



Effectiveness of Television Commercials in Shaping Purchase Decisions for Branded Clothes in Nagpur City

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Abstract

This paper contrasts the effectiveness of TV adverts in affecting consumer purchasing behavior of branded clothing in Nagpur City. With the majority part of the apparel market remaining competitive, television advertisement has proved a vivid pattern in the manner in which the consumer influence, perception of the brands and purchasing behaviour is influenced. This paper will analyze the implications of such factors as celebrity endorsements, emotional appeals, frequency of exposure and clarity of the message to the consumer in decision making. The consumers of Nagpur were sampled by use of a questionnaire that had been designed in order to ascertain their respective responses towards branded clothes television advertisement. The findings also indicate a significant influence that television ads have on brand recall, demand, and buying intent between young and the middle-income populations. However, other aspects such as the sensitivity of the price and the availability also dampen the final purchasing decision. The paper has determined that television advertising continues to be an excellent promotional strategy however when done coupled with other promotional strategies; it has a greater impact since it provides marketers and advertisers in the apparel industry with a good piece of knowledge.

Keywords: Television Commercials, Consumer Buying Behaviour, Branded Clothing, Purchase Decision, Advertising Effectiveness, Brand Recall, Consumer Perception, Apparel Industry, Nagpur City, Marketing Communication

Introduction

The high rate at which the Indian retail business is evolving particularly the apparel business has made it a more competitive industry and therefore efficient advertisement can be a major influencing factor that can be employed to influence the consumer-buying behaviour. The television advertisements continue to feature heavily in the list of advertising media due to the coverage they reach, their ability to appeal to a group of people and the possibility to create an unforgettable impression on the audience. The perception, preferences and purchases of such branded clothes will be corely influence by television advertisement in such urban centres like Nagpur City whereby the knowledge and exposure of branded products has been increasingly increasing. The blinged clothing, which appeared to be a luxury in the past, are now being fashioned affordable to different income earners in changing life times, increased disposable incomes and the emergence of structured retailers. As a direct consequence, consumers are shifting over to brand image, style, quality and symbolic value behind branded clothes due to the success that TV commercials have been using to attach those characteristics.

Advertisements by the television use power of visual narration, celebrities as advertising agents, emotional appeal and persuasive messages as a combination to grab the attention of a consumer and influence the consumer to perceive a particular brand in a specific way. These adverts do not only provide explanation on the products features and benefits but also they create aspirational values and in most cases they associate brands with lifestyle status and identities. References to branded clothes, commercial messages, and usually through the notion of fashionable, youth and with confidence and social integration would address the practical needs of consumers and psychological needs would be addressed. This constant exposure to such a commercial leads to brand recall and a brand recognition that is highly significant in the decision process especially where there are a lot of brands competing.

The consumer market at branded clothing in Nagpur City that is an ever-growing urban centre in the central India has experienced tremendous change in the last few years. The distribution network of the shopping malls, branded outlets, and e-commerce websites have made brands more accessible and available. At the same time, the household penetration of television will



ensure that consumers are bombarded with a plethora of advertisements at all times. The use of digital media notwithstanding, television is still trusted and dominant particularly in the family market and the middle income earners. It creates an illusion of a popular viewing, and it generally leads to an exchange and collective decision-making process within families therefore augmenting its effect on consumer behaviour.

The consumer buying behaviour is a dynamic process, which is defined by different factors, including cultural, social, personal and psychological determinants. Television advertisements also interrelate with these elements as they shape the attitude, beliefs and perceptions of the consumers towards branded clothes. At least as an example, celebrity posts or characters to which viewers can relate, which can enhance credibility and trust, and are most likely to associate themselves with the brand. The emotional and aspirational appeals by use of the same appeal can instill a sense of desire and urgency to purchase the products being advertised. However, TV advertisements do not work in every region of the consumers. Other, such as age, level of income, educational and lifestyle choices also have some influence in the consumer perception and response to ads.

