

# A Detailed Study on Television Commercials' on Consumer Durable Goods Purchase Decisions

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**Abstract-** This research paper examines the influence of television advertisements on consumer purchase decisions for durable goods. By analyzing existing literature and conducting empirical research, this study aims to understand how various advertising techniques, such as celebrity endorsements, emotional appeals, and product demonstrations, impact consumer perception, brand awareness, and ultimately, purchase intent. The findings of this research will provide valuable insights for marketers and advertisers in the consumer durable goods industry, enabling them to develop more effective advertising strategies.

**Keywords-** Television advertisements, consumer behavior, purchase decisions, consumer durable goods, Muzaffarnagar

## I. INTRODUCTION

Advertising plays a significant role in shaping consumer preferences and driving sales. Among various mediums, television remains one of the most influential platforms for reaching diverse audiences. For consumer durable goods like refrigerators, washing machines, and air conditioners, advertisements often serve as a primary source of information for potential buyers. This study investigates how television advertisements impact the purchase decisions of consumers in Muzaffarnagar, focusing on factors like brand awareness, emotional appeal, and perceived value.

India's consumer market is the world's second largest. The consumer profile of Indians has evolved and evolved in terms of media habits, reference groups, occupation, income, and education. As modern technology has become more prevalent, consumer preferences for durable products have changed during the previous ten years. The acculturation of consumers is causing a significant shift in their purchasing choices towards high-end

technology products. Once seen as luxury goods, these items have become necessities due to shifting lifestyles and increased incomes. The demand for luxury goods like televisions, air conditioners, refrigerators, and washing machines has significantly increased as disposable incomes have climbed. It is also made easier by the preponderance of nuclear households and the ease with which financing is available. Consumer durables are in greater demand in the market, and costs are declining as Indian consumers continue to place a high priority on affordability.

### Objectives of the Study

- To analyze the influence of television advertisements on consumer awareness and brand recognition.
- To evaluate the emotional and informational impact of advertisements on consumer decisions.
- To provide recommendations for advertisers to enhance the effectiveness of television campaigns.

## II. THE NOTION OF ADVERTISING

Ads are the impersonal dissemination of information about products, services, or ideas by known sponsors through a variety of media. They are often paid for and persuasive in nature. The advertiser wants the potential customers to hear his thoughts about the goods and services. Popularization of the items is the fundamental goal of advertising. Mass media is used by most marketers for their marketing communications. The type of message and the intended target audience determine the media option. The most effective and cost-effective media ever created is television advertising. There is no other media that can match its potential advertising impact. The advantage of television over other media is that it is seen as a synthesis of aural and visual elements; it gives products immediate legitimacy and importance and offers the most creative opportunities.

### The Elements of Effective Advertisements

There are numerous ways to pique a customer's interest. And typically needs 10–30 seconds to complete the task.

- **Attention-grabbing:** Elements such as music, a lovely woman, loud noises, repetition, and visual humor appeal to the fundamental senses and, when executed correctly, are the most effective.
- **Building Trust:** An advertisement should establish the product's provider as a trustworthy entity. Creating a well-produced advertisement with likeable characters is typically enough to achieve this.
- **Positive Associations:** Commercials frequently feature adorable kids, adorable animals, attractive women, comedy, celebrities, and nostalgia since these are the simplest ways to make consumers feel good about the items.
- **The want hook:** All-good advertising convey a tale about the product and how useful it is to the Buyer, which makes them want to buy it again.

## III. STUDY OF TELEVISION ADVERTISEMENTS ON VIEWERS

Sponsorship and advertising each have different effects on the local target audience. Additionally, they damage multinational brands in terms of their image and equity. Furthermore, customers' perceptions of brands vary depending on their personality, which affects both domestic and foreign companies. Collectively, these elements affect how a brand is viewed, which in turn affects customer preferences. These days, the customer is the victim of well-planned, glamorous, and well-executed media attacks that prey on their needs, wants, emotions, and expectations. Businesses and marketers are investing billions of dollars in consumer research to understand the key elements that influence consumer choice. Today's marketers concentrate on creating persuasive messages and advertisements to draw in the target audience while discussing the marketing mix. Since most people's choices of household products are greatly influenced by ads.

Therefore, marketers are concentrating on creating advertisements that are sufficiently appealing and persuasive to elicit an emotional tie to the product in order to draw in and influence consumers.

The main problems with advertising

### Changing Consumer Behavior

- Shifting consumer preferences towards researching online before purchasing durable goods has diminished the standalone influence of television ads in the decision-making process.

### Consumer Perception and Trust

- Television advertisements often face challenges in building trust and credibility. Misleading or exaggerated claims can erode consumer confidence, impacting their purchase decisions.

## IV. REVIEW OF LITERATURE

"Informing, Transforming, and Persuading: Disentangling the Multiple Effects of Advertising on

Brand Choice Decisions," by Mehta, Nitin, Xinlen Chen, and Om Narasimham (2008) In the marketing literature, a number of methods have been put out to investigate how advertising influences brand preference. Advertising educates consumers about the advantages of products and has the power to affect their assessments of brands and subsequent purchasing decisions.

Shalini Kumar.C. and Lalitha Balakrishnan [6] Impact of Celebrity-Based Marketing on Consumers' Attitudes Towards Buying Durable Products: A Study According to a study conducted in Chennai, the consumer durable goods sector is currently undergoing rapid change. India is not an exception. It is astounding how quickly India and its people are changing in their socio-cultural milieu, particularly since the economy opened up. With its vast diversity,

India provides an intriguing opportunity to examine the various changes that its social and economic structure has undergone as a result of developmental initiatives. Despite the fact that these changes are hard to quantify at the micro level, marketers have found them to be quite important. Any marketer is eager to maintain a careful eye on changes in figures, especially when it comes to the shifting trends of customer demands and competitor activity.

Lekshmi Bhai P.S. and Dr. K. Sreeranganadhan (2012) The impact of advertisements on brand preference and consumer behaviour, with particular reference to certain consumer durables in Kerala advertisement on brand preference and customer behaviour, specifically pertaining to a few Kerala consumer durables.

Additionally, it gives a summary of how different consumers responded to the impact of advertising on their buying decisions in Kerala's consumer durables market. Additionally, the report shows that the majority of durable manufacturers use advertising as a marketing tactic. Without advertising tactics, consumer durables companies cannot survive and expand in a competitive climate.

## Recommendations

- **Enhance Content Quality:** Focus on creating advertisements that are visually appealing, relatable, and informative.
- **Leverage Emotional Appeal:** Use themes that resonate with family values, aspirations, and lifestyle preferences.
- **Maintain Frequency:** Ensure consistent ad exposure to build and sustain brand recognition.
- **Highlight Unique Selling Points (USPs):** Clearly communicate product features, benefits, and differentiators.
- **Avoid Over-Saturation:** Limit the number of repetitive ads to prevent consumer fatigue.
- **Incorporate Testimonials:** Use customer reviews or expert endorsements to add credibility to advertisements.
- **Target Specific Audiences:** Design ads that cater to the preferences and needs of different demographic groups in the Muzaffarnagar region.

## V. CONCLUSION

Television advertisements remain a vital tool for influencing consumer purchase decisions, especially for consumer durable goods. By increasing brand awareness, creating emotional connections, and providing essential product information, effective advertisements can significantly impact consumer behavior. For advertisers, understanding local consumer preferences and crafting relatable, high-quality campaigns is crucial for success. Complementing advertisements with competitive pricing, superior product quality, and strong customer service will ensure long-term customer satisfaction and brand loyalty.

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