



THE IMPACT OF MEDIA AND ADVERTISING ON HOMEMAKERS' LIFESTYLE CHOICES

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ABSTRACT

The homemakers have been termed as the heart of the family because they are considered as the primary buyers for the house. Daily, they go through countless durable and nondurable items of households and make pertinent decisions to ensure that their family needs and wants are met. More importantly, the influx of goods today in markets that tourists face can even be overwhelming to many—including the most experienced of homemakers. The result is paying exorbitant prices, missing valuable products, or buying products of low standards because of a lack of knowledge on their part. Urbanization and technological advancement have multiplied, very rapidly the quantity and variety of products, and the homemaker finds it more and more difficult to remain informed. The requirements, wants, and feelings about household products fluctuate and develop as buying power increases and become subtle and nuanced. The present research work is only an attempt to understand and study the impact of media and advertising on the lifestyle option of homemakers in Mira Road, a suburb in the Thane district. The research will go on to explore the various ways different forms of advertising create product awareness for the homemakers and the levels of knowledge of the homemakers regarding the product. Equally important is that homemakers themselves are at the helm of family home management, so it is very crucial to understand how advertisements and media affect their choices. Several effects can be attributed to this aspect, and it is in the light of enlightening the homemakers for better decision-making when it comes to the family that this research is undertaken.

Keywords: Homemakers, Products, Knowledge, Market, Families.

INTRODUCTION

Advertisements walk with us both day and night and drive people's behaviors to an extreme level and particularly in some of the other demographic categories, homemakers or housewives are the key concerned target for most of the advertisers. 'Advertisements are omnipresent and lead to the daily choices and behaviors of individuals' - Kotwal et al. (2008a). The ads will be having a beautiful impact on the housewives, generally seen as the central purchasing decision-maker of a family. This target group is not only rich; they are also very influential in family consumption patterns. Nigerian media now increasingly carries advertisements that are specifically targeted at the housewife, and recognizes her enormous contribution to the development and well-being of the family. Knowing well that homemakers are the most influencing breed of household buying patterns, every advertiser is falling over to catch the attention and goodwill of these housewives. This was labeled by Ehigie and Babalola (1995) as "budget managers," and Bakare (2008) described them as "home engineers," indicating their contribution to home economics.

Even more significant is the fact that housewives can easily be swayed by advertisements on television. This channel is much more effective than the print or radio medium because the visual, along with seamless audio, creates more impact. As expressed by Share and Salaimeh in their 2010 study, through television, manufacturers are able to demonstrate their products, consequently affecting users' preferences and purchases. Products, like "Dettol", "Maggi", "Ariel", and "Thermo Cool Refrigerator", are usually showcased in regard to advertisement on televisions to housewives in order to gain sales and loyalty. The purposes of advertising are; to inform customers about new products, to provide the desire to purchase a particular brand name and to remind customers to continue purchasing these.

As it is, television advertising quite often impacts the housewives' decision to buy, in which these functions are adequately performed. All the marketers need to do is capitalize on their likes and preferences, which would eventually culminate in sales and profit maximization; consumers are effortlessly imposed on household consumption behavior. In this light, it is therefore pertinent to gain an understanding of how media and advertising influence the lives of housewives. Furthermore, it goes to find out how media and advertisement influence the purchasing habits and knowledge of an urban homemaker in its bid to reveal the importance of this agent as a major decision maker for consumers.

OBJECTIVES

- To evaluate how media and advertisements influence the purchasing decisions of homemakers
- To assess homemakers' perceptions of the quality of products advertised and their level of satisfaction with these products

LITERATURE REVIEW

There are works connecting the impact of media, particularly television and social media, on consumer behavior and knowledge acquisition among homemakers. Omoera and Awosola (2010) also studied television advertising and how it influences knowledge. According to them, television advertisements are very potent for increasing the level of knowledge among urban homemakers because they effectively educate homemakers on new products and services through their appeal to the senses of sight and sound. Likewise, Ashaduzzaman and Asif-Ur-Rahman (n.d.) remarked on the high influence of television ads on the buying behavior of women in Dhaka City, a point that emphasizes the finding that repetition is a way toward intensifying recall of advertising and provoking purchase intention.

