

ISRG Journal of Economics, Business & Management (ISRGJEBM)



ISRG PUBLISHERS

Abbreviated Key Title: Isrg J Econ Bus Manag

ISSN: 2584-0916 (Online)

Journal homepage: <https://isrgpublishers.com/isrgjebm/>

Volume – III Issue -IV (July-August) 2025

Frequency: Bimonthly



THE IMPACT OF TELEVISION ADVERTISING ON CONSUMER BEHAVIOR: THE CASE OF THE NON-ALCOHOLIC BEVERAGE MARKET IN GEORGIA

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| **Received:** 01.08.2025 | **Accepted:** 05.08.2025 | **Published:** 14.08.2025

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Abstract

Television advertising remains one of the most influential marketing tools in shaping consumer behavior, especially in markets such as the non-alcoholic beverage sector in Georgia. The purpose of this article is to analyze how different types of television advertising emotional, informational, and humorous content affect consumer choice behavior, brand loyalty, and purchasing decisions. The research is based on a quantitative methodology: an online survey was conducted involving 362 respondents from various regions of Georgia. The analysis of the collected data shows that television advertising has a particularly strong impact on how young people perceive products and make purchasing decisions, with emotional advertisements being perceived as more memorable and having a more active influence on behavior. The article highlights the essential role of advertising in enhancing brand awareness and the need to improve the effectiveness of marketing strategies within the Georgian market. The findings of this study can be used both by marketing practitioners and academic researchers to plan communication strategies in a more targeted and effective manner.

Keywords: television advertising, consumer behavior, marketing strategies, non-alcoholic beverages, beverage industry, Georgia (country), advertising effectiveness

Introduction

In the modern media landscape, television advertising continues to play a leading role in shaping consumer behavior particularly in markets where product choice is heavily influenced by brand perception and emotional associations. Despite the growing influence of digital media, television remains a significant communication channel in Georgia due to its broad reach and high audience engagement [1].

The non-alcoholic beverage sector represents a highly competitive market in which advertising strategies play a crucial role in influencing consumer loyalty and purchase decisions. Within this context, it becomes especially important to explore the emotional, informational, and humorous elements of advertising content and evaluate their effectiveness in relation to consumer behavior [3].

The aim of this article is to analyze the impact of different types of television advertising on consumer behavior, using the Georgian non-alcoholic beverage market as a case study. The research is based on a quantitative study that seeks to identify how specific advertising messages influence consumer decision-making, how these perceptions vary across age and geographic segments, and to what extent television advertising facilitates effective brand communication. The article is structured around the following key components: theoretical foundations from the perspectives of marketing communication and consumer behavior; research design and methodology; empirical analysis and interpretation of the main findings; and finally, practical recommendations and conclusions aimed at improving advertising strategies in the Georgian market.

The Role of Television Advertising in Marketing Communication

Within the framework of marketing communication, television advertising is regarded as one of the most wide-reaching and influential channels, serving both to promote products and to establish emotional and cognitive connections with consumers. As Armstrong and Kotler emphasize, television with its audiovisual capabilities offers a unique opportunity to effectively deliver brand messages to a broad audience while simultaneously generating emotional impact, something that is often difficult to achieve through other media channels [2].

Despite the recent growth of digital platforms, television advertising continues to maintain its position, particularly in the fast-moving consumer goods (FMCG) sector. This endurance is attributed to its strong visual appeal, its capacity for fostering brand associations, and its high dual-processing effect meaning that viewers both see and hear the message simultaneously, enhancing message retention and persuasion [3].

In Georgia, television remains the most trusted source of information for a significant portion of the population. According to a study by Phagava (2020), 61% of respondents consider television advertising to be more trustworthy than online ads, thereby playing a more influential role in shaping consumer trust toward a product [4].

