



## An investigation of the impact of television advertisements on consumer purchasing behavior and post-purchase satisfaction.

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### Abstract

Advertising exerts a profound impact on people's choices to buy various goods and services, making it the foremost influential factor in modern society. Businesses generally dedicate significantly larger amounts of financial resources to advertising compared to other operational costs. Studies in the marketing industry have demonstrated that conventional advertising techniques, which entail the extensive distribution of commercials to a large audience, are not only unproductive but also possibly hazardous. Hence, marketing organisations and agencies are constantly seeking innovative approaches to assess the effectiveness and originality of their communication channels and commercials. The aim of this study project is to assess the influence of a television advertising showcasing a well-known Iranian apparel brand on the attention spans, interest levels, purchase intentions, purchasing behaviours, and overall satisfaction of customers in Babol City. Based on the study's findings, the television advertisement effectively captured viewers' attention and motivated them to desire, be interested in, and intend to acquire the product. Furthermore, the survey results indicated that clients expressed contentment with the products provided by Avishan.

**Keywords:** TV ads, how well they work, customers buying, and customer satisfaction

### Introduction

Companies in the advertising industry typically invest a sizable portion of their profits towards expanding their advertising reach across multiple media types. Numerous businesses in the vast majority of countries annually devote a sizable portion of their budgets to PR and marketing initiatives, both traditional and digital. Unfortunately, only a small fraction of organizations and sectors bother to evaluate the effectiveness of their advertising (Macarthy, 2000). In reality, businesses invest heavily in the creation of promotional initiatives that hit home with target audiences and persuade consumers to choose their products and services over those of competitors. The success of advertising is heavily dependent on how effective it is. However, it is worth noting that a substantial number of the existing empirical and theoretical models used to analyze the efficacy of advertising ignore this crucial factor. Advertising can only continue to thrive if it focuses on results. It's vital that marketing campaigns actually work. The success in accomplishing its goals is crucial. Doyle and Saunders (1990) state that successful advertisements help the marketer accomplish their goals. Television, according to a large body of research conducted across numerous nations, has a tremendous influence on customers and pushes them to actively participate in the purchasing process. There are three primary benefits to using television as an advertising medium. To begin, it has a major impact on how people evaluate the quality and taste of a product. It also has the potential to attract and retain a sizable audience



at low cost. In addition, as pointed out by Ramalingam et al. (2006), the entity's soundtrack and moving images have a significant effect. An advertisement's strategy, design, and implementation must all be guided by those aims for that advertisement to be successful. To effectively reach and engage customers, advertising must be integrated with other marketing communication channels. Every advertiser has unique goals and is looking for different things from their campaigns. Research on the efficacy of advertisements has, according to Vaughan (1986), focused heavily on measuring the success of advertisements and choosing the most appropriate media outlets (Batra, Myers, and Aaker, 1995; McWilliams and Crompton, 1997; Woodside, 1990). Both monetary and social aims can be attained through advertising. A well-planned strategic approach is essential for institutions, enterprises, and organizations to achieve their goals with maximum efficacy and efficiency. Companies can assess the success of their advertising by asking pointed questions like, "Did the advertising campaign successfully accomplish and oversee sales and communication objectives?" How close did you get to your intended results? The question concerns how well our advertisements have been received by the intended audience. To determine how well their message has been received by their target audience, advertising campaigns must routinely assess their sales and communication goals (Mohammadi, 2006). Because Africa generates such large total premiums, studying the effect of advertising on sales volume is of the utmost importance. Specifically, 84% of these premiums came from South Africa, whereas just 16% came from Nigeria. This means it's more important than ever to figure out whether or not your marketing efforts are worth the money you're spending on advertising (Nylen, 1986). Luo and Donthu (2005) looked into the ineffectiveness of various forms of advertising and their associated budgets. Their research shows that the top 100 marketers are wasting money on inefficient forms of advertising, such as print, broadcast, and outdoor. Unfortunately, no legal action related to the insurance product has been taken. Not only that, but knowing how advertising affects sales is crucial. In addition, it is important to note that despite the existence of empirical evidence in the world's most advanced economies establishing a noteworthy association between advertising and sales volume, developing countries like Nigeria face a dearth of reliable data and information pertaining to this matter. Without this information, we have a significant gap in our ability to assess the influence of advertisements on the success of individual sales efforts. There has been a noticeable rise in the importance advertising is given within companies and industries since the formation of these committees, leading to increased worries about the effectiveness of advertising results. Successful businesses have clearly defined their advertising goals and evaluated the degree to which those goals have been met. One way of looking at this is as an analysis of the impact of commercials. As a result, it is crucial that marketing prove its worth. The goals of the current endeavor must be realized. Prioritizing objectives during the planning, production, and distribution stages is crucial to the success of any advertisement. In order to properly target customers, advertising should be combined with other marketing communication channels. That's why the advertising industry is so invested in measuring the success



of its various media outlets, with a focus on television. The purpose of this research is to determine if and how Avishan's television commercial influenced viewers' opinions of the company and their decision to buy from them. In order to accomplish this goal, a thorough evaluation of Avishan Company's television advertisement was performed to determine how successful it was at capturing the attention of viewers, pique their interest, and encourage them to make a purchase. In addition, the level of contentment with the company's products is investigated through a survey.

