

**A Dissertation
On
IMPACT OF TELEVISION COMMERCIALS ON IMPULSIVE
BUYING BEHAVIOUR**

**Submitted in partial fulfillment of the requirement of
BA Journalism & Mass Communication program of
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DECLARATION

I hereby declare that the dissertation titled “**Impact of Television Commercials on Impulsive Buying Behavior**” is an original work prepared and written by me, under the guidance of ~~Mrs/Mr/Dr~~ Bhargav Pancholi Assistant Professor, Journalism and Mass Communication program, Navrachana University in partial fulfilment of the requirements for the degree of Bachelor of Arts in Journalism and Mass Communication.

This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.



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Lesha R Shah

I whole heartedly dedicate this work

To

My friends, family and my guide.

ABSTRACT

Impact of Television Commercials on Impulsive Buying Behavior

With the advent of social media platforms, it has become easier for the marketers to advertise, although, Television has not lost its charm. Television Advertising is still the most popular expression in the field of advertising and organizations are embracing it. This multimedia platform evokes multiple emotions in a consumer one of them being the urge of Impulsive buying. The objective of the paper was to understand the effectiveness of the communication of advertisements in generating leads for the brands. A questionnaire was prepared, and the respondents were requested to help fulfil the objective. Based on the results of the study, it was established that advertisements that instigate Impulsive Buying behavior are successful in generating leads but not necessarily converting them into consumers. Hence highlighting the loophole in the communication of such advertisements

Keywords: Impulsive buying behavior, Television Advertising

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Chapter 1

Introduction

1.1. Advertising

Advertising plays a vital role in any business. It acts as a technique of sales promotion, advancement, and innovation. Advertising is essential in the case of internal as well as global marketing. At the same time, it is fundamental on account of a wide range of products - old, well established, and new. The main objectives of advertising are to provide information, to attract attention, to create awareness, and to influence the buying behaviour of consumers. According to Aaker and Myers (1997), advertising can be considered a mirror of society. David Potter's definition states that advertising is a service institution that makes people aware of their needs and makes them vigilant consumers. His definition is as follows:

“The only institution we have for instilling new needs, for training people to act as consumers, for altering men's values and thus for hastening their adjustment to potential abundance is advertising”

1.2. Definition of Advertising

Manufacturers use a wide range of communication tools to initiate and maintain contacts with prospects and customers. These tools include newspaper/radio/television advertisements/commercials, publicity, solicitation letters, etc. All these are marketing communication tools and so is advertising. Advertising is used for sharing business information to present and prospective customers in order to inspire buying, sustain it, or increase it. (Onoh,2019)

According to the Definitions Committee, American Marketing Association, 1948, advertising is “Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor” This has been the foremost ordinarily used definition of advertising. it's managed to be relevant even within the dynamical times. This definition unambiguously points out what advertising is and what it's not. It clarifies that advertising is an attempt that is sponsored and paid and also the communication is to a mass of individuals and thus it used mass media.

Thus, advertising here is outlined as a weapon to speak to the masses. “Advertising is the discovery and communication of a persuasive difference for a brand to the target prospect” Brand positioning strategies for competitive advantage, Subroto Sengupta, 1990. This definition brought out one amongst the foremost necessary role being vied by advertising and that is of positioning the complete into the minds of customers and thereby making differentiation in an exceedingly competitive market place.

1.3. Media in advertising

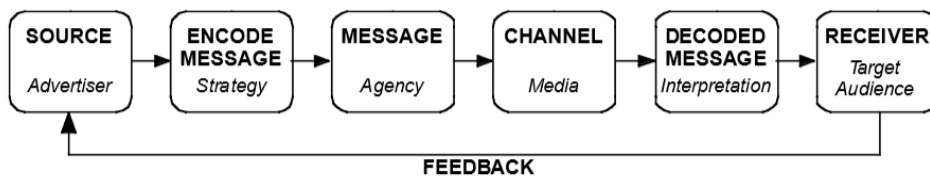
Marketers use different types of media in the implementation of the advertising strategy to create synergies and also reach out to a greater number of people with a single effort. Media mix, therefore, forms to be an integral part of advertising planning. Each medium is unique in terms of its characteristics, scope, reach, frequency, credibility, and media users. Media planners undertake substantial research on the profile of the media in relation to the profile of the target group of consumers. As the media demands huge investment, media spends are research-driven and rational decision. Each media kind features a set of professionals and cons. whereas print scores on retrieval price, national coverage, and believability it loses on grounds like low acquirement, time economic condition of consumers, unable to make a dramatic impact. Newspapers and magazines still stay a strong medium to speak authentic data however net and reduction in the average time given to reading newspapers is acting as a challenge to the present age recent medium.

Tv these days has emerged as a robust platform for advertisers Television being an audio-visual medium provides the dramatization result and so marketers opt to exploit this medium to the fullest. Adding to any or all this can be the popularity of varied genres like recreation, sports, religion, spirituality, drama which provides a better option in terms of the target market. The limitation is that it's too costly and so not reasonable to any or all and once more there are areas wherever satellite television or the transmission quality has not reached. Radio, all of a sharp is back in the race with personal FM channels. In respect to tv advertising on radio is a smaller amount costly however fails to form "connect" as compared to tv shows.

1.4. The Purpose of Advertising

Any advertising agency is charged with creating a campaign to serve the needs of its client. Because those needs vary, the purpose of each campaign, too, may differ. There are some constants. Every advertisement must, first, capture attention. Likewise, each must communicate some information to some targeted audience, and each seeks some reaction from that audience. Those desired reactions, however, can change greatly from one advertiser to the next. They can entail anything from an emotional response to behaviours of all types. A simple model of advertising communication breaks this process into six basic elements. The advertiser, of course, is the source of the communication. The agency encodes communication into a message that is shaped by the advertising strategy. The message is transmitted to the consumer via media. Through exposure to the media, the consumer becomes the receiver of the message. When the advertising message is decoded by the consumer, the meaning is interpreted. Finally, the consumer may or may not take an action based on the message, including providing feedback to the source.

Figure 1. Basic linear model of advertising



Shannon Weaver Model of Communication

Clients and agencies appraise advertising effectiveness on the premise of these key measures.

1.4.1. Perception

First, advertising is evaluated in terms of perception: whether or not customers remember seeing the ad. style of things contribute to advertising awareness. the choice of media, as an example, will have control over what number individuals are exposed to the packaging and also the more than and over they see it. It conjointly depends upon wherever, inside the media vehicle, the packaging is found. on the far side exposure, there are inventive parts that will effectively attract attention. the use of humour, a widely known celebrity, or a frightening headline, as an example, can generate interest if the precise ways are relevant to the audience. In fact, plenty of relevant the message, plenty of doubtless the audience pays attention. Advertising memorability is most often measured in terms of recall and recognition, and vital analysis has been conducted to seek out however best to make sure memorability.

1.4.2. Learnings

Second, the advertising message is evaluated in terms of learning: whether or not customers perceive the message. There are several ways utilized by advertisers to substantiate comprehension. to urge psychological feature learning the communication should provoke a thoughtful response by the patron. Psychological feature ads are terribly effective once trying to attempt to reassure those with regards to paying a good deal of money on a policy or a brand-new automobile. Associative learning, on Page thirteen different hand, is achieved by repeatedly associating an entire with a particular image. This plan of action is common in advertising. customers will learn to associate sure celebrities or pictures with specific brands, as an example. The product that is “high involvement,” wherever customers are impelled to expend vital energy on gathering and process info, is plenty of doubtless to be sold through the psychological feature approach.

1.4.3. Persuasion

Third, advertising is evaluated in terms of its persuasiveness. Advertising can establish, reinforce, or change consumers' opinions and attitudes regarding the brand. This can be tougher than simply communicating information, but it's a condition precedent to get a commercial that positively affects attitude thereby increases the probability that the patron will develop an intent to get the brand. While the intent to get maybe a measurable response, it's not proven to correlate with purchase for a variety of reasons. As an example, the patron may fail to seek out the brand at an area store. Also, the intent will be created by something apart from the advertisement, like a friend's recommendation. Consequently, measurement of intent isn't necessarily an assessment of the advertisement's effectiveness. The ultimate and most frequently used measure of advertising effectiveness is consumer behaviour: whether consumers buy the brand. But unless the advertisement is that the only possible source of knowledge, this generally may be a poor measure because it's impossible to understand that purchase was caused by the advertisement. Client insistence on some indication of Return on Investment (ROI), though, make measurements of purchase behaviour common

1.5. Effects of Advertising

Advertising serves four functions in business and society. It's a selling tool, a transmitter of knowledge, AN economic stimulant, and a provider of values. As a part of selling, advertising communications data regarding products and services. It conjointly adds product worth by making enduring "brands." winning selling campaigns stimulate demand and ensuant economic process. However, as a result of advertising is therefore pervasive, there are issues concerning its effects on society social Impact.

