

# The Influence of TV Advertising on Consumer Behavior in the Resita City Population

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## Abstract

*The main purpose of this paper is the need to know the influence of television advertising, one of the most important components of promotional activity, on the attitude of the consumer.*

*The paper presents the impact that TV advertising has on the attitude of the consumer. The success of advertising itself is achieved only when the reception, perception, processing and acceptance of advertising information results in a change of attitude, ultimately the purchase of the product.*

**Key words:** marketing, TV advertising, consumer, attitude.

**J.E.L. classification:** M3

## 1. Introduction

Television is the advertising support that has seen the fastest expansion in modern society. This is possible by providing a unique combination of sound, image and motion, giving the impression of direct contact with the product. This form of advertising has the advantages of moderate flexibility and gives the possibility of repeated broadcasting at the maximum audience hours. There are also downsides, such as the generally low selectivity of message recipients and the relatively high costs of producing and distributing advertising programs.

Advertising cannot be tailored to the specificity and personality of each potential consumer (user) and also the market of a product (service, firm) is formed by both typical consumers and a number of atypical consumers. From this point of view, advertising must be conceived in such a way as to act on typical consumer categories, neglecting the category of atypical consumers.

The process of advertising creation is based on the idea that advertising is used not to generate pleasure or to make a work, but to communicate an element that can determine the purchase of a product or service.

## 2. Theoretical considerations

Marketing activity through the Internet becomes a routine process, contrary to implement the traditional methods of marketing (Dinu and Dinu, 2014).

Advertising is a powerful promotional tool. It is the use by a seller of paid means to communicate convincing information about the products and services that they offer or the organization they belong to and is also a powerful promotional tool.

Practice shows that, as a rule, advertising communication is one of the means of transforming, in the long run, consumer demand into actual purchasing behavior. But it has to be combined with the action of other marketing and promotional means, because alone, its action can never be enough to promote the commercial interests of the company, in order to increase the efficiency of its activity.

Research by Peter Webb and Michael Ray shows that saturation with advertising, primarily television, reduces the effects of each message, but media saturation with media does not affect all messages to the same extent (Web and Ray, 1979). Webb shows that messages placed at the beginning and end of an ad are less affected by saturation than those at the middle of the block. Messages showing products or services that involve high consumer engagement are also less affected by ad saturation (Dobre, 2006). The consumer inclines towards the product whose image best fits his unconscious needs and desires, although the latter rationalizes choice and justifies it (Manole, 2007).

Advertising does not have any ideological function, because it disregards political or philosophical choices, even if it can also be put to the service of such causes. Finally, advertising is optimistic in the sense that it presents the world's most beautiful colors, so it can be attributed to a true cosmetic function.

However, advertising can not be considered as an absolute weapon of success, that is, it can not completely undo the shortcomings of a wrong product, price and distribution policy; which may contribute at most to the correction of conception or sale errors, but only to a certain extent and in favorable conjunctural situations.

By its specificity, TV advertising is a mass communication with a partisan character being used as an offensive instrument of action in a more competitive environment. she was born out of competition and at the same time makes her exist.

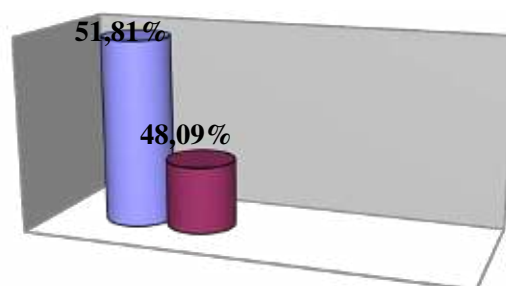
### 3. Method and results

A sociological research was conducted at the Resita population level, an investigation based on a survey. Knowing the fact that the goal of research is studying how TV advertising affects consumer behavior was considered appropriate as a form of research survey on a representative sample population of Resita. The questionnaire contains 9 questions of content and 3 of identifications the interviewed person.

Because the consumer's behavior is manifested on the market, it becomes a major study of marketing. I have studied the way in which the advertising influences consumer's behavior. The shape of how the study was done was build by the survey conducted on a representative sample for the population of Resita (Dinu and Dinu, 2012).

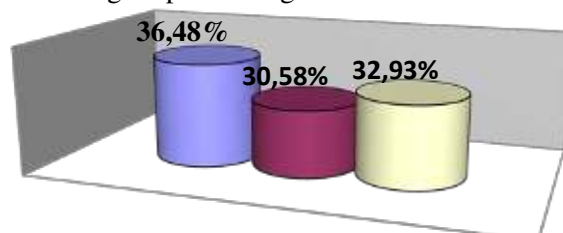
Further, I realized interpretation of research results:

1. In terms of extracting information about TV products.



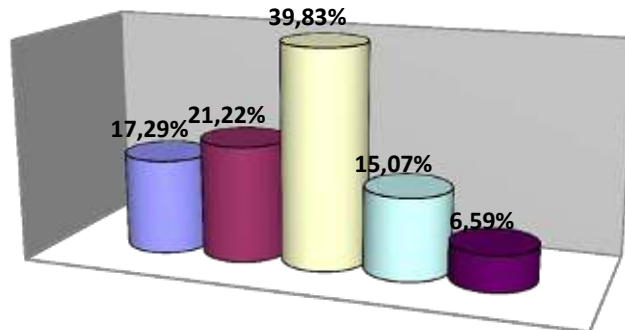
On the whole sample, most subjects, 51.91%, out of which 28.96% men and 22.96% women, are not influenced by friends in the formation of preferences. Subjects influenced by friends in preference formation are 48.09%, of which 19.13% are men and 28.96% are women.

