

Consumer behavior on tv programs and commercials

[Business](#), [Marketing](#)



Consumer Behavior on TV Programs and Commercials There were two TV programs that would be compared in this paper, ly: Dr. House and WWE Programs. Dr. House is the show I frequently watch because of the main character's witty dialogues and biting sarcasm. Also, the medical cases are quite interesting so I try as much as possible not to miss the show. The WWE Programs are something I am aware of but quite dislike for I believe that it promotes violence especially to young people. This paper would analyze the different messages that these programs and commercials convey to the public. WWE programs mainly caters to male viewers, age can range from between school age children up to retirees. There are also women who watch this program but young men particularly find the Royal Rumble appealing. According to Lindquist and Sirgy (2009) " people do not buy products and services, they buy benefits". The people watching this show feel entertained as they see big wrestlers committing scripted physical assault against one another. People buy the excitement and the fanfare of the show; commonly, middle-class people enjoy the rowdy exchange of punches and kicks. For the majority of the men, they also admire the strong women wrestlers on stage who represent two symbolisms: strength and sexiness. Indeed, the show is a surreal representation of life since average people do not attack one another on the slightest hint. The product provides a lot of psychological ring as men identify themselves with their male idols. All the pent-up aggression can be expressed as they watch the wrestlers display extreme forms of physical force. The arena is an open field while life is bounded by rules and regulations. Through this show, the consumer can openly express their frustrations in life and rally for their hero to beat their competitors. In the

same manner, the commercials shown between the shows related to wrestling such as pre-taped videos of Smackdown and Superstars. Dr. House is a very popular show that once topped the charts because of its unique characters. Consumers were enthralled by the product because they learned about pathology of diseases in a very interesting manner. The producers made Dr. House (the main character) as the basic core as he entertains the viewers with his sarcasm and wit. Secondary to that is a psychological ring wherein the segment group that patronize this show feel that they are more intelligent and unique than ordinary viewers. Definitely, this is what the message of Dr. House is all about creating a mindset in its consumers so they can be differentiated from other segments. Descriptors such as psychographics and social influence (Lindquist and Sirgy, p. 11) are the segment bounding applicable to the consumers of Dr. House. Obviously, the two TV shows along with their commercials have different value sets that have impact on consumer marketing techniques. First of all, marketers must be precise in determining the correct segment of their target market. Buyers can very picky and shift choices easily once they are dissatisfied. On the other hand, when marketers have determined the right values sets of its buyers, then they can acquire loyal consumers. References Lindquist, J., & Sirgy, J. (2009). *Shopper, Buyer, and Consumer Behavior: Theory, Marketing Applications, and Public Policy*. Cincinnati: Atomic Dog Publishing. (Original work published 2005)