

**Effect of TV Commercials on Consumers of Coca Cola (FMCG-Fast Moving Consumer Good)**

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**Abstract**

Advertising your products and services on television appropriately increases your business's profitability, regardless of its size and location. TV advertising increases willingness to pay, as research shows. The TV advertisement makes certain perceptions in the brains of watchers, which could be fruitful in embellishment or changing the attitude and behavior of consumers. The speculations on consumer behavior indicate that some learning happens to control behavioral changes. They depend on the assumption that consumers relate the fundamental data in advertisements to their current sentiments and convictions about the advertised brand or item. Coca-Cola is best known for its taste and creative advertising. Being an FMCG product, Coca-Cola has placed itself as a "traditional product" for celebrating memories or a must-have beverage.

## Introduction

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### ***Tv Commercials***

Television commercials, also known as TV ads or television advertising, are short promotional videos that are broadcasted on television to promote products or services. They are an essential component of modern advertising and marketing strategies and have been used by businesses since the advent of television broadcasting.

TV commercials are created to capture the attention of viewers and convey a message that promotes a product or service. They typically range in length from 15 to 60 seconds and are designed to appeal to a specific target audience. The commercials are usually created by advertising agencies and produced by film or video production companies.

TV commercials are often broadcasted during popular TV programs, sporting events, and other high-traffic television shows. Advertisers may also choose to air their commercials during specific times of the day or week when their target audience is most likely to be watching.

Overall, television commercials are a powerful advertising tool that allows companies to reach a broad audience and create brand awareness. They have been used successfully by many companies for decades and continue to be an essential part of the marketing mix.

Advantages and disadvantages of TV Commercials:

#### *Advantages:*

1. **Wide reach:** TV commercials have the potential to reach a wide audience, making them an effective medium for businesses to promote their products or services.
2. **Visual appeal:** TV commercials allow businesses to create visually engaging advertisements that can captivate the viewer's attention and leave a lasting impression.
3. **Emotional impact:** TV commercials can create an emotional connection with the viewer, which can help to build brand awareness and loyalty.
4. **Credibility:** TV commercials can add credibility to a brand, especially if the ad features well-known celebrities or experts in a particular field.

#### *Disadvantages:*

1. **High cost:** TV commercials can be expensive to produce and air, which can make it difficult for small businesses to compete with larger corporations.
2. **Short lifespan:** The effectiveness of TV commercials is short-lived, as they are only effective for the duration of their airtime.
3. **Limited targeting:** While TV networks offer the option to target specific audiences, the targeting is not as precise as other forms of digital advertising.
4. **Viewer attention:** Viewers may not always pay attention to commercials and may switch channels or leave the room during commercial breaks, which can reduce the effectiveness of the ad.

### ***1.2 Coca Cola Company***

Coca-Cola is a world-famous American beverage company that was founded in 1886 by John S. Pemberton. The company is best known for its flagship product, Coca-Cola, which is one of the most widely recognized and consumed beverages in the world. The Coca-Cola

Company operates in more than 200 countries and markets over 500 brands of non-alcoholic beverages, including sodas, juices, teas, and sports drinks.

Coca-Cola's success is attributed to its strong brand recognition and marketing campaigns, which have made it a household name across the globe. The company has invested heavily in advertising and sponsorships, including its iconic "Share a Coke" campaign, which featured personalized Coke bottles with people's names on them.

In addition to its flagship product, Coca-Cola has also introduced a range of new products, including low-calorie and sugar-free versions of its beverages. The company has also diversified its product portfolio to include energy drinks and ready-to-drink coffees.

Today, Coca-Cola is a leading brand in the beverage industry and continues to innovate and expand its product offerings to meet the changing needs and preferences of its consumers.

### *1.2.1 COCA COLA HINDUSTAN*

Coca-Cola Hindustan is the Indian subsidiary of the Coca-Cola Company, which was established in India in 1993. The company is headquartered in Gurgaon, Haryana, and has 25 bottling plants and over 2.5 million retailers across India.

Coca-Cola Hindustan markets a range of non-alcoholic beverages in India, including Coca-Cola, Sprite, Thums Up, Fanta, Maaza, and Limca, among others. The company has also introduced localized products such as Minute Maid Pulpy Orange, Nimbu Fresh, and RimZim.

