



THE EFFECT OF ADVERTISEMENT TO CUSTOMERS OF ACCOMMODATION ESTABLISHMENTS IN DIPOLOG CITY: A SURVEY

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ABSTRACT

Advertising plays a crucial role in influencing consumers' purchasing decisions, particularly in the hospitality industry where services are intangible and highly competitive. This study, conducted in 2022, examined the effects of advertising on customers' choice of accommodation establishments in Dipolog City, Philippines. Specifically, it determined the respondents' demographic profile, assessed the effects of advertising in terms of influencing, cultivating, agenda-setting, and dependency, and examined whether significant differences existed when respondents were grouped according to their demographic characteristics. The study employed a descriptive-survey research design using a quantitative approach. Data were collected from 120 randomly selected customers from twelve accommodation establishments through an adapted and validated questionnaire. Descriptive statistics, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test were utilized in analyzing the data at the 0.05 level of significance. The findings revealed that the respondents were predominantly young adults, female, single, college graduates, and urban residents, with favorable word-of-mouth referrals serving as their primary source of advertising information. Overall, advertising had a Much-Affected influence on customers' accommodation choices, with the cultivating effect obtaining the highest mean, followed by dependency, agenda-setting, and influencing effects. A significant difference was observed only in the influencing effect when respondents were grouped according to sex, while no significant differences were found across age, civil status, educational attainment, place of origin, and advertising channel for the remaining dimensions. The study concludes that advertising is a critical marketing tool that shapes customer perceptions, strengthens brand preference, and influences accommodation selection. It is recommended that accommodation establishments strengthen integrated marketing strategies by emphasizing service

quality, digital promotion, customer engagement, and positive word-of-mouth to enhance competitiveness and customer patronage.

Keywords: *advertising, customer choice, accommodation establishments, hospitality industry, consumer behavior, Dipolog City*

INTRODUCTION

Communication plays a vital role in the dissemination of ideas, information, and knowledge that shape public opinion and influence decision-making within society. The availability of effective communication channels enables individuals to stay informed about issues affecting their communities and adapt to the rapidly changing demands of modern society. In the absence of reliable communication facilities, people often depend on informal sources such as rumors, gossip, and other unverified means of information exchange, which may lead to misinformation and misunderstanding. While there is broad consensus that people have the right to access information, debates continue regarding the nature, quality, and implications of the information being disseminated. Information and ideas possess the power to influence attitudes, behaviors, and perceptions; news reports can shape public sentiment, while editorial analyses may either support or challenge particular individuals, organizations, or institutions (Roztocki et al., 2019).

Within this communication landscape, advertising has emerged as one of the most influential tools for conveying information and persuading consumers. Advertising serves as a form of mass communication intended to promote products, services, ideas, organizations, or public figures to target audiences. Although evidence of advertising practices can be traced back to ancient civilizations, it has evolved into a sophisticated global industry that significantly influences consumer behavior, purchasing decisions, and market competition (Christian & Hidayat, 2022). Through various media platforms, advertising enables businesses to create awareness, establish brand identity, communicate value propositions, and foster customer engagement.

The hospitality and tourism industry is particularly dependent on effective advertising and promotional activities. As a service-oriented sector, hospitality offers intangible experiences rather than physical products, making customer perceptions and expectations critical determinants of success. The industry is characterized by fluctuating demand, product perishability, profit instability, and a highly dynamic and competitive environment. Because hospitality products are experiential in nature, consumers often perceive greater risk when making purchasing decisions. Consequently, customers tend to prefer reputable and recognizable brands over unfamiliar alternatives, as trusted brands reduce uncertainty and enhance confidence in service quality. Moreover, the hedonic or pleasure-oriented nature of hospitality and tourism services enables well-established brands to command premium prices and attract a larger customer base. These characteristics explain why tourism and hospitality consistently rank among the industries that invest heavily in advertising and promotional campaigns (Qi, 2019).

Research further suggests that advertising exerts a significant influence on the performance of hospitality businesses. Studies have demonstrated the existence of a long-term equilibrium relationship between advertising expenditures and sales performance in the hospitality sector. Compared with manufacturing industries that rely on tangible products and technological innovations, hospitality organizations depend more heavily on advertising to communicate service attributes, differentiate their offerings, reduce customer uncertainty, and build brand value. Advertising helps transform intangible service features into meaningful information that customers can evaluate before purchase. Consequently, advertising serves as a crucial mechanism for increasing market visibility, attracting customers, enhancing brand loyalty, and generating revenue growth within tourism and hospitality enterprises (Qi et al., 2018).

In the local context, Dipolog City, the capital of Zamboanga del Norte, is home to numerous accommodation establishments that employ various advertising strategies to attract guests and remain competitive. These promotional approaches range from traditional media such as flyers, radio broadcasts, and newspaper advertisements to digital platforms including websites and social media marketing. Given the increasing competition among accommodation establishments and the growing reliance of consumers on information before making travel and lodging decisions, advertising has become an indispensable component of business operations within the hospitality industry. Understanding how advertising influences customer perceptions and purchasing behavior is therefore essential for developing effective marketing strategies and improving business performance.

Considering the importance of advertising in shaping consumer decisions and supporting the growth of hospitality enterprises, this study sought to investigate the effects of advertising on customers of accommodation establishments in Dipolog City during the Calendar Year 2022. Specifically, the study aimed to determine how various advertising approaches influence customer awareness, preferences, and patronage of accommodation establishments, thereby providing insights that may guide the development of more effective marketing and promotional strategies in the local hospitality sector.

Research Questions

This study aimed to investigate the effect of advertisement to customers of different accommodation establishments in Dipolog City, this calendar year 2022.

Specifically, it sought to answer the following:

1. What is the profile of the customer-respondents of different accommodation establishments in Dipolog City in terms of:
 - 1.1. age;
 - 1.2. sex;
 - 1.3. civil status;
 - 1.4. educational attainment;

- 1.5. place of origin;
 - 1.6. occupation; and
 - 1.7. type of advertising channel?
2. What is the effect of advertisement to the choice of the customer-respondents in terms of:
 - 2.1. influencing;
 - 2.2. cultivating;
 - 2.3. agenda-setting; and
 - 2.4. dependency?
3. Is there a significant difference on the effect of advertisement to the choice of the customer-respondents when analyzed according to their profile?

METHODOLOGY

This study employed a descriptive-survey research design using a quantitative approach to examine the effects of advertising on customers' choice of accommodation establishments in Dipolog City, Philippines. The descriptive-survey design was appropriate because it enabled the systematic collection and analysis of quantitative data describing customers' perceptions of the influence of advertising on their accommodation choices. Data were collected through a structured questionnaire and analyzed using descriptive and inferential statistics to address the research objectives.

