

**The Effectiveness of the Department of Trade and Industries'
Consumer Education Campaigns: Perceptions of National
Federation of Women's Clubs Members**

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APPROVAL SHEET

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ABSTRACT

People need to make decisions everyday. As consumers, they face daily the varied, numerous and overwhelming choices offered by today's market. The influx of advertisements through mass media makes it even more difficult for them to choose. As such, there is a need to equip the public with the practical knowledge of how to make wise buying decisions.

The facilitation of intelligent decision-making among consumers is the foremost goal of consumer education. Consumer education aims to protect and empower the consumer by informing consumers of their rights and responsibilities, providing them with better product and service knowledge and finally, heightening their awareness regarding consumer related issues and concerns.

Consumer education here in the Philippines is handled and carried out by the Department of Trade and Industry (DTI). The issue of DTI's effectiveness in performing its task of empowering the Filipino consumer through effective consumer education is dealt with in this research. This study also recognizes the need to establish definite-communication criteria so as to determine whether the present implemented consumer education campaigns of DTI are headed in the direction of realizing its set objectives.

The main problem that this research attempts to answer is the extent of the effectiveness of DTI's consumer education campaigns in influencing consumer behavior among the members of the National Federation of Women's Clubs (NFWC). Specifically, this study aims to find out the nature of the two organizations involved, determine the consumer education campaigns of DTI for the Consumer Welfare Month of October 2001, and finally, gauge its communication effectiveness based on the perspective of the selected audience, the NFWC members.

The researcher employed a combination of the descriptive and evaluative research designs for this study. Library and documentary research, two interviews, and a survey were used in gathering data for this research. The survey participants were comprised of a total of fifty seven (57) NFWC members, majority of which are parents and teachers. Moreover, key informants were interviewed from both DTI and NFWC. The gathered data were interpreted applying the quantitative and qualitative statistical analysis.

The Department of Trade and Industry is the lead government agency tasked to promote consumer welfare and protection. To achieve their goal of informing and educating the public regarding consumer issues and concerns, they conceptualize and implement various consumer education campaigns. For the Consumer Welfare Month of October 2001, which carried the theme "Consumer Empowerment through Critical Education," DTI launched various print, television, and radio campaigns, among others, and organized events and activities for the mutual benefit of both businesses and consumers.

Findings indicate that majority of the survey participants were well aware of DTI's 2001 consumer education campaigns. In fact, they were even able to indicate its general content, forms and the media employed. Moreover, the whole sample respondents were one in the opinion that the campaigns indeed enabled them to become better and well-informed consumers. The respondents also evaluated the campaign's various information materials as satisfactory in terms of its communication effectiveness. Finally, results reveal that the respondents generally exhibited the characteristics of an intelligent consumer.

Based on these findings it can be inferred that DTI's consumer education campaigns for the consumer welfare month of October 2001 were successful because it met its objective of effectively informing and educating the public to become vigilant and intelligent consumers as verified in the positive perceptions and consequent consumer behavior of the members of NFWC.

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Chapter 1

INTRODUCTION

Background

People need to make decisions everyday. As consumers, they face daily the varied, numerous and overwhelming choices offered by today's market. The influx of advertisements through mass media makes it even more difficult for them to choose. As such, there is a need to equip the public with the practical knowledge of how to make wise buying decisions.

The facilitation of intelligent decision-making among consumers is the foremost goal of consumer education. Consumer education aims to protect and empower the consumer by informing them of their rights and responsibilities, providing them with better product and service knowledge and finally, heightening their awareness regarding consumer related issues and concerns. In order to achieve such objectives it is necessary to know the kinds of consumers and their subsequent behavior.

Involved in the study of consumer behavior are the knowledge and attitudes of consumers which constitute and determine their decision-making behavior. The knowledge or the learning and perceptions of consumers and their attitude or the positive or negative feelings they have toward a product or service, inevitably affect their decision on whether to buy or not.

Half of the task in ensuring effective consumer education is a good understanding of the consumer. The other half is the process of education itself and this entails communication. Communication is a dynamic process of exchanging messages between

the sender and the receiver. In consumer education, communication campaigns are employed in informing and persuading the public to become wise consumers through different message and media strategies. It is important for these strategies to be effective in order to realize the objectives of consumer education. Thus, there is a need to establish definite communication criteria in order to analyze the effectiveness of consumer education campaigns.

Statement of the Problem

This research attempts to answer this main problem; “From communication’s viewpoint, how effective are the consumer education campaigns of the Department of Trade & Industry (DTI) in influencing consumer behavior among the members NFWC?” Specifically, it seeks to answer the following sub-problems:

1. What is the nature of the Department of Trade and Industry?
2. What is the nature of the National Federation of Women’s Clubs?
3. What are the consumer education campaigns of DTI for the Consumer Welfare Month of October 2001?
4. Based on the perception of NFWC members, how effective are the consumer education campaigns of DTI for the Consumer Welfare Month of 2001?

Objectives

The general objective of this research is to determine the communication effectiveness of the Department of Trade and Industries’ consumer education campaigns during the Consumer Welfare Month of 2001 in affecting or changing consumer behavior among members of the National Federation of Women’s Clubs. More specifically, this

study aims to know the nature of DTI and NFWC, their history or background, their goals, and their mission-vision. Aside from this, the researcher would also like to find out the consumer education campaigns of DTI for the Consumer Welfare Month of October 2001. Finally, the study will particularly focus on measuring the communication effectiveness of the said campaigns according to the perspective of the members of NFWC.

Significance

This study aims to help the Department of Trade and Industry in gauging the extent of their success in meeting the objective of effectively informing and educating the Filipinos to become intelligent, responsible and vigilant consumers. Furthermore, this research looks into areas for improvement in the communication aspect of the organization's consumer education campaigns that in turn will help them to better tailor fit their services to the needs of the consumers. Finally, this study will facilitate the improvement of the communication and information dissemination strategies of DTI's consumer education campaign that will hopefully lead to a heightened consumer awareness and empowerment among Filipino consumers in general and the members of NFWC in particular.

Scope and Limitation

This research covered the aspects of consumer behavior, particularly the process of consumer decision-making. The discussion on communication was limited to the levels of communication, particularly mass communication and its different media. The types, steps and processes of a communication campaign was also covered in this

research and concentrated on the government information campaign. A special emphasis was given to the variables and criteria of an effective communication campaign. Furthermore, the campaign that was studied and evaluated is limited to the Department of Trade and Industry's consumer education campaign for the Consumer Welfare Month of October 2001. Discussion also zeroed in on DTI's television, print, and radio media campaigns since these were the main media employed during the Consumer Welfare Month.

In order to gather data, the researcher conducted interviews and surveys. Participants for the survey were limited to the members of NFWC, particularly those belonging to the Manila chapter. Moreover, the researcher also interviewed a key informant from NFWC regarding their organizational profile and an employee of DTI who is highly knowledgeable of the organization's consumer education campaigns.

Chapter 2

REVIEW OF RELATED LITERATURE

Consumer Education

Consumer education is the training of the mind and the abilities of consumers in making wise buying decisions. This is accomplished by creating a heightened awareness of consumer rights and responsibilities through better knowledge about products and services. Consumer education also involves directing consumers to a course of action in order to solve their consumer related problems (Schiffman & Kanuk 638).

Consumer

A consumer is an individual who utilizes products, services, and other economic goods for a definite purpose. There are generally two types of consumers. The organizational consumer, composed of various establishments, must buy products, equipment and services in order for the their organization to grow and survive. The personal consumer, on the other hand, consists of individuals who purchase goods and services for their own or other people's use. (Maedke, et al. 5; Schiffman & Kanuk 648).

Kinds of Consumers. Also referred to as the end users or the ultimate consumers, personal consumers are further classified into different kinds. The seven kinds of consumers, according to the Department of Trade and Industry, are the intelligent consumer, the spendthrift consumer, the close-fisted consumer, the wasteful consumer, the bargain addict, the panic buyer, and the impulsive buyer.

The intelligent consumer prioritizes his/her needs before making a purchase, buys accordingly, and limits what he/she spends according to his/her ability to pay.

Furthermore, this kind of consumer practices sound decision-making when buying thus, the intelligent consumer is deemed as the ideal consumer. The spendthrift consumer, on the contrary, is unrestrained in nature and buys without end. This kind of consumer has a passion for luxury and constantly lavishes his/herself with extravagant and expensive goods and services.

The close-fisted consumer is a miser who hoards not goods but money and suffers deprivation of needs. Consumers of this kind would opt to keep and save their hard earned cash than spend it even on basic needs. Conversely, the wasteful consumer is careless and reckless in using available resources and leaves lights and taps on, ignores leaking faucets and throws away good food.

The bargain addict has a weakness for all types of bargain sales and easily falls for the sales traps laid by deceitful traders. Conversely, the panic buyer is the kind of consumer who is easily alarmed and agitated by rumors of rising prices, product shortages and political disorders. Panic buyers amass unreasonable quantities of household and other basic supplies, resulting to price increases and artificial shortages.

Finally, impulsive buyers are the kind of consumers who do not prioritize needs when buying, hence they are easily tempted by special offers and misleading advertisements. Moreover, impulsive buyers almost always regret the purchases they made because they buy without much thought and rely on their mere fancies and petty wants.

Consumer Behavior. Consumer behavior consists of “the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and

disposing of products and services so as to satisfy their needs and desires.” The study of consumer behavior looks into the decision-making process of consumers regarding the ways in which they spend their time, money, and effort on consumption-related items. Furthermore, consumer behavior is largely concerned with what consumers buy, their reasons for buying, the place and the time of their purchase as well how often they buy and how frequent they use what they buy (Belch & Belch 96; Schiffman & Kanuk 6). Underlying the study of consumer behavior is the study of consumer knowledge and attitudes. These related aspects, in turn, directly influence the decision-making behavior of consumers.

Consumer Knowledge. Knowledge is the range of one’s information or understanding gained through experience or association. It consists of all the facts, ideas, truths, and principles learned throughout time (Microsoft Encarta Encyclopedia 2000). The perceptions and learning acquired by consumers constitute their knowledge.

Perception is the “process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world.” This process is highly individual in nature and is centered on each person’s own needs, values, and expectations. Viewed from the perspective of consumer behavior, the stimulus, which is any unit of input to any of the senses, can be in the form of products, packages, brand names, advertisements, and commercials. Consumers evaluate and use consumer products through the use and interplay of the five sensory receptors that allows one to see, hear, smell, taste, and feel (Schiffman & Kanuk 146).

Consumers evaluate products and brands in terms of how close it matches their perception of themselves. In the attempt to preserve and enhance their self-image, they patronize products and brands that are consistent with their self-perception and avoid those that go against it (Schiffman & Kanuk 170).

