Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

IMPACT OF TELEVISION ADVERTISEMENT ON BUYER BEHAVIOUR WITH SPECIAL REFERENCE TO POLLACHI CITY

Aravind Kumaran P[1], Dr. R. Balaji Vignesh[2], Mr. T. Sivagnana Selvakumar[3]

[1]*Final Year MBA*
[2]*Associate Professor*
[3]*Assistant Professor*
Sakthi Institute of information and Management Studies,Pollachi, Coimbatore, Tamil Nadu 642001

ABSTRACT

Television advertisements have long played a significant role in shaping consumer preferences and influencing purchasing decisions. In recent years, even with the rise of digital platforms, TV ads continue to hold strong sway, especially in regional markets like Pollachi City. This study explores how television advertisements impact buyer behavior in this region, offering insights into the connection between ad content, consumer engagement, and decision-making. By examining local audience responses and analyzing behavioral trends, this research uncovers the effectiveness of TV ads in building brand awareness, emotional appeal, and product recall. The study also highlights how factors such as frequency, timing, and cultural relevance contribute to influencing consumer choices. In short, this empirical study sheds light on the continuing relevance of television as an advertising medium in Pollachi and provides valuable takeaways for marketers aiming to connect with audiences in smaller cities. However, with changing media consumption habits, marketers must adapt their strategies to stay effective and relevant.

KEYWORDS: *Television Advertising, Buyer Behaviour, Consumer Preferences, Purchase Decisions, Brand Recall, Advertising Impact, Regional Marketing*

I. INTRODUCTION

The term 'Advertising is derived from the Latin word 'advert' means 'to turn, the attention. Advertising aims to turn the attention of onlooker towards a product, service or idea. Advertising is known as the activity of attracting public attention to a product or business as by paid announcement in the print, broadcast or electronic media. Today, advertisements are everywhere. On television, on the internet, radio, billboards and even on the empty coffee mug of our desk. Advertising has successfully transcended from one of the most interruptive commercial medium of modern times to something that everyone wants a piece of. It performs one of the most important functions in society that is to inform; it gives people the power of choice; the power of knowledge that helps them make important decisions every day. There are various schools of thought, different opinions and diverse points of view but all of these collide into something that we all agree upon. That it is probably one of the most powerful influencers of human behavior since religion.

II. REVIEW LITERATURE

1.Rashmi Mehra (2025), Consumption pattern denotes the regular behaviour and trends that individuals or groups display in their selection and utilisation of goods and services. These behaviours are shaped by a multitude of factors including cultural norms, economic conditions, personal preferences, and technological advancements. Grasping these patterns is vital for businesses and policy makers to forecast market demands, customize products and services, and devise effective economic strategies. The review also underscores the cyclical nature of durable goods consumption, highlighting its sensitivity to economic fluctuations.

2.Dr. Lokesh Sharma, Archana Singh and Dr. Parul D. Agarwal (2014), Viewers watch television for entertainment and keep themselves abreast of current happenings.During this period, advertisements are passively consumed by them. An interesting finding has been that most of the respondents are fond of watching TV advertisements, females being dominant. Another finding of the study is that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV

advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.

3.Jitendra Sisodiya and Dharmaraj Solanki (2024),In the recent technological world, people love to do the shopping of the consumer durable goods. Advance in the technology and awareness there is numerous Hike in purchasing of consumer durable goods. India covers largest market of consumer durable goods due to increase in disposable income and according to the change in preference of people. This research was aimed to study the various factors affecting consumer buying behaviour towards consumer durables. Survey method was used to collect the data and 106 respondents were selected for the same.

4.Ms. Deepa Bhatia and Dr. Kalpesh D. Naik (2024),Consumption pattern denotes the regular behaviour and trends that individuals or groups display in their selection and utilisation of goods and services.It identifies key determinants such as product attributes, social influences, cultural contexts, and economic conditions that shape consumer choices. The review also underscores the cyclical nature of durable goods consumption, highlighting its sensitivity to economic fluctuations. By synthesizing findings from various studies, the paper offers a comprehensive understanding of the dynamics affecting durable goods consumption and proposes directions for future research in this field.