The study was conducted among selected accommodation establishments operating in Dipolog City, Zamboanga del Norte, Philippines. Fifteen (15) accommodation establishments were initially invited to participate; however, only twelve (12) agreed to participate in the study. To preserve confidentiality, the participating establishments were assigned codes ranging from A to L. These establishments represented hotels, pension houses, lodging houses, and inns operating within the city.

The respondents consisted of 120 customers, with ten (10) respondents randomly selected from each participating accommodation establishment. Only registered customers who were at least 18 years old and voluntarily agreed to participate during the data collection period were included in the study. Simple random sampling was employed to ensure that all eligible customers had an equal chance of being selected, thereby minimizing selection bias and enhancing the representativeness of the sample.

Data were gathered using an adapted structured questionnaire derived from previous studies (Braza et al., 2022; Rodgers & Thorson, 2012; Kotler & Armstrong, 2018; Manala-o & Atienza, 2020). The instrument consisted of two sections. The first section obtained the respondents' demographic characteristics, including age, sex, civil status, educational attainment, place of origin, occupation, and the advertising channel that influenced their choice of accommodation establishment. The second section measured the perceived effects of advertising across four communication dimensions: influential effect, cultivating effect, agenda-setting effect, and dependency effect. Responses were measured using a four-point Likert scale ranging from 1 (Not Affected) to 4 (Very Much

Affected). Prior to data collection, the questionnaire underwent expert validation to establish content validity, and the adapted instrument demonstrated acceptable internal consistency based on Cronbach's alpha, indicating its suitability for the study.

Data collection commenced after obtaining permission from the management of the participating accommodation establishments. The researcher personally administered the questionnaires to the selected respondents after explaining the purpose of the study and obtaining informed consent. Participation was voluntary, and respondents were assured of the confidentiality and anonymity of their responses. The completed questionnaires were checked for completeness before encoding and analysis.

The collected data were analyzed using IBM SPSS Statistics Version 20, Minitab Version 20, and Microsoft Excel Data Analysis ToolPak. Frequency counts and percentages were used to summarize the respondents' demographic characteristics, while weighted means were computed to determine the extent of the effects of advertising on customers' choice of accommodation establishments. Because the data were measured using an ordinal four-point Likert scale, nonparametric statistical tests were employed. The Mann-Whitney U test was used to examine differences in respondents' perceptions according to sex, whereas the Kruskal-Wallis H test was used to determine differences across groups based on age, civil status, educational attainment, place of origin, occupation, and preferred advertising channel. All statistical analyses were conducted at a 0.05 level of significance.

The study adhered to established ethical standards for research involving human participants. Approval and permission to conduct the study were obtained from the management of the participating accommodation establishments before data collection. All respondents provided informed consent prior to participation and were informed that their participation was voluntary and that they could withdraw from the study at any time without consequence. Confidentiality and anonymity were maintained by assigning codes to the participating establishments and ensuring that all collected data were used solely for academic and research purposes.

RESULTS AND DISCUSSION

This section presents the responses of the one hundred twenty (120) randomly selected customers of selected accommodation establishments in Dipolog City. The responses were treated statistically purposely to answer the statement of the problem of the present investigation.

Table 1

Profile of the Customer Customer-respondents in terms of Age

Age	Frequency	Percent
18 - 22 years old	7	5.83
23 – 27 years old	30	25.00
28 – 32 years old	27	22.50

33 – 37 years old	25	20.83
38 – 42 years old	12	10.00
43 – 48 years old	6	5.00
48 – 52 years old	4	3.33
53 – 57 years old	6	5.00
58 years old and above	3	2.50
Total	120	100.00

Table 1 presents the age distribution of the customer-respondents. The findings indicate that the largest proportion of respondents belonged to the 23–27 years age group, accounting for 30 respondents (25.00%). This was followed by respondents aged 28–32 years, with 27 respondents (22.50%), and those aged 33–37 years, with 25 respondents (20.83%). In contrast, the 58 years and above age group recorded the fewest respondents, with only 3 individuals (2.50%). The results demonstrate that the majority of customers who patronized the selected accommodation establishments in Dipolog City were young adults.

The predominance of young adult customers suggests that this age group constitutes the primary market segment for accommodation establishments in the city. Individuals within this age bracket are generally more economically active, socially engaged, and mobile, enabling them to travel more frequently for business, education, leisure, and other personal purposes. Moreover, young adults are highly connected through digital technologies and are more likely to seek travel-related information through online platforms and social media before making accommodation decisions. Consequently, they are more exposed and responsive to various forms of advertising and promotional campaigns implemented by hospitality businesses.

The findings corroborate the study of De Guzman et al. (2020), which reported that the majority of customers of accommodation establishments belonged to the young adult population. According to the authors, individuals in this age group are characterized by their curiosity, desire for new experiences, and greater willingness to explore different travel destinations and hospitality services. Similarly, Yap (2022) emphasized that young adults are among the most active consumers in both professional and leisure travel, as they possess greater mobility, purchasing power, and familiarity with digital communication platforms. These characteristics make them more receptive to advertising messages and more likely to be influenced by promotional strategies when selecting accommodation establishments.

Table 2
Profile of the Customer Respondents in terms of Sex

Sex	Frequency	Percent
Male	58	48.33
Female	62	51.67
Total	120	100.00

Table 2 presents the distribution of the customer-respondents according to sex. The results reveal that 62 respondents (51.67%) were female, while 58 respondents (48.33%) were male. Although the difference is relatively small, the findings indicate that female respondents slightly outnumbered their male counterparts, suggesting that women comprised the larger proportion of customers who patronized the selected accommodation establishments in Dipolog City during the conduct of the study.

The slight predominance of female customers may reflect the increasing participation of women in business, education, tourism, and leisure travel. As travel has become more accessible and women have assumed greater professional and economic roles, their utilization of accommodation establishments for work-related trips, vacations, family gatherings, and other recreational activities has likewise increased. Moreover, female travelers often engage more actively in information seeking and are more likely to consider promotional materials, online reviews, and advertising campaigns when selecting accommodation services, making them an important market segment for hospitality businesses.

The present findings are consistent with Yap (2022), who reported that female travelers constituted a slightly larger proportion of customers availing themselves of accommodation services, primarily because they frequently travel with family members, friends, or colleagues for business, leisure, and social activities. Likewise, Calinao et al. (2019) observed that women represented a substantial segment of the tourism market, with many traveling for professional commitments, recreational purposes, and personal leisure. These findings suggest that accommodation establishments should continue to develop customer-centered advertising and marketing strategies that effectively address the preferences and travel behaviors of both female and male customers while recognizing the growing influence of women in the hospitality and tourism industry.