Among different issues, critics of advertising believe it promotes materialism and encourages customers to shop for a product they are doing not would like. They conjointly argue that

advertising manipulates, perpetuates stereotypes, preys on youngsters, is employed to sell a harmful product, and contribute to a spread of different social ills. those that defend advertising note that advertising is simply a tool, a variety of communication that may be used permanently also as unhealthy functions, relying upon the advertiser. it's used not solely to sell a product, however conjointly to achieve donations for charities, also as for different causes. Indeed, it's a massive trade, and it oftentimes is defended by noting its economic contribution to society (Wells, 2002)

Research into advertising effectiveness, since the 1890s, has affected the way advertisements communicate with audiences. Early efforts were crude by today's standards, but in 1904 John E. Kennedy defined advertising as "salesmanship in print." this idea drove message creation, as advertisements emulated the pitches of salesmen.

1.5.1. Unique Selling Proposition.

About a half-century later, Rosser Reeves introduced the concept of Unique Selling Proposition (USP), where a billboard highlighted a selected benefit that distinguished a product from its competition. Reeves believed the role of advertising was to make the consumers aware of these unique, product-based differences. This strategy remains effective when marketing a product that has an apparent difference from competitors. Increasingly, however, product-based advantages are both marginal and difficult to sustain. this is often primarily thanks to product proliferation.

1.5.2. Market segmentation

Rather than market a single product to a broad audience, advertisers began focusing on how a brand could uniquely satisfy the needs of a specific group of consumers. Consumer needs vary by lifestyle, attitudes, or even aptitudes. A young boy will have different wants and needs than a rural boy, so they likely use different criteria when evaluating products like cell phones, footwear, and fast food. Depending upon the advertiser's intended audience, its "target market," the advertising message may promise different benefits or even use different language, graphics, and media.

As media became more fragmented, for example going from the three or four television stations in the 1960s to hundreds just four decades later, targeting a message to a specific market segment became easier.

1.5.3. Positioning

It is how a consumer perceives a product. It helps the consumer rank the product while comparing to the multiple options he/she has in the market. Over the past century, there is little doubt that advertising messages have improved and become more sophisticated. While this may provide satisfaction to advertisers, it provides little comfort to those who fear that advertising has negative effects on our society (Wells,2009).

1.6. Types of advertisements

- Display Ads. This includes digital and newspaper advertising
- Social Media Ads. Pinterest, Instagram, Facebook
- Newspapers and Magazines
- Outdoor Advertising
- Radio and Podcasts

- Television Ads
- Direct Mail and Personal Sales
- Video Ads
- Product Placement

1.7. Television Advertising

Television was introduced in India on September 15, 1959, as a pilot project in Delhi. Two one hour telecast from a studio in Aakashvani Bhavan were transmitted through equipment gifted by UNES. The first product to be advertised on TV was Gwalior Suitings in an advertisement that appeared on 1 January 1976. Television was not very popular in the country but picked up pace in the early 70's It is expected that of the total estimated advertising expenditure of Rs 40,000 crore in India in the year 2014, the share of expenditure towards television advertising would be more than Rs 18,000 crore. In 2013, television was the most preferred medium of the advertisers and received 39 percent of the total advertising spend. India is expected to become the fastest-growing advertising market in the world and TV advertising is expected to grow by 15 percent (Amrita Nair Ghaswalla, 2014).

Marketing has always been about connecting with your audience in the right place and at the right time. It has always played an important role in order to make or break the product, therefore, it is important one uses the right platform to promote the product. One of the most effective ways to advertise in this competitive market is to advertise on television. It approximately reaches 85% of adults across all age demographics. Since the creation of television, it serves the functions of entertainment, news, education, and advertising and these functions are prominent even today. Living in mass culture, people tend to spend their time in

front of the television for various purposes. Television has become one of the main mediums for marketers to advertise and reach masses.

The emergence of online-social-mobile has led to a major evolution in the form of communication. With the advent of social media, there is a transient shift in advertising. Although, the conventional methods of promoting and advertising like TV, print media, and outdoor media still add to a significant piece of the promoting spending plan and cannot be overlooked. Advertising on television still has a huge impact on the public. It attracts a large audience that watches an average of four hours of TV every day. Over the past decade, TV has proven remarkably resilient in an era of immense disruption. Despite the emergence of new services such as Netflix and the arrival of online video platforms such as YouTube, TV consumption has remained steadfast around the globe.

1.7.1. Benefits of Advertising through television

1.7.1.1. There is a strong penetration into the targeted demographics- most of the households in India possess a TV set. It becomes easier to distribute information into the selected areas. Also, television viewing is highly popular even in rural India. This type of advertising is considered as perfect for any product to gain popularity.

1.7.1.2. Multiple ways to broadcast your message- with the facility of utilizing audio and visuals together, there is an opportunity to tap into a captive audience. This combination activates multiple senses and makes it easier for people to remember the message presented to them. Colour advertisements present the products in their true original form. T.V. commercial very nearly replaces personal selling. It has the ability to create a deep impact on consumers.

1.7.1.3. It is a selective and flexible medium. Like the other traditional mediums, T.V. is a highly flexible and selective medium. It can be used locally, regionally, and

nationally to advertise for a product. The advertisers are free to choose the time slots and the nature of the message to the viewers through various programs.

Globally, advertising has played a significant role in influencing the attitude of consumers towards brands and purchase intention. The buying behaviour of consumers is influenced by their attitude toward advertising (Bush, Smith, and Martin, 1999). According to the attitude toward the ad model, when a consumer is exposed to an ad, he or she develops certain judgments about the ad and there are feelings generated in him alongside.

1.8. Impulsive Buying

Broadly there are two types of advertisements on Television namely announcements and sponsor ads. Within these categories are ads like Industrials ads, Surrogate, public service, etc. A lot of television advertisements lead to impulsive buying, before we go in details let us understand what is impulsive buying?

Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by feelings and emotions ("Impulsive buying," n.d.). Impulsive buying can't be categorized for one specific product category. Impulsive buying can be seen in products such as chocolates, clothes, mobile phones, and big-ticket items such as cars, jewelry, etc. Impulsive buying means making an unplanned purchase. It is based on irrational thinking. Marketers try to tap this behaviour of customers to boost sales. There is a great likelihood that customers end up making a purchase of products after entering the hypermarket without any actual intent of doing so. Many mobile phone-makers tend to exploit this trait in customers by introducing products that can be an add-on gadget for their mobiles such as fitness bands, watches, etc.

Advertisements that have factors, time limits, only for today, must-haves, and most important discounts for a limited time trigger this feeling or emotion in customers. Attractive images and catchy jingles also play an important role in an advertisement, a good image and jingle make sure the consumers remember the product.

It is very important one uses this platform very carefully as it has its own advantages and disadvantages. On one hand, television connects you to the end number of viewers but on another hand, it is very difficult to tell if you are reaching your specific target audience. On one hand, it offers immediate trust of the viewers and it is also a strong marketing method to penetrate the targeted demographic households but on the other hand advertising on television is not cheap and your advertisement has to be repetitive in order to be effective. Television gives you the power to advertise your product in multiple ways in time slots you choose, but on the other hand, there is a slim chance your target audience isn't even paying attention during the advertisement. Therefore, you need to take care of a lot of factors to make your advertisement catchy that actually triggers the emotion of impulsive buying in your target audience.

1.8.1. It's all about Numbers: So, we can say that if you are aware of your cost per lead, cost per acquisition, customer lifetime value, etc. then TV can serve as the most effective tool. It is a good trap created to catch attention from customers.

The numbers help us to decide whether this medium will be useful to us or not. Hence, it is necessary to identify the position of the organization before making any decision. First of all, identify the customer timeline and this will help you to measure success.

1.8.2. Identify your target market and Assets: Once again take a look into users' data for age, gender, income, and geography as well as a job title. Then, find which images, copy as well as call to action is most attractive.

- 1.8.3. **Deliver your message Perfectly:** No matter how much hard-work you need; but you must do it so that you can get your message on brand. You must have a team to work on which can help you to scrutinize every word.
- 1.8.4. **Test and Alter:** Once your campaign is ready then you need to test it via digital. This is one of the effective ways to do testing and get meaningful data. Know which audience have good response to your advertisements. The bottom line is getting everything tested perfectly before you actually land it on TV.
- 1.8.5. **Keep Cash Ready for Production:** A 30-second spot on television is worth thousands of rupees. Yes, this investment is quite useful and there's no second thought in that however failing to have proper production can lead all your efforts in vain.