5.Dr. Muthu Srinivas (2023),This study explores the financial performance of S&P BSE Sustainability Indices, comparing them to S&P BSE Sensex, and analyzing the financial performance of green versus non-green portfolios. The research uses a mixed-methods approach and finds that green investments perform comparably or better than traditional investments, with lower volatility and greater resilience. The study also shows that sustainable investing strategies, such as ESG integration and impact investing, can further enhance both financial and non-financial outcomes of green investing.

III.RESEARCH OBJECTIVE

1.To study and understand the concepts of advertisement & buyer behavior.
2.To know how the advertisement helps to develop favorable attitude towards the product.
3.To know the impact of advertisement on buyer behavior.
4.To study the factors influencing purchase decision.

VI. SCOPE OF RESEARCH

1.Consumer Response to Television Advertisements: This study aims to evaluate how viewers in Pollachi City perceive and respond to television advertisements. It focuses on elements such as advertisement content, emotional appeal, frequency, and brand recall, and how these influence consumer attitudes and purchase decisions.
2.Influence on Buying Behaviour:The research investigates the extent to which television advertisements shape buyer behaviour in terms of brand awareness, preference, and loyalty. Special attention is given to demographic variables such as age, income, and education to understand varying consumer responses.
3.Regional and Cultural Relevance:The study examines how local culture, language, and regional values in Pollachi impact the effectiveness of television advertising. It explores the alignment of ad messaging with the socio-cultural environment of the city.

V. HYPOTHESIS

1.There is no significant association between age of the respondents and their behaviour towards Advertising.
2.There is no significant association between gender of the respondents and their behaviour towards Advertising.
3.There is no significant association between educational qualification of the respondents and their behaviour towards Advertising.

VI. RESEARCH METHODOLOGY

Types of Data Collection

There are several ways of collecting the appropriate data. While deciding about the method of data collection to be used for the study, the researcher should keep in mind, that there are two types of data viz primary & secondary data.

1.Primary Data

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data can be collected through questionnaire and personal interview.

2.Secondary Data

Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from Reports, Documents, Magazine, Text books.

Sample Size: 100 Customers in Pollachi

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

Analysis Technique
Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.

Sample Unit
The target population in this study was the consumers who belong to pollachi Area. Non-probability; convenience sampling method is used in the study.

VIII. DATA ANALYSIS AND INTERPRETATION

1.Age and Behaviour towards Advertising

Age	Behaviour towards Advertising			Total
	High	Moderate	Low	
Below 20 years	15	13	5	33
20 years to 40 years	18	19	7	44
41 years and 60 years	9	4	3	16
Above 60 years	1	5	1	7
Total	**43**	**41**	**16**	**100**

Chi-Square Tests

Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.842[a]	6	.564
Likelihood Ratio	5.127	6	.528
Linear-by-Linear Association	.253	1	.615
N of Valid Cases	100		

Calculated $\chi 2$ Value: 4.842, Degree of freedom: 6, Table Value: Five per cent level: 12.592

2.Gender and Behaviour towards Advertising

Gender	Behaviour towards Advertising			Total
	High	Moderate	Low	
Male	25	13	6	44
Female	18	28	10	56
Total	**43**	**41**	**16**	**100**

Chi-Square Tests

Gender	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.278[a]	2	.043
Likelihood Ratio	6.329	2	.042
Linear-by-Linear Association	3.939	1	.047
N of Valid Cases	100		

Calculated $\chi 2$ Value: 6.278, Degree of freedom: 2, Table Value: Five per cent level: 5.991

3.Educational Qualification and Behaviour towards Advertising

Educational Qualification	Behaviour towards Advertising			Total
	High	Moderate	Low	
Up to 12th	11	6	3	20
Under Graduate	19	18	5	42
Post Graduate	11	13	5	29
Others specify	2	4	3	9
Total	**43**	**41**	**16**	**100**

