



Impact of TV advertisements to Filipino consumer buying behavior

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Abstract

Television advertisements have been one of the well-known forms of promoting and conveying a message in the business industry. Consumer behaviors are changing and evolving through the influence of social media sites like Facebook, Instagram, Twitter, YouTube, and TikTok, and the impact of COVID-19. The researchers have found several insights that describe the effect of such television advertisements on our current situation. The COVID-19 pandemic has affected social media usage; a lot of consumers found it reliable and easy to access since a lot of people are into their smartphones. Some households had disregarded television as a form of entertainment and switched to social media. However, there are huge differences when advertisements are shown on social media and television. Consumers, particularly mothers prefer and are more engaged with television commercials. Most consumers skip and do not view the entire advertising on social media, causing the company and products to be disregarded.

Keywords: advertisement; covid-19; Facebook; television.



1. Introduction

Watching television has been one of the most popular forms of entertainment for Filipinos throughout the years. Up until now, many people like to watch it, thus it is safe to assume that many people will see the advertisement if companies choose to market their goods and services through it. According to Improve Marketing (n.d), television commercials have a big financial benefit. It has a huge scale and reaches, may increase market share, and customers trust television. They can also buy the expected quantity of views or ratings that a business requires. In TV advertisements, some new or famous artists are mostly the main characters that you can see in advertisements. Sunstar (2020), also stated that In truth, the Philippines is one of very few eight (8) countries in which the appearance of a celebrity does have an impact. In television advertising, famous personalities are one of the main characters to attract consumers, specifically their fans. It helps the brand to gain sales and identity as well.

TV advertisements also use images or videos that are pleasant to the eyes. Some commercials are using songs and phrases that are easy to understand and memorized by the consumers in order to make the product more unforgettable. According to Suggs (2017), the majority of people consider music to be an important component of their daily lives. Music has the power to bring people together and make us feel good, regardless of aesthetic differences. Music, like odor, has the power to evoke emotions. The researchers believed that hearing is one of the love languages of Filipinos in terms of advertising, especially if the commercial is good to hear. Even while music may not appear to be a large part of advertising, it can help develop and maintain ties between a business and its customers.

In addition, T.V. celebrities in ads help individuals remember the offered product or brand because they associate that with the celebrities and therefore can easily recognize it. TV advertising also aims to boost brand remember by assisting in the formation of top-of-mind attention for a brand (Khanam, A. & Dr. Verma, A., 2017). Using such sensory organs can help to create a positive impact and impression for a brand's product. Sellers are more likely to get the consumer's attention when they appeal to these senses by marketing their products on television.

The researchers believed that Filipinos will relate and local businesses will realize how important is the impact of TV advertisements in consumer behavior. The Philippines is a country enamored with brands. Advertising has a role in the promotion of most consumer goods. The majority of the country's main ad agencies are affiliated with international companies. Advertising in the Philippines has gone beyond traditional tri-media means such as newspapers, radios, and the majority of television (International Trade Administration, 2021). Filipinos can easily catch their attention especially if it is seen on television since most Filipinos are patient in watching each of every commercial, just to wait for their favorite show. Vic (2011) proved that commercials on television are a lifestyle in the Philippines.



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Children might be seen imitating commercial jingles, and even teenagers can be seen laughing at TV commercials.

To grab the attention of the consumers, managers should utilize media advertisement as their medium in promoting their products. According to Sama (2019), as the use of digital media channels continues to grow and become more popular, consumers find the internet a more compelling medium than paper because of its multi-leveled structure. Sama studied how media advertising has various effects, especially on consumer behavior. Advertisements that can be seen on televisions and on other media platforms have an impact on the consumer's awareness, interest, and conviction, which are greatly affected by their emotions and attitudes toward a certain brand or product. This impact can be negative or positive, depending on how the consumer viewed the advertisement.

According to Statista Research Department (2021), in 2018, users in the Philippines spend almost 4.9 hours a week are allocated to watch television, and on the other hand, for the radio, they spent 2.5 hours per week. Filipinos allocate 95% of their monthly time watching television, according to the same research. The Filipino consumers that the researchers would like to study are the parents of college students. Since the parents are the most active in watching television and purchasing essentials, they have an income, and they are well fitted to be included and studied to the consumer buying behavior with the impact of TV advertisements. Television advertising, according to a study, increases either direct and indirect willing to spend. Furthermore, because consumers consider commercials as the most credible and important type of advertising, they have a positive impact on customer connection with a brand (Delauro, 2020).

