

Exploring the Impact of TV Commercials on the Shopping Choices of Consumers in Pakistan

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ABSTRACT

Aim of the Study: The point of the study was to investigate the effects of TV commercials on the shopping choices of customers in Pakistan. Applying George Gerbner's cultivation theory, to inquire about looked for to investigate how TV commercials impact consumerism and materialistic demeanors.

Methodology: Researchers utilized a quantitative investigate plan with a sample of (N=160) people. Convenience sampling was utilized to choose members from different areas in Rawalpindi. Information was collected through a self-designed survey comprising of statistic data and topic-related questions. SPSS was utilized for the factual examination, and unthinkable information was delivered.

Findings: Concurring to the study, a sizable rate of members said that TV commercials empowered an extravagant way of life and had a part within the increment of consumerism in society. Moreover, solid special endeavors were seen to extend the showcase esteem of items, whereas misleading publicizing hones raised concerns, especially with respect to their effect on young people. Celebrity supports were found to impact buying eagerly, and the rise of social media was seen to challenge conventional media outlets. Also consider demonstrated a potential decrease in TV viewership with the rise of gushing administrations.

Conclusion: To conclude, the study investigated the important understanding of the complex relationship between customer behavior and TV promoting. It underscored require for moral promoting hones and adjustment to advancing media scenes. The discoveries emphasized the significance of media proficiency among shoppers, particularly youthful individuals, to form educated choices in the midst of inescapable promoting messages. The ponder contributes to understanding the flow of TV publicizing and its suggestions for buyer demeanors and activities.

Keywords: TV Commercials, Consumerism, Cultivation Theory, Media Literacy, Ethical Advertising.

1. INTRODUCTION

Since printed and broadcast media have a larger audience to reach and can reach a broader spectrum of people, advertisements undoubtedly have a significant role in influencing the sales of a good. Young people's purchasing decisions are strongly influenced by attractive commercials, but it's important to

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remember that the effect of these ads varies depending on factors like age, gender, work, educational attainment, and frequency of viewing; otherwise, they significantly boost sales of goods (Maher, 2021). Effects of advertising on children's and women's spending patterns

It also includes television, which has a really large potential audience, and many people tend to buy or purchase the product right after viewing its advertisement on television.

However, the research also suggested that television advertising will soon become completely obsolete due to the metaverse nature of our universe and the impending digitalization of society. In addition, television advertisements are expensive since, unlike paper or other media, they must be heavily redirected, reproduced, and edited if something goes wrong. In "Television and Advertising: The History of TV Advertising from an Industrial Perspective," (Kuyucu, 2020).

Additionally In an attempt to convince, advertising may arouse both negative and positive emotions. Several scholars have proposed that, practically speaking, marketers' judgments regarding marketing methods may be influenced by the relative degree of pleasant and adverse impacts. Promos have been said to employ negative affect to generate a stressful scenario that compels viewers to seek the marketer's "solution" and positive affect to make viewers enjoy the advertising and purchase the goods (Shanu, 2020).

Advertising and television combine to create a deadly force that has permeated society. Based on the results of this study, we now know that television spots are a highly successful tool for promoting something (Beno, Prabhu, Deepak, 2021).

Young people are also learning about social responsibility, which they should practice. TV commercials help adolescents by educating them about societal issues like polio, AIDS, HIV, and various other issues. TV commercials help raise general knowledge among young people about issues such as contamination, good health, and illiteracy. As a result, it has been noted that TV promotions influenced young people's purchasing decisions (Patlabansi, Khupse, 2018).

1.2 Problem Statement

Young consumers are frequently greatly influenced by commercials on television. It could spark their curiosity about particular goods and give them the impression that they are necessities. It can occasionally result in hasty purchases or a craving for material things. However, it's critical that adolescents make educated decisions and be aware of all the persuasive strategies used in marketing.

Television advertising has a significant impact on young customers. It could pique their enthusiasm for particular items and convey to them that they are requirements. Occasionally, this can lead to hurried purchases or a desire for material possessions. Teenagers nevertheless have to make informed selections and be conscious of every one of the advertising speak-speak tactics.

1.3 The Significance of the Study

Decision-making may be impacted by television advertising in both positive and negative ways. Positively, it can make us aware of new goods and services that we could have never otherwise learned about. It may also provide us with substitutes and knowledge so we can make wise decisions. On the other hand, sometimes it can be convincing and deceptive, causing us to act impulsively or purchase unnecessary items. It's critical to recognize these factors and make choices that are consistent with our personal objectives and opinions.

