

The Impact of Television Advertisements on Consumer Behavior and Preferences: A Comprehensive Analysis

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Abstract

Commercials that are broadcast on television have a significant influence on our society. Both the good and the bad effects of commercials on culture are discussed in this study, which bears the title "Television Advertisements and Their Impact on Culture." Advertisements, despite the fact that they introduce novel ways of life patterns, are responsible for the creative imposition of compulsive consumption, the colonization of cosmetology, and consumerism. Almost all of the commercials shown on television channels followed the current pattern of focusing on the product being advertised. We have noticed that the majority of ads praise the product specs and its characteristics, and they tend to emphasize the same product qualities many times during the commercial. It's interesting to note that over the past ten years, advertisements have evolved away from focusing on the product itself and toward becoming more creative spots that discuss an idea that's related to the core principles of the business. Instead of focusing exclusively on the product itself, many successful ads for television discuss many concepts and delve deeper into the perspectives of the target audience. TV commercials, also known as TVCs for short, are expanding their scope beyond the specifics of the product characteristics by adopting a novel approach to the conveyance of promotional messages.

keywords: *Social, Television, Commercials*

Introduction

The area of communication benefits greatly from advertising because to the fact that it is both a substantial and an essential component of the media. Advertising has an impact not only on the communication strategy but also on the marketing strategy; in the marketing strategy, it contributes to the promotion of the product or service, and in the communication strategy, it helps to create the views, ideas, beliefs, and attitude of the people. The messages conveyed in advertisements have the ability to shape the attitudes and behaviors of customers [1-3], and they are frequently potent, compelling, and influential in the process of forming consumers' attitudes and behaviors [4,5]. The potential for these messages to do so is enhanced by the use of the television medium. Therefore, it is essential that the message should be pleasant, healthy, positive, and provide greater insight into the notion in order to acquire a favorable attitude toward itself. Because of its pervasiveness, impact, and the ability to target specific audiences, television is an audio-visual medium that is widely used because it is an effective advertising tool. The television channels are overrun with advertising, and if we take a closer look at the commercials, we can see that they extol the product's characteristics and go on and on about the product in general over and over again. Commercials, in general, are focused on the product, and they tend to reiterate information about the product and its characteristics several times. This may be one of the reasons why viewers try to avoid advertisements whenever possible. These advertisements are often showpieces, with a shot of the

celebrity holding the product and harping on its qualities. Some examples are Wheel surf, Harpic cleanser, Fair and Lovely lotion, Colgate active salt, Revital capsules, and other similar products. Commercials on television are, in general, uninteresting and foolish, as well as insulting and deceptive, and there is no need to watch them [6-8]. In addition, Saiganesh and Parameswaran [9] conducted research on the avoidance behavior of audiences toward television advertisements. They discovered that audiences do not watch the advertisements if they are irritating, uninteresting, and meaningless; obscenity and an excessive amount of vulgarity in the ads that are not relevant to the product, and such disgusting ads are disliked by audiences. They went on to say that in order for the advertisers to receive the returns they wanted, the advertisers' producers needed to concentrate on the quality of the commercials they were creating. The ads needed to be made with likable aspects that could be seen again. Changes in the substance and message quality of ads have been appreciated more or less throughout the last decade. These are some of the changes that we are beginning to observe as a result of the past decade. The past ten years have seen a significant improvement in the overall quality of the content of a number of advertisements, and this trend is expected to continue in the foreseeable future. It is the creative and sensitive power of an ad that has led to the development of a new practice of quality advertisements. These advertisements are able to attract the attention of the public toward television advertising. Advertisements are starting to tell compelling stories with awareness and empathy, as well as providing information that is valuable and worthy of consumers attention. David Ogilvy, known as the "Father of Advertising," is credited with saying that "Advertising justifies its existence when used in the public interest. It is much too powerful a tool to use solely for commercial purposes." This quote is given to Howard Gossage.

