

# **A Study on Impact of T.V. Advertisements and Buying Behaviour of Housewives through Various Social Factors**

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## **ABSTRACT**

Television advertisements are a powerful medium for influencing consumer behaviour due to their wide reach and audiovisual appeal. This study explores the impact of television advertisements on the buying behaviour of housewives in Bikaner district, Rajasthan, with particular emphasis on social factors. The research aims to identify the psychological, social, personal, cultural, and economic elements that affect purchasing decisions and to raise consumer awareness through educational interventions. A descriptive research design was adopted, and data were collected using a structured interview schedule from 120 housewives—60 from urban areas and 60 from rural settings—selected through purposive sampling. The findings revealed that television advertisements significantly influence buying behaviour, especially through psychological and economic appeals. A large proportion of respondents admitted to impulse buying, brand loyalty, and being influenced by visual presentation, celebrity endorsements, and promotional offers. Social and cultural factors, however, were found to have minimal impact on decision-making. Most housewives demonstrated a preference for discounts, coupons, and value-for-money products, reflecting price sensitivity and budget-conscious consumption patterns. The study also revealed that while advertisements increase awareness, they can lead to overconsumption and misinformed choices if not critically evaluated. To address this, an awareness package consisting of brochures and short educational content was developed and distributed to promote informed decision-making and reduce the impact of misleading advertisements. The study concludes with suggestions for enhancing media literacy and promoting responsible advertising practices. These findings offer valuable insights for marketers, policymakers, and educators aiming to support consumer welfare and ethical marketing.

**Keywords:** Television advertisements, Buying behaviour, Housewives, Social factors, Consumer awareness, Consumer education

## **INTRODUCTION**

Advertising is a type of sponsored communication intended to influence or persuade the general public that is, viewers, readers, or listeners to buy a specific product. Advertising serves as a channel of communication between customers and advertisers (Armstrong and Kotler, 2015). Advertising reaches a large audience at once. It encompasses a large range of both national and worldwide levels. Put differently, advertising can be defined as the process of communicating about a product or service with the intention of persuading the local

population (Belch and Belch, 2017). The actions a consumer takes before making a purchase of goods or services is known as buying behaviour. Buying behaviour could include any online browsing, research, conversations, or interactions with printed or digital advertisements or other marketing materials. Whereas, purchasing behaviour refers to the actions that consumers take in order to satisfy their wants.

Psychological, social, cultural, personal, and economic aspects are the main determinants of consumer purchasing decisions. Social aspects encompass a range of elements, such as roles, position, family, and peer

group. A few examples of personal factors are age, income, occupation, way of life, and personality. A few examples of economic factors are consumer credit, liquid assets, income expectations, family income, and personal income (Cohen and Areni, 1991). A few of the major psychological elements influencing consumer behaviour are perception, learning, motivation, beliefs, and attitudes. The inner urge or desire that propels customers to execute an action, such making a purchase, is referred to as motivation. The culture, subculture, and socioeconomic status of a consumer are examples of cultural factors. These elements are frequently ingrained in our decision-making processes and values (Ramya and Ali, 2016).

Television advertising leaves a lasting impression on viewers because it provides accessibility to audio-visual media. Audiovisual refers to the ability of an advertisement to demonstrate their items visually or audibly. The goal of television advertisements is to persuade viewers to buy the products. Advertisers attempt to persuade customers by showcasing the various qualities and benefits of their products. Advertisements on television influence consumers to purchase the goods. Television advertising is therefore the most effusion commercial to be effective, it is aired multiple times; this adds the high cost of the product. Thus, it can be said that advertisement is a channel that influence all the age groups because it reaches to a larger group of people than any other channel of a communication. An attempt has been made through this study to know the buying behavior of housewives by assessing various social factors and create awareness among them about misleading advertisements. The study has following objectives: 1. To explores the factors associated with buying behaviour of housewives of Bikaner district, 2. To create awareness by developing education material for the awareness about consumer buying behaviour.