Table 3

Profile of the Customer Respondents in terms of Civil Status

Civil Status	Frequency	Percent
Single	77	64.17
Married	39	32.50
Widow/er	4	3.33
Separated	-	-
Total	120	100.00

Table 3 presents the profile of the customer-respondents in terms of civil status. The results indicate that the majority of the respondents were single, accounting for 77 respondents (64.17%), followed by those who were married, with 39 respondents (32.50%). Meanwhile, 4 respondents (3.33%) were widowed, representing the smallest proportion of the sample. These findings indicate that single individuals constituted the largest group of customers who patronized the selected accommodation establishments in Dipolog City during the conduct of the study.

The predominance of single respondents suggests that unmarried individuals are more likely to utilize accommodation establishments for various purposes, including business trips, educational activities, tourism, leisure, and social engagements. Compared with married individuals, single adults generally have fewer family-related responsibilities and greater flexibility in planning travel, enabling them to participate more frequently in recreational, professional, and personal travel activities. They are likewise more inclined to explore new destinations and seek accommodation options that offer convenience, comfort, and accessibility. As a result, they represent an important market segment for the hospitality industry and are more likely to be influenced by advertising and promotional campaigns when making travel and lodging decisions.

The findings support those of Galiza (2020), who reported that single individuals comprised the majority of customers availing themselves of accommodation services, primarily because they travel more frequently for work, leisure, recreation, and personal pursuits. This observation is likewise consistent with the growing trend of independent travel among young adults and working professionals, whose travel decisions are often shaped by advertising, online promotions, and digital marketing initiatives. Consequently, accommodation establishments should continue to develop marketing strategies that appeal to the preferences, travel behaviors, and lifestyle characteristics of this dominant customer segment while remaining responsive to the needs of other groups of travelers.

Table 4

Profile of the Customer Respondents in terms of Educational Attainment

Educational Attainment	Frequency	Percent
Elementary Level/Graduate	-	-
High School Level/Graduate	2	1.67
Vocational	3	2.50
College Level	31	25.83
Baccalaureate Degree	73	60.83
Master's Degree	9	7.50
Doctoral Degree	2	1.67
Total	120	100.00

Table 4 presents the profile of the customer-respondents in terms of educational attainment. The findings reveal that the majority of the respondents were baccalaureate degree holders, accounting for 73 respondents (60.83%). This was followed by those who were college level, with 31 respondents (25.83%), and those who had completed a master's degree, comprising 9 respondents (7.50%). Meanwhile, respondents who were high school graduates or high school level and those with a doctoral degree each accounted for only 2 respondents (1.67%), representing the smallest proportion of the sample. These findings indicate that most customers who patronized the selected accommodation establishments in Dipolog City possessed relatively high levels of educational attainment.

The predominance of respondents with bachelor's degrees suggests that accommodation establishments primarily serve individuals who are professionally employed, economically productive, and financially capable of traveling for business, official functions, education, tourism, or leisure. Higher educational attainment is often associated with greater employment opportunities, higher income levels, and increased exposure to travel, enabling individuals to access and utilize hospitality services more frequently. Moreover, educated consumers tend to make more informed purchasing decisions by evaluating service quality, brand reputation, customer reviews, and advertising messages before selecting accommodation establishments. Consequently, they represent a market segment that is more discerning and responsive to strategic marketing and promotional efforts.

The findings are consistent with those of Amador and Estember (2021), who reported that the majority of customers availing themselves of accommodation services were college graduates employed in government agencies, private organizations, or professional occupations. According to the authors, these individuals frequently travel for official assignments, conferences, business engagements, training programs, and leisure activities, making them regular consumers of hospitality services. The results underscore the importance of developing advertising strategies that provide accurate, credible, and informative content capable of meeting the expectations and decision-making preferences of an educated clientele.

Table 5

Profile of the Customer Respondents in terms of Place of Origin

Place of Origin	Frequency	Percent
Urban	76	63.33
Sub-Urban	25	20.83
Rural	19	15.83
Total	120	100.00

Table 5 presents the profile of the customer-respondents according to their place of origin. The results show that the majority of the respondents came from urban areas, accounting for 76 respondents (63.33%). This was followed by respondents from suburban areas, comprising 25 respondents (20.83%), while those from rural areas constituted the smallest group with 19 respondents (15.83%). These findings indicate that customers originating from urban communities represented the largest proportion of individuals who patronized the selected accommodation establishments in Dipolog City.

The predominance of respondents from urban areas may be attributed to the greater concentration of economic activities, educational institutions, government offices, and commercial establishments in cities, which generate increased travel for business, professional, educational, and leisure purposes. Urban residents generally have greater access to transportation networks, higher disposable incomes, and increased exposure to tourism-related information through digital media and advertising platforms. These factors contribute to a higher propensity to travel and utilize accommodation services.

Moreover, individuals from urban areas are often more familiar with online booking systems, promotional campaigns, and digital marketing initiatives, making them more responsive to advertising strategies employed by accommodation establishments.

The findings are consistent with those of Gador (2019), who reported that a substantial proportion of travelers originated from highly urbanized areas and commonly utilized local accommodation establishments during business trips, vacations, and other travel-related activities. The study emphasized that urban residents generally exhibit greater mobility and purchasing power, making them an important market segment for the hospitality industry. The present findings suggest that accommodation establishments should continue to strengthen both traditional and digital advertising strategies to effectively reach urban consumers while simultaneously expanding promotional efforts to attract customers from suburban and rural communities.

Table 6

Profile of the Customer Respondents in terms of Type of Advertisement Channel

Advertisement Channel	Frequency	Percent
Television	5	4.17
Radio	9	7.50
Newspapers and Magazines	4	3.33
Posters, Billboards and Fliers	25	20.83
Online Advertising	30	25.00
Others	47	39.17
Total	120	100.00

Table 6 presents the profile of the customer-respondents according to the type of advertising channel that influenced their choice of accommodation establishment. The findings reveal that the largest proportion of respondents obtained information through other advertising channels, particularly favorable word-of-mouth referrals, accounting for 47 respondents (39.17%). This was followed by respondents who were influenced by online advertising, comprising 30 respondents (25.00%), and those who obtained information through posters, billboards, and flyers, with 25 respondents (20.83%). In contrast, newspapers and magazines were the least influential advertising channel, accounting for only 4 respondents (3.33%). These results indicate that interpersonal recommendations from friends, family members, relatives, colleagues, and other trusted individuals served as the primary source of information influencing customers' decisions to patronize accommodation establishments in Dipolog City.

The predominance of word-of-mouth referrals highlights the significant role of interpersonal communication in shaping consumers' travel and accommodation decisions. Unlike paid advertising, recommendations from trusted individuals are often perceived as more credible, authentic, and reliable because they are based on actual experiences rather than promotional claims. Positive recommendations reduce consumers' perceived risks associated with purchasing intangible hospitality services and increase their confidence in selecting accommodation establishments. Although digital

advertising ranked second, the findings suggest that customers continue to place greater value on personal referrals when making lodging decisions. This underscores the importance of delivering high-quality customer experiences, as satisfied guests are more likely to recommend accommodation establishments to others, thereby generating positive word-of-mouth and strengthening the establishment's reputation.

