

ZIBELINE INTERNATIONAL  
PUBLISHING

ISSN: 2616-5961 (Online)

CODEN: IMCSBZ

# Information Management and Computer Science (IMCS)

DOI: <http://doi.org/10.26480/imcs.02..2025.54.61>

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## REVIEW ARTICLE

# EFFECTIVENESS OF RADIO ADVERTISEMENTS IN THE DIGITAL ERA: A CASE STUDY OF A COMPANY IN QUEZON PROVINCE, PHILIPPINES

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## ARTICLE DETAILS

### Article History:

Received 23 July 2025

Revised 18 August 2025

Accepted 01 September 2025

Available online 09 October 2025

## ABSTRACT

The dominance of digital marketing channels has impelled a reassessment of the efficiency of traditional advertising modes. However, empirical evidence suggests that under specific contextual conditions and for targeted demographic segments, traditional media may retain significant advertising value. This case study explored the effectiveness of radio marketing in the digital age, focusing on Company A, a manufacturing company in Quezon Province known for producing and distributing healthy and affordable products with turmeric as its primary component. This research specifically examined the capacity for audience reach and engagement of radio advertising in Quezon province by analyzing specific radio marketing campaigns implemented by Company A. The study explored the extent to which radio advertising continues to resonate with consumers and identified key factors contributing to its success or limitations in terms of brand awareness, recall, and purchase intent. Findings revealed that radio excels in broad local reach and emotional engagement. Challenges associated with measuring radio's ROI are identified, along with opportunities for improvement. The report concluded by recommending a cohesive marketing strategy that leverages the unique strengths of both traditional and digital channels, creative collaboration of both, and targeted audience segmentation to capitalize on overall marketing effectiveness and realize ambitious business goals.

### KEYWORDS

Radio advertising, Digital era marketing, Quezon province media landscape, Brand awareness, Brand Recall, Customer Purchase Intent, Audience Engagement, Radio Reach, Digital Media Channels

## 1. INTRODUCTION

The inception of radio broadcasting in the Philippines can be traced back to 1924 with the establishment of KZKZ, an AM band station in Manila, by Henry Herman Sr., the then proprietor of the Electrical Supply Company. (The Journalistic View, 2018). During their respective periods of governance in the Philippines, both the Americans and the Japanese employed radio as a tool for disseminating propaganda. This involved the strategic manipulation of Filipino consciousness through the introduction of varied cultures, including restructuring of the educational system, mentoring of their language, and the adaptation to new situations in music, arts, media, and even religious activities (SOAS, 2023). Radio broadcasting in the Philippines during the 1920s and 1930s served as a platform for commercial ads, with a striking emphasis on the promotion of American consumer goods, considering the current economic impact of the United States at the time (Bhonus, n.d.).

Radio advertising is a paid marketing that uses radio stations to promote goods and services through getting hold of airtime in order to broadcast commercials or sponsored segments to reach a specific audience. (Ramirez, 2023). The ability of radio broadcasting to extend to wide-ranging patrons during their daily routines, whether at home or at work, ensures its place in modern commercial schemes (LeadsRx, 2023). The radio's unrivaled significance depended on its ability to reach the targeted demographic with a tactic well-matched to adapt throughout explicit listening timeslots (Chauhan, 2023). Empirical evidence suggests a correlation between radio promotions and buyer purchasing actions and demonstrates that radio campaigns can definitely influence brand recall, website traffic, and sales figures. (Adholics, 2023). Studies highlight

radio's continued relevance, with a course of action showing significant increases in website traffic and conversions directly attributed to radio spots and its capacity to impact end-user behavior successfully by (LeadsRx, 2023).

Recently, digital media hype has elevated notably, presenting many enticing publication benefits for companies (Indeed Editorial Team, 2024). This evolution has vitally modified how individuals acquire information, interact with brands, and make purchasing choices. Digital marketing strategies, including social media pitches, search engine optimization (SEO), and online display ads, have gained stature and productivity in targeting distinct audiences (Gustavsen, 2024). Nevertheless, radio salesmanship persists to serve as a formidable way of spanning a wide audience, particularly within local markets. (Colt, 2016; Thomson and Ip, 2020). Such is still undeterred by the escalation of digital media nowadays and wins through as an effective instrument used by businesses as a publicity blitz to extricate itself from its rivals (Kaufer, 2024).

Quezon province, situated in the CALABARZON region of the Philippines, is made distinctive by its immense agricultural landscape. With a total land area of 8,706.60 square kilometers, it holds the reputation of being the largest province within the region and the eighth largest province nationwide. (Provincial Information and Communication Technology Office, 2024). The province is prominent in coconut production among all provinces in the Philippines. It contributes approximately 10% of the nation's total coconut supply, with coconut cultivation traversing roughly 60% of the province's agricultural land area (SEARCA, 2022). Telecommunications services play a crucial role in the operations of the

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Website:  
[www.theimcs.org](http://www.theimcs.org)

DOI:  
10.26480/imcs.02.2025.54.61

service sector in Quezon province, and data indicate that over 80% of businesses in this sector rely on telecom services for their usual day-to-day operations (PhilStar Global, 2011). Responding to the escalating demand for mobile data services in Quezon province, the PLDT group has deployed 5G (fifth-generation) base stations in approximately half of the province's cities and municipalities, which incorporates core fields such as the provincial capital, Lucena City, as well as Tayabas City and an additional 18 towns. (BusinessWorld, 2022). However, despite breakthroughs in telecommunications infrastructure, certain remote areas of Quezon province remain underserved, lacking access to these essential services (Provincial Information and Communication Technology Office, 2024).