We may not consider TV as an important medium however if taken seriously and if proper efforts are made then sufficient ROI can be generated by targeting specific audiences.

1.9. Conclusion

From the above theories, it has concurred that with the advancement in technology there is a gradual shift in the medium of advertising. TV advertising still assumes an essential job for the advertiser since it evokes various feelings in the buyer. Impulsive buying is one such emotion. This research will focus on considering the achievement of the system that induces such conduct.

Chapter 2

Review of Literature

2.1. Introduction

The review of literature is an essential component of a research investigation which gives necessary inputs for the researcher to frame the research study on the elected topic. The basic objective of this chapter is to analyse the previous findings so that it will help to know the gap in earlier studies and to justify the research problem selected by the researcher for the study purpose.

Keeping in mind the objectives of the research, the review of related literature is organized in the following way:

- Television advertising
- Impulsive buying behaviour
- Factors affecting impulsive buying

2.1.1. Advertising has evolved over the years as a response to the evolution of business and change the society. Advertising works on the straightforward phenomena of shopping for time and house in mass media to achieve bent the targeted cluster of customers. This method of deciding what to mention, once to mention, how to say, whom to mention and wherever to mention needs skills, knowledge and

analysis. That's why every now and then advertising is referred as a combination of science and art. The scope of advertising has broadened over the last decade or two. Advertising as a method of communication advantages each, the merchant and also the consumer. The merchant gets a ground to speak regarding his complete and also the consumer gets data of the complete and this awareness assists the client within the purchase method and eventually selecting a complete. the ability of advertising is specified even the quantity one complete within the world believes and invests in it. ("Brief History of Television in India," n.d)

2.1.2. Sengupta (2005) in his book Brand positioning: Strategies for competitive advantage mentions that Positioning may be a comparatively new promoting idea, in contrast to consumer segmentation, for example that is an old friend and clearly stands because the same plan for majority of us. There are debates on each newer criterion for segmentation: demographics; usage volume; loyalty pattern; degree of feeling of the brand; brand benefit; social class; life styles; attitudes; interest and opinions; temperament characteristics and the like. in contrast, positioning, to the present day, appears to be confusing. to some it's the proposition or good thing about the merchandise. to others it's its image, or maybe its position within the market relative to the complete leader. and a few equate it with brand personality. Positioning of a brand represents its status in the market when placed with other products of the same category. It reflects the functional and non-functional benefits for a consumer. Consumers have a vacant space in their minds and it is important for the brand to occupy that space through positioning.

2.1.3. Van Doorn, Jenny & Lemon, Katherine & Mittal, Vikas & Nass, S. & Pick, Doreén & Pirner, Peter & Verhoef, Peter. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. Journal of Service Research

defined customer engagement as a “actions [that] go beyond dealing and may be specifically defined as a customer’s behavioural presences that have a brand or firm focus, beyond purchase, affecting from motivational drivers.

- 2.1.4. According to A. B Ekeng F. L Lifu and F. A Asinya (2012), Impulse buying behaviour is an interesting topic for research because the outcome appears to be a contradiction between what people plan to do or buy and what they finally do or buy. Several Demographic factors like characteristics such as age, education, gender and income affect the buying decision.

The results show that the gender of consumers exerts tremendous influence on impulse buying behaviour. This is evident as females are common victims of impulse buying, due to their emotional state and spontaneous likeness of attractive products/commodities than their male counterpart. Furthermore, education also plays an important part.

The study shows that impulsive buying Is inversely proportional to the education of the consumer. Highly educated people have the power to buy products and are also easily influenced by the fanciful products in the market. The age factor also plays a major role in this. Grown-up shoppers are progressively worried about the prosperity of their youngsters, thusly may purchase items as indicated by the rundown drawn, however youths who don't have individuals to take care of and deal with, are extreme in their spending and can't control their feelings at the point when they interact with new and alluring items. Right now, purchasing conduct is an intermittent wonder among youngsters.

- 2.1.5. Ünsalan, Mustafa. (2016) found that Consumers buy products not only because of need to them but also because of sudden urge to buy them. The impulse buying

has been investigated by consumer behaviour researchers and marketing academician more than a half century. The aim of this study is to present a detailed literature review of the impulse buying behaviour by analysing the various researches in the field of consumer behaviour. Development of impulse purchasing concept, process of consumer's impulse purchasing behaviour, various factors that have an effect on impulse purchasing and the relationship between impulse buying and retailing are discussed in this paper.

This study will be useful for retailing researchers and practitioners towards comprehensive insight of the shopper's impulsiveness in theoretical framework. The content analysis of the various researches about impulse buying behaviour may be guide to understanding the basic characteristics of impulse purchasing for future researchers by explaining the different factors influencing impulse buying. Ünsalan, Mustafa in his research mentioned about Stern (1962) who stated that the term "impulse buying" is generally considered to be synonymous with "unplanned buying" that describes any purchase which a shopper makes but has not planned in advance. According to him 4 types of impulsive buying can be identified namely

- Pure Impulsive Buying
- Reminder Impulsive Buying
- Suggestion Impulsive Buying
- Planned Impulsive Buying

2.1.6. Parsad (2019) found that the sudden urge to buy, referred to as impulsive buying, is instigated by factors like, market-related stimuli and internal psychological factors. The previous studies on this have majorly focused on the backgrounds of impulsive

shopping, prominent among these include shopping to be trendy (sensation seeking) and impulse buying tendency (IBT), marketing strategies and resources available to the consumer like time and money. Although personality also acts as a key determinant of consumer decision-making, the job of character attributes, uniquely extraversion, neuroticism, and honesty, in motivation purchasing isn't indisputable. Also, there exists a need for analysing impulse buying behaviour with respect to product-specific situations rather than general IBT.

This study helps analyse the role of three personality traits on impulse buying. Buyers with high impulsive tendency are easy to be targeted by the promotional offers used by the marketers. Other than the physical appearance of the product and the marketing strategies and promotional offers, conscientiousness has a highest impact on IBT and that acts as one of the major factors that urges the consumers to buy products.

Although no specific product category could be identified for this behaviour. Along with age, gender and culture, personality traits also play a part in IBT.

2.1.7. Zain-Ul-Abideen (2012) suggests that advertising is a form of communication that we all grew up surrounded by, be it in the form of bill boards, films, TVCs, newspapers ads etc. Advertising is renowned for its long-lasting impact on viewer's mind.

Advertising is a part of the promotional mix of marketing

- Product
- Price
- Place
- Promotion

Ads play a part in promoting the product. It acts as a medium which creates awareness about the product in the consumers mind, helps them recall it and ultimately in the decision process. It can influence not only the individual's attitude,

behaviour, life style, exposure and in the long run, even the culture. The significant point of publicizing is to effect on purchasing conduct; notwithstanding, this effect about brand is changed or reinforced much of the time in individuals' memory.

Recall of the brand comprise of those affiliations that are identified with brand name in purchaser mind. These brand image influences the consideration to buy.

As a promotional strategy, advertising provides a major tool in creating product awareness and condition the mind of a potential consumer to take final purchase decision. The aim of studying the consumer behaviour is to analyse why consumers act in a particular way. It also helps find the mental and emotional factors and the physical activities of people consuming goods. There are different types of ads that trigger different emotions within the consumer but ads that have emotional content are more likely to attract the consumers and also be better remembered by them. It helps to build a bond with their clients and build the concept of brand image.

2.1.8. Lama Khawaja (2018) Motivation purchasing excited upon presentation or by observing the item, to an all-around made special message which might be affected by characteristics experienced by shoppers, inward or natural states. Examiners have attempted to choose if people who as often as possible take part right now some normal character traits. Different experts have prescribed that and natural prompts and inside states can serve to trigger the motivation to buy. This wonder is by and large described as customer's impromptu buy which is an essential piece of purchaser conduct. It is a spontaneous choice to purchase help or item made before a buy. The following are showcasing correspondence blend which impacts Impulse Buying Behaviour of purchasers in advertising: individual selling, and advertising publicizing and deals advancement. Purchaser conduct is the investigation of

individuals as people, gatherings, or associations and the habits used by them to pick, save, and compose administrations or items to satisfy the impacts and needs of these practices on the general public and client.

These days, impulsive purchasing turned out to be an increasingly customary event in the public eye, where it disturbs the dynamic in buyer minds. As consumers go shopping in an unplanned way, and they start to browse things around in the hypermarkets, they get exposed to stimuli which triggers and pushes them to buy unwanted products, and they take the decision to buy the product without even knowing if it will satisfy a certain need for them, or whether this product will have a positive or negative consequence over them.

