



INTERNATIONAL JOURNAL OF BUSINESS

MANAGEMENT AND ACCOUNTING

International Journal of Business, Management and Accounting

Volume 2, No.4, September 2022

Internet address: <http://www.ejournals.id/index.php/IJBMA/issue/archive>

E-mail: info@ejournals.id

Published by ejournals PVT LTD

Issued Bimonthly

DOI prefix: 10.52325

Potsdamer Straße 170, 10784 Berlin

Requirements for the authors.

The manuscript authors must provide reliable results of the work done, as well as an objective judgment on the significance of the study. The data underlying the work should be presented accurately, without errors. The work should contain enough details and bibliographic references for possible reproduction. False or knowingly erroneous statements are perceived as unethical behavior and unacceptable.

Authors should make sure that the original work is submitted and, if other authors' works or claims are used, provide appropriate bibliographic references or citations. Plagiarism can exist in many forms - from representing someone else's work as copyright to copying or paraphrasing significant parts of another's work without attribution, as well as claiming one's rights to the results of another's research. Plagiarism in all forms constitutes unethical acts and is unacceptable. Responsibility for plagiarism is entirely on the shoulders of the authors.

Significant errors in published works. If the author detects significant errors or inaccuracies in the publication, the author must inform the editor of the journal or the publisher about this and interact with them in order to remove the publication as soon as possible or correct errors. If the editor or publisher has received information from a third party that the publication contains significant errors, the author must withdraw the work or correct the errors as soon as possible.

OPEN ACCESS

Copyright © 2022 by ejournals PVT LTD

www.ejournals.id
Info@ejournals.id

2

CHIEF EDITOR

Serikuly Zhandos

PhD, Associate Professor, RWTH Aachen University, *Aachen, Germany*

EDITORIAL BOARD

T. Pfeiffer

University of Vienna, Austria

C. Dambrin

ESCP Business School, France

R. Chenhall

Monash University, Australia

A. Davila

University of Navarra, Spain

N. Dai

*University of International Business
and Economics, China*

THE EFFECT OF TELEVISION ADVERTISING ON CONSUMER BEHAVIOR

Karimova Nafisabonu Djamshidovna
TSUE
nafisabonukarimova@gmail.com

Abstract: This article is devoted to the analysis of TV advertising. In the analysis of advertising, the most effective ways to influence the consumer were identified. The article describes how advertising can help shape a consumer's perception of a purchase and how advertising works as a means of arousing interest.

Keywords: advertising, mass media, advertising tools, television advertising.

Introduction

In the modern world, advertising plays an important role in the life of society. Advertising is part of a company's communication activities, such as advertising and sales promotion. It helps you remember the product or brand when choosing a particular product. Before making the final choice of a product, the consumer thinks about what to choose and only then decides which product to prefer based on the ideas, images and stereotypes formed by him.

Today, television remains the main means of transmitting information to a wide audience. Television advertising allows you to show and tell a wide audience about a brand, product or service. TV commercials can show how a product works so that potential customers know how to find the product at the point of sale. While online and print media offer the same benefits, television advertising is the best way to present products in a consumer-friendly format.

Advertising tools - media (television, radio, Internet, newspapers, magazines), which are advertising specialists who deliver advertising appeals to a wide audience. Advertising is a means of advertising that effectively affects the minds of consumers. TV commercials reach a large number of customers in a short period of time. Television affects people's sense of hearing and sight, and the effective combination of color, music and sound creates a realistic atmosphere. But TV commercials don't carry much information and only convey basic information.

Television advertising is advertising done through low-select electronic media that affects a wide audience. By synthesizing sound and image, it provides more communication capabilities than many other ad distribution channels. The impact of availability brings television communication closer to interpersonal forms of communication. Television is one of the most powerful and effective ways to deliver advertising messages to different types of audiences, while at the same time reaching the highest overall audience.

Advertising activity in our country is based on the Law of the Republic of Uzbekistan dated December 25, 1998 No. 723-I "On Advertising" [1], dated September 11, 2019 "On the legal and institutional framework of consumer protection Decree No. PF 5817 "On measures to improve the health of the population" [1] and November 10, 2020 "On additional measures to ensure healthy nutrition of the population" PQ-4887 is regulated by Resolution No. 1 [1] and other legal documents.

In the early stages of the transition of the Republic of Uzbekistan to market relations,

advertising meets the needs of the population in imported goods, including electronic computing and office equipment, banking, stockexchange, insurance companies, training in business schools in the country and abroad. to inform the public about the training manuals in all media.

Literature review

"Advertising is the mass study of consumers of various texts of information disseminated by an advertiser, regardless of the analysis or other means used by it, including in print, in print, on air, use or delivery. [2] For this purpose, the advertiser in relation to third parties about his goods, their characteristics, production conditions and other circumstances, these purposes serve to form or maintain the advertiser's interest in the goods, their competitiveness in the market. to increase. "

The study of specialized literature has made it possible to include variability among the specific features of television commercial advertising - the change of advertising according to the wishes of the consumer; Innovation - Advertising uses innovative technologies to attract the attention of consumers. As we can see, these features indicate that advertising should be credible and trust the consumer, and this is achieved through the introduction of clear formulas, exposure to mood and emotion, new innovative distribution technologies. Television advertising is the most popular and most effective type of advertising, but it is also the most valuable for the advertiser.

Of all the advertising tools available today, television stands out as a privileged barometer of trends and financial prospects for the advertising business. [10] (Sharp, Beal, and Collins, 2009). Television is changing and viewers have more choice than ever.

The dynamism offered by the television advertising medium has forced its managers to constantly innovate. However, there are some key aspects in the implementation of these innovations, which, in turn, has hindered the optimization of their performance.