Traditional promotion mediums, particularly radio, demonstrate sustained efficacy in domestic commerce due to their accessibility, which makes them a suitable choice for hyperlocal drive (Linsad, 2023). Radio advertising demonstrates an influence in achieving a broad audience, exceeding the capabilities of digital channels and market niches (Media Partners Worldwide, 2023). The deliberate integration of radio propaganda with other publication methods and channels demonstrates a positive correlation with the development of stronger customer relationships, particularly when employed within a comprehensive and strategically aligned promotion blueprint (Midwest Family, 2023). The incorporation of online streaming, podcasts, and interactive content has facilitated the convergence of traditional radio with digital platforms, enabling advertisers to anchor both mediums for a comprehensive set of tactics. The widespread adoption of mobile devices has further enhanced radio's accessibility, ensuring its continued presence in the client's daily lives. (Media Partners Worldwide, 2023). The sustained distinction of radio, notwithstanding the change by digital advancements, is attributable to its fundamental persona and its distinctive strength to deliver entertainment (RadioCentre, n.d.) (Kumar et al., 2023).

This study considered the adeptness of radio advertisements in Quezon Province in today's information age, with a focus on a specific company, Company A. The study's inferences were derived from the perception of how the public in this specific geographic area discerns and acts on radio ads from this standpoint, which is largely dependent on online platforms. In light of research on brand awareness, recall, and purchase intent of clients, and differentiation of radio's reach as opposed to involvement with the radio advertisements, the study imparted key takeaways for the designated enterprise as well as other businesses. The results eventually conferred a profound understanding of the continuing role of radio advertising, even within a digitally-glutted market like Quezon province.

## 2. LITERATURE REVIEW

This literature review took on an exhaustive detail of the current radio advertising environment in the digital era, with a particular emphasis on its sustained bearing and possible value as a promotional tactic for businesses operating within Quezon Province.

### 2.1 Radio Advertising

Radio advertising, encompassing both traditional and internet formats, involves paying for airtime to broadcast commercials. While perceived by some as an outdated medium, its continued use suggests ongoing functionality. The medium's low cost and accessibility allow brands to reach audiences via various ad formats tailored to specific goals. (Ramirez, 2023).

This offers cost-effective reach to a substantial audience, particularly within the 16-44 age demographic. Studies indicate that radio achieves 60% of television's efficiency in increasing engagement awareness at only 15% of the cost. Thus, making it particularly beneficial for local and small businesses, enabling targeted geographic movements and national reach through a combination of radio and e-commerce, without requiring extensive physical distribution networks. (Mansi Paul, et. al., 2017)

In the study of it had investigated the adequacy of radio advertising, revealing its noteworthy impact on sales but a less pronounced effect on market share (Pabelona and Lausa, 2022). It was found out that high levels of radio penetration (85-90% reach) and daily listening time (2-3 hours) support the medium's persuasive power. While boosting cost is a key selection factor for advertisers, high satisfaction suggests strong value perception. Overall, their findings reinforce radio's position as a powerful sales driver (Pabelona and Lausa, 2022).

Radio advertising facilitates precise targeting of specific demographic, geographic, and psychographic segments through station selection and tailored messaging, maximizing the announcement's efficiency and relevance. It has been reported in previous research these diverse options enhance posting efficiency and competency by optimizing audience reach

(Radio Results, 2024; Radiocentre, 2024). Furthermore, the localized reach cultivates market awareness, enhancing efficiency and impact. (Leighton Media, 2024). Radio's aptness to target both local and national audiences makes it a versatile medium for brand building and product promotion across various business scales. (Global, 2024).

Despite the rise of digital media, radio remains a remarkable component of comprehensive communication approaches. Radio's live and local nature fosters a sense of community and connection, building relationships with listeners, a key factor in today's increasingly digital world. These factors make radio a valuable tool for brand building and awareness, particularly for local businesses. (Leible, 2023).

Industry data supports the firmness of a combined linear (traditional) and digital circular approach, with radio playing a key role in driving website traffic. While direct attribution of radio ads to immediate website visits can be challenging due to factors like listener context (e.g., driving) and delayed purchase decisions, radio advertising serves as a powerful tool for brand awareness and recall, planting seeds that influence future market behavior. This long-term impact, coupled with the potential to track website traffic through specific URLs, reinforces the value of integrating radio into a comprehensive billing strategy. The analysis of non-broadcast operation performance, website traffic, and store traffic during or near the time of radio ad runs can reveal valuable insights into listener response and behavior (TapClicks Advertising, 2024; Marketron, 2024)

In research, they confirmed the ongoing relevance of radio as a communication channel, particularly for influencing consumer purchase intentions Phiri and Hossain's, 2022). Despite the rise of digital media, participants expressed a preference for traditional radio, highlighting its enduring influence and credibility. The study also acknowledged the integration of radio with new technologies, including online platforms and mobile apps, which has expanded access and content diversity. While live transmissions are no longer considered essential, participants indicated a preference for live radio advertising over online options, suggesting a perceived higher credibility and impact. Overall, the findings demonstrate that radio advertising continues to be an outstanding driver of consumer purchase decisions, making it a valuable tool for marketers seeking to reach a broad audience economically (Phiri and Hossain, 2022).

