, the promotion of its programs and services is initiated by the Promotions and Student Recruitment Office (PRSO). The office was officially put up on January 2007 but its operations started many years ago. The PRSO is mandated to promote the University as a whole and her course offerings to the target market which is the graduating high school population, as well as, college level students who may consider transferring. In doing so, the office brings together a team of faculty and administrators who act as the University’s primers and front liners to discuss programs and help incoming college enrollees in choosing their ideal career path. PRSO projects include Liceo U Mall Tour and Road show, Explore Liceo U, Discover Rodelsa, Rodolfo Neri Pelaez (RNP) Award for Excellence, Bring a Friend, Top Quartile Scholarship, and Student Retention Program. The very purpose of these projects, in one way or another, is to invite and attract prospective students, as well as, those high

performing students to enroll in University. These projects are annually implemented starting the month of September until April.

Moreover, in order to improve the effectiveness of the promotional campaign, the University herself, has ventured in a tri-media advertising campaign. Through the initiative of Liceo Creative team such campaign was made possible. In fact, just last April of 2008 the team did a revision of the Liceo jingle title, "Take a Step Closer to Your Dreams." The jingle was used in both 30-second TV and radio ad of LdeCU. According to the Liceo Creative Director Shaun Alejandrae Uy, the use of jingle is very important since the audience can easily recall the jingle. Moreover, it easily captures audience attention and directly conveys particular messages. Animations and motion graphics were also featured in Liceo TV ad campaign to effectively make the ad more enticing. These ad campaigns are showcased during the primetime hour which the number of viewers is considerably high and they covered the entire regions of Northern Mindanao and then spill over to some parts of Mindanao and Visayas.

In the print ad campaign, Liceo de Cagayan University posted billboards in some strategic locations inside and outside the city that feature the University's achievements and credits. Brochures and leaflets are also distributed especially during the campaign of PRSO where it informs the public of the different academic programs and services that the University offers. The school also negotiated with the two leading local newspapers – Sun Star and Gold Star in publishing the LdeCU ad where information about what the University can offer is primarily addressed to the reader.

The record from the PRSO shows that after the rigid campaign there was a marked increase in the number of transferees from other colleges and universities in Cagayan de Oro city. In the school year 2005-2006, there were 600 transferee students who enrolled and 914 transferee students who enrolled in LdeCU during school year 2007-2008. The PRSO also received a lot of inquiries regarding the University's baccalaureate and graduate programs. Moreover, there was an increase in the number of students who visited in 2007-2008 accounting to 29,400 from 120 schools. However, other records of the office showing an enrollment trend of the LdeCU for the past five years are kept confidential.

As Mass Communication students, the researchers have decided

to conduct this study to find out whether the advertising campaign lodged by Liceo de Cagayan University is effective in attracting enrollees.

FRAMEWORK

The study is anchored on the concepts of the multiple effects of advertising on both product and service choice decisions through informative effect, persuasive effect, and transformative effect. These concepts are found in the study made by Nitin Mehta, Xinlei Chen, and Om Narasimhan of the University of British Columbia. They believed that the effectiveness of advertising is being moderated by audience involvement (www.sauder.ubc.ca, 2008).

According to their study, the first most obvious effect is that advertising informs the consumer of product attributes, and hence raises awareness and knowledge of the true quality of the brand. As cited from their study, Lavidge and Steiner called it as the informative effect of advertising. The informative effect acts directly to inform a consumer of product attributes and hence shapes her evaluations of brand quality. The researches also stressed out Nelson's (1944) statement that this effect is strongest when involvement is high and when advertisements provide information about brand attributes that are relevant and verifiable, leading to greater confidence on the part of the consumer in his/her assessments of the brand's quality.

Second is the persuasive effect, this effect undergoes a process by which people use messages to influence others. While persuasion typically uses information, the emphasis in a persuasive message is on influencing the receiver rather than merely providing information and letting the receiver make up his/her own mind. Persuasion attempts to change minds or get people to act (Lee Mcgaan, 1994). In addition, persuasive effect in advertising may directly influence a consumer's brand evaluations through such cues as celebrity endorsers and music, even without providing any explicit information. As regards the persuasive effect, a stream of literature based on the Elaboration Likelihood Model suggests that under low involvement situations, the peripheral route to persuasion dominates, and consumers pay attention to the execution elements of the ad, more than any information provided. The key is that consumers' brand evaluations are enhanced even without the cognitive evaluation of attributes (Aaker and Norris,

1982; Zajonc and Markus, 1982).

Lastly, the transformative effect affects the consumers' evaluation of brand quality by enhancing their assessment of their subsequent consumption experience. This effect has an impact only in the presence of consumption. If the consumer watches the ad and does not consume thereafter, there can be, by definition, no transformative effect. By contrast, both informative and persuasive effects exist independently of subsequent consumption. Thus, unlike the informative and persuasive effects, the transformative effect does not change consumers' brand evaluations immediately after they are exposed to the advertisements, but instead shapes consumers' evaluations by influencing what they learn about the brand's quality/attributes from their subsequent consumption experience. Prior research suggests that these effects are not mutually exclusive, and advertisement can have informative, persuasive, and transformative effects.

