

AN ANALYSIS OF THE INFLUENCE OF TV ADVERTISEMENTS IN CREATING TOP-OF-MIND AWARENESS

Dr. Sajjan Choudhuri

Professor of Commerce and Management, Arunachal University of Studies

sajjan.choudhuri34@gmail.com

ORCID: <https://orcid.org/0000-0002-2900-7009>

To Cite this Article

Dr. Sajjan Choudhuri, "AN ANALYSIS OF THE INFLUENCE OF TV ADVERTISEMENTS IN CREATING TOP-OF-MIND AWARENESS" *Musik In Bayern*, Vol. 91, Issue 8, Aug 2026, pp14-26

Article Info

Received: 10-06-2026 Revised: 07-07-2026 Accepted: 14-07-2026 Published: 05-08-2026

ABSTRACT

Top-of-Mind Awareness (TOMA) is an easy-to-record brand metric that assesses how rapidly a brand or product enters a customer's consciousness. While small businesses largely use advertising to provide messages about their products and services, it also creates awareness of social/personal/global issues. Popular Mass Media platforms such as radio, newspapers, television, magazines and the Internet, attractive visuals, evocative music, and well-worded content can create feelings in viewers to promote commercial brands/social systems/any appealing mass problems. Businesses must establish awareness and rank top of mind to acquire leads, receive referrals, and keep loyal consumers. They must be the most remembered, or they will lose to the competitors. Even though digital mass media platforms are increasingly chosen for their superior reach and capability for brand building/promotion, many businesses continue investing extensively in new television advertisements throughout the year. Many companies defend this investment by claiming it would help them develop a long-term brand. It ensures that your brand is always in people's minds. The current essay seeks to justify the role of television in generating TOMA and serving as an effective mass media advertising tool for establishing brand identification and customer preference based on this idea.

MATERIAL AND METHODS: The study aims to establish the reliance and sustainability of Television Advertisement campaigns that help gather TOMA. Data is collected through authentic survey/research data repositories available for public use, news articles and recent research articles.

CONCLUSIONS: The study result shows that television is accepted as a reliable Mass Media option to generate TOMA and still holds a competitive position as a reliable brand and consumer preference-building mass media channel.

KEYWORDS: Television, Advertisement, Top-of-Mind Awareness, Mass media, & Products

1. INTRODUCTION

There is an inherent and systematic connection between the human psychological condition and the influence of mass media campaigns in this ever-growing promotion-centric

environment. Mass media continually evolves and infiltrates daily human lives, influencing every social, economic, and well-being element. Because we have access to such a vast and diverse range of mass media alternatives to influence and affect our desires/behaviour/lifestyle, media psychology should be thoroughly researched and analysed (Rutledge, 2010).

Advertising, a critical component of Mass Media application, has existed for ages, dating back to Babylonian traders who drew drawings of their products on the sides of street markets. However, advertising has transitioned to the digital realm in recent decades, with predicted US ad spending reaching \$500 billion by 2024 (Taylor, 2019).

Various forms of mass media, such as radio, television, newspapers, internet platforms, and others, are constantly expanding approaches and strategies to raise public awareness, knowledge, and interest in various necessary or intended public campaigns. This academic article focuses on identifying the role of television advertisements in generating TOMA.

As shown below, certain preliminary concepts should be taught first to grasp the discussion topic adequately.

1.1 Concept of TOMA as Promotion and Marketing Strategy

TOMA is a crucial concept in market research. It's a metric for determining how well-known a brand is among customers. The first stage in developing brand loyalty and product preferences is to raise TOMA. TOMA is obtained by a commercial item that can be recollected instantly when customers think about a specific niche, product, or industry. Although not all consumers will associate the same brand with a product, the results indicate which companies are the most popular within a given industry (ChannelSight, 2018).

When people are willing to choose between two or more options, favourite brand knowledge aids in decision-making. Consumers will be more likely to choose your product if your brand is top-of-mind — and not just once. Repeat purchases and consumer brand loyalty are encouraged by top-of-mind awareness, which helps you boost sales and market share. Companies whose brands gain category-wide top-of-mind recognition will likely find acquiring new customers more accessible and less expensive (Hubbard Chicago, 2021).

Consumers will seek out a top-of-mind brand with the purpose of buying, saving time and money on conversion. In contrast, lesser-known brands would waste time and money sorting through leads to identify qualified leads and convert them into sales.

A 2018 Nielsen study investigated the aspects of top-of-mind awareness in auto shopping. They discovered that quality awareness gained by an omnichannel marketing strategy outperformed quantity repetition on a single channel. They discovered that top-of-mind awareness is responsible for 90% of purchase intent. Consumers with top-of-mind awareness were ten times more likely to buy a car than those with assisted awareness (Shopkick, 2020).

Aided and unaided awareness should be clarified at this point for better comprehension. Awareness is one of the most critical factors in establishing a label's worth. While most companies want to improve their brand recognition, only some realise that there are several levels of awareness (Royle, 2020).

