

Impact of TV Advertisement on Consumer Behavior

With special reference to Attention, Awareness, Interest and Desire, and Recall levels, on purchase intention on personal care products

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Abstract

The purpose of this study is to measure how consumer behavior on television advertising is with a variety of measurement constructs; like awareness, attention, interest & desire, recall and purchase intention.

This study critically examines the measurement of advertising efficiency. The research problem is clearly defined thereafter as "What is the impact of television advertising on personal care products, in creating attention, awareness, interest & desire, recall and the intention to purchase of customers?" The significance, research objectives, research methodology and scope of the study are portrayed.

An in-depth literature review is conducted, evaluating a variety of literature sources such as the marketing mix strategies, the concept of advertising, and thereafter defining the crucial concepts namely attention, awareness, interest & desire, recall and purchase intention. As well as the thorough review of numerous studies conducted in previous researches in order for the researcher to gain a profound insight into the impact of advertising on consumer behavior.

Four hypotheses were developed on the basis of conceptual framework and tested using correlation analysis. The results revealed that TV advertising is highly effective in creating interest & desire in relation to the personal care products and there is a moderate relationship between recall, attention, and awareness on purchase intention.