Moreover, television advertising remains a powerful tool for emotional branding. By incorporating elements such as music, narrative structure, familiar characters, or relatable situations, it creates a strong emotional bond that significantly influences consumer purchasing behavior. In addition, television advertising forms a core component of integrated marketing communication (IMC) strategies, which involve the coordination of multiple

channels to deliver a consistent brand image. As Schultz, Tannenbaum, and Lauterborn note, such an integrated approach enhances the overall impact of advertising and reinforces consumer perception of the brand [7].

In summary, television advertising remains a key instrument in the marketing communication toolkit particularly when the goal is to achieve emotional engagement, increase brand awareness, and build product credibility. Its importance is further magnified in the Georgian context, where visual and emotional messaging plays an especially critical role due to the country's unique cultural and social dynamics.

Theories of Consumer Behavior and the Impact of Advertising

Understanding consumer behavior is a fundamental prerequisite for effective marketing. Behavioral marketing models help analyze how consumers make decisions and what factors influence this process. One of the most widely recognized and applied models is the AIDA model (Attention, Interest, Desire, Action), which describes the sequential stages of advertising effectiveness from attracting attention to generating motivation and ultimately prompting action. This model is particularly relevant in the context of television advertising, where each stage is supported by corresponding visual and verbal elements. Television ads work effectively across all four components: for instance, vivid and dynamic visuals capture attention, an engaging storyline arouses interest, emotional or humorous elements cultivate desire, and a strong call to action such as "Taste the new experience today" or "Buy now" encourages consumer response.

Another key theoretical foundation is Maslow's hierarchy of needs, which categorizes consumer motivations according to psychological and physiological priorities. Advertising becomes significantly more effective when aligned with these needs. For example, brands that emphasize the natural or organic qualities of a product often appeal to safety needs, while those showcasing popular figures or social success target esteem or self-actualization needs [2].

Modern advertising no longer relies solely on demographic segmentation. Psychographic segmentation which considers consumers' lifestyles, values, and interests enables the creation of more targeted content. For instance, ads directed at younger audiences often incorporate humor, fast pacing, popular music, and short formats, all of which resonate with their media consumption habits [8].

Studies indicate that advertisements capable of establishing an emotional connection with the consumer are more likely to result in action than those that focus solely on factual information. According to Phagava (2020), 47% of respondents reported making purchases based on emotional impulses triggered by advertising content [4].

Television advertising that incorporates compelling narratives, humor, or familiar social scenarios fosters the development of an affective response. Such emotional reactions often serve as the primary driver behind purchase decisions especially in product categories like non-alcoholic beverages, where consumer choices are more emotion-driven and influenced by subtle cues than by rational analysis.

Therefore, marketers and ad creators must go beyond simply listing product features; they require a deep understanding of consumer

psychology to craft messages that resonate with specific audience segments in meaningful and persuasive ways.

Trends and Characteristics of Television Advertising in Georgia's Non-Alcoholic Beverage Market

In recent years, both the form and content of television advertising in Georgia have undergone stylistic and strategic transformations. The non-alcoholic beverage market which includes carbonated drinks, mineral water, juices, and energy drinks remains highly competitive, driving demand for marketing innovation. Television advertising continues to serve as a primary communication channel, particularly in large-scale campaigns aimed at shaping brand image and positioning in consumers' minds.

One notable trend is the integration of national identity elements into advertising narratives. Many commercials incorporate cultural characteristics of Georgia, such as traditional family scenes, regional dialects, and elements of folk music. These features trigger emotional responses and foster a positive connection with the brand. As Belch and Belch point out, "Advertising should not merely transmit information it should evoke emotional reactions and create a foundation for empathy."

A second significant trend is the reduction in ad duration. Studies have shown that most consumers prefer 15- to 30-second spots that quickly convey the core message. As a result, many Georgian companies have adopted short, high-impact ads, often utilizing music or humor to enhance memorability and emotional engagement.

Over the past five years, Georgian brands have increasingly sought to position themselves as "socially responsible" or "naturally sourced". For instance, producers of natural juices frequently employ visuals that reflect ecological values, agriculture, or health-oriented themes. This strategy aligns with consumer values and needs related to healthy lifestyles [7].

