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Examining the Impact of Television Advertisements on Purchasing Behavior of Students of Sargodha

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ABSTRACT

This study investigates how puffery in television commercials affects students' purchase decisions. Puffery, which is defined as legal, exaggerated, and hyperbolic promotional claims that reasonable consumers are not expected to take literally, was analyzed for its effectiveness in conveying information, influencing preferences, and shaping perceptions of product categories such as cosmetics, shampoos, soaps, cleaning products, biscuits/chocolates, cold drinks, edible oils, and mobile packages. A structured questionnaire was used to gather data from 280 respondents. 140 from University of Sargodha and 140 students from two government colleges of Sargodha. Using a convenience sample approach the research data is collected during March 2025 to June 2025. The study evaluated how much information viewers were exposed to through puffery-based advertising, how much they liked certain puffery elements such as celebrity endorsements, inflated claims, music, presentation style, slogans, adventure, heroism and how authentic they thought these ads were. Key findings of this research study show that across most product categories, a sizable majority of respondents said they learned "very much" or "much" from puffery-based TV advertisements. The highest percentages were found for food items (75 %), Mobilink packages (76 %), shampoos (74 %), and cold beverages (72 %). A number of puffery aspects, such as music (75 %), presenting style (71 %), and celebrity endorsement (65 %), were highly favored by viewers. However, a considerable majority saw puffery as not very genuine, with (43 %) considering it as "much" or "very much" unrealistic, demonstrating knowledge of its hyperbolic character. The findings imply that although puffery uses persuasive characteristics consistent with persuasion theory like ethos, logos, and pathos to effectively draw respondents' attention, convey product information, and affect brand perceptions, people often recognize its inflated nature. These results emphasize the necessity for ethical concerns in advertising tactics while highlighting the influence of puffery on young students' purchase intentions in Pakistan.

Keywords: Television Advertising, Puffery, Behavior, Celebrity Endorsement, University of Sargodha, Colleges, Theory of Persuasion, , Purchasing Intentions,



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Introduction

TV commercials that use puffery do not mislead their viewers. Puffery is permitted; however advertising that purposefully misleads or makes misleading promises is prohibited. When items with puffery-based ads are compared, a rival who lacks scientific data to support their claims may be found to be dishonest (Preston, 1996). It is puffery to claim to create the finest pizza. Saying that two out of three students prefer your pizza when there are no studies or research to support the claim made by the marketer in the puffery-based ads goes beyond the bounds set for this kind of circumstance. Promotional boasts that no one out of nappies takes seriously are part of puffery. A two-year-old infant could think that polar bears like drinking Coca-Cola, but a man knows otherwise. Since a two-year-old baby lacks the ability to make decisions, advertisers constantly take this into consideration and attempt to spice up their advertisements with innocent exaggerations (Rotfeld, 1978). Students will be forced to spend more money and time learning which goods and services are available if such businesses are prohibited from running such advertisements. Reduced product innovation is the outcome of this kind. A crucial strategy for promoting new products and services is puffery. Product quality will decrease for goods and services that have a presence in the market and a well-established, faceless, intensive position. Persuasiveness, brand image, and especially celebrity endorsement are all impacted by puffery ads (Rotfeld & Rotzoll, 1980).

Puffery ads are the fundamental components that influence consumers' intents regarding products and services as well as their purchase habits. Brand image, which is created by advertisers, typically influences consumer behavior. Students' purchasing tendencies and behavior are always greatly impacted by well-crafted puffery commercials. Consequently, celebrity endorsements do have some influence on consumer behavior (Rice, 2022). Puffery's claims regarding the products and services must be supported to enhance their perception (Aziz et al., 2024). However, the advertising needed to be televised for a longer period on a single day in order to be more successful (Vijayasingam, 2024). The advertiser needs to remember that puffery advertisements convey indirect information about the products and service. The advertisements must always present accurate information about the products and services using glamorous and sensationalized entertainment techniques. The marketer must also explain the product's pricing for the convenience of the consumer (Cho et al., 2022). If puffery advertisements are shown during prime time, they may be more successful. Prime time alone is insufficient for all kinds of advertisements, and puffery commercials do not air during dramatic sequences. Puffery-based advertisements need to be of a high caliber since they make a lasting impact on consumers. One important reason is that availability to puffs does not force students to purchase products and services. Nonetheless, superstars leave a lasting effect, especially on their admirers and status-conscious consumers (El Moussaoui et al., 2023).