OBJECTIVES OF THE STUDY

This study aimed to determine the effectiveness of advertising campaign for enrollment of Liceo de Cagayan University. Specifically, this study sought to (1) identify the type of advertising media campaign of Liceo de Cagayan University that the respondents exposed to in terms of TV, radio, and print; (2) determine the effectiveness of these advertising media of Liceo de Cagayan University in terms its informative effect, persuasive effect, and transformative effect; and (3) determine the significant relationship between the effectiveness of advertising media campaign and the types of media to which the respondents are exposed.

MATERIALS AND METHODS

A permit to conduct the study was secured from the Dean's Office prior to the distribution of the questionnaires to the respondents of the study consisting of 103 select freshmen students of College of Arts and Sciences who were enrolled during the second semester of SY 2008-2009. Furthermore, in the administration of the questionnaire, the researchers wrote a letter of permission to conduct the study addressed to the respondents and duly noted by the adviser of the researchers.

The evaluation system of this study on the level of effectiveness of advertising campaign for enrollment observed the following rating scale:

Scale	Range	Description	Interpretation
3	2.26 - 3.0	Strongly Agree	Highly effective
2	1.51 - 2.25	Agree	Moderately effective
1	1.0 - 1.50	Disagree	Not effective

The collected data were encoded based on assigned values and were inputted into the computer. A software package named Statistic Package for Social Sciences (SPSS) using frequency counts and percentage distribution, and weighted mean were used in treating/ computing the data gathered for the study. Chi-square was used in determining the relationship between the level of effectiveness of advertising campaign and the types of media that the respondents are exposed?

RESULTS AND DISCUSSIONS

The data reveals the highest percentage (91.3%) for television exposure, followed by radio with (65.0%), and newspapers with (59.2%). On the other hand, the following print advertising media reveals to be less significant for the respondents: billboards/tarpaulin, brochures, and posters. Considering that almost every household has a television set, it is apparent that the respondents are exposed to television. Moreover, the television has also become a powerful and attractive medium for advertising. According to Eilers (1994), television is an audio-visual medium that shows an event and at the same time it verbally reports what is happening on the event.

The result shows that the overall effectiveness of television advertisement of LdeCU was rated moderately effective (2.26) by the respondents in terms of its informative effect. Although almost all of the respondents were exposed to television, the findings suggest that there is still a need to strengthen the television advertisement of the University in terms of its clarity, simplicity and directness, and accuracy to make it highly effective. According to the study of Lavidge (1980), advertisements should provide information about brand attributes

that are relevant and verifiable for the consumer to purchase the brand or services being offered.

Furthermore, the overall mean of the informative effect of the radio is (2.27) and interpreted as moderately effective, meaning the respondents agreed that the radio ad campaign gives information that is relevant. The data in the highest mean indicate that the information given through radio is clear to the respondents. Eilers (1994) stated that the radio gives clear information because it uses the language that is understood by the majority. Moreover, information through radio program with a living voice and music is further less abstract and easier to receive than the language already abstracted into the sign system of a written language.

In terms of the level of effectiveness of advertising media of Liceo de Cagayan University in terms of informative effect of print. The indicator that earned the highest mean suggests that the information given through newspaper is clear because the respondents understood the printed information. They can read independently anywhere and anytime at their own pace. For them, it is easier to understand the message. On the contrary, the indicator on accuracy that earned the lowest mean implies that there is a need to review the information presented in the print media. Furthermore, the completeness and simplicity and directness of the print ad need to be addressed to make it effective. By principle, the print media gives complete, simple and direct, and accurate information to the reader.

The results further revealed that among the media, radio is considered as the most effective in advertising campaign of LdeCU in terms of its persuasive effect. This is because radio is a powerful medium in promoting the University because the language used in the ad is understood by the public. Perhaps the biggest benefit of using radio advertising is the effectiveness of ads on listeners. Radio is perceived as the most intimate of advertising mediums, because people are so often alone when listening to the radio, such as when driving to and from work. Also, people usually tend to develop a personal relationship with their favorite radio stations and programs, more so than television. As a result, people have been found to be more receptive of radio ads than of any other type of advertising media. This intimacy provides an opportunity for the advertiser to have more personal contact with consumers and to appeal to the emotions of the

listeners. If all go well, will increase the chance of a sale.

The study found out that the tri-media: television (2.22), radio (2.22) and print (2.25) were all moderately effective. This implies that the tri-media have a positive impact and that the respondents utilized them as their basis of shaping their minds and making decisions to enroll at Liceo de Cagayan University. Deighton (1988) argued that transformative effect does not change consumers' brand evaluations immediately after they are exposed to advertisements, but instead shapes consumers' evaluations by influencing what they learn about the brands' quality/attributes from their subsequent consumption experience. He stated further that if the consumer watches the ad and does not consume thereafter, there can be, by definition, no transformative effect.

