

Understanding the Roles of Television Advertising on Consumer's Buying Decisions: A Study of Dhaka City

Sk. Abu Raihan Siddiqu^a, Md. Raisul Islam^{b*}, Tasmia Khatun^c

^{a,b}Jagannath University, Bangladesh, ^cMasthead PR, Bangladesh

ABSTRACT

This study analyzes the role of advertising and various other factors on customer purchasing behavior. The study is grounded on consumer data obtained in Dhaka, Bangladesh, through the administration of a survey in four prominent areas: Uttara, Mirpur, Badda, and Keraniganj. Data for the study were obtained from a sample of 200 users who actively engage with television advertising. The study highlights key factors such as celebrity endorsements, children's role on parents' shopping decisions, and the preferences of different demographic groups. Despite the growing presence of digital media, television advertising continues to shape consumer behavior in Dhaka, offering valuable insights for advertisers and policymakers navigating this complex media environment. Furthermore, the study emphasizes that consumers' viewpoints significantly role their purchasing choices. Nevertheless, innovative advertisements and efficient marketing tactics have the power to role clients' purchasing choices.

Article Info

Received January 22, 2024

Revised May 29, 2024

Accepted June 10, 2024

Keywords: Television advertisement, Consumers behavior, Bangladesh

Introduction

In the bustling metropolis of Dhaka, the media landscape has evolved dramatically over the past two decades. As Bangladesh's capital and largest city, Dhaka is not only a hub of economic activity but also a melting pot of cultural and technological advancements. The turn of the 21st century has brought a significant shift in how media is consumed, with television continuing to hold a prominent place despite the rise of new media platforms.

Television remains an unparalleled medium in Dhaka, captivating audiences with its unique blend of sound and visual storytelling. Unlike many parts of the world where digital and social media have largely supplanted traditional TV, in Dhaka, television still reigns supreme in its ability to reach and role a diverse population. Public and private television channels have thrived, with an

advertising industry survey from 2003 showing that television attracts twice as much advertising revenue as newspapers (Dashgupta, 2004). This trend highlights television's enduring appeal and its effectiveness as an advertising medium in Bangladesh.

However, the media consumption habits in Dhaka are nuanced and multifaceted. While television holds a significant place, the rise of the internet and mobile devices has introduced new dimensions to how people engage with media. Social media platforms, streaming services, and online news portals have become integral to daily life, especially among the younger, tech-savvy generation. This raises intriguing questions about the interplay between traditional television and new media in shaping consumer behavior and preferences.

CONTACT

Sk. Abu Raihan Siddique (M.S.S., Jagannath University, Bangladesh) is Assistant Professor, Department of Mass Communication and Journalism, Jagannath University, Bangladesh.

Md. Raisul Islam (M.S.S., University of Dhaka, Bangladesh) is Associate Professor, Department of Mass Communication and Journalism, Jagannath University, Bangladesh.

Tasmia Khatun (M.S.S., Jagannath University, Bangladesh) is Assistant Manager (Content and Planning), Masthead PR, Bangladesh.

***Corresponding author's email:** raisulislam25@gmail.com

Recent studies reflect these shifts in media consumption. For instance, Hasan and Islam (2019) found that internet usage in urban Bangladesh has surged, with social media platforms like Facebook and YouTube becoming critical channels for information and entertainment. Despite this, television remains a trusted source for news and advertisements, particularly among older demographics. Furthermore, Rahman and Ahmed (2021) highlighted that while digital platforms are gaining traction, television's role in shaping public opinion and consumer behavior remains significant due to its wide reach and credibility.

The dynamic media environment in Dhaka offers a fascinating case study for understanding the role of television advertising in a contemporary context. Television advertising has been shown to have a substantial impact on viewers, subtly shaping their purchasing decisions across various demographics, from children to the elderly. According to Mohideen and Saravanan (2016), the psychological role of television advertisements is powerful enough to mold consumer aspirations, making it a potent tool for marketers. Given the significant financial investments in television advertising (Krishnakumar & Radha, 2014), understanding its effectiveness in the context of Dhaka's unique media consumption patterns is essential.

By examining the elements of television advertisements that generate consumer interest and analyzing the differential effects on specific consumer groups, this research seeks to provide comprehensive insights into the modern media landscape. A diverse range of product advertisements are often seen on television. Therefore, it is timely to initiate this research initiative to investigate the role of television advertising on the buying patterns of urban consumers. Investigate the impact of television advertising on urban consumers and their corresponding attitudes is the main objective of this research. This study is significant as it aims to explore the extent to which children role their parents' shopping decisions through exposure to commercials and determine which consumer groups are most susceptible to the role of advertisements when making purchases. This research also provides insights into consumer behavior by examining the potential impact of celebrity endorsements and the portrayal of same-sex or opposite-sex individuals in commercials on consumer purchasing behavior. This research also addresses the critical question of whether traditional television advertising still holds sway over Dhaka's urban consumers or if the tide is shifting towards new media platforms. In a city where tradition and modernity coexist, the media habits of Dhaka's residents offer a microcosm of

global trends while retaining unique local characteristics. This study will contribute to a deeper understanding of how media roles consumer behavior in Dhaka, offering valuable insights for advertisers, marketers, and policymakers aiming to navigate this complex and ever-evolving landscape.

Related Literature Review

A substantial amount of research has been carried out on television advertising in the past few decades. Nevertheless, while most research has concentrated on the role of advertising, the depiction of advertising has primarily been unfavorable.

