

**THE IMPACT OF ADVERTISING ON THE ENROLMENT OF
SENIOR HIGH SCHOOL AND COLLEGE STUDENTS
OF LPU-LAGUNA A.Y. 2016-2017**

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ABSTRACT

The major concern of this study is to assess the impact of different means of advertising of LPU-Laguna, specifically on the psychographics towards the increase of senior high school and college transferees. Advertising is one of the important marketing communication tools that is used to reach, inform, and persuade the prospects to choose the institution or its product or services. Nowadays, the current practice is to tackle the psychological aspect, or the psychographics, in advertisements LPU-Laguna has different advertising tools, such as Billboard, Print Ads, Social Media Ads, and Direct Advertising/Marketing. Using the descriptive-quantitative research design, this study used survey to gather data among 96 respondents chosen using quota sampling. Weighted mean and Spearman rank-order correlation were used to analyze the data. This study revealed that print advertisement had the greatest reach in informing the students about the school and all of the advertisements of LPU-Laguna had an impact on psychographics. Additionally, the recommendation of their friends and family had the greatest influence on their decision to enroll in LPU-Laguna. The study concludes that advertisements had impacts on psychographics, which means they had an effect on the decision of the respondents to enroll in LPU-Laguna.

Keywords: advertisements, psychographics, advertising tools, LPU Laguna, enrolment

INTRODUCTION

Most students who finished the secondary level of high school are always facing the decision point of choosing what senior high school they should enroll in. Meanwhile, there are some students who are already in tertiary level that still seek better schools to continue their

studies. There are a lot of factors that contribute to the choice of school. These could include advertisements, recommendation from family and friends, and environment.

Advertisement is one of the deciding factors influencing the choice of the students (Napompech, 2011). Students need to know the school's educational offering is worth investing as well as the functions, benefits, strengths, and outcome of the school's educational services to help them in their choice to enroll in a particular institution (Levitz, 2012). Along with this, students considered the availability of work after graduating as their first choice in choosing a course and school in college (Pascual, N., 2016).

LPU-Laguna has advertisements to attract people to choose the school through Billboard advertisements, Print Advertisements, Social Media Advertisements, and Direct advertisement. The content of LPU-L advertising is more on its achievements, accomplishments and program offerings. Last academic year 2016-2017, they were more focused on the direct marketing that pertains to career orientation because they still believed that it was the most effective medium of advertisement because of its face to face interaction according to Mr. Crisostomo Malabuyoc, LPU-L Vice President for Administration.

Nowadays, advertisements must tackle about the company or brand value to the customer in terms of functional, monetary, and psychological aspect in order to attract prospective customers. The current practice is to tackle the psychological aspect which pertains to the Psychographics. Psychographics describes the human qualities of the shopper such as self-concept, life style to interests, attitudes, opinions, and recognition about product qualities that might have significance on their reaction to packaging, products, and advertising, as well as open relations deliberations (Demby, E., 2011).

The researchers wanted to know if the medium advertisements of LPU-Laguna have really an impact and effect in the enrollment and psychological decision of the grade 11 students and college transferees last academic year 2016-2017 in choosing LPU-Laguna

The principal goal of the study was to analyze the current advertising strategy or execution of LPU-Laguna towards the increase of senior high school and college transferees A.Y. 2016-2017. Specifically, it sought to address the following objectives: To determine the demographic profile of the respondents in terms of age, sex, social status, and geographic location; To determine the most effective

medium of advertising in reaching the incoming senior high school students and college transferees in choosing the school for academic year 2016-2017; To determine the impact of advertising in terms psychographic segment; To determine if the deciding factors in choosing LPU-Laguna has an effect on their preferences; To determine if there is a significant relationship between the deciding factors in choosing LPU-Laguna and the impact of advertising in terms of psychographic segment; Lastly to provide an action recommendation plan.