The findings support those of Wu (2017), who emphasized that word-of-mouth communication remains one of the most influential sources of travel information for tourists. According to the study, travelers frequently rely on the experiences and recommendations of family members, friends, and other trusted individuals when planning their trips and selecting tourism-related services. Positive word-of-mouth enhances consumer trust, shapes travel intentions, and increases the likelihood of patronizing a particular tourism or hospitality establishment. The present findings therefore suggest that accommodation establishments should complement their traditional and digital advertising efforts with customer relationship strategies that encourage positive guest experiences and foster favorable word-of-mouth recommendations, thereby enhancing customer acquisition and long-term business competitiveness.

Table 7

Effect of Advertisement to the Choice of the Customer-Respondents in terms of Influencing.

Descriptors	AWV	SD	Description
1. Manipulate the outlook of the community with respect to the efficiency of the accommodation establishment.	3.10	0.738	Much Affected
2. Persuade the outlook of the community with respect to the performance of the accommodation establishment	3.09	0.745	Much Affected
3. Induce the performance of the accommodation establishment particularly on feedback mechanisms to ensure customer's satisfaction.	3.13	0.634	Much Affected
4. Win over on the community's choice of what accommodation establishment to be selected.	3.12	0.688	Much Affected
5. Influences on their positive response to the customers.	3.17	0.760	Much Affected
6. Stimulates preferential sale.	3.03	0.777	Much Affected
7. Delimits customer's satisfaction.	3.08	0.735	Much Affected
Mean and SD	3.10	0.561	Much Affected

Table 8 presents the effect of advertising on the choice of the customer-respondents in terms of its influencing effect. The results indicate that respondents were generally Much Affected, as reflected by an overall mean score of 3.10. Among the

indicators, the highest-rated item was advertisements creating a positive response among customers ($M = 3.17$), followed by advertisements inducing the performance of accommodation establishments through feedback mechanisms that ensure customer satisfaction ($M = 3.13$) and advertisements influencing customers' choice of accommodation establishments within the community ($M = 3.12$). Meanwhile, advertisements stimulating preferential purchase decisions received the lowest mean score ($M = 3.03$), although it remained within the Much-Affected descriptive category. Furthermore, the relatively low standard deviation values indicate that the respondents' ratings were closely clustered around the mean, suggesting consistency in their perceptions regarding the influencing effect of advertising.

The findings demonstrate that advertising exerts a substantial influence on customers' accommodation choices by fostering favorable attitudes and strengthening their confidence in the services offered by accommodation establishments. Customers tend to respond positively to advertisements that present reliable information, highlight service quality, and communicate the establishment's commitment to customer satisfaction. Such advertising reduces uncertainty associated with purchasing intangible hospitality services and enhances consumers' willingness to consider and eventually patronize a particular accommodation establishment. The relatively high ratings across all indicators further suggest that effective advertising serves not only as a promotional tool but also as an important source of information that shapes customers' perceptions, preferences, and purchase intentions.

The results support the Hypodermic Needle Theory, which posits that media messages can directly influence audiences by shaping their attitudes and behavioral responses when the information conveyed is perceived as credible and persuasive. Within the hospitality industry, advertisements that emphasize service quality, customer satisfaction, and positive guest experiences are likely to generate favorable impressions that influence consumers' lodging decisions.

The findings are consistent with those of Wang and Li (2022), who reported that advertising significantly influences customer behavior by enhancing the perceived usefulness, attractiveness, and credibility of promotional information. Their study emphasized that informative and trustworthy advertisements encourage positive consumer attitudes, strengthen purchase intentions, and increase the likelihood of selecting a particular hospitality establishment. The present findings therefore underscore the importance for accommodation establishments to develop advertising campaigns that are informative, credible, and customer-oriented, as these characteristics play a vital role in influencing consumer decision-making and maintaining a competitive advantage in the hospitality industry.

Table 8

Effect of Advertisement to the Choice of the Customer-Respondents in terms of Cultivating.

Descriptors	AWV	SD	Description
1. Cultivates the mind of the people as to their choice of accommodation establishments.	3.19	0.702	Much Affected
2. Develops the satisfaction of the people on the product and services offered by the accommodation establishments.	3.20	0.717	Much Affected
3. Nurture the mind of the people to the variety of products and services offered by the accommodation establishments	3.24	0.674	Much Affected
4. Promotes the mind of the people to agree with the services/product being advertise.	3.18	0.733	Much Affected
5. Foster the mind of the community to select and recommend the accommodation establishment.	3.17	0.702	Much Affected
6. Supports preferential taste of the customer.	3.24	0.698	Much Affected
7. Cultivates the degree of satisfaction among customer.	3.26	0.704	Very Much Affected
Mean and SD	3.21	0.577	Much Affected

Table 8 presents the effect of advertising on the choice of the customer-respondents in terms of its cultivating effect. The findings reveal that respondents were generally Much Affected, as indicated by an overall mean score of 3.21. Among the indicators, advertising cultivating customers' degree of satisfaction obtained the highest mean score ($M = 3.26$), which was verbally interpreted as Very Much Affected. This was followed by advertising nurturing customers' awareness of the variety of products and services offered by accommodation establishments ($M = 3.24$) and supporting customers' preferential tastes and preferences ($M = 3.24$), both interpreted as Much Affected. The lowest-rated indicator was advertising promoting customers to agree with the products and services being advertised, with a mean score of 3.11, which likewise fell within the Much Affected category. Moreover, the relatively low standard deviation values indicate that the respondents' responses were closely clustered around the mean, suggesting a high degree of consistency in their perceptions.

The results suggest that advertising plays an important role in cultivating favorable customer perceptions and satisfaction toward accommodation establishments. By repeatedly exposing potential customers to information about service quality, amenities, promotional offers, and unique features, advertising gradually shapes their preferences and strengthens their confidence in selecting a particular establishment. This sustained exposure enables customers to develop positive expectations regarding the services

offered, thereby increasing their level of satisfaction and reinforcing their intention to patronize the establishment. The findings further imply that effective advertising extends beyond simply informing customers; it also nurtures long-term positive perceptions that contribute to customer loyalty and favorable evaluations of hospitality services.

These findings are consistent with the Cultivation Theory, which posits that repeated exposure to media messages gradually shapes individuals' beliefs, perceptions, and attitudes toward reality. Within the context of the hospitality industry, continuous exposure to advertising messages can cultivate favorable impressions of accommodation establishments, influencing customers' expectations and ultimately affecting their lodging decisions.

