

## Impact of Advertisements on the Buying Behavior of Rural Consumers in Laur, Nueva Ecija, Philippines

Nhina Ysabelle C. Braza<sup>1</sup>, Andre John A. Manglicmot<sup>2</sup>, Ma. Beatrice G. Tecson<sup>3</sup>, Paul Angelo D. Woo<sup>4</sup>, Marie Abigail Posadas<sup>5</sup>

<sup>#1,2,3,4</sup> Student, College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines

<sup>5</sup> Thesis Adviser, College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines

<sup>1</sup> nhinaysabelle.braza.comm@ust.edu.ph

<sup>2</sup> andrejohn.manglicmot.comm@ust.edu.ph

<sup>3</sup> [mbeatrice.tecson.comm@ust.edu.ph](mailto:mbeatrice.tecson.comm@ust.edu.ph)

<sup>4</sup> paulangelo.woo.comm@ust.edu.ph

<sup>5</sup> mpposadas@ust.edu.ph

**Abstract** — *Advertisement plays a vital role in communicating and convincing customers to purchase goods or services. This study investigates the influence of advertisements to purchase FMCG among rural families in Laur, Nueva Ecija, Philippines. It aims to determine how families in the rural area perceive advertisements and know what factors should be considered to arrive at a specific advertisement applicable to families in the rural area. The study will use a quantitative method, and data will be collected using descriptive correlational research and the random sampling technique. This study will help businesses to understand how advertisements affect rural consumer behavior. These businesses will improve and align their advertising materials to effectively communicate and create relationships with rural customers.*

**Keywords** — *advertisement, rural area, buying behavior, Nueva Ecija, rural consumers*

### I. INTRODUCTION

Advertisement plays an essential role in communicating and convincing customers to purchase goods or services. As stated by Wienclaw (2014), Advertising is one of the Integrated Marketing Communication processes, which combines and integrates multiple marketing information such as advertising, direct response, sales promotions, or publications. The purpose of advertising is to maximize the effectiveness of a marketing campaign which a company can utilize through television, radio broadcasts, newspapers, magazines, direct mail, billboards, or catalogs. Moreover, advertising is limited to providing information and benefits to its customers and influencing them. It aims to shape a favorable attitude towards a product, encourage its purchase, as well as a frequent reminder of the existence of a given commodity (Hoffman, 2019).

Despite their already shaped outlook and attitudes, advertisements repeatedly influence adults. However, shaping attitudes is primarily possible for younger consumers who do not yet have a basic knowledge of products offered in the market. The existence of a family is a condition for the functioning of the social structure of society (Vyhrstyyuk et al., 2018). The family's role in their household is one of the most effective tools in managing advertising influence on children, determining how literate a family member is as a media user. According to Saracho, O. (2010), many studies suggest that family literacy contributes to a child's literacy development. As we know, literacy comes in many forms, and the subject of this paper, a household's buying behavior, is impacted by the multidimensional literacies learned in the home. Consumer buying behavior occurs when individuals or families search, evaluate, analyze, buy, review, reject, and accept products or services to satisfy their personal needs (Lancaster & Massingham, 2018).

It is challenging to understand consumers' changing needs and wants over time in a continuously changing society. A factor that is a definite cause is the main level of urbanization and the percentage of the people residing in urban areas in the country with a record of 51.2% in 2015 and has probably increased from the last five years. Factories, business establishments, roads, cars, houses, and other economic buildings or activities comprise an urban area that drives its vast population. According to the World Bank Group, the economic

benefits of urbanization are realized through agglomeration economies based on the high and increasing density of cities, which provides many opportunities for structural transformation of the economy. Economic activities such as marketing play an essential role in urbanization. Marketers see rural areas as "greenfield markets" that are an opportunity to be commercialized. In this study, the rural area of Laur, Nueva Ecija, is the selected geographic area by the researchers. Laur, a rural town in Nueva Ecija, is approximately 145 kilometers away from Metro Manila. Among the other municipalities in Nueva Ecija, the urban population out of the total population residing in urban areas is less than 50 percent. With all the background information gathered, the researchers have deemed that rural families in Laur, Nueva Ecija are significant in finding out marketing opportunities in the rural area.

#### ***A. NARRATIVE SEQUENCE***

This study will try to determine the factors that influence the buying behavior of rural families in FMCGs in Laur, Nueva Ecija. The review of related literature has shown significance in studying advertisement in rural areas in terms of identifying the most effective type of medium for advertisement. The researchers will be using a quantitative approach using survey questionnaires for data collection. The findings of this study will be relevant to future studies of rural consumers' buying behavior and rural advertising.

#### **Advertisement's effect on Buying Behavior**

Marketers use a variety of media venues to sway consumer behavior. Every media platform's advertisement has a unique composition that uniquely attracts customers. Consumer media habits have shifted as a result of digitalization. As a result, there is a need for a better knowledge of advertisements on various media platforms and their effects on consumer behavior.

#### **Impact of Advertisements on the Buying Behavior of rural consumers**

Rural and urban populations have different cultures, family, group relationships, and values that account for differences in buying behavior, affecting rural and urban consumer behavior dynamics. Urban consumers are more likely to shop at well-known, large-scale stores or malls and stores with quality customer services. Rural consumers are less product-innovative, less brand-conscious, and more price-conscious (Chan, 2016). Given the differences in economic and social development, it is safe to assume that their buying behavior is dissimilar. Rural advertising, under rural marketing, may play a role in bridging the widening gap between rural and urban economies. Through marketing efforts, marketers may achieve rural advertising by linking agriculture and rural enterprises to rural and urban markets (Sarkar et al., 2016).