Celebrities must thus exercise caution while participating in some puffery-based commercials. Sensationalism in puffery-based advertisements is crucial. The main components of puffery-based commercials are persuasiveness, brand image, and celebrity endorsement (Wells-Lassagne et al., 2024). With the assistance of the Japanese Nippon Electric Company, Pakistan Television was founded in Lahore on November 26, 1964. Private television networks including Geo News, ARY News, Express News, SAMAA News, and Dunya News were founded during the Musharf era. In Pakistan, more over 100 channels are now operational and profitable. There are innumerable commercials on these platforms. The number of national channel PTV viewers has declined with the introduction of private channels, although ratings still indicate that PTV has the majority of viewers since it is difficult for people in remote regions to access cable networks, leaving them



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with no option for private channels. Sensational assertions are part of puffery. We came to see that advertising is typically a mercenary kind of opinion rather than a subjective assertion of objective truth. "The city's best pizza in the owner's opinion" is unnecessary. Advertising has value even if it is innocuous to puffery, and opinions are significant for society even if they are untrue (Basit et al., 2025).

Since we recognized some advertisement as commercial puffery, most people would not take it seriously. Therefore, we can assume that the advertisement will not hurt anyone. Non-advertising assertions are typically deceptive, portraying the individual and the circumstance as better than they actually are. Plan Truth Speaking would undoubtedly make a less favorable impression than sensationalism. Everything that individuals use to improve their appearance, such as cosmetics like Fair & Lovely, Care Fairness, Golden Pearl, Zubaida Apa whitening cream, powders like Tibet Talcum powder and Black Cat, scents like Royal Marriage and Blue Lady, etc. It also includes beauty soaps like Lux, Palmolive, and Saba beauty soap, as well as shampoos like Sun Silk, Dove, Pentane, Head & Shoulder, etc. Every cleaning product that people use, such as cleaning liquids like Harpic Power and Max liquid wash, dishwashers like Lemon Max and Vim, and washing powders like Surf Excel, Ariel, Bonus, Sunlight, and Rim, among others. Biscuit and chocolate, tigers, candies, bubbles, dairy milk, Prince, Sooper, cold beverages like Pepsi, Coca-Cola, Dew, Sting, edible oil, and ghee like Fazal Bnaspasi, Kashmir, Habib Bnaspasi, etc. All those advertisements for 3G and 4G internet services, as well as mobile call bundles. Every cell provider, including Warid, Zong, Telenor, U-Fone, and Mobilink.

Research Objectives

To examine the preference and likeness of students toward the puffery-based television advertisements.

To assess the influence of puffery-based television advertisements on the purchasing decisions and post-purchase satisfaction of students.

To investigate the perceptions of students regarding the ethical acceptability of puffery in television advertisements.

Research Questions

What are the preferences and levels of likeness of students toward puffery-based television advertisements?

How do puffery-based television advertisements influence the purchasing decisions and post-purchase satisfaction of students?

How do students perceive the ethical acceptability of puffery in television advertisements?

Literature Review

Consumers are frequently persuaded to purchase the sponsor's goods or services by advertising messages that provide them with a wealth of information about the product or service. Sellers frequently make explicit or covert product promises without providing supporting data. On the other hand, the "puffery" might be trustworthy and assist students in making better decisions, even if it is just cheap talk (Martínez-Navarro et al., 2022). A reasonable customer's perception of a product is improved when one of its qualities is highlighted, but other aspects may also negatively affect it. Students who value the highlighted feature are drawn in by such updates, while those who value other traits are turned off. In general, puffery is convincing when the likelihood of a sale is lower and there are more potential clients to draw in than to turn away. This persuasiveness necessitates client privacy on their choices. If the seller is aware of how highly each customer values each attribute, the vendor will attempt to appease them, and logical



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purchasers will completely reject any claims made by the seller. Puffery concerning biased statements is allowed by law, while puffery about objective facts is prohibited. It has demonstrated the distinctions between persuasion and cheap talk communication approaches (Beckert & Naderer, 2023).