How to achieve optimal returns on advertising investment or how to increase campaign effectiveness for a particular budget has been and remains one of the most important issues in all advertising research. Clear loss of television engine efficiency (D '). Astous & Seguin, 1999; Smith, Van Reijmersdal, and Neijens, 2009) [11] required advertisers, advertising agencies, media planners, and television channels to use the tool creatively to recognize the brand and remember advertising in their campaigns.

Logically, TV channels have found good reasons to raise the price of this type of advertising space above and beyond traditional advertising because, as explained later, they now make up a significant portion of their advertising revenue. Revenue from television advertising is seen as a form of indirect funding for editorial content. This also applies to attempts to include advertising messages in programming.

Television may be an unacceptable education, but as children learn from other social and physical environments, they learn facts, learn attitudes and values, and learn behaviors from television. [12] Advertising is in the same sense "enlightening" - meaning you can learn a lot from them (good or bad). Indeed, the occurrence of the study, along with certain assumptions about the "message" of advertising, raises concerns in the minds of parents, teachers, and citizens. It is also worth noting that not everything that children can learn from advertising is negative, and that there is a lot in advertising that helps a child learn about their social and cultural environment.

As Quisenberry points out, it suggests that advertising can play a positive role in terms of formal, institutional education goals, particularly in terms of language skills development.

[8] Advertising uses a simple, clear, and formal form of modern standard language. Children will definitely learn new words from advertising, and the language model provided by advertising may be better than the words a child hears at home in terms of grammar and usage. (Of course, it can get worse from time to time).

Methodology

The article uses methods of scientific observation, economic analysis and synthesis, comparative evaluation, scientific analysis of relevant literature and sources. Advertising is the best way to influence the consumer. An important factor in this is to know the psychology of the audience. Studies have shown that the effectiveness of advertising depends on what information is given to the consumer about the product. That is, the ad text must consist of credible facts. The way these facts are presented plays an important role.

Analysis and results

Using a variety of instruments, viewers' attention was measured during the advertisement (not just that the channel was not lit). A total of 4 million commercials were studied in one year. One-third of TV commercials are aired [13]. That is, the channel was on during the broadcast, but no one was in the room. It turned out that viewers were four times more likely to leave the room than just take another channel during the commercial. During the world's top time for TV commercials - SuperBowl (American Football Final) - 30 seconds of this year's commercials were valued at around \$ 6.5 million. The study, published in February 2022, calls for a review of these prices. Because SuperBowl commercials are also measured by how many viewers watch the channel. Not with their attention.

Conclusion

In a market economy, the importance of advertising services is growing, the share of advertising costs in transaction costs is growing, advertising has become a separate branch of business, and advertising is organized in accordance with special rules and laws. Legitimacy, accuracy, reliability, harm to the user of advertising, as well as the use of forms and means that do not cause moral harm are the main requirements for advertising. Relations related to the production and distribution of advertising in Uzbekistan are regulated by the Law of the Republic of Uzbekistan "On Advertising" and resolutions of the Cabinet of Ministers of the Republic of Uzbekistan. The law prohibits the dissemination of misleading or inaccurate information through advertising, as well as the advertising of certain goods or activities.

In industrialized countries, the amount of money spent on advertising is largely explained by the cost of space or time spent advertising in the most effective media. Another characteristic of the global market is the constant centralization of advertising activities, the "swallowing" of small ones by large advertising agencies and advertising agencies. The role of corporations between advertisers and advertising agencies, which control the most profitable part of advertising activities and control the distribution of advertising on a large scale, is growing every year.

In conclusion, the main feature of TV advertising, like any other product, promotes a product or service, helps it to be recognized and remembered, but also encourages the consumer to take a certain action, often shopping.

Used literature.

1. Collection of the legislation of the Republic of Uzbekistan;
2. Abdullayeva Sh., Nosirov P., Marketing - the basis of market economy, T., 1994.
3. Ergashkhodjayeva Sh. Innovative marketing. Textbook. - T.: Cholpon, 2014. - 179 p.
20. Ergashkhodjayeva Sh.J., Qosimova M.S.,
4. F. Kotler Basics of marketing. Uchebnoe posobie. - M.: Izdatelskiy dom "Williams", 2010. - 211 p
5. Yusupov, M. Abdurahmanova, N. G. Akbarov Marketing: textbook M. - Tashkent: Innovative Development Publishing House, 2012. - 222 p. 11. H.
6. Yusupov M.A., Abduraxmonova M.M. Marketing. Study guide. - T.: Economy, 2012, - 190 p.
7. Nazarenko, P. K. Television commercial advertising: features, types / P. K. Nazarenko. - Text: directly // Young scientist. - 2020 - No. 21 (311). - S. 223-225. - URL: <https://moluch.ru/archive/311/70474/> (access date: 22.04.2022).6
8. Quisenberry, J. Television commercials' effects on children Childhood Education, 1983, 58, 316-322
9. Retail formations: tracing the fluid forms of an online retailer Johan Hagberg & Christian Fuentes To cite this article: Johan Hagberg & Christian Fuentes (2018).
10. Sharp, B., Beal, V., & Collins, M. (2009). Television: Back to the future. Journal of Advertising Research, 49, 211-219.
11. Smith, E., Van Reijmersdal, E., & Neijens, P. (2009). Today's practice of brand placement and the industry behind it. International Journal of Advertising, 28, 761-782.
12. Television Advertising and Education Peter G Ghristenson a Department of Speech Communication, The Pennsylvania State University, University Park, PA, 16802, USA Published online: 15 Apr 2008.
13. Matthew McGranaghan, Jura Liaukonyte, Kenneth C. Wilbur (2022) How Viewer Tuning, Presence, and Attention Respond to Ad Content and Predict Brand Search Lift. Marketing Science.