Despite the high levels of modernization in the urban communities here in the Philippines, rural communities are still becoming familiar with modern cultures and media. According to the Philippine Statistics Authority, in urban areas, Filipinos 10 to 64 years old mostly watched television (97.3%) and surfed the internet through social media (82.5%). On the other hand, rural areas have high exposure to television (94.4%) and radio (74.7%) and are the least exposed to surfing the internet for research work and email (52.3%). Urban people are inclined to consume broadcast media such as television and the new media, namely, the internet. People from rural areas are most likely to rely on traditional media such as the radio and television. These conventional media have been instrumental in educating the rural market about various products offered in the marketplace. Still, as awareness in rural areas increases, the market is also exposed to the wide range of products provided since rural markets are highly price-sensitive consumers. Formulating strategies depends on the product category, target segment, availability, accessibility, affordability, and awareness.

#### ***B. GENERAL OBJECTIVE***

This study will determine FMCG companies' effective strategies to target families in rural areas. This study is relatively untouched in the Philippine setting creating new definitions in communities in like areas. The findings of this study will provide a level of understanding of communities in rural areas under poverty in terms of their purchasing behavior under the Tertiary sector.

#### ***C. RESEARCH OBJECTIVES:***

- To find out the factors that influence the buying behavior of rural families in Laur, Nueva Ecija, and how they perceive advertisements.
- To determine the most effective medium of advertisement to rural markets.
- To identify the effect of advertisements on the buying behavior of rural families.

#### **D. HYPOTHESES**

H1: There is a significant relationship between the demographic profile and buying behavior.

H2: There is a significant relationship between the medium of advertisements and buying behavior.

H3: There is a significant relationship between the factors being considered in creating advertisements and buying behavior.

## **II. LITERATURE REVIEW**

### **A. Buying Behavior**

Consumer Buying Behavior is an activity that involves purchasing and using products for personal and household use to satisfy their needs and wants. The consumer goes through a decision-making process when purchasing a product. Many do not know some factors that drive a consumer to decide on a specific product, service, or brand (Auf et al., 2018). These factors align them directly to their needs and want that will effectively satisfy them.

Personal, psychological, social, and economic factors have distinct characteristics. Consumer buying behavior is fascinating in understanding the factors affecting consumers purchasing specific goods or services (Qazzafi, 2020). These factors are categorized into two, environmental and individual influences. These factors are carried consciously and unconsciously into the consumer's memory. In research from Peighambari et al. (2016), Extensive changes in society, economics, and technology affect how consumers behave on diverse consumer behavior. A general model of buying Behavior that depicts the processes used by consumers in making a purchase decision is what consumer behavior research identifies (Rahman et al., 2018).

### **B. Urban vs. Rural Customers**

The Rural and Urban communities are distinguished based on several criteria such as density of the population, occupation and size, the environment, Social Stratification, mobility, and system of interaction.

The relative inaccessibility of goods tends to ascribe rurality, economic deprivation, and diminished services in rural regions transcend spatial dimensions (Martins & Canhoto 2016). Rural areas are typically attributed to low household income and wealth and an uneven distribution of adequate public resources and services. On the other hand, Urban has the advantage of having a better community through socioeconomic and behavioral characteristics (Dendup. et al., 2020). The main occupation of people in rural communities is agriculture though a few are engaged in non-agricultural pursuits. Urban communities mainly consist of non-agricultural purposes such as manufacturing, trade and commerce, service, and other professions.

Usually, rural consumers have low and moderate-income levels; rural consumers are more conscious of price. Price plays a vital role for a rural consumer and is highly price-sensitive (Chhabra, 2018).

### **C. Rural Advertising**

Advertising in television and radio help reach consumers in rural areas. The most common advertisements in rural areas are billboards, television, radio, flyers, catalogs, tarps, and online. Advertisements in rural areas are different from their urban counterparts. The global trend of technological disruptions led to changes in the media economy, profession, and consumption. Socio-economic inequalities like the urban/rural gap limit the potential of these disruptions, thus maintaining the supremacy of traditional media (except newspapers) as a source of information, especially in the rural district. Considering the gradual increase of online media consumption, many viewers still consume news and entertainment through television. However, community and regional press have seen growth in many rural areas.

According to Azhagan & Sowmiya (2020), other factors familiar to rural consumers' perspectives are convenience packaging, lifestyle, culture, economic condition, product price, family members, personal and social factors. Rural consumers are different from their urban counterparts. Hence a different marketing approach is necessary. Rural consumers have low to moderate-income levels, a significant factor influencing

their buying decisions. The gap between urban and rural areas is so broad that it is crucial to adapt and change according to the new market. Therefore, strategic intent components have to be different from what urban areas have generally done.

Most sales of the Philippine food market distribute through offline channels, and Filipino household spending on food and non-alcoholic beverages remained high since more people value essential goods than non-essential goods (Sanchez, 2021). Product goods popularly sold in rural communities belong to the personal care products industry category. Personal care products include but are not limited to items used in bathing, dressing, or grooming. Under this category are bath soaps, toothpaste, shampoo, and others, the FMCGs generally sold in rural areas.

