

## IMPACT OF TV MEDIA ADVERTISEMENTS ON CONSUMER BEHAVIOUR

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### ABSTRACT

*Communication is the basis of all social intercourse. Advertising is as old as civilization and has long been used as the means of communicating the need to buy or sell goods, even for the sale of slaves in ancient times. In its style, it represents the society of the time. Consequently, it is an ever-changing process representing new products, services, supplies and demands, coupled with the new media and techniques for communicating the exchange situation. Advertising tends to represent the economic progress of societies, and in this respect it ranges from the, sophistication of the industrialized world to the new life-styles of developing nations. A nation's prosperity is reflected in the extent to which advertising is used. Communication technology has enabled consumers to become more aware of things and hence more choosy while purchasing goods and services. This has made marketers to get up and take a broader view on individual consumption behaviour. Marketers are trying to woo customers by emphasizing on terms such as consumer convenience customer satisfaction, customisation and so on. To do this, they have to go to the basics of understanding the diversity in consumer behaviour and then develop marketing programmes so as to build up customer brand loyalty. Due to the existence of diversity among individuals be it-consumers, marketers, culture and social environment, across borders (Globally) and even consumer behaviour theorists, there is no doubt the study of consumer behaviour is very vital for marketers. This is because such a study will enable the marketers to have a better understanding of the buying as well as consumption behaviour of their customers as well as consumers. Since consumer behaviour has become an integral part of strategic market planning, it is all the more necessary that marketers give a lot of weightage or importance to consumer research studies. Such an approach will help them to understand and in the prediction of making strategic marketing decisions.*

**KEYWORDS:** *Communication, Society, Techniques, Marketers, Globally, Consumer.*

### Introduction

Advertising today is a worldwide phenomenon, with the heaviest concentration in the United States and Western Europe. It is important at the outset to recognize that many advertisers use advertisements for many purposes with many different possible effects. For examples, within a given country it is common to find what might be considered highly fanciful advertising for consumer goods such as tooth pastes, detergents, or soft drinks, and highly technical messages dealing with construction equipment, medical supplies, or computer services. The advertisers themselves can include huge multinational firms, special interest groups, local shopkeepers, and individuals. Their intents can range from altering behaviour to affecting the way people think about a particular social or economic position. The results of their efforts can range from enormously influential to a waste of the advertiser's money. It is not, then, a subject that lends itself to oversimplification.

When we think about "advertising" we probably think in terms of specific advertisements. That is why advertisements are recognized as paid, nonpersonal communication forms used with persuasive intent by identified sources through various media.

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As paid communication forms they are different from common varieties of publicity (e.g., a press release) or "public relations" (e.g., a news conference), which are often covered by the media without change. By nonpersonal they are distinguished from forms of personal salesmanship occurring in business establishments or door-to-door. The advertiser is identified, which again sets this form of persuasive communication apart from various types of promotion and publicity in the form of "news" or "feature" material often carried by the media, supplied by a particular source whose intent is often persuasive (e.g., a "consumer information" specialist on a TV talk who in fact works for an appliance company). Advertisements are most commonly associated with the mass media of newspapers, magazines, cinema, television, and radio, although they frequently flourish in other forms such as billboards, posters, and direct mail as well. And, finally, advertisements are overwhelmingly used with persuasive intent. That is, the advertisers are striving to alter our behaviour and/or levels of awareness, knowledge, attitude, and so on in a manner that would be beneficial to them.

### **Statement of the Problem**

Advertising has attracted, in the context of globalization and socio-economic goals, a considerable amount of applause and some critical comments as well. Even in the U.S.A. and the Western industrial countries, where advertising has become an almost indispensable tool of free market economy, many of the contents and forms used by the advertising industry have been subject of fierce controversy. In the United States of America and the Western countries, social scientists have voiced their concern that advertising tempts people to squander money on "unnecessary" possessions.

