

CONSUMER EFFICIENCY

**of CBE DLSU Students
in Using Information in Selected Columns
of Two National Dailies**

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ABSTRACT

This study examined the efficiency of Filipino consumers in using print-media information regarding consumer issues.

Consumers were said to utilize cognitive processing on information they receive. Using theories from the fields of communication and marketing, cognitive processing was defined in terms of expected and extracted information, their potential value, and actions taken toward them.

In addition, factors such as consumer characteristics, issue involvement, and perceived risks were also said to influence cognitive processing. Subsequently, consumer efficiency was measured in terms of the relationships among the above-mentioned variables.

A survey regarding consumer efficiency was conducted among College of Business and Economics De La Salle University students.

Prior to the survey, a content analysis of existing consumer articles and a couple of structured interviews were conducted. These facilitated the construction of a consumer article that was included in the survey.

Survey findings showed that the respondents' awareness of consumer columns is minimal. Their degree of information search varied. In addition,

the respondents, although exhibiting interest, demonstrated minimal involvement in consumer issues.

The respondents' expectations on the content of consumer columns did not go beyond the Four Ps (product/service, price, place, and promotion). This was also true of their information recall and evaluation of information as having potential value.

The respondents were diffused in their involvement in consumer issues. The same was true with their efficiency in information use.

Based on the conceptual framework, a number of hypotheses were formulated. Results of the hypotheses-testing showed that:

- ▷ *As the level of involvement increases, efficiency also increases;*
- ▷ *Perceived risk is not associated with information use efficiency;*
- ▷ *There is no difference in the recalled information among respondents in terms of their degree of information search;*
- ▷ *Respondents who are routinized in terms of information search consider more consumer issue information as having potential value;*
- ▷ *Respondents tend to validate information regardless of their degree of information search; and*
- ▷ *Respondents will validate information to preclude the occurrence of perceived risks.*

TABLE OF CONTENTS

Chapter 1: INTRODUCTION	1
RATIONALE	2
RESEARCH PROBLEMS.....	3
OBJECTIVES OF THE STUDY	4
Chapter 2: REVIEW OF RELATED LITERATURE.....	6
THE MARKET STRUCTURE, THE GOVERNMENT, THE MEDIA, AND CONSUMER GROUPS AND CONSUMERISM	7
<i>THE MARKET STRUCTURE.....</i>	7
<i>THE GOVERNMENT.....</i>	9
<i>THE MEDIA</i>	11
<i>CONSUMER GROUPS AND CONSUMERISM</i>	12
CIRCUMSTANCES AND CULTURAL FACTORS THAT INFLUENCE THE FILIPINO CONSUMERS	14
<i>CIRCUMSTANCES OF THE FILIPINO CONSUMER</i>	14
<i>CULTURAL FACTORS.....</i>	18
COGNITIVE PROCESSING & COGNITIVE DISSONANCE, DECISION-MAKING COMPETENCE & CONSUMER EFFICIENCY, CONSUMER CONCERN & SATISFACTION, ACCEPTABLE RISK, THE PRINT MEDIA & CONSUMERISM..	20
<i>COGNITIVE PROCESSING AND COGNITIVE DISSONANCE.....</i>	20
<i>DECISION MAKING COMPETENCE AND CONSUMER EFFICIENCY.....</i>	23
<i>CONSUMER CONCERN AND SATISFACTION</i>	26
<i>ACCEPTABLE RISK</i>	31
<i>THE PRINT MEDIA</i>	32
<i>CONSUMERISM.....</i>	35
SYNTHESIS	40