The salability of a product or service also depends on how it is viewed by the market. Products and services that are perceived positively have a greater chance of being patronized than those with negative or neutral images. Thus, the perceived image of a product or service is more important than what it really is or its actual physical make up. Aside from this, consumers also take into consideration the brand, manufacturer, and the retail store's perceived images (Schiffman & Kanuk 170).

A retail store's image influences the perceived quality of the products they carry, as well as the shopping patronage of consumers. Similarly, manufacturers enjoying a positive image generally find that their new products are easily more accepted than those of manufacturers with a less favorable or even a neutral image. Research also indicates that pioneer brands are still usually perceived favorably even after follower brands become available (Schiffman & Kanuk 182 & 187).

Brand image, is "the set of associations linked to the brand that consumer hold in memory." Hand in hand with positive brand image are consumer loyalty, positive brand value, and the consumer's willingness to search for the brand (Schiffman & Kanuk 182).

The consumer's perception of price, whether it is high, low or fair, has a strong influence on both purchase intentions and purchase satisfaction. Consumers who perceive a product or service as high-priced usually thoroughly considers the need for making the purchase, examines its value for money and expects it to be of superior quality. If the price is perceived to be fair or low, the commodity is readily purchased and expectations regarding quality are not very high (Schiffman & Kanuk 174).

Consumers have to constantly make purchase decisions and in all these decisions, they have to consider a lot of factors among which are mentioned above. The outcomes of these decisions are not always certain. In fact, every purchase decision is coupled with a perceived risk. Perceived risks are the uncertainties that consumers face when they cannot foresee the consequences of their purchase decisions and are part of the whole decision-making process (Schiffman & Kanuk 183).

Learning is "a relatively permanent change in behavior that occurs as the result of practice". Consumer learning is "the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behavior." It is a process because it continually evolves and changes as a result of newly acquired knowledge or from actual experience which serve as feedback to the individual and provide the basis for future related behavior in similar situations (Atkinson et al. 696; Schiffman & Kanuk 194).

Learning can be either intentional or incidental. It is intentional when learning is acquired as the result of a careful search for information and incidental when it is acquired by accident or without much effort. Basic elements that contribute to an

understanding of learning are motivation, cues, response, and reinforcement (Schiffman & Kanuk 1997: 194).

Motivation is based on needs and goals and acts as a spur to learning. The degree of relevance of knowledge or information regarding a product or service is what determines the consumer's level of motivation to search for them. Since motives serve to stimulate learning, cues are the stimuli that give direction to them. In the marketplace, the price, styling, packaging, advertising, and store displays all serve as cues to help consumers fulfill their product consumption needs. Response is the way individuals react to a drive or cue. A need or motive may evoke a whole variety of responses. Cues provide some direction, but there are many cues competing for the consumer's attention. Which response he or she makes depends heavily on previous learning that in turn may depend on which responses were reinforced in the past. Reinforcement, the last element of learning, increases the likelihood that a specific response will occur in the future as the result of particular cues or stimuli (Schiffman & Kanuk 1995).

Consumer Attitudes. Attitudes are an expression of inner feelings that show whether a person is positively or negatively predisposed to something. Because they are an outcome of psychological processes, attitudes are not directly observable but must be inferred from what people say or what they do. It is defined as "a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object." From the perspective of consumer behavior, the attitude "object" refers to the product, product category, brand, service, possessions, product use, causes or issues, people, advertisement, price, medium, or retailer.

Attitudes relevant to purchase behavior are formed as a result of direct experience with the product, information acquired from others, or exposure to mass media advertising and various forms of direct marketing. As learned predispositions, it can either propel a consumer toward a particular behavior or repel the consumer away from a particular behavior.

Attitudes, although consistent, are not necessarily permanent. Because attitudes “occur within and are affected by the situation” it happens that situations cause attitudes to change. A specific situation can even cause consumers to behave in ways seemingly inconsistent with their attitudes. It is thus important to consider the situation in which the behavior takes place (Schiffman & Kanuk 235-238).

Consumer Decision-Making. This is a process that involves a number of internal psychological processes among which are motivation, perception, attitude formation, integration and learning. It consists of steps through which the buyer passes in purchasing a product or service. These steps are the stages in consumer decision-making (Belch & Belch 97).

The first step in consumer decision-making is problem recognition followed by information search, alternative evaluation, purchase decision, and finally, post-purchase decision. A model of these stages are presented herein:

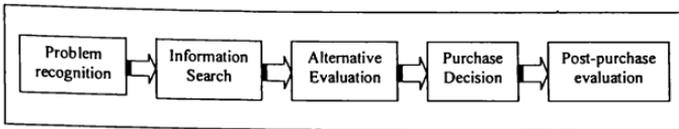


Figure 1. Model of Consumer Decision-Making

Source: Belch, G. E., & Belch M. A. (1995). **Introduction to Advertising & Promotion: An Integrated Marketing Communications Perspective**. 3rd ed. USA: Richard D. Irwin, Inc.

The first stage in the consumer decision-making process occurs when the consumer perceives a need and becomes motivated to solve the problem. Problem recognition is caused by a discrepancy between what the consumer wants the situation to be and what it really is like or a difference between the consumer's ideal state and actual state (Belch & Belch 97).

Once consumers perceive a problem or need that can be satisfied by the purchase of a product or service, they begin to search for information needed to make a purchase decision. The consumer begins with an "internal search" wherein he/she recalls past experiences or knowledge regarding purchase alternatives. If information in this search is not enough, the consumer will turn to "external search" and consult external sources which includes personal sources such as family and friends, commercial/marketer controlled sources such as information from advertisements and sales persons, public sources like articles in magazines and reports on television, and lastly, personal experience such as actually handling, examining, or testing the product (Belch & Belch 104).

In this stage, consumers compare the various brands, products, and services that they think would solve their problem and satisfy their needs. The evaluation involves comparing the choice alternatives on specific criteria important to the consumer (Belch & Belch 108).

A purchase decision is not the same as an actual purchase. Once consumers choose which brand to buy, they must still implement the decision and make the actual purchase. Additional decisions may be needed, such as when to buy, where to buy, and how much money to spend (Belch & Belch 114-115).

After using the product or service, the consumer compares the level of performance with expectations and is either satisfied or dissatisfied. The post-purchase evaluation process is important because the feedback acquired from actual use of product will influence the likelihood of future purchases (Belch & Belch 115).

Education

Education is the imparting and acquiring of knowledge through teaching and learning especially at a school and other similar institutions. It includes the information and abilities gained through training and instruction in a particular field or subject. Education entails, among other things, communication in order to fulfill its objectives and functions (Microsoft Encarta Encyclopedia 2000).

Communication

Communication is the dynamic process of exchanging information, ideas, beliefs, attitudes, and emotions in the form of messages using different communication channels such as face-to-face communication, telephone, letters, memos, and mass media. The aim

of communication is to establish a commonness or oneness of thought between the sender and the receiver (Belch & Belch 154; Tubbs & Moss 24).

Levels of Communication

The levels of communication are classified according to the number of participants involved in the communication process. There are different levels of communication among which are the intrapersonal, interpersonal, public, intercultural, organizational, and mass communication.

Intrapersonal communication is a level of communication that occurs within the self. In this communication situation, the sender and the receiver of the message are one and the same. Intrapersonal communication usually happens when one thinks (King 10). Interpersonal, the second level of communication, is the person-to-person communication in which at least two people are involved. Its subsets are the dyadic or the two-person communication and the small group which refers to purposeful communication in limited-sized groups (Pearson & Nelson 14). Public communication, on the other hand, is the process of understanding and sharing meaning with an audience. One person is generally identified as the source (speaker) and the others are recognized as receivers (listeners) of the message (Pearson & Nelson 14).

Intercultural communication takes place when the sender and the receiver of the message belong to different cultures. It is treated differently from interpersonal communication because the culture of the sender and the receiver influence their interpretation of the communication process (Tubbs & Moss 36; Samovar & Porter 19).

Organizational communication is “a process of creating and exchanging messages within a network of interdependent relationships to cope with environmental uncertainty.” It occurs within an open system that is influenced by internal and external factors in the environment and it involves messages (purpose, direction, channel) and people (ideas, relationships, attitude) (Goldhaber 16).

Mass communication’s distinguishing feature is its use of media as the channel for communicating. Unlike the other levels of communication, mass communication addresses an audience that is very large and diverse. The message is mechanically reproduced, changing the structure of the message and altering elements such as intimacy and feedback (Tubbs & Moss 31; Pearson & Nelson 344). The different forms of mass media are the print media, composed of newspapers, magazines, books and the like, and the electronic media which consists of the television, film, radio, and the internet.

Forms of Mass Media

Print Media. Printed media are written messages delivered in the form of newspapers, magazines, and books among others. It can be kept indefinitely and stored for future reference. A newspaper is a publication that contains current news, editorials, feature articles, and advertising and is usually issued daily or weekly. Moreover, newspapers also provide commentary on the news, advocate various public policies, furnish special information and advice to readers, and also include such features as comic strips, crossword puzzles, horoscopes, and the like. In nearly all cases and in varying degrees, they depend on the publication of commercial advertising for their income. Magazines are publications for recreational reading that feature materials of special

interest to particular audiences. They are released at regular intervals, whether weekly, biweekly, monthly, quarterly, or even annually. Books are long, written or printed literary works that are bound together for circulation. They are durable and portable sources of information that have preserved and diffused knowledge and feeling throughout distance and time (Wilcox, et al. 242; Microsoft Encarta Encyclopedia 2000)

Electronic Media. This consists of the broadcast media such as the television and radio, and the online media of the Internet. The fundamental factor that differentiates television from other media and gives it a pervasive impact is its visual element. Today, television runs as the major source of information and entertainment for viewers in their homes. Radio, on the other hand, has the special attributes of speed and mobility that make it unique among the major media of communication. Messages can be placed on air by radio almost instantly that enables the public to get information swiftly. Lastly, the Internet, which is an interconnection of computer networks that enables connected machines to communicate directly, provides schools, libraries, businesses, and homes universal access to quality information (Wilcox, et al. 253 & 256; Microsoft Encarta Encyclopedia 2000).

Communication Campaigns

Communication campaigns are “an organized and programmed activity with a deliberate task of communicating based on a need, a theme, a message, and a desired goal to reach out to a target audience.” It is “a series of persuasive messages dealing with a topic, an issue or event, which moves from stage to stage with a beginning, middle, and end” (Henson 24).