Despite the challenges, Coca-Cola Hindustan remains a leading beverage company in India and continues to invest in innovation, marketing, and sustainable practices to maintain its position in the Indian market.

### *1.3 Need Of The Study*

The need of this study is to find out whether TV commercials are needed for an FMCG company like coca cola to promote their products as an FMCG product is a product that is fast consuming which can decide whether the company or the brands need to invest in TV commercials as the brand sales and awareness can be achieved through retail stores and consumer experience.

The need for the study to be conducted is only at the organizational level. It is to understand the advertisement and how it affects,

1. To getting the market stage.
2. To produce products
3. To the creation of demand and supply.

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## **Methods**

Research is a procedure of logical and systematic application of the fundamentals of science to the general and overall questions of a study and scientific technique which provide precise tools, specific procedures, and technical rather than philosophical means for getting and ordering the data before their logical analysis and manipulation. Different type of

research designs is available depending upon the nature of the research project, availability of able manpower, and circumstances.

### 1. Research Design:

The research design is the blueprint for the fulfillment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analyzing needed information.

### 2. Data Collection Methods:

The source of data secondary data sources.

### 3. Secondary data:

I collected the secondary data from articles, Newspapers, websites, and existing research papers.

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## Result

### *Coca-Cola 1998 Cup*

The Coca-Cola 1998 Cup TV commercial is an iconic advertisement that has become a part of popular culture. This commercial is a prime example of how Coca-Cola has always focused on creating an emotional connection with its audience.

The commercial begins with a young girl who is watching a soccer game on television, while her little brother watches from the sidelines. The little girl's expression is sad because she doesn't have a Coca-Cola to enjoy while she watches the game. This is where the little boy comes in; he takes it upon himself to get his sister a Coca-Cola, no matter what it takes. The little boy's journey to get his sister a Coca-Cola takes him through the neighborhood, across backyards, and over fences. Along the way, he faces numerous obstacles, but he never gives up. Eventually, he reaches his destination, and the little girl is overjoyed to see her brother with a Coca-Cola in hand. The commercial ends with the message, "Coca-Cola, the drink of togetherness."

The commercial's target audience is families, especially those with young children who enjoy sports. The commercial's message is that Coca-Cola is more than just a drink; it's a symbol of connection, friendship, and happiness. The little boy in the commercial represents the brand's values of joy, optimism, and the power of human connections.

The commercial's visuals are simple yet powerful. It begins with a close-up of the little girl watching the soccer game, which quickly cuts to the young boy who is on a mission to get Coca-Cola. The commercial's setting is a suburban neighborhood, which reinforces the idea that Coca-Cola is a drink that is enjoyed by people from all walks of life. The music is a catchy tune that reinforces the brand's message of joy and happiness.

The commercial's persuasive appeal is emotional. The commercial uses the young boy's determination to get Coca-Cola for his sister to create an emotional connection with the audience. The message is that Coca-Cola is more than just a drink; it is a way to connect with others and create shared experiences.

The branding in the commercial is subtle but effective. The Coca-Cola logo appears at the end of the commercial, and the brand's signature red color is prominent throughout the commercial. The commercial's message is consistent with Coca-Cola's brand values of happiness, optimism, and the power of human connections.

In conclusion, the Coca-Cola 1998 Cup TV commercial is a powerful and emotional advertisement that effectively communicates the brand's values of joy, optimism, and the power of human connections. The commercial's success is evident from the fact that it has become a part of popular culture and is still remembered and loved by people all over the world. It serves as a prime example of how Coca-Cola has always focused on creating an emotional connection with its audience through simple yet powerful visuals, emotional appeal, and effective branding.

### ***3.2.Thanda Matlab Coca Cola Ad***

The "Coca Cola Thanda Matlab Coca-Cola" advertisement is one of the most iconic commercials in India. This ad campaign was launched in 2003 and quickly became a huge success. This advertisement focuses on creating a strong emotional connection with its audience by associating Coca-Cola with refreshments and relief from the hot Indian weather. The advertisement features a group of people working on a construction site, all sweating and exhausted due to the heat. One of the workers is shown drinking a bottle of Coca-Cola, and suddenly, the entire group of workers starts chanting "Thanda Matlab Coca Cola," which means "Coca Cola is the meaning of refreshment." The ad then shows the workers dancing and enjoying themselves while drinking Coca-Cola, despite the heat.