Although the advertising is generally accepted as being a useful business tool, there are many who question its value to society beyond its immediate commercial effect. This concern is manifested in the form of large number of criticisms which have been made both of advertisers and of the advertising process. A great many of these criticisms relate to what is perceived to be undesirable economic side effects of advertising.

### **Method and Tools of Advertising**

Advertisers are a varied lot-producers, retailers, wholesalers, service organizations, distributors, labour unions, associations, schools, churches, governments, politicians, individuals, and many more. Advertisers pay the bills, and today the amount spent on advertising is much more even in our country. The various sources and faces of advertising are as under:

- Advertising by producers of consumer goods and/or services to reach individuals for selling purposes.
- Advertising by producers of consumer goods and/or services to reach retailers and wholesalers for selling purposes.
- Advertising by producers of business goods and/or services to reach other businesses for selling purpose.
- Advertising by producers of consumer and/or business goods and/or services to reach individuals, groups, government, and their own employees for "public relations" purposes.
- Advertising by producers of consumer and/or business goods and/or services in international distribution to reach individuals, businesses, and governments for selling and/or "public relations" purposes.
- Advertising by retailers to reach individuals for selling and/or "public relations" purposes.
- Advertising by individuals to reach other individuals for selling or buying purposes.

Advertising by governments, organizations, and special interest groups to reach individuals, governments, and groups for selling and/or "idea" purposes.

### **Objectives of the Study**

The objectives of the present study are as under:

- To analyse the effect of media advertisement on consumer behaviour and the extent to which they influence consumer culture;
- To ascertain the extent to which TV advisements enhance the reputation of the firm;
- To ascertain the impact of media advertisement in stimulating sales and retaining the loyalty of consumers;

### **The Overview of Literature**

Communication research, according to N.K.Mehta (2019), has analysed the phenomenon of communication and mass communication and their significance for the life of society from a variety of stand-points. For example, Mehta's angle of approach made use of content analysis of documentary materials. Somesh Dutta (2021) approach is founded on close relationship between sociology and social psychology. Here the methodology shifted from content analysis to interviews and sample surveys.

### **Brief Introduction of Consumer Behaviour**

Marketing concept start with the consumer needs and in behaviour in meeting these needs. Every action of a person is based on needs. The real problem is to learn what a customer takes into consideration when he chooses a particular brand, such a study is concerned with consumer behaviour. Consumer behaviour is that subset of human behaviour that is concerned with decisions and acts of individuals in purchasing and using products.

Hence, consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using evaluating and disposing of products and services that they expect will satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it?

We are all consumers and we behave in the market place in different manners, sometimes logically and at other times irrationally. Study of consumer behaviour helps to predict with a high degree of accuracy how a particular person will behave under certain circumstances. This gives rise to more scientific approach to business communication. Micro-economists assume that between consumers take some rational decisions. Consumer decisions are taken on the basis of maximum satisfaction and maximum utility. Hence the product selection is made on this premise. Usually, the customers have a number of options available to them. The selection from the options is done on the basis of purchasing power of the customer, price of the product and the services offered with the product. Once this information is available, the customer will decided on the basis of maximum utility, satisfaction anticipated and personal preference. These assumptions are accepted in the demand theory of the economists and are valid as they offer some insights into consumer behaviour.

The micro-economic theory of consumer demand stipulates on the basis of minimum acceptable psychological assumptions, how a consumer's utility maximizing choice will be affected by changes in any of these points Purchasing Power, Price, Services offered and Preference.

While it can be assumed that the price of a product determines its purchase by a buyer, it is also true that the price and product demand may not have a match at all. At times price gets associated with product quality. Brand with lowering price sellers get into the poor quality perception trap. Moreover, some products like fashion garments, cosmetics and jewellery are purchased on emotional level rather than on rationality basis.

More than a century ago, the father of our nation, Mahatma Gandhi, had made a visionary and deep meaningful statement at Johannesburg, South Africa in 1890-"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it and not an outsider on our premises. He is a part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so". Though this statement was not made in the marketing concept, there is a lot of wisdom and insight into Mahatma's words. Today, all the firms are engaged in a process of creating a life time value and relationship with their customers.