Radio advertising offers a profitable promotional drive, particularly when compared to other media such as television or print. By carefully selecting radio stations and frequencies aligned with their target audience, businesses can optimize the return on investment for their bulletin efforts. (Target River, 2023). This is a long-standing marketing strategy; however, costs can vary consequently based on market size, time of day, ad length, and station popularity. Prime-time slots in major markets tend to be more expensive. Beyond airtime costs, production expenses for ad creation, such as writing, production, and voice talent, should be factored in. The decision to invest in radio advertising depends on business goals, target audience, and budget. While potentially costly, radio can be a money-saving way to reach a large, targeted audience (Gupta, 2024).

### 2.2 Enduring Power of Radio and Radio Advertising

Radio advertising's auditory nature facilitates multitasking, thus enhancing convenience. The intimate, engaging format promotes parasocial relationships with hosts and brands, fostering trust and emotional connection. This emotional resonance strengthens brand loyalty and advertising advantage. Adaptability to technological advancements ensures continued relevance. These factors, rooted in psychological and sociological principles, contribute to radio's enduring power and potential for continued growth. (Leighton Media, 2024).

Its continued potency, despite competition from digital media, is supported by several principles of marketing science and shopper behavior. Its power to utilize market segmentation programs allows for precise targeting and optimized spend in market segmentation. The lower edict density compared to other media results in increased attention and recall. Finally, the medium's capacity for auditory stimulation and emotional engagement enhances brand recall and drives consumer action (TEC Direct Media, 2024). While younger adults increasingly trust social media, older adults and the population at large still place greater trust in traditional local and national news organizations. The prevalence of misinformation and AI-generated content on social media undermines its credibility. Traditional media, with its accountability mechanisms and commitment to verified information, plays a vital role in community building, civic engagement, and crisis reporting. Access disparities highlight the continued importance of traditional outlets, particularly for those lacking internet access (Young, 2024).

Despite earlier predictions, traditional promo is experiencing renewed growth, reversing a decade-long decline. This shift is driven by factors

including reach, attention, and engagement relative to cost compared to increasingly expensive and fraud-prone digital dispatch. Consumer trust in traditional formats is high (print 82%, TV 80%, direct mail 76%, radio 71%), making it operative for building brand credibility. Podcasts, a digital medium with characteristics similar to traditional radio, also show strong growth (51% increase in inventory, 53% in new podcasts, 81% in ad impressions) and high listener engagement. (Mooreman, et. al., 2022).

### 2.3 Challenges and Opportunities in the Digital Age

The traditional radio industry is facing stern challenges attributable to the rise of digital platforms, particularly streaming services like Spotify and Apple Music, as well as the growing popularity of podcasts. These changes offer listeners huge libraries of content, personalized experiences, and the convenience of on-demand access, leading to a weakening in radio listenership.

Crucial factors contributing to this move comprise digital rivalry, mobile access, worldwide reach, and data-driven marketing. In digital competition, streaming services and podcasts provide custom-made content that permits listeners to curate their audio experiences, which traditional radio struggles to match. The ubiquity of smartphones and internet connectivity has transformed media consumption, with listeners preferring the convenience and diversity of digital options over traditional broadcasts. Also, digital platforms can connect independent creators with a universal audience, competing for radio stations. The reason why in order to adapt, radio broadcasters are now embracing digital platforms. Many stations recently offer online streaming, podcasts, and interactive features to attract listeners who prefer online content. Radio pulls on its unique strength, which is capitalizing on local programming, live events, and engaging personalities to distinguish itself from digital competitors. Stations are now focusing on local targeting and combining on-air broadcasts with digital promotions. To explore new technologies, broadcasters are expanding their reach to tech-savvy audiences. By offering these varied opportunities and nurturing community engagement, radio can fully discover new experiences within the developing media landscape. (Wijesighe, 2023).

### 2.4 Intersection and Integration of Traditional and Digital Advertising

Terrestrial radio maintains widespread reach, with spot publishing accounting for a crucial portion (3/4) of station revenue. Online streaming services are expanding terrestrial radio's audience beyond geographical limitations. Digital radio, including music streaming services and podcasts, has become a major force in the industry's continued success. This convergence of traditional and digital audio offers listeners diverse and convenient access to content (TEC Direct Media, 2024).

While digital business development offers extensive reach and cost-effectiveness, traditional methods retain strengths in reaching older demographics, building tangible brand presence, and establishing credibility. Traditional channels like print, outdoor, broadcast, and direct mail complement digital channels such as email, social media, SEO, PPC, mobile, content, and publicity to increase brand awareness, customer acquisition, and overall business growth. Integrating both allows for a broader audience, personalized messaging tailored to different segments, and enhanced credibility through multiple touchpoints. A holistic strategy that combines traditional and digital sales campaigns is crucial for cutting through online clutter and achieving merchandising success. (Gamaliel, 2023).

