

Television Commercials as Agents of Sociological Understanding

Jayvijay Sridhar Patnala,

5279, Dept. of Fine Arts, KL Deemed to be University, INDIA <https://orcid.org/0000-0003-3329-7659>

Dr. K. Jyothirmayee,

Assistant Professor, Dept. of Journalism and Mass communication, Acharya Nagarjuna University, Guntur, A.P, INDIA <https://orcid.org/0000-0003-0642-2995>

Abstract:

Television Advertising in India is growing by leaps and bounds. Visuals in television advertising are providing comprehensive understanding over the idea, service, or product being endorsed. The study's main goal is to see if there is a link between television advertising, entertainment, and global awareness of current events. Studying whether there is any television advertising which can manufacture reality and become sources of understanding rather just being the agents of entertainment, amusement, delight, and information. Current study enunciates that the television advertisements are associated with understanding of the happenings around the world, not only confined to information dissemination and entertainment. The study's most important findings are that television advertisements that entertain are effective when they are amusing, manufacturing reality, thus becoming the sources of understanding beyond entertainment. Simply to summate, television advertisements are reflecting on actual happenings of the world.

Keywords: Television Advertisements, Entertainment, Understanding, Endorsement, Effectiveness.

Introduction

Advertising is a means of reaching out to people who will purchase a product or service. The Advertising Association of the United Kingdom defines advertising as "messages paid for by those who send them, designed to inform or persuade those who receive them."

Advertising is always present, even if people are unaware of it. In the present times, advertising uses every available medium to spread its message. This is accomplished using television, print (newspapers, magazines, journals, etc.), radio, press, the internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals, and even people.

The advertising industry is made up of quad fold. 1. companies that advertise, 2. agencies that create advertisements, 3. media that broadcasts the advertisements, and 4. a slew of people such as copy editors, visualizers, brand managers, researchers, creative heads, and designers who go above and beyond to ensure that the message reaches the intended audience. An advertising agency is hired by a company that needs to promote itself or its products. Agency is briefed by the company on the brand's imagery, ideals and values, target segments, and so on. Agencies ideate concepts into visuals, text, layouts, and themes that users can interact with. The advertisements are aired in line with the reservations made by the agency's media purchasing unit after client approval. (The Economic Times, n.d).

Advertising is a type of marketing that aims to target a certain audience. The most traditional forms of marketing that attempt to persuade a target audience to purchase, sell, or do something particular. The advertisement can be niche (targeting a small audience) or general (targeting a large audience) by using a highly tailored message (targets a large audience). Advertising predates most other forms of marketing, such as email marketing and search engine marketing. Since the internet's widespread adoption, the two categories of advertising are: traditional advertising and digital advertising.

Traditional advertising refers to print, television, and radio advertisements that have been in use for more than 150 years. Print and TV advertising is the most effective form of advertising for businesses because it involves a target audience receiving the advertisement in person via flyers, newspapers, and the TV screen. Digital advertising encompasses all online advertising activities such as display advertising, Pay Per Click, Social Media Marketing, and so on. This type of advertising is less expensive and easier to track, it has become a more popular form of marketing.

Advertising and its Importance

You may compete with your opponent on a public stage via advertising. The reactions of competitors are imperative in shaping the market. Promotional advertising alongside your competition as part of an aggressive marketing campaign can quickly result in big wins.

Consumer Protagonism is intrinsic in Customer – Brand Engagement and that is where the stage of public witness the brand warfare to win the consumer – brand engagements (Gambetti et. al, 2015).

The importance of advertising to our economic and social well-being is undeniable. It has done wonders by being a distribution channel and as a powerful technique for promoting sales. Advertising's role can be examined from five perspectives: manufacturers, middlemen, sales forces, customers, and society. Advertising is important for an organization as both a promotional and a marketing activity. It is significant for an economy as a business activity. Advertising is important for a variety of reasons, including the following:

A: Advantageous for Producers and Manufacturers 1. Successful Product Launch 2. Consistent Demand 3. Impressive New Product Applications 4. Enjoy Economic Scale 5. Assurance in Heavy Competition 6. Creation of a Corporate Image
B: Customer Benefits – 1. Increased Knowledge 2. Priority Planning 3. Reasonable Prices
C: Salesman Advantages – 1. Less time 2. Easier persuasion 3. Greater coverage 4. Ready to receive
D. Benefits to Society- 1. Improved Standard of Living 2. Creates Employment Opportunities 3. Solves Societal Problems 4. Encourages Media.