The statistical tests show that the Chi-square calculated values in the informative effect, persuasive effect, and transformative effect, is lower than the Chi-square critical values. The data reveal that there is no significant relationship between the effectiveness of advertising media campaign and the television to which the respondents are exposed. Therefore, the null hypothesis is accepted.

This reveals that the effectiveness of advertising media campaign of Liceo de Cagayan University do not entirely depend on the informative, persuasive, and transformative effects of an ad. There are maybe some factors that may contribute in helping the respondents decide to enroll in the University such as the influence of family or friends, scholarship grants, and the institution's reputation as the best.

All the Chi-square calculated values in the informative effect (4.76886) and persuasive effect (1.85889) is lower than their Chi-square critical values. Therefore, the null hypothesis is accepted. This means that informative effect and persuasive effect are insignificant in terms of radio campaign. On the other hand, the transformative effect has a higher chi-square calculated value (11.22525) than its critical value. This means that radio is significantly related to the transformative effects towards the respondents. Therefore, the null hypothesis is not accepted. The data reveal that transformative effect of the radio advertisement is positively felt by the respondents since they can easily relate with the content of the ad for it uses the language that is within the level of their understanding. Radio advertising is also an effective way to specifically target the prime clients anytime and anywhere

even if they are busy of doing something because they simply listen to the radio. They can just turn it on and continue with whatever they are doing.

Lastly, the Chi-square calculated values in the informative effect, persuasive effect, and transformative effect, is lower than the Chi-square critical values. The data reveals that there is no significant relationship between the effectiveness of advertising media campaign and print ads which the respondents are exposed; hence, the null hypothesis is accepted. This implies that print medium has no significant relationship in the informative effect, persuasive effect, and transformative effects in the respondents' decision to enroll at Liceo de Cagayan University. They decided to enroll in the University even without any exposure to the print media ad campaign. Their preference to enroll could have been attributed to the suggestions and influence of family and friends, the institution's reputation, and track record as one of the best Universities in the region.

CONCLUSIONS

Most of the respondents were exposed to television type of medium of the advertising campaign of the Liceo de Cagayan University. This is because television communicates both sight and sounds which are the effective elements in addressing the ad and catching the interest of the people and eventually convinced them to purchase the products or services being offered. In addition, when presenting information about the products or services for it to sell, it should not limit the consumer in hearing what the product is all about but it should also let the consumer see for themselves the product to verify the information they hear.

Of the three media that the LdeCU used in their advertising campaign the respondents found that the radio advertisement is a highly effective medium in terms of persuasive effect. This is because the context of the radio ad is within the level of understanding of the respondents for it uses the language they speak.

This paper concludes that, there is no significant relationship between the effectiveness of advertising media campaign of LdeCU in terms of informative, persuasive, and transformative effects and the television and print type of media that the respondents are exposed.

This is probably because the television and print do not directly influence the respondents in their decision to enroll in the University. There are maybe other considerable factors that encouraged them to choose to enroll in LdeCU such as the influence of their friends or family, the scholarship grants that the school provide, the school's reputation, and others.

The only significant relationship found in the study was between the transformative effect of the advertising media campaign of LdeCU and the radio type of medium that the respondents are exposed. Thereby, it validates the persuasive effect of the radio advertising which is perceived by the respondents as highly effective. This implies that the radio is an effective medium in promoting the programs and services offered by LdeCU because the listeners can easily understand the messages for it uses the language that is within the level of their understanding. Today's hectic lifestyle also is a factor why radio has remained relevant to a great number of people. Since people are always on the go, the best way of keeping themselves entertained and informed is by keeping themselves glued to their favorite radio stations. Those who drive would usually keep themselves entertained and informed by listening to their favorite radio programs, especially during traffic hours. Moreover, commuters have also access to radio since the drivers of public utility vehicles are also tuned in to their favorite radio stations.

RECOMMENDATIONS

Based on the findings and conclusions of the study the following recommendations are offered:

1. Further research on the effectiveness of the tri-media campaign for enrollment of Liceo de Cagayan University should be conducted with first year students from other colleges as their respondents and obtain enrollment trend data of the school from the past years to the present to compare whether the enrollment has increased or decreased.
2. People responsible in the promotion of the Liceo de Cagayan University and in the creation of advertising media campaign

- should take into consideration the requisites of campaign program and advertisements on the behavior of the consumers as their basis in making excellent promotional campaign and advertisement.
3. Advertisers should always do their best in delivering complete or detailed information of the services and programs being offered, clear presentation of the information, simple and direct message, content and objectives of the advertisement, and accurate data and elements of the ad to achieve truthfulness when advertising products or services.
 4. Consumers should be guided by the requisites of these advertisements such as the information presented on the ad, how truthful are these information through inquiring more which is a standard to be observed with regard to the services and other programs being promoted.
 5. The University should take into consideration and provide more budget for radio as the medium in promoting the services and programs that the school offered as it is perceived by the respondents to be highly effective in encouraging them to enroll in the University.
 6. Further study should be conducted on why the effectiveness of television and print advertisements of LdeCU are only moderate in influencing the decision of the respondents to enroll in the University.

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