Research Methods

The study design that was utilized was descriptive. In order to evaluate the efficacy of television advertisements, an online survey comprising a structured questionnaire and data collected through social media platforms such as messenger, Facebook, and Viber was carried out. The respondent's profile, as well as a series of yes/no and multiple choice questions, are included in the questionnaire. A random sampling approach is used to collect the data for the study, and sample sizes of 150 persons are picked for the study using this method. This helps to ensure that there is no bias in the selection process.

Results and Analysis

Demographic Characteristics of Respondents

The characteristics of respondents are broken down into categories in Table 1, including their gender, marital status, age, and level of education. The majority of respondents are men; specifically, 58.67 percent of respondents are male while just 41.33 percent of respondents are female.

Table 1 Demographic Characteristics of Respondents

Gender	Frequency	Percentage
Male	88	58.67
Female	62	41.33
Total	150	100
Marital status		
Single	84	56
Married	66	44
Total	150	100
Age (years)		
Below 20	45	30
20-35	66	44
35-50	24	16
Above 50	15	10
Total	150	100
Academic Qualification		
SLC	30	20
Intermediate	18	12
Undergraduate	66	44
Post graduate	24	16
No formal education	12	8
Total	150	100

Five-sixths of those who participated in the survey are single. According to the respondents' ages, the group with the most people in it is those between the ages of 35 and 50, and the group with the fewest people in it is those older than 50. In addition, the chart demonstrates that the vast majority of respondents (44%) have at least a bachelor's degree, followed by 20% who have an SLC.

Time Spent on Watching Television Vs Internet Surfing

The amount of time that each respondent spends each day browsing the internet and watching television is outlined in Table 2. Sixty percent of individuals watch television for less than an hour on a daily basis, followed by twenty percent who watch for between one and two hours each day. In a similar vein, one in ten respondents watches between two and three hours of television every day. 8 percent of those surveyed have admitted to having a habit of sitting in front of the television for more than three hours at a time. These findings might be the consequence of the culture's shift away from spending time watching television, which may have been brought on by the proliferation of mobile phones, the internet, and travel. In the same vein, 42% of those who participated in the survey spend more than 4 hours every day on the internet. The next 24 responders each spend between three and four hours a day using the internet. Twelve percent of the total replies come from those who say they use the internet for less than an hour at a time.

Table 2 Time Spent on Watching Television vs Internet Surfing

Duration of Time	Watching Television		Internet Surfing	
	Frequency	Percentage	Frequency	Percentage
Less than 1 hour	90	60	18	12
1 to 2 hours	30	20	33	22
2 to 3 hours	18	12	36	24
More than 4 hour	12	8	63	42
Total	150	100	50	100

Factors Attracting Attention towards TV Commercials

The elements of television ads that are most likely to capture the attention of viewers are outlined in Table 3, which may be seen here. According to the data presented in the table, animation is the most successful method of drawing customers' attention to television advertisements. It is equivalent to thirty percent of all of the replies received. 21 percent of the total answers come from television advertising including jingles, while 26 percent come from advertisements with celebrity endorsements. The ability to measure just 20 percent of the total answers makes a person's sense of humor the least effective of all these factors. This demonstrates quite clearly that marketers have to place a greater emphasis on the production of animated ads in order to attract the attention of customers.

Table 3 Factors Attracting Attention towards TV Commercials

Factors Creating Attention	Frequency	Percentage
Jingle	32	21
Celebrity endorsement	37	25
Animation	45	30
Humour	36	24
Total	150	100

Influencing Components of Commercial Advertisement

The components that impact the responders in a commercial advertising are presented in Table 4, which may be found here. The findings give proof that themes are significant components that play a role in influencing customers when it comes to commercial commercials. The topic of commercial advertisement is responsible for 33 percent of the overall reaction, while modeling is responsible for 31 percent of the whole response. While the effectiveness of the contents only measures 14 percent, the components are the least effective part.