Consumer behaviour can be said to be the study of how individual make decisions on how to spend their available resources (time, money, effort) on various consumption-related items. The study of consumer behaviour attempts to find the answer for the following questions which are also called as 70's of consumer behaviour:

- Occupants-Who constitute the market?
- Objects-What does the market buy?
- Objectives-Why does the market buy?
- Organizations-Who participate in buying?

- Operations-How does the market buy?
- Occasions-When does the market buy?
- Outlets-Where does the market buy?

Thus, consumer behaviour tell marketers to resolve every activity around the ultimate consumer and gauge their behaviour by specifically focusing on-Who buys products or services? How do they buy products or services? Where do they buy them? How often do they buy them? When do they buy them? Why do they buy them? and how often do they use them?

These questions will help in understanding better what factors influence the decision making process of the consumers. The decision making process identifies the number of people who are involved in this process and ascribes a role to them-like the user, decider, influencer, and buyer.

### **Critical and Challenging Research Contemporary Trends and Future Needs**

The current concerns in communication research are exhibiting very significant trends. We witness an attempt towards critical evaluation of research concepts in developed countries by modern research specialists. Comparative research in the field of communication development and its effect on social structure is being undertaken. Developing countries are also trying to develop their own research strategies suitable to their realities and needs. With the use of satellites for electronic media, a communication and information revolution has occurred. It has raised many research questions demanding the urgent attention of social and technical scientists. With the colossal power the electronic media contains, it is causing concern at a global level. There is an obvious issue of politicization of communication. Current researches take into account international ramifications of communication problems and attempt critical objective assessments of strategies, priorities structure, imbalances etc. as evidenced in the world's communication, networks. The focus of the studies was either the short-range effects of mass media (especially radio) or people's attitudes towards media. Another approach was influenced by Lewin (1947, 1948, 1951) who made use of a combination of experimental psychology and social psychology. Experiments were conducted to investigate individual behaviour under the effect of group pressure to conform in small groups. In the same line, Hovland et al. (1949, 1953, 1954) and his followers conducted experiments to know the effects of mass media. What Hovland et al. (1949) called as the ' sleeper effect ' ( a delayed change in attitude ), and what Merton (1951) was later to call the ' boomerang effect ( an effect opposite to that intended ) are based on work done by this school.

The impact of various TV programmes, especially, those showing violence scenes, on different sections of society, various social institutions and society of abroad in general has been studied by many scholars. Mention may be made of such scholars as Briers (1975), Fore William (1977), Levinsohn (1977), Lemon (1977), Hirsch (1977), Murray and Susan (1977), Comstock (1978), Taylor (1978), Grant (1978), Pourtois (1978), Williams (1978), Gerbner et al. (1979), Atkin et al. (1979), Wober (1979), Graber (1979), Mayes (1979), Cantor (1979), Luscher (1979), Churchill (1979), Becker (1979), Hofstetter and Moore (1979), Downs and Gowan (1980), Cohen and Adoni (1980). Jackson-Beeck and Sobal (1980), Sprafkin et al. (1980), Simon and Fejes (1980), Silbermann (1980), Brody et al. (1980), Allen and Clarke (1980). Fowles (1980), Resenchuk (1980), Hughes (1980), Alferink (1980), Bryant et al. (1981), Harris and Voorhees (1981), Robinson (1981), Rousy(1994)S.N.Ray(1999), Hobes (2001), George(2005), Iouy (2009), Herry (2014), Simon (2019), cample (2021), Donald Gray (2022).