Chapter 3: FRAMEWORK FOR ANALYSIS	44
THEORETICAL FRAMEWORK	44
<i>THE TRANSMISSION MODEL</i>	<i>45</i>
<i>THE CONSUMER DECISION-MAKING PROCESS</i>	<i>46</i>
<i>INVOLVEMENT AND PERCEIVED RISK.....</i>	<i>48</i>
<i>LEVELS OF CONSUMER DECISION-MAKING</i>	<i>52</i>
<i>DECISION-MAKING SKILL</i>	<i>53</i>
<i>CONSUMER SATISFACTION</i>	<i>54</i>
<i>DISTINGUISHING CHARACTERISTICS OF EFFICIENT CONSUMERS</i>	<i>55</i>
CONCEPTUAL FRAMEWORK.....	56
<i>HYPOTHESES</i>	<i>58</i>
<i>DEFINITION OF TERMS.....</i>	<i>62</i>
Chapter 4: METHODOLOGY	68
RESEARCH DESIGN.....	68
VARIABLES AND MEASURES.....	69
<i>CONSUMER ISSUES</i>	<i>70</i>
<i>COGNITIVE PROCESSING</i>	<i>71</i>
<i>INFLUENCING FACTORS.....</i>	<i>72</i>
<i>EFFICIENCY LEVEL</i>	<i>74</i>
SAMPLING AND UNITS OF ANALYSIS	75
THE RESEARCH INSTRUMENT	76
DATA GATHERING PROCEDURES	77
DATA ANALYSIS	77
Chapter 5: FINDINGS OF THE STUDY	79
CONSUMER CHARACTERISTICS.....	79
<i>PROFILE OF THE RESPONDENTS</i>	<i>79</i>
<i>READING HABITS</i>	<i>81</i>
<i>AWARENESS OF THE CONSUMER COLUMNS</i>	<i>82</i>
COGNITIVE PROCESSING	83
<i>EXPECTED INFORMATION.....</i>	<i>83</i>

<i>EXTRACTED INFORMATION (RECALLED INFORMATION)</i>	85
<i>POTENTIAL VALUE OF INFORMATION</i>	88
<i>ACTION CONSIDERED</i>	91
INFLUENCING FACTORS	93
<i>INVOLVEMENT IN CONSUMER ISSUES</i>	93
<i>TYPES OF PERCEIVED RISK</i>	94
CONSUMER EFFICIENCY	95
<i>EFFICIENCY SCORE</i>	95
<i>AMOUNT OF INFORMATION USED</i>	105
CATEGORIZATION OF VARIABLES	107
<i>DEGREE OF INFORMATION SEARCH</i>	107
<i>LEVEL OF INVOLVEMENT IN CONSUMER ISSUES</i>	109
LOOKING FOR RELATIONSHIPS (HYPOTHESES-TESTING)	111
<i>EFFICIENCY AND FACTORS THAT INFLUENCE IT</i>	111
<i>COGNITIVE PROCESSING VARIABLES</i>	113
SYNTHESIS OF FINDINGS	122
Chapter 6: SUMMARY AND CONCLUSION	124
<i>SUMMARY OF FINDINGS</i>	124
<i>CONCLUSION OF THE STUDY</i>	133
Chapter 7: IMPLICATIONS AND RECOMMENDATIONS	134
<i>IMPLICATIONS</i>	134
<i>THEORETICAL IMPLICATIONS</i>	134
<i>CONCEPTUAL IMPLICATIONS</i>	136
<i>RECOMMENDATIONS</i>	139
<i>FOR COMMUNICATION RESEARCHERS</i>	139
<i>FOR CONSUMER JOURNALISTS</i>	141
<i>FOR THE BUSINESS SECTOR</i>	142
<i>FOR THE GOVERNMENT</i>	142
<i>FOR CONSUMER GROUPS</i>	143
BIBLIOGRAPHY	144

LIST OF TABLES

<i>Table 1.</i>	<i>Profile of the Respondents.....</i>	80
<i>Table 2.</i>	<i>Reading Habits of the Respondents.....</i>	81
<i>Table 3.</i>	<i>The Respondents' Awareness and Reading Habits of the Consumer Columns.....</i>	83
<i>Table 4.</i>	<i>Information Expected to be Read in Articles about Experiences in an Internet Café or Electronic Retail Store*</i>	84
<i>Table 5.</i>	<i>Extracted Information Pertaining to the Four Ps*</i>	86
<i>Table 6.</i>	<i>Extracted Information Pertaining to the Circumstances Surrounding the Consumption Situation*</i>	86
<i>Table 7.</i>	<i>Extracted Information Pertaining to Consumer Rights*.....</i>	87
<i>Table 8.</i>	<i>Extracted Information Pertaining to Consumer Responsibility.*.....</i>	88
<i>Table 9.</i>	<i>Potential Value (PV) of Consumer Information*</i>	90
<i>Table 10.</i>	<i>Whether the Respondents Considered Validating Information with Potential Value.....</i>	92
<i>Table 11.</i>	<i>How or With Whom the Respondents Will Validate Information They Read from Consumer Columns*.....</i>	93
<i>Table 12.</i>	<i>Interest in, Attentiveness to, & Time Spent in Reading Articles about an Internet Café & an Electronic Retail Store*</i>	94
<i>Table 13.</i>	<i>Types of Perceived Risk (PR) Associated with Non-use of Information*</i>	95
<i>Table 14.</i>	<i>One-Sample t-test: EX against A.</i>	96
<i>Table 15.</i>	<i>One-Sample t-test: ED against A.</i>	98
<i>Table 16.</i>	<i>PVI Score Distribution</i>	100
<i>Table 17.</i>	<i>Efficiency Scores*</i>	104
<i>Table 18.</i>	<i>Student-Newman-Keuls Post Hoc Test: Differences Among the Levels of Consumer Efficiency*</i>	105
<i>Table 19.</i>	<i>Amount of Information Used</i>	106
<i>Table 20.</i>	<i>Expected Information (EX) Scores.*</i>	107
<i>Table 21.</i>	<i>Student-Newman-Keuls: Difference Among the Degrees of Information Search.*</i>	109
<i>Table 22.</i>	<i>Involvement (I) Score.*</i>	110