- 2.1.9. Julio Araujo Carneiro da Cunha & André Torres Urdan (2019) consumers are constantly making choices between products they are vaguely aware of. It is essential to comprehend which components may impact impulsive purchasing behaviour, as the inspiration that makes customers act in this manner is by all accounts still inadequately characterized. There are strategies developed to instigate this feeling amongst the consumers. But there is a need to develop strategies to resist this feeling amongst the consumers. Impulsive buying is categorised as immature and deviation from social standards in some situations. Otherwise, impulsive buying is considered to be very neutral or positive. Maybe for instant gifting etc. These impulsive buying activities may be tied to generosity, empathy, or practical everyday activities. The result of this study indicates that impulsive purchases are influenced by spending self-control, but not influenced by long-term orientation directly. Thus, consumers who do not create an effective strategy to develop resistance to impulsive buying will tend to fall into temptation.

2.1.10. Jiya singh, Rahul Krishnan, Garvit Agarwal and Nemi Mehta (2019) Consumers in today's world are most affected by marketing strategies. There are multiple strategies involved like direct selling, sales promotion etc. But over time advertisements have proven to be most effective. The main aim of television advertising is to inculcate basic awareness about products and ideas so that consumers can take rational decisions. It was also observed that when it comes to food, children are most affected by the advertisements. Children are most likely to choose the food product they find most attractive through the advertisements they watch. When it comes to young girls, they tend to buy their products on the basis of the advertisements they watch. They tend to get their information about brands, products only through ads. To conclude, we have witnessed that these companies carefully analyze the psychological needs of the consumers and try to appeal to them as much as possible. One thing that companies need to be careful of is that they need to watch out how they portray the youngsters, in order to appeal to them as much as possible. It is observed that consumers take decisions based on the content they are consuming and according to the research, content offered by television is more effective because it is visual and builds a stronger recall. Watching ads instigates the urge to consume the product immediately after watching it. This is known as impulsive buying. According to the results, most population spends majority time on television. The content on TVCs is more convincing and provides all information about the product and also from where to buy it. consumers are usually influenced to buy new products after watching ads.

2.1.11. Meenakshi Handa. When a consumer is exposed to advertisements, there are feelings generated and the consumer ends up judging the ads. Advertisements plays a major role when it comes to the purchase decision of the consumer. Cosmas (1982) tested the relationship between the usage of total products and services by consumers and

their lifestyle by means of their activities, interests, and opinions (AIO) and product use data. Consumers react to rational and emotional advertisements in a different manner. Rational ads give them information about the benefits of the product whereas emotional focuses on the physiological and social needs creating an urge to buy the product. Consumers attitude to the brand also affects how he/she perceives the advertisement. Consumer involvement matters when it comes to the judgement given for the advertisement. If the involvement is high then consumer motivation, ability, and the opportunity to process are also high. This will lead to better recall and a positive attitude when it comes to purchasing the product.

2.1.12. Renvoise (2020) Patrick Renvoise, speaks on a very vital component related to human behaviour towards accepting anything. According to Patrick, rational decision does not exist. There are almost of 188 cognitive biases which exist in the human brain which he calls the brain of the consumer. It's important to know what the consumers actually want and one should plan their marketing strategies accordingly. Because in traditional marketing which usually asks consumers what they want which majority of them don't know what they want. Patrick thinks that there are various physiological measurements directly on the body to gauge what they really want.

Facial analysis, voice analysis, biometrics, eye tracking, EEG or electroencephalography and FMRI or functional MRI, these are six major factors which can help us to understand the consumer behaviour. Facial analysis measures the emotion of people depending on their facial expression. We usually can make out if a consumer is really liking the product through their expression. Voice analysis measures the voice of the consumer, you can easily lie with your words but not through your voice. He presented four steps of persuasion are 1. Diagnose the pain 2. Differentiate your claim 3. Demonstrate the gain 4. Deliver to primal.

Brands need to understand the pain of the customers only then they could deliver the right product. They need to be unique and appealing to the customers. Also on websites a brand not only should promote their products but also how it's beneficial to the customer and reduce their effort or pain. Patrick concludes his article or talk by asking how we have to make things memorable to reach out the customers. The purchase decision of the customers depends on the brand has created a memory with them.

2.1.13. Impulsive purchasing is an emotional reaction of a consumer to stimulus in purchase environment when demographic profile (like- age, gender), situational, social, economic, environment, psychological factors and product attributes are important to influence the behaviour. Impulse purchase is also the individual's internal differences with regard to impulsive acts. It can be affirmed, that impulsive purchasing is consumer behaviour as a respond to experienced stimulus. All factors are equally responsible for the influence of the consumers when it comes to decision making.

2.1.14. Sengar, N. (2020, February 20). The business of buying or selling is very much linked to consumer behaviour and the creation of desire. The importance of habits in business for many companies, turning their products into habits – behaviors requiring no conscious thought – drives a lot of value. This makes loyalty as important as gaining millions of customers. Once a product has become a habit, it does not require extensive advertising to ensure usage; it is linked to users' emotions and routines. Getting consumers to form habits related to their products can be critical for many companies to succeed, but it is not necessary for every single company. According to him, the habit change involves some crucial steps which are inter-related like a trigger, reward, investment and action.

The two types of triggers have different roles during the desire generation journey.

"An external trigger is something in our environment. That gives us a piece of information about what to do next. It can be that pain that didn't erase something to tell you what to do. That notification on your phone, even a friend telling you to check out some new app, all of these things are external." Internal triggers for a product to truly become a habit, its triggers need to move from the external forms to the internal. Internal triggers are driven by users' emotions and associations stored in their memory.

2.2. Conclusion

The above chapter talks about the studies done on almost similar to the topic taken by the researcher, above studies gave some new aspects about the topic. Studies have given statistics and facts about their data collected and hence gives a good justification to their findings.

Chapter 3

Research Methodology

3.1. Research design

The purpose of this study was to understand the Impact of Television Commercials on Impulsive Buying Behaviour of the Consumers and to achieve this, hypothesis was established. Quantitative method was selected for the same. The focus was on residents of Vadodara who watch television on a regular basis.

3.1.1. Population and sampling

The population is people of Vadodara who actively watch television and observe advertisements. The age group selected is 18-45+. The reason behind choosing this age group is that they are usually at a stage where they don't depend on people and can make their own choices. Since most respondents from this category were independent, indulging in anything they wish for is easier. Because of their Television habits they aware of the research topic selected. The population has been filtered out through some screening questions.

3.2. Significance

Television advertising it still one of the most preferred mediums to advertise. Impulsive buying behaviour is one reaction to the advertisements that the consumers watch.

This study will shed light on the effectiveness of the communication of advertisements that lead consumers to impulsive buying. The results will help the researcher understand the factors for impulsive buying and consumer buying habits in Vadodara. In addition to this, the research will help find solutions or alternate methods to achieve the desired goals.

3.3. Objectives

- 3.3.1. To understand the effectiveness of the communication and strategy of advertisements.
- 3.3.2. To understand if product centric advertisements are effective
- 3.3.3. To understand the buying behaviour of consumers
- 3.3.4. To understand if advertisements that trigger impulsive buying generate leads

3.4. Hypothesis

- 3.4.1. Product centric advertisements attract the most
- 3.4.2. Advertisements that trigger impulsive buying are effective in generating leads
- 3.4.3. Communication and strategy of advertisements to evoke impulsive buying is effective

3.5. Primary method

Primary data was collected by applying the quantitative method. A survey was conducted. The respondents are from the age group of 18-45+. Total sample size that was taken into consideration for the study was 130 responses. A five-point Likert scale was used for the survey. The questionnaire was divided into segments like: demographics and buying behaviour which included questions related to television watching habits, peer influence, shopping habits and observation of advertisements etc.

3.6. Validation of the tool

The process of validation of tool was carried out as mentioned below.

After the preparation of the questionnaires for the selected sample with the guidance of the mentor, it was handed over to three different experts for the validation of the tool. Certain changes were suggested by the experts and changes were done accordingly. Once the questionnaire was approved, it had been circulated amongst the decided population that are the viewers who use these applications through Google Forms

3.7. Process of data collection

The collection of data was done through google forms.

3.8. Process of data analysis

The process of data analysis would include frequency distribution and percentage.

3.9. Proposed analysis

Proposed analysis for this study is to measure the efficiency of the questionnaire and whether it can help prove the hypothesis. A detailed analysis of the gathered data will be conducted to achieve the desired results.

3.10. Limitations of the study

There are certain limitations of the tool which are as follows: -

- Data collection was restricted only for Vadodara city.
- Responses were limited to people who actively watched television.

3.11. Conclusion

This chapter includes all the aspects that were taken into consideration for data collection and analysis. Objectives and hypothesis of the research have also been explained here.