A research was undertaken to better understand the perception of puffery in advertising and its impact on purchase behavior. After completing the work, a paper was published in the Asia Pacific Journal of Marketing and Logistics (Hart & Phau, 2022). The purpose of this paper was to investigate the relationship between consumer psychology and puffery in China and the United States by reporting two empirical studies that examined whether puff claims had different effects on Chinese and American college students' perceptions of advertising truthfulness and purchasing trends or behavior (Chen et al., 2024). Preston's initial research used cane sugar and bottled spring water to assess the six stages of puffery. The second study used four goods to determine the communication impacts of product type and the "best" puff claim. It was discovered that puffery had relatively little influence on the participants' brand attitudes and purchasing behavior, with the Chinese continuously reporting higher buy intent than the Americans (Zong et al., 2024). Future research might sample the broader community and look at how age, education, social class, and product experience affect puffery acuity. To achieve cross-cultural consistency, ad stimuli were kept basic and focused on puff claims without context. The findings provide a feasible blueprint for regulatory cooperation based on consumer psychology, bridging the significant divergence between China's and the United States' puffery regulation frameworks. This paper focuses on two experiments that investigated the consequences of puffery; the findings suggest that consumers broadly grasp puffed assertions and extrapolate their significance (Tariq et al., 2026).

A unique choice experiment revealed that puffs had a little, but significant, influence on choosing behavior. The findings raise the question of whether people passionately process and reject puffs, and they claim that these activities serve as heuristics that simplify and influence consumer decisions. The background context preventing misleading and deceptive behavior requires that advertising claims be founded on reliable and verifiable inferences about product and service attributes (Yılmaz & Balçioğlu, 2026). Puffery contains exaggerated claims ranging from the truly true the finest ingredients to biased judgements implying superiority the greatest ever (Tynes, 2026). Evidence that consumers perceive advertising warily, as well as judgements that allow puffery to be used as a defense against charges of deceptive behavior, have reinforced the conclusion that exaggerated statements are harmless. Despite this data, other academics believe that puffery's consequences may not be as harmless as regulators had assumed.

This study investigates the impact of puffery on potential consumers' trust levels in the sales dyad. An experimental group of students was shown a videotape of a salesperson appealing to puffery during a sales presentation. A control group was subjected to the identical sales presentation, but the salesperson did not use puffery. Following the watching of the video recording, both groups believed that an instrument assessed their trust in the salesperson. A t-test revealed a significant difference in the level of trust between the experimental and control groups. A two by three ANOVA revealed a substantial variation in students' trust levels based on their age. The study's implications for salespeople, students, and marketers have been examined. The study concluded that the experimental group members trusted the product about which the salesperson engaged in puffery. Without a doubt, puffery is an advertising tactic used in promotion that has created ethical concerns, yet the reality remains that consumers believe in puffery-based promotions. Advertisers utilize superlative claim-based language to promote their products



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and companies in advertisements and sales presentations. Puffery makes favorable claims about items that are not always factual.

Persuasion Theory of Communication

Carl I. Hovland, a psychologist at Yale University, performed investigations there in the 1940s and 1950s. Mr. Hovland is credited with initiating the first systematic research initiatives on learning and attitude development. He and his colleagues, Icek Ajzen, Martin Fishbein, Milton Rosenberg, and Wilbur Schramm, are credited with establishing the discipline of persuasive theory. Persuasion theory is concerned with determining if puffery advertising has a good or negative impact on its audience (Kumar et al., 2023). Persuasion is an umbrella term for manipulation. Persuasion attempts to influence a person's thoughts, attitudes, intentions, motives, or behaviors. Persuasion is a communication process that uses written or spoken words to change a person's or a group's attitude or behavior toward a certain event, topic, item, or other person. Persuasion is also an often-utilized strategy in the pursuit of personal advantage, such as electoral demonstrations, sales pitches, and exam encouragement. Persuasion has been defined as leveraging one's personal or positional assets to influence other people's behaviors or attitudes. Systematic persuasion is the process by which attitudes or beliefs are leveraged using argument and reason (Can et al 2025).