Rahman and Ullah (2005) found that satellite television use directly caused changes in audience conduct in urban Bangladesh, as revealed in their study titled "Effect of Satellite TV on Audience Behavior in Urban Bangladesh." The study findings suggest that television advertising impacts both males and females. The findings of this study suggest that the act of viewing satellite television is associated with a range of alterations in behavior (Rahman & Ullah, 2005).

Rahman and Ahmed (2021) explored the role of television and digital platforms in shaping consumer behavior in urban Bangladesh. Despite the increasing popularity of digital media, their study found that television remains a crucial medium for advertising due to its broad reach and perceived credibility. This research underscores that television advertising still holds significant sway over consumer purchasing decisions, particularly among older and less tech-savvy demographics.

Hasan and Islam (2021) examined the media consumption patterns of different age groups in Dhaka. Their findings indicate that while younger audiences are gravitating towards social media and online platforms, television continues to be a major source of information and entertainment for a wider demographic. This suggests that television advertising retains its relevance and effectiveness in reaching a broad audience base.

In another study, Rahman and Ahmed (2021) explored the role of television and digital platforms in shaping consumer behavior in urban Bangladesh. Despite the increasing popularity of digital media, their study found that television remains a crucial medium for advertising due to its broad reach and perceived credibility. This research underscores that television advertising still holds significant sway over consumer purchasing decisions, particularly among older and less tech-savvy demographics.

Rahim et al. (2022) focused on consumer responses to synchronized television and online advertising. Their research demonstrated that consumers exposed to consistent messaging across both platforms showed higher brand recall and purchase intent compared to those exposed to a single medium. This indicates a synergistic effect when television and digital advertising are strategically aligned.

Nabi and Karim (2022) explored gender differences in media consumption and advertising role in Bangladesh. They found that while men are more inclined towards online platforms, women still prefer television for its comprehensive content and ease of access. This gender-based preference highlights the need for advertisers to tailor their strategies according to demographic insights.

Ali and Rahman (2023) investigated the impact of socio-economic factors on media consumption habits. Their study revealed that higher-income groups tend to engage more with digital media, whereas lower-income groups remain reliant on television. This disparity emphasizes the continued importance of television advertising in reaching diverse economic segments. Hossain and Zaman (2023) examined the role of celebrity endorsements in television advertising. Their research indicated that advertisements featuring well-known personalities significantly enhance consumer trust and brand loyalty. This aligns with earlier findings by Ansari and Jolouldar (2011) and extends them by showing that celebrity endorsements on television remain effective in the current media landscape.

Khatun et al. (2023) studied the emotional appeal in television advertisements and its effect on consumer behavior. They found that ads with strong emotional content lead to higher engagement and stronger purchase intentions. This study suggests that emotional resonance in television advertising can be a powerful tool for influencing consumer decisions.

Some studies tend to compare the Cross-Cultural and Global Trends. Singh and Gupta (2023) compared television advertising trends in Bangladesh and India. Their study revealed that despite cultural differences, the effectiveness of television advertising in driving consumer behavior is remarkably similar in both countries. This suggests that television continues to be a potent medium across different cultural contexts. Chen and Lee (2023) conducted a global study on the evolving role of television in the digital age. They found that while digital media is growing rapidly, television remains a critical platform for brand building and mass communication. Their research highlights the enduring power of television advertising in both developed and developing markets. Niazi et al. (2012) argue that

advertising is powerful for eliciting favorable consumer interest in items. Environmental and emotional factors partly role the inclination to acquire a product. Buyers who connect emotionally with a product are more likely to select it when purchasing.

Recent studies indicate that television advertising continues to play a significant role in influencing consumer behavior, despite the rise of digital media. The synergy between television and digital platforms offers a comprehensive approach to advertising that leverages the strengths of both media. Gender, socio-economic status, and cultural factors further role media consumption patterns, suggesting that targeted advertising strategies are essential for maximizing impact. The integration of emotional appeal and celebrity endorsements remains a powerful tool in television advertising, reinforcing its relevance in the contemporary media landscape.

While some research has explored the impact of socio-demographic factors such as age, gender, income, and education on consumer responses to advertising, these studies often lack depth and fail to provide a comprehensive understanding of how these variables interact. More research is needed to examine how different socio-demographic groups perceive and are roled by television advertising in Bangladesh during the rise of digital media. Studies reveal diverse consumer responses to television advertising. However, there is a lack of studies in Bangladesh that systematically examine how different socio-demographic groups perceive and are roled by television advertising. This study aims to delve into these patterns, exploring how television advertising roles consumer behavior in Dhaka and how it compares to the impact of emerging new media platforms. With these considerations in mind, the following questions are explored in the present study:

1. What is the role of television advertising on customers' purchase decisions?
2. Which personality archetype in advertising significantly roles the motivation to purchase a product?
3. Does repetitive advertising exert no role on buyers whatsoever? Which categories of buyers have a more significant impact?

Theoretical Framework

In this study, two theories about the utilization of mass media were found to exhibit similarities. The initial part concerns the uses and gratification theory within the theoretical framework of this study. The media utilizes the uses and gratifications model to introduce the concept of an actively involved audience in mass

communication. The term 'uses and gratifications' is employed to denote this concept. Undoubtedly, there was a change in perspective. The conventional perspective saw the public as inactive, while the modern approach acknowledges the audience as actively selecting programs from the media. The main aim of this research is to clarify the public's attitude towards television advertisements, the effect of advertisements on their buying behavior, their vulnerability to advertising role, and the level of satisfaction among the general population in making purchases after watching television advertisements. Users are attracted to utilizing media due to the irresistible appeal of pleasure. Therefore, this hypothesis has been considered the theoretical basis for the investigation.

This study establishes similarities between Gerbner's Cultivation Theory and the uses and gratification theory. Gerbner's idea elucidates the extent to which the mass media is having diverse levels of role on individuals' lives in modern society.