Chapter 4

Data Analysis

4.1. Introduction

The researcher has used questionnaire as a tool for collection for data, the set of questions were prepared by the researcher after a detailed study on the topic and the set of questions aims to give us insights about the effect of television commercials on impulsive buying behaviour of consumers. This chapter will look at primary data collected. The aim is to analyse the data gathered by 130 respondents across Vadodara corresponding to the hypothesis of the research. The total population has filled the questionnaire was 154 but 24 respondents were filtered out with a screening question to get the desired population that can help prove the hypothesis of the research.

4.2. Demographics

The questionnaire was sent to the respondents via Whatsapp. It was filled by Barodians of different age group, gender and occupation. Those factors will be analysed in this section.

4.2.1. Age

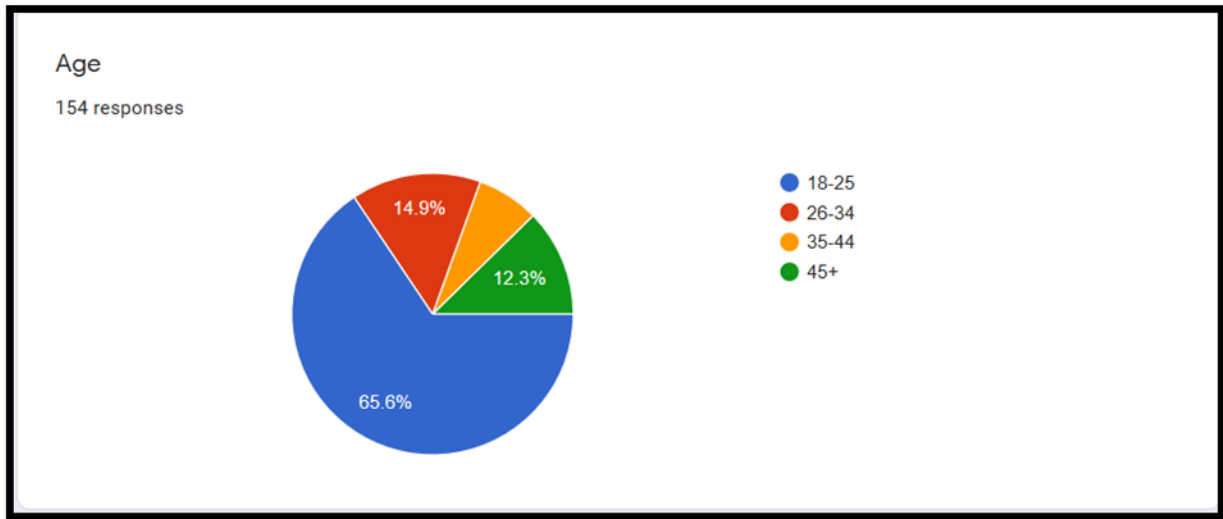
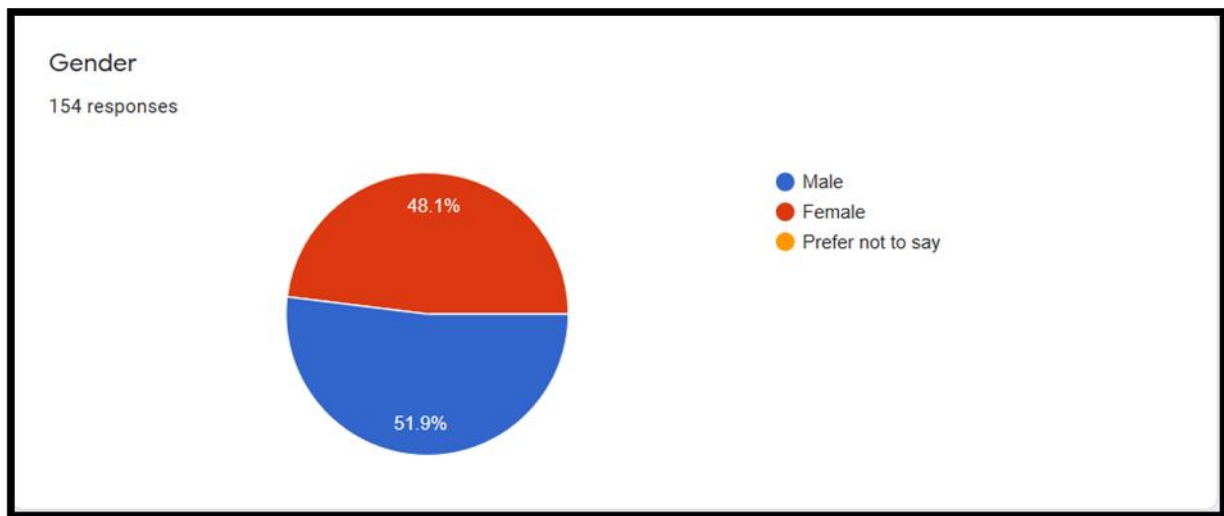


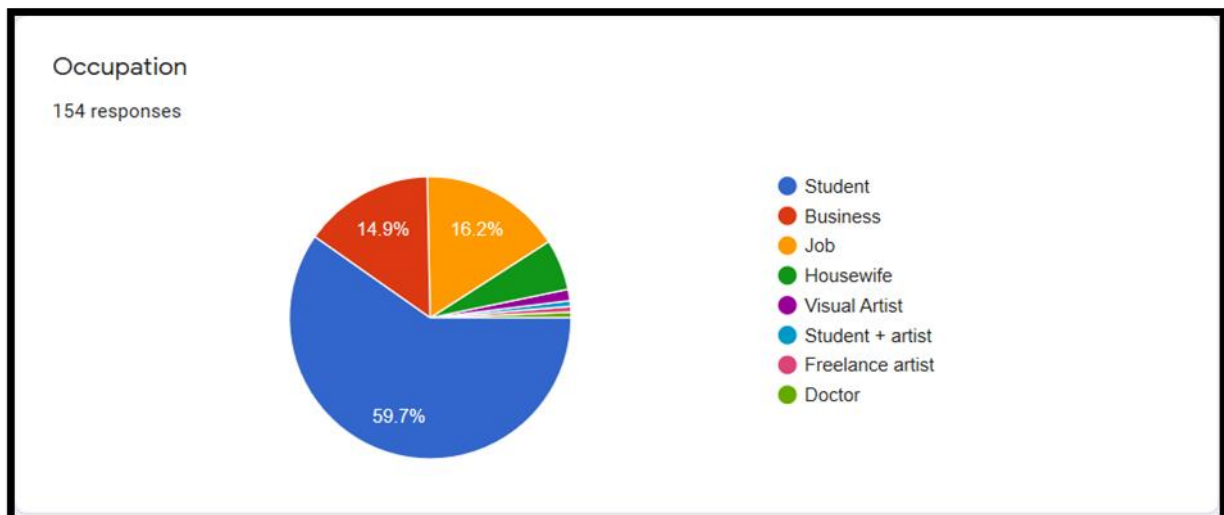
Figure 4.1 shows that out of the 154 respondents. The age groups were classified into 4 segments. Maximum respondents that is 101 belonged to the age group 18-25, followed by 23 respondents in 26-34, 19 respondents in 45+ and 11 respondents in the age group of 35-44.



4.2.2. Gender

Figure 4. shows that out of 154 respondents, 80 were identified to be females and 74 as males.

4.2.3. Occupation



Occupational status of the respondents as shown in the figure 4.2.3 is 92 students, 25 doing job, 23 business owners, 9 housewives, 2 visual artists, 1 doctor, 1 freelance artist and 1 student+ artist.