Heuristic persuasion, on the other hand, is the process by which attitudes or views are influenced by appeals to habit or emotion. Persuasion is generally a set of communication processes that use both verbal and nonverbal communication to reinforce or deflect listeners' attitudes, beliefs, values, and behaviors. Persuasion originated with the Greeks, who regarded eloquence and enunciation as the greatest standards for a successful politician. All trials were held in front of the Assembly, and both the prosecution and the defense relied, as they frequently do today, on the persuasiveness of the spokesperson. Rhetoric was the ability to locate the most accessible techniques of persuasion in any situation (Brüns & Meißner, 2023). The Greek philosopher Aristotle listed four reasons why one should learn the art of persuasion: truth and righteousness are perfect, so if a case loses, it is the speaker's fault; it is an excellent teaching tool; and a good rhetorician wants to know how to argue both sides to understand. The entire problem and all of the choices, and there is no better way to defend oneself. Aristotle's rhetorical arguments include Ethos (credibility), Logos (reason), and Pathos (passion). The ultimate goal of persuasion is for people to take action. Persuasion that reinforces current behavior, can modify current behavior, or lead to new behavior. When you want to persuade someone to alter his behavior, you must also change his mind set for long-term change (Choi & Choi, 2024).

This study is relevant to the media persuasion hypothesis. Puffery-based television advertising initially capture the interest of viewers before providing them with basic product information. These kind of ads entice viewers to watch more of them and buy the offered goods. For this goal, such commercials employ all three rhetorical proofs, the first of which is ethos; puffery-based advertising use the characteristic of celebrity endorsement; celebrity endorsement is used to establish the credibility of the claims stated in the puffery-based ad. When a celebrity recommends a product and claims to utilize it with all of the characters indicated in advertisements. Viewers' behavior changes because the celebrity in the commercial is beloved, and viewers believe him or her and deem his or her assertion believable enough to purchase the goods. The second rhetorical proof is logos, which takes the shape of slogans. Slogans that convey the rationale behind the credibility of the promoted product and persuade viewers to buy it. Logos works to persuade viewers to believe in exaggerated assertions. Ads consist of several sentences



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that provide viewers with reasoning and reasons why they should buy that thing. For example, washing powders promise to "snatch the dirt from threads." Another claim from this category is that "Ariel washing powder claims that its powerful detergents clean the tough dirt quickly."

Biscuit advertisements state, "It makes your children strong and intelligent... because it has the power of wheat". According to *Khush aab* mineral water from the University of Sargodha, "it gets through reverse osmosis process". Third, rhetorical proof is used in the form of sensations, which might be erotic, hilarious, or fear-based. For example, washing soap advertisements convey worry that if you do not exercise precautions, you would become ill. Beauty creams exploit fear appeals, claiming that if you do not use this beauty cream, you would be unable to marry a gorgeous and wealthy person. This theory asserts regarding influence, and in this study, the hypothesis is that puffery-based television advertising impact viewers, causing them to purchase things (Aziz et al., 2023). As a result, persuasion theory serves as a strong foundation for this research study, which supports puffery-based television advertising and their impact on viewer purchase behavior. According to persuasion theory, these three rhetorical arguments influence viewers' perceptions of hyperbolic assertions in puffery-based advertisements utilizing written or spoken words or phrases. Advertisers use these proofs to achieve their aims and objectives. As intended persuasion is, a method in which viewers are convinced to acquire the goods offered in puffery-based commercials.