Variables. The variables of an effective communication campaign include the organization and its objectives, resources, and image credibility; the constituents or the audiences; the message or the image delivery; and the feedback or the response. The model of these variables are presented herein:

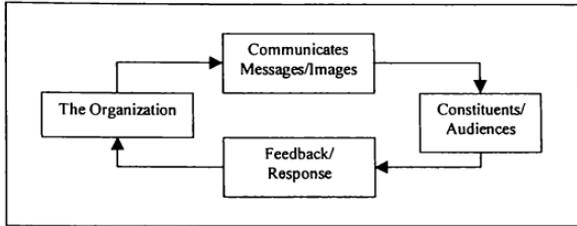


Figure 2. Model of Corporate Communication Strategy
Source: Henson, Ronald M. (2001). **Communication Campaign Strategies: How To Win An Audience.** Manila: Caliph Enterprises: 24.

As shown in the model, the organization has three sub-sets in its strategies. These are the objectives of the campaign, the resources in meeting these objectives, and the image credibility of the organization in accomplishing the campaign's goals. The constituents, on the other hand, are the target audience of the organization's campaign. An analysis of the audience involves knowing who they are, their needs and expectations from the organization, and the extent of their awareness regarding the campaign. The message/image delivery requires an analysis of the way the messages are to be delivered and the way it can be most effectively structured. Finally, the audience response indicates how well the organization was able to achieve its campaign objectives and determines the overall impact of the campaign to the audience (Henson 25).

Types of Campaigns. The six different types of campaigns are the political, advertising, cause-oriented, institutional, action and government information campaigns. The political campaign “centers on the individual’s name with interest in electing someone to public office, getting someone out of prison, or deporting an undesirable alien.” Advertising campaigns, meanwhile, “promote or sell a product or service using various techniques such as product demonstration, testimonials, mass media” The cause-oriented campaign, also called as social marketing, is “the application of marketing theories and techniques to social situations.” The image or institutional campaign “may also be referred to as PR campaign, wherein the image of the institution is at stake.” The action campaigns “leads to behavioral change among the target audience, with emphasis on the implementation of action.” Lastly, the government information campaign which “carries a touch of government service to legitimize the role and functions of the bureaucracy...” bank on the two concepts of the people’s right to know, and the government’s obligation to inform (Henson 27-29).

Government Information Campaign

Definition. Government information refers to the total scope or range of programs and activities in the entire system of government. It means any data or information of the government including feedback from the public that is gathered for the government’s possible use. It also refers to the “process by which government transmits information to achieve desired result.” Government information campaign is a tool of the bureaucracy in meeting the public’s rights to know and the government’s obligation to inform (Henson 252).

Types. The types of government information are the information on government branches which are either from the executive, legislative, and judiciary, the information of levels of government which come from the international, national, provincial, and local levels, information on sectoral concerns which include agriculture, national defense, and tourism among others, and finally, information on constitutional commissions such as elections, civil service, audit and human rights. The types of government information campaign are shown herein:

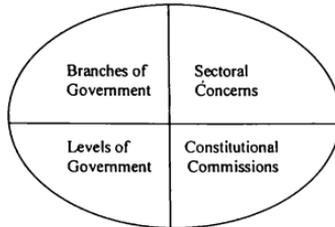


Figure 3. Types of Government Information

Source: Henson, Ronald M. (2001). **Communication Campaign Strategies: How To Win An Audience.** Manila: Caliph Enterprises: 254.

Functions. The functions of government information are the informative, instructive, regulative, integrative, and interactive functions. The informative function is the “generation of people’s awareness and knowledge of government programs and projects” and is based on the people’s right to know and the government’s obligation to perform. The instructive function is the passing of information on new ideas, techniques, and innovations that can be adopted by the people to improve their living conditions. The regulative function aims to achieve compliance among the citizens in observing the government’s laws and procedures aimed at establishing peace and order in the country

while the integrative function is aimed at achieving unity and harmony among the people's interests. Finally, the interactive function of government information has the objective of initiating, coordinating, and sustaining exchange of information and attitude between government and the public (Henson 255-56).

Communication Effectiveness

There are various communication standards or criteria to measure the effectiveness of the strategies employed in a communication campaign. One of the most commonly used are the Seven C's of effective communication that serve as guideline in checking the structure and appropriateness of message content as well as the style of presentation. The principles in matching audience and media, on the other hand, are used in gauging communication effectiveness in campaigns.

Seven C's of Effective Communication

The seven c's of effective communication are completeness, conciseness, consideration, concreteness, clarity, courtesy, and correctness. These communication principles are applicable to all forms of communication, whether oral or written and take into consideration the audience or the receiver of the message, whether they are listeners or readers (Murphy, et al. 32).

Completeness of a message can be attained by providing all the necessary information. This can be done by answering the five W questions—who, what, when, where, why—and any other fundamentals, such as how. Another way to achieve completeness is by answering all the questions asked. This means answering not only the stated questions but the implied inquiries as well. Finally, giving the message extra

details when necessary is also important to obtain completeness of the message (Murphy, et al. 32-36).

Conciseness entails eliminating wordy expressions by using single words in place of phrases, omitting trite, unnecessary expressions and the “which” and “that” clauses as much as possible, replacing wordy conventional statements with concise versions, avoiding overusing empty phrases and unnecessary prepositional phrases and, limiting use of passive voice. Conciseness also means including only the relevant information and avoiding unnecessary repetition (Murphy, et al. 36-40).

Consideration can be achieved by being “you” or audience centered, by showing interest in the receiver, and by emphasizing positive, pleasant facts. Creating considerate and audience-oriented messages means focusing on how message receivers will benefit and what they want or need to know. Consciously using positive words such as *benefit, cordial, happy, help, generous, loyal, pleasure, thanks*, and *thoughtful*, among others, will result to the receiver’s favorable reactions to the message (40-43).

Concreteness means being specific, definite, and vivid rather than being vague or general. It means using specific facts and figures in place of a general word or statement, putting action in verbs by using active rather than passive verbs, and choosing vivid, image-building words through the devices of sensory appeals, comparisons, figurative language, concrete nouns, and well-chosen adjectives and adverbs (Murphy, et al. 43-48).

Clarity is choosing precise, concrete, familiar words and constructing effective sentences and paragraphs. For instance, choosing short, familiar words that the reader or listener will quickly understand and avoiding technical terms and jargons when

communicating with a person who is not acquainted with them are among the things to remember in maintaining clarity of messages (Murphy, et al. 48-52).

Courtesy involves being aware of what others think and especially what they feel. It is politeness that is based on respect and concern for others. Courtesy requires being sincerely tactful, thoughtful, and appreciative, using expressions that show respect, and choosing nondiscriminatory expressions. Nondiscriminatory language shows equal treatment of people regardless of gender, race, ethnic origin, and physical features (Murphy, et al. 52-57).

Correctness, the seventh 'c' of effective communication, involves using and observing proper grammar, punctuation, and spelling. But more than these technicalities, correctness entails using the right level of language, checking accuracy of figures, facts, and words, and maintaining acceptable writing mechanics. (Murphy, et al. 57-60).

Matching Audience and Media

A major consideration in gauging the effectiveness of communication is the appropriateness of the media employed to the target audience. This involves examining the advantages and disadvantages of the different media available and selecting the one that is best suited in achieving the purpose of the message.

The most effective and appropriate for delivering messages that require absorption of details and contemplation by the receiver is print media. Printed materials can be read repeatedly and kept for reference. Newspapers have the fastest reach with the most widespread impact. Magazines, while taking more time to disseminate, are better directed and focus on special interest audiences. Books take even longer but contain

complete and detailed information that can generate strong impact from audiences (Wilcox, et al. 240).

Television has the strongest emotional impact of all media. Its visual power makes situations seem close and real to the viewer and creates an influence that print media cannot match (Wilcox, et al. 240).

Radio's greatest advantages are flexibility and the ability to reach specific target audiences. Messages can be prepared for and broadcasted on radio more rapidly than on television at a much lower cost. Because there are nine times as many radio stations as TV stations, audience exposure is easier to obtain. However, the audience reach is considerably smaller (Wilcox, et al. 240).

Finally, the online media are generally used as a supplemental method of reaching a generally well-educated, relatively affluent audience interested in new ideas and fresh approaches (Wilcox, et al. 240-241).

In some campaigns, the most cost-effective results come from use of a single medium. Other campaigns work best when several types of media are used. Wise selection of media all depends on a thorough assessment of the kind of audience sought and the funds or resources available.

Chapter 3

METHODOLOGY

Research Design

A combination of the evaluative and descriptive research designs was employed in gathering accurate and concrete data for this study. An evaluation research, which aims to assess operations, policies, programs, and behavior in terms of their impact, effects, results and outcomes, was highly appropriate in meeting the objective of this research of accurately measuring the effectiveness of the communication strategies employed in a specific campaign. The descriptive design, on the other hand, enabled the researcher to understand the nature, characteristics and associations of the concepts pertaining to the identified problem.

Tools

The tools that were used in gathering data for this research were a survey questionnaire and two interview schedules.

The survey questionnaire was composed of three parts. The first part consisted of five questions that required the participants to indicate their answers by placing a mark alongside the options provided. The first three questions were aimed at gauging the awareness or knowledge of the public regarding the consumer education campaign of DTI for the Consumer Welfare Month of October 2001. The last two questions, on the other hand, were directed to find out if the campaign was indeed personally beneficial to the respondents or not.

The second part of the questionnaire had a total number of thirteen questions that determined the buying behavior of the participants. All of these questions were closed ended and were answerable by “yes” or “no”. The last part, on the other hand, evaluates the effectiveness of the communication components of the information materials of the said campaign from the perspective of the NFWC members using the Seven C’s of effective communication.

The first interview schedule had a total number of thirteen questions and focused on the ongoing activities of DTI for the public, particularly its consumer education campaign for the consumer month of October 2001. This in-depth interview was aimed at acquiring comprehensive information of the campaign itself, its form, content, and the media used as well as its objectives, target audience, and the strategies to which it is carried out. It also sought to find out the overall perception of the organization regarding the success that its campaign has attained. The second interview schedule had four questions pertaining to the organizational profile or the nature of the National Federation of Women’s Clubs.

Respondents

The researcher interviewed Ms. Mignonette Balein, a member of the editorial staff of *Mamimiling Pinoy* and works for the Bureau of Trade Regulation and Consumer Protection of the Department of Trade and Industry. She is highly knowledgeable of DTI’s consumer education campaigns and is in fact part of the committee in charge of conceptualizing, organizing, and implementing of the said campaigns.

The main office of NFWC here in the Manila has a roughly a total number of one hundred (100) members. The convenience sampling was employed in selecting the respondents for the survey. This was because the participants, the NFWC members, are mostly volunteers and therefore do not have fixed schedules or permanent working hours in their office. In most cases, the members are only able to go to the NFWC office whenever they have the time and opportunity. The only way to make the survey questionnaires accessible to them is by leaving it at their office and letting them accomplish the forms at their most convenient time.