Advertising plays a critical role in promoting a country's culture throughout the world. People's thoughts, gestures, and behavior are influenced by advertisements because they have educational value. Drug addiction, illiteracy, female feticide, gender bias, and other issues exist in every society. The advertisement aids in the resolution of their societal issues. Products are made available to all types of customers, regardless of caste, religion, or creed; such advertisements advocate for the abolition of casteism. The honest beneficiaries of the advertising are the manufacturers, customers, and salespeople, the incidental beneficiaries will be the entire society. Advertisements publicize new products and services. This will contribute to improving people's living standards. When people obtain what they need on a consistent basis, they are happier and will have a peaceful life. Advertising is growing in popularity as a career path with numerous job opportunities. All forms of advertising thrive in business and help to solve many societal issues.

Background Study:

Entertaining while Advertising

Advertising has traditionally been sold as a supplement to entertainment rather than as a true source of entertainment for consumers in and of itself. Even if the advertising are innovative in and of themselves or have a license the most popular entertainment properties of the moment, they are viewed as distinct from consumer-focused entertainment content.

The emphasis is shifting now, with branded VR programmes that are explicitly advertising for upcoming movies and immersive experiential marketing on the rise. Younger consumers care more about experiences than products, and brands are shifting their focus to prioritizing the development of long-term relationships.

If you want to be a part of your audience's leisure time, be entertaining. This isn't just true for commercials; entertainment is valuable in all mediums and industries. Take some time to consider how you might make your audience feel welcome.

The desire for amusement is not a new phenomenon; nevertheless, the modern trend of desiring the strange and exciting is primarily attributable to America's workaholic culture. Overworked people are seeking for methods to make the most of their limited free time. Great advertising often is provocative to the point where it almost literally shouts, "Look and listen!" Once we get your attention, then we can tell you more.

Brands attempting to market things hit consumers from every angle. Their focus is limited and overburdened. Consumers of current times are aware of all advertising methods and gimmicks; it makes no difference if your product is the finest thing since Netflix; dull advertising is boring advertising and will incompete with more entertaining hobbies. Leisure time is intended to be fun and entertaining, and businesses who want to be a part of it should do the same. (Gould, 2014).

Advertising and Understanding

Advertising is beyond than just attempting to sell something. Ads have galvanized people for causes and pushed new ideas into society throughout history.

Ads may also be utilized as historical documents; looking at the ads that were published at the time is one of the best methods to know what people liked at the time. In a nutshell, they provide a realistic picture of a society's interests and preferences at a specific point in time.

Let's go back in time to the 1960s for a while. The movement of civil rights began to gain traction about this time. Companies began using models in dark complexion in their advertisements about this period. Because representation matters, this played a significant role in making American culture more inclusive. Effective advertising is more crucial than ever as the world's population grows and society becomes more varied. In an ocean of one-size-fits-all items, it enables individuals to locate personalized services.

Advertising is beneficial for increasing brand recognition, but it is also necessary for a flourishing society.

The aesthetic cognitive approach to advertising focuses on comprehension rather than being agents of infotainment, pleasure, and delight. It shines light on the surroundings and provides crucial insights into what is going on around it.

Theoretical Framework:

An attitude to the worth of the arts that views them as sources of understanding rather than solely (or even) joy, entertainment, pleasure, or emotional catharsis is Aesthetic Cognitivism. "The arts must be treated on par with the sciences as ways of discovery, invention, and extension of wisdom in the true sense of development of the understanding," wrote philosopher Nelson Goodman in *Ways of Worldmaking* (1978).

Media entertainment theories describe why people consume entertainment from media material, the elements that influence media selection, media processing, media assessment (including enjoyment and appreciation of content), and the control of media entertainment consumption on individuals.

