



CONSUMER RESPONSE TO TELEVISION ADVERTISING AS A FACTOR INFLUENCING IMPULSE BUYING

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ABSTRACT

This study addressed consumer response to television advertising as an influencing factor in impulse buying. The research aimed to determine the impact of advertising on consumer purchasing behavior and the factors influencing impulse buying. A field study was conducted on a random sample of (187) respondents from the city of Baghdad. Observation and questionnaires were used as research tools. The results were statistically analyzed, and several conclusions were reached, the most important of which is that television advertising has an impact on consumer impulse buying through the use of various persuasion methods and the provision of product information. There are also internal factors influencing this, such as personality and needs, and external factors in terms of offers and discounts on products. It was found that there is a significant correlation between television advertising and the factors influencing impulse buying.

Keywords: television advertising, impulse buying, influence

استجابة المستهلك للإشهار التلفزيوني كعامل مؤثر في الشراء الاندفاعي

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الخلاصة

تناولت هذه الدراسة استجابة المستهلك للإشهار التلفزيوني كعامل مؤثر في الشراء الاندفاعي، هدف البحث الى تحديد تأثير الاعلان في سلوك المستهلك الشرائي، وتحديد العوامل المؤثرة في الشراء الاندفاعي، واجريت دراسة ميدانية على عينة عشوائية من المبحوثين مكونة من (187) فردا من مدينة بغداد، واستخدمت الملاحظة والاستبانة كأداة للبحث، وتم تحليل النتائج احصائيا والتوصل الى نتائج عدة اهمها ان للإشهار التلفزيوني تأثير في الشراء الاندفاعي للمستهلك من خلال استخدام اساليب الاقناع المختلفة وتقديم معلومات عن المنتج، وان هناك عوامل داخلية مؤثرة كالشخصية والاحتياجات، وعوامل خارجية من حيث العروض والخصومات على المنتجات، وتبين ان هناك علاقة ارتباط دالة بين الاشهار التلفزيوني والعوامل المؤثرة في الشراء الاندفاعي.

الكلمات المفتاحية: الاشهار التلفزيوني، الشراء الاندفاعي، التأثير.



INTRODUCTION

Despite the significant advancements in modern digital communication, television still maintains its position as a means of communication that audiences rely on to obtain information. Its many advantages make it one of the most widely used means of advertising for companies and advertisers. Therefore, all effective persuasion strategies and modern methods are employed in the creation and design of advertisements to maximize their impact on consumer behavior.

Television advertising is a means of communication that conveys a media message to a large audience, including the advertisement for a product or service. The issue does not stop at receiving the message, but extends to the relationship of influence and changing attitudes. Thanks to significant developments and artificial intelligence, advertising has become one of the factors influencing the public's purchasing decision, in addition to other influential factors that lead to impulsive buying decisions.

Impulse buying is characterized by the immediate urgency of shopping, and the decision is made quickly and is driven by a strong desire to purchase a product (Yingjiao, 2017). It is influenced by stimuli surrounding the shopping environment, such as location, price, offers, advertising, and financial ability.

Consumer behavior, which represents reactions and actions toward what is seen and presented by television advertising as a marketing tool, is influenced by competition in the market, leaving consumers with multiple purchasing options (Jamal & Fakhr 2023).

In this study, we explore the impact of television advertising on consumer behavior. The research includes demographic data, television advertising monitoring, and consumer behavior, and measures the impact of television advertising on impulse buying.

METHODOLOGY OF RESEARCH

Research problem.

The research problem poses the main question: To what extent does the consumer respond to television advertising as a factor influencing impulse buying? The sub-questions are:

- To what extent does the audience follow television advertising?
- To what extent does television advertising influence the purchasing decision?
- What is the level of impulse buying among the audience?
- What are the factors influencing impulse buying?

Research Importance

- The research focuses on studying television advertising as it meets the needs of viewers, providing them with products and services that satisfy their needs and desires, in addition to providing viewing pleasure.
- To investigate the various influencing factors that influence consumer purchasing behavior, influenced by the environment in which they live.