The target audience for this advertisement is people living in India who are exposed to hot weather conditions. The advertisement's message is that Coca-Cola is the perfect beverage to quench thirst and cool down in hot weather.

The visual appeal of the advertisement is strong, with the use of vibrant colors and the contrast of the blue Coca-Cola bottle against the dusty construction site. The use of music and choreographed dancing further adds to the appeal, making the advertisement memorable and enjoyable.

The persuasion appeal used in this advertisement is emotional. By associating Coca-Cola with relief from the heat and refreshment, the advertisement creates an emotional connection with its audience. The use of the phrase "Thanda Matlab Coca-Cola" also helps to reinforce this emotional appeal and make the advertisement memorable.

The branding in this advertisement is prominent, with the Coca-Cola logo appearing multiple times throughout the ad. The tagline "Thanda Matlab Coca-Cola" also reinforces the brand and creates brand recognition among the audience.

Overall, the "Coca Cola Thanda Matlab Coca-Cola" advertisement is a successful and memorable campaign that effectively communicates the brand's message of refreshment and relief from the heat. The strong visual appeal, emotional appeal, and effective branding make this advertisement one of Coca-Cola's most successful campaigns in India.

### ***3.3. Sabka Thanda Ek***

The "Sabka Thanda Ek" advertisement by Coca-Cola is a unique and innovative campaign that was launched in India in 2016. The advertisement focuses on the idea of bringing people together, irrespective of their differences, and sharing a refreshing bottle of Coca-Cola. The advertisement features different people from various backgrounds, cultures, and age groups coming together to share a bottle of Coca-Cola. The ad begins with a boy in a rural area sharing a Coca-Cola with his pet goat, and it goes on to showcase different people from different parts of India, including a group of friends, a family, a vendor, and a couple. The target audience for this advertisement is the Indian population, specifically those who value togetherness and inclusivity. The advertisement's message is that Coca-Cola is a unifying beverage that brings people together, irrespective of their differences. The visual appeal of the advertisement is strong, with the use of bright colors and the contrast of the blue Coca-Cola bottle against the various backgrounds. The use of music and the catchy jingle further adds to the appeal, making the advertisement memorable and enjoyable. The persuasion appeal used in this advertisement is emotional. The campaign effectively conveys the message that Coca-Cola is more than just a beverage; it's a medium to bring people together and share moments of joy and happiness. The tagline "Sabka Thanda Ek" reinforces this emotional appeal and makes the advertisement memorable. The branding in this advertisement is subtle, with the Coca-Cola logo appearing at the beginning and end of the ad. However, the use of the iconic Coca-Cola bottle throughout the advertisement reinforces the brand and creates brand recognition among the audience. Overall, the "Sabka Thanda Ek" advertisement by Coca-Cola is a successful campaign that effectively communicates the brand's message of inclusivity and togetherness. The strong visual appeal, emotional appeal, and effective branding make this advertisement one of Coca-Cola's most innovative campaigns in India. The advertisement effectively uses the power of Coca-Cola as a unifying force to bring people together, reinforcing the brand's position as a social beverage that transcends cultures, religions, and differences.

### ***3.4. Open Happiness***

The "Open Happiness" advertisement by Coca-Cola is a global campaign launched in 2009. The advertisement focuses on the idea that drinking Coca-Cola can bring happiness and joy to people's lives. The advertisement features various scenes of people going about their daily lives, from a couple walking in the park to a group of friends hanging out in a bar. The visual appeal of the advertisement is strong, with the use of bright colors and upbeat music. The persuasion appeal used in this advertisement is emotional. The campaign effectively conveys the message that Coca-Cola is more than just a beverage; it's a medium to bring happiness and joy to people's lives. The tagline "Open Happiness" reinforces this emotional appeal and makes the advertisement memorable. The branding in this advertisement is also strong, with the Coca-Cola logo appearing several times throughout the advertisement. The use of the iconic Coca-Cola bottle and the red and white color scheme further reinforces the brand and creates brand recognition among the audience. One notable aspect of this campaign is the use of social media. Coca-Cola encouraged people to share their moments of happiness on social media using the hashtag #OpenHappiness. This

social media strategy helped to increase engagement with the campaign and create a sense of community around the brand.