According to Statista (2021), The value share of Sari-sari stores to Fast Moving Consumer goods in the third quarter of 2020 is approximately 30 percent. Hence, the most popular offline sales channel is the sari-sari store for many Filipinos, commonly found in smaller communities and rural areas. Sari-sari stores are the most available and accessible market in rural communities. Brick and mortars (i.e., sari-sari store) serve as a display of advertisement for the rural community in its vicinity. Generally, advertisements influence how people perceive things around them.

#### ***D. Types of Advertising Channels***

##### ***Television***

TV advertising is the most popular form of advertising, where the community devotes most of its time. It is considered the most active advertising that influences the community (Hoffman B., 2019). Above all, Television commercials stand out with dynamics that marketers in other media cannot use. The Philippine Television Broadcast is a highly competitive industry with the two leading networks ABS-CBN before its shutdown and GMA Network Inc.

According to the Philippine Statistics Authority (2020), 96% of all barangays watch television, and 66% watch television every day. According to Håkansson, A., & Widinghoff, C. (2019), television advertising is an effective advertising platform used for advertising gambling and promoting online casinos. Television advertisements influenced people to go into gambling by disseminating advertisements on television.

The most attractive and essential place to advertise is the television medium. Television commercials or advertisements are what young people are attracted to and appreciate positively. Many companies tend to target young people through tv ads as a wide range of products and services are consumed or used by children (Natarajan, M. & Manimaran, S., 2016).

##### ***Radio***

Radio is most suitable for businesses catering to the local markets and offers audio content (Sama, 2019). Radio is said to be the most accessible medium of communication. According to the Philippine Statistics Authority, 59,698,000 of the population aged 10 to 64 have listened to radio advertisements. Freedom of Information reported 24 AM radio stations and 1,080 FM radio stations in the Philippines in 2019. As mentioned by Castelo and Vizmonte (2019), Advertising in the Philippines has evolved from traditional to digital advertisements. Examples of these are electronic billboards, web advertising, public transport advertising, direct marketing, social media promotion, and other marketing tools to promote products and services. The government used radio and other platforms publicly like newspapers and television to disseminate Information, Education, and Communication (IEC) materials. In terms of reach and message recall, there is evidence that television and radio are usually more effective in disseminating awareness campaigns (Das, S. 2016).

The introduction of new technological communication media served as a threat to radio. According to Lissitsa, S., & Laor, T. (2021), the transition to digital communication is the most recent threat that has come, and to surpass these changes. Radio is also focused online through analog and digital platforms. As a development of the digital age, online radio came into place, which listeners can receive through podcasts, satellite radio, smartphone applications, online radio stations, and other digital platforms. Listeners can also access online radio through social media such as Facebook and Twitter, creating active participation with the audience and easily interacting with them.

**Newspaper**

According to Sama (2019), An effective communication medium is newspapers since it plays an essential role in almost every country. TV and print advertisements are the traditional mediums they prefer (Statista, 2016). Even though this generation is knowledgeable in technology, newspapers still play a vital role in the decision-making of their consumers. In 2019, 63.3% of the total population ages 10 to 64 had spent time reading newspapers. However, 36.5% of the population has not seen newspapers. Newspaper ads influenced significant effects on positive attitudes towards tax compliance. It has a more substantial impact on TV ads regarding individual attitudes towards complying with taxes voluntarily (Cyan, M. R., Koumpias, A. M., & Martinez-Vazquez, J. 2016).

According to Sung, N., & Kim, J. (2020), As this generation has seen new ways to gather information, there has been a decrease in a consumer's utility or demand for newspaper articles can be cut by new consumers. On the other hand, one other factor in decreasing order in newspapers is distrust and political apathy. Another thing that sales in newspapers decline is due to the availability of online media, as Gao, P., Lee, C., & Murphy, D. (2018). Local newspapers are steadily declining, affecting the newspaper companies who continuously circulate newspapers to disseminate information to the public. Most consumers substitute newspapers with online newspapers that have free access to the consumers and have almost the same information content on both platforms.

**Posters**

Sajib (2020) stated that poster advertisement is considered one of the most accessible media advertisements. Marketers set posters outdoors to connect and catch the attention of the masses. This advertising medium is suitable for household products like soap, medicines, and the like. According to the Philippine Statistics Authority, 54,955,000 of the population ages 10 to 64 have seen posters.

**Online Advertising**

According to the Philippine Statistics Authority, in 2019, 67.5% of the population ages 10 to 64 are exposed to the internet, specifically social media, 42.5% are exposed every day, and 26% have no access. In this study, Facebook, Twitter, Instagram, YouTube, email encompasses the term 'internet' (Mishra & Vashiath, 2017). With different media platforms that varied influence to its audience, Opeodu and Gbadebo (2017) indicated that influencing consumers' choice is through various media platforms that play an essential role to each consumer. One of the significant factors in shaping adolescents' buying behavior is online advertising (Berlin, I., & Dautzenberg, B., 2020). Social media has a wide range of reach to different market segments, and with creative advertising, it gets the consumers' attention and gets attached to it. According to Zheng, X., Li, W., Wong, S. W., & Lin, H. C. (2021), Social media marketing has become a significant vehicle for disseminating information to consumers, especially their products, to be acknowledged by consumers online.