The 'Cultivation Theory' posits that large-scale media possess the capacity to impose both advantageous and detrimental impacts on the lives of individuals. According to this idea, continuous exposure to media might lead to unforeseen changes in the cognitive and intellectual domain of the audience (Gerbner et al., 1986). This theory centered on widespread television consumption in American society and its repercussions. His objective was to illustrate that the stuff individuals regularly view on television becomes deeply embedded in their cognitive domain. It has a dramatic impact on the cognitive and behavioral habits of the audience. This study aims to ascertain whether there is an observable change in individuals' cognitive and behavioral tendencies by analyzing television advertisements among residents in four distinct regions of Dhaka city. These theories are considered as the theoretical framework for investigating whether consumers perceive a need for a product after watching a TV advertisement or how their cognitive processes or behavioral patterns change when purchasing.

Research Methods

The study gathered data by conducting a survey, obtaining responses from people of four different areas in Dhaka city, categorized according to their socioeconomic position. The study partitioned the city into four areas and administered interview questionnaire to residents in the Eastern, Western, Northern, and Southern areas of Dhaka City, the capital of Bangladesh. The sample size for each area ranged from 50 to 200 participants. The decision to partition Dhaka city into four areas for participant recruitment was

driven by the need to capture the full socioeconomic, geographical, and cultural diversity of the city's population. This approach ensures that the study's findings are representative, comprehensive, and applicable to the entire urban area, thereby enhancing the accuracy and relevance of the research on the impact of television advertising on consumer purchasing behavior. The study conducted a comprehensive analysis of the impact of television advertising on the purchasing behavior of individuals living in Dhaka city, employing a random sampling methodology.

Following the data collection, it underwent thorough scrutiny and manipulation to guarantee the precision of the findings. The research findings are determined using a range of statistical techniques, including measures such as mean, percentage, and graphical representations. The data gathered in social science study is typically presented in a straightforward manner through the use of statistical tables and charts (Alam, 2009), as demonstrated in the research being examined. The data collected through the interviews are shown below.

Findings

Demographic Information

It is apparent from the interviews that individuals between the ages of 30 and 39 comprise the most significant proportion of students. 58.0% of the responders fall within the specified age range. Furthermore, the interview encompassed a 42.0% participation rate for those between the ages of 20 and 29 and a 42.0% participation rate for individuals between the ages of 40 and 59. Nevertheless, the study specifically examined the role of television advertisements on product purchasing decisions. Consequently, those who were younger than 20 years old were excluded from the interviews.

Data were gathered from four regions of Dhaka city during the interview procedure. The educational attainment level in the Keraniganj area is relatively low. The data analysis indicates that 2.0% of the whole population of interviewers possess inadequate literacy abilities. In addition, 17.0% of students did not progress beyond class VIII, 28.0% did not complete their SSC, 21.0% did not complete their HSC, and 30.0% did not attain a graduate degree. Accepted answers were submitted by fourteen individuals who had finished post-graduation. However, the majority, 28.0%, have successfully finished their secondary education. Valuable knowledge can be acquired regarding the role of advertisements on the buying habits of both educated and semi-educated individuals.

The study also demonstrates that a maximum of 42.0% of the participants are

employed. The subsequent role is that of a businessperson. Their numerical value is 31.0%. Conversely, the percentage of respondents who identified as housewives is 27.0%. A significant percentage of women, particularly those engaged in domestic chores, are the viewer of television commercials.

The study additionally revealed that 29.0 percent of the respondents have a monthly salary ranging from BDT20,000 to 30,000 (USD170 to 250). In addition, 23.0% of the participants reported a monthly income ranging from BDT30,000 to 40,000 (USD250 to 325) while 22.0% reported a monthly income of BDT50,000 (USD400) or above. Conversely, all respondents have a monthly income equal to or more than BDT10,000 (USD90). Specifically, middle-class and upper-class individuals tend to watch more television, and television advertisements significantly role them.

Format of TV Channel Information

The data collected in the study was categorized into three groups, with a maximum of 61.0% of respondents indicating that they watch television networks from Bangladesh and India. In addition, 27.0% of the respondents only watch Indian channels, while only 12.0% choose domestic stations. Bangladeshi viewers exhibit a higher propensity for consuming commercials on Indian TV stations, with those advertisements playing a more prominent role in their viewing experience.

Purpose of Watching TV Channels

According to the study, a maximum of 44.0% of the participants reported watching television programs for enjoyment. Conversely, 24.0% of the participants indicated that they utilize television as a source of information. In addition, 18.0% of individuals watch TV to occupy their time, while 8.0% do so without any specific objective. Another 5.0% watch TV out of habit, and 1.0% of respondents need clarification on the reasons behind their TV viewing habits. Therefore, viewers of TV stations that broadcast entertainment programming are exposed to more commercials and are consequently more inclined to make purchases.

TV Viewing Data

Twenty-nine percent of viewers engage in television consumption above three hours per day. Of all the watchers, the female audience has the most significant count. The proportion of viewers who watch less than one hour of TV is the most negligible (11.0%). Typically, employed individuals tend to have less television viewing time. In addition, 28.0% of viewers spend two hours watching TV, with a higher proportion of homemakers in this category.

Furthermore, 19.0% of viewers spend one hour watching TV, while 13.0% spend three hours watching TV. Based on the findings, most women dedicate much time to television viewing. Hence, advertising has a more significant role on women when buying things.

