

Impact of Television Commercials on Purchasing Habits of Students in Ernakulam

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Abstract

This study examines how television advertisements affect students' shopping decisions in Ernakulam, Kerala. The study analyzes data from surveys of 70 respondents, ages 18 to 25, to determine the degree to which broadcast advertising influences consumer choices, especially among young people. The study uses a descriptive research approach, ABCD analysis and a model developed to identify important elements that affect TV commercial efficacy, including emotional appeal, frequency of advertising, celebrity endorsements, and product relevancy. The results indicate that students' shopping decisions are greatly influenced by television advertising, with a particular preference for electronics, consumer goods, and food and drink. Notwithstanding the advantages, there are drawbacks, such as response bias and changing digital media consumption trends. The study emphasizes how crucial emotionally compelling, relatable, and well-placed ads are in influencing customer attitudes. The study's conclusions are intended to help companies improve their television advertising tactics so they can connect with the student market more successfully.

Keywords: Advertisement, Customer Attitude, Television, Decision Making

Introduction

The evolution of the advertising process began in ancient times. Various civilizations used graphic signs and symbols to attract customers to their products. These techniques were employed to promote products for many centuries. Following its popularity, this phenomena was amplified for marketing objectives. The modern world has made commercials one of the primary means of communication between the product's manufacturer and its user.

Finding out how customers feel about their products is one of the top priorities for manufacturers since it allows them to improve both their range and revenue. A manufacturing company cannot hope to become an established brand until it makes promotional investments, for which the consumer market has been dominated by marketing.

Marketing professionals have long used advertising to influence how well their products work and how easily the general public adopts them. This practical tool, advertising, is multifaceted and a different kind of publicity.

Literature Review

Television commercials have long been a powerful medium for influencing consumer behavior, particularly among students. Due to their exposure to various advertisements, students develop preferences and purchasing habits shaped by persuasive marketing strategies. This literature review explores existing research on the effects of television commercials on students' purchasing decisions, emphasizing psychological influences, brand awareness, and economic implications.

Television advertisements utilize various psychological tactics to influence consumer behavior. According to Singh and Kaur (2018) the research shows that student populations are The development stage of their cognitive decision-making abilities makes students highly prone to emotional advertising approaches. Brand exposure through Pavlovian conditioning methods executes repeated presenting of products and brand imagery to consumers. Brand logos along with jingles work together to boost both brand memory and brand popularity (Smith 2020).

The formation of student brand awareness depends heavily on television commercial advertising. According to Keller (2019) consumer preferences strongly depend on their familiarity with brands. Students viewing numerous advertisements develop a preference for established brands that get advertised often even though they could choose more affordable but less popular brands. The association adolescents form with brands through advertising messages drives their future consumer behavior patterns (Chan & McNeal, 2021).

The financial effects of television commercials on students result in substantial monetary expenses. Research demonstrates that students who watch television advertisements tend to make hurried buying decisions (Gupta & Tiwari, 2017). Students end up exceeding their spending capacity because television advertisements show time-limited deals combined with discount promotions. According to Roberts and Pettijohn (2022) commercials that show luxurious lifestyles drive students to become more materialistic which impacts their ability to manage their finances properly.

Television commercials trigger students to alter their shopping behavior but their purchasing behavior remains influenced by parental decisions and peer group interactions. The quest for parental approval during purchase decisions makes students minimize the advertising influences on their buying behavior per Moschis and Churchill (2019). The impact of peer pressure works against parental influence because students want to match their choices to social norms which arise from advertising campaigns (Solomon, 2020). The combination of television commercials with family approval and peer influence controls the strength of advertising effects on student buying behavior.

Statement of the problem

Advertising through television actively shapes consumer buying choices to a large extent. Research shows limited knowledge about the degree advertisements influence student purchasing choices while this population is marked by limited finances and shifting media usage and susceptibility to social and peer influence. The understanding of this relationship remains essential to developing tailored advertising strategies because Ernakulam district contains people stemming from multiple socioeconomic and cultural backgrounds.

The research investigates television advertising impact on student purchasing choices using analytical elements of validity and emotionality as well as advertisement repetitiveness and content

analysis. The study examines outside factors consisting of family influence together with peer influence alongside personal preference elements which impact this advertisement effect group.