When questioned about your product, brand, or advertising, the percentage of respondents aware of it is called aided awareness. Unaided awareness, on the other hand, is "top of mind" because consumers can name companies without prompting.

A great brand campaign should be created initially to generate top-of-mind recognition for a company. There are various considerations to entice customers and capture their interest and attention. In this procedure, several essential elements should be ensured, such as (Royle, 2020), (Romaniuk et al., 2004) the brand logo, which should be relevant, distinct, easily recognised. Brand assets should be promoted consistently across platforms and channels.

(Domazet et al., 2017) Maintaining a clear grasp of the required level and type of awareness. Maintain a healthy balance between brand awareness campaigns and marketing techniques; for example, focusing solely on a product's features and benefits will not necessarily result in increased brand recognition. A brand awareness campaign stresses your fundamental values, important information about your company (such as who you are and how you got started), and what makes you stand out from the competitors. (Hakala et al., 2012) adhere to a long-term plan. (Hapsari et al., 2011) even if your company is digital, use classic brick-and-mortar marketing methods as a guide. This entails employing repetition and consistency to emphasise your message.

1.2 Importance of TOMA to Improve Public Knowledge and Interest

TOMA is the foundation for a brand's awareness and preference, and it is the first thing to consider when a company is seeking to break into a competitive market. People will intuitively seek out your stuff if your brand is the first one that comes to mind (ChannelSight, 2018).

When the public is familiar with a brand, a well-executed promotional campaign from the unit attracts immediate notice and is remembered. Furthermore, buyers are expected to prioritise their preferred brand when competitors advertise their items. It is easier to get media attention when your brand is well-known.

The search engine will keep the website/brand space in high esteem and increase its position for related keywords if a business has created a good online campaign plan. As a result, the brand will appear more frequently in people's search results, attracting a larger audience. Brands that gain TOMA can command higher pricing and command more trust. The more individuals are aware of your products, the easier it will be to convert them through the eCommerce funnel.

Market research surveys, Google Analytics, Media Monitoring Systems, and SEO technologies should all be used to track the Top-of-Mind score frequently (Harker, 2019). TOMA's most popular assessment procedures include (1) Brand Recall, which is the most common way of assessing a consumer's knowledge of the brand name to choose for a product; (2) Online Search Score; and (3) Brand Recognition and Online Presence in Social Media platforms, Ad Spaces, and other online platforms.

1.3 Role of Television Advertisement as a Mass Media Tool

In all its forms, TV is the world's favourite video, according to Global TV Deck 2020 Analysis (ThinkBox, 2020), a sales and promotion organisation active in Europe, Latin America, the United States, Canada, and Australia. According to current data, 90% of video viewing time is spent watching television. It also consumes nearly 73% of their video time among the younger millennial class, the most avid interest takers with all sorts of video. Television, for example, captures 86% of all video time for the total citizen count in Switzerland. In Ireland, 15-34-year-olds spend 69.4% of their video time watching TV.

Advertisers invest in television commercials because they are effective. The many consequences of television – as well as its positive impact on other media – have been recorded in research worldwide. For example (ThinkBox, 2020):

- In France, the typical TV campaign generates €4.9 in sales income (ROI) for every €1 spent.
- During a TV campaign in France, the traffic to an advertiser's website climbs by 61%.
- In Italy, television advertising produces nearly three times the brand memory of

online ads (60 per cent vs 18 per cent).

- In Mexico, television is the media that generates the most brand equity, accounting for 28% of the total.
- In the United States, TV had the highest return on investment of any medium, at \$14.34 for every dollar spent.

1.4 Effectiveness of Television Advertisements to Generate TOMA

Even though television is a classic mass media platform increasingly being eclipsed by digital media campaigns, it is still the most popular and widely recognised medium of public entertainment and information. Television is the most regarded commercial, promotional tool worldwide, according to the Global 2020 Survey (ThinkBox, 2020), and it remains the chosen channel to make people cry, laugh, or stir emotions. For example:

- In England, 42% of people find reliable and noteworthy advertising campaigns on television. Whereas only 6 per cent find the same on YouTube and 5% on social media.
- In Canada, television is known to be the most believable video advertising platform. TV is seen as the fondest medium by 70% of 18-34-year-olds. Whereas only 12% of people opt for online video.

A major televised athletic event, such as the IPL or soccer matches, illustrates TV's long-term viewer preference. Because the finest commercials generally do well on social media, particularly on YouTube, they can garner between 100 and 150 million views after airing on television. To assure audience count and replies, any commercial unit should use a standard Top-of-Mind Awareness Tracker for their TV commercial.

ROI (Return on Investment), Sales Amount, and Brand Recognition are the most common metrics for evaluating TV commercial campaigns. Brand awareness is measured regularly to see how well your target audience is aware of your brand. This gives some insight into whether a TV campaign was successful in the real world.

