

Television Viewership Behaviour and Factors Affecting Advertisement Avoidance: A Case Study of Punjab

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Abstract: Television remains one of the most influential mass media platforms despite the rapid growth of digital media. Advertisements constitute a major source of revenue for television broadcasters and play a significant role in influencing consumer behavior. However, viewers increasingly engage in advertisement avoidance behaviors such as channel switching, muting, ignoring advertisements, and using alternative media platforms during commercial breaks. This study examines television viewership behavior and identifies the factors affecting advertisement avoidance among viewers in Punjab. The research explores demographic variables, viewing patterns, advertisement characteristics, and technological influences that contribute to advertisement avoidance. Data were collected through a structured questionnaire from television viewers across Punjab. The findings indicate that advertisement clutter, repetition, lack of relevance, and the availability of alternative entertainment sources significantly influence advertisement avoidance. The study provides valuable insights for advertisers, broadcasters, and marketers in designing more effective advertising strategies.

Keywords: Television Viewership, Advertisement Avoidance, Consumer Behavior, Television Advertising.

1. INTRODUCTION

1.1 Background of the Study

Television advertising has traditionally been one of the most effective methods of reaching large audiences. It combines audio and visual elements, making it a powerful medium for communication and brand promotion. However, changing consumer preferences and technological advancements have altered television viewing habits.

Modern viewers have access to multiple entertainment platforms including streaming services, social media, and video-sharing applications. Consequently, television viewers often avoid advertisements through various behavioral mechanisms. Understanding these avoidance behaviors is crucial for advertisers seeking to maximize the effectiveness of their campaigns.

Punjab, known for its diverse socio-economic and cultural characteristics, provides an appropriate setting for studying television viewership behavior and advertisement avoidance patterns.

1.2 Problem Statement

Despite substantial investments in television advertising, many viewers actively avoid advertisements, reducing their effectiveness. The factors influencing such avoidance behavior among television viewers in Punjab remain insufficiently explored.

- **Television Viewership Behavior:** Television viewership behavior refers to viewing frequency, preferred channels, viewing duration, program preferences, and audience engagement. Previous studies suggest that changing media consumption patterns have significantly affected television audiences.
- **Advertisement Avoidance:** Advertisement avoidance is defined as actions taken by consumers to reduce exposure to advertising content. Common forms include Physical avoidance, Mechanical avoidance and Cognitive avoidance

1.3 Factors Affecting Advertisement Avoidance

Advertisement Clutter: Excessive advertisements during programs often result in viewer irritation and channel switching.

Advertisement Repetition: Repeated exposure to the same advertisement can lead to boredom and avoidance.

Lack of Relevance: Advertisements unrelated to viewer interests are often ignored.

Advertisement Length: Long commercial breaks may negatively affect viewer attention.

Technological Factors: Remote controls, digital video recorders, streaming services, and mobile devices facilitate advertisement avoidance.

2. OBJECTIVES OF THE STUDY

1. To examine television viewership behavior among viewers in Punjab.
2. To identify factors influencing advertisement avoidance.
3. To analyze the relationship between demographic characteristics and advertisement avoidance.

2.1 Hypotheses

H01: There is no significant relationship between television viewership behavior and advertisement avoidance.

H02: Advertisement repetition does not significantly influence advertisement avoidance.

H03: Demographic characteristics have no significant impact on advertisement avoidance behavior.

H04: Advertisement relevance has no significant effect on advertisement avoidance.

2.2 Scope of the Study

The study focuses on television viewers residing in Punjab. It examines viewing patterns, attitudes toward television advertising, and factors influencing advertisement avoidance behavior.

2.3 Significance of the Study

The findings will assist:

- Advertisers in creating engaging advertisements.
- Television channels in improving audience retention.
- Marketing researchers in understanding consumer media behavior.
- Businesses in optimizing advertising investments.

2.4 Research Gap

Most existing studies focus on metropolitan areas or digital advertising. Limited research has examined television advertisement avoidance specifically among viewers in Punjab.

3. RESEARCH METHODOLOGY

3.1 Research Design: The study adopts a descriptive research design.

3.2 Data Sources

Primary Data: Data were collected through structured questionnaires.

Secondary Data: Information was obtained from:

- Books
- Journals
- Research papers
- Websites
- Industry reports

3.3 Sampling Design

Population

Television viewers residing in Punjab.

Sample Size

200 respondents.

Sampling Technique

Convenience Sampling.

3.4 Data Collection Instrument

A structured questionnaire consisting of:

- Demographic information
- Television viewing habits
- Advertisement perception
- Advertisement avoidance behavior

3.5 Statistical Tools

- Percentage Analysis
- Mean Score Analysis
- Chi-Square Test
- Correlation Analysis
- Regression Analysis

4. DATA ANALYSIS AND INTERPRETATION

Demographic Profile

Variable	Percentage
Male	55%
Female	45%
Age 18-25	35%
Age 26-35	30%
Age 36-45	20%
Above 45	15%

Television Viewing Duration

Viewing Hours	Percentage
Less than 1 hour	15%
1-2 hours	40%
2-4 hours	30%
More than 4 hours	15%

Advertisement Avoidance Methods

Method	Percentage
Channel Switching	40%
Muting Sound	20%
Mobile Phone Usage	25%
Ignoring Advertisements	15%

Major Factors Affecting Advertisement Avoidance

Factor	Mean Score
Advertisement Repetition	4.30
Advertisement Clutter	4.25
Lack of Relevance	4.15
Long Commercial Breaks	4.00
Poor Creativity	3.85

Interpretation

The analysis indicates that advertisement repetition and clutter are the strongest determinants of advertisement avoidance among television viewers in Punjab.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

Major Findings

1. Most respondents watch television for 1–2 hours daily.
2. Channel switching is the most common form of advertisement avoidance.
3. Advertisement repetition significantly influences avoidance behavior.
4. Irrelevant advertisements receive lower viewer attention.
5. Younger viewers demonstrate higher advertisement avoidance tendencies.
6. Digital media availability contributes to reduced television advertisement exposure.

Suggestions

1. Advertisers should reduce excessive repetition.
2. Commercial breaks should be shorter and strategically placed.
3. Advertisements should be personalized and relevant to target audiences.
4. Creative storytelling techniques should be adopted.
5. Interactive and informative advertisements may improve engagement.
6. Integration of television and digital marketing strategies is recommended.

6. CONCLUSION

Television continues to be an important medium for information and entertainment in Punjab. However, advertisement avoidance has emerged as a significant challenge for advertisers and broadcasters. The study concludes that advertisement clutter, repetition, lack of relevance, and technological alternatives are major factors influencing avoidance behavior. Advertisers must focus on developing engaging, relevant, and innovative advertising content to maintain viewer attention and improve advertising effectiveness. The findings contribute to a better understanding of consumer media behavior and provide useful implications for marketing practitioners and researchers.

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