The role of social media in consumer behavior and social interaction has also been documented. Divatia and Patel noted that homemakers majorly make use of social media for networking, gathering information, and entertainment, hence its relevance as a platform for informal learning and social interaction.

Blackwell discussed in 2016 how LGBT parents use social media for advocacy purposes but also for creating privacy and building communities—tasks that have a broader potential for marginalized groups to make their concerns more clearly heard and progressively garner support. Farrugia looked, in 2013, at the way in which social media impacts long-term relationships. He showed that it retains—communication and connection in a relationship, but often creates misunderstandings and conflicts because of overuse or misinterpretation. In India, Barthwal (2014) found an emerging trend where evidence for the use of social networking sites was present, with accessibility and affordability and a desire for interpersonal networking as contributory factors. Therefore, these platforms are playing an increasing part in more and more Indians' lives today, including homemakers. Further, the effectiveness of social media as a communication tool was assessed by Baruah (2012), who pointed out from its interactive nature that it allows for real-time communication and engagement, duly making this concept of technology much more efficient.

Lastly, Parthipan and Ravindran, 2024 focused on the impact of social media marketing among housewives of Dharapuram Town, and obtained results which stated that targeted advertisements, promotional offers, and

product information tend to have an immense influence on their purchasing decisions. The potentials of social media, with its interactive features, are very effective as a marketing tool, as it makes it easier for marketers to have direct interaction with consumers. Taken together, these studies brought out the significant influence of television and social media on homemakers' knowledge levels, buying patterns, and social interactions. Knowledge of these influences can be utilized by marketers and policy framers in formulating an appropriate strategy for reaching and engaging homemakers in urban settings.

RESEARCH METHODOLOGY

TYPE OF RESEARCH

This study adopts a descriptive research approach to examine the impact of media and advertising on homemakers' lifestyle choices.

DATA COLLECTION

Data is collected from both primary and secondary sources:

- **Primary Sources:** Surveys were conducted with homemakers.
- **Secondary Sources:** Literature reviews, previous studies, and reports related to media influence and consumer behavior among homemakers.

DATA COLLECTION TOOLS AND TECHNIQUES

Surveys: Structured questionnaires with closed and open-ended questions to gather quantitative and qualitative insights.

SAMPLING METHOD

The sampling technique utilized is purposive sampling, ensuring representation from diverse demographic backgrounds among homemakers. This approach aims to capture a broad spectrum of experiences and opinions.

SAMPLE SIZE

The study aims to gather responses from a diverse sample of 60 homemakers, ensuring adequate representation across different age groups, socio-economic statuses, and geographic locations.

DATA COLLECTION PROCESS

- **Survey Distribution:** Questionnaires are distributed both online and offline. Efforts are made to maximize response rates by ensuring accessibility and convenience.

DATA ANALYSIS

- **Tool for Statistical Analysis:** Percentage analysis was used to interpret the data.
- **Validation:** Data was cross-checked for accuracy and completeness before analysis.

ETHICAL CONSIDERATIONS

- **Confidentiality:** Participants' anonymity and confidentiality are prioritized, ensuring that their responses are treated with utmost privacy.
- **Informed Consent:** All participants are provided with detailed information about the study's purpose, procedures, and their rights as participants. Informed consent is obtained before data collection.