2. RELATED WORKS

(Romaniuk et al., 2004) replicated the work of (Laurent et al., 1995), who did a rigorous test of above 39 different classes and stated that the top-of-mind, prompt, and aided brand awareness measures have the same inherent composition. Romaniuk's research widened the scope of the study to include similarly organised advertising awareness measurements. Additional analyses found, however, that while there was a good fit at the category level, modelling a single brand across time was less successful. Their findings also refuted the previous authors' assumption that is knowing one measure's score allowed for estimating another measure's score. Instead, the model provides valuable benchmarks against which results can be compared.

(Domazet et al., 2017) conducted analytical research to determine the role of mass media in advertising for brand recognition. They chose the weapons of economic propaganda (advertising) shown through various media, including television, radio, newspapers, billboards, the Internet, and others, as their target sample. The impact of respondents' socio-demographic factors was investigated in this study. In February and April 2017, they conducted research using historical and research (field and internet) approaches and gathered 690 respondents from Serbia. Their research revealed that television campaigns had the most

significant motivating role in enhancing brand awareness. The internet and poster ads were the following most successful methods for gaining widespread brand recognition. Newspapers and radio, on the other hand, had the most negligible impact. They also looked at the effects of media campaigns on people's behaviour according to their gender, age, education, and wealth. There were several reasons to investigate the impact of television, newspapers, radio, poster ads, and other forms of advertising. They concluded that, in terms of public perception and brand awareness, mass media could be an appropriate promotional tool for a specific section of customers based on the study's findings.

Valid and trustworthy linkages in the TOMA pattern of brand equity and the demographic, cultural setting were discovered by (Hakala et al., 2012). They chose university students from four countries for their experimental sample: the United States, Sweden, Finland, and France. When asked, the respondents had to say about the beverage products, laptops, and mobile communication gadgets that came to mind immediately and their feelings regarding brand equity. This study provided a more enormous experimental scope for examining culture as a contextual component in consumer brand equity.

(Hapsari et al., 2011) did self-administered questionnaire-based research on TOMA in Surabaya, Indonesia - a major city with high demand for retail. They gathered information from 150 people, with 138 providing complete information. Carrefour received the highest score of 43.48 per cent, while Hypermarket X received only 20.29 per cent. The Chi-square test revealed a link between TOMA Hypermarket and the possible prospects to be acquired by hypermarkets, with a significant level of less than 0.05. They believed that to win the competition, Hypermarket X needed to preserve their 'empathy' and 'price guarantee,' increase their 'dependence,' and do so through 'advertisement.'

(Lam & Verma, 2014) conducted a comprehensive meta-analysis with 61 Google samples and Ipsos MediaCT experiments to determine the influence of searched commercials on brand awareness. Their findings were overwhelmingly favourable, demonstrating that search ads considerably heightened TOMA and unaided brand consciousness. This discovery and other findings from the study demonstrated that search advertisements were more effective at generating brand identification and awareness than marketers may believe.

Using the event-related potentials (ERPs) technique, (Zhang, 2020) investigated the outcome of two different levels of brand awareness on buyers' cognitive processes. Their research aimed to learn more about the mostly unknown cognitive mechanism of consumer brand awareness. This experiment used phone photos with high or low brand recognition and girl photos. The girls were photographed, and the chosen observed sample members were asked to recognise the photos. Smaller ERP portions N2 and P3 and high product awareness phone shots were scanned to keep differences from those with low brand awareness levels. The amplitude changes in N2 and P3 indicated that cognitive recognition and priority transmission altered in lockstep with brand awareness, meaning that purchasers could instinctively devote differing attention to discern between commodities with high and low brand awareness.

(Gerber et al., 2014) conducted a meta-analysis on 50,000 respondents' reactions to 25 television advertisements to determine the level of brand identification and recall as effectiveness indicators to gauge brand awareness. The study's major goal was to see if the brand presence and introduction affected brand information encoding as evaluated by brand recognition. Even though both brand emergence and the company projected variable brand

recognition, they reported a positive linear link between brand presence and brand recognition but a negative link existing within the brand introduction and brand recognition.

In Ho Chi Minh City, Vietnam, (Khuong et al., 2016) studied the impact of television commercials (TVCs) on consumer loyalty through product knowledge. A quantitative approach was used to survey 300 milk business customers using standardised questionnaires conveniently and directly. The statistical methods used were multiple regressions, Factor analysis, and Path analysis. Music, dependence, comedy, eagerness, advertising message, repetition, and duration of TV commercials were positively associated with brand awareness and customer loyalty in this study. The empirical findings that they obtained confirmed that brand recall, interest, trust, and brand recognition all had a significant and direct impact on customer loyalty. Summing up, the factors of repetition, promotion, message, comedy, and credibility indirectly impact customer loyalty.

(Khanam & Verma, 2017) a literature discovered a positive link between television advertising and consumer purchasing preferences. Their research found a link between emotional responses, consumer purchases, and television commercials. They could deduce from these findings that purchasers buy commodities based on instinctive rather than environmental responses. Consumers from various residential backgrounds (i.e., backward and developed regions) and gender categories were affected by television advertising (i.e., male and female). Promotional ads on television influence the customer's decision to try the product.