### 2.5 Future of Traditional Radio Advertising

The future of traditional advertising, often viewed skeptically in the face of digital marketing, is set for transformation rather than obsolescence. Traditional media will increasingly merge with digital technologies, utilizing interactive TV ads, augmented reality in print, and innovative radio formats to engage their audiences. With advancements in big data analytics and Artificial Intelligence, traditional releasing will offer highly personalized campaigns, tailoring ads to individual interests and demographics. Leveraging the emotional appeal of nostalgia, old-style modes will evoke strong sentiments, connecting with consumers on a deeper level. The habit of storytelling will remain dominant, since this allows us to build emotional connections and foster brand loyalty. Products and brands will create unified connections between offline and online experiences, using QR codes and integrated processes to engage their consumers across varied platforms. Authenticity will be crucial, as consumers gravitate towards genuine messages and connections that traditional publicizing can essentially convey. Traditional advertising will evolve into a more conversational model, encouraging customer feedback and creating a dynamic engagement experience. Stricter regulations on data usage and privacy will shape the future of marketing, necessitating

careful navigation by the industry. The combination of nostalgia and innovation will spark discussions and interactions, revitalizing traditional programming in a way similar to social media engagement. In summary, while traditional racket will undergo weighty changes, its core aim to connect to the audience meaningfully will remain steadfast. By integrating technology and innovation, focusing on sustainability, and maintaining authenticity, traditional advertising is poised to thrive in this digital age (Joshi, 2023).

The traditional radio advertising industry is expected to experience conspicuous growth and transformation from 2023 to 2032, despite the rise of digital marketing. Radio advertising beneficially combines audio storytelling with wide-reaching audiences, allowing precise targeting through advanced analytics. This serves as an intelligible platform for small businesses, allowing them to connect personally with the local consumers and differentiate themselves from larger competitors. Contrary to expectations, radio advertising has grown. Its role as a reliable source for local news and community events strengthens listener loyalty. Radio advertising facilitates cross-border sales, enabling brands to tailor localized campaigns that resonate with various audiences globally (GCPIT, 2023).

### 2.6 Brand awareness, recall, and purchase intent

Despite the proliferation of digital media, radio advertising maintains significant efficacy in promoting brand awareness, facilitating brand recall, and influencing purchase intent. Radio demonstrates substantial audience penetration, with 92% weekly reach among Americans aged 12 and older (Leible, 2023). This broad exposure, combined with the inherent emotional engagement facilitated by the audio medium and often amplified by trusted on-air personalities, creates a highly effective platform for brand communication and enduring brand impact (Federated Media, 2024).

Empirical evidence supports radio's efficacy in enhancing brand awareness. A study conducted by Marketing Evolution and Clear Channel Media and Entertainment demonstrated a statistically significant increase in consumer awareness for Romano's Macaroni Grill following the integration of radio advertising into broader media campaigns. This effect was particularly pronounced in measures of top-of-mind awareness, suggesting a strong contribution from radio's sonic branding capabilities (iHeart Media, 2024).

Westwood One's research provides additional support, indicating a significant increase in ad recall among motorcycle owners following radio advertising for a major motorcycle manufacturer. This was accompanied by a double-digit percentage increase in both brand website traffic and purchase intent, suggesting a strong emotional connection between the radio advertising and the target consumer demographic (Inside Radio, 2017).

Radio advertising exhibits a synergistic effect when integrated with television campaigns. A Millward Brown study reported a 15% increase in the awareness index when radio was added to a television campaign, indicating a potential cost-effective strategy for amplifying brand awareness through cross-media synergy (Springer Nature Link, 2021).

Although radio's reach and emotional impact are key factors, the effectiveness of radio advertising is fundamentally determined by the quality of creative execution. A Veritonic study demonstrated that superior audio creative significantly outperforms average advertisements, resulting in a 50% increase in sales lift. This underscores the critical role of compelling and memorable advertising content in maximizing radio's advertising potential (Bouvard, 2023).

Multiple studies corroborate radio's capacity to stimulate purchase intent. Research by ColorText and the Radio Centre revealed that radio advertising significantly increased advertising awareness, brand relevance, brand trust, and brand consideration among tier-one automotive brands. This indicates a demonstrable influence on consumer perception and subsequent purchasing behavior (Inside Radio, 2019).

Additional research indicates a strong correlation between radio listenership and purchase intent across diverse product categories. A study by the Radio Advertising Bureau (RAB) reported a 22% increase in store traffic for automotive, jewelry, physician, and life insurance businesses following radio advertising campaigns. This suggests that radio advertising effectively translates into immediate consumer action and customer conversion (Inside Radio, 2019).

### 2.7 Level of reach and audience engagement of audience

Despite the expansion of digital media, radio maintains a substantial market share, characterized by extensive audience reach and high levels

of listener engagement. Radio's accessibility is evidenced by its extensive and diverse audience. Nielsen data indicates that 92% of U.S. adults aged 18 and older engage with radio weekly, translating to a monthly reach of 132.4 million adults aged 18-49, representing 98% of this demographic. Its audience extends beyond age demographics, encompassing a diverse representation across gender and ethnicity. Monthly listenership among adults aged 18-49 is nearly equivalent for men (65.9 million) and women (65.4 million). Furthermore, radio achieves a 98% monthly reach among both Black (35.1 million) and Hispanic (45.6 million) adults. Its reach is amplified by its high out-of-home consumption. Listener engagement outside the home (69%) significantly surpasses in-home listening (31%), primarily due to radio's prevalence in vehicles. This translates to substantial listening throughout the week (66%), peaking during commutes (71% Monday-Friday) and weekends (79%) (Nielsen, 2019).

Radio's effectiveness stems partly from its capacity to foster emotional connections with listeners, often facilitated by familiar personalities. A Radio Advertising Bureau (RAB) study in India revealed that 78% of listeners reported a personal connection with radio advertisements, suggesting that radio transcends simple information dissemination to cultivate familiarity and trust. Research suggests a positive correlation between the affective valence of radio advertisements and listener engagement. Specifically, advertisements eliciting positive emotions, such as joy and exhilaration, demonstrate enhanced efficacy in terms of audience receptivity and retention. This underscores the significance of narrative construction and emotional resonance in optimizing advertising impact within the radio medium (Excellent Global Stats LLC, 2024).