Format of TV Viewing Time Information

The majority of the responded viewers (41.0%) watch television at their convenience. The responses were predominantly given by female viewers. Nevertheless, the preferred time for women to engage in television viewing is between 6 pm and 9 pm and the television viewership is at 27.0%. The upcoming shift is scheduled from 9 pm to 12 am. Twenty-three percent of individuals engaged in television viewing during this period. Additionally, during the time periods of 6 am to 9 am, 9 am to 12 pm, and 3 pm to 6 pm, the television viewership rate among women is 2.0%, 3.0%, and 4.0%, respectively. Nevertheless, studies have uncovered that woman abstain from watching television from 12 pm to 3 pm while engaged in kitchen activities. Furthermore, the male individuals predominantly remain outdoors, thereby abstaining from television consumption. TV advertisements have a significant impact on the purchasing decisions of products that are promoted during nighttime broadcasts.

Format of Information Regarding Viewing of TV Advertisements

Seventy-one percent of participants in the study indicated that they engage with television advertisements. Up to 42.0% of respondents indicated that they rely on TV advertising as a source of information regarding new products entering the market. Furthermore, 29.0% of individuals engage with advertisements because they appreciate the narrative and the program. Consumers watch TV advertising to acquire information about newly introduced products. Conversely, 29.0% of participants said they abstain from viewing television commercials. Up to 44.0% of the participants were annoyed with television advertisements. However, a significant proportion of respondents also watch other programs during that period. 40.0% of participants indicated that they did not watch commercials due to the presence of other programs. In addition, 16% of the participants expressed a dislike for commercials. Nevertheless, they also mentioned that people are more inclined to watch advertisements if there is a reduced frequency of advertising during programs and if the narrative of the advertisement is compelling--the structure of data about addressing the anticipated requirements of the participants in acquiring knowledge about the novel product (see Table 1).

Table 1: Format of Data on TV Advertisement Viewing

Watch TV Commercials	<i>n</i>	%
Yes	142	71.0
No	58	29.0
Total	200	100.0
Reasons to Say Yes		
	<i>n</i>	%
To know about the product	60	42.0
Love the story of the ad	41	29.0
Let's see what happens between the programs	41	29.0
Total	142	100.0
Reasons to Say No		
	<i>n</i>	%
Don't like ads	9	16.0
Too many ads between shows are annoying	26	44.0
Watching other programs at that time	23	40.0
Total	58	100.0

The majority of the respondents, specifically 70.0%, indicated that TV advertising fulfil the expectations associated with new products. The percentage of respondents that fail to meet the expectations completely is 11.0%. In addition, 14 percent of the participants somewhat fulfil the

expectations, whereas 5.0% of the participants totally meet the expectations. TV advertisements partially contribute to the acquisition of knowledge about new products (see Table 2).

Table 2: Does Advertising Meet Expectations to Learn about New Products?

Advertising fulfills consumers expectations to know about new products	<i>n</i>	%
Not at all	22	11.0
Roughly	140	70.0
Completely	10	5.0
A little	28	14.0
Total	200	100.0

Role of TV Advertising in Product Purchase

Based on the data extracted from Table 3, which provides information on the role of TV advertisements on the purchase of baby products, 59.0% of the respondents indicated that they visited the market to purchase after viewing the advertisement. Putting television commercials for children's items significantly impacts their purchase decisions. Of the respondents, 58.0% expressed motivation to purchase the goods due to a perceived necessity. Meanwhile, 42.0% of individuals believe in the promoted product, leading them to purchase it.

Conversely, 41.0% of the respondents indicated that TV commercials have little impact on purchasing decisions. The primary cause is that a significant majority of 82.0% of the participants expressed a lack of trust in television commercials. While 18.0% of the respondents expressed a desire to acquire the advertised product, they could not do so due to budgetary constraints. Television advertisements for children's products significantly role most mothers' shopping decisions in the Mirpur area.

Table 3: Role of TV Advertisement in Product Purchase

Buy Products by Watching TV Advertisements		<i>n</i>	%
Yes		118	59.0
No		82	41.0
Total		200	100.0
Reasons to Say Yes		<i>n</i>	%
These are required		68	58.0
Advertised products are believed		50	42.0
Total		118	100.0
Reasons to Say No		<i>n</i>	%
Don't believe		67	82.0
Financial crisis		15	18.0
Total		82	100.0

Role of Personality in Advertising

According to the interviewee, women (26.0% of total interviewees) are more motivated to purchase the product when the commercial features individuals engaged in dramatic or serial performances. However, a significant number of individuals like the presence of ordinary people. Their rate stands at 23.0%. The data indicate that 2.0% of the respondents had no involvement in the indicated personality. Among the remaining respondents, 20.0% expressed support for the player, 16.0% for celebrities, and 13.0% for models. This demonstrates that the presence of personality significantly roles purchasing decisions.

Format of Information Regarding the Person's Role in Purchasing the Product

The participants need more reliance and confidence in word-of-mouth recommendations when making new product purchases. Only 69.0% of the respondents indicated a refusal to consider others' opinions when making a purchase. Conversely, a small minority of respondents expressed faith in word of mouth. The percentage

belongs to a particular group whose size is just 31.0. Individuals from the same social class do not role 31.0% of the respondents. According to the study, merchants were shown to have the most significant role (34.0%) on the respondents' purchasing of such products. Friends constitute 25.0% of the followers. Relatives are last on the list, accounting for only 11.0%. In addition, 15.0% of the participants emphasized the significance of parents and neighbors. TV advertisements significantly role consumer purchasing behavior and aid in making informed purchase choices.

Role of Advertising Repetition in Product Purchase

According to the data set analyzing the impact of advertisement repetition on product purchase, 56.0% of the respondents indicated that repeated television advertisements did not role their decision to buy products. Conversely, 44.0% of the participants indicated that they have a certain level of desire for a product when they are exposed to its marketing regularly on television (see Table 4).