(Choudhary, 2019) conducted a study to determine what buyers seek most from television advertisements and investigate the relationship between television advertising and brand recognition of smartphones in the study area. According to his findings, product type was a little indicator of intention to participate in awareness through television advertising. There was also a link discovered between television commercials and brand awareness. Due to increased awareness of smartphones due to television commercials, they had a significant impact.

Brand awareness, according to (Maganti, 2020), aids in developing the TOMA of a brand and can promote brand recall. The study tried to determine whether television commercials influenced young people's purchasing decisions. The study discovered a significant link between brand classification and gender disparities. Customers would remember the advertised brand or product more quickly because they associate it with the celebrity and can quickly register it, according to research on brand awareness with endorsements.

One of its 2014 articles, (Insurance Journal 2014) referenced research conducted by the digital advertising services firm Rocket Fuel, which stated that digital advertising was nine times more effective than television for insurers. According to the study, 10% of consumers switched insurance providers in the next six months, and just 44% looked at a single quote before purchasing insurance. The article stated that certain aspects of marketing programmes, such as price information, persons, colour backgrounds, and animation, were most effective in converting spectators into consumers.

(Jayanthi, 2015) investigated whether television commercials negatively affected television viewers or raised knowledge of products or services. The study was empirical, and the data revealed some crucial issues, such as how TV advertising inflated the product's features, which could be misleading. The study discovered a high awareness of the products marketed

on television. On the other hand, most television viewers believed that television commercials could not determine the quality of a product.

(Cheben, 2014) compared the impact of age on the perception of TV advertisements by focusing on generation X and Y. For generations Y and X, he suggested specific occasions and items boost the effectiveness of television advertising. They felt that television advertising had a greater impact on generation Y than on generation X. They also supposed that both generations had different perspectives on advertising's creative content. Focus groups and a short questionnaire were the components used in the research, both of which were based on secondary resources as obtained through critical study of available publications. The research revealed the most critical characteristics influencing the performance of commercials targeted at generations X and Y in the short and long term. One of the conclusions was that generation Y was less influenced by television advertising than generation X and that targeting both groups with the same ads would be useless.

(Research Report, 2017) enlisted the help of 140 eminent specialists from ten different fields, divided into 22 academic batches, to research children and teenagers in the United States who were heavily exposed to commercial messages through television viewing. According to the findings, TV consumption among youth groups does not always benefit their mental health and behaviour. They divided the significant issues into three categories: first, marketing messages influenced essential health parameters and psychological traits of children; second because children's cognitive and emotional abilities were still developing, they were less competent than adults in assessing the importance of these messages. Third, marketers using new media channels aggressively chased children and teenagers, posing severe privacy concerns.

The (iHeart Media, 2014) furnished a detailed ROI rating for Romano's Macaroni Grill's new menu knowledge marketing scheme, which was shown through domestic cable television stations and four Clear Channel radio Market options – Tampa, Florida; Dallas in Texas; Cleveland, Ohio; and Denver located in Colorado. – from September 16, 2013, to October 13, 2013. The poll was conducted among persons aged 25 to 54. The study found that radio advertising was particularly effective in 'sonic branding' efforts and resulted in a severe boost in TOMA for Macaroni Grill — and that when consumers were exposed to both, TV and radio worked well together. Furthermore, according to Marketing Evolution's report, relating TV and radio promotional outcomes in improved Top of Mind Awareness grades with no additional expense.

(Alhaddad, 2015) attempted a comparison study to prove that internet advertising outperformed conventional media such as print, television, and radio. The findings of the study indicated how social media knowledge-controlled brand equity. The notional model demonstrated the consequences of brand equity and its components on advertising awareness. The researchers developed a model to demonstrate the impact of advertising awareness on brand equity, which they tested with a sample of 273 students via structural equation modelling. According to the research, advertising awareness impacts brand and brand image.

The Heart and Stroke Foundation of Ontario's mass media educational programme was presented by (Silver et al., 2003). They gathered public opinion surveys in four sections to assess stroke warning signs awareness and the impact of various media promotion strategies. The study revealed that people who were exposed to television commercials were able to spot stroke warning marks. The neighbourhood that received print (newspaper) advertising

remained relatively unchanged, but the control neighbourhood saw a reduction. Television improved men's and women's knowledge, as well as the knowledge of those with less than secondary school eligibility, but not the knowledge of those over 65. Advertising on low-level, irregular television was just as successful as on elevated, continuous television.

(Cowling et al., 2010) calculated the relationship between assisted ad recall and the level of commercial television placement in a public health environment. They scrutinised an eight-year archive of the California Tobacco Control Program's (CTCP) media engagements for the study. Cumulative Targeted rating points (TRPs) demonstrated a more vital link with helped ad recall than flight TRPs or TRP density in the experimental readings. This link grew stronger after log transforming cumulative TRP data. According to the study, the association between enhanced ad memory and cumulative TRPs revealed a diminishing return after a significant volume of ad placements in California. These statistics could be helpful in choosing where CTCP's media campaign should run commercials in the future.