Methods of Data Analysis

The researcher will employ both quantitative and qualitative statistical analysis in this study. More specifically, descriptive statistics, composed of percentile and ranking, will be utilized in the analysis of the data gathered so as to arrive at a concrete and clear conclusion regarding the identified problem. For the qualitative data, the researcher will use the componential analysis to aid in the arrangement and organization of data gathered from the interviews.

Chapter 4

DATA PRESENTATION AND ANALYSIS

This chapter discusses the answers to each of the stated sub problems. First, it presents the profile, consisting of the background, history, structure, and objectives of the two organizations involved--the Department of Trade and Industry (DTI) and the National Federation of Women's Clubs (NFWC). Second, it gives an overview of DTI's Consumer Welfare Month including its background and objectives, events and activities, and the campaign's media strategies and information materials. Finally, this chapter discusses the results of the questionnaires which answers whether the NFWC members perceived DTI's consumer education campaigns to be effective or not.

The Department of Trade and Industry (DTI)

The Department of Trade Industry (DTI) is the lead government agency tasked to champion consumers and business here in the Philippines.

As consumer champion, it promotes consumer's freedom of choice and best value for money through competition and maintenance of a level playing field among businesses. As such, it ensures the strict enforcement and implementation of trade laws. Moreover, it also develops and establishes close partnerships with consumer groups in order to strengthen consumer power.

As business champion, it creates a climate where business can grow, compete and succeed in local and more so, in the international business arena. It promotes the country as an investment location and an export base for products and services. It facilitates major

activities. The main strategies of the new Department of Trade included vigorous export promotion to generate much-needed foreign exchange through the implementation of an effective domestic trade and marketing programs (DTI Primer 1).

In the early 80's the Marcos administration's goal of national economic development required the need to hew the industrial promotion efforts to the expansion of Philippine trade overseas. Thus, the Ministry of Trade and industry was instituted on July 27, 1981 (DTI Primer 1).

On February 27, 1987, after the People Power Revolution ousted President Marcos, Executive Order No. 133 was issued under the new administration of President Cory Aquino. This order effectively reorganized the Ministry of Trade and Industry and renamed it the Department of Trade and Industry (DTI Primer 1).

Under EO 133 which remains in effect up to the present time, DTI functions as the primary coordinative, promotive, and facilitative arm of the government for the country's trade, industry and investment activities. It acts as the catalyst for intensified private sector activity to accelerate and sustain economic growth through a comprehensive industrial growth strategy; a progressive and socially responsible liberalization and deregulation program; and through policies designed for the expansion and diversification of both domestic and foreign trade (DTI Primer 2).

Structure

DTI is made up of the department proper, the national service centers, regional offices, line corporate agencies and government-owned entities and corporations. The authority and responsibility as well as the exercise of DTI's mandate is vested in the

secretary who, like his predecessors, are all presidential appointees and therefore serve office at the pleasure of the president. Under the secretary are three undersecretaries and two assistant secretaries tasked to assist in the formulation and implementation of existing laws, policies, plans, programs and projects related to trade, industry and investments (DTI Primer 2).

The organization is composed of 20 line bureaus/support agencies and 14 attached agencies which are ready to assist consumers and business at all times. Satellite offices in 16 regional centers and 78 provinces replicate the work of central office for firms and consumers located in the countryside. The Department is now headed by Secretary Mar Roxas. He is also co-chair of the Information Technology E-commerce Council (ITECC), the highest policy making body tasked to oversee the development and promotion strategies of E-Commerce in the country (DTI website:www.dti.gov.ph).

The National Federation of Women's Clubs (NFWC)

In August 1912 the champion of American suffrage, Mrs. Carrie Chapman Catt, came to the Philippines with the mission of organizing and establishing a committee that would pursue and promote women's suffrage in the country (Peace Through Clubwork: NFWC Profile 1990-1992).

At that time the Filipino society was dominated by conservatism and the idea of women's independence and empowerment through having the right to vote was met with much resistance. The country was still unprepared for the change. As such, the Filipinas felt that they were not ready to undertake the project. Thus, the Society of Advancement for Women (SAW) was instead organized with the goal of guarding and promoting the

welfare of women and children. It was later renamed Manila Women's Club (MWC) (Peace Through Clubwork: NFWC Profile 1990-1992).

The first officers of MWC were Americans with the exception of Mrs. Concepcion Felix Calderon, Doña Concha as she is fondly called, who was elected as secretary. The club then formed committees in order to carry out its numerous projects (Peace Through Clubwork: NFWC Profile 1990-1992).

After the establishment of other women's clubs in the provinces, MWC initiated the idea of coordinating their activities and standardizing their programs. For this purpose, a convention of officers and members were held in Manila in 1920. Out of this convention emerged the National Federation of Women's Clubs (NFWC) which was formally organized on February 5, 1921 (Peace Through Clubwork: NFWC Profile 1990-1992).

NFWC is the oldest national, non-profit, non-political, civic and voluntary organization in the Philippines. It has memberships in all the provinces, cities and major towns in the country as well as abroad. It is affiliated with the Civic Assembly of Women of the Philippines (CAWP), the General Federation of Women's Clubs (GFWC), and the Federation of Asian Women's Associations (FAWA) (Peace Through Clubwork: NFWC Profile 1990-1992).

Objectives

NFWC is committed to promote and look after the welfare of women and children. The general objective of NFWC is to unite the Filipino women through the promotion of general welfare, mutual understanding and cooperation and to prepare and

Organizational Chart of DTI

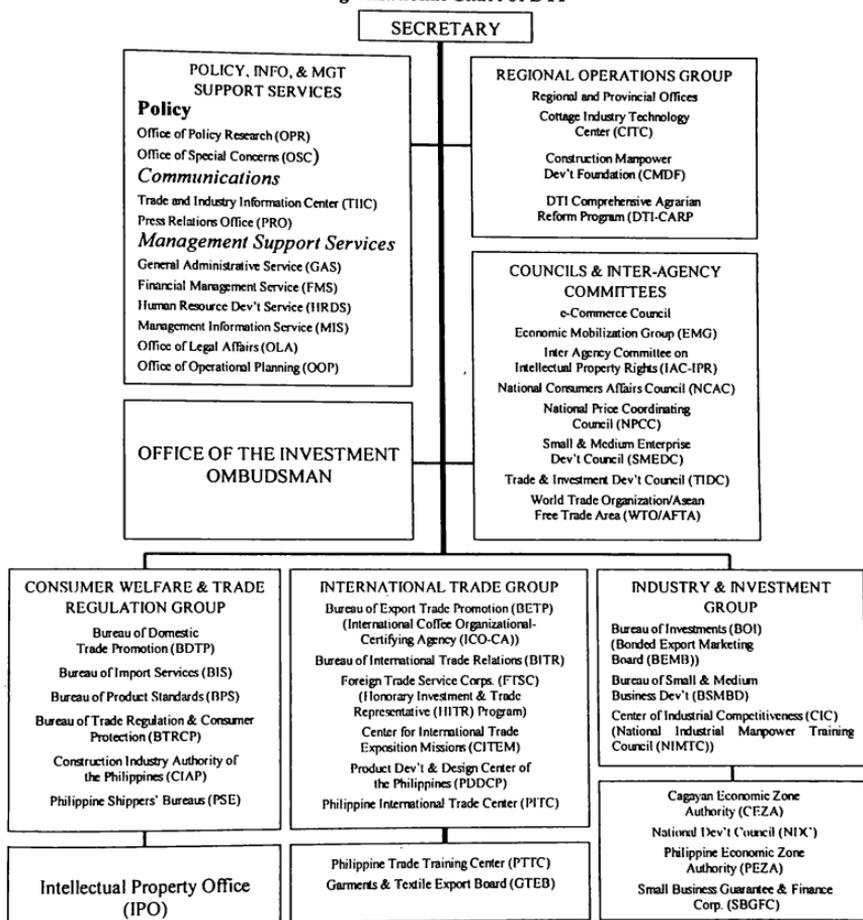


Figure 4. DTI Organizational Chart
Source: www.dti.gov.ph

equip them to become more effective participants in national development efforts (Peace Through Clubwork: NFWC Profile 1990-1992).

Its specific objectives are (a) to foster advancement of all affiliate clubs and coordinate all activities for the fullest development of women, youth and children; (b) to encourage and assist affiliate clubs to undertake activities for the fullest development of women, youth and children; (c) to generate interest and maintain positive involvement in public affairs and community development; and (d) to promote national and international goodwill and understanding (Peace Through Clubwork: NFWC Profile 1990-1992).

Committees

NFWC's program of activities is divided into eight committees. The Education and Culture committee deals with scholarships for young women, seminars for the promotion of the Filipino heritage, and the management and maintenance of the NFWC library. The Family Welfare committee promotes the observance of Family Week, Mother's Day, and Father's Day. It holds seminars and forums on family living and enhancement of moral and spiritual values and also handles sponsorship of income-generating projects (Peace Through Clubwork: NFWC Profile 1990-1992).

The Child and Youth Welfare committee is responsible for the operation and expansion of nursery classes, the observance of International Youth Year, and was behind the Quality Indicator of Life project. The Health Welfare committee is tasked on the promotion of primary health care, proper nutrition, responsible parenthood, maternal and childcare, and the development and cultivation of herbal gardens (Peace Through Clubwork: NFWC Profile 1990-1992).

The International Relations committee is in charge of coordinating with UN agencies, implementing GFWC programs, International Visitors Program, and the promotion of the Cultural Hour. The Public Affairs committee handles consumer education, the observance of Consumer Protection Week, supports the campaign “Stop Trafficking of Women,” and advocates the fight against pornography, child abuse, and prostitution (Peace Through Clubwork: NFWC Profile 1990-1992).

The Environmental Conservation committee works on ecological conservation, pollution control, environmental sanitation and beautification, and home safety. The Awards committee is in charge of organizing ceremonial affairs and giving club and national recognitions, including the award for the “Outstanding Mother” (Peace Through Clubwork: NFWC Profile 1990-1992).

Consumer Welfare Month of October 2001

The Consumer Welfare Month is celebrated every October as mandated by Presidential Proclamation 1098 signed by former President Fidel V. Ramos. This year’s lead agency is the Department of Education with the theme “**Consumer Empowerment through Critical Education.**” Republic Act 7394 otherwise known as the Consumer Act of the Philippines promotes the general protection and welfare of all consumers. As the primary government agency tasked to promote consumerism, consumer welfare and protection, the Department of Trade and Industry has focused its efforts on championing the cause of consumers believing that empowering consumers enables business. The Consumer Welfare and Trade Regulation Group (CWTRG) under DTI is responsible for

implementing the Consumer Act of the Philippines, Fair Trade Laws and ensuring compliance with product safety standards, among others.