## METHODOLOGY

Bikaner district was selected for urban locale. Bikaner city is divided into two zones i.e. East and West as per election commission. From each zone one ward was selected randomly i.e. ward no. 52 and 46. For the research study, a geographical nomenclature method was adopted to select the samples of women. In this, the researcher selected a sample of 120 women. In this, ratio 1:1 women were selected from two villages Jhajhu and Kolayat of Kolayat Panchayat Samiti. In this, a random

sample of 30 women from each, village was selected. For the samples of this research, those women were selected who were housewives and spending most of their time at home. Similarly, for the urban area, 1:1 women were selected from two zones of Bikaner, East and West Zone. In this, 30:30 women were taken for the study. A structured interview schedule was developed and used for data collection for independent and dependent variables. An educational material package was developed to create awareness among respondents.

A multiple regression test was analyzed to assess the relationship between multiple factors and buying behavior of housewives.

## RESULTS AND DISCUSSION

### Multi-Factorial Analysis on Housewives' Buying Behaviour and Influence of Television Advertisements :

Television advertisements have a significant influence on the buying behavior of housewives by targeting multiple key factors that guide their purchasing decisions (Kotler and Keller, 2016). These advertisements primarily use persuasive techniques, such as highlighting the benefits of the products, featuring testimonials, using emotional appeals, and including catchy jingles or slogans that create a lasting impression. These strategies are designed to present the products as essential and beneficial for daily household use.

The buying behaviour of housewives is influenced by a range of factors, including psychological, social, personal, cultural, and economic dimensions. Psychologically, ads appeal to emotions, desires, and needs—for example, promising safety, happiness, or convenience. Socially, advertisements often depict idealized family scenarios or peer approval, encouraging housewives to conform to social norms. Personal factors like age, lifestyle, and education level also affect how advertisements are perceived. Cultural values, traditions, and family expectations further shape preferences. Economically, budget and perceived value for money play a crucial role in decision-making.

Under these factors various statements were made by the researcher to analyse how housewives respond to and are persuaded by television advertisements.

### Psychological factors affecting buying behaviour:

The data in the Table 1 depicted that a majority of

**Table 1: Distribution of respondents according to various factors affecting buying behaviour (n=120)**

Sr. No.	Factors	Disagree	Neutral	Agree
		1	2	3
Psychological Factor				
Statements				
1.	I often make impulse purchase	89 74.12%	0 0	31 25.83%
2.	I believe in brand loyalty	78 65%	9 7.5%	33 27.5%
3.	I think local products are cheaper than branded ones	84 70%	6 5%	30 25%
4.	I am influenced by models	76 63.33%	3 2.5%	41 34.16%
5.	I believe television advertisements persuade me to buy products	50 41.66%	15 12.5%	55 45.83%
6.	I am satisfied with colourful and spectaculars television advertisements that appeal to my emotions.	11 9.16%	24 20%	85 70.83%
7.	I feel that television advertisementshelp me perceive things meaningfully	19 15.8%	2 1.67%	99 82.5%
8.	I believetelevision advertisements induce me to choose specific brands.	52 43.33%	17 14.16%	51 42.16%
9.	I agree that television is the best medium to gather and interpret product features.	14 11.66%	7 5.83%	99 82.5%
10.	I am curious about new advertisements and brands.	59 49.16%	40 33.33%	21 17.5%
11.	I often search for and buy unique products to impress my family and friends.	22 18.33%	4 3.33%	94 78.33%
12.	I prefer to buy products that enhances my personality and status in society.	27 22.5%	5 4.16%	88 73.33%
Social factors				
Statements				
13.	I always make independent purchasing decisions.	9 7.5%	5 4.16%	106 88.33%
14.	I am influenced by my neighbour.	22 18.33%	0 0	98 81.66%
15.	I am influenced by my friend.	9 7.5%	0 0	111 92.5%
16.	I am influenced by my relatives.	7 5.83%	1 0.83%	112 93.33%
17.	I always follow the latest trends	39 32.5%	9 7.5%	72 60%
18.	I always follow social media advertisements.	31 25.83%	17 14.16%	72 60%
19.	I feel that purchasing decisions are influenced by social class.	66 55%	19 15.83%	35 29.16%
20.	I get information about brands from my Colleagues.	71 59.16%	21 17.5%	28 23.33%
Personal factors				
Statements				
21.	I often feel that personality influences brand choice.	67 55.83%	7 5.83%	46 38.33%
22.	I respond immediately to television advertisements and decide to buy.	86 71.66%	15 12.5%	19 15.83%
23.	I purchase and use particular brands to enhance the personality.	35 29.16%	5 4.16%	80 66.66%
		8.33%	7.5%	84.16%

Contd... Table 1

Table 1 contd...