(Pauly & Joshua Selvakumar, 2018) attempted to assess the impact of brand equity assets such as perceived quality, brand association, brand awareness, and brand loyalty on a multi-speciality hospital's TOMA/Brand Preference (BP) congruence. According to Aaker's fundamental principle, these assets were related to the brand and added value to the product or service offered. The TOMA/BP congruence suggested a relationship between TOMA and BP. It discovered evidence to support the presented question: Is the hospital that comes to mind first in a patient's mind the one they want to visit? TOMA was used in this study to refer to the first hospital that the patient's mind could recall because of his or her exposure to the hospital's branding activities. The hospital the patient would go to if a need arose was called Brand Preference.

3. RESEARCH PROBLEM

Mass Media platforms are becoming digital, and several marketing tools have evolved to gather viewers' attention and reach a leading consumer preference position. In this condition, it is justifiable to make a thorough and broad coverage of consumer behaviour to have a clear insight into the most reliable media channel that generates sustainable and effective Top-of-mind Awareness. Adequate attention should be given to measuring the standard and usefulness of traditional mass media channels, such as TV, Radio, Newspapers, etc., and locating the best way to create brand awareness. Such specific research is few. Moreover, most marketing research primarily focuses on a profitable consumer base (comprised of young and middle-aged people), skipping the remaining mass of ad viewers. Thus, it is still partially known how top-of-mind awareness can be stimulated and which mass media channel can be worked best for this purpose. Alongside, more profound research is limited to recommend the improvement areas of traditional mass media channels (TV, radio, newspapers, etc.) to keep a balanced pace and validity used as the brand building marketing tools.

4. RESEARCH OBJECTIVE

The research on the Influence of TV Advertisements in Creating TOMA, as presented in this paper, attempts to analyse the investment worth of Television as a brand-building tool. Alongside this, this research is aimed to locate the competitive position of Television as a Mass Media tool with a comparison with other active mass media tools. The research

outcome is expected to provide substantial resources to decide how television can be enhanced to give the expected Return on Investment (ROI) in this rapidly digitising global consumer market.

5. PROPOSED METHODOLOGY

The proposed research on the part played by television advertisements in boosting TOMA among consumers is planned and developed wholly based on secondary data gathered from authentic surveys, reports, and research available for academic access. The research methodology applied here is descriptive and exploratory centred on showcasing TV advertisements' comparative significance and effectiveness as a reliable brand-building tool.

6. EXPERIMENTAL FINDINGS AND DISCUSSION

According to a study by Bain & Company in 2016, global TV messages are remembered at a higher rate—as high as 60% (Figure 1). By repeating the same ad in conventional media, a brand improves incremental reach and increases recall ability among those who have already seen it.

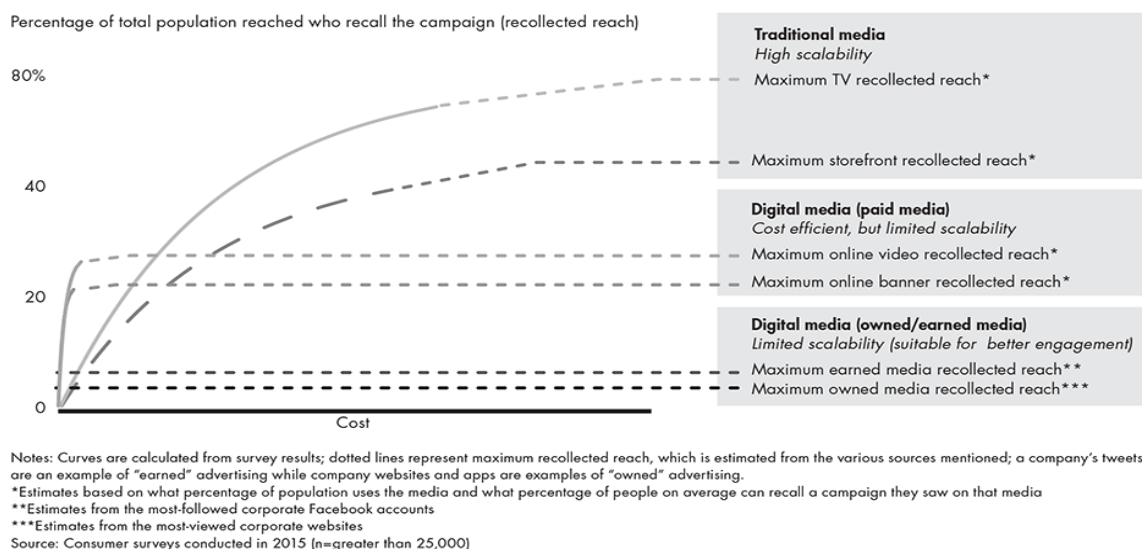


Figure 1: Percentage of the Worldwide Population who can recall an Ad Campaign (Govaers et al., 2017)

While women in the United States are significant social media users, television – the traditional mainstay of the advertising industry – also offers a tremendous opportunity for brands trying to target women. According to Nielsen 2020 statistics, more than half of American adult female respondents (52.9%) believe that television commercials deliver facts that help to choose new products and services.