Objectives

The objectives of the Consumer Welfare Month of 2001 are to promote consumer education and information; create and sustain awareness of consumer rights and responsibilities; quality and safety standards; and establish active partnerships between government and various business/private/multi sector groups.

Media Strategies of the Campaign

Print announcement ads, radio and television plugs, media advisories, news and photo releases and the dissemination of information kits to television, radio and print media increased the awareness and involvement of media in support of DTI activities and events. Television and radio appearances by DTI officials and consumer groups representatives helped in further communicating DTI's policies and programs on consumer welfare.

Table I. Media Used in DTI's Campaign

Total No.	T.V.	Radio	Print
T.V. Interviews	15		
T.V. Channels	6		
T.V. Shows / Programs	10		
Topics Discussed	11		
Radio Interviews		43	
AM Stations		9	
Shows / Programs		16	
Topics Discussed		8	
News/Photo Releases			38
Newspapers/Magazines			11
Topics Discussed			30

Television. For the Consumer Welfare Month, DTI aired a television plug regarding the “No return, No exchange” prohibition. The plug is aimed to correct the misconception of a lot of consumers that they do not have a right to return substandard or defective goods or demand for remedies in case of defective or imperfect service because of the “No return, No exchange” notice in the receipts or anywhere in the business establishments. The plug starred Ces Quesada who portrayed the role of an aggravated consumer demanding for the return/exchange of the shoddy commodity she purchased. This plug is in fact the first of three. The other two were released shortly after, around December 2001, and discussed labeling and warranties. According to Ms. Balein, editorial staff of DTI’s *Mamimiling Pinoy*, the reason why they chose to tackle and focus on the issue of “No return, No exchange” for their T.V. media campaign, which was one of DTI’s major campaigns implemented for the Consumer Welfare Month, was because it is an issue that they fear majority of the consumers do not know about and of which they should be immediately informed so that they will not fall prey to and be victimized by this deceptive trade practice. Thus, they chose to devote their television plug to address this issue.

Moreover, DTI officials and personnel guested on various T.V. programs and were interviewed regarding the Consumer Welfare Month, the BPS testing center, PS-ICC marked products of 2001, the *E-reklamo*, the first consumer trade fair, LPG labeling requirements and safety checks, EMS forum, consumer protection and business accountability and responsibility, and IPR and fake goods.

Radio. DTI's radio interviews for the Consumer Welfare Month began as early as September 26, covered the whole month of October, and ended November 4. These interviews were aired in various AM stations in different radio programs. Topics discussed mainly evolved around the Consumer Welfare Month, its program of activities, major events, the *E-reklamo*, and other consumer concerns as well.

Print. Numerous news and photo releases regarding the consumer welfare month, its various events and activities, and write ups regarding other consumer related matters were published in different newspapers and magazines starting from September 25 up to November 20, 2001.

Moreover, DTI also distributes various print information materials in the form of brochures, leaflets, pamphlets and booklets that tackle topics of prime concern and interest to consumers such as consumer rights and responsibilities, the price act, consumer act, case digests on consumer issues, Q&A on packaging, sales promotion, price tags, labeling, "No return, No exchange" prohibition, and consumer tips among others. The other print materials given out are brochures informing the public regarding DTI's bureaus and the ongoing consumer programs like the ConsumerNet.

Events and Activities of the Campaign. In line with its mandated tasks and responsibilities, the Consumer Welfare and Trade Relations Group (CWTRG) conceptualized, planned and carried out major events and activities during the Consumer Welfare Month in fulfillment of its commitment to promote consumer welfare and protection.

The highlights of DTI-led events during the Consumer Welfare Month of 2001 were the opening ceremonies, held the first day of October; the first Consumer Trade Fair held from October 4 to 7, the National Standards Week observed from October 8 to 14, the Intellectual Property Rights Week which was from October 22 to 26, and lastly, the closing ceremonies celebrated on October 26, 2001.

The Consumer Welfare Month 2001 opening ceremonies was held at the Department of Education (DepEd) and marked the beginning of the Consumer Welfare Month 2001 celebration. Keynote speakers were DTI Secretary Mar Roxas and DepEd Secretary Raul Roco. After the opening ceremonies a press conference was held on the Consumer Welfare Month at the DepEd Bulwagan ng Karunungan which was participated by members of the National Consumer Affairs Council (NCAC).

A Consumer Exhibit held at the DepEd lobby from October 1-4, 2001 followed the celebration of the opening ceremonies. Participants of this exhibit include member agencies of NCAC and the ConsumerNet. These agencies put up displays of their respective consumer welfare activities and gave out information materials to visitors. The Department of Justice-Public Attorneys Office (PAO) also set up a free legal consultation booth for this exhibit.

The first Consumer Trade Fair in DTI's history was held at the Megatrade Hall 1 of SM Megamall. This four-day exhibit and selling fair saw the participation of 118 exhibitors representing various industries and businesses duly accredited by government agencies such as the Bureau of Product Standards (BPS), Bureau of Domestic Trade Promotions (BDTP), and the Bureau of Food and Drugs (BFAD). The products promoted

and marketed in this exhibit are those of Philippine Standard (PS) licensees or Import Commodity Clearance (ICC) holders and those for which appropriate patents, trademarks and copyrights have been secured.

The fair, which carried the theme “**Empowering Consumers, Enabling Business,**” aimed to increase the awareness of Filipino consumers on varied choices of quality products and services that will give them best value for money. It featured product testing demonstrations to educate consumers on how products are tested for safety and quality standards. *E-reklamo*, the interactive ConsumerNet assistance, was also introduced during this occasion.

In line with the Consumer Welfare Month and the World Standards Day, the Bureau of Product Standards under the CWTRG celebrated its 27th National Standards Week with the theme “**The Environment and Standards: Close Together.**” For this year’s National Standards Week, BPS lined up events and activities which focused on educating consumers on the importance of implementing and adhering to Philippine quality and safety standards in safeguarding life and property.

The week began with the Bureau of Product Standards Testing Center’s open house which showcased the processes and procedures applied by BPS in testing various industrial products and household electrical appliances for quality and safety. The following day, October 9, 2001, BPS held “**A Celebration of Product Excellence**” at the Hotel Intercontinental in Makati City that commended companies that have strictly complied with the Philippine Standard (PS).

From October 10-12, BPI conducted a seminar entitled **“Enhancing Global Competitiveness through Total Quality Management”** to enable the local industry to be more competitive in the world market. Also on October 12, DTI, through BPS and Private Sector Participation in Managing the Environment Management System (PRIME) Project Module 3, held the **“Environmental Management System (EMS) Forum”** as an advance celebration of the World Standards Day on 14th of October. Forum highlights included testimonies from companies that have successfully implemented EMS.

Proclamation No. 79 declared the last week of October as Intellectual Property Rights (IPR) Week. The first highlight of the IPR Week is the IAC-IPR participation in the 1st Consumer Trade Fair showcasing several IPR stakeholders’ products including fake or pirated goods. The IPR advocacy campaign focused on issues and concerns affecting Filipino artists, publishers and inventors, among others. It was also during this week that the IPR Anti-Piracy Coalition was created which composed of major industry players and government agencies. Finally, the week saw the formulation and presentation of the Strategic Action Plan to Strengthen Public Awareness and Enforcement of IPR to Executive Secretary Alberto G. Romulo.

The closing ceremonies for this year’s Consumer Welfare Month was held at the Solarium Hall of the National Power Corporation. Guest of honor and keynote speaker was Vice President Teofisto T. Guingona, Jr. A landmark achievement which marked the culmination of the month was the tripartite signing of the Covenant on Consumer Welfare by representatives from eight major consumer groups, twenty four major

business/industry organizations and four government agencies implementing the Consumer Act of the Philippines.

The covenant rallied the support of civil society to help government uphold the spirit and essence of the Consumer Act of the Philippines. With the signing of the Covenant, these sectors commit themselves to uphold the basic principles of consumer welfare, accept the responsibilities ascribed to them and commit to perform tasks to empower the Filipino consumers.

The ConsumerNet, the government's mechanism to facilitate the speedy resolution of consumer complaints and expedite the flow of consumer information was enhanced through the signing of a Memorandum of Agreement (MOA) which expanded the coverage and involvement of the government in this program. Aside from the addition of eighteen members to the network, the new MOA stipulates the duties and responsibilities of the contract/action offices designated by each agency. The total number of local government units as well as national and line agencies participating and supporting this program now numbers to thirty seven. With the signing of the new MOA, a renewed, enhanced and more effective networking for consumer welfare is envisioned.

For the past seven years, DTI has been conducting the nationwide poster-making contest for high school students. In this year's contest, students were asked to render artworks expressing the message of this year's Consumer Welfare Month theme **"Consumer Empowerment Through Critical Education."** The contest is aimed at developing awareness among the youth regarding consumer rights and responsibilities,

government efforts on consumer welfare, and encouraging youth participation in consumer concerned activities.

Perceived Effectiveness of DTI's Campaigns According to NFWC Members

In order to determine if DTI's "Consumer Empowerment Through Critical Education" campaign was indeed effective, it is necessary to know if it was able to reach its intended audience, in this case the members of NFWC; the extent of the respondent's knowledge or awareness regarding the campaign's message content, form and media; and the percentage of the sample population who perceive the campaign to be effective.

Results indicate that majority of the respondents (86%) were indeed aware of the consumer education campaign undertaken by DTI during the consumer welfare month of October 2001.

Results also show that in terms of content, the respondents indicated consumer rights (92%), consumer tips (61%), and consumer information (55%) as the top three topics that they most remembered tackled in DTI's consumer education campaigns. The survey participants also answered consumer alerts (53), consumer responsibilities (49%), consumer news and updates (47%), and similarly, consumer assistance programs (47%) as among the other consumer related information or issues discussed in the campaign.

Moreover, in terms of the forms and media employed in the campaign, results indicate that DTI's television plugs and guestings as well as their print releases and information materials are the most effective in terms of widest audience reach and impact.

Table 2. NFWC's Campaign Awareness Based on Content, Form & Media and Perceived Effectiveness

<i>Campaign Awareness</i>	<i>f</i>	<i>%</i>
NFWC member's campaign awareness	49	86
<i>Campaign Contents</i>		
Consumer rights	45	92
Consumer tips	30	61
Consumer information	27	55
Consumer alerts	26	53
Consumer responsibilities	24	49
Consumer news & updates	23	47
Consumer assistance programs	23	47
Others	0	0
<i>Campaign Forms and Media</i>		
TV	46	94
Infomercials	36	73
Programs	16	33
Others	0	0
Print	39	80
Newspapers	35	71
Magazines	23	47
Posters	16	33
Pamphlets/Brochures	14	29
Newsletters	12	24
Flyers	11	22
Calendars	4	8
Others	0	0
Radio	25	51
AM	25	51
FM	0	0
Others	0	0
Cinema	19	39
Infomercials	17	35
Plugs	3	6
Others	0	0
Internet	15	31
Websites	10	20
E-mail	5	10
Others	0	0
<i>Campaign Effectiveness</i>		
Became a better consumer	49	100

Majority of the respondents (94%) answered "television" as the most common media wherein they have encountered DTI's consumer education campaigns.

