

Influencing the Purchasing Decisions through Television (T.V.) Advertisements on Baby Boomers Generation and Generation X in Semi-Urban Areas

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Abstract: Most marketers are interested in promoting their products between Millennials and Z generations. Not much marketers talks about the before generations. Baby Boomers are in the age group between 61 and 79 years whereas generation X belongs to age group between 45 and 60 years. This paper explores the influencing the purchasing decisions through television advertisements on Baby Boomers generation and generation X in semi-urban areas, focussing on quantitative and qualitative approach on it. Furthermore, it discusses the long-term impact of the T.V. advertisements on Baby Boomers and generation X. The findings suggest that how these generations react to the T.V. advertisements. The study was conducted in Shyamnagar, West Bengal. A random survey was conducted through questionnaire on 50 people (including Baby Boomers and X generations). The questionnaire contains 15 questions. This study will use mixed- method approach.

Keywords: Millennials, Generation Z, Baby Boomers, Generation X, Semi-Urban Areas, Mixed- Method Approach.

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I. INTRODUCTION

Older generations, such as Baby Boomers and Generation X, are highly engaged in watching T.V. When I was a kid, I used to see how my maternal grandmother and maternal grandfather stick to the T.V. to watch their favourite serials. That time there was no remote control for the T.V.s. at many homes. The place of Shyamnagar was rural area that time. Not much people were aware about remote controls that come up with T.V.s. Now the area became semi-urban area. Very few brands used to give advertisements on T.V. those days.

As times passed T.V. advertisements increased to a great extent. New companies are trying to capture the market. There are many competitors of the same category of products. I used to see my grandmother using the same products years after years. But now it is 21st Century. Times has changed so the pattern of purchasing products through seeing advertisements has also changed. People of any generations are now getting influenced by T.V. ads.

➤ *Factors Influencing Purchasing Decisions Of Baby Boomers And Generation X Through T.V.*

- *TV Commercials:*

Boomers and generation X are mostly influenced by traditional T.V. commercials.

- *Infomercials:*

Longer information about the product can positively trigger the minds of Baby Boomers and Generation X.

- *Product Demonstrations:*

If the product is demonstrated well then it can lead to major purchasing decisions.

- *Celebrity Endorsements:*

If the celebrity is a familiar face to the Boomers and generation X then they can trust the product for buying purpose.

- *Price:*

Price is the major factor for any buying decisions. If the price is according to their budget, they are more likely to get influenced.

- *Online Research:*
Some Boomers and Gen X people search for online reviews before purchasing the product.
- *Customer Service:*
They are likely to purchase those products whose customer service is up to the mark.
- *Convenience*
If the product is available near their area then they are most likely to visit the shop and purchase it.

II. OBJECTIVES OF THE STUDY

The study aims to evaluate the impact of T.V. advertisements in the minds of baby boomers and Gen X. Additionally it will also compare the effectiveness of retention capacity of the T.V. advertisements on the basis prices and reviews.

➤ *Primary Objectives:-*

- To identify the key factors influencing TV-based purchasing decisions among Baby Boomers and Generation X.
- To compare and contrast the TV viewing habits and purchasing behaviours of Baby Boomers and Generation X.

➤ *Secondary Objectives*

- To examine the role of TV commercials, infomercials, and product demonstrations in shaping purchasing decisions.
- To investigate the impact of celebrity endorsements and sponsorships on TV-based purchasing decisions.
- To analyse the effectiveness of different TV advertising formats (e.g., short-form vs. long-form ads) on Boomers and Gen Xers.
- To explore the relationship between TV viewing habits and purchasing decisions across different product categories.

III. LITERATURE REVIEW

The influence of television on consumer purchasing decisions has been a topic of interest since decades. With the rise of digital media, TV remains a significant platform for advertisers to reach their target audiences. This literature review aims to provide an overview of the existing research on the purchasing decisions of Baby Boomers and Generation X through TV advertisements.

➤ *E-Marketer (2020)*

Studies have shown that TV viewing habits and purchasing behaviours differ significantly between Baby Boomers and Generation X. Baby Boomers tend to watch more traditional TV, whereas Generation X prefers online streaming services.

➤ *Television Bureau of Advertising (2019)*

Explored the effectiveness of TV advertising, finding that despite the rise of online advertising, TV ads still elicit more attention and positive emotions than digital ads, and that TV remains a powerful platform for advertising. The findings reveal TV advertisement plays a fundamental role in driving brand awareness and building long-term emotional connections with brands.

➤ *Nielsen (2019)*

Investigates the relationship between TV viewing habits and purchasing decisions varies across different product categories. Research has shown that TV viewing habits can influence purchasing decisions for products such as food, beverages, and household goods.