American Marketing Association outlines advertising as "any paid type of non-personal presentation and promotion of ideas, commodities, and services by an identifiable sponsor." This definition primarily describes what advertising is and aids in separating advertising from other communication activities with which it is sometimes confused. Advertising is not the same as publicity.

From the study *Does high entertainment in advertisements have detrimental effects on persuasion and purchase intent, while having beneficial effects on a person's willingness to watch the ad?* (T. Teixeira, Picard, & el Kaliouby, 2014)

Key Results from the Study:

1. Entertainment can overcrowd your product message.
2. Viewers tend to less care to the message associated once they're already entertained.

3. If entertainment is not brand-associated, then it works only as an attention capturing device.
4. An excessive amount of entertainment is ineffective because it reduces the ad's persuasiveness, as the entertainment conflicts with the persuasiveness.
5. Medium level of positive entertainment leads to a higher intent to purchase the advertised brand than low or high levels.

Entertainment marketing is effective, and more prominent in media of all types. This will occur mostly as a result of cord-cutting supplanting linear television and the gaming industry's long-term development, among other major factors. By recognizing and experimenting with the common strategies. You can target the right audience at the right time on the right medium for your brand.(Alex, 2020).

Methodological Setting:

Research Objectives:

- To find whether Indian Television Commercials are effective when entertaining
- To find whether Indian Television Commercials are giving an understanding beyond delight
- To find the Indian Television Commercials that entertain will affect the buying behavior of consumers

Research Hypothesis:

1. TV Advertisements are entertaining while endorsing is not significantly associated with and TV Advertisements are effective when they are amusing (H₀₁)
2. TV Advertisements can manufacture reality is not significantly associated with TV Advertisements are sources of understanding beyond entertainment (H₀₂)
3. Television Ads reflect the actual happenings of the world is significantly associated with Television Ads can manufacture reality (H₀₃)

Research Methodology:

Descriptive research is used to infer the characteristics of the variables in the study.

Data Source:

1. Primary Data: Various techniques, such as interviews and a list of questions in a questionnaire, were employed in the main data gathering.

2. Secondary Data: Several sociological books, articles, and websites were utilised on the internet.

Research Instrument:

A schedule with a total number of 10 Questions is used.

Sample Design	Simple Random Sampling
Sample Size	320
Sample Location	Andhra Pradesh
Sample Element	Age between /15 - 55

Scope and Limitations:

Indian Television Commercials of current times are effective both in terms of its form and content. Besides serving the actual purpose of brand building, ads of the current generation are shedding light over the actual happenings of the acting society. The current research is able to achieve basic understanding over the role of Indian Television Commercial as agents of entertainment and understanding. The impact of Indian Television Commercials over audience decision making when entertaining and giving an understanding is yet to be studied.

Data Analysis:

1. **Chi-Square analysis between TV Advertisements are entertaining while endorsing and TV Advertisements are effective when they are amusing, they are most effective.**

Pearson Chi-Square analysis is used to look at the connection between two categorical variables. The researchers discovered that p -value of the Chi-Square test is less than 0.05 for TV Advertisements are entertaining while endorsing and TV Advertisements are effective when they are amusing, they are most effective at 5% significance level ($\chi^2 = 27.388a$, $df = 1$, $p = <.001$). Hence, we reject (H_0) and conclude that the TV Advertisements are entertaining while endorsing is significantly associated with and TV Advertisements are when they are amusing, they are most effective.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TVadsentertainingwhile endorsing *	320	100.0%	0	0.0%	320	100.0%
Televisionadsareeffectivewhentheyareentertaining						

TVadsentertainingwhile endorsing	Televisionadsareeffectivewhentheyareentertaining				Total
			Yes	No	
			Count	Count	
Yes	Count	161	77	238	
	Expected Count	141.0	97.0	238.0	
No	Count	28	53	81	
	Expected Count	48.0	33.0	81.0	
Total	Count	189	130	320	
	Expected Count	189.0	130.0	320.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	27.388 ^a	1	<.001		
Continuity Correction ^b	26.035	1	<.001		
Likelihood Ratio	27.164	1	<.001		
Fisher's Exact Test				<.001	<.001

Linear-by-Linear Association	27.302	1	<.001		
N of Valid Cases	320				

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 33.01.
- b. Computer only for a 2X2 table

2. Chi-Square Analysis between TV Advertisements can manufacture reality and TV Advertisements are sources of understanding beyond entertainment.