- To study the correlation between television advertising and individual consumer behavior, as it constitutes an important link in the purchasing process and decision-making.
- To present a scientific study in the field of media and television advertising and its impact on individual attitudes.

Research Aims

- To determine consumer response to television advertising as a factor influencing impulse buying.
- To determine the extent to which the public follows television advertising.
- To determine the impact of television advertising on the public's purchasing decision.
- To determine the level of impulse buying among the public.
- To identify the factors influencing impulse buying among the public.

Research Hypotheses

Hypothesis 1: There are differences among the sample regarding the impact of television advertising on impulse buying.

Hypothesis 2: There is a significant relationship between the level of television advertising viewing and the factors influencing television advertising on impulse buying.

Hypothesis 3: There is a significant relationship between the level of television advertising viewing and the factors influencing television advertising on impulse buying.

Hypothesis 4: There are differences in demographic data regarding the level of impulse buying.

Research Limits

Spatial Limits: The spatial limits of the research are represented by the city of Baghdad.

Temporary Limits: The time limits of the research are from January 1, 2024 to December 31, 2024.

Research Methodology: This descriptive study relied on monitoring and describing the situation quantitatively and qualitatively, with the aim of determining the importance of television advertising in consumer purchasing decisions and its role in impulse buying, using a research tool.

Research Tool

1. An observation tool was used to collect information and monitor public trends toward impulse buying and the extent to which television advertising affects their purchasing behavior.
2. A questionnaire was used to collect data, with (187) questionnaires distributed to a random sample from the city of Baghdad. The questionnaire included the following topics:

Axis One: Demographic data and characteristics of respondents.

Axis Two: Monitoring television advertising and impulse buying.

Axis Three: Testing the specific hypotheses of the research.



Statistical Methods

The SPSS statistical program was used to process, transcribe, and analyze the questionnaire data, and extract specialized results using frequencies, percentages, Pearson's correlation coefficient, a one-sample t-test, and a chi-test to calculate differences.

THEORETICAL FRAMEWORK

Television advertising is a communication activity whose goal is to reach and influence consumers through persuasive means as a means of selling, convincing them to purchase, and generating profits for the producing company and seller (**Barghouth, 2015**). It is also a means of influencing buyers using media and communication as a promotional tool (**Al-Hilali, 2023**). Television is distinguished by its ability to influence individual attitudes and is a driver of human activity and provides the public with information and knowledge (**Shaban, 2021**).

Television is considered the most influential advertising medium, combining images, sound, visual, audible, and animated effects (**Abu Ta'ima, 2018**). Television is a diverse mass media with a high viewership rate. Due to its technical advantages, it has been used as a persuasive advertising tool to generate sales and profits by influencing viewers and changing their attitudes, opinions, and desires (Shaban, 2025). Advertising as a promotional tool is one of the elements of the promotional mix, characterized by its ability to influence consumer attitudes and decision-making regarding products, thus achieving the advertiser's goal (**Labza, 2015**). Advertising aims to achieve a response, which is the individual's behavior or reaction to the event or stimulus received from the communication message (**Mustafa & Ahmed, 2021**).

Television advertising has many characteristics, including elements of attraction, innovation, and the use of modern technologies in creating and implementing advertising ideas, especially with the presence of artificial intelligence and digital transformations in modern media.

Advertising is characterized by its ability to remind viewers through repetition, including visual and audio elements and sound effects. New and advanced ideas certainly add a magical touch to the advertisement, making the viewer become attached to it and retain it in their memory (**Ashouri & Mihoubi, 2017**).