<i>Table 23.</i>	<i>Student-Newman-Keuls: Difference Among the Levels of Involvement*</i>	111
<i>Table 24.</i>	<i>Spearman's Rank Order Correlation: Type of Perceived Risk vs. Efficiency Index.</i>	113
<i>Table 25.</i>	<i>ANOVA: ED Between Groups (EX.E/EX.L/EX.R).</i>	115
<i>Table 26.</i>	<i>Student-Newman-Keuls: EX Difference Among the Degrees of Information Search.*</i>	118
<i>Table 27.</i>	<i>Spearman's Rank Order Correlation: Perceived Risk vs. Action Considered.</i>	121

LIST OF FIGURES

<i>FIGURE 1. CONSUMER REACTIONS TO DISSATISFACTION.</i>	30
<i>FIGURE 2. THE CONCEPTUAL FRAMEWORK.</i>	61
<i>FIGURE 3. REVISED CONCEPTUAL FRAMEWORK.</i>	138

LIST OF APPENDICES

A.	Survey Questionnaire	1
B.	Development of the Contrived Article.....	7
1.	<i>Introduction</i>	7
2.	<i>Objective</i>	7
3.	<i>Research Design</i>	7
4.	<i>Content Analysis and Structured Interview Results</i>	9
C.	Contrived Article	26
	Content of the Contrived Article	30
D.	Newspaper Articles	31
	Philippine Star.....	31
	Philippine Daily Inquirer.....	39
	Word Count for the Newspaper Articles	52
	Content Analysis Form	54
	Content Analysis Results	55
E.	Structured Interview Schedule	65
F.	Structured Interview Results	72

List of Tables for Appendices

Table A.	Frequency Count of the Appearance, Narrative Mode, and Theme of the Consumer Column Articles.*	10
Table B.	Length of the Articles.....	11
Table C.	Consumer Issues Covered in the Articles.*	12
Table D.	Reading Habits of the Respondents.*	13
Table E.	Awareness of the Consumer Columns.	14
Table F.	Products/Services that are Important or Not Important to the Respondents.*	15
Table G.	Whether the Respondents have Encountered a Consumption Situation wherein the Issues Concerned Them.	16
Table H.	Consumer Issues that Concerned the Respondents, in Terms of the Four Ps.*	16
Table I.	Whether Circumstances Surrounding a Consumption Situation Concerned the Respondents, and What These Circumstances Were.....	17
Table J.	Whether the Respondents Encountered a Consumption Situation wherein Their Rights as Consumers have been Compromised; and Whether This Concerned Them.....	18
Table K.	Consumer Issues that Concerned the Respondents, in Terms of Consumer Rights.	18
Table L.	Whether the Respondents Encountered a Consumption Situation wherein Their Responsibility as Consumers have been Tested; and Whether This Concerned Them.....	19
Table M.	Consumer Issues that Concerned the Respondents, in Terms of Consumer Responsibility.....	19
Table N.	Level of Involvement in Consumer Columns.....	21
Table O.	Expected Information.*	23
Table P.	Whether the Respondents will Validate Information They Read from Consumer Columns.....	24
Table Q.	How or with Whom will the Respondents Validate Consumer Column Information.*	24
Table R.	Risk/s Associated with Non-use of Information.....	26
Table S.	Word Count per Article.....	52
Table T.	Word Count Per Topic	53