24.	I always pay more attention to selecting superior products in the market.	38 31.66%	11 9.16%	71 59.16%
25.	I feel that television enhances my self-esteem by providing sensible product in formation.	16 13.33%	4 3.33%	100 83.33%
26.	I am satisfied with spending useful time in front of the television.	2 1.66%	1 0.83%	117 97.5%
27.	I feel excited and curious about new product advertisements.	62 51.66%	38 31.66%	20 16.66%
<b>Cultural factors</b>				
Statements				
28.	I always follow customs and beliefs.	1 0.83%	0 0	119 99.16%
29.	I prefer to follow the religious product guidelines.	2 1.66%	0 0	118 98.33%
30.	I prefer locally made products that reflect the cultural heritage of my region.	0 0	0 0	120 100%
31.	Culture exerts varying levels of influence among women consumers.	1 0.83%	1 0.83%	118 98.33%
32.	Culture shapes patterns of living and lifestyles.	0 0	0 0	120 100%
33.	Religion influences the buying and use of certain products.	0 0	1 0.83%	119 99.16%
34.	Geographical region affects lifestyle.	0 0	5 4.16%	115 95.83%
35.	Urban consumer have different urges compared to rural consumers.	0 0	3 2.5%	117 97.5%
36.	I agree that products chosen by family members are specific brands.	64 53.33%	8 6.66%	47 39.16%
37.	I decide to purchase products based on inspiration rather than necessity.	88 73.33%	28 23.33%	4 3.33%
38.	I often feel that the family life cycle changes my product choices.	18 15%	4 3.33%	98 81.66%
<b>Economic factors</b>				
Statements				
39.	I prefer products with discounts or offers.	1 0.83%	0 0	119 99.16%
40.	I prefer products on sale.	2 1.66%	1 0.83%	117 97.5%
41.	I like cheaper quality products.	71 59.17%	43 35.83%	6 5%
42.	I always use coupons.	2 1.66%	3 2.5%	115 95.83%
43.	I Always prefer to save money.	5 4.16%	2 1.66%	113 94.16%
44.	I often spend more money on goods with little savings.	105 87.5%	4 3.33%	11 9.16%
45.	I show more interest in new trends and spend more money on them.	95 79.16%	7 5.83%	18 15%
46.	I spend more money on basic needs and buy costly goods when necessary.	77 64.16%	30 25%	13 10.83%
47.	I agree that family size and lifestyle influence purchasing power.	4 3.33%	2 1.66%	114 95%
48.	I always look for alternative sources for products.	0 0	3 2.5%	117 97.5%
49.	I believe family affects the consumption of goods and controls my decisions.	10 8.33%	9 7.5%	101 84.16%

respondents admitted to making impulse purchases, with 74.12 per cent agreeing and 25.83 per cent disagreeing, while none remained neutral. In another statements revealed that the brand loyalty was significant for many, with 65 per cent agreeing, 7.5 per cent staying neutral, and 27.5 per cent disagreeing. In next statements revealed that the most respondents believed local products were cheaper than branded ones, with 70 per cent agreeing, 5 per cent staying neutral, and 25 per cent disagreeing. In other statements revealed that the models influenced a large portion of respondents, with 63.33 per cent agreeing, 2.5 per cent being neutral, and 34.16 per cent disagreeing. In another statements revealed that the regarding the impact of television advertisements, 41.66 per cent agreed that they were persuaded to buy products, 12.5 per cent were neutral, and 45.83 per cent disagreed. In next statements revealed that the however, only 9.16 per cent were satisfied with colorful and emotional television advertisements, while 20 per cent were neutral, and 70.83 per cent disagreed. In another statements revealed that the a small number of respondents, 15.8 per cent, felt that television advertisements helped them perceive things meaningfully, while 1.67 per cent were neutral, and 82.5 per cent disagreed. In other statements revealed that the similarly, 43.33 per cent believed television advertisements influenced them to choose specific brands, 14.16 per cent were neutral, and 42.16 per cent disagreed. In next statements revealed that the only 11.66 per cent agreed that television was the best medium to gather and understand product features, 5.83 per cent were neutral, and 82.5 per cent disagreed. In another statements revealed that the interest in new advertisements and brands was moderate, with 49.16 per cent were agreeing, 33.33 per cent were staying neutral, and 17.5 per cent disagreeing. In next statements revealed that the however, only 18.33 per cent said they searched for and bought unique products to impress family and friends, 3.33 per cent were neutral, and 78.33 per cent disagreed. In other statements revealed that the lastly, 22.5 per cent preferred to buy products that enhanced their personality and status in society, 4.16 per cent were neutral, and 73.33 per cent disagreed.