Perception of TV Ads' Usefulness: Men vs. Women

Response to: "Advertising on TV provides useful information about new products and services"

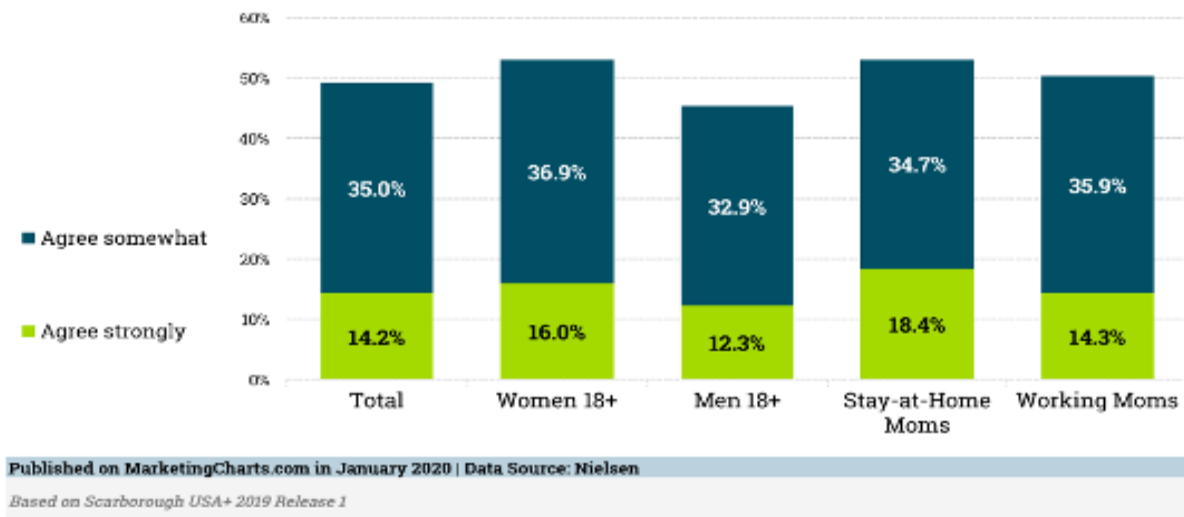


Figure 2: Opinion on the Usefulness of TV Advertisements Among US Adult Women (Marketing Charts, 2020)

While digital (non-TV) advertising has gotten more tailored and quantifiable in recent years, television advertising has remained relatively unchanged. With many households using digital TV systems (e.g., Western Europe had a 68% digital TV share in 2017), broadcasters can expect a big chance to "create" the next generation of TV advertisement products by using data-driven methods (As Given in the Figure Below).

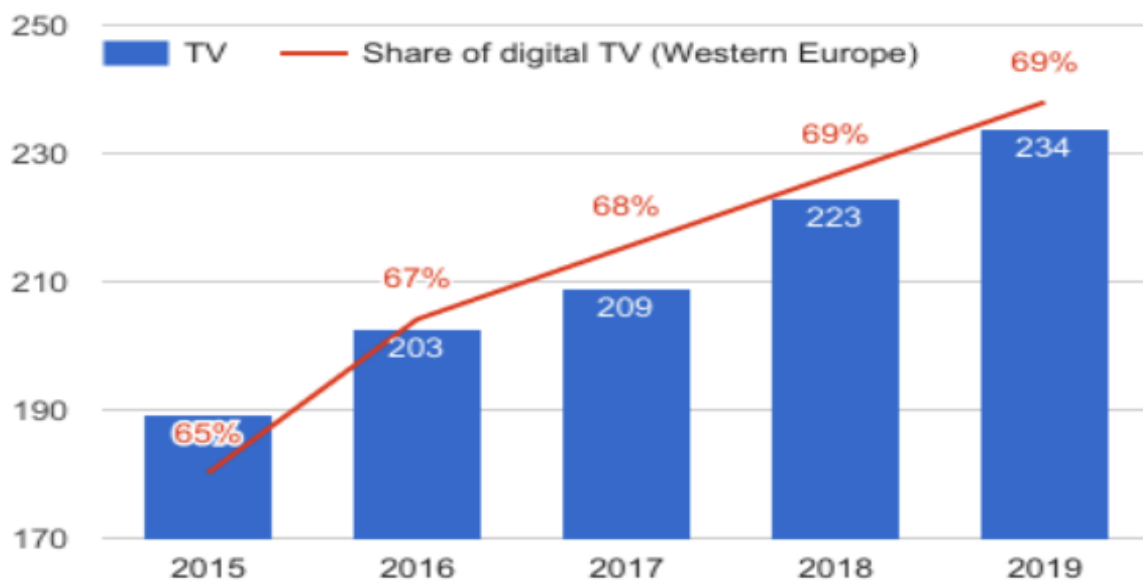


Figure 3: Comparative Profitable Promotional Investment in TV and Digital Channels (Oedi, 2017)