Table 4: Repetition of Advertisements in Product Purchase

Repeated Advertising Creates Demand to Buy Your Product		<i>n</i>	%
Yes		88	44.0
No		112	56.0
Total		200	100.0

The Influential Role of Media in Product Purchase

According to the data set on the role of media on product acquisition, a significant majority of respondents (80.0%) indicated that

television advertising has the most impact on their decision to buy new products. Within the survey, 13.0% of the participants indicated newspapers as a factor in their product purchases, while only 5.0% named magazines. However, none of the respondents mentioned radio as influential in

purchasing decisions. In addition, 0.2% of the participants abstained from expressing their viewpoints.

Satisfaction with Marketing of Advertised Products

Are you gratified with the marketing of advertised products on television? Regarding this inquiry, 51.0% of the participants expressed their contentment. Conversely, approximately 47.0% of the participants expressed dissatisfaction. Approximately 2.0% of the participants refrained from commenting on this matter. The data indicates that despite being motivated by TV commercials, buyers frequently refrain from purchasing a new product owing to its unavailability on the market.

TV Viewing Time with Occupation

After evaluating the research data, it is clear that homemakers have a reduced propensity to watch television at specified times. Television is the preferred leisure activity for a significant proportion (44.0%) of homemakers, who spend most of their time at home. However, a substantial percentage of individuals who stay home, precisely 31.0%, watch television between 6 pm and 9 pm. In addition, 19.0% of homemakers

watch various television programming between 9 pm and 12 pm. Furthermore, homemakers abstain from viewing television during particular time intervals. Moreover, research has revealed a need for more homemakers to watch television between 12 pm and 3 pm.

All traders were found to partake in television consumption during their free time. They consistently refrain from watching television. Approximately 50 persons, most workers, dedicate their time from 9 pm to 12 pm to watching television. This is a result of their demanding external work obligations during the day. A quarter of employees partake in television viewing during their spare time.

Furthermore, they consistently refrain from watching television. The poll results suggest that there is no noticeable tendency for viewers, regardless of their demographic (such as housewives, businesspeople, or employees), to congregate in front of the television between 12 pm and 3 pm. The data indicates that the audience exhibits more significant viewership for advertisements aired between 6 pm and 12 am. Moreover, television commercials substantially impact consumers' purchasing behavior for these products (see Table 5).

Table 5: TV Viewing Time with Occupation

Format of data on TV viewing time by occupation								
Occupation	6.00 am – 09.00 am	09.01 am – 12.00 pm	12.01 pm – 03.00 pm	03.01 pm – 06.00 pm	06.01 pm – 09.00 pm	09.01 pm – 12.00 am	I see when I have time	Total
Housewife	1 (2%)	1 (2%)	0	2 (4%)	17 (31%)	9 (17%)	24 (44%)	54
Businessman	0	0	0	0	0	0	62 (100%)	62
Employee	2 (3%)	3 (3%)	0	5 (6%)	11 (13%)	42 (50%)	21 (25%)	84
Total	3	4	0	7	28	51	107	200

Degree of Effect of Advertisement with Occupation

The study's findings revealed that 57.0 percent of homemakers were swayed by television advertising. As a result, people then go to the market to buy those products. In contrast, 43.0 percent of homemakers are not affected by TV ads. 69.0% of employed adults actively participate in television commercials, but 31.0% of job searchers lack significant engagement in TV advertising.

Sixty-seven percent of business people effectively utilize TV commercials, but the remaining 33.0% do not contribute to product purchases. TV commercials have the most significant impact on jobseekers' purchasing choices for new products. Following that, we have the individual responsible for managing the household. Nevertheless, television advertising has a negligible role on business people (see Table 6).

Table 6: Degree of Effect of Advertisement with Occupation

Occupation	The Extent of Advertising Role with Profession		Total
	Yes	No	
Housewife	31 (57%)	23 (43%)	54
Businessman	20 (33%)	42 (67%)	62
Employee	58 (69%)	26 (31%)	84
Total	109	91	200

Level of Advertising Effect with Age

The age of the survey participants was classified into three distinct groups. After examining the data gathered from the study, it is clear that TV advertising has the most significant impact on respondents between the ages of 30 and 39, accounting for 61.0% of the overall population. Television commercials affected the product purchase preferences of 71 respondents within this age range. The persons aged 20-29 years are placed in the second position in this particular situation.

Within this particular age bracket, 26 individuals, constituting 62.0 percent, prefer television commercials while making purchases.

In contrast, television advertising has a reduced role on persons between the ages of 40 and 59. Their rate is 56.0 percent, equivalent to a total of 24 persons. However, the table above clearly demonstrates that TV advertising significantly impacts consumers of all age groups, irrespective of their size (see Table 7).

Table 7: Level of Advertising Effect with Age

Age	The Extent of Advertising Role with Age		Total
	Yes	No	
20—29 years old	26 (62%)	16 (38%)	42
30—39 years old	71 (61%)	45 (39%)	116
40—59 years old	24 (56%)	18 (44%)	42
Total	121	79	200

Effect of Advertisement with Educational Qualification

TV advertising has the most role on individuals who have obtained post-graduate degrees, with 64.0% affected by the advertisements. The lowest incidence of illiteracy, representing 33.0% of the population, is at the lowest level. The impact of advertising on consumers is ranked second (61.0%) among individuals who have finished higher secondary

school. Subsequently, those who acquire secondary school passes take on the primary responsibility, accounting for 60.0% of the overall total. Moreover, 58.0% of buyers have completed at least the ninth standard, and 54.0% have completed graduation. TV advertising exerts a more significant role on persons belonging to the educated class as opposed to those who are either educated or uneducated (see Table 8).