Pearson Chi-Square analysis is used to look at the connection between two categorical variables. The researchers discovered that p -value of the Chi-Square test is less than 0.05 for TV Advertisements can manufacture reality and TV Advertisements are sources of understanding beyond entertainment at 5% significance level ($\chi^2 = 14.063a$, $df = 1$, $p = <.001$). Hence, we reject (H_0) and conclude that the TV Advertisements can manufacture reality is significantly associated with TV Advertisements are sources of understanding beyond entertainment.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Televisionadscanmanuf acturereality *	320	100.0%	0	0.0%	320	100.0%
Televisionadsaresources ofunderstandingbeyond alongwithdelight						

	Televisionadsaresourcesofun derstandingbeyondalongwith delight			
	Yes	No	Total	
Televisionadscanmanuf	Count	130	34	164

acturereality	Expected	114.6	49.4	164.0
	Count			
	No	Count	93	62
	Expected	108.4	46.6	155.0
	Count			
Total	Count	223	96	320
	Expected	223.0	96.0	320.0
	Count			

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	14.063 ^a	1	<.001		
Continuity Correction ^b	13.162	1	<.001		
Likelihood Ratio	14.200	1	<.001		
Fisher's Exact Test				<.001	<.001
Linear-by-Linear Association	14.019	1	<.001		
N of Valid Cases	320				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 46.65.

Computed for 2x2 Table

3. Chi-Square Analysis between Television Ads reflect the actual happenings of the world and Television Ads can manufacture reality

Pearson Chi-Square analysis is used to look at the connection between two categorical variables. The researchers discovered that p -value of the Chi-Square test is less than 0.05 for Television Ads reflect the actual happenings of the world and Television Ads can manufacture reality at 5% significance level ($\chi^2 = 18.146a$, $df = 1$, $p = <.001$). Hence, we

reject (H_03) and conclude that the Television ads reflect the actual happenings of the world is significantly associated with Television Ads can manufacture reality.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Televisionadsreflectthea ctualhappensintheworld *	320	100%	0	0%	320	100.0%
Televisionadscanmanuf acturereality						

		Televisionadscanmanufactur ereality			
		Yes	No	Total	
Televisionadsreflectthea ctualhappensintheworld	Yes	Count	121	78	199
		Expected	102.6	96.4	199.0
	No	Count	43	76	119
		Expected	61.4	57.6	119.0
	Total	Count	164	154	320
		Expected	164.0	154.0	320.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	18.146 ^a	1	<.001		

Continuity Correction ^b	17.172	1	<.001		
Likelihood Ratio	18.323	1	<.001		
Fisher's Exact Test				<.001	<.001
Linear-by-Linear Association	18.089	1	<.001		
N of Valid Cases	320				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 57.63.

Computer only for a 2X2 Table

Results:

1. Pearson Chi-Square analysis is used to look at the connection between two categorical variables. The researchers discovered that p -value of the Chi-Square test is less than 0.05 for TV Advertisements are entertaining while endorsing and TV Advertisements are effective when they are amusing, they are most effective at 5% significance level ($\chi^2 = 27.388a$, $df = 1$, $p = <.001$). Hence, we reject (H_{01}) and conclude that the TV Advertisements are entertaining while endorsing is associated with TV Advertisements when they are amusing, they are most effective
2. Pearson Chi-Square analysis is used to look at the connection between two categorical variables. The researchers discovered that p -value of the Chi-Square test is less than 0.05 for TV Advertisements can manufacture reality and TV Advertisements are sources of understanding beyond entertainment at 5% significance level ($\chi^2 = 14.063a$, $df = 1$, $p = <.001$). Hence, we reject (H_{02}) and conclude that the TV Advertisements can manufacture reality is significantly associated with TV Advertisements are sources of understanding beyond entertainment.
3. Pearson Chi-Square analysis is used to look at the connection between two categorical variables. The researchers discovered that p -value of the Chi-Square test is less than 0.05 for Television Ads reflect the actual happenings of the world and Television Ads can manufacture reality at 5% significance level ($\chi^2 = 18.146a$, $df = 1$, $p = <.001$). Hence, we reject (H_{03}) and conclude that the Television Ads reflect the actual

happenings of the world is significantly associated with Television Ads can manufacture reality.