Additionally, this study tells us about the various contributing factors that advertisers use to entice people to buy their products. It also explains how advertisements can occasionally be misleading and manipulative. Finally, it tells us about how the internet is displacing traditional media and television advertisements. The conventional media has undoubtedly been greatly affected by social media. People may now actively interact with material and have greater influence over what they consume because of

the growth of social media networks. By integrating the internet into their plans, traditional media channels are also adjusting to this change. Therefore, even if social media has altered the media environment, I wouldn't argue that conventional media has lost all of its power.

1.4 Independent and Dependent Variables

The dependent variable in this study on youth purchasing behavior and advertisements would be youth purchasing behavior. This is the factor that we are attempting to quantify or track in order to determine how external variables affect it. The advertising would be the independent variable. This refers to the variable we, as a society, are adjusting or regulating to observe how it affects the buying habits of consumers. Thus, in this instance, advertising is the variable that is independent, and young people's purchasing habits are the variable that is dependent.

1.5 Study Objectives

1. To investigate the correlation between the increase in materialism within our culture and the influence of television advertisements.
2. To assess the extent to which television advertisements promote and endorse affluent lifestyles.
3. To determine whether aggressive advertising campaigns contribute to the escalation of a product's market value.
4. To examine the impact of product promises featured in commercials on the perceptions of young consumers regarding the products' efficacy in improving their lives.
5. To explore how the presence and credibility of celebrities influence consumers' purchasing intentions.

1.6 Research Questions

1. Do you believe that the rise in materialism in our culture is a result of television advertisements?
2. Is it accurate to say that ads on television emphasize and support an affluent lifestyle?
3. Does the product's market value rise as a result of the aggressive advertising promotion?
4. Do the product promises in commercials fool young people into believing that using them will make a significant difference in their lives?
5. Do you believe that the presence and reliability of celebrities affected consumers' intentions to purchase?

1.7 Hypothesis

It seems more likely that in the upcoming years, social media will fully eclipse conventional media in terms of dominance, signaling the end of conventional media.

2. LITERATURE REVIEW

Patlabansi, and Khupse, (2018) look at how the types of television advertising that young people see nowadays are influencing the way they make purchasing decisions. The study demonstrates whether or not television advertising affects young viewers' purchasing decisions. The value of young viewers' participation in the selection and acquisition of items through television advertising has risen.

The study focuses on how young viewers are affected by television advertisements. The younger generation is motivated to learn about the things on the market after viewing television advertising. The decision made by young people to buy a product is based on their product knowledge. The study demonstrates the investigation of the problem statement and study necessity. A lot of public service

announcements are broadcast on television through advertisements, and the results of this study indicate that a lot of education is provided to young people through advertisements.

Kuyucu (2020) looked into how future TV advertising may leverage virtual reality and 3D technology to their fullest potential in order to boost viewer engagement. Despite a few drawbacks, television advertising appears to have a bright future as advances in technology open up even more possibilities for customization and development. Since the modern audience enjoys experiences that are interactive, television may be essential to the success of international advertising efforts since it provides special opportunities and fosters audience trust.

According to Abideen & Saleem (2011), which Shanu K (2020) cited, television advertisements are the most effective means of promoting products and services in front of millions of people. Television advertisements primarily influence viewers, convincing them to begin the purchase process and having a significant influence on customers' perceptions. It has been shown that kids' perceptions of commercials have a significant impact on demand for the products that are marketed. Additionally, the different age groups' cognitive abilities result in the development of diverse attitudes regarding these marketing. A buyer's feelings and impressions of something specific are influenced by cultural values and ideas that have a bearing on their thinking. One of the main mediums for displaying an organization's cultural values is television.

Researchers additionally demonstrated that, while trying to convince, advertisements can stir up both positive and negative feelings. Several scholars have proposed that, practically speaking, marketers' judgments regarding executioner techniques may be influenced by the relative degree of pleasant and unpleasant impacts. Promos have been said to employ negative affect to create an uncomfortable situation that compels viewers to seek the marketer's "solution" or pleasant touch to make viewers enjoy the advertising and purchase the products in question.