➤ *Celebrity Endorsement Survey (2019)*

Celebrity endorsements and sponsorships can have a significant impact on TV-based purchasing decisions. Research has shown that celebrity endorsements can increase brand awareness and influence purchasing decisions, particularly among Baby Boomers.

IV. RESEARCH METHODOLOGY

This study will use a mixed-methods approach to explore how T.V. advertisements influence baby boomers and Gen X's purchasing decisions. A diverse group of participants were selected using random sampling. The survey results were analysed using statistical methods. Throughout the study, ethical guidelines are followed, including obtaining informed consent and ensuring participant confidentiality. This combination of methods aims to provide a clear understanding of the influence of T.V. advertisements on Baby Boomers and Gen X on their purchasing decisions.

➤ *Target Population*

The target population for this study was the people from Baby Boomers and Gen X in Semi- Urban areas.

• *Sample*

For this research the samples were the population from the semi- urban area of Shyamnagar, West Bengal. 50 people were interviewed through questionnaire for this purpose. A structured questionnaire with detailed guiding instructions was prepared on “**INFLUENCING THE PURCHASING DECISIONS THROUGH (T.V.) ADVERTISEMENTS ON BABY BOOMERS AND GENERATION X IN SEMI-URBAN AREAS**”. This study was conducted for both males and females.

V. DATA ANALYSIS AND INTERPRETATION

Now let me explain with a help of a pie chart. As I took 50 respondents so I surveyed 25 baby boomers and 25 gen X. So the pie chart is explained in 5 sets. So, the representation of data is as follows: -

➤ *T.V. watching habits per day*

• *Baby Boomers*

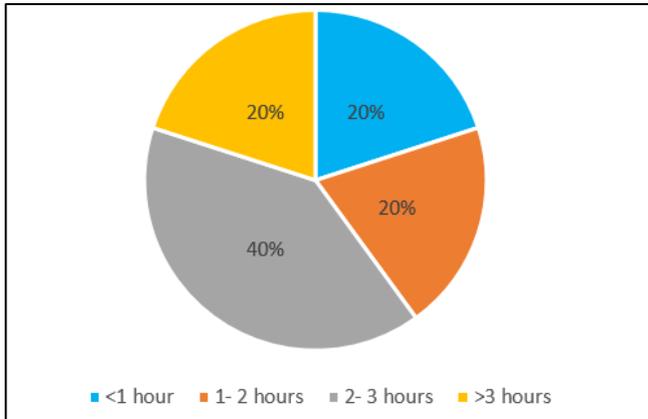


Fig 1 Baby Boomers

• *Gen X*

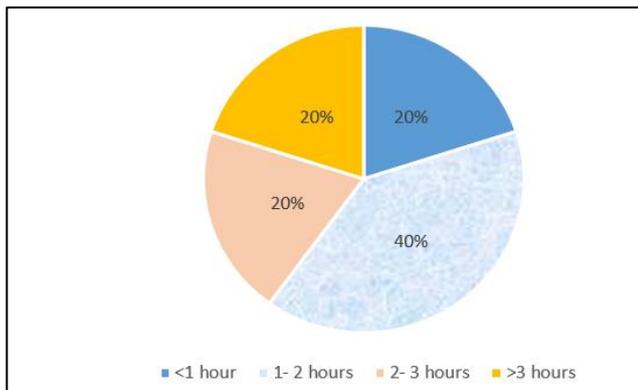


Fig 2 Gen X

➤ *Interpretation*

It is seen from the pie charts that Baby Boomers watch T.V. for 2-3 hours daily which is 40% as compared to Gen X which is only 20%. So from the chart it can be assumed that Baby Boomers might be watching the advertisements more than the Gen X.