The student researchers in Far Eastern University - Manila are researching the 'Impact of TV advertisements on Filipino consumer buying behavior' to prove that television commercials have a significant impact on Filipino parents of college students, both positively and negatively. The following research questions must be answered in order to obtain an understanding of one of the important factors: (1) What effect does tv advertisement does on its consumers that make them buy what they saw on television? (2) Does tv advertisement really helps the product to be known better by the consumers? (3) Does the sales of a product increase if they advertise on TV?

2. Research Method

The purpose of the paper is to prove that TV advertisements positively and negatively affect the buying behavior of consumers, especially the parents of college students. This is also to determine if the TV advertisements help the products to be well-known by the customers as well as if it increases the sales of the product. The researchers are using multiple case designs since it is mentioned that if the TV advertisements greatly affect the choice of



customers, the familiarity with the product and the sales will improve. Multiple case designs are best suited to use by the researchers to better have a deep and accurate understanding or answer about the purpose. According to Yin (2018), the researchers can examine two or more examples through a multiple case study method.

Since the researchers are conducting a deep understanding of how the TV advertisements greatly affect the customers and consumers in terms of buying, as well as how it affects the product, the best thing to choose a technique to get accurate information is the non-probability sampling technique and the researchers decided to use purposive sampling. According to Crossman (2020), when a researcher needs a certain sample immediately and proportionality is not a big factor, this form of sampling can be reasonably useful.

This generation of Filipino parents, particularly those who stay home the most, still likes to watch anything at all on television rather than on social media platforms. It is their form of entertainment when they take a break from their tasks and responsibilities as parents. According to Statista (2021), "In 2018, consumers in the Philippines spent 4.9 hours per week on average watching television. Also, according to the same report, Filipinos spend 95 percent of their monthly time watching television". The specified participants were chosen by the researchers because they purchase and consume a wide range of products in their everyday life as parents of college students. The chosen participants for the focus group are the Filipino parents and grandparents of students from ages 40-60 years old. They must be watching television daily and responsible for making groceries weekly or monthly. It could be male or female as long as they have an average income, a consumer, and pay attention to TV advertisements. In conducting an interview, the researchers decided to interview 15 (fifteen) participants to have accurate information using the focus group approach. A focus group must be a qualitative research method for gathering detailed information on attitudes and actions. Researchers can better analyze and explain appropriate communication events when they have descriptive data. (Allen, 2017). The 15 participants will be divided into 3 (three) groups. They will be asked questions with follow-up questions that will determine and assess their understanding of TV advertisements. The researchers will be using open-ended questions since it is qualitative research. This approach can help better understand and explain the participant's ideas and behavior in the area of study.

Using the composed permission letter made by the researchers, asking permission and approval from the research adviser is a must to carry out their research by conducting personal interviews with the chosen participants. There will also be another letter to be handed over to the participants for an interview to give consent to the researchers to conduct the study as one of the participants. The researchers' system to gather data will be done by focus group discussion. Focus group discussion are chosen to ensure that the researchers will gather accurately the data. Focusing only on 5 (five) participants each group. In conducting the actual interview, it will be done through a group call or video call via Messenger due to the limited interaction amidst the pandemic. The participants will be given ample time to



answer. Lastly, after receiving the response or answers from the participants, all of the information will be written down for interpretation to ensure the data collected is secured and properly documented.

3. Results and Discussion

The results and discussion contain the outcome of the interview that was performed by the researchers. The interview was done via focus group discussion (FDG). Each research question has different codes and themes that were generated from the transcript in order to analyze more the topic and gain what was the Filipino parents' and grandparents' insights or experiences regarding TV advertisements as a Filipino consumer. These tables below show the results of the interview, and the following paragraph is the discussion about the table.

Table 1. Data analysis for research question 1 is arranged using codes and descriptive themes.

Research Question no. 1	Codes	Themes
What effect does tv advertisement does on its consumers that make them buy what they saw on television?	•TV advertisements affect mostly what is the need of consumers •Growth of social media	> COVID - 19 affecting the TV advertisement industry
	•Switching to Social Media applications and sites •Habit of skipping advertisements	> COVID - 19 affecting consumer behaviors toward TV advertisements
	•Entertaining •Influencers and artists	>Companies or brands' strategies in producing their TV advertisements

The gathered data about the consumer's insights about TV advertisements shows that the COVID - 19 has a tremendous impact on the television advertising sector. Affecting as well as the behavior of consumers in TV advertisements. In the middle of the pandemic, participants or the consumers find an alternative like social media, to look for advertisements, and also, there are a lot of differences compared to TV advertisements. The COVID - 19 makes the industry of TV advertising far away from its accustomed routine. According to Li and Hall (2020), media use at home has expanded. Although television



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viewer numbers have increased, the consumption of digital has accelerated much more: entertainment had expanded as a result of the widespread usage of social media platforms and streaming websites.