Under the direction of Beno, Prabhu, and Deepak (2018), an investigation is being conducted. The focus of the advertising study is determining the efficacy of advertisements. For a long time, advertising research was not widely conducted. However, in response to the expanding global market, heightened rivalry, and rising costs, advertisers have developed systematic and planned approaches that use research as a fundamental management tool. While marketers and advertisers are primarily focused on determining the needs and demands of their target audience in order to implement various strategies, they also take seriously the feedback they receive from customers regarding the efficacy of their marketing tactics and how they relate to consumer purchasing patterns. Since young people, among other age groups and occupations, are often avid consumers of new and limited

Khachar (2018) The most potent and important medium in today's commercial culture is advertising. The movie industry has a greater effect on society than advertising does. These days, advertisements dominate every aspect of life. Humans are drawn to advertisements, and we are unable to conceive any programming without them. Advertising is a crucial and effective tool and tactic in marketing. Additionally the purpose of television advertising is to shape consumer behavior. It does this primarily by promoting consumerism, which leads consumers to either abandon their existing brand or stick with it. To some extent, advertising also aims to establish a market for new brands.

Scaringella (2014) The structure of society is progressively shifting from communism to consumerism in the twenty-first century. As the example above shows, television advertising has the power to jog people's memories and persuade them to buy promoted goods because it combines characteristics of creativity, celebrity endorsement, and legitimacy that alter consumers' perceptions and actions.

2.1 Theoretical Framework

George Gerbner's cultivation theory, which he created in the 1960s, was used in this research investigation. It implies that young people's purchasing decisions can be significantly influenced by television advertising. It may pique their interest in particular goods and give them the impression that

they are necessities. Based on this premise, researchers performed this study with the assumption that television advertising can influence young people's purchasing behavior in addition to contributing to materialism and consumerism. It may give rise to irrational expectations about how they ought to dress, how they ought to appear, or what they ought to have. These presumptions were derived from our research with Pakistani citizens.

3. METHODOLOGY

3.1 *Research Design*

By employing a quantitative investigation plan, the analyst illustrated that their strategy was centered on numerical information and measurable investigation. The design of the address encourages the deliberate investigation of relationships, patterns, and patterns displayed within the gathered information. Organized studies, tests, or perceptions to gather quantifiable information are as often as possible characteristics of quantitative inquiry, advertising a strict premise for determining fair-mindedness.

3.2 *Population*

The absolute population for the examination includes 160 people. The entire group that the researcher intends to investigate is referred to here. In this specific circumstance, the populace addresses the larger pool from which the example will be drawn. Understanding the qualities and variety within the populace is pivotal for guaranteeing the generalizability of discoveries to a more extensive setting.

3.3 *Sample Size*

The test estimate chosen for consideration comprises 160 respondents. The test may be a subset of the populace chosen to take part in the investigation. The estimate of the test could be a basic perspective, impacting the exactness and unwavering quality of the study's findings. In this case, the analyst shows up to have pointed for a test estimate that mirrors the generally populace beneath examination.

3.4 *Sampling Technique*

A non-probability inspecting technique, explicitly comfort examining, was utilized to choose 160 people from the objective populace. Instead of selecting participants at random, convenience sampling selects participants based on their accessibility. The decision to use this technique proposes a useful methodology, permitting the specialist to effectively assemble information from different areas in Rawalpindi.

3.5 *Data Collection Tool*

The researchers used a self-created questionnaire that was divided into two sections: one for demographic questions and one for issue-related questions. The questionnaire, which has a total of 12 questions, is the primary tool for collecting data. While the point-related questions center around the specifics of the examination, the segment tries to more deeply study the foundations of its members. Guaranteeing the adequacy and significance of the information acquired is dependent on the plan of the survey.

3.6 *Data Analysis*

Information examination for this exploration was led utilizing SPSS, a measurable programming language broadly utilized for quantitative information investigation. The outcomes were introduced as tables, proposing an organized and coordinated show of the discoveries. The utilization of tables upgrades the clarity and interpretability of the outcomes. The utilization of tables upgrades the lucidity and interpretability of the outcomes, making it more straightforward for others to comprehend and evaluate the discoveries.

4. RESULTS

Table 1: *Respondents' Demographics.*

Respondents' Demographics		Frequency	Percent
Age	12-17 years old	7	4.4
	18-24 years old	115	71.9
	25-34 years old	28	17.5
	35 -44 years old	10	6.3
	Total	160	100.0
Marital Status	Single	37	23.1
	Married	123	76.9
	Total	160	100.0
Education Level	BS	132	82.5
	MPhil	28	17.5
	Total	160	100.0

This table depicts the distribution of participant age groups in a research study, showing the percentage and cumulative percentage of respondents across different age brackets. The distribution of marital status among research participants is shown in the table, along with the percentage and cumulative percentage of single and married people. The education levels of 160 participants are shown in this table, along with the frequency and percentage of individuals falling into each educational category. 82.5 percent of the population has a BS degree, and 17.5 percent of the 160 respondents hold a M.Phil. Degree. About 30 percent strongly agree that television advertisement is increasing the cause of consumerism in society, with different percentages as you can see. This table displays A smaller percentage of respondents were neutral or agreed with this idea, while the majority disagreed or strongly disagreed with the different ideas and questions that were being asked during this research. A very mixed and diverse kind of response was shown, as you can see in the given above table.