However, the advertisement also faced criticism for its portrayal of happiness as something that can be achieved through consumption. Some critics argued that the campaign promoted a materialistic and consumerist view of happiness, and that true happiness cannot be bought.

In conclusion, the "Open Happiness" advertisement by Coca-Cola is a successful campaign that effectively communicates the brand's message of bringing happiness and joy to people's lives. The strong visual appeal, emotional appeal, effective branding, and social media strategy make this advertisement one of Coca-Cola's most memorable campaigns. However, the campaign also faced criticism for its portrayal of happiness as something that can be achieved through consumption.

### ***3.5. Taste The Feeling Of Ad***

The "Taste the Feeling" campaign launched by Coca-Cola in 2016 aimed to reposition the brand as a refreshing and enjoyable beverage for everyone. The advertisement features a series of people enjoying Coca-Cola in different settings and situations, accompanied by the catchy jingle "Taste the Feeling."

The persuasion appeal used in this advertisement is emotional. The campaign effectively conveys the message that Coca-Cola is not just a beverage but a source of joy and happiness for people of all ages and backgrounds. The use of relatable situations and emotions, such as sharing a Coke with friends or family, reinforces the emotional appeal and makes the advertisement memorable.

The branding in this advertisement is also strong, with the iconic Coca-Cola bottle and red and white color scheme appearing prominently throughout the ad. The tagline "Taste the Feeling" reinforces the branding and creates brand recognition among the audience.

One notable aspect of this campaign is the use of storytelling. The advertisement features a diverse range of people and situations, creating a sense of connection and relatability with the audience. This storytelling approach helps to engage viewers and make them feel emotionally invested in the brand.

The use of music is also effective in this campaign. The jingle "Taste the Feeling" is catchy and memorable, and its upbeat tempo reinforces the fun and enjoyable nature of the brand. The use of music helps to create an emotional connection with the audience and makes the advertisement memorable.

However, the advertisement also faced criticism for promoting an unhealthy lifestyle. Some critics argued that Coca-Cola should not be associated with happiness and joy, as the high sugar content in the beverage is harmful to health.

In conclusion, the "Taste the Feeling" campaign was a successful rebranding effort by Coca-Cola that effectively communicated the brand's message of being a refreshing and enjoyable beverage for everyone. The strong emotional appeal, effective branding, storytelling approach, and use of music make this advertisement one of Coca-Cola's most memorable campaigns. However, the campaign also faced criticism for promoting an unhealthy lifestyle.

### ***3.6. Share A Coke 2018 Ad***



The Share a Coke campaign launched by Coca-Cola in 2011 was revisited in 2018, with a new twist on the personalized bottle concept. This time, the campaign featured the names of common things that people share, such as "Friends," "Family," and "Vacation."

The persuasion appeal used in this advertisement is primarily social, with the tagline "Share a Coke with" encouraging consumers to share the experience of drinking Coca-Cola with others. The use of common shared experiences like "Friends" and "Family" reinforces the message of togetherness and community, creating a sense of belonging and shared experience around the brand.

The emotional appeal is also present in this campaign, as the personalized bottles evoke a sense of nostalgia and sentimentality. Seeing the name of a loved one or a shared experience on a Coca-Cola bottle creates a connection between the consumer and the brand, as they feel like the brand is a part of their memories and experiences.

The branding in this advertisement is also strong, with the iconic Coca-Cola logo and red and white color scheme appearing prominently on the customized bottles. The use of common shared experiences also reinforces the brand's message of being a refreshing and enjoyable beverage for everyone.

One notable aspect of this campaign is the use of augmented reality. Coca-Cola released a smartphone app that allowed consumers to scan the customized bottles and see an animated message related to the shared experience featured on the bottle. This use of technology adds an interactive and engaging element to the campaign, further reinforcing the emotional and social appeals.

However, the campaign also faced criticism for promoting an unhealthy lifestyle, with some critics arguing that the personalized Coke bottles encouraged consumers to drink more soda, despite the health risks associated with consuming high levels of sugar.

In conclusion, the Share a Coke 2018 campaign was a successful revival of the original Share a Coke campaign, with a new twist on the personalized bottle concept. The combination of emotional and social appeals, strong branding, and the use of augmented reality technology made this campaign engaging and memorable for consumers. However, the campaign also faced criticism for promoting an unhealthy lifestyle, highlighting the ongoing debate around the impact of marketing on public health.