According to Zaheer (2018), it has been discovered that using celebrities in TV advertisements can actually influence one's buying behavior. The presence and appearance is enough for these customers to be persuaded to purchase their product by just the level of attractiveness, professionalism, and entertainment. This strategy proved to be effective as brands and companies still continue to use the reputation, expertise, and talent of their chosen celebrity endorser.

Table 2. Data analysis for research question 2 is arranged using codes and descriptive themes.

Research Question no. 2	Codes	Themes
Does tv advertisement really helps the product to be known better by the consumers?	<ul style="list-style-type: none">• Awareness of product existence• Disturbance and getting in the way of programs• Different households can recognize a product because of the advertisements they watched on TVs	> TV advertisements reach out to their market
	<ul style="list-style-type: none">• Ads are imprinted on consumers' minds• Influenced on buying a product based on what they saw in an advertisement	> TV advertisement provides information about certain products

Advertisement is designed to give a product or service a chance to promote, raise awareness, catch a customer's attention, etc. In terms of advertising, there are a lot of choices to choose from, depending on what kind of market and industry you should enter based on your goods. The results of the interview show that TV advertisement successfully reaches its market and it also provides accurate and genuine information to the viewers. It is indeed important that brands and products show their advertisement through television because it reaches out to a wider range of target markets. According to Mellinger (2018), the enormous audience that can be addressed relatively instantaneously is one of the most fundamental



advantages of television advertisements. Targeting targeted audiences with television advertising can be surprisingly effective. Take advantage of daytime slots to appeal to parents who stay at home or working at home. As there are no skip buttons, viewers don't have a choice but to watch a TV advertisement while waiting for their favorite show. This somehow irritates them and gets them impatiently waiting for the advertisements to end.

According to Nelson (2021), effective advertising will influence potential customers as advertisements give information regarding the goods and services that are being offered. Advertising is a form of communication; thus giving the intended information and educating their viewers about their product will reflect the intention of the businesses to their consumers. Information such as the price, features, quality, and benefits must be openly and truthfully presented to the market to avoid any misunderstanding and conflicts.

Table 3. Data analysis for research question 3 is arranged using codes and descriptive themes.

Research Question no. 3	Codes	Themes
Does the sales of a product increase if they advertise on TV?	<ul style="list-style-type: none">• Product and Brand Recognition to consumers• Helpful in starting businesses and new products• Beneficial to consumers as they discover new products through TV ads• Giving ideas and knowledge to customers on how good the product is	> TV advertisements importance towards the product and brand
	<ul style="list-style-type: none">• Creative content encourages viewers and increase sales• Creating curiosity about	



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	the advertised products and its other offers <ul style="list-style-type: none">• Others said that it doesn't really increase the sales compared to advertising in Social Media apps	> Effects of TV advertisements with regard to the sales of the products
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TV advertisements also have different targets to make their product and brand to be introduced and well-known to the market, especially if it's a product, brand, or innovation that is new to the market. The results of interviews show that TV commercials do have an impact on products and brands. On the other hand, influencing the consumer by introducing products and brands can lead to higher sales. Since the TV advertisements are indeed effective and consumers watch the whole commercial even numerous times or just once. Compared to social media, customers don't finish the ads; they will just skip them right away. According to WARC (2020), television advertising has twice the perceived quality and popularity compared to online advertisements, and TV has the strongest 'signals' throughout all categories and groups.

According to Feroz (2019), TV commercial advertising still remains to be the most effective medium when promoting and marketing a product despite of the growing marketing trends and strategies that other brands are using now. She mentioned that TV commercials increase the sales of a company; however, this serves as the ROI or return of investment for the reason that buying advertisement spots on TVs is quite expensive depending on the time slot.

4. Conclusion

The purpose of the study was to prove that television commercials have a significant impact on Filipino parents of college students in both positive and negative effects. According to the researchers' findings, advertisements on televisions do indeed have an impact on both consumers and businesses. In addition, data acquired on consumer perceptions of television advertisements reveal that COVID - 19 has a substantial influence on the television advertising sector, influencing consumer behavior as well. Since it shifts the TV advertising sector away from its usual pattern, people turn to alternatives such as social media to locate adverts. Moreover, it is vital for brands to advertise their products on television since it reaches an enormous audience relatively instantaneously and in every part of the market. Furthermore, as stated that television advertisements are in fact effective, introducing products and brands can lead to increased sales. Therefore, the buying behavior of Filipino parents and grandparents of students can be both positively and negatively



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influenced by television advertisements. As a result, this study suggests that the data gathered in this study may be useful and applied for further studies that the research topics will study the comparison between Filipino consumers who are influenced by TV advertisements and Filipino consumers who are influenced by social media advertisements.

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