Methodology

Considering the nature of the study, the researcher employed a non-probability sampling technique to select the respondents. Since the data were collected through a structured questionnaire, non-probability sampling was considered appropriate and practical for achieving the study objectives. This sampling approach is widely used in social science research when probability sampling is not feasible due to limited resources, time constraints, and accessibility issues (Khan et al., 2024). Compared with probability sampling, it is more economical and less time-consuming, making it suitable for studies conducted under restricted budgets. Among the various non-probability sampling techniques, convenience sampling was selected because it enables researchers to collect data from respondents who are readily accessible. Although systematic sampling is another commonly used sampling technique that involves selecting every k th unit from a sampling frame after a random starting point (Afzal et al., 2025), it requires a complete list of the target population, which was not available for this study. Therefore, convenience sampling was considered the most appropriate method in light of the study's objectives, available resources, and practical limitations. The study sample comprised 280 respondents, including 140 students from the University of Sargodha and 140 students from Government Colleges in Sargodha. Participants were selected using the convenience sampling technique to ensure the collection of sufficient data for meaningful statistical analysis. Data was collected during March and June 2025. The researcher adopted this approach because accessing the entire target population was difficult due to time, financial, and logistical constraints. After data collection, the completed questionnaires were coded and entered into statistical software for analysis. Each response category was assigned a numerical code to facilitate data processing and statistical interpretation. The collected data were organized, summarized, and analyzed to address the research objectives. Finally, the findings were presented in the form of tables accompanied by detailed explanations to enhance clarity, interpretation, and understanding of the results (Gill et al., 2024).



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Table 5.1 Extent of Information in Cosmetics ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	35	36	32	37	32	34	34
Much	38	37	40	36	41	37	40
Somewhat	16	15	17	16	16	19	13
Rarely	7	6	8	8	6	8	6
Never	4	6	3	3	5	2	7
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.1 displays the amount of information viewers obtain from puffery-based cosmetics TV advertisements. Overall, viewers (73 %) acquire a lot of information from puffery-based cosmetics TV advertising, whereas viewers (16 %) get a little bit of information from them. (11 %) consumers obtain little or no information from puffery-based cosmetics TV advertising. Exclusive data analysis by gender reveals that male viewers (73 %) receive more information from puffery-based cosmetics TV advertisements than female viewers (72 %) do, and figures show that there is no significant difference for information received from puffery-based cosmetics TV advertisements. Similarly, educational-based results reveal that students with a BS (73 %) and master (73 %) receive equivalent information from such beauty advertising. Based on the viewer's background, collected data suggests that viewers with an UOS background (71 %) get more information from such cosmetics advertisements than viewers with a Colleges background (70 %), and there is no significant difference in their reactions. Based on all of these statistics, it is possible to assume that the majority of viewers learn about puffery-based cosmetics through television advertisements.

Table 5.2 Extent of Information in Shampoo ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	38	46	32	43	33	37	40
Much	36	29	42	35	37	34	38
Somewhat	17	15	19	12	22	19	16
Rarely	5	6	4	6	4	7	2
Never	4	4	3	4	4	3	4
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.2 demonstrates how much information viewers obtain from puffery-based TV commercials for shampoos. Overall, viewers (74 %) acquire very much and much information from puffery-based Shampoos TV advertising followed by viewers (17 %) who get some information from such Shampoos TV ads and (9 %) viewers seldom and never get information from such Shampoos TV ads. Exclusive data analysis by gender reveals that male viewers (75 %) receive more information than female viewers (74 %) from such advertising, with no significant difference between the two categories. Similarly, educational-based numbers reveal that students of BS (78 %) receive more information than students of Master (70 %) from such commercials, and there is a substantial difference in Master student responses against BS student responses. Based on



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the viewer's background, obtained data suggests that viewers with a Colleges background (78 %) get more information from such Shampoos advertising than viewers with an UOS background (71 %), and there is a substantial difference in their answers. Based on all of these facts, it is possible to infer that the majority of viewers obtain information from puffery-based TV advertisements for shampoos.