The findings corroborate those of Banatao and Temporal (2018), who emphasized that advertising serves not only to persuade consumers to purchase products or services but also to cultivate positive attitudes, strengthen brand image, and enhance customer awareness through continuous communication. Their study further noted that effective advertising educates consumers about the features and benefits of products and services while reinforcing customer preferences over time. The present findings therefore highlight the importance of developing consistent, informative, and customer-centered advertising campaigns that cultivate positive customer experiences, increase satisfaction, and strengthen the competitive position of accommodation establishments in the hospitality industry.

Table 9

Effect of Advertisement to the Choice of the Customer-Respondents in terms of Agenda-Setting.

Descriptors	AWV	SD	Description
1. Set the standard of the accommodation establishments.	3.23	0.679	Much Affected
2. Put standard on the quality of product/services offered by the accommodation establishments.	3.22	0.735	Much Affected
3. Place standard on the quality service to be rendered by the stakeholders/service crew of the accommodation establishments.	3.16	0.799	Much Affected
4. Fix standard on quality of packaging the accommodation establishments offered.	3.12	0.724	Much Affected
5. Established standard on how the community should view/rate the accommodation establishments.	3.19	0.677	Much Affected
6. Regulate standard on the preferential taste of customers.	3.18	0.694	Much Affected
7. Harden standard on the satisfaction of customers.	3.04	0.726	Much Affected
Mean and SD	3.16	0.595	Much Affected

Table 9 presents the effect of advertising on the choice of the customer-respondents in terms of its agenda-setting effect. The findings indicate that respondents were generally Much Affected, as reflected by an overall mean score of 3.16. Among the indicators, the highest-rated item was advertising setting the standards of the accommodation establishment ($M = 3.23$), followed by advertising establishing standards regarding the quality of products and services offered by accommodation establishments ($M = 3.22$) and advertising influencing how the community views and evaluates accommodation establishments ($M = 3.19$). All indicators were verbally interpreted as Much Affected. Moreover, the relatively low standard deviation values indicate that the respondents' responses were closely clustered around the mean, suggesting consistency in their perceptions regarding the agenda-setting role of advertising.

The findings suggest that advertising plays a significant role in shaping customers' perceptions of what constitutes a reputable and high-quality accommodation establishment. By consistently highlighting service standards, facilities, amenities, customer satisfaction, and organizational strengths, advertising directs consumers' attention toward specific attributes that become important criteria in evaluating and selecting accommodation providers. Rather than merely promoting products and services, advertising influences the issues and service characteristics that customers consider most relevant during the decision-making process. Consequently, customers are more likely to associate well-advertised establishments with superior quality, reliability, and credibility, thereby increasing their likelihood of patronage.

The results support the Agenda-Setting Theory, which posits that media may not directly dictate what people should think but significantly influences what people think about by emphasizing particular issues and attributes. Within the hospitality industry, advertising establishes the criteria by which customers evaluate accommodation establishments, shaping their expectations regarding service quality, customer care, value for money, and overall guest experience.

The findings are consistent with those of Niedermeyer (2019), who emphasized that advertising contributes to framing customers' perceptions by highlighting important attributes and standards of hospitality establishments. According to the study, repeated exposure to strategically framed advertising messages influences how consumers evaluate service providers and guides their purchasing decisions. By emphasizing desirable features and service quality, advertising shapes customer expectations and ultimately affects their choice of accommodation establishments. These findings underscore the importance of developing advertising campaigns that consistently communicate quality standards, brand credibility, and customer value, thereby strengthening consumer confidence and enhancing the competitive advantage of accommodation establishments.

Table 10

Effect of Advertisement to the Choice of the Customer-Respondents in terms of Dependency.

Descriptors	AWV	SD	Description
1. Reflects the aspiration of one's level of satisfaction.	3.22	0.676	Much Affected
2. Mirrors the individual lifestyle.	3.03	0.766	Much Affected
3. Shows the choice of the community.	3.17	0.690	Much Affected
4. Manifests one's preference and needs.	3.14	0.725	Much Affected
5. Made the individual informed of the existence of the hospitality establishment.	3.25	0.689	Much Affected
6. Made individual dependent on their taste on product and services of hospitality industry.	3.25	0.701	Much Affected
7. Made individual display their satisfaction.	3.18	0.694	Much Affected
Mean and SD	3.18	0.586	Much Affected

Table 10 presents the effect of advertising on the choice of the customer-respondents in terms of its dependency effect. The findings indicate that respondents were generally Much Affected, as evidenced by an overall mean score of 3.18. Among the indicators, the highest-rated items were advertisements informing individuals about the existence of accommodation establishments ($M = 3.25$) and advertisements influencing individuals to develop preferences for the products and services offered by the hospitality industry ($M = 3.25$), both verbally interpreted as Much Affected. These were followed by advertisements reflecting customers' aspirations for satisfaction ($M = 3.22$). The lowest-rated indicator was advertisements reflecting an individual's lifestyle, which obtained a mean score of 3.03, although it likewise remained within the Much Affected category. Furthermore, the relatively low standard deviation values indicate that the respondents' ratings were closely clustered around the mean, suggesting consistency in their perceptions of the dependency effect of advertising.

The findings suggest that advertising serves as a vital source of information upon which customers depend when selecting accommodation establishments. Because hospitality services are intangible and cannot be evaluated prior to purchase, customers often rely on advertisements to obtain information regarding the availability, quality, amenities, and benefits offered by accommodation providers. Advertising not only increases awareness of existing establishments but also shapes customer preferences by presenting service attributes that correspond to their needs, expectations, and desired travel experiences. As a result, consumers become increasingly dependent on advertising as a reference for comparing alternatives and making informed lodging decisions.

The results support the Media Dependency Theory, which posits that individuals rely on media and communication channels for information that helps them understand

their environment, reduce uncertainty, and guide their decision-making. Within the hospitality industry, advertising functions as an important information source that influences consumers' perceptions, preferences, and purchase intentions by providing relevant and timely information about available accommodation services.

The findings are consistent with those of Manala-o and Atienza (2020), who emphasized that advertising becomes influential when it delivers relevant information to a specific target market throughout the consumer decision-making process. According to the authors, consumers increasingly depend on advertising to learn about the existence, features, and benefits of products and services before making purchasing decisions. In the context of hospitality, advertisements not only create awareness of accommodation establishments but also communicate how their products and services can satisfy customers' preferences, comfort, and lifestyle expectations. The present findings therefore underscore the importance of developing informative, accurate, and customer-oriented advertising campaigns that enhance consumer awareness, strengthen trust, and support informed decision-making in the selection of accommodation establishments.