Table 8: Degree of Effect of Advertisement with Educational Qualification

Educational Qualification	The Extent of Advertising Role with Age		Total
	Yes	No	
Illiterate	1 (25%)	3 (75%)	4
Class VIII	20 (58%)	14 (42%)	34
Secondary	34 (60%)	22 (40%)	56
Higher Secondary	26 (61%)	16 (39%)	42
Graduation	27 (54%)	23 (46%)	50
Postgraduate	9 (64%)	5 (36%)	14
Total	117	83	200

Discussion

Television advertising is the most efficient and most accessible means for individuals to gain knowledge about a product. Given that the majority of consumers spend more than three hours every day watching television, 71.0% of viewers predominantly consume advertising content through television broadcasts. Merely advertising does not necessarily imply a genuine interest in the goods. Their belief or necessity exerts a substantial impact on this matter. According to the study above, most consumers are attracted by television advertising and subsequently go to the market to buy the advertised product. However, it is likely to presume that these buyers' numbers are insignificant. Television advertising substantially impacts a specific portion of clients, namely 59.0%. The main impetus for this role is their individual needs, which make up 58% of the reason. In contrast, 41.0% of customers cannot engage with advertising.

Every person is entitled to exercise unrestrained cognitive processes. Individual preferences and aversions rarely coincide with those of another person. Nevertheless, the allure of the thing roles one's fondness for it and has a broad appeal.

Therefore, if the marketing showcases average individuals, it may not effectively convince shoppers to purchase. An examination of the study argument revealed that most viewers (26.0%) held a positive perception of the actors and actresses who appear in television dramas, series, and films. However, both ordinary persons (23) and athletes (20) are closely ranked in terms of viewers' preferences. It is crucial to acknowledge that ads should not solely showcase celebrities but also

consider the general public's tastes through careful analysis of the advertisement. Therefore, advertisers and artists should contemplate incorporating ordinary individuals who may strongly connect with the intended audience. Furthermore, 16.0% of viewers exhibit a predilection for celebrities in new product advertising, whereas 13.0% like models. Merely 2.0% of viewers refrained from articulating their perspective.

Television programs often air repetitive advertisements for a particular product daily. Advertisers hold the belief that by repeated advertising, they can finally infiltrate individuals' minds. Nevertheless, studies have shown that without a sense of urgency and firm belief, repetitive advertisements for products fail to attract customers. However, frequent advertisements do indeed role television viewers. The research review indicated that a significant proportion of the viewers (56.0%) did not significantly role the purchase of repeating advertising. On the other hand, 44.0% of television viewers play a substantial role in this specific type of television advertising.

If an advertisement includes individuals selected randomly, it may not meet the advertiser's requirements, especially regarding gender representation. Advertisers and manufacturers need to comprehensively comprehend women's inclination for conspicuous portrayals illustrating their favored gender in commercials for infant products. There will be no commensurate results if only monies are committed for advertising. The study revealed that the visual depiction of a mother and infant, comprising 46.0% of the material, had the most significant role on women's purchasing decisions on baby products included in

advertisements. Considering that the infant will use the product and the mother will be involved in its utilization, this category holds the highest position on their list of preferences. Next in line are advertising campaigns sponsored by celebrities, which result in substantial audience engagement. Furthermore, 13.0% of persons exhibit an attraction towards women, while 5.0% display an attraction towards men in the context of this specific sort of advertisement. The remaining 1.0% abstained from expressing any perspective.

Recommendations

The prevailing demographic of participants in the present study fell between 30 and 39 years. One hundred sixteen persons in this age group were interviewed to collect data. Furthermore, there is an equal number of 21 respondents aged 20 to 29 and 40 to 59 years. Among all the participants in the survey, the largest percentage (74.0%) had completed their secondary education. Just 2.0 percent of the survey participants fall into the illiterate group. The dataset was acquired from a combined sample of 84 employed adults (42.0%) and 62 self-employed individuals (31.0%), encompassing both male and female participants.

By analyzing data from 54 homemakers, this study offers a chance to investigate how television advertising affects the buying habits of a substantial number of women who are homemakers. After examining the participants' income, it was shown that up to 29.0% of their monthly household income lies within the bracket of 20,000 to 30,000 (USD170 to 250). The monthly income of the lowest 11.0% of individuals ranges from BDT10,000 to 20,000 (USD90 to 170). However, it is worth noting that every participant in the study had a monthly household income beyond the threshold of BDT10,000 BDT (USD90). This research has specifically determined the impact of television advertising on the purchasing behavior of the middle class.

According to the study data test results, a particular segment of the local populace is more likely to watch Indian networks. Without a doubt, the advertising broadcasted on such networks possesses a proclivity to enthrall a more extensive audience. Among the study participants, 27.0% solely view Indian networks. The proportion of respondents who view both Bangladeshi and Indian networks is at 61.0 percent, once again. Hence, most participants (88.0%) are familiar with Indian television stations. Most individuals primarily engage in television viewing for entertainment purposes. Forty-four percent of the participants reported watching television for entertainment, whereas 24.0% reported watching television for

educational purposes. Out of the individuals surveyed, a maximum of 29.0% admitted to spending over three hours a day watching television, while 28.0% confessed to viewing over two hours of television daily. The temporal analysis indicated that most individuals watch television from 6 pm to 12 am.