Table 5.3 Extent of Information in Soaps ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	26	30	21	27	25	23	29
Much	35	35	36	32	38	33	39
Somewhat	24	20	28	24	24	27	20
Rarely	10	8	12	12	9	13	7
Never	5	7	3	5	4	4	5
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.3 depicts the amount of information viewers obtain from puffery-based TV commercials for soaps. Overall, viewers (61 %) obtain a lot of information from soap puffery-based TV advertising, followed by viewers (24 %) who get a little bit of information from them. (15 %) Viewers seldom or never receive information from such advertisements. Exclusive data study by gender reveals that female viewers (59 %) receive more information from puffery-based soap adverts on television than male viewers (57 %) do, with numbers indicating a modest difference between male and female viewers receiving information from such promotions. Similarly, educational-based results suggest that students of Master (63 %) receive more information from such Soaps advertising than students of BS (59 %), with a little difference between Master student responses and BS student responses. Based on the viewer's background, collected data suggests that viewers with a Colleges background (68 %) receive more information from such Soaps advertising than viewers with an UOS background (56 %), and there is a substantial difference in their replies. Based on all of these statistics, it is possible to infer that the majority of viewers obtain information via puffery-based TV advertisements for soaps.

Table 5.4 Extent of Information in Cleaning Liquids ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	21	20	22	19	24	21	22
Much	39	42	37	37	41	36	43
Somewhat	26	22	30	26	26	29	22
Rarely	9	8	9	13	4	10	7
Never	5	8	2	5	5	4	6
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.4 shows how much information viewers obtain from puffery-based TV advertising for cleaning products. Overall, viewers (60 %) receive much and very much information from Cleaning Liquids puffery-based TV commercials, as opposed to viewers (26 %) who receive some information, and viewers (14 %) who receive seldom and never information



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from Cleaning Liquids puffery-based TV advertisements. Exclusive data analysis by gender reveals that male viewers (62 %) receive more information than female viewers (59 %) from puffery-based Cleaning Liquids advertisements on television, with figures indicating a slight difference between male and female viewers receiving information from such ads. Similarly, educational-based results reveal that students of Master (65 %) and students of BS (56 %) get information from such advertisements, with a considerable difference between Master student responses and BS student responses. Based on the viewer's background, obtained data suggests that viewers with a Colleges background (65 %) receive more information from such Cleaning Liquids advertising than viewers with an UOS background (57 %), and there is a substantial difference in their answers. Based on all of these facts, it is possible to infer that the majority of viewers obtain information from puffery-based TV advertisements for cleaning products.

Table 5.5 Extent of Information in Dishwashers ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	24	30	18	27	20	25	22
Much	36	33	38	34	38	34	38
Somewhat	27	21	33	22	32	28	27
Rarely	9	8	10	12	6	10	7
Never	4	8	1	5	4	3	6
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.5 shows how much information viewers obtain from puffery-based TV advertising for dishwashers. Overall, viewers (60 %) receive a lot of information from Dishwashers puffery-based TV advertising, compared to viewers (27 %) who receive some information from such ads, and viewers (13 %) who receive very little or no information from puffery-based Dishwashers ads. Exclusive data analysis by gender reveals that male viewers (63 %) receive more information from puffery-based Dishwashers advertising on television than female viewers (56) and that there is a substantial difference in how male and female viewers receive information from such adverts. Similarly, educational-based results suggest that students of BS (61 %) receive more information from such Dishwashers commercials than students of Master (58 %), with a little difference between Master student and BS student responses. Based on the viewer's background, obtained data suggests that viewers with a Colleges background (60 %) receive more information from such Dishwashers commercials than viewers with an UOS background (59 %), and there is no significant difference in their answers. Based on all of these statistics, it is possible to infer that the vast majority of viewers obtain information from puffery-based TV advertisements for dishwashers.

Table 5.6 Extent of Information in Washing Powders ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	25	26	22	24	24	22	27
Much	30	34	27	26	35	28	34
Somewhat	24	19	30	24	25	26	22
Rarely	16	14	18	21	11	20	11
Never	5	7	3	5	5	4	6



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	100	100	100	100	100	100	100
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No. of responses (n=280) results in percentage

Table 5.6 shows how much information viewers obtain from puffery-based TV advertising for washing powders. Overall, viewers (55 %) obtain a lot of information from washing powder puffery-based TV adverts, followed by (24 %) who get a little bit of information from them. Viewers (21 %) rarely or never receive information from such Washing Powder commercials. Exclusive data study by gender reveals that male viewers (60 %) receive more information from puffery-based Washing Powders adverts on TV than female viewers (49 %), and the statistics suggest a considerable difference in how male and female viewers receive information from such advertisements. Similarly, educational-based results suggest that students of Master (59 %) and students of BS (50 %) get information from such adverts, with a considerable difference between Master students' responses and BS student responses. Based on the viewer's background, obtained data suggests that viewers with Colleges backgrounds (61 %) receive more information from such Washing Powders commercials than viewers with UOS backgrounds (50 %), and there is no significant difference in their answers. Based on all of these statistics, it is possible to infer that the vast majority of viewers obtain information from puffery-based TV advertisements for washing powders.

