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Impact of Television Advertising on Consumer Buying Behaviour for Home Appliances: Evidence from Semi Urban Town of Tamilnadu, India

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Abstract

Television remains one of the most influential advertising media in India, especially in semi-urban regions where traditional media consumption continues to dominate household behaviour. This study examines the impact of television advertisements on consumer buying behaviour for home appliances in a Semi Urban Town of Tamilnadu. A descriptive research design was adopted, and primary data were collected from 225 respondents using a structured questionnaire. Descriptive statistics, weighted averages, Chi-square test, ANOVA, and Spearman rank correlation were used for data analysis. Results show that a majority of consumers watch television advertisements and prefer short-duration ads. Creative elements such as music, colour, and celebrity endorsement significantly influence recall, while price and quality remain the dominant factors affecting purchase decisions. The Chi-square test shows a significant association between watching and liking TV ads ($\chi^2 = 35.64$, $p < .001$). However, ANOVA indicates no significant age-wise difference in the aspects of ads remembered ($p = .079$). The Spearman rank correlation reveals a moderate positive relationship ($r_s = .60$) between male and female respondents' factor rankings. The study concludes that television advertising continues to play a strong role in influencing awareness, brand preference, and information search behaviour for home appliances in semi-urban markets. Implications for advertisers and recommendations for improving ad effectiveness are provided.

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Television advertising; Consumer buying behaviour; Home appliances; Purchase intention; Advertising effectiveness; Marketing communication.

Introduction

Television advertising continues to be a dominant promotional tool in India, offering a mass communication platform capable of reaching diverse demographic segments. Despite the rise of digital media, television retains strong influence due to its audiovisual appeal, credibility, and household penetration. For high-involvement products such as home appliances, television advertisements play a crucial role in shaping consumer awareness, perceptions, and final purchase decisions.

Home appliance purchases involve high financial investment and long-term usage, compelling consumers to engage in extended decision-making processes. Television advertisements help inform consumers about product features, specifications, durability, energy efficiency, warranties, and pricing. They also facilitate brand recall, stimulate emotional appeal, and influence consumer preferences.

In semi-urban markets, where digital marketing adoption is still growing, television serves as the primary medium of information and entertainment. Understanding how

consumers in such markets perceive and respond to television advertisements is essential for marketers, given the increasing competition in the home appliance sector.

This study investigates the extent to which television advertisements influence consumer buying behaviour for home appliances, focusing on ad exposure, perceptions, creative elements, brand preferences, and purchase-related actions.

Television advertising has long been acknowledged as a powerful promotional medium capable of shaping consumer awareness, attitudes, and purchase decisions. [Brace et al., \(2002\)](#) examined whether consumer attitudes toward television advertising correlate with attitudes toward other media. Their study concluded that responses differ substantially across media forms, suggesting that mixed-media strategies are necessary to achieve maximum effectiveness. This highlights the need to understand how consumers specifically respond to television advertising, particularly in product categories such as home appliances where television remains a primary information source.

[Romaniuk and Sharp \(2003\)](#) emphasized that the central function of advertising is to influence buying behaviour by reinforcing brand-related memory structures. They argue that brand associations encoded into long-term memory play a crucial role in shaping consumer consideration, evaluation, and eventual purchase decisions. This is particularly relevant in the home appliance sector, where persistent and repeated brand cues in television advertisements help build salience and strengthen brand preference over time.

[McGrath and Mahood \(2004\)](#) demonstrated that high-involvement products tend to generate stronger advertising outcomes such as superior brand recall, more favourable attitudes toward advertisements, and increased purchase intention. As home appliances represent high-involvement, high-investment products, they are especially influenced by effective television advertising that highlights product reliability, features, and long-term value.

[Sharma \(2005\)](#) discussed the growing prominence of celebrity endorsements in marketing communication. The study noted that credible and well-matched celebrity endorsements strengthen advertising effectiveness by increasing attention, trust, and persuasion. However, poor celebrity-brand fit may negatively impact the brand.