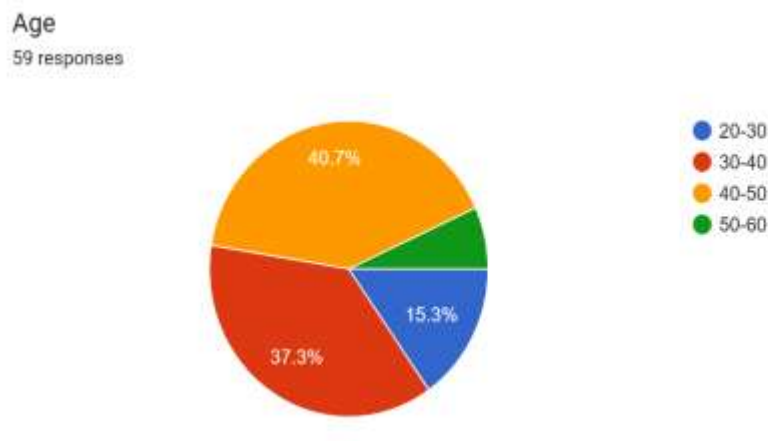
FUTURE RESEARCH DIRECTIONS

- Longitudinal studies to track changes in media consumption patterns and their long-term effects on homemakers' lifestyle choices.
- Comparative studies across different cultural contexts to understand variations in media impact on homemakers globally.
- Exploration of emerging media platforms and their influence on modern homemakers' consumer behavior and lifestyle choices.

DATA ANALYSIS

TOTAL RESPONSES-60

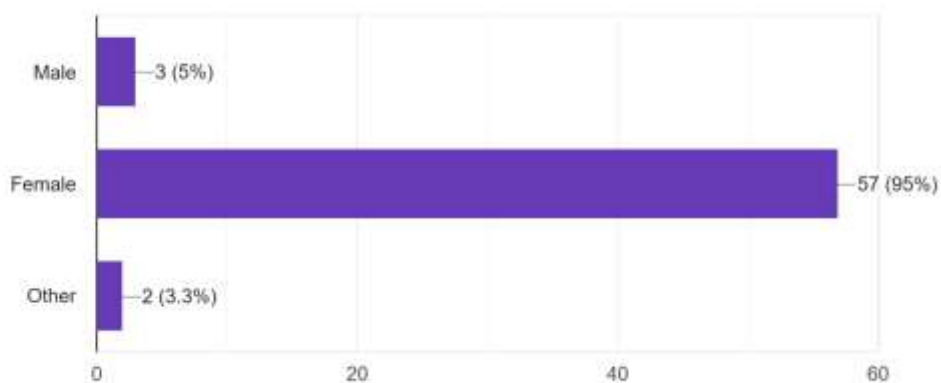
Q1.AGE



AGE	No. OF RESPONDENTS
20-30	12
30-40	15
40-50	19
50-60	34

Q2. GENDER

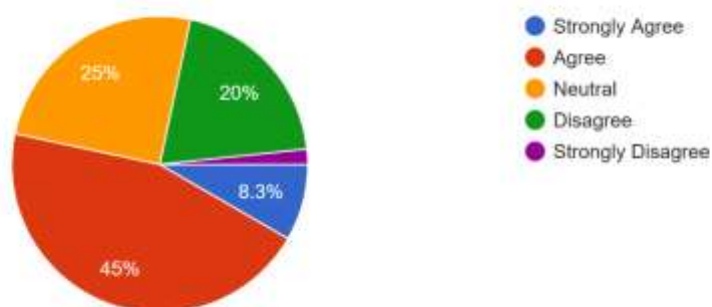
Gender
60 responses



GENDER	No. OF RESPONDENTS
Male	52
Female	28
Others	0

Q3. I frequently watch advertisements on television.

I frequently watch advertisements on television.
60 responses



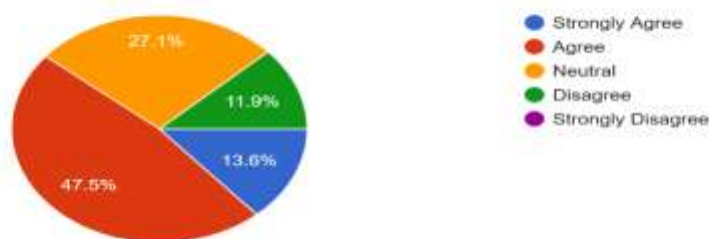
OPTION	No. OF RESPONDENTS
STRONGLY AGREE	5
AGREE	27
NEUTRAL	15
DISAGREE	12
STRONGLY DISAGREE	1

INTERPRETATION:

- 45% of respondents disagree or strongly disagree with frequently watching TV ads, suggesting that television may not be an effective medium for this audience.
- 25% are neutral, indicating some exposure but limited engagement.