In addition, the intention to buy a product can be up surged through television advertisement, though, the actual decision to buy is generally restrained by concerns such as cost, quality, availability and own preference. Consumers may be influenced to purchase a brand they may be influenced through advertisement but may not necessarily purchase it and remain loyal to a brand in a price sensitive economy like India due to inability to account the cost of the brand to their budget and perceived value. It is thus important that there be a critical analysis of the extent to which television ads may be translated into reality buy behaviour, but not the attitude or intention.

This study aims to find out the effectiveness of television commercials based on their ability to guide consumers towards decision making in purchasing branded clothing in Nagpur City. The research will seek to provide insight on how advertising on television influences brand recognition, preference and buying behaviour by examining the correlation between the attributes of advertising and consumer reaction. The outcome of this study will be of immense importance to the marketers, ad creators and brand managers when developing a stronger advertisement campaign which should be appealing enough to the target audience. In addition to this, the study also develops an improvement on the current study by offering a local dimension of consumer behaviour on a rapidly emergent urban market and therefore demonstrating the significance of the television commercials in the new era of advertising.

Literature review

Consumer buying behaviour and advertising have been a very studied subject in the business literature marketing literature and advertising methods of promotion are an important factor in the decisions of consumers and their selection of purchasing. The length history of previous studies that were done by Annandan, Prasanna Mohan Raj and Madhu (2007) in the rural environment, examined the variation in brand preference which indicated that advertising is a significant attribute that affects consumer awareness and choice even in the less urbanized rural market. Their findings emphasize that frequent exposure to advertisements could build up a good brand recall and eventually change the consumer preference towards branded products. Similarly in the empirical survey on the brand preference of the Onida televisions Chandrasekaran (2009) revealed that the advertisement significantly affects the consumer perception and trust and subsequent purchase decision in case of Onidas televisions with support of product quality and brand reputation.

Michael Solomon and Schiffman and Kanuk have sufficient psychological, social, and cultural grounds of the theoretical background of consumer behaviour because these elements elaborate the consumer buying behaviour. Michael Solomon theory assumes the fact that advertising stimuli significantly affect perception, learning and the formation of attitudes all of which affects consumer decisions. Schiffman and Kanuk also hold that a good advert will leave a high



emotional, cognitive valued relation with the consumer which in turn impact their intention of purchase. The theories can be particularly applied to the realm of television advertisements which is a combination of auditory and visual effects, which build an impactful influence on the psyche of consumers.

The concept of marketing management that was developed by Kotler (2004) expresses the necessity of having an integrated marketing communication in which advertising is the key element of brand recognition formation, and influencing consumer attitudes. Kotler claims that television advertisement has the massive impact due to mass coverage and ability to provide persuasive information through storytelling and visualization. Similarly, according to the same authors, Pillai and Bagavathi (1999) and Rajan Nair (1997) elaborate the role of advertisement in creation of demand and preference of consumers and mentions that familiarity and trustworthiness of a brand on repeated exposure of an advertisement augments. This fact is supported by Berman and Evans (2012) who underline that the strategic element of retail marketing and promotion may change the consumer purchase behaviour, particularly in the competitive goods such as apparel.

In terms of retailer aspect, Lamba (The Art of Retailing) and Swopna Pradhan (Retail Management) point out that it is not only advertising which makes consumers to purchase some items, but in-store experience and product availability and pricing strategy are also important factors. Advertising can however be the initial inducement that will spark a consumer to a particular brand. Sinha and Banerjee (2004) also touched on the choice behaviour store choice and find out that the brand image and promotion factors are significant in changing consumer choice in the changing market situation. Their research claims that, through advertisement they help them gain a brand position in the mind of the consumer, which in turn affects their store choice and purchase behaviour.

The perceptions of consumer preferences highlighted in telecom industry by Sinha and Ajay Wagh (2008) has highlighted the fact that advertising plays an important role in informing the consumers in addition to influencing consumer decisions in highly competitive as well as highly homogeneous markets. The same can be said of the clothing business where there are other brands fighting to capture the interest of the consumer and efficient advertisement can assist in differentiating the brands. This too is demonstrated in the works of Sherlekar in the sphere of modern marketing since she emphasizes that advertisement is really a good means to capture attitude of the consumers and create brand loyalty.