This is particularly significant in the home appliance market, where well-known public figures often endorse major brands to enhance visibility.

[Madhavi and Arul Kumar \(2006\)](#), in their research on rural FMCG markets, found that product quality remains a dominant factor influencing consumer decisions. Their findings resonate with buying patterns in semi-urban regions, where consumers place substantial value on quality even when exposed to persuasive advertising messages.

[Murthy \(2008\)](#) observed that the excessive volume of commercials during television programming has resulted in channel switching and advertisement avoidance. These trends suggest that advertisers must develop concise, creative, and engaging advertisements to retain viewer attention—an insight supported by contemporary evidence showing a consumer preference for shorter ad durations.

[Mehta et al., \(2008\)](#) concluded that advertising performs multiple roles: it informs consumers, transforms perceptions, and persuades them toward brand choice. For high-involvement products like home appliances, informative advertisements that clearly communicate features and benefits are essential for shaping evaluations and purchase decisions.

[Khattak and Khan \(2009\)](#) explored the influence of television advertising on student attitudes and found that TV advertisements significantly affect young consumers' perceptions and trial behaviour. This finding is highly relevant because younger consumers form a major demographic in this region.

[Shukla \(2013\)](#) reported that television remains a dominant information source in rural and semi-urban areas, with significant impact on brand awareness. [Bisht \(2013\)](#) similarly found that emotional responses generated by TV advertisements positively influence consumer purchase behaviour, particularly among teenagers and young adults.

[Kotler and Keller \(2016\)](#) emphasized that television advertising effectively captures consumer attention through its strong visual and narrative appeal. [Solomon et al., \(2017\)](#) further noted that television is a primary source of information about new home appliances, aiding consumers in making informed decisions. [Belch and Belch \(2018\)](#) reinforced these findings, asserting that television remains one of the most effective media for

building brand awareness due to its broad reach and repetitive impact.

The primary objective of this study is to examine the impact of television advertisements on consumer buying behaviour for home appliances in semi-urban towns of Tamil Nadu. Specifically, the study seeks to ascertain how television advertising influences consumer purchase decisions, understand viewer perceptions of television advertisements, determine the key factors consumers consider when purchasing home appliances, and identify the actions consumers undertake after viewing an engaging television advertisement.

Materials and Methods

The present study employs a descriptive research design, which is appropriate for understanding and documenting consumer behaviours, perceptions, and responses as they naturally occur, without any form of manipulation or experimental control. This design enables the researcher to capture real-time attitudes toward television advertising and its influence on home appliance purchase decisions. The data for the study were collected using both primary and secondary sources. Primary data were gathered through a structured online questionnaire administered via Google Forms, allowing respondents to provide information conveniently and ensuring broader reach within the study area. Secondary data were obtained from journals, textbooks, published articles, industry reports, and credible websites to support theoretical understanding and contextualize the findings.

The sampling design adopted for this research was convenience sampling, selected due to its practicality and accessibility, especially for online data collection. A total sample of 225 respondents, all consumers of home appliances, participated in the survey. The online mode of contact ensured ease of participation and timely data collection. For data analysis, a combination of statistical tools was employed to derive meaningful insights from the responses. Simple percentage analysis was used to summarize demographic details and general perceptions; weighted average methods helped determine the relative importance of various factors influencing consumer behaviour; and inferential tools such as the Chi-square test, One-way ANOVA, and Spearman rank correlation were applied to examine associations, differences, and rank-based relationships among key study variables. This comprehensive methodological approach ensured the reliability and validity of the research outcomes.

Results and Discussion

Descriptive Statistics

Influence of TV Ads on Purchase - The findings reveal that 56.2% of respondents consider television advertisements influential in their purchase decisions, while 56.4% seek additional information after viewing an ad. With a weighted score of 0.91, TV ads act as a strong stimulus that enhances consumer awareness and encourages further evaluation before purchase.