### **3.7 . #Milke Hi Manage Diwali**

The Coca-Cola brand has always been associated with celebrations and happiness, and the brand's Diwali ad campaign for 2022 further strengthens this connection. The ad film opens with a working individual wishing his family members 'Happy Diwali' on their WhatsApp group when he suddenly sees a Coca-Cola bottle tied to a red ribbon and starts following it. The ad film aims to showcase the feeling of joy and excitement that is associated with the festival of Diwali, and how Coca-Cola can be a part of this celebration.

The ad film effectively uses the concept of following the bottle to convey the message of how Coca-Cola can bring people together and create a sense of togetherness during the festive season. The individual in the ad film is seen following the bottle through various settings, such as a busy street, a bustling market, and a crowded train station. The use of these settings effectively conveys the idea of how Coca-Cola is a part of the daily lives of people across



various socio-economic backgrounds, and how it can bring people together irrespective of their differences.

The ad film also showcases the diverse culture of India, with various people shown celebrating Diwali in different ways, such as lighting diyas, bursting crackers, and decorating their homes. The ad film effectively uses these visuals to showcase how Coca-Cola is a part of these celebrations, and how it can be a source of joy and happiness for people during the festive season.

One of the strengths of this ad campaign is its effective use of social media. The campaign has been promoted across various social media platforms such as Instagram, Facebook, and YouTube. The use of social media effectively reinforces the message of the ad campaign and creates a sense of excitement and engagement among the target audience. The use of hashtags such as #MilkeHiManegiDiwali further enhances the campaign's reach and encourages users to share their experiences of celebrating Diwali with Coca-Cola.

In conclusion, the Coca-Cola Diwali ad campaign for 2022 effectively captures the essence of the festival of Diwali and reinforces the brand's association with celebrations and happiness. The ad film effectively uses the concept of following the bottle to convey the message of togetherness and celebration and showcases the diverse culture of India. The use of social media further enhances the campaign's reach and creates a sense of engagement and excitement among the target audience. Overall, the ad campaign is a great example of how brands can effectively connect with their audience and create a sense of togetherness and celebration

### ***3.8. Best Coke Ever Ad***

For over a century, Coca-Cola has been a beloved soft drink enjoyed by millions around the world. With its iconic red and white branding and sweet, refreshing taste, it has become a staple of American culture and a symbol of American values. Throughout the years, the company has released many ads and campaigns to promote its products, but one of the most memorable campaigns has been the "Best Coke Ever" ad.

The "Best Coke Ever" ad is a straightforward but effective campaign that emphasizes the joy and happiness that comes with drinking a cold, refreshing Coca-Cola. The ad depicts a young man walking through a city park on a hot summer day. As he takes a sip of his Coke, he is overwhelmed with a feeling of euphoria and exclaims, "This is the best Coke ever!"

The ad's effectiveness stems from several factors. First and foremost, it taps into Coca-Cola's emotional appeal. Coca-Cola has always represented more than just a soft drink; it embodies happiness, togetherness, and good times. By highlighting the joy that comes with drinking a Coke, the ad can connect with viewers on an emotional level and create a strong association between the viewer and the brand.

In addition to its emotional appeal, the ad is also visually striking. The bright colors and sharp images create a sense of excitement and vitality that captivates the viewer. The use of a young man in a city park is a smart approach to appeal to a broad audience. The park setting

makes the ad relatable and accessible, while the young man's enthusiasm adds an element of adventure and excitement.

The "Best Coke Ever" ad is also effective because it is clear and concise. The message is simple and easy to understand, which makes it memorable and impactful. By focusing on a single, straightforward message, the ad leaves a strong impression in a brief amount of time.

Overall, the "Best Coke Ever" ad is a prime example of effective advertising. It leverages Coca-Cola's emotional appeal, employs striking visuals to generate excitement and energy, and delivers a clear and memorable message. It serves as a testament to the strength of compelling advertising and the lasting appeal of

## **Discussion**

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Fast-moving consumer goods (FMCG) are products that are consumed daily and have a short shelf life. FMCG brands have been using TV commercials as a primary form of advertising for many years. In this essay, we will discuss the need for FMCG brands to continue using TV commercials as part of their advertising strategy.