Respondents also indicated that they were made aware of the campaign mainly through infomercials (73%).

Next to television, (80%) respondents indicated that the campaigns were also highly visible in print. Under this category, respondents marked newspapers (71%) as the top form of print media of which DTI's campaigns are usually seen.

Following television and print, results also show that the survey participants (51%) were able to come across the campaigns through DTI's radio plugs and interviews in various AM stations. Although this broadcast medium received a relatively lower percentage because it reached a considerably smaller audience as compared to T.V. and print, it was still able to have succeeded in reaching majority of the respondents.

Finally, results reveal that the least effective media employed by DTI to disseminate their campaigns were the cinema (39%), of which most indicated that it came in the form of infomercials (35%), and the Internet (31%), because of its limited accessibility. Of the respondents who were informed through the latter, most indicated that the campaigns reached their awareness through websites (20%).

All in all, the forty nine respondents who said that they are aware of DTI's consumer education campaign for the Consumer Welfare Month of October 2001 confirmed that it indeed enabled them to become a better consumer. This means that one hundred percent of the respondents agree of the positive effect that the campaign has to them.

As to the benefits of the campaign from the perspective of the sample population, the following table is hereby presented:

Table 3. Benefits of DTI's Campaigns According to Members of NFWC

<i>Campaign Benefits</i>	<i>f</i>	<i>%</i>
Informed of consumer rights & responsibilities	44	90
Helped become a wise buyer	35	71
Heightened awareness regarding consumer issues/concerns	28	57
Increased product/service knowledge	22	45
Others	0	0

Majority of the respondents believe that DTI's campaigns are indeed significant and beneficial to them on the grounds that that it informed them of their rights and responsibilities as consumers (90%), enabled them to become wise buyers (71%), heightened their awareness regarding consumer issues and concerns (57%), and increased their product or service knowledge (45%).

In order to validate the effectiveness of the campaign, the results above should closely match and correspond to the succeeding findings. In other words, what the respondents claim and attest to should be reflected in their behavior. So when the survey participants answered that DTI's campaign were indeed effective in the sense that it enabled them to become a better consumer, it must affirmed in their actions, by their intelligent choice and behavior.

Results indicate that most of the respondents of this study exhibited the characteristics of an intelligent consumer and generally practiced sound decision-making when buying. Almost all the survey participants (97%) are considered to be intelligent consumers on the basis that they do prioritize their needs when making purchases (100%), limit their expenditures to their ability to pay (98%), and they always see to it that they get their value for money (93%).

The following table shows whether the campaign indeed was effective in this respect:

Table 4. Consumer Behavior of NFWC Members

<i>Consumer Behavior of NFWC Members</i>	Yes		No	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
Intelligent Consumer	55	97	2	3
prioritizes needs when making purchases	57	100	0	0
limits expenditures to ability to pay	56	98	1	2
gets value for money	53	93	4	7
Close-fisted Consumer	36	63	21	37
gives up need to purchase to save money	36	63	21	37
Bargain Addict	31	54	26	46
easily provoked to buy "sale"/bargain items	31	54	26	46
Impulsive Buyer	12	21	45	79
easily tempted by special offers	14	25	43	75
buys things, regret afterwards	11	19	46	81
Panic Buyer	12	21	45	79
buys large quantities when hear rumors of rising prices, etc.	12	21	45	79
Spendthrift Consumer	9	15	49	85
buys things doesn't need	13	23	44	77
shop excessively	4	7	53	93
Wasteful Consumer	5	8	52	92
leaves electrical appliances on even when not in use	7	12	50	88
let goods and available resources go to waste	5	9	52	91
leaves water taps on and postpone repair of leaking faucets	2	4	55	96

Moreover, results show that most of the respondents (79%) are not impulsive buyers. Only fourteen (25%) answered that they are easily tempted by special offers and merely eleven (19%) admitted that they often buy things that they regret afterwards. Overall, an average of merely thirteen (22%) respondents confirmed to have tendencies of impulse buying which is but a small percentage of the sample population.

Furthermore, only twelve (21%) respondents exhibited the distinct characteristic of the panic buyer. Majority of the respondents (79%) answered that they do not buy large quantities of household supplies when they hear rumors of rising prices, product shortages and political disorders.

In addition, only nine respondents (15%) showed signs of a spendthrift consumer. Only a small percentage of the sample population answered that they often buy things that they do not need (23%) and that they frequently shopped excessively (7%). Almost all of the respondents exhibit sensible buying behavior.

Similarly, only five (9%) respondents admitted that they often let goods and available resources go to waste while only seven (12) disclosed that they often leave electrical appliances on even when not in use. Likewise, only two (4%) revealed that they often leave water taps on and postpone repair of leaking faucets. Overall, a total average of merely five respondents (8%) showed signs of a wasteful consumer. All the rest make certain that available resources are properly utilized and avoid wastage as much as possible.

However, contrary to the previous results the second prevalent trait among the respondents appeared to be that of being close-fisted. Majority of the participants answered that they often give up their need to purchase goods or services in order to save money (63%). Thus, a relatively large percentage of the sample population has the negative tendency of hoarding not goods but money and consequently suffers deprivation of needs. Also, contradictory to the other findings, a larger percentage of the respondents (54%), admitted that they are easily provoked to buy when goods are in “sale” or marked as bargain. Since majority of the respondents show a weakness for all types of bargain sales and easily fall for the sales traps laid by deceitful traders, they strongly show tendencies of a bargain addicts.

Results of the study indicate that majority of the respondents are generally intelligent consumers. They do not show or exhibit any of the distinct characteristics or tendencies of an impulsive, panic, spendthrift, or wasteful consumer. However, the two results stand in opposition to these findings. Some aspects of the buying behavior of the respondents lean toward that of a bargain addict and closefisted consumer.

Finally, presented in the following table is the overall evaluation of the sample population regarding the communication effectiveness of DTI's campaign information materials:

Table 5. Communication Effectiveness of Campaign Information Materials According to NFWC

<i>Criteria for Effectiveness of Campaign Information Materials</i>	Yes		No	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
Completeness	49	100	0	0
contains all the needed facts and information	49	100	0	0
answers all questions asked	49	100	0	0
provides extra information when necessary	49	100	0	0
Consideration	47	97	2	3
focuses or relates well with you	47	96	2	4
shows audience benefit or interest in the receiver	49	100	0	0
emphasizes positive, pleasant facts	46	94	3	6
Concreteness	47	96	2	4
uses specific facts and figures	49	100	0	0
contains vivid, image-building words	45	92	4	8
Courtesy	45	93	4	7
tactful, thoughtful, and appreciative in tone	39	80	10	20
uses expressions that show respect	48	98	1	2
uses unbiased/neutral/non-discriminatory expressions	49	100	0	0
Conciseness	44	90	5	10
eliminates wordy expressions	42	86	7	14
contains only relevant information	49	100	0	0
avoids unnecessary repetition	41	84	8	16
Correctness	44	90	5	10
easily understandable messages	36	73	13	27
accurate figures, facts, and words	48	98	1	2
observes correct grammar and spelling	49	100	0	0
Clarity	41	84	8	16
precise, concrete, and familiar words	41	84	8	16

Completeness was perceived by the sample population as the criterion to have satisfactorily fulfilled the standards for communication effectiveness of the campaign's message content. Results show that all forty nine (100%) respondents agree that the campaign information materials are complete because it contained all the facts and information they need, were able to answer all their questions, and provided extra information when necessary.

Conversely, the criterion that received the lowest percentage among the seven others was clarity (84%) since only forty one of the respondent considered the campaign messages to have used precise, concrete, and familiar words. Although clarity was ranked lowest, more than eighty percent of the total number of the sample population still perceived the campaign's information materials to be clear thus this criterion unto itself is still satisfied.

The presence of consideration in DTI's campaign information materials was perceived by forty seven (97%) respondents to have greatly contributed to its communication effectiveness. Majority of the respondents (96%) observed that it focused or related well with them while all forty nine agreed that it succeeded in showing audience benefit or interest in the receiver. Finally, forty six (94%) affirmed that it emphasized positive, pleasant facts.

An overall of ninety six percent of the respondents claim that concreteness is evident in the information materials of DTI's 2001 consumer education campaigns on the basis that it was able to employ specific facts and figures (100%) and contained vivid, image-building words (92%).

Ninety three percent of the respondents are one in the opinion that DTI's information materials exhibit courtesy on the grounds that the messages embodied in the campaign were tactful, thoughtful, and appreciative in tone (80%), used expressions that show respect (98%), and were able to maintain and make use of unbiased/neutral/non-discriminatory expressions (100%).

According to the respondents, the next criterion evident in the campaign information materials is conciseness. Forty two (86%) of the respondents answered that the messages in the information materials eliminated wordy expressions while all forty nine agreed that it contained only relevant information. Finally, forty one (84%) stated that it were able to avoid unnecessary repetitions. Thus, while only the second criterion for conciseness was fully satisfied, an overall of ninety (90) percent of the respondents still perceive the campaign information materials to be concise.

The respondents ranked correctness as the final evident characteristic of the campaign information materials because they perceived it to be easily understandable to them (73%). Moreover, the campaign messages were able to use accurate figures, facts, and words (98%), and correct grammar and spelling (100%). In this category, a considerable number of respondents obviously encountered problems in easily understanding the messages of the information materials since only seventy three percent affirmed to do so. Nevertheless, the overall percentage of respondents who perceives the information materials to possess correctness numbers to ninety percent which qualifies it to be considered effective in this respect.

Chapter 5

FINDINGS, CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS

Findings

The Department of Trade and Industry (DTI), which had its beginnings in the Roxas administration and was formally reorganized after the people power revolution in the Aquino administration, is the government's lead agency tasked to assist and promote business and consumer welfare here in the country. Under Executive Order 133, DTI is mandated to function as the primary coordinative, promotive, and facilitative arm of the government for the country's trade, industry and investment activities. It acts as the catalyst for intensified private sector activity to accelerate and sustain economic growth by implementing a comprehensive industrial growth strategy; a progressive and socially responsible liberalization and deregulation program; and through policies designed for the expansion and diversification of both domestic and foreign trade. The organization is composed of 20 line bureaus/support agencies and 14 attached agencies which are ready to assist consumers and business at all times. Satellite offices in 16 regional centers and 78 provinces replicate the work of central office for firms and consumers located in the countryside. The Department is now headed by Secretary Mar Roxas. He is also co-chair of the Information Technology E-commerce Council (ITECC), the highest policy making body tasked to oversee the development and promotion strategies of E-Commerce in the country.