Table 11
Summary of the Effect of Advertisement to the Choice of the Customer-Respondents

Indicators	Mean	SD	Description
Influencing	3.10	0.561	Much Affected
Cultivating	3.21	0.577	Much Affected
Agenda-Setting	3.16	0.595	Much Affected
Dependency	3.18	0.586	Much Affected
Overall Mean & SD	3.16	0.580	Much Affected

Table 11 presents the summary of the effects of advertising on the choice of the customer-respondents. The findings reveal that among the four dimensions of advertising, cultivating effect obtained the highest mean score ($M = 3.21$), followed by dependency effect ($M = 3.18$), agenda-setting effect ($M = 3.16$), and influencing effect ($M = 3.10$). All four dimensions were verbally interpreted as Much Affected, resulting in an overall mean of 3.16, which likewise corresponds to the descriptive interpretation of Much Affected. These findings indicate that advertising exerts a substantial influence on customers' choice of accommodation establishments, with the cultivation of positive perceptions and customer satisfaction emerging as the most influential advertising outcome.

The predominance of the cultivating effect suggests that repeated and consistent advertising enables customers to develop favorable perceptions, stronger awareness, and greater confidence in accommodation establishments over time. Rather than merely capturing immediate attention, effective advertising gradually shapes customers' attitudes, expectations, and preferences by reinforcing positive brand images and communicating the value of the products and services offered. The relatively high mean scores across all four dimensions further indicate that advertising performs multiple functions simultaneously: it informs customers about available accommodation options,

establishes standards by which establishments are evaluated, creates favorable impressions, and provides information that consumers rely upon when making lodging decisions. Collectively, these findings underscore the significant role of advertising as a strategic marketing tool that influences consumer behavior throughout the decision-making process.

The results are consistent with the principles of communication theories underpinning the study, particularly the Cultivation Theory, which explains that repeated exposure to media messages gradually shapes individuals' beliefs, perceptions, and behavioral intentions. Within the hospitality industry, sustained advertising campaigns reinforce positive customer experiences, strengthen brand recognition, and cultivate trust, thereby increasing the likelihood of customer patronage. Likewise, the findings affirm that the influencing, agenda-setting, and dependency functions of advertising work together to support informed consumer decision-making and enhance customers' overall evaluation of accommodation establishments.

The findings corroborate those of Sama (2019), who reported that the effectiveness of advertising largely depends on consumers' favorable evaluation of advertisements, which subsequently influences their purchase intentions and actual buying behavior. According to the study, advertising cultivates consumer awareness and familiarity with a particular brand, enabling prospective customers to evaluate product quality, affordability, value, and relevance to their needs before making purchase decisions. As consumers become more convinced of the benefits and credibility of the advertised products or services, they develop stronger purchase intentions and are more likely to patronize the establishment. The present findings therefore highlight the importance of designing advertising campaigns that consistently build customer awareness, trust, and positive attitudes, as these factors contribute significantly to consumers' selection of accommodation establishments and the long-term competitiveness of hospitality businesses.

Table 12

Test of Significant Difference on the Effect of Advertisement to the Choice of the Customer-Respondents in terms Influencing when analyzed according to their Profile

Profile	Effect of Advertisement to the Choice of the Customer-respondents in terms of Influencing			
	U-value	H-Value	p-value @ 0.05	Interpretation
Age		6.4777	0.5939	Not Significant
Sex	2.3016		0.02136	Significant
Civil Status		0.5020	0.7780	Not Significant
Educational Attainment		3.7681	0.5833	Not Significant
Place of Origin		1.4722	0.4790	Not Significant
Type of Advertising Channel		7.7468	0.1708	Not Significant

* p-value is lesser than 0.05 level of significance = significant; Fail to accept Ho

* p-value is greater than 0.05 level of significance = not significant; Accept Ho.

Table 12 presents the test of significant difference in the effect of advertising on the choice of the customer-respondents in terms of its influencing effect when grouped according to their demographic profile. The Mann-Whitney U test revealed a U-value of 2.3016 and a p-value of 0.02136, which is lower than the 0.05 level of significance. Consequently, the null hypothesis was rejected, indicating a significant difference in the influencing effect of advertising when respondents were grouped according to sex. This finding suggests that male and female customers differed in the extent to which advertising influenced their choice of accommodation establishments. The observed difference may be attributed to variations in decision-making processes, travel motivations, and the specific advertising attributes that appeal to each sex. Female customers may place greater emphasis on advertisements highlighting safety, service quality, cleanliness, comfort, and aesthetic appeal, whereas male customers may be more responsive to advertisements emphasizing accessibility, convenience, and price competitiveness.

The finding is consistent with the study of Moise et al. (2021), who reported that gender significantly influences consumers' responses to hospitality advertising. Their study found that female travelers tend to be more receptive to advertisements emphasizing security, service quality, and the overall guest experience, while male travelers are more likely to prioritize functional attributes such as accessibility, convenience, and affordability. These differences suggest that accommodation establishments may benefit from adopting market segmentation strategies that tailor advertising messages to the distinct preferences and decision-making patterns of male and female customers.

Conversely, the Kruskal-Wallis H test revealed no significant differences in the influencing effect of advertising when respondents were grouped according to age, civil status, educational attainment, place of origin, and type of advertising channel, as the computed p-values exceeded the 0.05 level of significance. Accordingly, the null hypothesis for these variables was accepted. The results indicate that customers, regardless of their demographic characteristics or preferred advertising channel, exhibited comparable levels of susceptibility to the influencing effect of advertising. This finding implies that persuasive advertising messages are generally effective across different customer groups, suggesting that the ability of advertising to shape customers' accommodation choices is not substantially affected by differences in age, marital status, educational background, place of origin, or source of advertising information.

The findings corroborate those of Wang and Li (2022), who emphasized that the persuasive influence of advertising extends across diverse consumer groups because hospitality advertisements primarily communicate universal service attributes, including comfort, convenience, quality, and customer satisfaction. The authors argued that although customers differ in their demographic characteristics, they often evaluate accommodation establishments based on similar expectations regarding service quality and overall value. Consequently, well-designed advertising campaigns that provide credible, relevant, and customer-oriented information can effectively influence purchasing decisions across a broad spectrum of consumers. These findings underscore the

importance of maintaining consistent advertising messages while incorporating targeted promotional elements to address gender-specific preferences where appropriate.

Table 13

Test of Significant Difference on the Effect of Advertisement to the Choice of the Customer-Respondents in terms Cultivating when analyzed according to their Profile

Profile	Effect of Advertisement to the Choice of the Customer-respondents in terms of Cultivating			
	U-value	H-Value	p-value @ 0.05	Interpretation
Age		14.8392	0.06235	Not Significant
Sex	1.5016		0.1332	Not Significant
Civil Status		1.5033	0.4716	Not Significant
Educational Attainment		8.5663	0.1277	Not Significant
Place of Origin		1.042	0.5939	Not Significant
Type of Advertising Channel		6.5111	0.2596	Not Significant

* p-value is lesser than 0.05 level of significance = significant; Fail to accept Ho

* p-value is greater than 0.05 level of significance = not significant; Accept Ho.