The studies conducted by these scholars have amply demonstrated that TV programmes have deep impact on the viewers. Children use TV programmes as an information and recreation source, pre-school children learn new behaviours from TV. For college youth, TV portrayals reinforce and intensify certain behaviours. The evidence on TV violence is that it has some-what increased the likelihood of aggressive behaviour by young viewers. TV appears to function as an agent of socialization, although the degree of its influence is uncertain. It has been shown that TV has revolutionized the leisure environment of its audience by not only affecting their allocation of time, but also the options for the disposal of time. It is responsible for a reduction in the amount of time spent in reading, watching movies, attending social gatherings and sporting events, conversing and sleeping. Critics of crime news reporting on TV claim that it displaces more important news, that it exaggerates the prevalence of violent street crime, and that it makes white collar crime appear insignificant. Such studies show that a kind of national consensus has begun to emerge that violence on TV is excessive, that it is harmful to society and that something must be done to reduce it. These studies have mainly been conducted in America and Western Europe. With such a vast network of transmission through satellite and its mass appeal to the audience, television is bound to play a very crucial role in society.

R. K. Roy (2021) has underlined the fact that since the media of communication are the main channels of disseminating knowledge about developmental programmes launched by the government for the betterment of its citizens and are the means of creating awareness about regional, national and international events among the people, a proper understanding of the communication process is indispensable to the introducing of a planned change in democratic society like that of India. Departing from the focus of earlier researches, he has emphasized that the point is not whether the mass media change the attitudes of ruralites or not, but under what conditions they do so. He posed such questions as to who are the persons exposed to the media in rural settings? How far do the objective conditions, such as the size of the village and its distance from a city govern the effect of the media? Which media are more effective? What is the relative effectiveness of various media on three major areas of interest, viz. economic, politico-administrative, and cultural? and tried to answer them on the basis of empirical data collected from four villages in Rajasthan.

The media in India has been highlighting the conservation and environmental issues over the years. The media has frequently focused attention on various aspects of environmental degradation and also articulated the fears and anxieties of the people. According to S. R. Agarwal (2021: 67), it has been spearheading a debate on broad issues of public policy regarding Development and Environment. The media has also highlighted some of the remarkable initiatives taken by the people in conserving precious heritage of the country. He has emphasized that the need of the hour is a continuing dialogue between the media practitioners, policy planners and grass root agencies so that environmental protection measures really get translated into concrete results.

Communication played a vital role in nation-building and development as it exposed the people to various problems and issues. This increased awareness was conducive to increase participation in nation-building and developed a communication model for analysing nation-building.

Communication has also acted as one of the source for modernization. Abhay and Simon (2020) have shown that mass media exposure brought about political consciousness and cosmopolitanism among the rural people. They gave a brief account of four major perspectives of human communication viz, the mechanistic perspective (emphasizing transmission of information through socially organized channels and on the mechanistic interpretation of such a message), psychological perspective (laying stress on reception and production of stimuli in the informational environment where each communicator is psychologically oriented to one another), interactional perspective (emphasizing on action and symbolic action in a processual development of human communication) and pragmatics perspective (based on tenets of system theory, it emphasizes on the behaviour of the communicator which may virtually be synonymous with communication itself). Mr. Abhay has argued that, "in the context of developing countries such as India, where a vast majority of the population live in villages and are illiterate, communication strategies will have to assume a role of educating the masses through the mediated approach of interpersonal communication by the change agents in different sectors of development. Even the contents of mass media for rural people will have to be evolved independently of their urban counterparts."

### **Major Issues in Advertising**

The major issues involved in advertising are:

- Advertising sometimes is misleading and false.
- Advertising concentrates on selling, whether people need it or not.
- Advertising is too persuasive.
- Advertising sometimes is irrelevant and unnecessary.
- The cost of advertising drives product prices higher.

Advertising is now a major social and economic force. The advertiser's aim is to sell; but at what and whose cost? How mindful must he be of the society's value system and what direction should he take?

The advertising industry as a whole has been subject to controversy over ethics of propagating, factual veracity in its contents, aesthetic values and its fall-outs on vulnerable sections of the society, and especially the youth. There have been accusations against some advertisements of being inaccurate in their being obscene, exploitative of women and promotive of negative values among children and adolescents. How valid are these accusations? What roles does advertising play? What impacts does it produce on the viewers, consumers, society?