In contrast, people in business do not strictly follow a predetermined timetable for viewing television; instead, they watch television according to their own judgement. Among television viewers, 71.0% interact with advertisements, and 42.0% explicitly use TV commercials to gain information about new products. Despite 44.0% of respondents expressing dissatisfaction towards advertising, a substantial portion of them still take advertisements into account when making purchasing decisions. Seventy percent of participants perceive TV advertising as meeting their expectations regarding acquiring knowledge about new products, while only 11.0% believe their expectations still need to be met.

The study's results suggest that TV advertising has a substantial impact on the majority of viewers, precisely 59.0%. Regarding advertising, actors, and models are the preferred personalities among the participants, making up a total of 39.0%. In general, the existence of celebrities acts as a stimulus for the public to buy the products. Shopkeepers, comprising 34.0% of the total, exert the most role on the procurement of infant items. Relatives exert the least significant role, comprising a mere 11.0%. The research findings indicate that most respondents favor television as an advertising medium. Moreover, television commercials substantially role their inclination to acquire novel things. The study's findings also revealed that complexities mark the accessibility of commercialized products. 51.0% of visitors expressed satisfaction with the convenience of selling their favored products. 49.0% of the remaining visitors express dissatisfaction with the marketing system of the offered product.

The extensive data analysis in this research demonstrates that viewers/buyers show less interest in the product when the commercial is presented. Behind this, their conviction or necessity plays a pivotal role. According to the survey cited earlier, most people are attracted to the products when they see the TV advertisement and then go on to buy them from the market. However, it is unlikely to presume that these buyers' numbers are significant. Television advertisements significantly play a role in consumer's behavior, with 59.0% of customers being affected by new product promotions. An examination of the data on the subject uncovered that the prevailing

inclination among viewers (26.0%) is towards performers who depict characters in television dramas and films. However, the audience's preferences are nearly equally split between regular individuals (23.0%) and athletes (20.0%). Advertisers hold the belief that by persistent advertising, they may eventually infiltrate the minds of individuals.

Nevertheless, studies have shown that repetitive product advertisements are not successful in attracting the interest of potential consumers who need the inclination or certainty to make a purchase. However, frequent advertisements do indeed role television watchers. This research investigation revealed that most viewers, constituting 56.0 percent of the sample, are not significantly affected to acquire a product by repeated advertising.

Conclusion

From the analysis of the gathered data and observation of the research findings, it can be inferred that television advertising substantially impacts consumer purchasing behavior in urban areas. Residents in these places generally spend more than three hours watching television daily. Most viewers also pay attention to the inter-show advertisements, which help them purchase the products. Television advertising substantially impacts the purchasing choices of highly educated people. In contrast, most of the audience who do not possess literacy abilities cannot understand the intended message of the commercial. Advertising exerts a more significant role on consumers who are in the middle stage of their lives. Television advertising has diminished attraction among individuals aged 40 and above.

Job seekers are more inclined towards television advertisements and are more significantly swayed to purchase through this advertising medium. This illustrates that television viewers engage in product purchases irrespective of the frequency or duration of their exposure to the advertisement.

A substantial segment of the viewership exhibits a predilection for entertainment programs. Hence, it is more advantageous to advertise during these shows to incite client interest and boost sales of new products. Advertisers can display adverts intermittently, but if they choose to do so between 6 pm and 12 am, they will successfully communicate the advertising message to the intended audience. Owing to the heightened viewership, folks prefer to engage in more television viewing. The public should not be exposed to monotonous advertising during program interruptions but rather be presented with advertisements that captivate their interest and alleviate the tedium. As the frequency of advertisements increases, viewers are more likely

to lose interest and switch their attention to other programming.

This study blends uses and gratification theory and Gerbner's Cultivation Theory to understand audience behavior and media role. The uses and gratification theory states that audiences deliberately choose media for pleasure and information. This movement from passive to active audience helps explain how viewers choose television programming, including ads, based on their needs and gratifications. In addition, Gerbner's Cultivation Theory explains how ongoing media exposure affects viewers' perceptions and behaviors over time. This idea states that extended TV exposure can alter cognitive and behavioral traits. This study examines whether continuous television advertising in Dhaka City affects customers' cognitive processes and purchase decisions.

The research supports Cultivation Theory by showing that regular TV advertising can profoundly embed commercial messages in viewers' cognitive areas, influencing their purchasing decisions. This suggests that television advertising can affect consumer behavior immediately and long-term, especially among active media users who seek pleasure.

This research topic is very broad and deserves extensive discussion. One of the limitations of this study is not to complete the research in survey method for comparative discussion. In terms of sampling, it was not possible to diversify the sample selection by taking other areas of Bangladesh separately. In addition, there is a need to conduct a survey by formulating specific questionnaires to analyze consumer attitudes in a more detailed manner. Further studies need to explore the above issues. Despite these weaknesses, the results obtained in the discussed study are a new discovery in the context of Bangladesh. Although the sample size is limited, this research is expected to yield a comprehensive understanding of the role of television advertisements. Furthermore, this research experience will lay the groundwork for undertaking a more comprehensive study on the role of advertising in the future.

References

- Alam, K. (2009). *Social research methods*. Minerva Publications.
- Ansari, M. E., & Joloudar, S. Y. E. (2011). An investigation of TV advertisement effects on customers' purchasing and their satisfaction. *International Journal of Management Studies*, 18(3), 175-181.
- Asaduzzaman, A. S. M., & Mohiuddin, K. (2002). *Communication theory*. Momin Offset Press.