Among the consumer groups affiliated with DTI is the National Federation of Women's Clubs. NFWC is the oldest national, non-profit, non-political, civic and

voluntary organization in the Philippines. It has memberships in all the provinces, cities and major towns in the country as well as abroad. It is affiliated with the Civic Assembly of Women of the Philippines (CAWP), the General Federation of Women's Clubs (GFWC), and the Federation of Asian Women's Associations (FAWA). It has the general objective of uniting the Filipino women through the promotion of general welfare, mutual understanding and cooperation. Its specific objectives are to foster advancement of all affiliate clubs and coordinate all activities for the fullest development of women, youth and children, to generate interest and maintain positive involvement in public affairs and community development, and finally, to promote national and international goodwill and understanding. In 1960 it implemented its Consumer's Education project that aimed at working towards the education and protection of the Filipino consumers. In 1963, NFWC supported the organization of the Consumers Federated Groups of the Philippines. In 1973 the organization pushed for the Presidential Proclamation of the Consumer Protection Week. Today, NFWC continues the thrust towards the empowerment of the Filipino consumer through its support of consumer education.

The Consumer Welfare Month is celebrated every October as mandated by Presidential Proclamation 1098 signed by former President Ramos. This year's lead agency is the Department of Education with the theme "**Consumer Empowerment through Critical Education.**" The objectives of the Consumer Welfare Month of 2001 are to educate and inform consumers, create and sustain awareness of consumer rights and responsibilities including quality and safety standards, and to establish active partnerships between government and various business, private, and multi sector groups.

To achieve these objectives, DTI carried out major events and activities of which include the Consumer Welfare Month 2001 Opening Ceremonies, the First Consumer Trade Fair, the National Standards Week, Intellectual Property Rights Week, and the Closing Ceremonies of the Consumer Welfare Month. Print announcement ads, radio and television plugs, media advisories, news and photo releases and the dissemination of information kits to television, radio and print media increased the awareness and involvement of media in support of DTI activities and events. Television and radio appearances by DTI officials and consumer groups representatives helped in further communicating DTI's policies and programs on consumer welfare.

From the study, it is shown that a large percentage of respondents are indeed aware of the campaigns. In fact, they were even able to recall some of the general topics and information discussed in the campaign of which include consumer rights, tips, and information, among others. Moreover, the respondents were also able to remember the various forms employed in these campaigns and the media to which it were disseminated. For instance, a large percentage of the survey participants indicated television and print as the media to which they usually encounter the campaigns. Being aware and exposed to DTI's consumer education campaigns, specifically those implemented during the 2001 Consumer Welfare Month, all the respondents affirmed of its effectiveness. Majority of the respondents do believe that the campaign informed them of their rights & responsibilities as consumers, helped them become a wise buyer, and heightened their awareness regarding consumer issues and concerns. To support this, findings show that almost all of the survey participants exhibit the characteristics of an intelligent consumer.

However, a significant number of the respondents exhibit some characteristic behaviors of the close-fisted and bargain addict consumers. But other than this, majority of the respondents show no signs of the traits of the impulsive, panic buyer, spendthrift, and wasteful consumer. Aside from this, majority of the respondents regarded DTI's information materials as exhibiting completeness, consideration, concreteness, courtesy, conciseness, correctness, and clarity.

Conclusion

The Department of Trade and Industry is the government's lead agency responsible for the promotion of business and consumer welfare. DTI believes that in order to enable the growth and development of businesses, consumer empowerment must first be attained.

To achieve this end, DTI formulates and implements various programs and campaigns that is geared to educate the public of their rights and responsibilities as consumers, inform them of different consumer concerns, and more importantly, enable them to make wise buying decisions. Among these programs are the campaign implemented during the Consumer Welfare Month of 2001.

Based from the findings, the respondents generally expressed awareness of DTI's consumer education campaign. It is inferred that the respondents were generally satisfied with the way the campaign's messages were communicated in the information materials. Also, the respondent's consuming and buying behavior exhibit that of an intelligent consumer although admittedly, there appeared minor contradictions in their buying behavior. Based on these findings, the consumer education campaign implemented by the

Department of Trade and Industry for the consumer welfare month of 2001 successfully met its set objectives of effectively informing and educating consumers and is perceived effective by the members of the National Federation of Women's Clubs.

Implications

This study responds to the issue of DTI's effectiveness in their pursuit of educating the Filipino consumers. To be clear, this effectiveness is in terms of how well the messages of the campaign was conveyed in terms of construction, content, form, and dissemination through employment of various media.

Based on the findings, it can be inferred that exposure to the campaigns does not necessarily guarantee a positive change in the respondent's buying and consuming behavior. The effect of the campaign can go as far as informing and persuading the public to positively alter their mindsets and behavior but it is truly up to the audiences as to how they will receive and act upon the campaign's call. It appears that there is a need for a deeper understanding of the true nature of bargain buying and a study of the positive and negative aspects of close-fisted consumer behavior.

Recommendations

It is recommended that further research be conducted regarding the effectiveness of DTI's campaign's using another context and from the perspective of a different audience. This way, the effectiveness of the campaign can be tested on a totally different angle, thus, providing a more holistic and more accurate conclusion. Also it is highly recommended that further studies focus on evaluating a specific media used in the campaign so as to arrive at a more definite and concrete conclusion.

I also advice that DTI make improvements on their campaign in terms of disseminating more information that would persuade consumers to be more critical of bargains and sales and also to avoid being close-fisted in purchasing goods since these two aspects prove to be a weak point of the campaigns. Finally, a comparative study of different consumer education campaigns implemented by a similar organization can also be done so as to examine the communication factors and components that contributed to their success or failure.

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INTERVIEWS

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Appendix A
One-to-One Correspondence

PROBLEM	CONCEPTS	DEFINITION OF CONCEPTS	OPERATIONALIZATION	QUESTION
<p>1. What is the nature of the Department of Trade and Industry?</p>	<p>*nature</p>	<p>-“the inherent character or basic constitution of a person or thing (Websters New Collegiate Dictionary 759)” -“What a thing really is; quality; character (World Book Dictionary 1385)”</p>	<p>-history/background -goals -mission & vision -departments/divisions -programs</p>	<p>-What is the history/background of DTI? -What are its goals? -What are its mission and vision? -What departments/divisions comprise it? -What are their responsibilities? -What are the programs of DTI for the public?</p>
<p>2. What is the nature of the National Federation of Women's Clubs?</p>	<p>*nature</p>	<p>-“the inherent character or basic constitution of a person or thing (Websters New Collegiate Dictionary 759)” -“What a thing really is; quality; character (World Book Dictionary 1385)”</p>	<p>-history/background -goals -mission & vision -departments/divisions -programs</p>	<p>- What is the history/background of NFWC? -What are its goals? -What are its mission and vision? -What departments/divisions comprise it? -What are their responsibilities? -What are the programs of NFWC for the public?</p>

<p>3. What are the consumer education campaigns of DTI for the Consumer Welfare Month of October 2001?</p>	<p>*consumer</p>	<p>-an individual who purchases and utilizes products, goods, and services (Maedke, et al. 5) -"a term used to describe two different kinds of consuming entities: <i>personal consumers</i> (who buy goods and services for their own use or for household use) and <i>organizational consumers</i> (who buy products, equipment, and services in order to run their organizations)" (Schiffman, et al. 648)</p>	<p>Kinds of Consumer:</p> <ol style="list-style-type: none"> 1. intelligent consumer 2. spendthrift 3. close-fisted consumer 4. wasteful consumer 5. bargain addict 6. panic buyer 7. impulsive buyer 	<p>-From DTI's point of view, who are the consumers? -What are the goals of DTI for the consumer? -What strategies does DTI employ to achieve these goals? -Do you prioritize your needs when making purchases? -Do you limit your expenditures to your ability to pay? -Do you often buy things you don't need? -Do you frequently shop excessively? -Do you often give up your need to purchase goods or services in order to save money? -Do you properly utilize goods and services and avoid wastage as much as possible? -Do you always make sure that all electrical appliances are turned off when not</p>
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	<p>*consumer behavior</p>	<p>“...the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires” (Belch & Belch, 1995, p.96). - “...the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of <i>what</i> they buy, <i>why</i> they</p>	<p>-what consumers buy -why they buy -when they buy -where they buy -how often they buy -how often they use what they buy</p>	<p>used? -Do you always see to it that faucets are closed when not used and that leaks are repaired immediately? -Are you easily provoked to buy when goods are in “sale”, or marked as bargain? -Do you hoard unreasonable quantities of household supplies when you hear rumors of rising prices, product shortages and political disorders? -Do you often buy things and regret it afterwards? -Are you easily tempted by special offers? -What goods and services do you usually purchase? -What are your reasons for buying those goods and services? -When do you usually buy? -Where do you usually buy? -How often do you buy? -How often do you use the goods and services you</p>
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<p>Aspects: Knowledge Perception</p>	<p>buy it, <i>when</i> they buy it, <i>where</i> they buy it, <i>how often</i> they buy it, and how often they use it" (Schiffman, et al. p. 6).</p>	<p>purchase?</p>
<p>Learning</p>	<p>"...the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world" (Schiffman, et al. p. 146).</p>	
<p>Attitudes</p>	<p>"the process by which individuals acquire the knowledge and experience they apply to future purchase and consumption behavior (p. 652) "...a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object" (Schiffman, et al. pp. 235-236).</p>	<p>-consumer education campaigns</p>
<p>*consumer education</p>	<p>-training of the mind and abilities of consumers in making wise buying decisions by creating a heightened awareness of consumer rights and responsibilities and through better product/service knowledge. (Schiffman, et al. 638) -involves directing consumers to a course of action in order to solve their consumer related problems (Schiffman, et al. 638).</p>	<p>Are you aware of any campaigns (t.v., radio, print) undertaken by government or private agencies which promotes consumer education?</p>