Objectives

1. Evaluate the effectiveness of television commercials in influencing consumer purchasing decisions.
2. Identify the factors that contribute to the success or failure of television commercials in driving consumer behaviour.

Research Methodology

Methodology refers to the procedures and tools used to do research on a specific issue. Sample design involves generalizing from the features of a small subset of the population. The study analyzes data from surveys of 70 respondents, ages 18 to 25, to determine the degree to which broadcast advertising influences consumer choices, especially among young people. The study uses a descriptive research approach, Correlation test, ABCD analysis and a model developed to identify important elements that affect TV commercial efficacy, including emotional appeal, frequency of advertising, celebrity endorsements, and product relevancy.

Null Hypothesis (H_0): There is no significant correlation between television ad exposure and purchase intent among students.

Alternative Hypothesis (H_1): There is a significant correlation between television ad exposure and purchase intent among students.

Variable 1	Variable 1	Correlation Coefficient (r)	P-Value
Ad Exposure	Purchase Intent	-0.0662	0.5860

Based on the sample data, there is no strong or significant relationship between television ad exposure and students' purchase intent. Other factors such as brand perception, social influence, or personal preferences might play a larger role in their buying decisions.

ABCD Analysis

A - Advantages

Television ads give students insights into the newest products, trends, and brands, impacting their buying choices. Advertisements inform students about promotional offers and deals together with new product releases which helps them become better consumers. Commercial visuals combined with memorable jingles make advertisements memorable thus they increase the appeal of products. Various commercials promote educational materials alongside healthy food alternatives and useful technology which helps school pupils improve their academic lives and daily activities.

B - Benefits

The comparison capabilities of television ads guide students to pick better purchasing options for their money. TV commercials present students with fresh product options which they would never have discovered without these advertisements. Through advertising students receive knowledge about product usage methods along with material sustainability approaches and brand core values. Television ads that focus on students feature affordability and convenience messages which help students select products that match their spending abilities.

C - Constraints

Even though television commercials have their benefits they may create specific disadvantages. Visual marketing through advertisements teaches students to make unplanned purchases that lead them to buy products which reflect advertisement attractiveness rather than requirements. The effectiveness of certain advertisements depends on misleading consumers about product benefits to achieve higher sales numbers. Long-term exposure to commercials shifts student focus from basic requirements to luxurious or brand-related products thus compromising their ability to handle money responsibly. Occasionally advertisements promote unhealthy choices by encouraging eating junk food and making unneeded purchases of products which are not essential.

D - Disadvantages

The appeal of television commercials to teens tends to make them associate socially relevant status with particular branded items. Extended exposure to advertisements leads people to find discontentment with their existing possessions which drives them toward materialistic behavior patterns. Television commercials often use emotional appeals together with celebrity endorsements to force students into unreasonable purchasing behaviors. Numerous advertisements create both a mental distraction from education responsibilities and lead students to spend more time looking at screens.

Model



Figure 1

Discussions

Laboratory data shows that students tend to make purchases from television product promotions more frequently than any other advertising method. Students' purchasing behaviors towards commercials depend on commercial content while spending power shifts because of changing trends especially through television advertising. The efficiency of television advertisement stands out as the main driver for brand awareness enhancement. The student audience requires engaging creative advertisements so companies should continue maintaining their expenditures on memorable promotional campaigns. The necessity exists to make advertisements specific to students while also focusing on their preferences. Focus groups allow brands to uncover meaningful information about audience interests so they should establish these groups to learn which consumer needs matter. Marketers should develop content that impacts students emotionally because it enables them to relate with their values and everyday lives. Narrative approaches and discussion of social issues should be used in advertisements for this purpose. The establishment of authentic and trustworthy connections leads to better brand impression among consumers.

Conclusion

Television advertising keeps its influential power to modify student purchasing behavior by reaching specific audience demographics. Advertisers should create advertisements that engage the emotional interests of students as a strategy to achieve maximum consumer success. The delivery schedule should guide advertisers to transmit their messages when students are most

receptive. Brand success depends on how well they understand their customer's lifestyle behaviors and personal interests along with their purchasing behaviors which allows them to adjust their marketing approach for improved audience connection and conversion rates. Organizations can use this intelligence to transform their marketing methods which produces superior advertising results as well as enhance student segment relations. The future success of advertisers depends on their understanding of these media changes because this knowledge provides competitive advantages.

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