Q4. I often see advertisements on social media platforms.

I often see advertisements on social media platforms.
59 responses



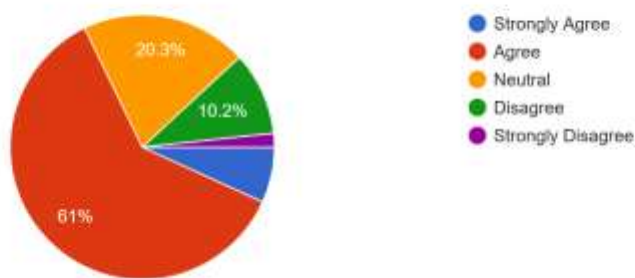
OPTION	No. OF RESPONDENTS
STRONGLY AGREE	8
AGREE	28
NEUTRAL	16
DISAGREE	7
STRONGLY DISAGREE	0

INTERPRETATION

- 47.5% disagree with often seeing ads on social media, implying these platforms may not be effectively targeting this audience.
- 27.1% are neutral, showing a significant portion of respondents are ambivalent about their exposure to social media ads.

Q5. Advertisements influence my purchasing decisions?

Advertisements influence my purchasing decisions.
59 responses



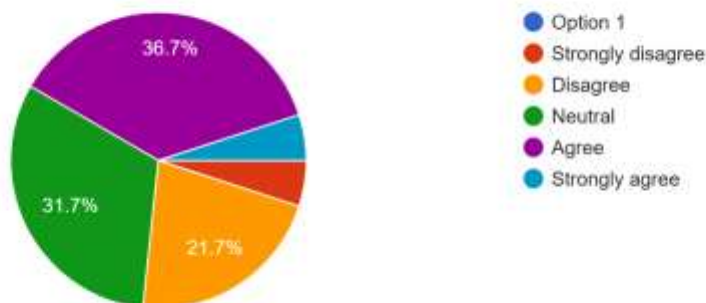
OPTION	No. OF RESPONDENTS
STRONGLY AGREE	12
AGREE	6
NEUTRAL	1
DISAGREE	4
STRONGLY DISAGREE	36

INTERPRETATION

- 61% are neutral about ads influencing their purchases, suggesting that advertisements have limited sway over their buying behavior.
- Only 30.5% agree or strongly agree, indicating that a smaller segment finds ads impactful.

Q6.I prefer products that are advertised as having better quality.

I prefer products that are advertised as having better quality.
60 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	3
AGREE	22
NEUTRAL	19
DISAGREE	13
STRONGLY DISAGREE	3

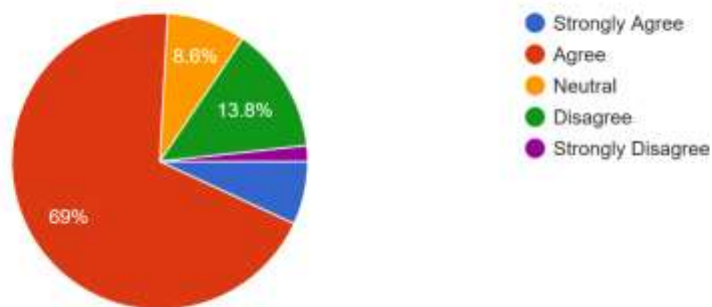
INTERPRETATION

- 36.7% agree that they prefer products advertised as having better quality, showing that quality claims in advertisements can influence preferences.
- 31.7% are neutral, indicating that while quality claims are persuasive, they are not the sole factor in decision-making.

Q7. Discounts and offers in advertisements attract me to buy products.