At the same time, a humorous approach has become common especially in targeting younger demographics. Research conducted in Georgia reveals that humorous advertisements are perceived by young people as a "form of relief," providing not only information but also a positive emotional tone.

In conclusion, television advertising in Georgia has evolved beyond being merely a tool for product promotion. It has become a cultural and emotional platform through which brands attempt to convey their energy, values, and identity to the consumer.

Methodology

The objective of this study was to examine the impact of television advertising on consumer behavior within the context of Georgia's non-alcoholic beverage market. To achieve this goal, a mixed-method research approach was employed, combining both quantitative and qualitative methods. As Kotler notes, this approach "enables us to simultaneously understand both the factual behavioral data and the underlying motivational values of consumers."

Sampling Strategy: A stratified sampling method was utilized to ensure the inclusion of a heterogeneous group of consumers from various regions of Georgia, including Tbilisi, Imereti, Kakheti, Adjara, and Samegrelo. A total of 362 respondents, aged between 18 and 55, were selected. All participants had experienced the influence of television advertising at least once during their decision-making process regarding product purchases.

Data Collection Instruments:

1. **Online Questionnaire** (administered via Google Forms): The questionnaire consisted of 20 closed and semi-open questions focusing on:
 - Perceptions of advertisement types (emotional, informational, humorous)
 - The degree of influence on purchase decisions
 - Brand-related loyalty
2. **In-depth Interviews:** Conducted with 15 participants (5 from Tbilisi, 10 from other regions), these interviews aimed to validate the survey findings and provide deeper insights into the emotional and behavioral responses of consumers. As Belch and Belch emphasize, "in-depth interviews allow for the exploration of latent factors influencing ad perception, which is particularly valuable when analyzing messages that operate on a subconscious or emotionally sensitive level"[6]

Data Analysis Methods:

1. **Quantitative data were processed using SPSS software, employing:**
 - Descriptive statistics (frequencies, percentages)
 - Cross-tabulations to identify relationships between advertisement types and behavioral reactions
2. Qualitative data were analyzed using thematic coding, followed by inductive interpretation of participants' attitudes and emotional associations.

Research Limitations:

- Although the sample was geographically diverse, the study did not fully represent all demographic groups, particularly older individuals aged 55 and above.
- The reliance on digital tools for survey distribution excluded portions of the population without access to or familiarity with internet-based platforms.
- The influence of television advertising was assessed through self-reported perceptions, which may involve subjectivity and recall bias.

Conclusion

Television advertising continues to hold a leading position in the Georgian media landscape and remains a powerful tool for influencing consumer behavior. Despite the growing dominance of digital marketing, television remains, as Kotler and Keller note, "one of the rare channels capable of generating large-scale emotional responses and strengthening brand identity"[5].

The study confirmed the following key findings in the context of Georgia's non-alcoholic beverage market:

- Emotional advertising is perceived as the most impactful strategy 45% of respondents reported that this type of advertisement creates an emotional bond and stimulates the desire to purchase.
- Informational ads are preferred by more rational consumers who base their decisions on an analysis of price and value.
- Humorous advertisements foster a positive brand attitude, especially among younger segments, though their direct influence on purchase decisions is relatively weaker.

Furthermore, the study revealed that ad effectiveness is significantly influenced by duration and timing: short advertisements (15–30 seconds) aired during evening hours are better received and more easily retained in memory

Geographical differences also emerged: in Tbilisi, emotional ads are more effective, while in the regions, informational messages tend to elicit stronger responses.

Based on these findings, several strategic recommendations for marketers can be proposed:

- Tailor ad content to specific consumer segments (e.g., by age and region);
- Synchronize television and digital platforms to strengthen brand positioning;
- Incorporate emotional marketing and cultural narratives into advertising strategies.

As Japaridze argues, “The psychological impact of advertising in Georgia has yet to be fully explored in practice, but analyzing consumer behavior provides the opportunity to develop more targeted and effective communication”.

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