Firstly, TV commercials provide a wide reach to FMCG brands. According to Nielsen, an American information and measurement company, television still reaches more than 90% of adults in the US each week. This statistic alone highlights the immense potential of television advertising in reaching a vast audience. For FMCG brands that need to reach a broad demographic, TV commercials offer an opportunity to connect with a large audience in a single campaign (Nielsen, 2020).

Secondly, TV commercials provide an opportunity for FMCG brands to create emotional connections with their audience. According to a study conducted by the Advertising Research Foundation, emotional connection to a brand is the most significant driver of brand loyalty. TV commercials provide an opportunity for FMCG brands to connect with their audience on an emotional level. Brands can use visuals, sound, and storytelling techniques to create an emotional connection with their audience and build brand loyalty (Advertising Research Foundation, 2017).

Thirdly, TV commercials provide measurable results for FMCG brands. In a study, by a global advertising and marketing research company, TV advertising was found to have the highest return on investment (ROI) of any advertising medium. The study showed that TV advertising delivered 70% of the advertising-generated profit. This demonstrates the effectiveness of TV advertising in generating measurable results for FMCG brands (Kantar Millward Brown, 2017).

TV commercials can be an essential tool for brands to reach a large audience and create awareness among potential customers. According to a study by PwC, television remains the most popular media platform for watching video content, with 91% of adults in the United States reporting that they watch traditional TV each week (PwC, 2019). This widespread

usage of TV presents a valuable opportunity for brands to connect with their target audience through compelling and engaging commercials. Additionally, research has shown that TV commercials can effectively influence consumer behavior and drive sales growth. A study by Nielsen found that TV advertising has a significant impact on sales and can generate a higher return on investment than other advertising channels (Nielsen, 2019). Therefore, investing in TV commercials can be an important part of a brand's overall marketing strategy, allowing them to increase its reach, build brand awareness, and ultimately drive sales growth over time.

Coca-Cola is a global brand that has consistently used TV commercials as a crucial part of its advertising strategy. The reach and diversity of the audience provided by TV commercials make it a valuable platform for a brand like Coca-Cola that caters to a wide range of consumers. TV advertising is one of the most effective channels for reaching consumers across different age groups and demographics (Nielsen, 2019). Coca-Cola has also used TV commercials as a storytelling platform to promote its brand values and establish an emotional connection with its consumers. Through its TV commercials, Coca-Cola showcases the product, highlights the experience of consuming it, and reinforces its brand identity. Furthermore, TV commercials help Coca-Cola to reinforce its brand positioning as a leader in the beverage industry. By leveraging the effectiveness of TV commercials, Coca-Cola has been able to drive brand awareness, increase customer loyalty, and generate revenue growth (The Coca-Cola Company, 2021).

Coca-Cola, one of the world's most recognized brands, has used various advertising strategies and persuasive appeals to attract and retain customers.

One of the advertising strategies used by Coca-Cola is emotional appeals, specifically by emphasizing the experience and emotions associated with drinking a Coca-Cola. Emotional appeals are particularly effective in advertisements because they can evoke strong emotional responses and increase consumers' positive attitudes toward the brand. Coca-Cola has used this strategy in various advertisements, such as their "Taste the Feeling" campaign, which focuses on the joy and happiness associated with drinking Coca-Cola.

Another advertising strategy used by Coca-Cola is the use of celebrity endorsements. In addition to emotional appeals, Coca-Cola also uses the persuasive appeal of social proof. Social proof is the idea that people will conform to the actions of others to fit in or be accepted (Cialdini, 1993). Coca-Cola has used social proof in their advertisements by showing groups of people enjoying Coca-Cola together, which creates the impression that drinking Coca-Cola is a socially accepted and desirable behavior.

Overall, Coca-Cola's advertising strategy includes the use of emotional appeals, and social proof to create a positive image for their brand and increase customer loyalty.