Table 2: *impact of TV commercials*

Question	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	M	SD
Do you think that television advertisement are reason of increasing consumerism in society?	30 (18.8)	83 (51.9)	36 (22.5)	6 (3.8)	5 (3.1)	160 (100.0)	2.21	0.898
Is it true that television advertisements stressed and promote elite class lifestyle?	34 (21.3)	78 (48.8)	30 (18.8)	15 (9.4)	3 (1.9)	160 (100.0)	2.22	0.949
Is it true that television advertisements stressed and promote elite class lifestyle?	34 (21.3)	78 (48.8)	30 (18.8)	15 (9.4)	3 (1.9)	160 (100.0)	2.22	0.949
Does the strong promotion through advertisement increase the market value of the product?	58 (36.3)	74 (46.3)	13 (8.1)	12 (7.5)	3 (1.9)	160 (100.0)	1.93	0.955
Does the advertisements deceive adolescents by promising that the product will do something exceptional for them that will change their lives?	21 (13.1)	104 (65.0)	3 (1.9)	28 (17.5)	4 (2.5)	160 (100.0)	2.31	0.992

Do you think that celebrity involvement and trustworthiness influenced buying intention ?	42 (26.3)	68 (42.5)	37 (23.1)	9 (5.6)	4 (2.5)	160 (100.0)	2.16	0.962
Does social media is taking away the power of the traditional media?	45 (28.1)	74 (46.3)	27 (16.9)	10 (6.3)	4 (2.5)	160 (100.0)	2.09	0.961
Do you think that ongoing inflation lesser the effectiveness of the advertisement over buying behaviour?	21 (13.1)	70 (43.8)	51 (31.9)	14 (8.8)	4 (2.5)	160 (100.0)	2.44	0.916
Do you think that television viewership is declining with the rise of streaming services?	46 (28.8)	81 (50.6)	20 (12.5)	9 (5.6)	4 (2.5)	160 (100.0)	2.03	0.931
Has-television advertisement impacted your willingness to engage to buy the product in the real world?	27 (16.9)	71 (44.4)	38 (23.8)	20 (12.5)	4 (2.5)	160 (100.0)	2.39	0.991

The table presents an overview of reactions to different angles of TV publicizing and its affect on buyer behavior. The primary address addresses whether TV promotions contribute to the rise of consumerism, with 51.9% concurring and 3.1% unequivocally opposing this idea. The moment address investigates the recognition that promotions stretch and advance a tip-top way of life, with 48.8% concurring and 1.9% emphatically opposing this idea. The third address examines the impact of solid limited-time endeavors on expanding the showcase value of an item, with 36.3% concurring and 7.5% opposing this idea. The fourth address looks at whether promotions betray teenagers, uncovering 65.0% understanding and a 2.5% solid difference. Celebrity involvement's affect on buying intention is talked about within the fifth address, with 42.5% concurring and 2.5% unequivocally opposing this idea. The 6th address dives into the recognition of social media dominating conventional media, appearing to have 46.3% agreement and a 2.5% solid difference. With respect to the effect of continuous expansion on promotion viability in impacting buying behavior, 43.8% concur and 2.5% unequivocally oppose this idea. The eighth address investigates the decrease in TV viewership with the rise of gushing administrations, with 50.6% concurring and 2.5% unequivocally opposing this idea. At long last, the effect of television advertisements on real-world purchasing choices is examined within the final address, with 44.4% concurring and 2.5% emphatically opposing this idea. The rates reflect the assorted points of view inside the overviewed populace, giving bits of knowledge into the complex relationship between television advertising and customer states of mind.