**III. RESEARCH METHODOLOGY**

This study was conducted to evaluate the consumers in rural areas, specifically in Laur, Nueva, Ecija, to know if advertisements affect their buying behavior and if advertisements are one of the factors they consider in buying a particular product or service. This research focuses on advertisements' impact on consumers' buying behavior. The researchers gathered accurate data using a quantitative, descriptive correlational approach. A total of 205 respondents were selected as participants. The survey-questionnaire method was used as an instrument for our data-gathering. The respondents chosen for this study will accomplish the following survey questionnaire to know what advertisements significantly impact their purchasing behavior. These respondents should be 18 to 64 years old and a Laur, Nueva Ecija resident.

**IV. RESULTS AND DISCUSSION**

*Table 1. Summary of the Demographic profile of the respondents (N=205)*

Variable	Frequency	Percentage
----------	-----------	------------

Gender

<i>Female</i>	144	70.2
<i>Male</i>	61	29.8
<b>Age</b>		
<i>18-27</i>	101	49.3
<i>28-37</i>	64	31.2
<i>38-47</i>	25	12.2
<i>48-57</i>	11	5.4
<i>58-67</i>	4	2.0
<b>Work</b>		
<i>Student</i>	46	22.7
<i>Working student</i>	3	1.5
<i>Employee</i>	79	38.9
<i>Self-Employed</i>	50	24.6
<i>Unemployed</i>	27	13.2
<b>Educational Attainment</b>		
<i>Undergraduate</i>	151	76.6
<i>College</i>	31	15.7
<i>Graduate</i>	15	7.6
<b>Monthly Income</b>		
<i>&lt;20,000</i>	27	13.5
<i>20,000-29,000</i>	145	72.5
<i>30,000-39,000</i>	22	11.0
<i>40,000-49,000</i>	2	1.0
<i>50,000-59,000</i>	1	0.5
<i>Below 100,000</i>	3	1.5
<b>Decision Maker</b>		
<i>Yes</i>	77	37.6
<i>No</i>	128	62.4

Source: Primary data

Table 1 provides the detailed demographic information of the respondents selected for the study. Gender, age, work, education, and income were the variables used to create a profile of selected respondents. A total of 205 people was polled, with 144 (70.2%) females and 61 (29.8%) males. The results disclose that majority of the respondents are youths ages 18 to 27 (49.3%), outnumbering adults. 79 out of 205 respondents are employees (38.9%), 151 are undergraduate (76.6%), 145 of them have monthly income of 20,000-29,000 (72.5%). More than half of the respondents are not decision-makers, with 62.4%.

**Table 2. Purchasing Medium or Location**

<b>Purchasing medium</b>	<b>Frequency</b>	<b>Percentage</b>
Grocery Store	124	60.5
Sari-sari	63	30.7
Mall	12	5.9

Others	3	2.6
Total	205	100

Table 2 indicates the purchasing medium of rural consumers in Laur, Nueva Ecija. Researchers asked respondents where they usually buy a product; most respondents answered grocery store with 60.5%, followed by sari-sari store (5.30%) given that they are in a rural area. However, the results contradict the claims of Pascual et al. (2020) that consumers preferred buying from public markets since consumers perceive that products sold at public markets are cheaper and fresher.

*Table 3. Frequency of exposure to advertisements.*

Frequency of exposure	Frequency	Percentage
1-3 times a day	48	23.4
4-7 times a day	51	39.5
8-11 times a day	24	11.7
None	2	1.0
Total	205	100

Table 3 depicts the exposure of consumers to advertisements. Regarding how often respondents see advertisements per day, they were given a choice from 1 to 3 times a day, 4 to 7 times a day, 8 to 11 times a day, or none at all. The results indicate that the most they see an advertisement is 4 to 7 times a day.

#### **CROSS-TABULATION OF THE RELATIONSHIP BETWEEN DEMOGRAPHICS AND BUYING BEHAVIOR**

*Table 4. Cross-tabulation of the relationship between gender and Buying Behavior*

		Affect Buying Behavior		Total
		Yes	No	
Gender	Female	113	31	166
	Male	49	12	61
Total		162	43	205
Pearson Chi-Square		P-value	Significance	
0.89		0.462	Not Significant	

Table 4 indicates that gender and buying behavior have no significant relationship. Regardless of gender, an advertisement's effectiveness remains consistent. However, according to a study conducted by MalgorzataKarpinska et al., (2021), female respondents developed higher purchase intentions than males when

exposed to unfamiliar brands. Our study replicated these effects showing more women trusting advertisements and having higher purchasing intentions.

*Table 5. Cross-tabulation of the relationship between age and Buying Behavior*

		Affect Buying Behavior		Total
		Yes	No	
Age	18-27	85	16	101
	28-37	46	18	64
	38-47	18	7	25
	48-57	9	2	11
	58-67	4	0	4
Total		162	43	205
Pearson Chi-Square		P-value	Significance	
11.013		0.026	Significant	

Table 5 indicates a significant relationship between age and the buying behavior of rural consumers. The majority of respondents (101, or 49.3%) were between 18 and 27 years old, indicating that teenagers outnumber adults. The study demonstrates a correlation between the younger demographics, namely, the millennials (21 to 27 years old) and Gen Zs (18 to 20 years old), and the buying behavior. This analysis supports the theory of Hoffman (2019) that the reception of advertising and its influence is certainly dependent on a child's age and, consequently, on the degree of its emotional and cognitive development. Moreover, considering the frequency of exposure to advertisements, significantly, advertisements influenced these age brackets on social media. This data suggests that media plays a massive role in shaping new consumer attitudes; aggressive promotions and advertising are increasingly encouraging children and adolescents to do shopping (Hoffmann, 2019).