2. The influence of advertising on purchasing decisions.



On entire sample, to question. 2, most subjects (36.48%, of which 16.37% men and 20.11% women) say they are influenced by advertising in a purchase decision. In a large number, a percentage of 32.93% are undecided, do not know if advertising influences the decision to purchase (17.49% men are more undecided than 15.44% women). The percentage of 30.58% respondents stated that their purchasing decision is not influenced by advertising.

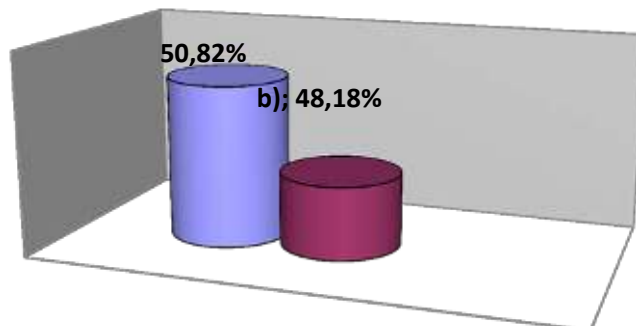
3. Are you satisfied with the information obtained through TV commercials?



To question 3, on total sample, 39.83% of respondents are undecided on whether are satisfied with the information obtained through TV spots. Among them, the most undecided (25.56%) are men and 14.27% women.

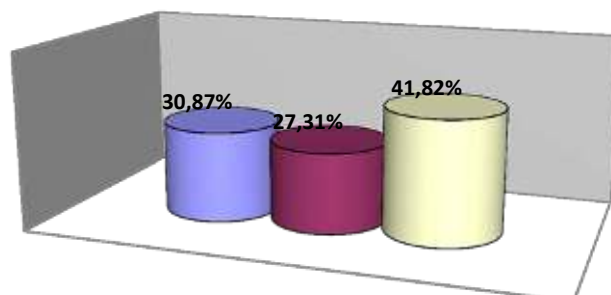
The next place is the second variant response, with the rate of 21.22% (10.11% men and 11.11% women) of those surveyed were satisfied with the information obtained through advertising. 17.29% of respondents are very satisfied with the completeness of the information obtained through advertising (males 6.66%, females 10.63%) 15.07% (9.87% for men and 5.20% women) are dissatisfied. A small percentage of only 6.59% are very dissatisfied with the information obtained through commercials TV (4.31% and 2.28% men women).

4. Purchase an online product because you liked the ad or attracted your product.



On entire sample, to question. 4 percentage of 55.30% (30.31% men and 24.99% women) of respondents are undecided in relation to their attitude towards products promoted by TV advertising compared to radio and written press. 29.87% (11.38% men and 18.49% women) have a positive attitude towards the products promoted through television advertising, while only 14.83% of respondents have a negative attitude to the same advertising (8.20% of men and 6.63% women).

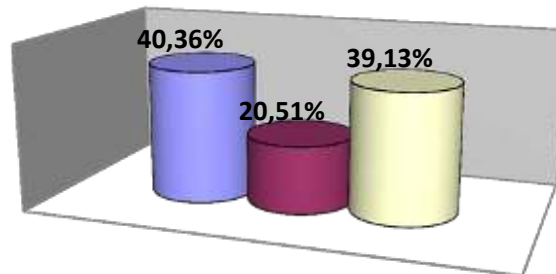
5. The influence of a compelling TV advertising in a purchase decision.



To question. 5 on total sample, on the same question, most of the respondents say they do not know if they are influenced by TV advertisements to buy the product that is advertised, so they are undecided (41.82%) of which 25.86% men and 15.96% women .

We can observe very well that the least of those surveyed say they are not influenced by TV ads, no matter how convincing they may be, to decide to purchase a product or service (27.31%, of which 17.16% were men and 10.15% women).

6. Changing attitudes of consumers through advertising, particularly TV.



To question. 6, on total sample, 40.36% of the respondents (16.52% men and 23.84% women) believe that consumer attitudes can be changed through advertising, particularly TV.

The percentage of 20.51% of the respondents (9.64% men and 10.87% women) do not consider consumer attitudes can be influenced by TV advertising, and 39.13% of those who received the questionnaire (22, 25% men and 16.88% women) are undecided in giving a concrete answer to the question.

It is very interesting that most of the categories of age believe that advertising influences consumer attitudes (under 20 years: 40.65%; between 20 to 29 years: 35.08%; 30-39 years: 34.15% between 40-49 years: 33.60%; 50-59 years: 30.86%; over 60 years: 42.05%), and most categories of occupations considered the same, the highest percentage being the officials (49.60%).

#### 4. Conclusion

This paper aims to highlight TV advertising as an appealing and seductive form, combining in this sense different rational and affective proportions. Advertising is neither art nor science, but it is used both by the instruments of the sciences itself and by the specific approach of the art creator.

Until recently, the advertising industry in Romania was mostly based on the import of advertising spots and strategies. Most native attempts were copied as Western style.

Due to the underdevelopment of indigenous industrial sectors, the market is invaded by imported products that are promoted through the same advertisements used around the world. Even most of the commercials made in Romania are commissioned by major international companies. However, in recent years, there is a concern of those in the marketing department of the companies for the specifics of the Romanian consumers' mentality.

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