4.2.4. Screening question

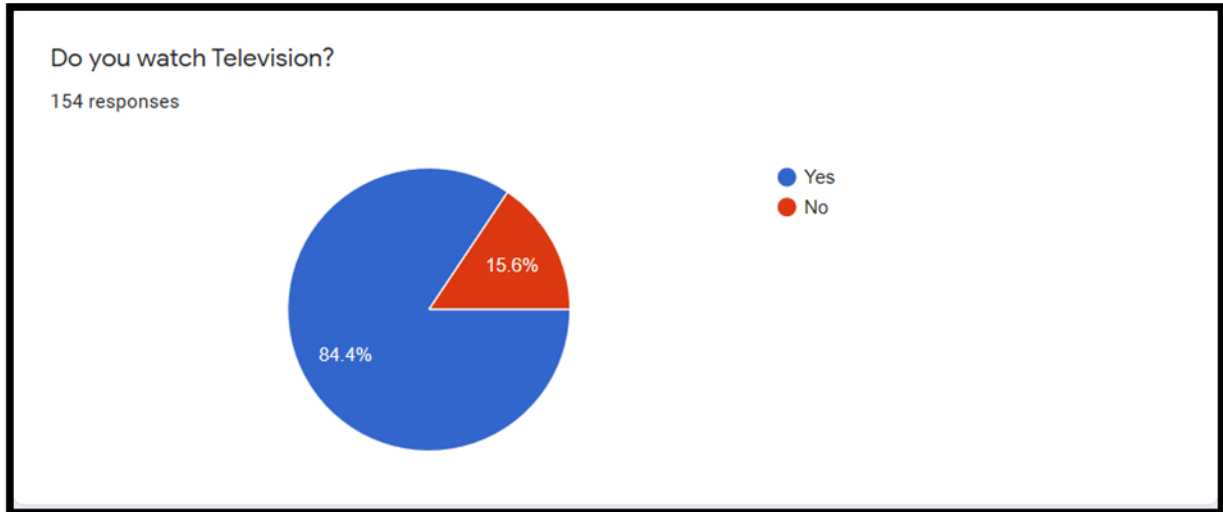


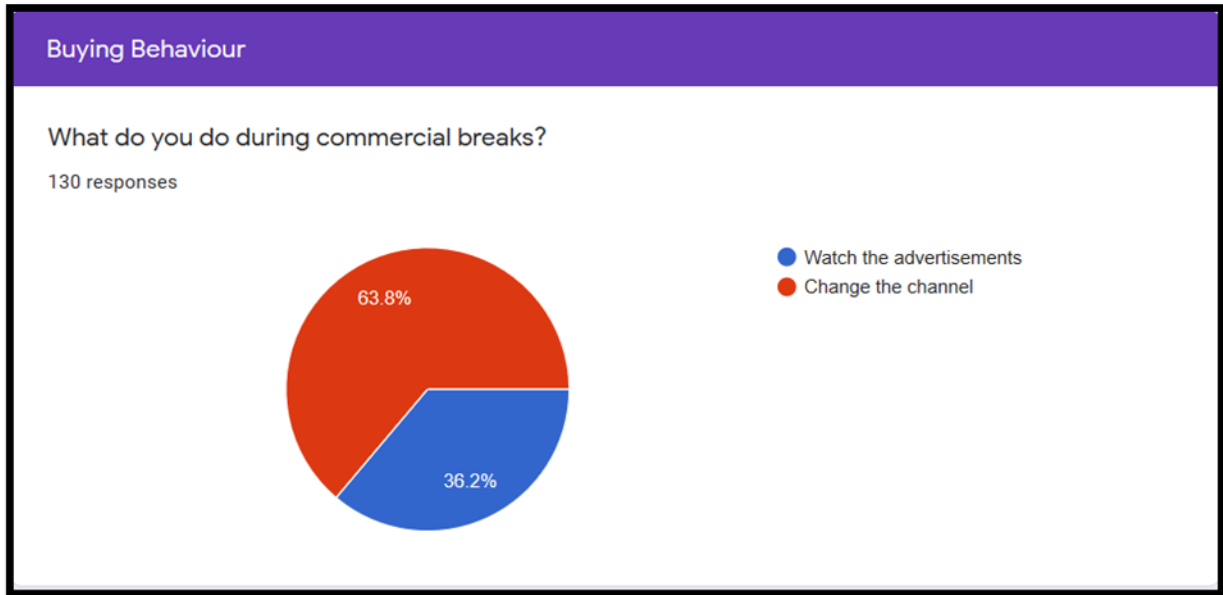
Figure 4.2.4 shows that 130 respondents watch television while 24 don't. this was a screening question to filter out the required population who watch television and can proceed to answer the further questions.

Through this the researcher could get the desired population who qualify for the research.

4.3. Buying behaviour

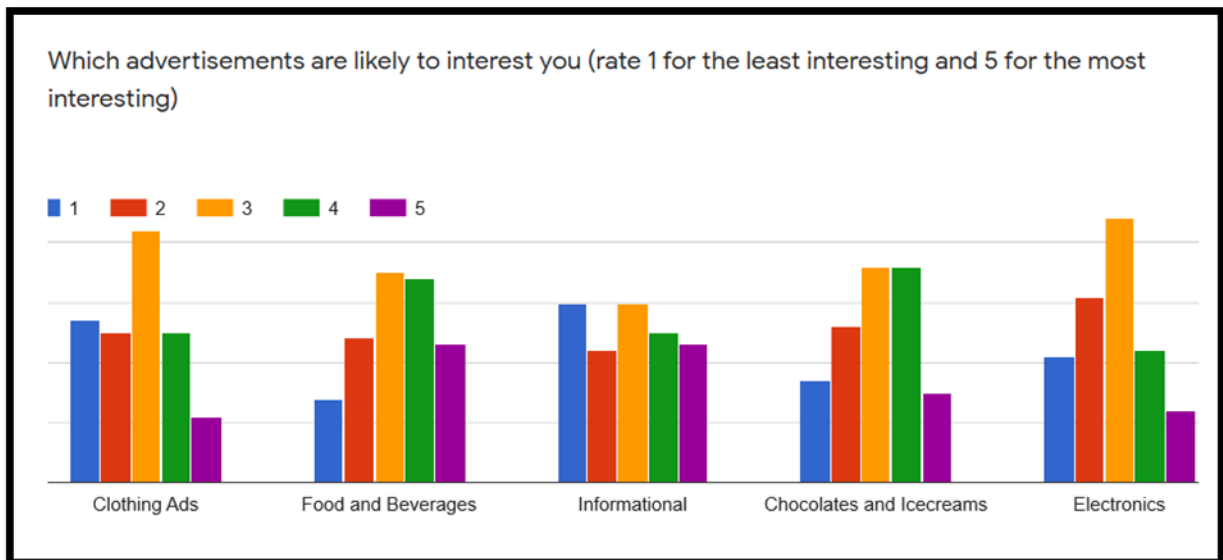
This section of the questionnaire gathered data related to the television watching habits and buying habits of the respondents. 130 respondents qualified to appear for the remaining questionnaire. Therefore, the same population of this research is 130 respondents.

Figure 4.3.1.



As seen in figure 4.3.1. only 47 respondents out of 130 watch advertisements, while the remaining 83 change the channel during commercial breaks.

Figure 4.3.2.



The above figure shows that 23 respondents find food and beverages and informational advertisements to be the most interesting.

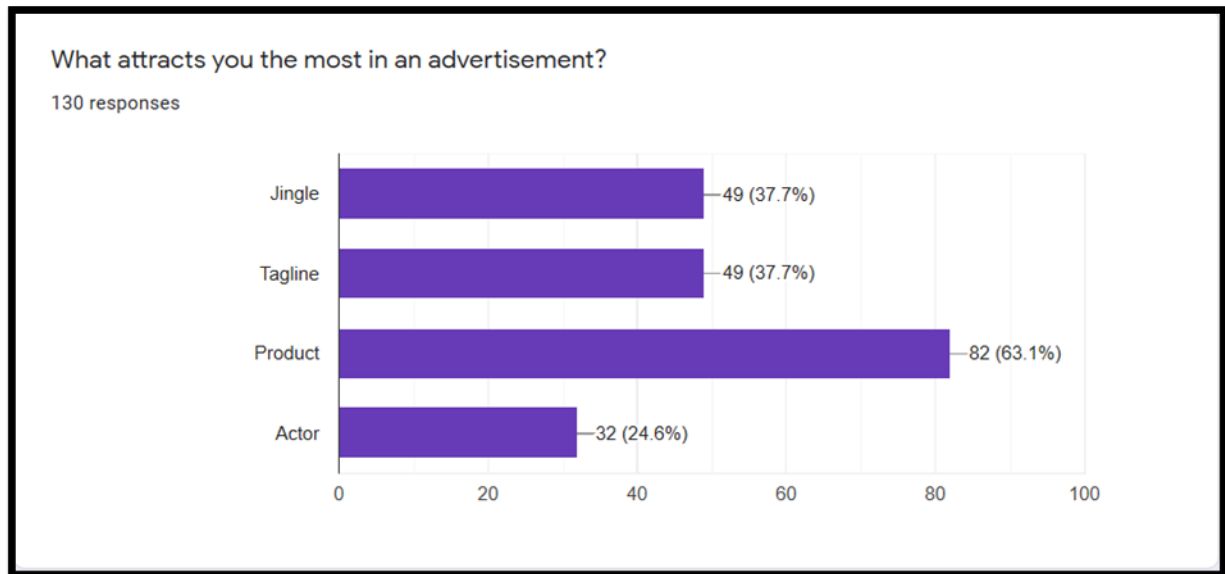
Figure 4.3.3.

Figure 4.3.3 shows that 63.1% that is 82 respondents are most attracted by the product in any advertisement. This is followed by 37.7% or 49 respondents feel that they are most likely to be attracted by the jingle and the tagline in an advertisement and 32 respondents find the actor to be the reason behind them watching the advertisement.