*Table 6. Cross-tabulation of the relationship between Educational attainment and Buying Behavior.*

	Affect Buying Behavior		Total
	Yes	No	



		Affect Buying Behavior		Total
		Yes	No	
Educational attainment	undergraduate	126	25	151
	college	22	9	31
	graduate	8	7	15
Total		156	41	197
Pearson Chi-Square		P-value	Significance	
9.014		0.011	Significant	

Table 6 shows the effectiveness of advertisements for people in Laur Nueva Ecija. The data suggests a significant margin of difference between undergraduate individuals and college graduates. They further showed that younger individuals tend to display a stronger purchasing behavior.

Educational attainment plays an essential role in influencing rural consumers' buying behavior, which explains that younger demographics belonging to the undergraduate level (college undergraduate) were more susceptible to affecting their buying behavior. This result provides a clear understanding of Mahto (2020), stating how rural people's changing lifestyles and consumption patterns with the increase in literacy levels on education and penetration of mobile, computer, and television exposed to its rural scope.

**Table 7. Cross-tabulation of the relationship between Income and Buying Behavior.**

		Affect Buying Behavior		Total
		Yes	No	
Income	<20,000	23	4	27
	20,000-29,000	110	35	145
	30,000-39,000	20	2	22
	40,000-49,000	2	0	2
	50,000-59,000	1	0	1
	>100,000	3	0	3
Total		159	41	200
Pearson Chi-Square		P-value	Significance	
3.906		0.272	Not Significant	

Table 7 shows the relationship between monthly income and buying behavior. The data interprets that income and buying behavior have no significant relationship. Regardless of income level, rural consumers still purchase goods.

**Table 8. Cross-tabulation of the relationship between Effective Advertisement and Buying Behavior.**

		Affect Buying Behavior		Total
		Yes	No	
Effective Advertisement	TV Commercials	45	20	65
	Digital Ads	7	1	8
	Poster	1	0	1
	Social Media	109	21	130
	Others	0	1	1
Total		162	43	205
Pearson Chi-Square		P-value	Significance	
9.964		0.41	Significant	

Table 8 reveals a significant correlation between the medium of advertisements and the buying behavior of rural consumers. Advertisements according to our respondents. The table shows that TV commercials fall behind with a reasonable margin showing the effectiveness of Social Media against TV Commercials.

The respondents drew a clear idea of the current situation in Nueva Ecija. Social media and Traditional TV are the top 2 answers with a clear margin against other choices. Social Media is the top choice shows the scope of users of the platform in Nueva Ecija. According to a study by Gołębiewska et al. (2020), Rural areas are at the forefront of Social Media exposure, the number of regular internet users increased among residents of rural areas, and, in the rural population group, the highest growth rate among people using social networking sites was recorded. However, the research conducted in Lublin County showed a significant difference in understanding the meaning of social media and potential powers between rural and urban area dwellers.

**Table 9. Cross-tabulation of the Relationship between factors and buying behavior.**

		Affect Buying Behavior		Total
		Yes	No	
Factors	Price	84	16	100
	Brand	35	15	50
	Popularity	9	3	12
	Endorser	3	0	3
	Availability	18	7	25
	Accessibility	8	2	10

Others	5	0	5
Total	162	43	205
Pearson Chi-Square	P-value	Significance	
6.941	0.26	Significant	

Table 9 shows a significant correlation between the factors considered and the buying behavior of rural consumers in Laur, Nueva Ecija. Before purchasing, these consumers look into these factors, remarkably the price, brand, and availability. As Hanaysha (2018) stated, several factors can influence consumer behavior before making a purchase decision. Therefore, understanding buying behavior is not easy; purchasing either low- or high-value products does not matter for consumers since they spend less time thinking about it as they prioritize their needs.

## V. CONCLUSION

The objectives and questions from this paper were answered by the data collected from the respondents. It helped the researchers determine the most effective medium of advertisement, identify the effect of ads, and find out the factors and perceptions that influence the buying behavior of rural families in Laur, Nueva Ecija.

From the survey conducted to the residents of Laur, Nueva Ecija, price still plays a significant role in rural consumers' buying behavior, supporting the idea that they are highly price-sensitive consumers (Chhabra, 2018). From the study, one of the three fundamental goals of advertising and marketing is to offer a reasonable price (Subbaiah and Sathish, 2017); it is evident that the price of products was more valued when it comes to factors that affect their buying behavior. Other demographics like occupation and income were not significant in affecting their buying behavior which rejects the theory that more income and employment opportunities in rural areas have increased the purchasing power of rural consumers (Pant H., Pant P., & Joshi A., 2016). On the other hand, some demographics, namely age and educational attainment, were also significant in influencing their buying behavior which supports the theory of Mahto (2020), stating that age and education level influences brand awareness factors. The respondents identified Social Media as the most effective advertising medium before TV commercials. An important eye-opener for the researchers was that rural consumers hold Social Media as their most common source of advertisement like their urban counterparts. The result contradicts the theory of Natarajan and Manimaran (2016) that TV is the quickest developing and most popular mass medium in rural territories. The young demographic sector indicates the prominence of online media usage, which lead to their advertisement exposure which builds on the existing evidence of Subbaiah and Sathish (2017), that younger generations are exposed to technological development and are likely to shift from the traditional media to the new and evolving online and digital advertisements.