Table 5.7 Extent of Information in Biscuit and Chocolate ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	43	49	38	49	37	43	43
Much	32	32	33	31	33	31	34
Somewhat	20	15	25	15	26	21	19
Rarely	4	3	4	4	3	4	3
Never	1	1	0	1	1	1	1
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.7 displays how much information viewers learned from Biscuit and Chocolates' puffery-based television advertisements? The overall findings indicate that 75 % of viewers receive a lot of information from Biscuit and Chocolates' puffery-based TV commercials, followed by 20 % who receive some information, and 5 % who seldom or never receive information. Gender-specific data analysis reveals that male viewers (81 %) learn more from puffery-based TV commercials for biscuits and chocolates than female viewers (71 %) do, and statistics indicate a substantial difference for information that male and female viewers learn from these kinds of commercials. According to educational data, 80 % of BS students and 70 % of MA students and above gain knowledge from these kinds of chocolate and biscuit advertisements. The responses of Master students and BS students differ significantly. According to the data gathered, viewers with Colleges backgrounds (77 %) and those with UOS backgrounds (71 %) obtain information from these kinds of advertisements, and there is no difference in the reactions of these two groups. On the ground of all these facts, it can be stated that most of the viewers obtain information from puffery based TV advertising of washing powders.

Table 5.8 Extent of Information in Cold Drinks ads

Category	Overall	Gender	Education	Background
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		Male	Female	BS	Master	UOS	Colleges
Very Much	41	47	36	48	34	41	42
Much	31	29	33	26	37	32	31
Somewhat	19	19	19	17	21	18	19
Rarely	7	4	10	8	7	8	6
Never	2	1	2	1	1	1	2
	100	100	100	100	100	100	100
<i>No. of responses (n=280) results in percentage</i>							

The amount to which viewers learn from puffery-based TV advertisements for cold drinks is displayed in Table 5.8. The overall findings indicate that 72 % of viewers are highly interested in Cold Drinks puffery-based TV commercials, 19 % are somewhat informed, and 9 % are seldom or never informed. Gender-specific data research reveals that male viewers (76 %) obtain more information from these kinds of commercials than female viewers (69 %) do, and statistics indicate that there is a notable difference in the information that male and female viewers obtain from these kinds of adverts. According to educational data, 74 % of BS students and 71 % of MA students and above obtain knowledge from these kinds of cold drink advertisements. The responses from BS students and Master students varied somewhat. According to the data gathered, viewers with UOS backgrounds (73 %) and those with Colleges backgrounds receive the same information from these kinds of cold drink advertisements, and there is no discernible difference in the answers of these two groups. Based on all of these numbers, it can be concluded that the majority of viewers obtain their information from TV commercials for cold beverages that use puffery.

Table 5.9 Extent of Information in Edible Oil and Ghee ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	21	28	13	21	21	18	25
Much	33	32	35	34	33	30	37
Somewhat	28	24	33	25	31	33	22
Rarely	14	11	17	15	12	15	12
Never	4	5	2	5	3	4	4
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.9 illustrates how much information viewers learn from puffery-based TV advertisements for edible oil and ghee. The overall findings indicate that 54 % of viewers receive a great deal of information from puffery-based TV commercials for Edible Oil and Ghee, compared to 28 % who receive a moderate amount and 18 % who seldom or never receive information from such commercials. Gender-specific data analysis reveals that male viewers (60 %) learn more from puffery-based Edible Oil and Ghee TV commercials than female viewers (48 %), and statistics indicate that there is a substantial difference in the information that male and female viewers learn from these kinds of commercials. Similarly, educational-based data reveals that BS students (55 %) are learning more from these kinds of Edible Oil and Ghee advertisements than Master students (54 %), and there is no discernible difference between the responses of Master and BS students. According to the data gathered, viewers with Colleges backgrounds (62 %) receive more information from these kinds of advertisements than viewers with UOS backgrounds (48 %), and the responses of these two groups differ significantly. Based on all of these numbers, it can be



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inferred that the majority of viewers learn about edible oil and ghee from puffery-based television advertisements.