These are some of the crucial questions which need systematic investigation. The present investigation is a humble attempt in this direction.

In the last few decades, advertising has gained considerable importance as a powerful medium of communication, not only in developed countries but also in developing countries like India. Even though the emphasis has been on commercial relevance social advertising has begun to play a role in the context of the developing socio-economic ethos and norms in the country. It has been emphasized that advertisements are not only effective sales promoters, but they encourage and dissociate supplemental images as well, leading fashions and change patterns of daily life.

Being a highly powerful audio-visual media of communication, TV has added new dimension in advertising. The psychological appeal of sight and sound with the comfort of home-viewing, television has found immediate widespread acceptance. T.R. Ansari (2022) has emphasized that, "television today is the giant among the mass media, a marvelous colourful but sophisticated communication channel of dazzling scale, speed and impact. Its colour, human drama and action, music and sound effect lend to the medium a great potency for power of influencing the attitude of the people and enhancing their learning process, especially in the emerging countries where literary and ethnic divide is wide". It has given a boon to advertising. It has fascinated all the sections of society, specially the children and the youth, irrespective of sex, caste and creed.

The medium of advertising, though moored mainly in the commercial area, has also received much critical appraisal in recent years by social scientists. In terms of social responsibility, modern advertising has been attacked for being wasteful and socially irresponsible. It is stated that advertising generates demands for commodities and services not required to improve quality of life of the teeming millions in developing countries like India.

The protagonists of advertising claim many advantages it confers on society and emphasize its key role in a free global market economy. It is asserted that it helps producers to market goods and services profitably and consumers to buy them intelligently and economically. Advertising promotes competition, stimulates innovation, generates new markets and helps to reduce prices as a result of mass production. These major economic benefits of advertising are calculated to elevate the quality of life and stimulate the national economy and international trade and co-operation. Advertising, in brief, is said to symbolize abundance and prosperity.

The critics of modern advertising, on the contrary, seem to voice their opposition against this very basic premise. According to them, advertising encourages unwanted, ostentatious consumption and tends to create scarcities of more essential goods and services required by larger and weaker sections of the community. This is said to be more true of the less affluent and developing societies. They view advertising as wasteful and an avoidable burden on the resource-scarce economies.

In fact, advertising has been criticized from a variety of perspectives. Firstly, some critics complain that TV commercials depict women and men in a sexually stereotypical way. According to this view, women are presented as either 'sexual objects' who passively accept male sexual aggression, or as mere idiots, who have a passionate concern with cleanliness. It has been claimed that the media in general present unrealistic and demeaning stereotypical images of women. Secondly, advertising is confusing, if not deceptive. Advertising contains its own language, which often inverts conventional usages. Thirdly some advertisements fail to present sufficient or relevant information; others may present information that seems to be highly informative and technical but, in fact is incomprehensible to most nonprofessional readers or viewers. Finally, some people object to advertisements because, according to them, commercials trivialize life and make people look stupid. Advertisements create false needs. These criticisms have also been raised in context of Television advertising in India.

Michhel(2022) has argued that the large intentions behind advertising are not to encourage people to buy specific products, but to motivate them to buy in general. But most of the researches have shown that advertising contributes to the kind of conspicuous consumption. In USA and Western societies, advertising is said to have contributed culture in which products are purchased not because of their need, but because of their capacity to communicate something about the individuals who own them. And so the debate goes on. Nonetheless, advertising appears to have become an essential pre-requisite of all those economies and social-systems, developed or developing, where mass communication is warranted, permitting buying options to the consumer, be it for goods, services or ideas. This was amply demonstrated, by the appearance of hoarding and other ads in the streets of Beijing with the opening up of communist China to the outside world. In India's mixed economy and free polity, advertising has

acquired the status of an inevitable reality. Not has advertising come to stay, it has become an integral part of the economic and social life in India.