Based on the findings and conclusions presented, several recommendations are to be considered:

1. The Social media platform is the most effective medium of advertisement to rural markets as this medium has always been available for the market, where the market spends a lot of its time.
2. Advertisements affect the buying behavior of rural families.
3. The most important factor that influences the buying behavior of rural families in Laur, Nueva Ecija is Price, as they consider this factor to be their basis on buying a particular product.

## VI. RECOMMENDATIONS

The study focused on a quantitative approach by identifying the factors and advertisements that influence the consumers' buying behavior in Laur, Nueva Ecija, and how their demographics are relevant to their purchasing decisions. The sample size was very limited due to time constraints encountered by the researchers. Future research suggests that in the continuously developing market, companies should look out for these very cost-conscious consumers due to current economic circumstances and different product offerings produced with a lower cost promoting similar benefits are competing with branded offerings. The researchers suggest that future

studies could focus next on price discounts, promotions, mode of payments, convenience, etc., as other aided factors for more insightful findings. It will be important that companies continue to develop their online engagements and marketing strategies within these rural areas in the coming years to continue growing the market and keeping consumers engaged with this category. Lastly, future researchers should investigate the qualitative aspect of how rural consumers perceive these advertisements and why it affects their buying behavior.

### REFERENCES

- [1] 2015 Census of Population: Nueva Ecija. (2015). Retrieved 13 May 2021, from [https://psa.gov.ph/sites/default/files/03\\_Nueva%20Ecija.pdf](https://psa.gov.ph/sites/default/files/03_Nueva%20Ecija.pdf)
- [2] Ahmad, S., Wasim, S., Irfan, S., Gogoi, S., Srivastava, A., & Farheen, Z. (2019). Qualitative v/s. Quantitative Research- A Summarized Review. *Journal Of Evidence Based Medicine And Healthcare*, 6(43), 2828-2832. doi: 10.18410/jebmh/2019/587
- [3] An overview of research designs relevant to nursing: Part 1: quantitative research designs. (n.d.). SciELO - Scientific Electronic Library Online. [https://www.scielo.br/scielo.php?script=sci\\_arttext&pid=S0104-11692007000300022](https://www.scielo.br/scielo.php?script=sci_arttext&pid=S0104-11692007000300022)
- [4] Anbumozhi, T. Dr.Jothi Jayakrishnan, Dr.V.BALAJI, (2020) "THE IMP ACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR IN CUDDALORE DISTRICT", *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, E-ISSN 2348- 1269, P- ISSN 2349-5138, Volume.7, Issue 1, Page No pp.570-575, February 2020, Available at : <http://www.ijrar.org/IJRAR2001084.pdf>
- [5] Auf, M. A. A., Meddour, H., Saoula, O., & Majid, A. H. A. (2018). Consumer buying behaviour: the roles of price, motivation, perceived culture importance, and religious orientation. *Journal of Business & Retail Management Research*, 12(04). <https://doi.org/10.24052/jbrmr/v12is04/art-18>
- [6] A study on the influences of advertisement on consumer buying behavior. (n.d.). Allied Business Academies. <https://www.abacademies.org/articles/a-study-on-the-influences- of-advertisement-on-consumer-buying-behavior-7177.html>
- [7] Berlin, I., & Dautzenberg, B. (2020). Electronic cigarette for smoking cessation: A randomized, placebo controlled, double blind, double dummy, multicenter trial comparing electronic cigarettes with nicotine to varenicline and to electronic cigarettes without nicotine, the ECSSMOKE trial. *Tobacco Prevention & Cessation*, 6(Supplement). <https://doi.org/10.18332/tpc/128462>
- [8] Buijzen M. (2014) The Family's Role in Children's Interpretation of Advertising. In: Blades M., Oates C., Blumberg F., Gunter B. (eds) *Advertising to Children*. Palgrave Macmillan, London. [https://doi.org/10.1057/9781137313256\\_8](https://doi.org/10.1057/9781137313256_8)
- [9] Castelo, R., & Vizmonte, I. (2019). Philippines - Trade Promotion and Advertising. Retrieved 13 May 2021, from <https://www.export.gov/apex/article2?id=Philippines-Trade-Promotion-and-Advertising>
- [10] Chhabra, D. (2018). Factors Affecting Consumer Buying Behaviour and Decision Making Process towards FMCG Products. *Journal of Advances and Scholarly Researches in Allied Education*, 15(6),131-139. <https://doi.org/10.29070/15/57735>
- [11] Cyan, M. R., Koumpias, A. M., & Martinez-Vazquez, J. (2016). The Effects of Media Campaigns on Individual Attitudes Towards Tax Compliance; Quasi-Experimental Evidence from Survey Data in Pakistan. *SSRN Electronic Journal*. Published. <https://doi.org/10.2139/ssrn.2863251>
- [12] Das, S. (2016). Television is More Effective in Bringing Behavioral Change: Evidence from Heat-Wave Awareness Campaign in India. *World Development*, 88, 107-121. <https://doi.org/10.1016/j.worlddev.2016.07.009>
- [13] Dendup, T., Zhao, Y., & Putra, I. G. N. E. (2020). Rural-urban differentials in the determinants of under-five mortality in Bhutan. *Journal of Health Research*, ahead-of(ahead-of-print). <https://doi.org/10.1108/jhr-09-2019-0208>
- [14] Dilek, S. (2021). What is the Greenfield Opportunity ? and How to Discover It Online ?. Retrieved 11 April 2021, from <https://medium.com/the-marketer-s-journey/what-is-the-greenfield-opportunity-and-how-to-discover-it-online-3b64c65b1ef3>
- [15] Estella P. & Löffelholz M., (2019). Phillipines - Media Landscape. European Journalism Centre (EJC). Retrieved from DOI: 10.13140/RG.2.2.33091.76322
- [16] Gale eBooks - Document - Advertising Management. (2021). Retrieved 11 April 2021, from <https://link.gale.com/apps/doc/CX7013300008/GVRL?u=phccust&sid=GVRL&xid=44ac4f55>
- [17] Gao, P., Lee, C., & Murphy, D. (2018). Financing Dies in Darkness? The Impact of Newspaper Closures on Public Finance. *SSRN Electronic Journal*. Published. <https://doi.org/10.2139/ssrn.3175555>
- [18] Geoffrey Lancaster, & Lester Massingham. (2018). *Essentials of Marketing Management*. Routledge. (page 305) (7th ed)
- [19] Gómez-Díaz, J. A., J. A. (2016). Reviewing a Consumer Decision Making Model in Online Purchasing: An ex-post-fact Study with a Colombian Sample. *Avances En Psicología Latinoamericana*, 34(2), 273-292. <https://doi.org/10.12804/apl34.2.2016.05>