A study by (**Shaban, 2022**), in her study on the elements of attraction in television advertising and their relationship to consumer preferences, indicates that television advertising has a high viewership rate and is widely broadcast on satellite channels. Advertising is shown among various programs and highlights multiple motivations for viewers to follow the advertisement, the most important of which is that it introduces them to various types of goods and services, some of which are new and others are available in the market. The consumer's goal in watching the advertisement is to gain more information about these goods and services. A study by (**Abu Sneina, 2015**) examines the impact of television advertising on the purchasing behavior of Libyan consumers, identifying its role as a source of information about products and how consumers are influenced by them based on their personal characteristics. The results show that advertisements have a positive impact on consumers, guiding them and stimulating their desire to purchase and their behavior in the stages prior to making a purchase decision.



Consumer behavior revolves around the process of researching, evaluating, and purchasing products they wish to acquire and consume (**Ahmed, 2015**).

Advertising influences consumer behavior in terms of desires and attitudes when it focuses on the advantages and benefits of a product or service. This motivates consumers to shift their desire to purchase other products, building awareness, and sometimes supporting consumers' decisions and stimulating their interest in purchasing (**Shaban, 2024**).

The factors influencing purchasing are stimuli that create the desire to purchase and own a product. The consumer is influenced by the surrounding environment, which motivates him to purchase. There are also factors influencing consumer behavior toward impulse buying, including internal and demographic factors such as personality, gender, age, marital status, and educational attainment, as well as factors related to having money and a bank card that facilitates the purchase and payment process (**Abu Talib, 2021**). Impulse buying is influenced by personal differences, economic capabilities, and cultural and social factors (**Yu & Bastin, 2010**). Researchers point to other factors that influence impulse buying, including external factors, including sales promotions, store environment, incentives, timing, product nature, and available offers (**Mohan, 2013**). The impact of advertising messages on audiences lies in communication activity through the use of media, according to the uses and gratifications theory. Consumers differ in their desires and attitudes, and seek to satisfy these desires through the use of media content they choose themselves, based on motives for use and exposure, with the goal of satisfying their needs and fulfilling their desires (**Khorshid, 2011**). This represents the achieved response to the audience's requirements and motivations as a result of the use of the media, exposure to it, and the achievement of the objectives presented by television advertising in accordance with consumer needs (**Al-Hamdani, 2011**).

RESULTS

First: Sample characteristics

Table (1): shows the sample demographic characteristics

main categories	categories flee	number	%
gender	male	92	49.2
	female	95	50.8
Age	20-30	24	12.8
	31-40	72	38.5
	41 -50	46	24.6
	50 more	45	24.1
Academic achievement	Preparatory school	19	10.2
	diploma	43	23.0
	Bachelor's	68	36.4



	Postgraduate studies	57	30.5
standard of living	Good	52	27.8
	Average	107	57.2
	Weak	28	15.0

The results of Table 1 reveal the demographic characteristics of the sample: the percentage of females was (50.8) with a total of (95), while the percentage of males was (49.2) with a total of (92). The age groups of the respondents varied, with the (31-40) category having the highest percentage (38.5) with a total of (72), followed by the (41-50) category with a percentage of (24.6) with a total of (46), while the next category (51 and over) had a percentage of (24.1) with a total of (45), and finally the twenties category with a percentage of (12.8) with a total of (24). As for the educational attainment category, the highest percentage (36.4) was the bachelor's degree category with a total of (68), followed by the postgraduate studies category with a percentage of (30.5) with a total of (57), while the diploma category had a percentage of (23.0) with a total of (43). As for the standard of living, the majority of the sample was from the middle-income category with a percentage of (57.2) with a total of (107).

Second: Analysis of the results of the study on television advertising and impulse buying

1- Extent of television advertising viewing

Table (2): shows the extent of television advertising viewing

Watching TV commercials	Duplicates	%
always	67	35.8
sometimes	106	56.7
Scarcely	14	7.5
total	187	100

Table 2 shows the extent of viewing television advertisements. The highest percentage (56.7) out of a total of (106) respondents said they sometimes watch television advertisements, while the percentage (35.8) out of a total of (67) respondents said they always watch television advertisements, and the percentage (7.5) out of a total of (14) respondents said they rarely watch television advertisements.