Radio's engagement extends beyond passive consumption; interactive features such as call-in shows, contests, and social media integration actively foster audience participation and community formation. A Ghana Broadcasting Corporation (GBC) study demonstrated high listener satisfaction with phone-in programs, correlating this with increased audience motivation and a sense of agency. This highlights radio's capacity to facilitate dynamic communication and empower listeners (Taylor & Francis online, 2023).

## 2.8 Consumer demographics in Quezon province

Quezon is the largest province in the CALABARZON region. It is the 8th largest province in the country, with a total land area of 8,706.60 Sq. Km. (Provincial Information and Technology Office, 2024). The province's economy is heavily reliant on agriculture. Coconut is the primary crop grown in the Province (325,545 ha), followed by rice (60,767 ha) and banana (5,658 ha) (Dean, 2023). However, Quezon also has a growing industrial sector, with several manufacturing and processing plants. This diverse economic landscape contributes to a varied consumer base with different income levels and spending patterns (Gov.ph, 2023).

Consumer dynamics within Quezon Province are shaped by a multifaceted array of variables, encompassing rural-urban spending slope, the agricultural sector's role in household economies, the growth of the unrestricted income bracket, and cultural consumption norms. The mix of rural and urban areas in the province creates a diverse population, leading to different consumer spending habits. In rural areas, people focus on getting the most for their money, while urban residents prefer higher-end brands and services. The farming industry concentrates on agricultural supplies and products. As the province's economy grows, a flexible income group emerges, increasing demand for various goods and services. Additionally, the province's strong cultural history shapes consumer appreciation for local heritage products, traditional food, and cultural events. Quezon Province's socioeconomic situation includes a mostly young population, many households, and a growing middle-income group. (Provincial Information and Communication Technology Office, 2024).

## 2.9 Radio advertising context in Quezon province

The demographic profile of Quezon Province reveals a youthful population, with 33.14% under the age of 14, indicating a striking young dependent demographic. The economically active population, aged 15 to 64, comprises about 62.05%, while senior citizens (aged 65 and over) make up 4.80%. This demographic distribution suggests a vibrant and dynamic community, which presents unique opportunities for various sectors, including advertising (PhilAtlas, 2024).

Radio advertising in Quezon Province offers unique opportunities, given the province's diverse population and regional characteristics. Local radio stations can usefully target various demographic segments, tailoring messages to resonate with different communities across the municipalities and the city. However, challenges such as competition from digital media and the need for innovative advertising methods must also be addressed. Effective radio commercials within the locality stress a comprehensive assessment of the target demographic, encompassing age bracket, socioeconomic status, and way of living. Despite the increasing omnipresence of television and internet penetration in urban centers, radio remains a salient mode of communication, particularly in regions characterized by constrained digital connectivity.

A contextual discernment of the historical antecedents and geographical attributes of Quezon Province fosters a deeper understanding of its unique provincial character. As the province undertakes sustained economic growth, the key role of radio advertising will be paramount in mediating linkages between business entities and residents, disseminating locally made products, and supporting the expanding tourism industry (PhilAtlas, 2024).

## 3. METHODOLOGY

This experimental study assessed the impact of Company A's radio-based promotional campaign within Quezon Province, in the framework of the prevailing digital communication ecosystem.

### 3.1 Research Design

This research utilized a mixed-method approach to evaluate the efficacy of a radio advertising campaign on customer brand awareness, recall, and purchase intent. Quantitative data, gathered through survey instruments and corroborated by company sales data, gauged customer exposure to the advertisements and furnished factual measures regarding campaign reach and effectiveness. (Jain et al., 2017). Qualitative data, obtained via in-depth interviews with organizational leadership employing open-ended questions, explored the rationale behind documented findings. Statistical significance of differences in weighted means was carefully assessed. Ethical standards were upheld through informed consent protocols and the preservation of data anonymity.

The study concentrated on a solitary commercial entity (Company A) within the confines of a specific locale (Quezon Province) imposes limitations on predicting and drawing conclusions to a broader setting.

A questionnaire integrating a four-point Likert-type scale was used to rate participants' insights regarding the effectiveness of radio advertising. The tool contained items intended to assess brand awareness, recall, and purchase intention. The questionnaire underwent pilot testing with a sample group (n=50) to ensure precision and significance.

Conversely, an open-ended interview was employed to conduct extensive interviews with key personnel within the company. This guide incorporated exploratory questions about the organization's advertising strategy and its assessments of the radio ads' success.

### 3.2 Statistical Analysis

The data procured from the participant pool were subjected to analysis via the Four-Point Likert Scale methodology.

## 4. RESULTS

This research conferred outcomes concerning the effectiveness of Company A's radio advertising initiatives within Quezon Province, Philippines. Results were interpreted in relation to existing literature and the pre-defined research objectives, thereby addressing the primary research questions. The argument situated these findings within the larger framework of the digital media landscape and extended clarifications for the established regularities.

### 4.1 Key Findings

This investigative study assessed the usefulness of Company A's radio marketing campaign within Quezon Province, Philippines, considering the pervasive effect of the digital media landscape. The study examined the

impact of these advertisements on brand awareness, recall, and purchase intent, and further analyzed the correlation between advertising reach and audience engagement.