Figure 4.3.4.

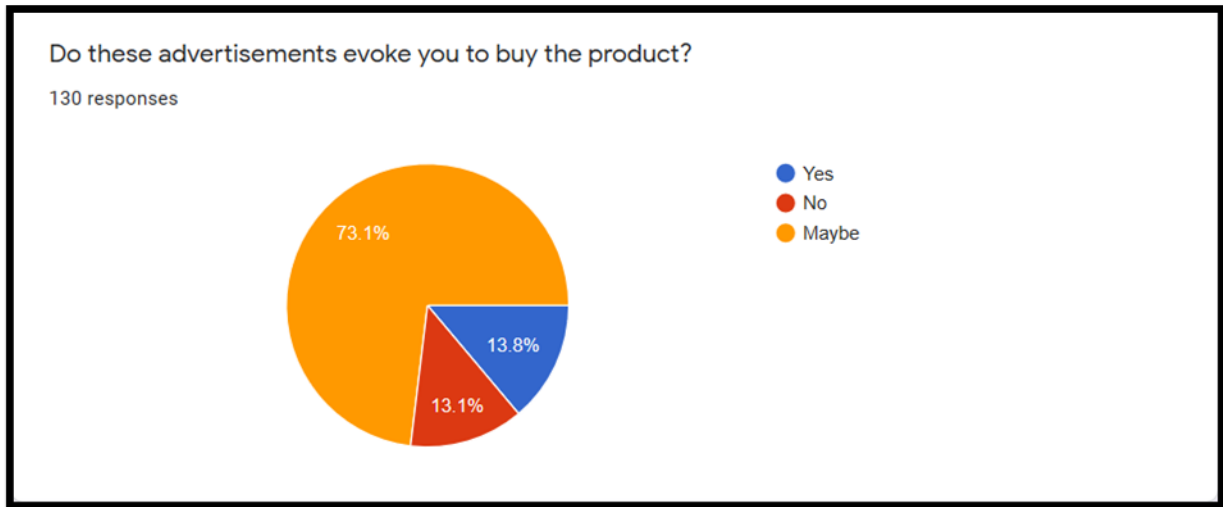
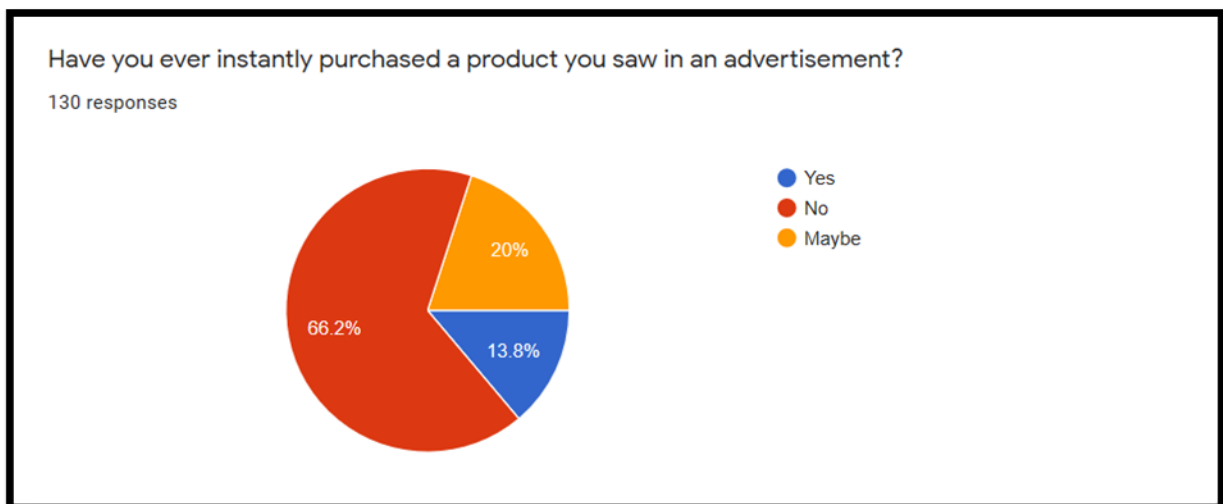
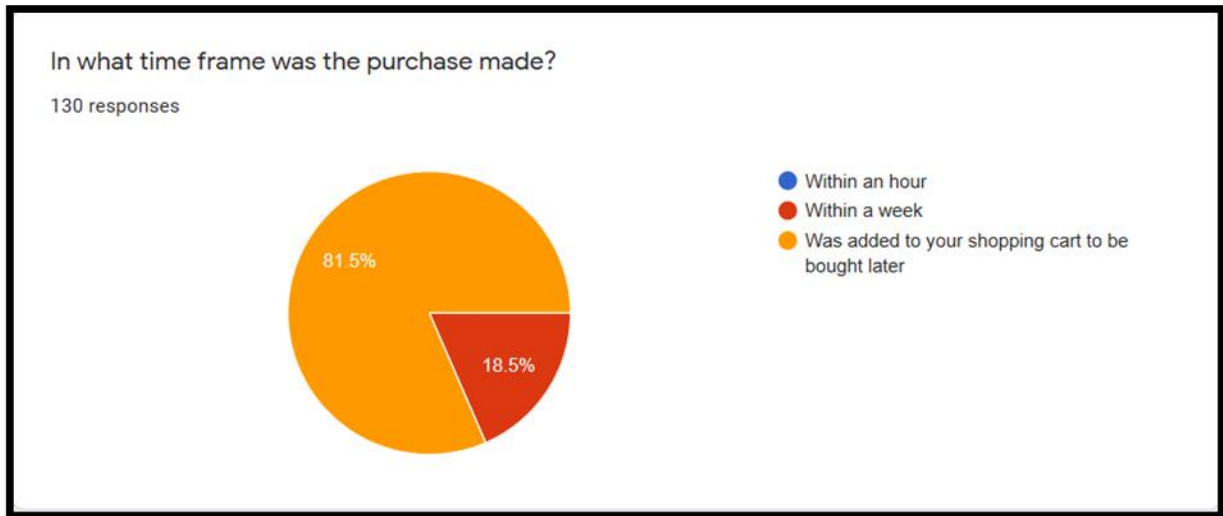


Figure 4.3.4. shows the percentage of respondents who are evoked to purchase the product after seeing the advertisement. 18 respondents have a positive response whereas 17 people are not affected by such advertisements and 95 respondents are unsure if they would purchase the product or not.

Figure 4.3.5



As seen in figure 4.3.5, after viewing ads the ratio of people who have instantly purchased the product is 13.8% that is 18 respondents. Whereas 86 respondents have never purchased the product instantly and 26 don't recall buying it.

Figure 4.3.6.

From the above image it is evident that none of the respondent has made the purchase within 1 hour of watching the advertisement. 24 respondents have made the purchase within 1 week and 106 did not act instantaneously and added the product to their shopping cart to be bought later.

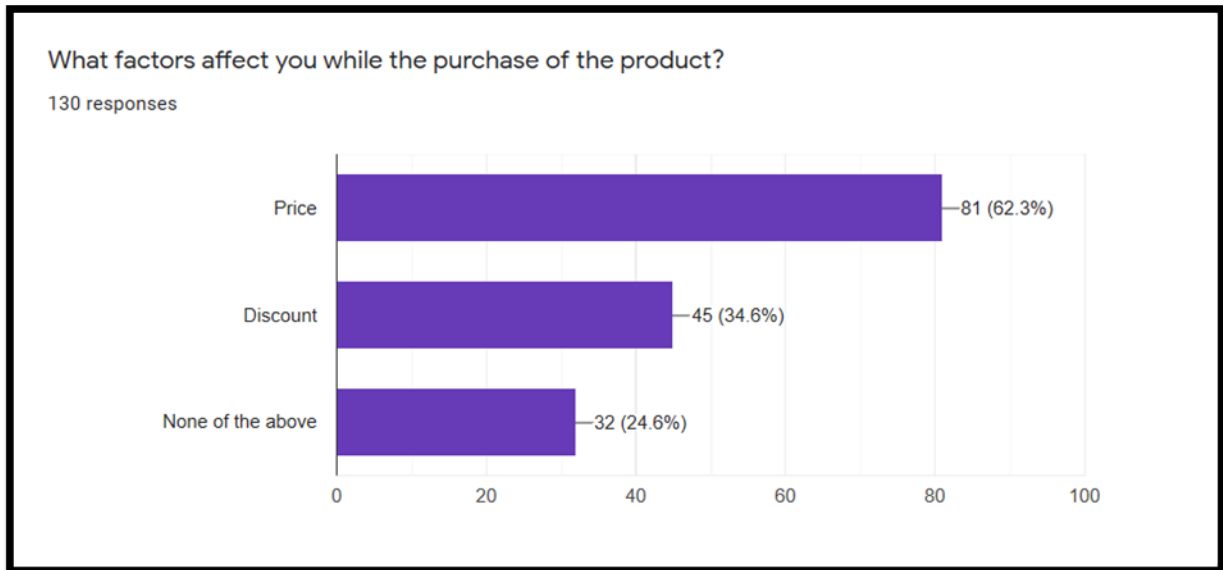


Figure 4.3.7.