2- The extent of the impact of television advertisements on the purchase decision

Table (3): shows the extent of the impact of television advertisements on the purchase decision

The impact of television advertising on the purchase decision	Duplicates	%
Large	57	30.5
Medium	96	51.3
Weak	34	18.2
total	187	100



Table 3 shows the extent of the influence of television advertising on the purchase decision, with the highest percentage being (51.3) with a total of (96), followed in order by the great influence of television advertising on the purchase decision with a percentage of (30.5) with a total of (57), while the weak influence category was at a percentage of (18.2) with a total of (34).

3- Media outlets influencing the purchasing process

Table (4): shows the media outlets influencing the purchasing process.

Media Influencing the Buying Process	Duplicates	%
Television Advertising	69	36.9
Online Advertising	74	39.6
Print and Online Newspaper Advertising	24	12.8
Radio Advertising	20	10.7
Total	187	100

It is clear from the results of Table 4 that online advertising is the most influential media in the purchasing process, with a percentage of (39.5) with a total of (74), followed in order by television advertising, with a percentage of (36.9) with a total of (69), and advertising in print and electronic newspapers came with a percentage of (12.8) with a total of (24), while television advertising obtained a percentage of (10.7) with a total of (20).

4- Level of Impulse Buying

Table (5): shows the level of impulse buying among respondents

level of impulse buying	Duplicates	%
always	35	18.7
sometimes	124	66.3
Scarcely	28	15
total	187	100

The results in Table 5 indicate that the sometimes buying level had the highest percentage (66.3) with a total of (124), followed by the always buying level with a percentage of (18.7) with a total of (35), while the rarely buying level had a percentage of (15) with a total of (28).

5- Reasons for impulsive buying

Table (6): shows the reasons for impulsive buying

Reasons for impulse buying	Duplicates	%
Desire to buy	27	14.4
Social influence	32	17.1
The power of television advertising	48	25.7
Persuasion strategies used in advertising	54	28.9



Persuasive selling techniques	26	13.9
Total	187	100

Table 6 shows that persuasion strategies used in advertising were the most common reason for purchase among respondents, with a percentage of (28.9) out of a total of (54), followed by the impact of television advertising, with a percentage of (25.7) out of a total of (48). Social influence was at a percentage of (17.1) out of a total of (32), while the desire to purchase was at a percentage of (14.4) out of a total of (27). Persuasive selling methods were at a percentage of (13.9) out of a total of (26).

6- Internal Factors Influencing Impulse Buying

Table (7): shows the internal factors influencing impulse buying.

Internal factors affecting impulse buying:	Duplicates	%
Needs	54	28.9
Personality	71	38
Previous experiences	45	24.1
Emotional motivation	17	9.1
Total	187	100

The results of Table 7 show that the internal factors influencing impulsive buying are the most influential, with a percentage of (38) out of a total of (71), followed by needs with a percentage of (28.9) out of a total of (54), while previous experiences came in at a percentage of (24.1) out of a total of (45), and the emotional motive came in at (9.1) out of a total of (17).

7- External factors affecting impulse buying

Table (8): shows the external factors affecting impulse buying

External factors influencing impulse buying	Duplicates	%
TV advertising	61	32.6
Family	35	18.7
Offers and discounts on goods and services	38	20.3
Availability of funds	24	12.8
Friends and acquaintances	14	7.5
Diversity and variety of choices offered	15	8
Total	187	100

The results of Table 8 show that television advertising received the highest percentage (32.6) with a total of (61) as an external factor influencing impulse buying, followed by offers and discounts on goods and services with a percentage (20.3) with a total of (38). Family was also a



factor influencing impulse buying with a percentage (18.7) with a total of (35). Availability of funds influenced buying with a percentage (12.8) with a total of (24). The variety and multiplicity of options offered for sale came in at a percentage (8) with a total of (15), followed by friends and acquaintances with a percentage (7.5) with a total of (14).

8- Factors related to television advertising that influence impulse buying

Table (9): shows factors related to television advertising that influence impulse buying.