- [20] Håkansson, A., & Widinghoff, C. (2019). Television gambling advertisements: Extent and content of gambling advertisements with a focus on potential high-risk commercial messages. *Addictive Behaviors Reports*, 9, 100182. <https://doi.org/10.1016/j.abrep.2019.100182>
- [21] Hoffmann, B. (2019). THE ROLE OF ADVERTISING IN SHAPING CHILDREN'S PREFERENCES OF CONSUMPTION. *Trakia Journal of Sciences*, 17(2), 115–124. <https://doi.org/10.15547/tjs.2019.02.004>
- [22] Kuzmina, K., Prendeville, S., Walker, D., & Charnley, F. (2019). Future scenarios for fast-moving consumer goods in a circular economy. *Futures*, 107, 74–88. <https://doi.org/10.1016/j.futures.2018.12.001>
- [23] Lissitsa, S., & Laor, T. (2021). Baby Boomers, Generation X and Generation Y: Identifying generational differences in effects of personality traits in on-demand radio use. *Technology in Society*, 64, 101526. <https://doi.org/10.1016/j.techsoc.2021.101526>
- [24] Martins, J. T., & Canhoto, R. (2016). Leveraging new knowledge with relational capabilities. *Library Review*, 65(6/7), 386–403. <https://doi.org/10.1108/lr-10-2015-0099>
- [25] Natarajan, M., & Manimaran, S. (2016). Impact of Advertisement on Buying Behavior of Rural Women Consumers. *International Journal of U- and e- Service, Science and Technology*, 9(6), 11–22. <https://doi.org/10.14257/ijunesst.2016.9.6.02>
- [26] National Geographic Society. (2012, October 9). Rural area. <https://www.nationalgeographic.org/encyclopedia/rural-area/>
- [27] NTC AM Radio Stations via FOI website. (2021). Retrieved 13 May 2021, from [http://storage.googleapis.com/request-attachments/bWsw5ImpPipRZIKwfAvIa6tcvvR9qFC2KAw Y12L9WnvmvqjMAiZRL2KEfs2X4DZlqWnqkFchNetWStMYrG5h3A38eukzMvUefOa/AM%20RADIO%20STATIONS\\_2019.pdf](http://storage.googleapis.com/request-attachments/bWsw5ImpPipRZIKwfAvIa6tcvvR9qFC2KAw Y12L9WnvmvqjMAiZRL2KEfs2X4DZlqWnqkFchNetWStMYrG5h3A38eukzMvUefOa/AM%20RADIO%20STATIONS_2019.pdf)
- [28] NTC FM Stations via FOI website. (2021). Retrieved 13 May 2021, from [http://storage.googleapis.com/request-attachments/AV4y9qh3QvqYRdiDILKyN9nVIEnGnFovM9 uuKB8iRaRW7PRrO633PGaXjSEULqVEmjorBtVejJ00OBQf6uq5cH0nMZNFTt12UrY/FM%20STATIONS\\_2019.pdf](http://storage.googleapis.com/request-attachments/AV4y9qh3QvqYRdiDILKyN9nVIEnGnFovM9 uuKB8iRaRW7PRrO633PGaXjSEULqVEmjorBtVejJ00OBQf6uq5cH0nMZNFTt12UrY/FM%20STATIONS_2019.pdf)
- [29] Pant H., Pant P., & Joshi A. (2016). BUYING BEHAVIOR OF RURAL CONSUMERS: IMP ACT OF ADVERTISEMENTS ON FMCG PURCHASES IN RURAL UTTARAKHAND. *International Journal on Customer Relations*. Vol. 4. Issue 2. from <http://www.publishingindia.com/ijcr/55/buying-behaviour-of-rural-consumers-impact-of-advertisements-on-fmkg-purchases-in-rural-uttarakhand/514/3664/>
- [30] Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer Decision Making Process Models and their Applications to Market Strategy. Retrieved 13 May 2021, from <http://www.imjournal.org/uploads/1/4/2/8/14286482/imr-v15n1art3.pdf>
- [31] Pascual, Pet & Sedanza, Nestor & Loso, Maricris & Salvino, Maria & Mendoza, Reynerio & Abenis, Neuville. (2020). Understanding Consumer Buying Behaviours Towards Public Markets And Grocery Stores In Tacloban City, Philippines. *International Journal of Engineering Technologies and Management Research*. 6. 40-47.10.29121/ijetmr.v6.i3.2019.364.
- [32] Peighambari, K., Sattari, S., Kordestani, A., & Oghazi, P. (2016). *Consumer Behavior Research*. SAGE Open, 6(2), 215824401664563. <https://doi.org/10.1177/2158244016645638> Philippine Statistics Authority | Republic of the Philippines. (n.d.). <https://psa.gov.ph/press-releases/id/163686>
- [33] Qazzafi, S. (2020, May 1). Factor Affecting Consumer Buying Behavior: A Conceptual Study. *ResearchGate*. [https://www.researchgate.net/publication/341407314\\_Factor\\_Affecting\\_Consumer\\_Buying\\_Behavior\\_A\\_Conceptual\\_Study](https://www.researchgate.net/publication/341407314_Factor_Affecting_Consumer_Buying_Behavior_A_Conceptual_Study)
- [34] Rahman, M. A., Islam, M. A., Esha, B. H., Sultana, N., & Chakravorty, S. (2018). Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. *Cogent Business & Management*, 5(1), 1514940. <https://doi.org/10.1080/23311975.2018.1514940>
- [35] Sajib, N. (2020). Code-switching in Advertisement Posters: A Sociolinguistic Analysis. *Belta Journal*, 4(1), 44-57. doi: <https://doi.org/10.36832/beltaj.2020.0401.04>
- [36] Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1), 54–68. <https://doi.org/10.1177/0973258618822624>
- [37] Statista. 2021. Philippines: value share of sales channels to total FMCG 2020 | Statista. [online] Available at: <https://www.statista.com/statistics/998654/philippines-value-share-sales-channels-total-fmkg/> [Accessed 14 September 2021].
- [38] Subbaiah P. & Sathish A S. (2017). FUTURE OF ADVERTISEMENTS IN RURAL MARKETING. *Sona Global Management Review*. Vol 11, Issue 2. <https://www.sonamgmt.org/journal/previous-issues/dec-2017/2%20FUTURE%20OF%20ADVERTISEMENTS.pdf>
- [39] Sung, N., & Kim, J. (2020). Does the internet kill newspapers? The case of South Korea. *Telecommunications Policy*, 44(4), 101955. <https://doi.org/10.1016/j.telpol.2020.101955>
- [40] Suroso, A., Mafudi, Lumbantoran, A., & Rafinda, A. (2019). THE Impact Of Digital Marketing On Rural Products: A Case Study In Sumbang, Indonesia. *Cross-Cultural Management Journal* Volume XXI, Issue 2 [https://dea.lib.unideb.hu/dea/bitstream/handle/2437/274537/FILE\\_UP\\_0\\_CMJ2019\\_I2\\_1.pdf?isAllowed=y&sequence=1](https://dea.lib.unideb.hu/dea/bitstream/handle/2437/274537/FILE_UP_0_CMJ2019_I2_1.pdf?isAllowed=y&sequence=1)
- [41] Topic: FMCG market in the Philippines. (2021, February 25). Statista. <https://www.statista.com/topics/7514/fmkg-market-in-the-philippines/#dossierSummary>