Discounts and offers in advertisements attract me to buy products

58 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	1
AGREE	40
NEUTRAL	5
DISAGREE	8
STRONGLY DISAGREE	4

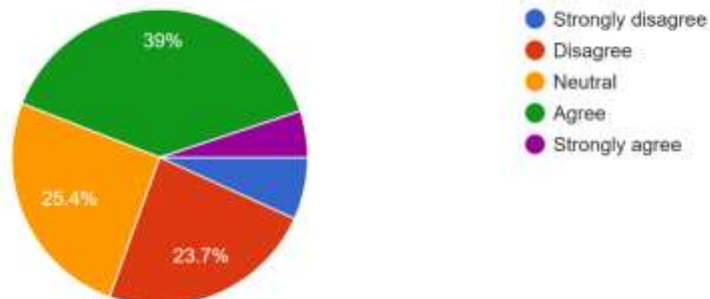
INTERPRETATION

- A significant portion (69%) is neutral towards discounts and offers in ads, indicating mixed feelings or indifference.
- 22.4% agree or strongly agree, suggesting some level of attraction to promotional offer

Q8.I am satisfied with the quality of products advertised.

I am satisfied with the quality of products advertised.

59 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	3
AGREE	23
NEUTRAL	15
DISAGREE	14
STRONGLY DISAGREE	4

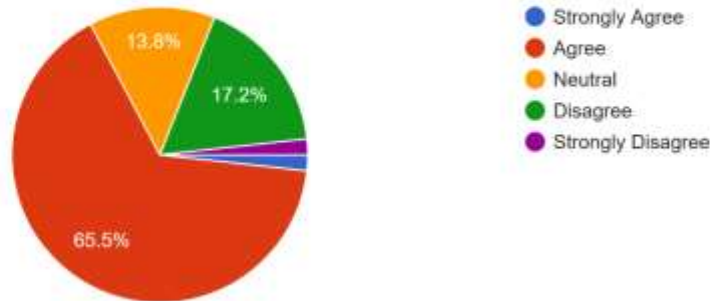
INTERPRETATION

- 39% are satisfied with the quality of advertised products, but 28.8% disagree or strongly disagree, highlighting notable dissatisfaction.
- 25.4% are neutral, showing varied experiences and uncertainty about product quality.

Q9. I find a variety of choices in products through advertisements.

I find a variety of choices in products through advertisements.

58 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	1
AGREE	38
NEUTRAL	8
DISAGREE	10
STRONGLY DISAGREE	1

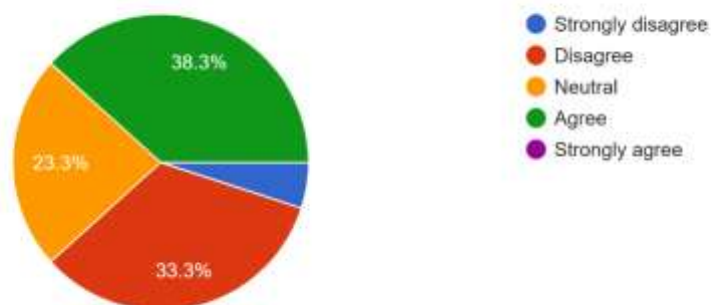
INTERPRETATION

- 65.5% are neutral about finding a variety of choices through ads, suggesting ads do not significantly influence perceptions of product diversity.
- Only 31% agree or strongly agree, indicating limited effectiveness in showcasing product variety.