Descriptive Frequencies

4. Out of total 320 valid subjects, 74.6 percent of those polled said that TV commercials are entertaining while also advocating products.
5. Information is overloaded in television ads, according to 63.3 percent of the total respondents.
6. 51.4% respondents when questioned, they replied affirmatively whether Television Ads can manufacture reality.
7. 77.4% respondents have responded yes to the question Television Ads can give understanding of happenings around.
8. 59.2% respondents have confirmed that Television Advertisements are when they are amusing, they are most effective.
9. 69.9% respondents have confirmed that Television Ads are sources of understanding beyond delight and amusement.
10. 62.1% respondents have confirmed that may be Television Advertisements that entertain affect the buying behavior of consumers.
11. 62.4% respondents have confirmed that Television Ads reflect the actual happenings in the world.
12. 58% respondents have confirmed that TV ads are mostly product or service informative.

Discussion:

According to the Pearson Chi-Square Analysis, it is discovered a link between Television Advertisement entertaining while endorsing and advertisements that entertain are effective. There is a strong link between TV Advertisements manufacturing reality and TV Ads as the sources of understanding beyond being the agents of delight and amusement. It has been discovered that television commercials may represent current events in the globe while also fabricating reality along the way. TV ads have had a pivotal role to play in reflecting the actual happenings in the society. In the process of endorsing a product, Television Ads can be a source of understanding. Cognitive aesthetics states that, the genuine worth of art is found in its ability to communicate something of vital importance. The value of arts beyond being

the agents of delight and amusement is the key area of study. The study's major implications are intriguing and need additional exploration. Factors identified in this are the subject's responses to the questionnaire. All of the participants in the survey agreed that entertaining television commercials work. Television Advertisements are providing an understanding over the actual happenings around. This study used a simple random sample. and the subjects of age group between 15-55 years with no gender constraints. The researchers discovered that p-value of the Chi-Square test is <0.05 for TV Advertisements are entertaining while endorsing and TV Advertisements are when they are amusing, they are most effective at 5% significance level ($\chi^2 = 27.388a$, $df = 1$, $p = <.001$). The researchers discovered that p-value of the Chi-Square test is less than 0.05 for TV Advertisements can manufacture reality and TV Advertisements are sources of understanding beyond entertainment at 5% significance level ($\chi^2 = 14.063a$, $df = 1$, $p = <.001$). The researchers discovered that p-value of the Chi-Square test is less than 0.05 for Television Ads reflect the actual happenings of the world and Television Ads can manufacture reality at 5% significance level ($\chi^2 = 18.146a$, $df = 1$, $p = <.001$). Descriptive Frequencies give a new insight into the relation between advertising, entertainment and understanding.

Therefore the Research Hypothesis:

1. We reject null hypothesis (H_01) and conclude that TV Advertisements are entertaining while endorsing is significantly associated with TV Advertisements are effective when they are amusing (H_1)
2. We reject null hypothesis (H_02) and conclude that TV Advertisements can manufacture reality is significantly associated with TV Advertisements are sources of understanding beyond entertainment (H_2)
3. We reject null hypothesis (H_03) and conclude that Television Ads reflect the actual happenings of the world is significantly associated with Television Ads can manufacture reality (H_3)

Conclusion:

More study into the importance of comprehending television commercials is needed and the impact of television advertisements on the demo-geographic scales are recommended from this study. In conclusion, the research titled "The role of Indian Television Advertisements as

agents of Entertainment and Understanding – A Descriptive Study” is carried out with the prior consent of the subject’s for study. The Quantitative Research Method with Simple random sampling is used to get data from a 320-person sample size. The data obtained from a schedule of 10 questions that provided an intriguing look into the field of research

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