To assess consumer perceptions of radio advertisements, a structured Likert questionnaire was administered to a random sample of fifty (50) consumers in Company A branches in Quezon Province. Table 1 presents the quantitative results concerning brand recall following radio advertisement exposure.

<b>Table 1: Assessment of Customers' Perception in Radio Advertisements In Terms of Brand Awareness</b>		
<b>Brand Awareness</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
I recognized the name of a brand shortly after hearing its advertisement on the radio.	3.64	Strongly Agree
Hearing radio advertisements helps me identify new brands I wasn't aware of before.	3.24	Agree
I remember the brand names associated with radio advertisements, even if I don't immediately recall the product.	3.32	Strongly Agree
When listening to a radio advertisement, I can quickly recall the brand it promotes.	2.66	Agree
I often remember the brand being advertised on the radio when I see it in stores or online.	3.30	Strongly Agree
<b>Composite Mean</b>	<b>3.23</b>	<b>Agree</b>

Respondents rated their agreement with the given five statements based on a Likert scale. The findings indicated a generally positive perception of radio advertising's effectiveness in promoting brand recall. Results indicated strong immediate brand recognition with mean=3.64, verbally interpreted as "Strongly Agree" following radio exposure. Moderate effectiveness in introducing novel brands was also observed with a mean of 3.24, interpreted as "Agree". Furthermore, participants exhibited robust brand name retention with a mean of 3.32, suggesting a "Strongly Agree" position, even without complete product recall. While moderate agreement with a mean of 2.66 of verbal interpretation "Agree" was found regarding immediate brand recall during advertisement exposure, the strongest effect emerged in the association between radio advertising and subsequent brand recognition in diverse contexts, with mean=3.30 showing "Strongly Agree" interpretation. These findings suggest a significant impact of radio advertising on brand awareness and memory consolidation overall.

The overall mean score of 3.23 "Agree" across all five given statements supported the conclusion that Quezon Province consumers perceive radio advertising as a relatively effective tool for enhancing brand awareness and recall.

Scrutiny of the three highest-scoring statements revealed key insights into the effectiveness of radio advertising in influencing brand recall. The statement demonstrating the highest mean score, "I recognize the name of a brand shortly after hearing its advertisement on the radio," emphasized the prompt result of radio advertising on brand recognition. The statement, which is classified as second-highest, "I often remember the brand being advertised on the radio when I see it in stores or online," highlighted the prolonged influence of radio advertising, indicating a longstanding brand recall over varied markets. The third highest-scoring assertion, "I remember the brand names associated with radio advertisements, even if I don't immediately recall the product," submits that radio advertising excellently creates top-of-mind awareness, whilst tangible aspects are not readily recalled. These findings align with the research carried out which yields substantiation for the efficacy of radio advertising in refining strong brand awareness and long-term brand recall by (Johnson et al., 2021).

Table 2 delineates the results of the questionnaire, which was used to

assess consumer recall of product-related information resulting from exposure to radio advertisements.

<b>Table 2: Assessment of Customers' Perception in Radio Advertisements In Terms of Brand Recall</b>		
<b>Brand Recall</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
I can easily remember the name of the product after hearing its radio advertisement.	2.78	Agree
I can recall the content of a radio advertisement after hearing it.	2.56	Agree
After hearing a radio advertisement, I can remember details about the product or service advertised.	3.48	Strongly Agree
When I hear a radio advertisement, I can recall the product even after some time has passed.	3.40	Strongly Agree
I remember the key message of radio advertisements even after hearing them only once.	3.54	Strongly Agree
<b>Composite Mean:</b>	<b>3.15</b>	<b>Agree</b>

Respondents who rated their agreement with five given statements on a Likert scale indicated a generally positive assessment of radio advertising's efficacy in promoting product memorability. While immediate product name recall showed moderate agreement with a weighted mean = 2.78, interpreted as "Agree", and advertisement content recall exhibited almost a similar level of mean = 2.56, showing also an "Agree" position, detailed product/service recall demonstrated strong agreement with a mean of 3.48, suggesting "Strongly Agree". Furthermore, strong agreement was also observed for long-term product recall with a mean = 3.40, "Strongly Agree", and single-exposure key message retention with a mean of 3.54, also "Strongly Agree". These findings suggest that, while immediate recall of specific details may be moderate, radio advertising is effective in facilitating longer-term retention of key product information.

The overall mean score of 3.15 across all five statements indicated that Quezon Province consumers generally perceive radio advertising as effective in enhancing product memorability. The survey results reveal a strong positive correlation between radio advertisement effectiveness and consumer recall.

The highest mean score of 3.50 for the statement "I remember the key message of radio advertisements even after hearing them only once" indicated that concise and impactful messaging significantly enhances immediate recall. The second and third highest mean scores further support this, demonstrating that effective radio advertisements not only achieve immediate attention but also facilitate both detailed recall and long-term retention of product information. These findings align with the research of which emphasized the importance of clear and repetitive messaging in radio advertising for achieving both immediate and sustained product and message recall among Filipino consumers. The study supported the conclusion that radio advertising remains a powerful medium for brand recall in the Philippines (Castillo et al., 2022).