- [42] Topic: Media in the Philippines. (2021, December 8). Statista. [https://www.statista.com/topics/6119/media-industry-in-the-philippines/#topicHeader\\_\\_wrapper](https://www.statista.com/topics/6119/media-industry-in-the-philippines/#topicHeader__wrapper)
- [43] Topic: Rural-Urban Differences: Demographic and Socio-Cultural Characteristics. <https://www.yourarticlelibrary.com/difference/rural-urban-differences-demographic-and-socio-cultural-characteristics/39322>
- [44] Urban Barangays in the Philippines (Based on 2010 CPH). (2021). Retrieved 11 April 2021, from <https://psa.gov.ph/content/urban-barangays-philippines-based-2010-cph>
- [45] Urban population in the Philippines (Results of the 2015 census of population) | Philippine Statistics Authority. (n.d.). <https://psa.gov.ph/content/urban-population-philippines-results-2015-census-population>
- [46] Wienclaw, R. A. (2014). Advertising Management. In Business Reference Guide. Studies in Marketing & Advertising (pp. 15-20). Salem Press.
- [47] Zheng, X., Li, W., Wong, S. W., & Lin, H. C. (2021). Social media and E- cigarette use among US youth: Longitudinal evidence on the role of online advertisement exposure and risk perception. *Addictive Behaviors*, 119, 106916. <https://doi.org/10.1016/j.addbeh.2021.106916>  
Documents & Reports - All Documents | The World Bank. <https://documents1.worldbank.org/curated/en/963061495807736752/pdf/114088-REVISED-PUB LIC-Philippines- Urbanization-Review-Full-Report.pdf>