Factors related to television advertising	Duplicates	%
Visual and audio effects in advertising	81	43.3
Using modern technical methods in advertising design	36	19.3
Providing sufficient information about the product	46	24.6
Using celebrities in advertising presentations	9	4.8
Using persuasive methods in advertising	15	8
Total	187	100

The results of Table 9 reveal that there are 9 factors related to television advertising that influence impulse buying. The highest percentage of visual and audio effects in advertising was (43.3) with a total of (81), followed by the advertisement providing sufficient information about the product with a percentage of (24.6) with a total of (46). The use of modern technical methods in advertising design accounted for (19.3) with a total of (36). The use of persuasion methods in television advertising accounted for (8) with a total of (15). The use of celebrities in advertising accounted for (4.8) with a total of (9).

Third: Hypothesis Testing

The first hypothesis

Differences among the sample regarding the effect of television advertising on impulse buying

Table (10): shows a t-test to calculate the differences among the sample regarding the effect of television advertising on impulse buying.

T value	Degree of freedom	moral value	significance value	Statistical significance
37.280	186	0.05	0.00	function

The results of the t-test to calculate the differences in the sample regarding the effect of television advertising on impulse buying show that the calculated t-value equals (37.280) at a significance value of (0.00), which is smaller than the significant value of (0.05) with a degree of freedom of (186), indicating the presence of a statistical difference between the sample mean and the sample's assumed value for television advertising on impulse buying.



Second hypothesis

There is a significant relationship between the level of television advertising viewing and the factors affecting television advertising on impulse buying.

Table (11): shows the relationship between the level of television advertising viewing and the factors affecting television advertising on impulse buying

Pearson test value	significance value p-value	moral value	Statistical significance
-.130*	0.038	0.05	function

The results show that the Pearson test value is equal to (-.130*) and the significance value is (0.038) at a significance value of (0.05), indicating a significant relationship between the level of television advertising viewing and the factors influencing television advertising on impulse buying.

Third hypothesis

There are differences in the demographic data regarding the level of impulse buying.

Table (12): shows differences in the demographic data regarding the level of impulse buying.

Demographic Data	Ch value	degree of freedom	significance value
Gender	1.783	2	0.410
Age	5.969	6	0.427
Educational Attainment	8.403	6	0.210
Standard of Living	2.525	4	0.640

The results indicate no statistically significant differences in the sample's demographic data regarding impulse buying. The Ch value for gender was 1.783 at a degree of freedom of 2 and a significance value of 0.4100. The age category had a Ch value of 5.969 at a degree of freedom of 6 and a significance value of 0.427. The educational attainment category had a Ch value of 8.403 at a degree of freedom of 6 and a significance value of 0.210. The standard of living category had a value of 2.525 at a degree of freedom of 4 and a significance value of 0.640.

CONCLUSIONS

1. Television advertising has a powerful influence on the consumer behavior of its audience, as evidenced by their purchasing behavior.
2. Television advertising is well-received by the public, demonstrating the importance of television as an advertising and media medium.
3. Online and television advertising are the most influential means of influencing consumer purchasing decisions.



4. The persuasion strategies used in television advertising, including emotional and logical ones, are the most influential factors in influencing impulse buying among the public.
5. This explains the high rate of impulsive buying among the public, where purchases are made without prior planning, but rather on the spur of the moment, accompanied by influential factors.
6. The most important internal factors influencing impulsive buying among individuals are needs, desires, and personal factors related to gender, age, educational attainment, and other factors, as well as the availability of financial resources.
- 7- The most influential external factors are the advertising of television advertisements, the discounts, and offers they offer on goods and services. These are among the most attractive factors for purchasing, as price discounts provide individuals with financial means.
- 8- The visual and audio effects in television advertisements are the most influential factors in television advertising, affecting impulse buying decisions and providing sufficient information about the product.
- 9- The impact of television advertising on individuals varies.
- 10- There is a relationship between the level of television advertising viewership and the factors influencing television advertising on impulse buying.

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