➤ *Watching T.V. Commercials*

• *Baby Boomers*

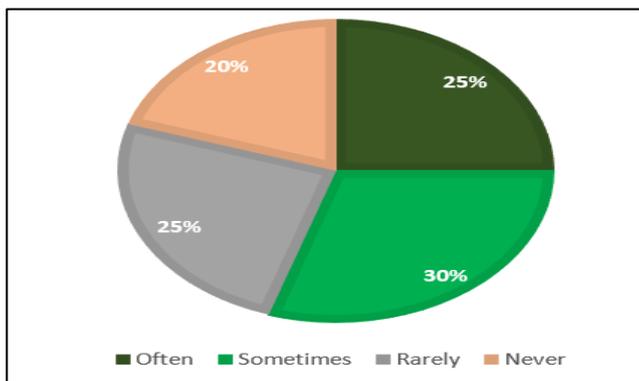


Fig 3 Baby Boomers

• *Gen X*

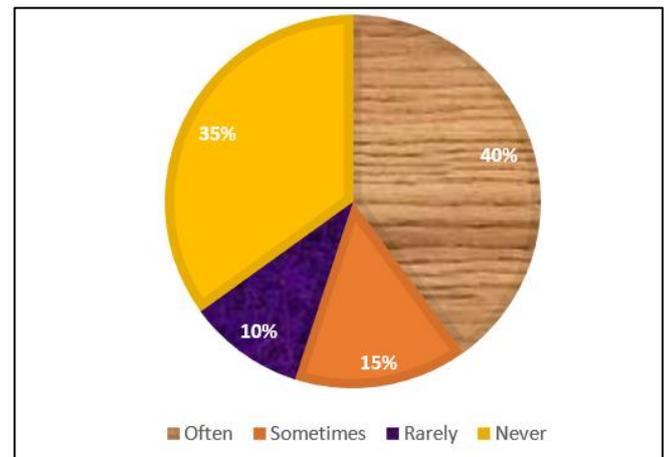


Fig 4 Gen X

➤ *Interpretation*

Comparing the above charts it can be seen that Gen X watches more T.V. commercials than Baby Boomers as Gen X is 40% and that of Baby Boomers it is 25%.

➤ *Purchasing Decisions Through T.V. Advertisements*

• *Baby Boomers*

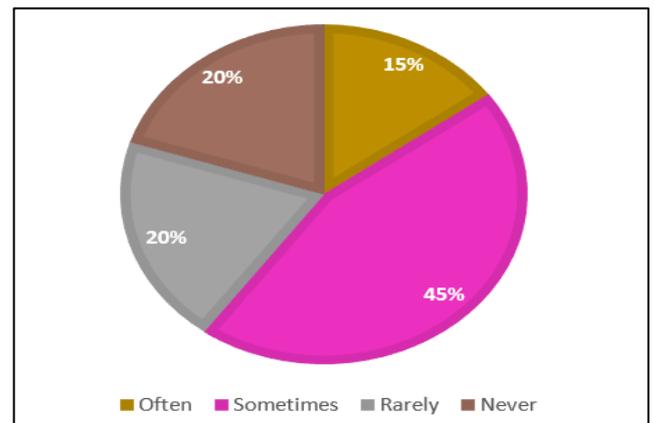


Fig 5 Baby Boomers

• *Gen X*

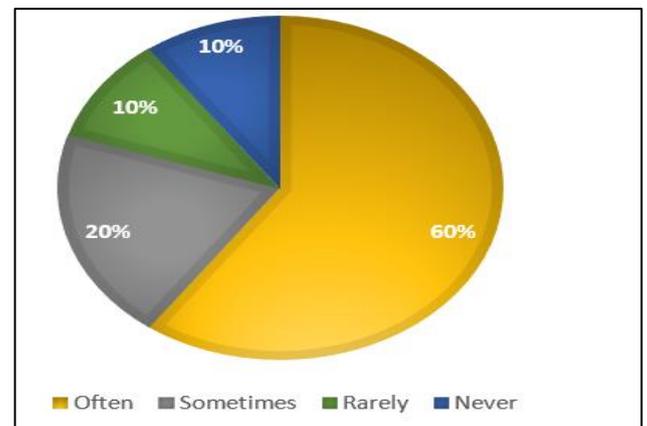


Fig 6 Gen X

➤ *Interpretation*

It is seen from the above charts that here also Gen X (60%) is getting more influenced than Baby Boomers (15%).