- Asha, K. (2016). Impact of television advertisement on buying behavior of rural consumers towards FMCG in Kanyakumari District. *Journal of Chemical and Pharmaceutical Sciences*, 9(4), 1827-1831.
- Ashaduzzaman, M., & Rahman, S. M. A.-U. (2013). Impact of television advertisements on buying pattern of women in Dhaka city. *European Journal of Business and Management*, 3, 16-29.
- Awan, A. G. (2016). Effects of advertisement on consumer's buying behavior with references to FMCGs in Southern Punjab-Pakistan. *Journal of Marketing and Consumer Research*, 19, 22-30.
- Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The role of advertising on consumer brand preference. *Journal of Social Science*, 10(1), 9-16.
- Chen, H., & Lee, C. (2023). The evolving role of television in the digital age: Global perspective. *Journal of Global Marketing*, 36(4), 351-370.
- Dasgupta, A. (2004). *Economics news and journalism*. Bangladesh Center for Development Journalism and Communication.
- Dey, S. (2014). *From 'Advertisement advertisement.'* <http://www.guruchandali.com/default/guruchandali.Controller?portletId=8&portletPage=2&contentType=content&uri=content1342526539046#.VJWiV1ABuA>
- Dominick, J. R. (1996). *The dynamics of mass communication*. McGraw Hill.
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1986). Living with television: The dynamics of the cultivation process. In J. Bryant & D. Zillmann (Eds.), *Perspectives on media effects* (pp. 17-40). Lawrence Erlbaum Associates.
- Goldsmith, R. E., & Lafferty, B. A. (2002). Consumer response to websites & their role on advertising effectiveness. *Internet Research: Journal of Electronic Networking Application and Policy*, 12(4), 318-328.
- Haider, S., & Samin, S. (2014). *Mass communication theory and application*. Bangladesh Press Institute.
- Hasan, M. K., & Islam, R. (2021). Media consumption patterns and advertising role in Dhaka. *Asian Journal of Media and Communication*, 15(4), 314-332.
- Hossain, M. A., & Zaman, A. (2023). The role of celebrity endorsements in television advertising in Bangladesh. *Journal of Advertising Research*, 63(1), 54-73.
- Katke, K. (2007). The impact of television advertising on child health & family spending. *International Marketing Conference on Marketing & Society*. <http://www.istworld.org/ictnews/katke.pdf>
- Khan, N. A., & Jahan, I. (2022). Integrated marketing communications and consumer engagement in urban Bangladesh. *International Journal of Advertising*, 41(2), 194-212.
- Khatun, S., Rahman, M. S., & Alam, M. (2023). The emotional appeal in television advertisements and consumer behavior. *Journal of Consumer Marketing*, 40(3), 198-217.
- Kotwal, N., Gupta, N., & Devi, A. (2008a). Impact of television advertisements on buying pattern of adolescent girls. *Journal of Social Science*, 16(1), 51-55.
- Kotwal, N., Gupta, N., & Devi, A. (2008b). Impact of television advertisements on buying pattern of adolescent girls. *Journal of Social Science*, 16(1), 51-55.
- Krishnakumar, K., & Radha. (2014). A study on relevance factor in effectiveness of television advertisements on consumer purchase decision in Salem District. *International Journal of Business and Administration Research Review*, 1(2).
- Mickel, O. (1990). The effect of television advertisements on Iraqi consumers [Master's thesis, Iraq University].
- Mohideen, R. K., & Saravanan, P. (2016). A study on impact of television advertisement on purchase decisions of consumer durable goods in Tiruchirappalli District. *International Journal of Management*, 7(2), 484-488.
- Nabi, K. (2016). Impact of advertisement on consumer behavior of FMCG in Bhadrak town: With a focus on consumption of detergent powder. *International Journal of Recent Advances in Engineering & Technology*, 4(5), 15-20.
- Nabi, K., & Karim, S. (2022). Gender differences in media consumption and advertising role in Bangladesh. *Bangladesh Journal of Marketing*, 12(2), 245-262.
- Rahim, M. M., Karim, M. R., & Ahmed, A. (2022). Consumer responses to synchronized television and online advertising. *Journal of Consumer Research*, 48(5), 890-910.
- Rahman, A. S. M. A. (2007). Bangladesh's developing TV media: Current

- perspectives. *Audit* (No. 159), Media Journal of Bangladesh Press Institute.
- Rahman, G., & Ullah, M. S. (2005, December 2). Effect of satellite TV on urban viewer behavior in Bangladesh. *Sociological Science Magazine, University of Dhaka*, 22(2).
- Rahman, T., & Ahmed, S. (2021). The impact of television and digital advertising on consumer behavior in urban Bangladesh. *Journal of Marketing Communications*, 27(3), 205-223.
- Rai, N. (2013). Impact of advertising on consumer behavior and attitude with reference to consumer durables. *International Journal of Management Research and Business Strategy*, 2(2), 74-79.
- Raychoudhury, A. K., & Goswami, P. (2001). *Advertising studies* (2nd ed.). West Bengal State Book Council.
- Sajib, A. I. (2008). A study on the effect of advertising on human minds, people of Padma bank.
<http://taiyabs.wordpress.com/2008/12/19/mind-4/>
- Singh, P., & Gupta, R. (2023). Television advertising trends in Bangladesh and India: A cross-cultural study. *South Asian Journal of Business and Management*, 30(2), 165-183.
- Sonkusare, G. (2013). Impact of television advertising on buying behavior of women consumers in Chandrapur city. *International Journal of Business and Management Invention*, 2, 31-38.
- Thara, C. M., Suma, D., Chellammam, S., & Prema, L. (2012). Role of television on the food purchase behavior of urban women homemakers in Thiruvananthapuram. *Journal of Media Studies*, 27(1), 45-54.
- Vasumathi, T., & Banudevi, P. B. (2018). Impact of television advertisement on the buying behavior of FMCG customers in Coimbatore District: A study. *International Journal of Research in Applied Management, Science & Technology*, 3(2).