#### **Social factors affecting buying behaviour:**

In another statements revealed that the most people made their own purchasing decisions. Only 7.5 per cent agreed, 4.16 per cent were neutral, and 88.33 per cent disagreed. In next statements revealed that the neighbours

did not influence their choices much, with only 18.33 per cent agreeing and 81.66 per cent disagreeing. In other statements revealed that the friends had little influence as well, with 7.5 per cent agreeing and 92.5 per cent disagreeing. In another statements revealed that the relatives also had little effect, with 5.83 per cent agreeing, 0.83 per cent neutral, and 93.33 per cent disagreeing. In next statements revealed that the following the latest trends was somewhat common. 32.5 per cent agreed, 7.5 per cent were neutral, and 60 per cent disagreed. In another statements revealed that the social media advertisements influenced some people, with 25.83 per cent agreeing, 14.16 per cent neutral, and 60 per cent disagreed. In next statements revealed that the many people believed that social class influenced their purchasing decisions, with 55 per cent agreeing, 15.83 per cent neutral, and 29.16 per cent disagreeing. In other statements revealed that the 59.16 per cent got information about brands from colleagues, 17.5 per cent were neutral, and 23.33 per cent disagreed.

#### **Personal factors affecting buying behaviour:**

In another statements revealed that the personality clearly influenced brand choice for many people, with 55.83 per cent agreeing, 5.83 per cent staying neutral, and 38.33 per cent disagreeing. In next statements revealed that the television advertisements had a big impact on buying decisions, as 71.66 per cent said they responded immediately and decided to buy, 12.5 per cent stayed neutral, and 15.83 per cent disagreed. In another statements revealed that the 29.16 per cent agreed that they bought and used specific brands to enhance their personality, while 4.16 per cent stayed neutral, and 66.66 per cent disagreed. In other statements revealed that the when it came to choosing better products, 31.66 per cent said they paid more attention, 9.16 per cent were neutral, and 59.16 per cent disagreed. In next statements revealed that the 13.33 per cent felt that television boosted their self-esteem by giving sensible product information, 3.33 per cent were neutral, and most people, 83.33 per cent disagreed. In another statements revealed that the most people did not feel satisfied spending time in front of the television. Only 1.66 per cent agreed, 0.83 per cent was neutral, and the majority, 97.5 per cent disagreed. In other statements revealed that the new product advertisements made some people feel excited and curious. About 51.66 per cent agreed, 31.66 per cent were neutral, and 16.66 per cent disagreed.

### Cultural factors affecting buying behaviour:

In next statements revealed that the most people did not always follow customs and beliefs. Only 0.83 per cent agreed, no one stayed neutral, and 99.16 per cent disagreed. In another statements revealed that the similarly, very few people preferred to follow religious product guidelines, with 1.66 per cent agreeing and 98.33 per cent disagreeing. In other statements revealed that the no one preferred locally made products that reflected cultural heritage or believed that culture shaped their way of living and lifestyle. In next statements revealed that the the influence of culture on women consumers varied. Only 0.83 per cent agreed, 0.83 per cent was neutral, and 98.33 per cent disagreed. In another statements revealed that the no one agreed that culture shaped patterns of living and lifestyles, as 100 per cent disagreed.

In other statements revealed that the when it came to religion influencing buying behavior, no one agreed, 0.83 per cent was neutral, and 99.16 per cent disagreed. In next statements revealed that the regarding geographical region affecting lifestyle, no one agreed, 4.16 per cent were neutral, and 95.83 per cent disagreed. In other statements revealed that the urban and rural consumers were thought to have different needs, but no one agreed, 2.5 per cent were neutral, and 97.5 per cent disagreed. In another statement revealed that the some respondents said family members influenced their choice of brands, with 53.33 per cent agreeing, 6.66 per cent staying neutral, and 39.16 per cent disagreeing. In next statements revealed that the many respondents admitted to buying products based on inspiration rather than necessity, with 73.33 per cent were agreeing, 23.33 per cent staying neutral, and only 3.33 per cent disagreeing. In next statements revealed that the 15 per cent said that changes in the family life cycle affected their product choices, 3.33 per cent stayed neutral, and 81.66 per cent disagreed.