METHODOLOGY

This study was a descriptive research and quantitative approach was used to gather all the data. Survey questionnaire was used as a major tool in gathering the data with a reliability test (Cronbach Alpha) value of .852. It was validated by Ms. Ma. Leonore V. Alusen professor in Marketing Research, and Mr. Ferdinand Felix E. Fernandez, MBA, professor advertising and a Marketing Professional. The survey was administered at Lyceum of the Philippines-Laguna among 96 respondents who were selected using quota sampling. G-power was used to determine the sample size of 96 given the effect size of 0.35, alpha error of 0.05 and power of 0.95. The data gathered were analyzed using Weighted Mean to determine the average responses of different options provided in the different parts of the questionnaire. The scales used were as follows:

Table 1. Likert Scale interpretation

1.00-1.74	Strongly Disagree
1.75-2.49	Disagree
2.50-3.24	Agree
3.25-4.00	Strongly Agree

The researchers came up with this interpretation by using the formula of descriptive interpretation where:

$$DI = \frac{TO (Total\ option) - 1}{TO (Total\ option)}$$

**the total option pertains to the number of point in the likert scale.*

The researchers used the Spearman rank-order correlation to determine the significant relationship between the factors in choosing LPU-Laguna and the most effective medium of advertising in reaching the incoming senior high school students and college transferees in choosing the school for A.Y.2016-2017.

RESULTS AND DISCUSSION

Results showed that 52.08% of the respondents were 19-20 years old and were male. Majority of the respondents studied in a private school. Parents of the students sent their child in private schools because of the institution's syllabus, school environment, facilities and the overall academic performance—the reason why quality education of private institution is frequently selected over the public institutions (Yaacob and Bachok, 2014; Dronkers, 2010).

In line with that, the respondents mostly came from Malayan Colleges yet, there were still some students who came from schools in Manila such as Philippine Air Transport and Training Services (PATTS), San Beda – Alabang, LPU-Manila, Adamson University, University of Perpetual Help System DALTA - Las Pinas, De La Salle – College of St. Benilde, University of Santo Tomas, Assumption College Makati, Far Eastern University – NRMF, Centro Escolar University – Mendiola, Far Eastern University – Manila, Shining Hope Academy, and Technological Institute of the Philippines that still chose to continue their study at LPU-Laguna.

Those residing in Calamba City comprised 31.25% of the respondents while 63.54% came from other parts of Laguna. One of the factors in choosing a school is the location of the university as well as the vicinity of the university (Aguado et. al., 2015; Jafari and Aliesmaili, 2013).

In terms of the medium of advertising that has the greatest reach, this study revealed that print advertisement had the greatest reach in informing the students about the institution. According to

Rehman et al. (2011), print advertisement is used to reach a large number of consumers to spread the latest information.

Moreover, the study shows that respondents all agreed that all the advertisements of LPU-Laguna had an impact on their psychographics as shown on Table 2.

Outdoor advertisements (billboard) create distinctive ideas which can be effective in convincing and persuading purchasers and in order to be effective, it must have the clarity of message, clear and easy to read, a good location of billboard, innovative, and has a powerful visual. Also it is used as a tool in integrated marketing communication (Gulmez, M., et. al., 2010; Taylor, Frank, and Bang, 2013)

If there is someone who wants to read and understand something in the information, then magazines, tarpaulins, and other print advertisements are useful because some of consumers take as much time as they need to read. Print advertisements give more information, and a lasting message in life (Mortiary et al., 2012).

Online advertising and marketing give the highest impact on the attitudes and pursuits of customers buying online. Specifically, social media advertising creates positive information to the consumers through its messages and increases the quality of consumer value (Aqsa, M., and Kartini, D., 2015; Chung & Austria, 2010).

Direct advertising stimulates the sales directly and it increases the global attention and reach of consumers because of the quality of advertisement. It also develop the corporate media pages to market their company information directly to the public. (Mortiary et. al., 2014; Liang & Mackey, 2013).

Table 2. The impact of advertisements on Psychographics

Billboard Advertisement	WM	Interpretation
1. It conveys the message of the advertisement clearly.	3.21	Agree
2. It attracts the attention of the prospective customers.	3.21	Agree
3. It persuades impulse decision to enroll in LPU-Laguna.	3.11	Agree

Table 2 continued...

4. It creates top of mind awareness in terms of LPU-L as an institution.	3.15	Agree
5. It states the LPU-L is a school that creates quality education.	3.30	Strongly Agree
COMPOSITE MEAN	3.20	Agree
Print Advertisement	WM	Interpretation
1. It conveys the message of the advertisement clearly.	3.06	Agree
2. It attracts the attention of the prospective customers.	3.06	Agree
3. It persuades impulse decision to enroll in LPU-Laguna.	3.00	Agree
4. It creates top of mind awareness in terms of LPU-L as an institution.	3.06	Agree
5. It states the LPU-L is a school that creates quality education.	3.10	Agree
COMPOSITE MEAN	3.06	Agree
Social Media Advertisement	WM	Interpretation
1. It conveys the message of the advertisement clearly.	3.26	Strongly Agree
2. It attracts the attention of the prospective customers.	3.24	Agree
3. It persuades impulse decision to enroll in LPU-Laguna.	3.15	Agree
4. It creates top of mind awareness in terms of LPU-L as an institution.	3.21	Agree

Table 2 continued...