Figure 4.3.7 shows that price factor affects the most while purchasing the product with 62.3% of the population voting for it. 34.6% of the population voted for the discount factor and 24.6% of the population were not affected by any of these factors while making a purchase.

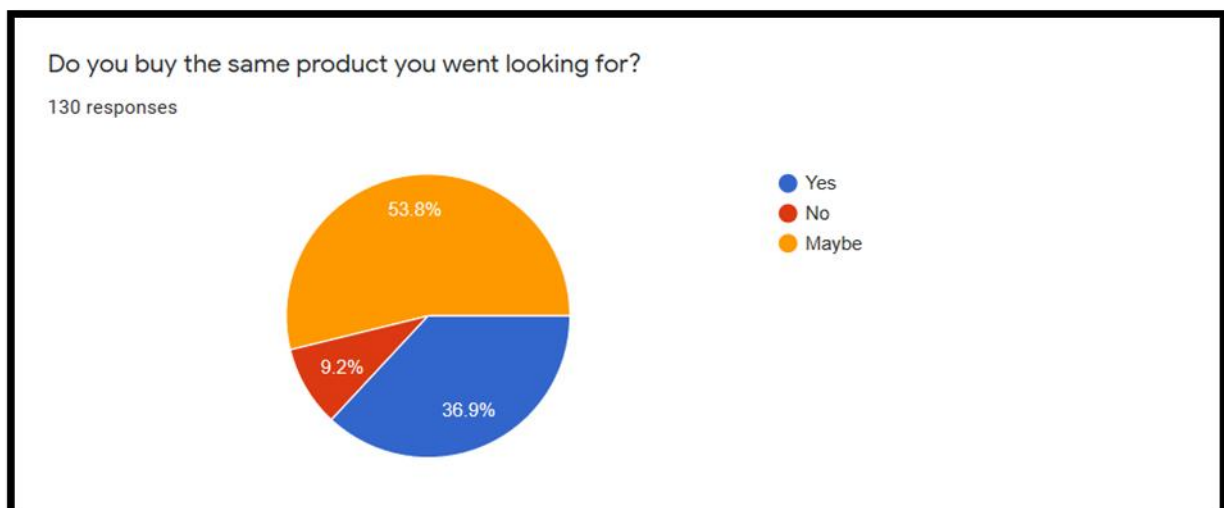


Figure 4.3.8.

As seen in the above figure, 48 respondents actually buy the product they went looking for. Only 12 don't buy it whereas 70 respondents are unsure of the purchase.

4.4. Conclusion

- This chapter dealt with analysis of the data gathered, where we can see different aspects of the study
- Next chapter deals with the findings and discussions

Chapter 5

Major Findings

5.1. Introduction

A survey was conducted to analyse the Impact of Television Commercials of impulsive buying decision of consumers. The population selected was from Baroda. This chapter deals with the findings the researcher has received through the data analysis. These findings are further discussed in detail.

5.2. Findings

Television is the common and best medium to advertise and reach masses. It is said that advertisers in India spent around 270 billion rupees on television advertising. This rate is likely to increase by 18% every year. From the data gathered it is observed that 63.8% of the selected population prefers to change the channel during commercial breaks. This leads to less exposure to advertisements and a loss to the advertisers. The main aim of advertising it to attract viewers and generate leads. Although we have seen a shift from the traditional medium of advertising to social media, Television has not lost its charm. It helps create awareness about the brand, develop interest in it and build the desire to acquire the product. The communication of ads should be efficient to generate leads. According to the data analysed 73.1% are unsure if the advertisements evoke them to buy the product but 13.8% are lured to do so. The study shows that 86 respondents have never purchased any product instantly and

26 don't recall buying it. However, 80.8% of the population saves it to be bought later. The target to increase the sales of any product can not be accomplished instantaneously.

Generating leads and eventually binding them to brand loyalty is how the process goes. These figures prove that the strategy of the advertisers to induce the impulsive buying behaviour within customers is not really successful but the communication is strong enough to generate leads.

It is evident from the study that people prefer product centric advertisements. 37.7% of the population are attracted by the tagline and the jingle of the advertisement whereas only 24.6% focus on the actor/ brand ambassador. It is observed that informational and food and beverages advertisements are likely to attract more viewers. The visuals are meant to instigate the feeling of devouring the product instantaneously. That data shows that 24 and 23 respondents find informational and food beverages advertisements respectively most interesting compared to electronics, clothing and ice cream and chocolate advertisements.

Previous studies have shown that the food and beverage industry is inclining towards product centric ads. The main aim of this is to extend the reach of the product to masses and benefit in sales. Since product centric marketing centres around publicising the utilities and advantages of the product, it effectively pulls the client to purchase it.

A production company runs marketing campaigns directly to consumers. Due to the marketing campaigns, consumers seek out a particular product and go to retailers to purchase the product. Retailers reach out to the producer to stock the product due to direct consumer demand. Ads that trigger such emotions are a part of the pull strategy of the supply chain. It gets the customer to come to you. With the help of this strategy it is possible to sell a product that is in a niche market in the most effective way. Pull strategy Focuses on creating brand equity and product value. But be it the loophole in the strategy or the low brand recall, 53.8% respondents don't recall buying the same product they went

looking for. Only 36.9% are sure of their purchase. Discounts and prize factors are significant viewpoints thought about by the purchasers. It to a great extent influences the sales as well.

5.3. Discussions

It is quite true that social media marketing is mainly threatening TV marketing. However, there are a lot of people all over the world who still prefer the old TV over social media platforms. Watching commercial television has become a habit for old school people and they don't wish to change it, they are satisfied with the kind of content commercial television provides to them. Television is a medium by which people are connected to each other indirectly. The demand for TV which brings some characters and their stories to the audience would never go down. Television advertising is considered trustworthy by many. It brings out multiple emotions and helps build an emotional connect with the brand. The combination of audio and visual excites the customers and gives rise to impulsive buying. Consumers are willing to buy the product but the process is not instant. This might be possible because of the lack in communication. General audience is likely to be persuaded by such advertisements and forced to buy the product but that is a gradual process between the brand and the consumer.

5.4. Limitations of the study

The sample collected by the researcher was limited to Baroda city.

5.5. Recommendations for further studies

1. Specifically, on what types of advertisements trigger the emotion of impulsive buying
2. How physiological factors affect impulsive buying behaviour

5.6. Conclusion

The data collected from the questionnaire survey was interpreted and analysed in the previous chapters. Based on the analysis the research on the topic 'Impact of Television Commercials on Impulsive Buying Behaviour' has been successfully completed. The statement that product centric advertisements attract the most to the consumer has been proven right. Since people are evoked to buy the product they see in ads, the statement that advertisements that trigger impulsive buying are effective in generating leads has also been proven right. However, the researcher has been proven wrong while commenting that communication and strategy of advertisements to evoke impulsive buying is effective because all leads may not convert into customers.

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Appendix

1. Questionnaire

- 1) Age
 - 18-25
 - 26-34
 - 34-44
 - 45+
- 2) Gender
 - Male
 - Female
 - Prefer not to say
- 3) Occupation
 - Student
 - Business
 - Job
 - Housewife
 - Other
- 4) Do you watch Television?
 - Yes
 - No
- 5) What do you do during commercial breaks?
 - Watch the advertisements
 - Change the channel
- 6) Which advertisements are likely to interest you (rate 1 for the least interesting and 5 for the most interesting)?

- Clothing ads
 - Food and beverages
 - Informational
 - Chocolates and ice-creams
 - Electronics
- 7) What attracts you the most in an advertisement?
- Jingle
 - Tagline
 - Product
 - Actor
- 8) Do these advertisements evoke you to buy the product?
- Ye
 - No
 - Maybe
- 9) Have you ever instantly purchased a product you saw in an advertisement?
- Yes
 - No
 - Maybe
- 10) In what time frame was the purchase made?
- Within an hour
 - Within a week
 - Was added to the shopping cart to be bought later
- 11) What factors affect you while the purchase of the product?
- Price

- Discount
- None of the above

12) Do you buy the same product you went looking for?

- Yes
- No
- Maybe

