

THE INFLUENCE OF ADVERTISING ON CONSUMER PREFERENCES FOR DENTAL SERVICES

ABSTRACT

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This research examined the impact of advertising on consumer preferences for dental services, with a focus on key factors such as customer satisfaction, service preference, and perceived service quality. A quantitative approach was employed, with data collected through a survey administered to 40 dental service consumers in Quezon City, using cluster sampling to ensure diversity. The questionnaire consisted of three sections: demographic information, consumer perceptions of advertising, and suggestions for service improvement. Data analysis involved the use of frequency counts, percentages, and weighted mean calculations, with responses evaluated using a Likert scale. The study found that advertising significantly influences consumer preferences for dental services. The majority of respondents reported that honest advertising helps build trust and satisfaction (weighted mean = 3.76), supports informed decision-making (weighted mean = 3.73), and sets realistic expectations regarding service quality (weighted mean = 3.82). The survey sample was predominantly female (88%), with 52.5% having 1 to 2 years of experience with dental services. These Findings suggested that ethical and effective advertising strategies play a crucial role in shaping consumer behavior in the dental services sector. The research indicates that transparent and honest advertising enhances consumer satisfaction and loyalty, significantly influencing purchasing decisions. The researcher recommends creating advertisements that deliver relevant and accurate information, regularly collecting consumer feedback, and refining marketing strategies to better engage a broader audience—particularly male consumers. This study contributes to the understanding of ethical advertising practices that support the improvement of dental service quality.

RECOMMENDED CITATION

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