Viewer Perception of Television Advertisements - The results indicate that 60% of viewers like television advertisements, with 78% preferring ads under 40 seconds. Music is the most recalled element, while colour and celebrity appeal rank highest in influence. Overall, viewers favour short, visually appealing ads enriched with engaging creative elements.

Important Factors in Purchase Decisions - The findings show that 54.7% of consumers choose brands based on quality, while weighted scores rank price first (1.24) and quality second (1.20). Offers also influence decisions, but advertisements play a secondary role, indicating that price and quality dominate purchase behaviour.

Actions Taken After Watching Ads - The results reveal that 56.4% of viewers seek additional information after watching TV ads, while only 13.8% are ready to buy immediately. Additionally, 73.8% have viewed retailer advertisements, indicating that TV ads mainly stimulate awareness and engagement rather than prompt instant purchase decisions.

Inferential Statistics

Chi-Square Test on Watching TV Ads vs Liking TV Ads

H₀: No association between watching TV ads and liking them.

H₁: There is an association.

- $\chi^2 = 35.64, df = 1, p < .001$

Interpretation

A statistically significant association exists. Those who watch ads are more likely to like them.

ANOVA: Age vs Aspect of Ads Remembered

H₀: No difference across age groups.

H₁: There is a difference.

- $F(2, 222) = 2.56, p = .079$

Interpretation

Not significant at 5% level.

Age does not influence what aspect of an ad is remembered.

Spearman Rank Correlation: Male vs Female Factor Rankings

- $r_s = 0.60, p = .285$

Interpretation

Moderate positive correlation, but not statistically significant.

Both genders rank purchase factors similarly.

Findings

1. Most respondents prefer short-duration ads, with 39.6% favouring ads under 20 seconds.
2. Entertainment channels are the most watched (56.9%), providing the best exposure for advertisers.
3. Television ads influence over half of the respondents' purchase decisions.
4. Music is the most memorable aspect, but colour is the most influential in liking.
5. Quality and price are the most important factors for buying home appliances.
6. Chi-square confirmed a strong association between watching and liking ads.
7. ANOVA showed no significant age-based differences in ad recall.
8. Spearman correlation showed a moderate similarity between male and female ranking patterns.
9. Most consumers seek additional information after viewing an advertisement.

Managerial Implications and Recommendations

The findings of this study highlight several strategic recommendations for enhancing the effectiveness of television advertisements in the home appliance sector. Advertisers should prioritize short, attention-grabbing advertisements—preferably under 40 seconds—to match

consumer preferences for brief and engaging content. Visual appeal must be strengthened through the effective use of colour schemes and carefully selected celebrity endorsements, as these elements significantly influence recall and ad liking. Television ads should also provide clear and concise information on key factors such as product quality, pricing, and unique features to support informed consumer decision-making. To further facilitate the consumer's information search process, advertisements should guide viewers toward official websites, retail showrooms, or digital catalogues where detailed product specifications are available. Co-branded advertising with leading regional retailers, can enhance brand credibility and promotional reach. Advertising campaigns should be strategically placed on entertainment channels, which attract the highest proportion of viewers. Additionally, the initial 3–5 seconds of each advertisement must be creatively crafted to capture attention immediately and minimize channel-switching behaviour. Collectively, these recommendations aim to optimize the impact of television advertising in semi-urban markets.

In conclusion, the study demonstrates that television advertising remains a powerful tool for influencing consumer buying behaviour for home appliances in Semi-urban Town. While consumers rely heavily on price and quality in their final decisions, TV ads serve as a critical source of awareness, information, and emotional connection. Statistical evidence reinforces the role of exposure in building favourable attitudes toward ads.

With appropriate content and strategic placement, television advertising can continue to play a central role in shaping consumer behaviour, even in the age of digital media.

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