➤ *Factors influencing purchase decisions*

• *Baby Boomers*

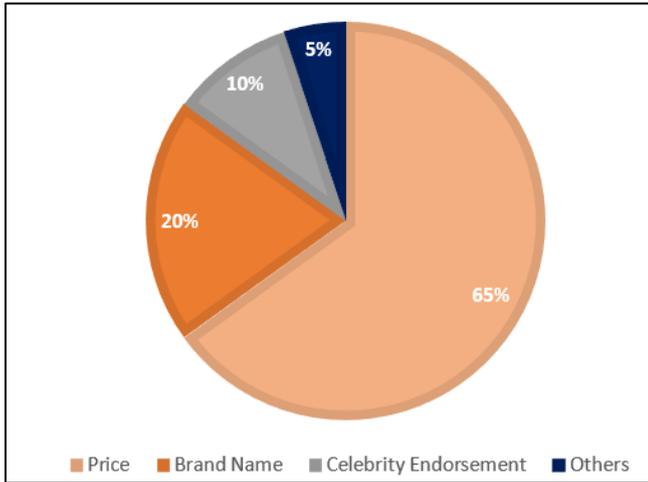


Fig 7 Baby Boomers

• *Gen X*

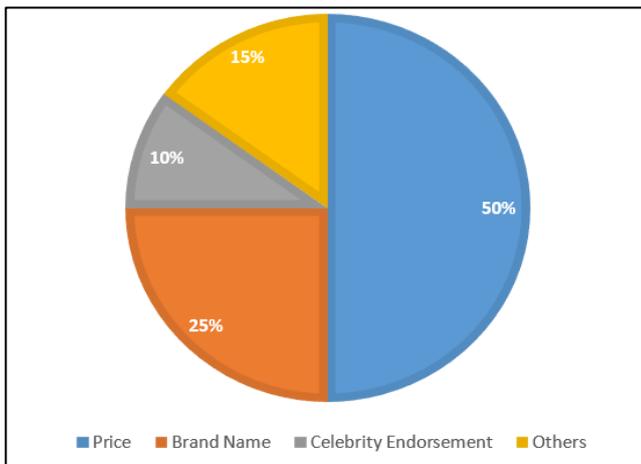


Fig 8 Gen X

➤ *Interpretation*

Here it can be seen that in both the cases respondent are more inclined towards price for making purchase decisions.

➤ *Purchasing New Products After Seeing T.V. Advertisements*

• *Baby Boomers*

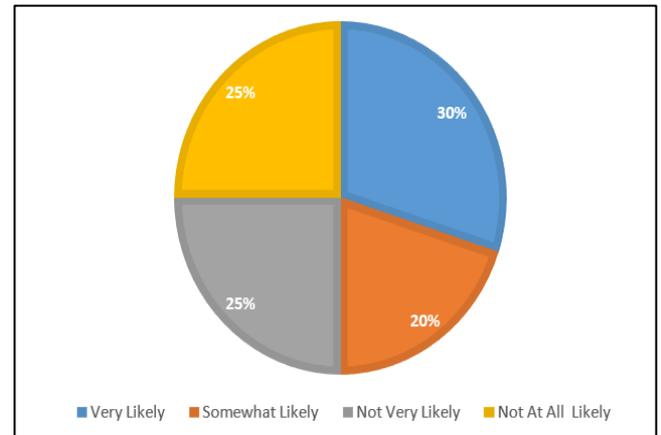


Fig 9 Baby Boomers

• *Gen X*

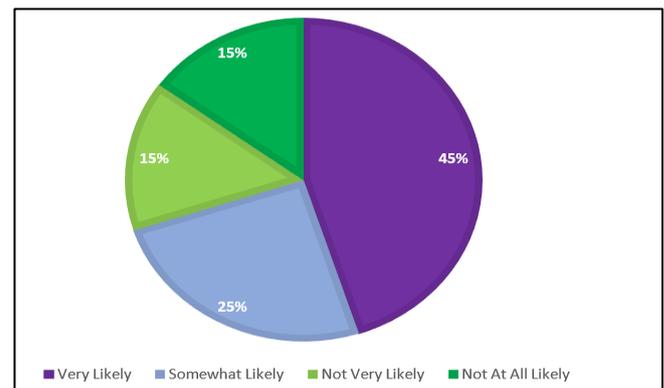


Fig 10 Gen X

• *Interpretation*

It is seen from the above charts that Gen X is much more inclined in trying out new products or services by watching T.V. advertisements.

➤ *Findings*

- Generation X watches less T.V. per day than Baby Boomers.
- Generation X watches more T.V. commercials than Baby Boomers.
- Purchasing Decision by watching T.V. advertisements of Generation X is more than Baby Boomers.
- Price is the main factor in deciding purchases for both but it is slightly higher in Baby Boomers than Generation X.
- And last but not the least Generation X is more inclined to buy new products or services from T.V. advertisements.

➤ *Suggestions*

- Marketers nowadays mostly focus on Generation Z but if they focus on Baby Boomers and Gen X then their sales could be up very much.
- The prices of most products should be affordable as customers focus on prices.
- By offering after sale service, they can attract more of Baby Boomers and Gen X customers.
- Building a long-term relationship with customers can build their brand.
- The companies should encourage them to fill up survey forms so that they can understand whether the customer is happy with the service or no.
- Highlighting limited-time deals can create urgency, compelling them to make quick decisions.

VI. CONCLUSION

The study demonstrates that T.V. being the audio-visual medium helps the marketers to visually effect the customers. The analysis revealed how much the Baby Boomers and Gen X is affected by T.V. advertisements. The findings highlighted the effect of T.V. advertisements in their minds. Brands can effectively choose their marketing strategies based on the preferences of Baby Boomers and Gen X if they are targeting this category of audiences. Nowadays social medium platforms came but the importance of T.V. is not out from the audience list. This study might help the marketers to know their target audience much more than before.

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