Q10. Advertisements provide sufficient information about products

Advertisements provide sufficient information about products

60 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	0
AGREE	23
NEUTRAL	14
DISAGREE	20
STRONGLY DISAGREE	3

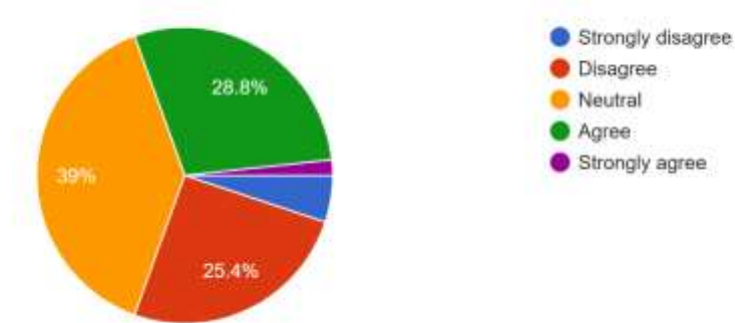
INTERPRETATION

- 38.3% agree that ads provide sufficient information, while 33.3% are neutral, indicating mixed views on the adequacy of information in advertisements.
- 23.3% disagree, highlighting a need for more comprehensive product details in ads.

Q11. I am satisfied with the customer care services of advertised products

I am satisfied with the customer care services of advertised products.

59 responses



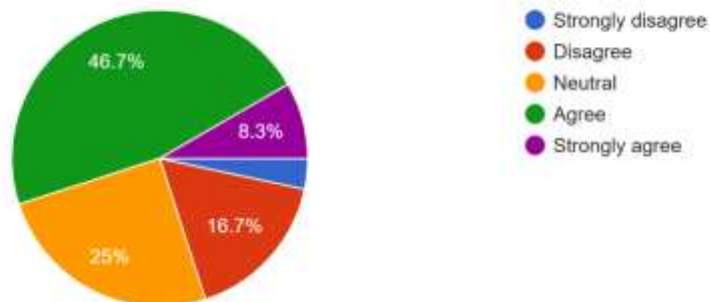
OPTION	No. OF RESPONDENTS
STRONGLY AGREE	1
AGREE	17
NEUTRAL	23
DISAGREE	15
STRONGLY DISAGREE	3

INTERPRETATION

- 39% are satisfied with customer care services of advertised products, but 28.8% disagree, showing varying levels of satisfaction.
- 25.4% are neutral, indicating uncertainty or inconsistent experiences with customer care.

Q12. I have received poor-quality products as advertised.

I have received poor-quality products as advertised.
60 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	5
AGREE	28
NEUTRAL	15
DISAGREE	10
STRONGLY DISAGREE	2

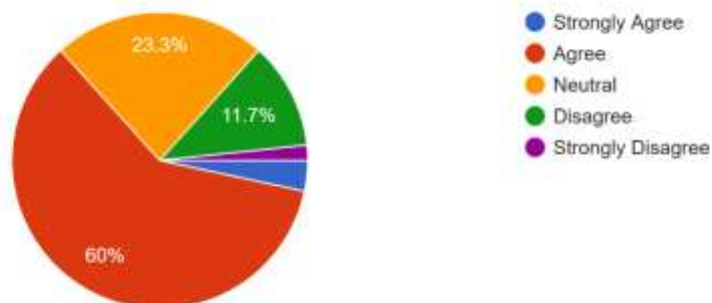
INTERPRETATION

- 46.7% agree they have received poor-quality products, raising concerns about the reliability of advertised products.
- 16.7% are neutral, suggesting some uncertainty or mixed experiences among respondents.

Q13. I have experienced delays in the delivery of advertised products.

I have experienced delays in the delivery of advertised products.

60 responses



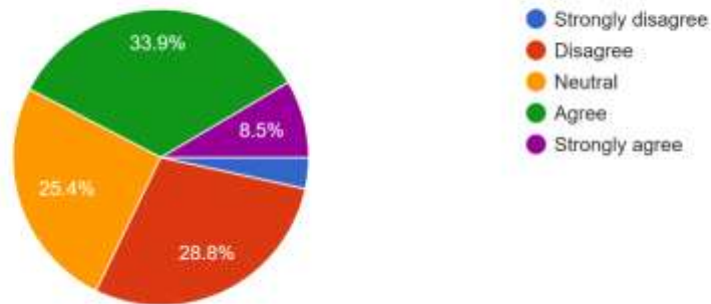
OPTION	No. OF RESPONDENTS
STRONGLY AGREE	2
AGREE	36
NEUTRAL	14
DISAGREE	7
STRONGLY DISAGREE	1

INTERPRETATION

- 60% are neutral about experiencing delays in delivery, indicating mixed feelings or indifference.
- 35% agree or strongly agree, pointing to notable issues with delivery times for advertised products.