5. DISCUSSION

The result comes from the investigation of advertised shrewd data on how individuals see TV advertising, their states of mind toward it, and how it influences buyer behavior. The consequences of these come about in light of the already-distributed investigation and speculations secured in detail. According to the discoveries, a sizable number of members concurred that TV commercials played a part in the increase of realism in society. This result was reliable with other considerations by Patlabansi and Khupse (2018), which emphasized how TV promotion influenced the buying choices of youthful viewers. According to Gerbner's development speculation, people's views and activities may be impacted by the media fabric they were exposed to, including commercials. This thought was upheld by the current thinking about a relationship between respondents' discernments of consumerism and the presentation of TV promotions. Besides, the findings suggested that advantaged ways of life were as often as possible depicted and advanced in TV advertisements, which molded the objectives and desires of viewers. This revelation was consistent with Kuyucu's (2020) investigation, which inspected how television advertising might utilize cutting-edge innovations like virtual reality and 3D design to extend group onlooker engagement. As

highlighted by Scaringella (2014), the representation of well-off ways of life in advertisements not only reflected society's standards but also made a difference in supporting consumerist culture. Moreover, the study showed—a conclusion supported by Abideen and Saleem (2011)—that incredible publicizing campaigns seem to raise the showcase esteem of things. This emphasized how vital promoting was in affecting client demeanors and showcase elements. But as Shanu (2020) pointed out, it was basic to recognize the moral consequences of unscrupulous publicizing strategies. Promotions that made extraordinary guarantees around preferences had the potential to deceive customers—especially teenagers—and set them up for disillusionment by creating silly desires. Another noteworthy component of TV publicizing was the impact of celebrity support on shoppers eagerness. It appears that customers' craving to purchase showcased things may well be impacted by celebrity support and unwavering quality. This result was reliable, as considered by Beno, Prabhu, and Deepak (2021), which highlighted how well celebrity support impacted client behavior. Besides, the inquiry showed that social media was dynamically supplanting ordinary media outlets, such as TV, as the essential medium for substance utilization and advertising. According to Khachar (2018), this slant outlined how media utilization designs were changing and emphasized the need for sponsors to adapt to changing client tastes. Finally, it is proposed that the success of TV promotion and viewership patterns can be affected by diligent expansion and the development of gushing administrations. These discoveries highlighted the need for marketers to use creative approaches in order to associate consumers with moving showcase conditions. In outline, the investigation advertised a noteworthy understanding of the perplexing association between customer behavior and TV promotion. This wrangle clarified the complex nature of promoting impact and emphasized the noteworthiness of moral publicizing in affecting client discernments and activities by combining discoveries with current literature and hypothetical systems.

6. CONCLUSION

In conclusion, this study took a gander at the perplexing collaboration between shopper behavior, particularly that of youthful clients, and TV promotion. The discoveries uncovered an abundance of data on individuals' impressions of TV publicizing, their perspectives toward it, and how that impacts their buying choices. As per the audit, television notices have added to the developing public attention to commercialization, which is predictable with past exploration and speculations like Gerbner's theory. TV plugs that introduced and advanced prosperous ways of life were acknowledged as the standard, molding viewers' assumptions and desires. The impact of supporting consumerist culture and laying out social norms was shown again in this review.

Also, the exploration featured the viability of solid special endeavors in expanding the market value of items. In any case, it likewise raised moral worries about misleading publicizing, particularly while making extreme commitments that might make ridiculous assumptions among purchasers, especially teenagers.

Superstar supports were found to play a huge part in affecting purchasing goals, in accordance with past examinations underscoring the effect of VIP supports on buyer conduct. The concentrate likewise recognized the developing impact of virtual entertainment, showing a change in media utilization designs and the requirement for publicists to adjust to evolving inclinations.

The examination addressed the likely decrease in television viewership with the ascent of real-time features and investigated the effect of progressing expansion on the viability of publicizing over purchasing conduct. The outcomes mirrored the different viewpoints inside the studied populace, revealing insight into the mind-boggling elements between TV promotion and customer perspectives.

In outline, the review contributes important bits of knowledge for advertisers, policymakers, and scientists, underscoring the requirement for moral publicizing rehearses, versatility to changing media scenes, and a nuanced comprehension of buyer discernments. As the media climate keeps on developing, this examination gives an establishment to exploring the intricacies of TV publicizing's impact on buyer conduct, offering suggestions for both industry practices and future scholarly requests.

6.1 Recommendations

Based on the study findings, it is recommended that marketing experts center on moral practices and conform to the changing media scene. Embracing progressed stages while staying aware of straightforwardness and obligation can work on the ampleness of advancing frameworks. Besides, developing media schooling among purchasers, especially young people, can empower them to make educated decisions in the middle regarding undeniable advancing messages.

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