IT IS CORRECTLY SAID, If customers are motivated to buy products based on emotions, they usually have a reduced need for cognitive information during the pre-purchase stage. Though advertising and marketing researchers have taken a key interest in the use of pre-purchase information, consumers are found to have no or little interest in obtaining and

processing pre-purchase information. This is equally valid for both buying impulse and expensive goods. It is easier to buy a consumer durable like a car or an iPad based on the technology or operating system used in it than to read everything about the car or iPad in detail and then make a decision. So, effective buying behavior is found to be less stressful than cognitive buying behavior. Customer acquisition through the emotional route also helps in reducing post-purchase dissonance. If the product or brand matches up to the expectation, then the customer is satisfied, but there is a condition of buyer's remorse. As long as the brand purchase provided emotional satisfaction, the customer is less likely to feel cognitive dissatisfaction (Panda, T. K., Panda, T. K., & Mishra, K., 2013). As

The brand uses emotional appeal to persuade its audience, the brand can make a connection with the audience which makes the brand preferred to its competitor.

After observing the data obtained from various sources, certain findings can be stated. They are as follows:

1. The brand needs to do TV commercials to gain loyal consumers and have a positive connection with its audience.
2. The different appeals used by Coca-Cola are proven to be a successful strategy for the brand as the commercials performed very well in the market.

When analyzing TV commercials, it is essential to consider the following elements:

1. Target audience: The commercials are created with a specific target audience in mind, and it is crucial to identify the target audience for each commercial.
2. Message: The commercial's message is the central idea that the advertiser wants to convey to the audience. It is essential to analyze the message and how it is communicated in the commercial.
3. Visuals and audio: TV commercials often use a combination of visuals and audio to convey their message. It is important to analyze the visuals and audio used in the commercial and how they contribute to the overall message.
4. Persuasion appeals: TV commercials use various persuasion appeals, such as emotional appeals, humor, social proof, and scarcity. It is essential to analyze the persuasion appeals used in the commercial and their effectiveness in persuading the audience to take action.
5. Branding: The commercial's branding is an essential aspect of its effectiveness. It is important to analyze how the commercial builds and reinforces the brand identity and whether it effectively communicates the brand's values.

In the case of Coca-Cola, their TV commercials are known for their emotional appeal, catchy jingles, and strong branding. A few examples of Coca-Cola commercials that can be analyzed include:

1. "Share a Coke" - This commercial encourages people to share a Coke with friends and family, and it features people enjoying Coca-Cola in various social settings. The message is about the importance of connecting with others, and the commercial uses social proof and emotional appeal to persuade viewers.
2. "Happiness Factory" - This commercial is a highly creative animated commercial that takes viewers on a journey through a Coca-Cola factory, where happiness is made. The commercial's message is about the power of happiness, and it effectively communicates the brand's values.

3. "Taste the Feeling" - This commercial features people of all ages and backgrounds enjoying Coca-Cola, and it uses a catchy jingle to convey the message that drinking Coca-Cola is a pleasurable experience. The commercial's message is simple but effective, and it builds upon Coca-Cola's branding.

*Overall, analyzing Coca-Cola TV commercials involve examining each commercial's target audience, message, visuals and audio, persuasion appeals, and branding, and assessing how effectively the commercial achieves its intended purpose. The analysis done provides that the commercials fulfils all the requirements.*

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### **Conclusion**

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Coca-Cola does TV commercials as a part of its marketing strategy to promote its products and increase brand awareness. Television is a mass medium that reaches a wide audience and can create a lasting impression. By airing TV commercials, Coca-Cola can communicate its brand message and product benefits to a large number of people in a short amount of time.

Additionally, TV commercials allow Coca-Cola to showcase its products in a visually appealing way, using creative and engaging storytelling to capture the attention of viewers. They can also use celebrities or popular figures to endorse their products, which can increase the appeal of the product to consumers.

Another reason why Coca-Cola invests in TV commercials is that it can measure the effectiveness of its advertising through ratings, market research, and sales data. This information allows them to make informed decisions about their future advertising campaigns and adjust their strategies accordingly.

Overall, TV commercials are a valuable tool for Coca-Cola to reach a wide audience, increase brand awareness, and promote their products.

TV commercials have a significant impact on consumers of Coca-Cola. These advertisements play a vital role in creating brand awareness and influencing consumers' purchasing decisions. The persuasive messages, emotional appeals, and visual elements used in the commercials leave a lasting impression on viewers. Moreover, the repeated exposure to these ads increases brand recall and recognition. Coca-Cola's TV commercials also create a sense of nostalgia and evoke positive emotions associated with the brand. As a result, consumers are more likely to choose Coca-Cola over its competitors. Overall, TV commercials are an effective marketing tool for Coca-Cola, helping to build brand loyalty and drive sales.

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