Table 13 presents the test of significant difference in the effect of advertising on the choice of the customer-respondents in terms of its cultivating effect when grouped according to their demographic profile. The Mann-Whitney U test and Kruskal-Wallis H test were employed to determine whether significant differences existed in respondents' perceptions based on sex, age, civil status, educational attainment, place of origin, and type of advertising channel. The results revealed that the computed p-values for all profile variables were greater than the 0.05 level of significance, leading to the acceptance of the null hypothesis. This indicates that no significant differences existed in the cultivating effect of advertising across the different demographic groups.

The findings suggest that the ability of advertising to cultivate favorable perceptions, enhance customer awareness, and strengthen positive attitudes toward accommodation establishments is consistent regardless of customers' demographic characteristics. Whether respondents were male or female, younger or older, single or married, possessed varying educational backgrounds, resided in urban or rural communities, or obtained advertising information through traditional or digital channels, they perceived the cultivating influence of advertising in a similar manner. This implies that repeated exposure to advertising messages effectively shapes customers' perceptions and expectations irrespective of their personal or socio-demographic differences. The consistency of these responses indicates that cultivating positive brand perceptions is a universal function of advertising that resonates with a broad spectrum of hospitality consumers.

These findings are consistent with the principles of Cultivation Theory, which posits that prolonged and repeated exposure to media messages gradually shapes individuals'

beliefs, attitudes, and perceptions over time. The theory suggests that the cumulative influence of advertising transcends demographic differences because repeated communication reinforces similar impressions and expectations among audiences exposed to the same promotional messages.

The results further support the findings of Yap (2022), who reported that advertising exerts a consistently positive cultivating effect on customers' purchase intentions regardless of their demographic characteristics. According to the study, repeated exposure to advertising increases customers' familiarity with products and services, strengthens brand recognition, and enhances confidence in purchase decisions across different consumer groups. The present findings therefore indicate that accommodation establishments may implement consistent advertising campaigns that emphasize service quality, customer satisfaction, and brand credibility, as these messages are likely to cultivate favorable perceptions among diverse customer segments regardless of their demographic profile.

Table 14

Test of Significant Difference on the Effect of Advertisement to the Choice of the Customer-Respondents in terms Agenda-Setting when analyzed according to their Profile

Profile	Effect of Advertisement to the Choice of the Customer-respondents in terms of Agenda-Setting			
	U-value	H-Value	p-value @ 0.05	Interpretation
Age	0.6347	8.9871	0.3434	Not Significant
Sex			0.5256	Not Significant
Civil Status		0.6914	0.7077	Not Significant
Educational Attainment		3.1937	0.6702	Not Significant
Place of Origin		1.1609	0.5597	Not Significant
Type of Advertising Channel		3.2457	0.6622	Not Significant

* p-value is lesser than 0.05 level of significance = significant; Fail to accept Ho

* p-value is greater than 0.05 level of significance = not significant; Accept Ho.

Table 14 presents the test of significant difference in the effect of advertising on the choice of the customer-respondents in terms of its agenda-setting effect when grouped according to their demographic profile. The Mann-Whitney U test and Kruskal-Wallis H test were employed to determine whether significant differences existed in respondents' perceptions based on sex, age, civil status, educational attainment, place of origin, and type of advertising channel. The results revealed that the computed p-values for all profile variables exceeded the 0.05 level of significance, leading to the acceptance of the null hypothesis. This indicates that no significant differences existed in the agenda-setting effect of advertising across the different demographic groups.

The findings suggest that advertising performs a similar agenda-setting function regardless of customers' demographic characteristics. Whether respondents were male

or female, younger or older, single or married, possessed varying educational backgrounds, originated from urban or rural areas, or were exposed to different advertising channels, they exhibited comparable perceptions regarding the role of advertising in establishing standards for evaluating accommodation establishments. This implies that advertising consistently directs customers' attention toward important service attributes—such as quality, reliability, amenities, customer service, and value for money—which subsequently become the basis for comparing and selecting accommodation providers. The results demonstrate that the agenda-setting role of advertising transcends demographic differences by shaping common evaluation criteria among prospective customers. These findings are consistent with the Agenda-Setting Theory, which asserts that media influence what audiences perceive as important by emphasizing particular issues, attributes, and topics. In the hospitality industry, advertising does not merely promote accommodation establishments; it also establishes the standards by which customers assess service quality, reputation, and overall value, thereby influencing their purchase decisions regardless of their personal characteristics.

The findings corroborate those of Nayak et al. (2021), who emphasized that the attributes communicated through hospitality advertising are instrumental in forming customers' impressions of accommodation establishments even before they experience the services firsthand. The authors highlighted that perceived value for money, service quality, and overall customer benefits are among the most influential attributes communicated through advertising. Because these attributes are universally valued by travelers, advertising establishes common standards that guide consumers' evaluations irrespective of their socio-demographic background. The present findings therefore suggest that accommodation establishments should continue to emphasize quality, reliability, and value in their advertising campaigns, as these messages effectively influence customer evaluations across diverse market segments.

Table 15

Test of Significant Difference on the Effect of Advertisement to the Choice of the Customer-Respondents in terms Dependency when analyzed according to their Profile

Profile	Effect of Advertisement to the Choice of the Customer-respondents in terms of Dependency			
	U-value	H-Value	p-value @ 0.05	Interpretation
Age	1.0098	13.2375	0.1039	Not Significant
Sex			0.3126	Not Significant
Civil Status		0.8673	0.6481	Not Significant
Educational Attainment		2.0534	0.8417	Not Significant
Place of Origin		5.6467	0.05941	Not Significant
Type of Advertising Channel		5.3827	0.3710	Not Significant

* p-value is lesser than 0.05 level of significance = significant; Fail to accept H_0

* p-value is greater than 0.05 level of significance = not significant; Accept H_0 .

Table 15 presents the test of significant difference in the effect of advertising on the choice of the customer-respondents in terms of its dependency effect when grouped according to their demographic profile. The Mann-Whitney U test and Kruskal-Wallis H test were employed to determine whether significant differences existed in respondents' perceptions based on sex, age, civil status, educational attainment, place of origin, and type of advertising channel. The results revealed that the computed p-values for all profile variables were greater than the 0.05 level of significance, leading to the acceptance of the null hypothesis. Thus, no significant differences were found in the dependency effect of advertising when respondents were classified according to their demographic characteristics.

The findings indicate that customers exhibited comparable levels of dependence on advertising information regardless of their age, sex, civil status, educational attainment, place of origin, or preferred advertising channel. This suggests that advertising functions as a universal source of information that assists consumers in reducing uncertainty and making informed decisions when selecting accommodation establishments. Because hospitality services are intangible and cannot be fully evaluated before purchase, customers generally rely on advertisements to obtain information regarding service quality, amenities, location, pricing, and customer experiences. Consequently, the dependency effect of advertising appears to transcend demographic differences, with customers demonstrating a similar reliance on advertising as a basis for evaluating available accommodation options.