The chart below depicts how profitable and effective most media platforms are at creating profit in the near run. Compared to other channels, the online display is experiencing a decline in profitability. Print advertising is still generating solid results in the age of digital technologies, with an average return on investment of 20%. 59% of marketers plan to increase their budgets for advanced television, such as data-driven linear TV and addressable

Media Channel breakdown of short-term and total profit

FORM OF ADVERTISING	% OF TOTAL AD-GENERATED PROFIT (3 YRS)	AVERAGE AD-GENERATED TOTAL PROFIT ROI	TOTAL AD-GENERATED PROFIT LIKELIHOOD	% OF SHORT-TERM PROFIT (3-6 MTHS)	AVERAGE AD-GENERATED SHORT-TERM PROFIT ROI	SHORT-TERM AD-GENERATED PROFIT LIKELIHOOD
ALL MEDIA	100%	£3.24	72%	100%	£1.51	58%
TV	71%	£4.20	86%	62%	£1.73	70%
PRINT	18%	£2.43	78%	22%	£1.44	61%
ONLINE VIDEO	4%	£2.35	67%	5%	£1.21	52%
RADIO	3%	£2.09	75%	5%	£1.61	62%
OUT OF HOME	3%	£1.15	48%	3%	£0.57	19%
ONLINE DISPLAY	1%	£0.84	40%	2%	£0.82	37%

Source: 'Profit Ability: the business case for advertising', Nov 2017 | Ebiqulty & Gain Theory

NB: Online Video includes Broadcaster VOD, YouTube, Facebook video & online programmatic video

Figure 4: Comparative Profitability Score of Advertising Mass Media Platforms (*Top Media Advertisement Report, 2020*)

7. CONCLUSION

The research findings discussed above suggest a globally sustainable and reliable role television advertisements played during 2015-2021, even when some viewers prefer online platforms to view and share advertisements. Televisions are popular even today in common households chosen by viewers of various age groups (the fact is justified through the experimental results of a review of the literature included in the study). They are informative and trustworthy among consumers. Thus, television can provide ROI in the long run to businesses that plan advertisements with their product features shown in detail. However, this research can find limited facts to suggest the areas where TV ads are most effective. Based on the published studies and facts shown in experimental findings, television is chosen top-of-mind awareness-building tool for health, sports items, and utility items used mainly in the family. Regarding cost and random ad viewing trends, television advertisements are less preferred than online advertisements; still, as a consistent and data-driven platform, TV is most preferred among marketing investors.

8. ACKNOWLEDGEMENT

To correctly implement the research methodology to justify the research objective, this paper relied on global TV survey reports, facts and data published on media marketing web portals, such as Forbes, Nielson, Thinkbox TV and eMarketer. The researcher is heartily thankful for these open-access resources to be allowed for academic publications.

REFERENCES:

- Alhaddad, A. A. (2015). The effect of advertising awareness on brand equity in social media. *International Journal of E-Education, e-Business, e-Management and e-Learning*, 5(2), 73.
- Bao Lam, K. V. (2014). *New research shows that search ads drive brand awareness*. <https://www.thinkwithgoogle.com/marketing-strategies/search/search-ads-drive-brand-awareness/>
- ChannelSight. (2018). *Top of Mind Awareness: Why This Metric is Important for eCommerce Brands*. <https://www.channelsight.com/blog/top-of-mind-awareness#link1>
- Cheben, J. (2014). Effectiveness of TV advertising when targeting generations Y and X. *5th International Scientific Conference on Trade, International Business and Tourism: Application of Knowledge in Process of Business Dynamization in Central Europe*, 178–186.
- Choudhary, S. (2019). Effect of TV advertisement on top of mind awareness. *International Journal of Management, IT and Engineering*, 9(7), 90–102.
- Cowling, D. W., Modayil, M. V., & Stevens, C. (2010). Assessing the relationship between ad volume and awareness of a tobacco education media campaign. *Tobacco Control*, 19(Suppl 1), i37–i42.
- Domazet, I. S., Đokić, I., & Milovanov, O. (2017). The Influence of advertising media on brand awareness. *Management Journal of Sustainable Business and Management Solutions in Emerging Economies*, 23(1), 13. <https://doi.org/10.7595/management.fon.2017.0022>
- Gerber, C., Terblanche-Smit, M., & Crommelin, T. (2014). Brand recognition in television advertising: The influence of brand presence and brand introduction. *Acta Commercii*, 14(1), 1–8. <https://doi.org/10.4102/ac.v14i1.182>
- Hakala, U., Svensson, J., & Vincze, Z. (2012). Consumer-based brand equity and top-of-mind awareness: a cross-country analysis. *Journal of Product & Brand Management*.
- Hapsari, I., Pawitra, T., & Natalia, C. (2011). Top of Mind Awareness (TOMA) Strategy for Hypermarket „X“ in Surabaya. *The 2nd International Research Symposium in Service Management, July*, 402–410. [http://repository.ubaya.ac.id/3793/1/Paper Retail - IRSSM UPN.pdf](http://repository.ubaya.ac.id/3793/1/Paper_Retail_IRSSM_UPN.pdf)
- Hubbard Chicago. (2021). *The importance of Being Top of Mind*. <https://hubbardchicago.com/the-importance-of-being-top-of-mind/>
- iHeart Media. (2014). *New Study From Marketing Evolution and Clear Channel Media and Entertainment Shows Including Radio In Media Campaigns Significantly Improves Consumer Awareness*. <https://www.iheartmedia.com/press/new-study-marketing-evolution-and-clear-channel-media-and-entertainment-shows-including-radio>
- Insurance Journal. (2014). *Digital Beats TV and Humans Still Matter in 'Top-of-Mind' Insurance Advertising*. <https://www.insurancejournal.com/news/national/2014/08/21/338286.htm>
- Jayanthi, S. (2015). Television Advertisements: creating awareness or problems to the television viewers. *International Journal of Marketing & Business Communication*, 4(1), 47–52.
- Jeannette Royle. (2020). Why Top of Mind Awareness Is More Valuable than Aided Awareness. *Four States Small Business*. <https://info.zimmermarketing.com/blog/why-top-of-mind-awareness-is-more-valuable-than-aided-awareness>
- Kenji Govaers, M. M. and G. B. (2017). To Keep a Consumer Brand Top of Mind, Consider Old-School Advertising. *Brain & Company*. <https://www.bain.com/insights/consider-old-school-advertising-forbes/>
- Khanam, A., & Verma, A. (2017). Impact of TV Advertisement on Consumer Buying Preference—A Literature Review. *International Conference on Recent Innovations in Management and Engineering*, 17, 157–163.
- Khuong, M. N., Hoa, N. V. A., & Nguyen, T. D. (2016). The Effect of Television Commercials on Customers' Loyalty — A Mediation Analysis of Brand Awareness. *International Journal of Trade, Economics and Finance*, 7(2), 18–24. <https://doi.org/10.18178/ijtef.2016.7.2.493>
- Laura Harker. (2019). Why You Must Track Brand Awareness When Running TV Campaigns. *Brand Awareness*. <https://latana.com/post/track-brand-awareness-tv-campaigns/>
- Laurent, G., Kapferer, J.-N., & Roussel, F. (1995). Thresholds in Brand Awareness. *Marketing*

- Madison Taylor. (2019). Traditional Advertising in a Digital Age. *Pillar of Marketing*. <https://madisontaylormarketing.com/pillar-page/traditional-advertising-in-a-digital-age/>
- Maganti, S. (2020). Brand Awareness: A Case Study on TV Advertisements. *Mukt Shabd Journal*, 9(4), 2928–2932.
- Marcel Oedi. (2017). *Global Trends in the Advertising Industry Part I: Follow the Money*. *Search Medium*.
- Marketing Charts. (2020). *Don't Dismiss TV Ads When Looking to Reach Women*. <https://www.marketingcharts.com/demographics-and-audiences/women-demographics-and-audiences-111482>
- Pauly, L. E., & Joshua Selvakumar, J. (2018). Understanding the Top of the Mind Awareness/Brand Preference Congruence in Prospective Hospital Patients through Discriminant Analysis of Aaker's Brand Equity Model. *J Account Mark*, 7(265), 2.
- Research Report. (2017). *Children, Adolescents, and Screens: What We Know and What We Need to Learn*. https://publications.aap.org/pediatrics/issue/140/Supplement_2?autologincheck=redirected.
- Romaniuk, J., Sharp, B., Paech, S., & Driesener, C. (2004). Brand and advertising awareness: a replication and extension of a known empirical generalisation. *Australasian Marketing Journal*, 12(3), 70–80.
- Rutledge, P. (2010). What is media psychology? And why you should care. *Media Psychology Research Center*, 10.
- Shopkick. (2020). *Top of Mind Awareness: Leveraging Mobile on the Path to Purchase*. <https://www.shopkick.com/partners/blog/top-of-mind-awareness-leveraging-mobile-on-the-path-to-purchase-fc>
- Silver, F. L., Rubini, F., Black, D., & Hodgson, C. S. (2003). Advertising strategies to increase public knowledge of the warning signs of stroke. *Stroke*, 34(8), 1965–1968.
- ThinkBox. (2020). Why TV Remains the World's Most Effective Advertising. *Discover the Power of TV Advertising*. <https://www.thinkbox.tv/news-and-opinion/newsroom/why-tv-remains-the-worlds-most-effective-advertising/>
- Top Media Advertisement Report. (2020). *Effectiveness of TV Advertising*.
- Zhang, X. (2020). The influences of brand awareness on consumers' cognitive process: An event-related potentials study. *Frontiers in Neuroscience*, 14, 549.