Q14. I find advertisements to be intrusive and annoying.

I find advertisements to be intrusive and annoying.
59 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	5
AGREE	20
NEUTRAL	15
DISAGREE	17
STRONGLY DISAGREE	2

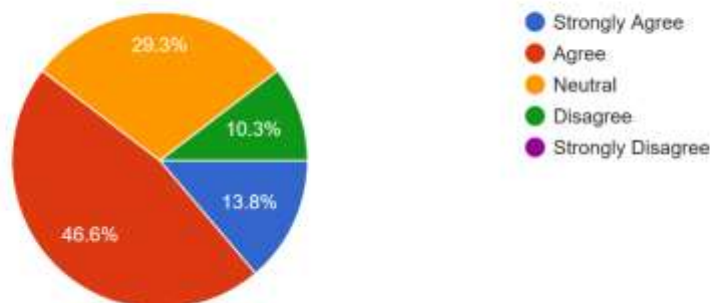
INTERPRETATION

- 28.8% agree or strongly agree that ads are intrusive and annoying, suggesting potential annoyance with aggressive advertising tactics.
- 33.9% are neutral, showing ambivalence, with some respondents possibly tolerating ads despite finding them annoying.

Q15. I believe that advertisements often exaggerate the benefits of products.

I believe that advertisements often exaggerate the benefits of products.

58 responses



OPTION	No. OF RESPONDENTS
STRONGLY AGREE	5
AGREE	27
NEUTRAL	15
DISAGREE	12
STRONGLY DISAGREE	1

INTERPRETATION

- 58.6% agree or strongly agree that ads exaggerate benefits, indicating widespread scepticism towards advertising claims.
- Only 5.2% disagree, showing a lack of trust in the benefits touted in advertisements.

CONCLUSION

The results provide several major pointers to the effectiveness and perception of advertisements of the respondents. For instance, there is a general disengagement with television advertising, usually putting across the argument that television might not be effective in reaching this population. Along similar lines, the advertisements on social media were not able to grab the significant attention of the respondents, suggesting a need for more targeted strategies on these platforms.

The influence of advertisements seems to be at a minimum in purchasing decisions; many respondents remained indifferent, with a feeling of neutrality regarding the influence on their purchasing behaviour driven by advertisements. That said, it was seen that some degree of influence was held for quality claims in advertisements, which still makes touting product quality more effective in being at least somewhat persuasive if not conclusive.

The reactions to discounts and promotional offers on advertisements vary, thereby proving that the means, though most efficient to some consumers, never are capable of influencing purchasing decisions universally. Herein, a diversity of opinion characterizes the quality of the advertised products since satisfaction levels vary to a great extent.

In summary, the findings suggest that advertisers must reshuffle their consumption strategies in terms of building trust and honest information provision to enhance campaign effects. Focusing on advertising better and more reliable products, with less misleading and more appropriately targeted ads, might contribute to filling the gaps that exist today in a more positive consumer response.

SUGGESTIONS

- Shift in funds from Television advertising to interactive media and online
- Optimizing of social media ad targeting through better techniques of targeting and contextualisation
- Enabling ad targeting based on user preference root in data analytics
- Pursue authenticity– deliver upon what the product promises to build trust
- Embracing better ad format such as user testimonials, storytelling, and unique selling proposition
- Timing Discounts and promotions– clearly educate value of such offers

LIMITATIONS

- The associated sampling biases may impliedly not generalize the survey outcomes to the global population.
- The response bias in the way articulation of behavior and perception is reported could be a problem.
- Further precluding the in-depth insights about the product- or industry-specific impact, the generality of attitudes that this survey measured.
- No control over contextual factors—such as ad timing or exogenous events—that might interact with the consumption behavior under question was maintained.

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