In the process of selling products and services, advertisements tend to transmit supplemental images as well. Some of these contribute to the growth of maintenance of some undesirable facets of the society's functioning. They may propagate values which are not conducive to, or clash with the society's cultural patterns. It is this very misuse of advertising, both in the economic and social spheres, that causes some anxiety to social scientists, particularly sociologists.

As regards the analysis of TV advertising not much has been done in India, in spite of the facts that TV advertisements have become major source of income and they (TV ads) can push the demand and the sale of the advertised goods. The impact of TV advertisements was discussed in a seminar on "Communication and Society at New Delhi in July 1987. Was every child wanting 'Maggi' for dinner, every boy wanting 'Limca' before medicine and 'Limca' after medicine and every young lady using 'Crowning Glory' after watching television?

Parmod Bkshi (2020) study showed that it is not the case as only 10 per cent of the countries houses own televisions, but the impact television and video advertisements had on this elite class was disturbing. And what is worse, while this class was being far removed from their roots and moorings, it was acquiring more and more decision-making power in country. The study entitled "Part society being pushed towards Consumerism: An analysis of Advertisements on the Indian Television" pointed out that in the wake of TV expansion, TV ownership has not grown proportionately TV sale seemed to have stabilized, and further the sale was now more for substitution or replacement and therefore the slow rate of its expansion. The study observed that it was another thing that these advertisements represent a conflicting configuration between belief, disbelief and indifference. While there was a sense of scepticism which pushes these television advertisements and buy the advertised products for trial. Gradually these viewers changed and were ready to substitute the old products with the new products. TV thus helped to reinforce the value of consumerism.

Ramakrishna's (2021) study showed that TV had increased comforts, but at the same time, raised the cost of living of the well-to-do families because the well-to-do share a value of consumer economy in which material possessions were considered the most important means for happy life.

Advertising has thus become a major social and economic force, because of its pervasive and persuasive character in India. The deceptive and exploitative nature of advertising thus becomes a social responsibility of the advertiser and is a matter of concern. True, the advertiser's aim is to sell; but at what and whose cost? How mindful must he be of the society's value system and what direction should he take?

The advertising industry as a whole has been subject to controversy over ethics of propagating, factual veracity in its contents, sex-role portrayals, aesthetic values and its fall-outs, on vulnerable sections of the society, and especially the youth. There have been accusations against some advertisements of being inaccurate in their being obscene, exploitative of women and promotive of negative values among children and adolescents. How valid are these accusations? What roles does advertising play? What impacts does it produce on the viewers, consumers, society? television advertising increases the willingness to pay, in direct and indirect manner. In addition, ads positively affect the customer engagement with the brand as it is considered as the most credible and relevant means of advertising according to the consumers.

### **Epilogue**

These are some of the crucial questions which need systematic investigation. The present investigation is a humble attempt in this direction. In brief, this study aims to content analyse media advertisements to find out the extent to which the above criticisms hold good and also to investigate the reactions of consumers on these criticisms, including the promotion to consumer culture. This study find out the responses of consumers about TV advertisements in terms of use of women and sex-appeal and level of credibility of claims made. It also attempts to review the consumer protection policy of the government and to suggest the ways and means for social responsibility in advertisements in terms of effective control and censorship. Television advertising increases the willingness to pay, in direct and indirect manner. In addition, ads positively affect the customer engagement with the brand as it is considered as the most credible and relevant means of advertising according to the consumers.

Thus, TV advertising is incredibly effective. Studies show TV advertisements can directly affect consumer buying behaviour. Marketers invest in various media platforms to influence consumer behaviour. Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on consumer behaviour need to be established. 96% of in-market consumers became aware of a product through media advertising. 85% said the ad influenced their purchasing decision. 56% of those consumers said TV ads were the most important driver in their awareness about the product or service, which is more than all other media advertising combined.

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