### Economical factors affecting buying behaviour:

In another statements revealed that the most people

did not prefer products with discounts or offers. Only 0.83 per cent agreed, no one stayed neutral, and 99.16 per cent disagreed. In other statements revealed that the 1.66 per cent said they preferred products on sale, 0.83 per cent was neutral, and 97.5 per cent disagreed. In other statements revealed that the on the other hand, 59.17 per cent liked cheaper quality products, 35.83 per cent were neutral, and 5 per cent disagreed. The another statements revealed that the most respondents did not regularly use coupons. Only 1.66 per cent agreed, 2.5 per cent were neutral, and 95.83 per cent disagreed. In next statements revealed that the similarly, most people did not prioritize saving money, with 4.16 per cent agreeing, 1.66 per cent being neutral, and 94.16 per cent disagreeing. Other statements revealed that the many respondents admitted to spending more money on goods with little savings. About 87.5 per cent agreed, 3.33 per cent were neutral, and 9.16 per cent disagreed. In other statements revealed that the interest in new trends was high. Similar results has been supported by other authors too, that are: Kumar and Mittal (2001); Schiffman and Wisenblit (2015); Singh and Aggarwal (2012).

Around 79.16 per cent said they spent more money on trends, 5.83 per cent were neutral, and 15 per cent disagreed. In next statements revealed that the 64.16 per cent said they spent more on basic needs and bought costly goods only when necessary, 25 per cent were neutral, and 10.83 per cent disagreed. In next statements revealed that the most people did not think family size and lifestyle influenced their purchasing power.

Only 3.33 per cent agreed, 1.66 per cent were neutral, and 95 per cent disagreed. In another statements revealed that the no one said, they looked for alternative sources for products, while 2.5 per cent were neutral and 97.5 per cent disagreed. In other statements revealed that the only 8.33 per cent believed that family influenced their consumption and controlled their decisions, 7.5 per cent were neutral, and 84.16 per cent disagreed.

A multiple regression test was applied to test the relationship of social, psychological, economical, personal,

**Table 2 : Assessment of relation between multiple factors and buying behaviour of housewives through multi regression**

Factors	Mean	SD	Coefficient	Standard error	T stat	P value
Social	2.39	0.18	2.66	0.45	5.96	0.00
Psychological	2.1	0.1	2.17	0.35	6.13	0.00
Economical	2.35	0.2	2.34	0.38	6.10	0.00
Personal	2.17	0.23	1.11	0.41	2.71	0.01
Cultural	2.72	0.86	2.06	0.75	2.74	0.01

cultural factor and buying behaviour of housewives. It was found that all factors were significant the description is as follows:

In social factors p-value was very small, signifying a strong and statistically significant relationship between the factor and buying behavior. In psychological factors p-value was very small, signifying a strong and statistically significant relationship between the factor and buying behavior. In economical factors p-value was also very small, signifying a strong and statistically significant relationship between the factor and buying behavior. In personal factors p-value was be low 0.05, meaning the factor has a statistically significant impact on buying behavior, although less extreme than the previous values. In cultural factors p-value was also a statistically significant p-value, meaning that the factor is still relevant and influential, but not as strong as the first few (Table 2).

### Conclusion:

The present study reveals that television advertisements significantly influence the buying behaviour of housewives by appealing to multiple key factors—social, psychological, economical, personal, and cultural. Through the use of persuasive techniques such as emotional appeals, benefits demonstration, and catchy jingles, advertisements effectively shape consumer perceptions and decisions. The results of the multiple regression analysis confirm that all five examined factors have a statistically significant impact on purchasing behavior. Among them, social, psychological, and economical factors demonstrated the strongest influence, while personal and cultural factors, though slightly less dominant, were still meaningful contributors. These findings underscore the multifactorial nature of consumer

decision-making and highlight the importance of targeted advertising strategies that address the diverse motivations and contexts of housewives.

Overall, this research emphasizes the need for marketers and advertisers to consider a holistic approach when designing television campaigns, ensuring that they align with the emotional, social, and cultural realities of their target audience to drive effective consumer engagement.

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