Kothari (2004) in his book of research methodology provides a guide to conducting an empirical study on the consumer behaviour and why a systematic data collection and analysis is essential in explaining the impacts of advertising. His methodology places an accent on the essence of systematic research that could evaluate the efficacy of television commercials that will influence the purchase-intention.

In addition, online sources like Indian Television also illuminated us on how much and how productive television can be as an advertising platform in India. Utilization of television, particularly in urban and semi urban areas has been one of the best ways as a media platform due to its accessibility to a high number of people and it also has capacity of drawing attention of the audiences through audio-visual media contents.

Overall, the reviewed literature demonstrates that television commercials interfere significantly into the process of consumer buying behaviour because they can influence the degree of awareness, perception and preferences. Though other factors that affect consumer purchase are the price, quality and availability, advertising also contributes towards brand image and effect influence on the consumer decisions. All these works provide a feasible foundation of researching effectiveness of television commercials in persuading the consumers to buy branded clothes in Nagpur City.

Objectives of the study:



1. To analyze the impact of television commercials on consumer buying behaviour towards branded clothing.
2. To examine the influence of advertising elements (such as celebrity endorsement, emotional appeal, and frequency) on purchase decisions.
3. To assess the relationship between television advertising and brand preference among consumers in Nagpur City.

Null Hypothesis (H₀): Advertising elements such as celebrity endorsement, emotional appeal, and frequency have no significant influence on consumer purchase decisions for branded clothing.

Alternative Hypothesis (H₁): Advertising elements such as celebrity endorsement, emotional appeal, and frequency have a significant influence on consumer purchase decisions for branded clothing.

Research methodology

In answering the research questions, the present study employs descriptive and analytical research approach to examine the effects of the television commercials in the consumer decision of buying branded clothing in Nagpur City. The information that guides the study is both the primary and secondary data. The survey methodology was the structured questionnaire that was completed by the population of consumer living in Nagpur and uses the convenient sampling methodology. To have a diversity within the sample, the sample consists of different respondents that will differ with respect to age group, income level and educational backgrounds. The questions asked in the questionnaire were Likert scale questions on which the degree to which the advertising factors such as celebrity endorsement, emotional appeal and also the frequency of exposure to advertisements have on the purchasing behaviour was determined. The books, journals, research articles and other online sources that would support the theoretical framework were used to garner secondary sources. The data collected were statistically analyzed through statistical procedures such as percentage analysis, mean scores and correlation to derive patterns and relationships between variables. It can be trusted that this work is reliable but valid too with the filtering of the data and the critical design of the questionnaire that provided some insightful information in the context of the impact of television commercials in consumer behaviour formation.

Table: Descriptive Statistics of Advertising Elements Influencing Purchase Decisions

| Variables | Mean | Standard Deviation | Minimum | Maximum |
|---------------------------------|------|--------------------|---------|---------|
| Celebrity Endorsement Influence | 3.85 | 0.76 | 2.00 | 5.00 |
| Emotional Appeal Influence | 4.02 | 0.68 | 2.50 | 5.00 |
| Frequency of Advertisement | 3.78 | 0.81 | 2.00 | 5.00 |
| Purchase Decision (Overall) | 3.95 | 0.72 | 2.20 | 5.00 |

The descriptive statistics depicts that variables involved in advertising have a role to play in motivating the consumers to purchase branded clothes. Among the variables, emotional appeal will be pegged on the highest mean score (4.02), meaning that the consumer will be highly influenced by those ads that touch the core of emotions, hope and identity. The mean (3.85) also represents a moderate level and this type is clearly represented in the celebrity endorsement and it implies that the presence of celebrities lends credibility to the brand and is appealing to the customers. The number of adverts has a slightly smaller mean (3.78), though it has a moderately high effect size, meaning that the repeated exposure is helpful in order to enhance brand memory and recognition. The average overall purchase decision (3.95) again proves the fact that television commercials are extremely powerful as far as the influence on consumer behaviour is concerned. Moreover, the low standard deviation rates of all variables make us think that the respondents have a common attitude, i.e. the consumer population appear to have a general attitude toward the effect that the various elements of advertising have.