<b>Table 3: Assessment of Customers' Perception in Radio Advertisements In Terms of Purchase Intent</b>		
<b>Purchase Intent</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
After hearing a radio advertisement, I feel more inclined to purchase the product or service advertised.	3.18	Agree
I consider buying products or services from radio advertisements after hearing them on the radio.	3.34	Strongly Agree
Radio advertisements make me more likely to seek out products or services.	3.16	Agree
I have thought about purchasing a product or service after hearing it advertised on the radio.	3.46	Strongly Agree
Listening to a radio advertisement increases my interest in buying the advertised product or service.	3.40	Strongly Agree
<b>Composite Mean:</b>	<b>3.31</b>	<b>Strongly Agree</b>

Table 3 presents the survey data indicating a positive correlation between radio advertisement exposure and purchase intent among consumers. Survey data revealed a positive correlation between radio advertising and consumer purchasing behavior. Statements assessing the influence of radio advertisements on purchase likelihood (M = 3.18, "Agree"; M = 3.34, "Strong Agree"), purchase consideration (M = 3.34, "Strong Agree"), and product/service seeking behavior (M = 3.16, "Agree") all demonstrated significant positive agreement. Furthermore, post-exposure purchase consideration (M = 3.46, "Strong Agree") and increased purchase interest (M = 3.40, "Strong Agree") were also observed. The overall mean score of 3.31 ("Strong Agree") strongly supports the hypothesis that radio advertising significantly influences purchase intent and consumer interest within the Quezon Province population.

These results suggested that radio advertising is an effective tool for stimulating consumer interest and influencing purchase decisions. Analysis of the survey data further showed a significant influence of radio advertising on consumer purchase intent among Quezon Province residents. The highest mean score indicated that frequent exposure to radio advertisements substantially encourages purchase consideration. The second-highest mean score, corresponding to the statement "Listening to a radio advertisement increases my interest in buying the advertised product or service," evinced a significant positive correlation between radio advertisement exposure and heightened purchase propensity. Elevated mean scores for the statement "I consider purchasing products or services based on what I hear in radio advertisements" further substantiated the conclusion that radio advertising not only stimulates interest but also directly influences purchase consideration. These findings are congruent with the research of which similarly demonstrated a salient impact of radio advertising on consumer behavior, enhancing both purchase consideration and actual purchase propensity (Raja et al., 2023). Collectively, the results suggest that radio advertising remains a potent tool for influencing consumer decisions, even across diverse geographical markets.

The second part of the survey assessed the relative reach and audience engagement of radio advertisements in Quezon Province. The findings were presented in Table 4.

Table 4: Assessment of Radio Advertisements in terms of Audience Reach		
Audience Reach	Mean	Verbal Interpretation
I frequently hear radio advertisements while listening to my preferred stations.	3.16	Agree
I hear radio advertisements multiple times throughout the day.	3.58	Strongly Agree
The radio advertisements are broadcast during times when I usually listen to the radio.	3.66	Strongly Agree
I hear radio advertisements repeatedly on different radio stations in Quezon Province.	3.76	Strongly Agree
The radio advertisements are played as often as other advertisements I hear on the radio.	3.04	Agree
<b>Composite Mean:</b>	<b>3.44</b>	<b>Strongly Agree</b>

Table 4 presents data on the perceived reach and frequency of radio advertisements among respondents. Five statements assessing exposure to radio advertising were rated on a scale of 1-4, where higher scores indicate stronger agreement. The results indicated a high level of exposure to radio advertisements, as expressed by the frequency of hearing advertisements throughout the day, the alignment of advertisement broadcast times with their respective listening habits, and the repetition of ads across multiple stations. Moderate agreement with mean scores between 3.0 to 3.5 was indicated for the frequency of hearing the ads on preferred stations and perceived frequency of radio ads relative to other ad types.

The high average rating of 3.44, which means "Strongly Agree," indicated that respondents largely distinguish radio advertisements as highly effective in reaching their target audience due to their frequent airing and strategic scheduling.

Analysis of the top three highest-scoring statements in Table 4 revealed the key factors contributing to the effectiveness of radio advertising in Quezon Province. The highest mean score of 3.76 indicated widespread

distribution of advertisements across multiple radio stations, thus showing maximized reach. The second-highest mean score of 3.66 suggested strategic scheduling of advertisements during peak listening times to optimize exposure. The third-highest mean score of 3.58 demonstrated high advertisement frequency throughout the day, enhancing brand visibility and recall. The entirety of these results verifies that radio advertising in Quezon Province generated substantial reach and influence all over a deliberate transposition of broad distribution, precise temporal alignment, and high-frequency deployment. These outcomes are concordant with the results of Muela-Molina et al. (2020), who verified a strong positive association between the rate and deliberate pacing of regional radio advertisements and recall rates in the Philippines. The research justified the significance of both frequency and strategic timing in capitalizing on the effectiveness of radio advertising.