### **Look at the Literature**

Advertising companies in modern times make considerable use of television as a key advertising platform because of its widespread availability. There are other auxiliary forms of media, such as radio, periodicals, and newspapers. According to Rice and Atkin (2001), there is a widespread perception that there is a significant influence that television has on consumers, which can be attributed to a number of different variables. To begin, a significant amount of financial resources is committed towards advertising activities, and persons who possess the means to engage in such practices are frequently viewed as possessing a greater degree of skill or understanding. This is due to the fact that advertising endeavors require a big number of financial resources. In addition, a large proportion of people's waking hours is spent in front of the television, which could lead to results that are proportional to that amount of time spent. The ability of advertisements to aid marketers in accomplishing their goals is a primary factor in determining the degree to which these advertisements are effective. The researchers Ramalingam et al. (2006) used an artificial neural network (ANN) in their study to evaluate the effectiveness of toothpaste advertisements that were broadcast on television. The goal of these studies was to identify the critical factors that play a significant role in determining the level of success achieved by these commercials. The purpose of this study was to analyze the impact that each of these features has on the effectiveness of an advertisement in order to determine the effects that each of these characteristics has in their own right. In order to determine how effective an advertisement is, research was conducted on thirteen different aspects of the campaign. As a result of the findings of the inquiry, it is vitally crucial to ensure that a total of thirteen different aspects are taken into consideration whenever one is making ads. It was discovered that there is a connection between the features that were discussed previously and the efficiency of the advertisement. In addition, the research that was carried out by the scientists gives proof that the artificial neural network (ANN) model is able to evaluate the effectiveness of advertisements in a consistent and reliable manner, achieving an impressive accuracy rate of 99.9%. Ganeshasundaram and Henley (2009) evaluate the usefulness of reality television shows like "Supernanny" in imparting parenting skills and influencing the behavior of parents within the context of this study. Roughly seventy-five percent of those who took part in the study said that they participated in the program on a regular basis, either out of intellectual curiosity or for educational reasons. Those individuals who viewed content with the objective of learning knowledge showed a significantly higher possibility of



recollecting parental guidance, in comparison to those who viewed content for the purpose of pleasure. Eighty-eight percent of the participants agreed that the program was effective in imparting various skills for managing their children's conduct, and they all seemed to agree that the program was effective in doing so. In addition to this, 53% of those who participated in the survey stated that they already make use of these strategies, while an additional 23% stated that they want to do so in the near future. The research that was carried out by Priya and colleagues (2009) looked into the influence that children's perceptions of television commercials had on their eventual purchasing decisions. According to the conclusions of the research, the reactions of youngsters to advertisements have a significant impact on the amount of interest in the products that are being marketed. Additionally, different age groups have different viewpoints on commercials due to the cognitive changes that occur naturally throughout life. However, the preference for a certain product or brand cannot be solely attributed to marketing efforts because there are other essential factors at play in this situation. In addition, past research has shown that there is a relatively high correlation between the amount invested in advertising and the amount of money made from sales. Perreault and McCarthy (2000) accept that a viable technique to measuring the efficacy of advertising is the examination of sales data. The ability of television commercials to captivate and maintain viewers' attention, as well as their tendency to stimulate consumers' cognitive processes in a manner that is aligned with objectives, are pivotal considerations in assessing the efficacy of advertising expenditures in yielding optimal returns on investment. In addition, the capacity of television commercials to stimulate consumers' cognitive processes in a manner that is aligned with objectives is also important. However, the efficacy and cost per impression continue to be controversial topics (Patsioura, 2009). As a result, the primary focus of the work being done right now is to correct this huge disparity. Several academics have also undertaken research on the various facets of television advertisements; some of these studies are summarized in the following paragraphs.

### **Methods of Research**

In the context of the field of advertising, the AIDAS model is a well-established hierarchy of effects model, and the purpose of this study was to explore the impact that television ads have on customers' purchasing behavior and level of satisfaction. Attention, interest, desire, action, and satisfaction are the five components that make up the ADDAS model, which are referred to together by the abbreviation AIDAS. According to the AIDAS paradigm, human beings progress methodically through each of these phases. It was hypothesized that certain individuals might have the ability to advance further in the process and begin at a later stage. The primary distinction between the AIDA model and the AIDAS model is that the latter includes an additional letter, S, which stands for satisfaction. The utilization of this model serves the purpose of putting our hypotheses to the test. Using the procedure that was just described, we come up with the following hypotheses: When a customer sees a TV commercial that was produced by the Avishan company, they are more likely to pay attention to the ad.