Educational Qualification	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.721[a]	6	.580
Likelihood Ratio	4.563	6	.601
Linear-by-Linear Association	3.140	1	.076
N of Valid Cases	100		

Calculated $\chi 2$ Value: 4.721, Degree of freedom: 6, Table Value: Five per cent level: 12.592

IX. FINDINGS

1.The calculated $\chi 2$ value (4.842) is less than the table value (12.592). Therefore it is concluded that there is no significant association between age of the respondents and their behaviour towards advertising. Hence, Null hypothesis is accepted.
2.The calculated $\chi 2$ value (6.278) is greater than the table value (5.991).Therefore it is concluded that there is a significant association between gender of the respondents and their behaviour towards advertising. Hence, Null hypothesis is rejected.
3.The calculated $\chi 2$ value (4.721) is less than the table value (12.592).Therefore it is concluded that there is no significant association between educational qualification of the respondents and their behaviour towards advertising. Hence, Null hypothesis is accepted.

X. SUGGESTIONS AND RECOMMENDATIONS

1.The advertisements should be based on variety and reality. There should be more emphasis on quality rather than glamour and price. While to make an advertisement effective it should be telecasted only 3 or 4 times in a day, otherwise it creates boredom.
2.Excess of advertisements in the prime time makes them ineffective and consumers do not remain interested in the information about the particular product. Only primetime is not best for all advertisements as well during the drama scenes the advertisement should not be telecasted because sometimes it creates rage and hate in the viewers mind and heart for that particular product, which is advertised.
3.Celebrities leave great impression especially in the mind of their fans and status conscious viewers or consumers therefore celebrities should have to be careful, while working in some particular advertisement
4.The study revealed that only few respondents are attracted towards the slogan, colour, theme and tag line of the advertisements. Hence, importance may be given for creating unique way of presenting the said attributes in a more appealing manner.
5.The study shows that, the trend as an influencing factor was not much highlighted by the respondents in influencing their purchase decision. Hence the advertisements may focus on including the current trends in their visuals which may create an impact in the minds of the people and initiates action in them.

XI. CONCLUSION

Television Advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the consumers.
Television is one of the most recreation sources for consumers because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. The audiences are influenced by the advertisement promises of products that they will get something special to renovate their life. The reasons for liking the ads was the information regarding different brands, special offers and quality of products and non-informative factors such as good music, funny, catchy slogans and celebrities.
The findings of the present study are that television advertisement worldwide influence the behavior and attitude formation of consumers. The consumers have their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize their purchase. The consumers are induced significantly by advertisements when the target is on quality and price. The consumer behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

REFERENCES

1. *Rashmi Mehra (2025),"An Analysis of Literature Review of Consumption Pattern of Durable Goods in Rural India" International Journal of Advanced Research in Management (Ijarm) Volume 16, Issue 2, March-April 2025, Pp. 30-57*
2. *Dr. Lokesh Sharma, Archana Singh and Dr. Parul D. Agarwal (2014), The Impact of T.V. Advertisements on Buying Behaviour of Indian Adults: An Empirical Study,Anveshanam- The Journal of Management,Vol. Ii, No. 1*
3. *Jitendra Sisodiya And Dharmaraj Solanki (2024), "A Study on Factors Affecting Consumer Buying Behaviour Towards Consumer Durable",International Journal of Research Publication and Reviews, Vol 5, No 3.*
4. *Ms. Deepa Bhatia & Zdr. Kalpesh D. Naik (2024) "An Empirical Study on Brand Preference and Customer Satisfaction of Selected Household Durables in Vadodara City",International Journal of Advanced Research in Management (Ijarm) Volume 16, Issue 2.*
5. *Dr. Muthu Srinivas (2023),"A Study on Factors Influencing the Decision to Purchase Consumer Durable Goods Hyderabad"*