Table 5: Assessment of Radio Advertisements in terms of Audience Engagement		
Audience Engagement	Mean	Verbal Interpretation
I pay attention to the radio advertisements when they are aired.	3.90	Strongly Agree
I find myself listening closely to the content of radio advertisements.	3.84	Strongly Agree
The radio advertisements often make me interested in their product or service.	3.58	Strongly Agree
I have remembered details from the radio advertisements after hearing them.	3.74	Strongly Agree
I have followed up on something mentioned in the radio advertisements (e.g., visited a store or checked a website).	3.84	Strongly Agree
<b>Composite Mean:</b>	<b>3.78</b>	<b>Strongly Agree</b>

Table 5 reveals high levels of engaged audiences with the implemented radio advertisements. From the established Four-point Likert scale method, a mean equal to 3.90 demonstrated strong agreement of the respondents with statements indicating attentive listening. Mean of 3.84 showed focused engagement with ad content, while the mean of 3.85 exhibited post-exposure actions of consumers such as visiting stores or websites. High scores were observed for interest sparked by the ads (mean = 3.58) and recall of specific details (mean = 3.70). The overall high engagement score of 3.84 strongly suggests that radio advertising remains a highly effective medium to be used. These findings corroborate the research of which demonstrated the superior performance of radio advertising compared to other media channels in terms of both recall and consumer action (Liao et al., 2020). The results of the survey collectively indicate that radio advertising continues to have a significant influence on consumer behavior, even in the context of a growing digital media landscape.

Semi-structured interviews were also conducted with key personnel of Company A in order to gain insights into their overall radio advertising strategy and methods for assessing the ad effectiveness.

It was ascertained that Company A employed a multi-channel marketing strategy, wielding both traditional marketing through field advertising by its agents conducting sampling and promotional activities, and using radio advertisements from local stations and digital promotion on its official Facebook page, and continued re-postings of its employees on their respective personal TikTok and Instagram accounts. These platforms enhanced the brand awareness and engaged their potential customers. Given the company's status as a newly established brand, radio advertising is strategically utilized to achieve broad audience reach and build responsiveness among the target demographic ages 30+. Radio advertising's cost-effectiveness and its ability to reach the target demographic during peak listening times were the key considerations that led to Company A's selection of this channel. The long-term nature of building brand recognition and customer acquisition via radio advertising was acknowledged to be important.

The development of Company A's radio advertisements is a collaborative process involving its management in brainstorming, scriptwriting, and

voice talent selection. Internal resources (employees) were utilized for the ads. Creative strategies, such as storytelling in the Tagalog language, were employed to enhance audience engagement and for better comprehension. Radio advertising budgets were determined based on the campaign duration, which is typically 6-12 months and renewable, along with the potential reach of selected stations and historical campaign data. Budgetary decisions were also considered for the availability of pre-packaged advertising options offered by radio companies.

The brainstorming process for radio advertisements at Company A involved a joint effort between its management and the marketing team. Radio campaign development followed a structured methodology. Initial campaign objectives, such as brand awareness enhancement, new product promotion, or sales generation, were clearly defined. Subsequent target audience analysis considered demographic, interest, and listening habit profiles to inform ad message tailoring. A brainstorming session generated diverse creative concepts, encompassing thematic elements, narrative structures, and message delivery strategies. Concept refinement was decided on its feasibility, budgetary constraints, and projected impact assessments, potentially involving the collaborative process. Insistent feedback from Company A's stakeholders, through multiple rounds of discussion and refinement, ensured continued alignment with organizational objectives. This collaborative ideation process allows for a diverse range of perspectives and creative input, ultimately contributing to the development of its impactful and engaging radio advertisements. This is also evident from the survey executed, which showed respondents sharing specific brands that they have recalled to be included, as well as specific messages and slogans played from the advertisements.

Company A employed a mixed-methods approach to evaluate the effectiveness of its radio advertising campaigns, combining quantitative data such as website traffic with qualitative data gathered from customer surveys to gain a comprehensive understanding of the campaign impact. Prominent quantitative standards involved sales leads, direct response rates, brand awareness survey outcomes, comprehensive sales data, and social media analytics derived from brand mentions, user commentary, and customer inquiries. Company A advantageously arrayed radio advertising to reach a positive return on investment (ROI). The tactic prioritized precise targeting of the ideal customer demographic, along with the progress of influential, results-driven advertising messages integrating clear-cut calls to action, such as website visits or direct purchases. The return on investment (ROI) was quantitatively evaluated by benchmarking a gradual increase in sales and leads traceable to radio campaigns, in close proximity to the total advertising outflow. This interdisciplinary approach, integrating radio advertising with digital social media marketing, expanded audience reach and enhanced overall marketing effectiveness.

The synergistic combination of radio advertising and digital social media marketing, employed as an interdisciplinary technique, resulted in an amplified audience reach and a more substantial gross marketing impact. Radio advertising proved particularly effective in rapidly reaching geographically specific audiences, especially those with limited digital access. Conversely, digital marketing, particularly through social media platforms, demonstrated greater precision in audience targeting capabilities. Radio advertising proved particularly effective in rapidly reaching geographically specific audiences, especially those with limited digital access. Conversely, digital marketing, particularly through social media platforms, demonstrated greater precision in audience targeting capabilities. Radio advertising encountered considerable limitations in the accurate analysis of conversion metrics and the adaptability to modify communication strategies. The millennial generation particularly favors electronic media. This combination enhances the strengths of each medium, acknowledging radio's emotional influence while utilizing advanced audience targeting, thereby optimizing marketing collaboration.

## 5. SUMMARY AND CONCLUSION

Company A's analysis showed the interaction between radio and digital marketing. Studying listener feedback indicates that traditional radio, by forming connections through sound, greatly increases local market reach and brand awareness. However, radio advertising struggles with accurately measuring customer growth and ensuring ongoing engagement with its target audience.

Company A's analysis showed the interaction between radio and digital marketing. Studying listener feedback indicates that traditional radio, by forming connections through sound, greatly increases local market reach and brand awareness. However, radio advertising struggles with accurately measuring customer growth and ensuring ongoing engagement with its target audience.

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