It has been demonstrated that the television ads produced by Avishan Corporation have a favorable impact on the viewers' intentions to make a purchase. Commercials shown on television by the Avishan corporation have the desired effect of increasing viewers' propensity to make purchases. It is not sufficient for the user to type "H4" in order to rewrite in an H4 format. Because of the frequency with which they are broadcast, the television commercials produced by the Avishan Company have a favorable impact on the consumers who watch them. Customers are more satisfied with their purchases as a result of the promotion done by the Avishan Company, which supports Hypothesis 5. The primary objective of the study is to give light on the ways in which people's attention and interest, as well as their purchase intentions, behavioral responses, and degrees of satisfaction, are affected by television ads. This study has the potential to be either exploratory or descriptive, depending on the methodology used to collect the data. This study's overarching objective is to investigate the characteristic distribution of the statistical population in order to determine whether or not it satisfies the requirements for a cross-sectional survey.

### 3.2 Methods for the Collection of Data

The research plan and the search of the relevant literature served as the basis for the construction of a questionnaire consisting of two components. The survey begins with a section dedicated to collecting basic demographic information from respondents. The following portion similarly consists of 20 questions, with each of the five considerations receiving four of the available questions. In this section, we will attempt to assess the AIDAS model's hypotheses. The first thing that is done while using the AIDAS model is an analysis of the first variable, which is the number of questions 1 through 4 that represent the buyers' level of interest in the advertisement. In the second phase of the AIDAS model, questions 5 through 8 are used to measure the second variable, which is the amount of excitement around the prospect of making a purchase. In keeping with the third stage of the AIDAS model, questions 9 through 12 conduct an analysis of the second variable, which is the desire to make a purchase. The purchasing procedure is evaluated in questions 13 through 16, making it the fourth variable to be considered. In the last stage of the AIDAS model, questions 17 through 20 are used to assess the fifth variable, which is the level of satisfaction experienced by consumers. The hypotheses of the study were examined via the lens of a straightforward linear regression. In the beginning, a questionnaire was distributed to approximately thirty clients of the organization as a random sample in order to examine the reliability and accuracy of the assessment instrument. When the process of collecting data was complete, it was time to begin the analysis. On a Likert scale that ranges from one to five points, the website [www.ccsenet.org/ijms](http://www.ccsenet.org/ijms) was given a score of one. When it comes to the fourth volume of the International Journal of Marketing Studies, which was published in November 2011, each and every one of the aforementioned particulars is accurate. The ISSN number for the online version of the journal is 1918-7203, and the print version has the number 1918-719X. The distinction between a resolute disagreement and an enthusiastic agreement is a significant one. This questionnaire is comprised of two separate and distinct components. In the first portion of the document, a synopsis of



the demographic information is presented for the reader's convenience. Cronbach's alpha ( $\alpha$ ), which was used to measure reliability, was found to be 0.86 for the primary sample, which indicates that the results imply a high degree of dependability. Statistics based on both representative samples and the whole population 3.3 For the purposes of this inquiry, the statistical population will consist of customers of Avishan Company. Due to the fact that there is no upper limit on a statistical population, the following formula was used to calculate the size of the sample: In the primary sample, there was a variation of 0.667% in the responses. We determined the significance level to be 95% by using the technique described above, which led us to arrive at a sample size of 171 participants and determine the level of significance. It was determined that the estimated precision, or E, was 0.01.

### Conclusion

This research offers conclusive findings by employing the method of regression analysis. As a direct outcome of television advertising, consumers are expected to exhibit an increase in their level of contentment, as well as an increase in their sensitivity to advertisements, interest in items, desire to buy, and purchasing behavior. Throughout the many phases of the model, the efficiency of television advertising was analyzed, and each step of the way, our hypotheses were proven to be correct. In point of fact, television possesses a number of advantages, the most notable of which are its low production cost, its capability of reaching a broad audience, its utilization of sound and moving images, and its capacity to captivate its audience. Television is elevated to the level of a valued and effective medium as a direct result of the attributes listed above, among other things. It is essential to acknowledge the significance that happy consumers play in the process of bringing in new business. There is little doubt that commercials play a vital part in shaping the purchasing behaviors of target audiences. However, it is essential that advertising and marketing companies also take into account the level of contentment experienced by customers after they have made a purchase. The responses that consumers have to advertisements, their interest in making a purchase, their desire to make a buy, their actual purchasing behavior, and their general pleasure as customers are all affected by a range of additional factors. In light of this, it is strongly suggested that any future studies take into account the impact that confounding variables have.

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