5. It states the LPU-L is a school that creates quality education.	3.26	Strongly Agree
COMPOSITE MEAN	3.22	Agree
Direct Advertisement	WM	Interpretation
1. It conveys the message of the advertisement clearly.	3.29	Strongly Agree
2. It attracts the attention of the prospective customers.	3.17	Agree
3. It persuades impulse decision to enroll in LPU-Laguna.	3.25	Strongly Agree
4. It creates top of mind awareness in terms of LPU-L as an institution.	3.19	Agree
5. It states the LPU-L is a school that creates quality education.	3.26	Strongly Agree
COMPOSITE MEAN	3.23	Agree

Legends: 1.0-1.74= Strongly Disagree, 1.74-2.49= Disagree, 2.50-3.24= Agree, 3.25-4.00= Strongly Disagree

Table 3 represents the deciding factors and the respondents agreed that all of these factors influenced them in choosing the school.

Recommendation of the family got the highest average. This means it had the greatest influence of all the factors. The people from the environment which pertains to students' family and friends is definitely one of the factors in selecting a school (Aguado et. al., 2015).

Table 3. Factors that made the respondents decide to enroll in LPU-Laguna

Indicator	WM	Interpretation
1. The Billboard Advertisement of LPU- Laguna influenced and convinced me in choosing the school.	2.83	Agree
2. The Social Media dvertisement of LPU-Laguna influenced and convinced me in choosing the school.	2.99	Agree
3. The Print Advertisement of LPU-Laguna influenced and convinced me in choosing the school.	2.95	Agree
4. The recommendation of my friends and family influenced and convinced me in choosing the school.	3.34	Strongly Agree
5. My siblings/relatives are also studying in LPU-Laguna.	2.65	Agree
6. It is my personal choice to study at LPU Laguna.	3.17	Agree
7. LPU-Laguna is near in my home.	2.69	Agree
8. LPU-Laguna has a high employment rate.	2.81	Agree
9. LPU-Laguna offers a quality education.	3.13	Agree
10. LPU-Laguna has proven its ability to become the home of board topnotchers and passers.	3.06	Agree
11. LPU-Laguna has international affiliations and partners.	3.29	Strongly Agree

Table 3 continued...

12. LPU-Laguna has faculty members who were Professionally trained and highly competitive.	3.13	Agree
13. LPU-Laguna has an advanced technology and facilities.	2.98	Agree
14. LPU-Laguna has various quality certifications.	3.21	Agree
15. LPU-Laguna has a safe, friendly, and good environment or ambience.	3.31	Strongly Agree
COMPOSITE MEAN	3.04	Agree

Legends: 1.0-1.74= Strongly Disagree, 1.74-2.49= Disagree, 2.50-3.24= Agree, 3.25-4.00= Strongly Disagree

Table 4 shows that the advertisements of LPU-Laguna had a significant relationship with the deciding factors in choosing the school. Therefore, since the advertisements of LPU-L influenced the psychological aspect of the students, they contributed to their decision to choose LPU-L. Advertisements must have psychographic content because they have relevance to the customers' response to packaging, products, advertising, and public relations efforts (Demby, E., 2011).

Table 4. The relationship between deciding factors and the impact of advertisements

Deciding factors vs	Rho-value	p-value	Interpretation
Billboard Advertisement	.391	.000	Significant
Print Advertisement	.384	.000	Significant
Social Media Advertisement	.300	.003	Significant
Direct Advertisement	.314	.002	Significant

CONCLUSION

Per LPU-L registrar office's comparative report of enrolled students, there was an increase of students with a percentage of 7% last academic year 2016-2017 compared to the academic year 2015-2016. Researchers therefore conclude that the advertisements of LPU-Laguna has a big help and impact towards the increase of the students excluding high school department. As the results have shown, advertisements of the school had an influence on the decision of the students to enrol in LPU-Laguna.

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