The results support the Media Dependency Theory, which posits that individuals become increasingly dependent on media and communication channels when they require information to guide their understanding, reduce uncertainty, and support decision-making. In the context of the hospitality industry, advertising serves as a valuable information resource that enables consumers to compare accommodation establishments and make lodging decisions based on perceived quality, value, and expected customer satisfaction. The consistency of the respondents' perceptions across demographic groups suggests that advertising fulfills this informational function equally among diverse segments of the market.

The findings are consistent with those of Chen et al. (2022), who reported that customers' evaluations of service quality, perceived value, and overall satisfaction are strongly influenced by the information available to them prior to service consumption. According to the authors, consumers frequently depend on external sources of information, including advertising, to form expectations and assess the potential benefits of hospitality services before making purchase decisions. This reliance on advertising remains relatively consistent across different socio-demographic groups because all consumers seek credible and relevant information to minimize perceived risk and maximize service value. The present findings therefore underscore the importance of providing accurate, informative, and trustworthy advertising messages that effectively support customers' decision-making processes regardless of their demographic characteristics.

Conclusions

Based on the findings of the study, it is concluded that customers of accommodation establishments in Dipolog City are predominantly young adults, female, single, college graduates, and residents of urban areas. The majority obtained information about accommodation establishments through favorable word-of-mouth referrals, followed by online advertising, indicating that interpersonal communication and digital media remain the most influential sources of travel-related information among customers. These demographic characteristics suggest that accommodation establishments primarily cater to economically active and educated travelers who actively seek information before making lodging decisions.

The study further concludes that advertising has a substantial influence on customers' choice of accommodation establishments. All four dimensions of advertising—*influencing, cultivating, agenda-setting, and dependency*—were rated *Much Affected*, demonstrating that advertising plays a significant role in shaping customers' perceptions, preferences, and purchasing decisions. Among these dimensions, the *cultivating* effect emerged as the strongest influence, indicating that repeated and consistent advertising successfully develops positive customer perceptions, enhances satisfaction, strengthens brand familiarity, and increases customers' confidence in choosing accommodation establishments.

With respect to differences in respondents' perceptions, the study concludes that the *influencing* effect of advertising significantly differs according to sex, suggesting that male and female customers respond differently to advertising messages when selecting accommodation establishments. However, no significant differences were found according to age, civil status, educational attainment, place of origin, or preferred advertising channel. Likewise, no significant differences were observed in the *cultivating, agenda-setting, and dependency* effects of advertising across any of the respondents' demographic characteristics. These findings indicate that, except for gender differences in the *influencing* dimension, advertising exerts a relatively uniform effect on customers regardless of their demographic profile.

Thus, the study concludes that advertising is an essential strategic marketing tool for accommodation establishments. Effective advertising not only creates awareness but also cultivates favorable customer attitudes, establishes quality expectations, and provides reliable information that customers depend on when making accommodation choices. Consequently, accommodation establishments that implement credible, informative, customer-oriented, and consistent advertising strategies are more likely to strengthen customer trust, enhance market competitiveness, and influence consumers' lodging decisions in an increasingly competitive hospitality environment.

Recommendations

Based on the findings and conclusions of the study, it is recommended that owners and managers of accommodation establishments strengthen their integrated marketing

communication strategies by combining traditional advertising with digital marketing platforms and customer relationship management initiatives. Since word-of-mouth referrals emerged as the most influential source of information among customers, establishments should prioritize delivering excellent service quality, personalized guest experiences, and responsive customer service that encourage satisfied guests to recommend their services to family, friends, and colleagues. Likewise, maintaining an active online presence through social media, official websites, and online travel platforms may further enhance customer engagement and market visibility.

Accommodation establishments should design advertising campaigns that emphasize service quality, customer satisfaction, cleanliness, safety, value for money, and unique amenities, as these attributes significantly cultivate positive customer perceptions and influence accommodation choices. Considering the significant difference observed in the influencing effect of advertising according to sex, marketers should also develop customer segmentation strategies by tailoring promotional messages that address the differing preferences and motivations of male and female travelers while maintaining consistent brand identity across all communication channels.

Hospitality practitioners and tourism stakeholders should continue investing in customer-centered advertising strategies that provide accurate, credible, and informative content. Marketing efforts should highlight authentic customer experiences through testimonials, online reviews, and user-generated content, thereby strengthening consumer trust and encouraging favorable word-of-mouth communication. Partnerships with local tourism offices, travel agencies, influencers, and digital content creators may likewise broaden promotional reach and attract a wider range of potential visitors.

Local government units and tourism development agencies may utilize the findings of this study in formulating tourism promotion initiatives that support accommodation establishments in enhancing their marketing capabilities. Capacity-building programs on digital marketing, brand management, customer relationship management, and online reputation management may further improve the competitiveness of local hospitality businesses and contribute to the sustainable growth of the tourism industry in Dipolog City.

Finally, future researchers are encouraged to replicate the study using larger and more diverse samples that include accommodation establishments from other cities and provinces to enhance the generalizability of the findings. Future investigations may also incorporate additional variables such as customer satisfaction, service quality, electronic word-of-mouth, online reviews, brand image, customer loyalty, booking intentions, and social media engagement. Employing mixed-methods or longitudinal research designs may likewise provide deeper insights into how advertising influences consumer behavior over time and across different segments of the hospitality and tourism market.

Compliance to Ethical Standards

This study was conducted in accordance with established ethical principles governing research involving human participants. Prior to data collection, formal

permission was obtained from the owners and managers of the selected accommodation establishments in Dipolog City. Participation in the study was entirely voluntary, and all respondents were informed of the purpose, objectives, procedures, and expected outcomes of the research. Written informed consent was secured from all participants, who were likewise informed of their right to decline participation or withdraw from the study at any stage without penalty or adverse consequences.

The researcher ensured the confidentiality and anonymity of the respondents by excluding personal identifiers from the research instrument and assigning codes to the participating accommodation establishments instead of revealing their actual identities. All information collected was treated with the utmost confidentiality, stored securely, and used solely for academic and research purposes. Throughout the conduct of the study, the principles of respect for persons, beneficence, non-maleficence, justice, privacy, and confidentiality were strictly observed to safeguard the rights, dignity, and welfare of all participants.

Artificial intelligence (AI)-assisted writing tools were utilized solely to improve the grammar, sentence structure, clarity, coherence, and readability of the manuscript. The AI tool was not used to generate, fabricate, manipulate, or analyze research data, nor was it involved in the interpretation of findings, statistical analyses, or formulation of the study's conclusions. The researcher critically reviewed, verified, and accepted full responsibility for all content, analyses, interpretations, and conclusions presented in this manuscript. Furthermore, the researcher declares that there are no conflicts of interest and that the study was conducted with honesty, transparency, academic integrity, and adherence to accepted ethical standards throughout the research process.

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