	<p>*campaigns</p>	<p>- "...a series of persuasive messages dealing with a topic, an issue or event, which moves from stage to stage with a beginning, middle, and end" (Henson 24).</p> <p>- "...an organized and programmed activity with a deliberate task of communicating based on a need, a theme, a message, and a desired goal to reach out to a target audience" (24).</p>	<p>Steps:</p> <ol style="list-style-type: none"> 1. Programming 2. Information Input and Dispersal 3. Information processing 4. End product 	
<p>Types of campaigns:</p> <p>Political</p>	<p>Advertising</p>	<p>- "...centers on the individual's name with interest in electing someone to public office, getting someone out of prison, deporting an undesirable alien" (Henson 27) .</p> <p>- "...promotes or sells a product or service using various techniques such as product demonstration, testimonials, mass media..." (27).</p> <p>- "...may also be referred to as social marketing which is defined as the application of marketing theories and techniques to social situations" (28).</p> <p>- "...may also be referred to as PR campaign, wherein the image of the institution is at stake" (28).</p>	<p>Prototype-campaigns:</p> <ol style="list-style-type: none"> 1. Government information campaign 2. Public information campaign 3. Product/advertising campaign 4. Events marketing/management campaign 5. Image/public relations campaign 6. Advocacy/social marketing campaign 	<p>- What is the type of campaign used by the organization?</p>
<p>Cause-oriented</p>	<p>Image/Institutional</p>			
	<p>Government Info</p>			

<p>4. How effective are the communication strategies employed in these campaigns from the perspective of the NFWC members?</p>	<p>Action</p>	<p>service to legitimize the role and functions of the bureaucracy, as information on the different levels of government, on sectoral concerns, and on constitutional commissions" (28). -"...banks on two concepts: a) the people's right to know, and b) the government's obligation to inform. Most...are in the area of development communication programs which are problem-solution oriented" (29). -"...leads to behavioral change among the target audience, with emphasis on the implementation of action" (29).</p>	<p>7 C's of effective communication</p> <ol style="list-style-type: none"> 1. completeness 2. conciseness 3. consideration 4. concreteness 5. clarity 6. courtesy 7. correctness 	<p>-Does it contain all the facts and information you need? -Does it answer all your questions? -Does it provide extra information when necessary? -Does it eliminate wordy expressions? -Does it include irrelevant information? -Does it avoid unnecessary repetition?</p>
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(Sunn 13)

- Does it have a "you-attitude"?
- Does it show audience benefit or interest in the receiver?
- Does it emphasize positive, pleasant facts?
- Does it use specific facts and figures?
- Does it have vivid, image-building words?
- Does it use precise, concrete, and familiar words?
- Is the message tactful, thoughtful, and appreciative in tone?
- Does it use expressions that show respect?
- Does it use nondiscriminatory expressions?
- Does it use the right level of language?
- Is the figures, facts, and words accurate?

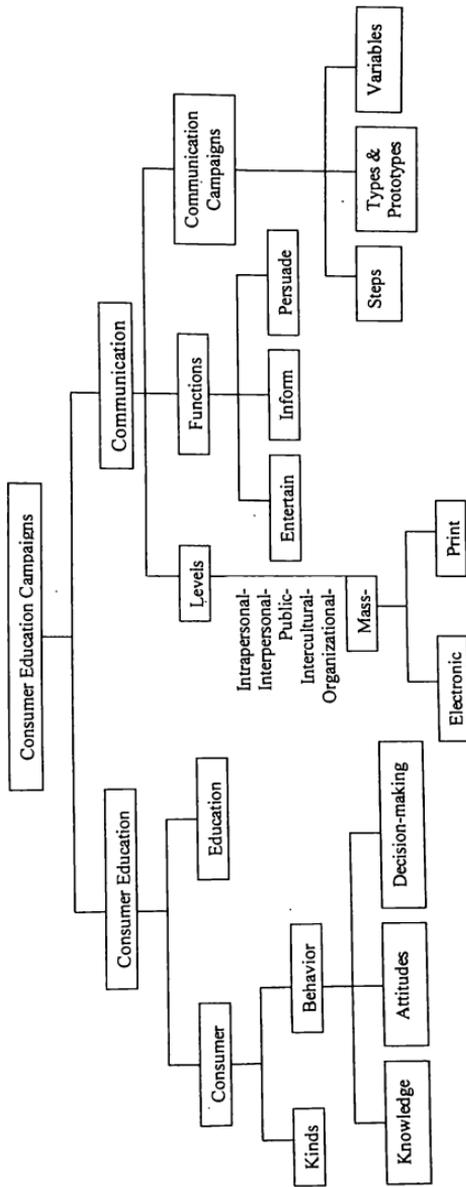
			<p>restaurant/book/film reviews, etc.)</p> <ul style="list-style-type: none"> -Do you read magazines? -Were you ever influenced to buy a product or obtain a service that was advertised or promoted in a magazine? -Do you bother to get a hold of brochures/pamphlets distributed at public places? -Do you read them? -Do you pay attention to posters and read them? -Do you watch television? -How often do you watch t.v.? -How many hours a day do you spend watching t.v.? -Do you pay attention to t.v. advertisements? -How many do you remember? -How often do you go to the movies? -What cinema
<p>broadcast/electronic media</p> <ul style="list-style-type: none"> a. television b. film/cinema c. radio d. internet 			

	<p>*variables of an effective comm. campaign</p>	<ol style="list-style-type: none"> 1. the organization (objectives, resources, image credibility) 2. constituents/audiences 3. message/image delivery 4. feedback/response 	<p>plugs/advertisements do you recall?</p> <ul style="list-style-type: none"> -Do you listen to the radio? -Which do you tune in to most of the time--AM or FM? -Do you pay attention to radio plugs/advertisements? -Do you surf the net? -How often do you use the internet? -What are your usual purposes in using the net? -What are your campaign's objectives? -What are the resources that are made available to meet these objectives? -What is the organization's image-credibility in achieving the campaign task? -Who are the audiences of the organization? -What does each audience think about the organization?
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		<p>Factors of a successful campaign:</p> <ol style="list-style-type: none"> 1. situational involvement 2. enduring involvement 3. benefits/reinforcers 4. cost-benefit 5. pre-existing demand 6. segmentation 	<ul style="list-style-type: none"> - What are the needs and expectations of the audience from the organization? - What does the audience know about the campaign? - How are the messages delivered? - Is the approach in structuring the messages effective? - What is the general response/feedback of the audiences regarding the campaign?
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Appendix B

Flow Chart



Appendix C

Interview Schedule (for DTI key informant)

1. What is the history/background of DTI?
2. What are its goals and mission-vision?
3. What departments/divisions comprise it and what are their responsibilities?
4. What are your consumer education programs/campaigns for the October 2001 consumer month?
5. What are your campaign's objectives?
6. What is the organization's image credibility in achieving the campaign task?
7. What are the other ongoing activities of DTI for the public and what are its objectives?
8. From DTI's point of view, who are the consumers?
9. What are the goals of DTI for the consumer?
10. What strategies does DTI employ to achieve these goals?
11. What are the ways and means by which DTI checks the effectiveness of its campaign strategies?
12. What is the general response/feedback of the audiences regarding the campaigns?
13. Do the campaigns actually help consumers become more conscientious in making purchase and other consumer related decisions?

Appendix D

Interview Schedule (for NFWC key informant)

1. What is the history/background of NFWC?
2. What are its goals and mission-vision?
3. What departments/divisions comprise it and what are their responsibilities?
4. What is the total population of NFWC?

Appendix E

Survey Questionnaire (for consumers)

Age: ____
Sex: ____

Occupation: _____

Part I.

Instructions: Please accomplish the questions below by putting a check (✓) mark beside the answer/s of your choice. If you find that the options do not include your desired answer, kindly mark "others" and specify your answer in the blank provided.

1. Are you aware of any campaigns (t.v., radio, print) undertaken by the Department of Trade and Industry (DTI) which promote consumer education? yes no
2. What forms and media were used in these campaigns?

Print	Internet	Radio
<input type="checkbox"/> newspapers	<input type="checkbox"/> websites	<input type="checkbox"/> fm
<input type="checkbox"/> magazines	<input type="checkbox"/> e-mail	<input type="checkbox"/> am
<input type="checkbox"/> newsletters	<input type="checkbox"/> others _____	<input type="checkbox"/> others _____
<input type="checkbox"/> posters		
<input type="checkbox"/> pamphlets/brochures	Cinema	T.V
<input type="checkbox"/> flyers	<input type="checkbox"/> plugs	<input type="checkbox"/> infomercials
<input type="checkbox"/> calendars	<input type="checkbox"/> infomercials	<input type="checkbox"/> programs (news, etc.)
<input type="checkbox"/> others _____	<input type="checkbox"/> others _____	<input type="checkbox"/> others _____

3. What are the general contents (topics/information discussed) of these campaigns?

consumer rights
 consumer responsibilities
 consumer alerts
 consumer tips
 consumer news & updates
 consumer information (price tags, packaging, policies, etc)
 consumer assistance programs
 others _____

4. Do you think these campaigns enabled you to become a better consumer? yes no

5. If yes, how were you able to benefit from these campaigns?

helped me become a wise buyer
 informed me of my consumer rights and responsibilities
 increased my product/service knowledge
 heightened my awareness regarding consumer issues/concerns
 others _____

Part II.

Instructions: Please place a check (✓) mark beside the answer of your choice.

	Yes	No
1. Do you prioritize your needs when making purchases?		
2. Do you limit your expenditures to your ability to pay?		
3. Do you always see to it that you get value for money?		
4. Do you often buy things you don't need?		
5. Do you frequently shop excessively?		
6. Do you often give up your need to purchase goods or services in order to save money?		
7. Do you often let goods and available resources go to waste?		
8. Do you often leave electrical appliances on even when not in use?		
9. Do you often leave water taps on and postpone repair of leaking faucets?		
10. Are you easily provoked to buy when goods are in "sale" or marked as bargain?		
11. Do you buy large quantities of household supplies when you hear rumors of rising prices, product shortages and political disorders?		
12. Do you often buy things that you regret afterwards?		
13. Are you easily tempted by special offers?		

Part III. (applicable only to those who answered YES to question no. 1)

Instructions: Please indicate whether DTI's campaign information materials (print, t.v., radio, cinema, internet) for the consumer welfare month of October 2001 satisfy the following criteria.

	Yes	No
1. Does it contain all the facts and information you need?		
2. Does it answer all your questions?		
3. Does it provide extra information when necessary?		
4. Does it eliminate wordy expressions?		
5. Does it contain only relevant information?		
6. Does it avoid unnecessary repetition?		
7. Does it focus or relate well with you?		
8. Does it show audience benefit or interest in the receiver?		
9. Does it emphasize positive, pleasant facts?		
10. Does it use specific facts and figures?		
11. Does it contain vivid, image-building words?		
12. Does it use precise, concrete, and familiar words?		
13. Are the messages tactful, thoughtful, and appreciative in tone?		
14. Does it use expressions that show respect?		
15. Does it use unbiased/neutral/non-discriminatory expressions?		
16. Are the messages easily understandable to you?		
17. Are the figures, facts, and words accurate?		
18. Does it observe correct grammar and spelling?		