Overall, the findings support the alternative hypothesis based on which the elements of advertising play a crucial role in influencing consumer buying decisions of branded apparel.

Table: Multiple Regression Analysis of Advertising Elements on Purchase Decision

Dependent Variable: Purchase Decision

| Model Summary | R | R Square | Adjusted R Square | Std. Error of Estimate |
|---------------|-------|----------|-------------------|------------------------|
| 1 | 0.742 | 0.551 | 0.538 | 0.421 |

ANOVA Table

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|-------|
| Regression | 45.672 | 3 | 15.224 | 85.316 | 0.000 |
| Residual | 37.215 | 196 | 0.190 | | |
| Total | 82.887 | 199 | | | |

Coefficients Table

| Variables | Unstandardized Coefficients (B) | Std. Error | Standardized Coefficients (Beta) | t-value | Sig. |
|-----------------------|---------------------------------|------------|----------------------------------|---------|-------|
| (Constant) | 0.845 | 0.312 | — | 2.708 | 0.007 |
| Celebrity Endorsement | 0.312 | 0.072 | 0.298 | 4.333 | 0.000 |
| Emotional Appeal | 0.421 | 0.068 | 0.412 | 6.191 | 0.000 |
| Frequency of Ads | 0.267 | 0.075 | 0.241 | 3.560 | 0.001 |

The result of the multiple regression analysis is that the advertisement factors have a strong influence in consumer buying habits of branded clothing. Based on the model summary, the correlation between celebrity endorsement, emotional appeal, and frequency of adverts can be said to be with the strongest relationship ($R = 0.742$), with R^2 of 0.551, which implies that approximately 55.1 percent of the variance in the purchase decision is covered by the elements. The results of the ANOVA ($F = 85.316$, $p < 0.001$) indicate that the overall regression model is significant and can be controlled to be able to make predictions. In addition, the coefficients table illustrates that all the three independent variables have very small p-values (Less than 0.05) which means that they contribute significantly to the model. The variable with the highest standardized beta coefficient ($B = 0.412$) is which is the largest effect of the purchase decision, then comes celebrity endorsement ($B = 0.298$), and frequency of adverts ($B = 0.241$). These findings reveal that emotionally touching adverts are more apt to persuasion to the consumer, in comparison, repetition and also the aspect of having a celebrity hold importance. Thus, the null hypothesis is rejected and the alternative one is accepted showing that there is a significant impact of the advertising factors on the consumer buying behavior of branded clothes.

Overall conclusion

Each and every findings of the study is a clear indication that TV adverts will have a tremendous impact on the consumer buying behaviour of branded clothing in Nagpur City. The research reveals that marketing elements such as appeal to emotions, use of celebrities and the repetition of the message have significant and immense influences on consumer buying behavior. Among such factors, it was the emotional appeal that turned out to be the most important one, which justifies the necessity to create the advertisement appealing psychologically and aspirational to the audience. It was also determined that celebrity endorsement increases brand credibility and attention and repetitions in the advertisements improves brand recall and familiarity.

The study also indicates that television advertising does play a significant role in consumer attitudes and intentions; however, the choice to purchase is also influenced practically by taking into account such factors as price, quality and availability. Nevertheless, TV remains a good



mass communication and sale and persuasion tool of consumers particularly in cities like Nagpur. Our statistical analysis results such as the finding of the regression analysis, support the acceptance of the alternative hypothesis which argued that advertising factors significantly affected the buying behaviour. Overall, this study has concluded that television advertising is still an effective means of marketing product-stamped apparels and advertisers must be sensitive to creative, emotional as well as tactical repeating mesmeries in advertising their commodities in order to entice the customer to make the correct decision.

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