Table 4 Components That Have a Strong Impact On Commercial Advertising

Influencing Components	Frequency	Percentage
Theme	49	33
Content	21	14
Background	34	23
Models	31	31
Total	150	100

Reaction of Respondents towards TV Advertisement

The responses of the respondents on television advertisements are presented in Table 5. According to the data presented in the table, the vast majority of respondents (73%) opt to change the channel during the televised commercials. They are not interested in viewing the commercials at all. On the other hand, just 27 percent of respondents see the advertising while it is airing during the interval between commercials. It's possible that this is the consequence of consumers being dissatisfied with the quality, inventiveness, and duration of TV advertising.

Table 5 Response of Respondents to an Advertisement Viewed on Television

Reaction	Frequency	Percentage
Watch the advertisement	41	27
Skip the channel	109	73
Total	150	100

Effectiveness of TV Commercial

The efficiency of television advertising is outlined in Table 6, which may be seen here. It has been shown that 57 percent of respondents' buying decisions are not influenced in any way by television advertisements. In a similar vein, 43 percent of those polled say that they are influenced by television advertisements when it comes to making purchasing decisions. The findings indicate that the vast majority of respondents change the channel when an advertising is being played. In addition, the results of the respondents' efforts to locate the finest items through TV advertising are presented in table 7. The majority of respondents (54%) are of the opinion that watching commercials on television does not aid or assist them in the process of locating the finest items. The remaining 46% of people had the opinion that TV advertising assist them in locating the greatest items available on the market. Regarding television commercials, nearly everyone has the same point of view.

Table 6 Effectiveness of TV Commercial

Does TV advertising influence your purchase decision?	Yes	No	Total
Number	72	78	150
Percentage	43	57	100
Does TV advertising help you to find the best products?			
Number	69	81	150
Percentage	46	54	100

Time length of TV Commercials to Create Attention and Impact

The optimal amount of time for TV ads to capture the attention of viewers and make an impression on them is presented in Table 7. The majority of respondents (52%) believe that the optimal length for TV commercials should fall anywhere between thirty seconds and one minute. On the other hand, forty-three percent of those who were polled think that the length of a TV commercial should be fewer than thirty seconds in order for it to both grab their attention and have an effect. Four percent of people who responded to the survey believe that the optimal length for advertising is between one and two minutes, while the same percentage of people prefer extended duration advertisements, which last more than two minutes. The findings are consistent with table 2, which illustrates the amount of time that respondents devote to viewing television and their responses to commercials, in that order.

Table 7 Length of TV Commercials to Create Attention and Impact

Length of Time	Frequency	Percentage
Less than 30 seconds	20	43
30 second to 1 minutes	24	52
1 to 2 minutes	3	4
2 minutes and above	3	4
Total	150	100

Conclusion

People are becoming increasingly interested in making use of the internet. The majority of individuals have a tendency to spend less time watching television and more time participating in other activities and using the internet. Because of this, one might draw the conclusion that commercials shown on television in this day and age are not as successful as they once were. This is the effect of a huge number of consumers being let down by the items or services they purchased as a direct result of being influenced by television commercials. The length of the advertisement and the components that make it up are other factors that determine how people respond to television advertisements, according to other significant research. When advertising are shorter in length, a greater number of people view them, and vice versa. This may be deduced from the statistics, which show that individuals only watch advertisements if they are only a few seconds long; otherwise, they switch channels. People are influenced both positively and negatively by what they see on television advertisements.

One might get the conclusion that animated commercials on television are more appealing to the majority of people. Even though the vast majority of television commercials are educational thanks to their audio and video presentation, it is essential to make sure that there is no room for ambiguity in comprehending the information that commercials wish to convey. The goal of marketers should be to create television commercials that are both concise and informative. When advertising are shorter in length, a greater number of individuals are likely to watch them. The animated component of television commercials has a greater impact on viewers' purchasing decisions. As a result, advertising firms have to place more of their attention on the production of animated content in order to boost the efficiency of television ads.

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