Table 5.10 Extent of Information in Mobilink Packages ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	47	51	45	49	46	48	47
Much	29	29	29	27	31	27	32
Somewhat	12	8	16	11	13	11	13
Rarely	8	7	8	8	8	10	4
Never	4	5	2	5	2	4	4
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.10 demonstrates how much information viewers obtain from Mobilink Packages' puffery-based TV advertising. Overall, viewers (76 %) receive very much and much information from Mobilink Packages' puffery-based TV advertisements, followed by (12 %) viewers who receive some information, and viewers (08 %) who receive little or no information from puffery-based Mobilink Packages' ads. Exclusive data analysis by gender reveals that male (80 %) viewers receive more information from puffery-based Mobilink Packages TV ads than female viewers (74 %) do, with figures indicating a significant difference between male and female viewers receiving information from such advertisements. Educational-based stats suggest that students with an MA or higher (77 %) received more information than students with BS (76 %) in such Mobilink Packages advertisements. There is no substantial difference in the responses of Master students and BS students. Based on the viewer's background, obtained data suggests that viewers with Colleges backgrounds (79 %) and UOS backgrounds (75 %) received information from such Mobilink Packages commercials, with a minor variation in their replies. Based on all of this information, it is possible to assume that the majority of viewers learn about Mobilink Packages through puffery-based TV advertising.

Table 5.11 Extent of Information in Telenor Packages ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	28	32	24	31	25	24	32
Much	36	35	37	31	40	38	33
Somewhat	20	19	21	19	21	20	21
Rarely	11	10	12	14	8	12	10
Never	5	4	6	5	6	6	4
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.11 shows how much information viewers obtain from puffery-based TV advertising for Telenor Packages. Overall, viewers (64 %) receive much or very much information from Mobilink Packages' puffery-based TV commercials, followed by viewers (20 %) who receive some information, and viewers (16 %) who receive little or no information from Mobilink Packages' puffery-based TV advertisements. Exclusive data analysis by gender reveals that male viewers (67 %) receive more information from



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puffery-based Mobilink Packages TV ads than female viewers (61 %) do, with figures indicating a slight difference in how male and female viewers receive information from such advertisements. Educational data suggests that students with an MA or higher (65 %) received more information than students with BS (62 %) in such Mobilink Packages commercials. The responses of Master students differ slightly from those of BS students. Based on viewer background, obtained data suggests that viewers with Colleges backgrounds (65 %) receive more information than viewers with UOS backgrounds (62 %) in such Mobilink Packages advertising, and there is a little difference in their replies. Based on all of these facts, it is possible to assume that the majority of viewers obtain information from Telenor Packages' puffery-based TV advertisements.

Table 5.12 Extent of Information in U-Fone Packages ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	29	33	25	30	27	29	29
Much	30	29	32	29	32	28	34
Somewhat	22	16	28	16	28	25	18
Rarely	10	9	10	14	5	11	7
Never	9	13	5	11	8	7	12
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.12 indicates the extent to which viewers obtain information from U-Fone Packages TV advertising. Overall, viewers (59 %) receive much or very much information from U-Fone Packages puffery-based TV advertising, followed by (22 %) who receive some information, and (19 %) who receive little or no information from such puffery-based U-Fone Packages ads. Exclusive data analysis by gender reveals that male viewers (62 %) receive more information from puffery-based U-Fone Packages TV ads than female viewers (57 %) do, with figures indicating a slight difference in how male and female viewers receive information from such advertisements. Educational data suggests that students with Master (59 %) and BS (59 %) receive equivalent information in such U-Fone Packages advertisements. Based on the viewer's background, acquired data suggests that viewers with a Colleges background (63 %) receive more information than viewers with an UOS background (57 %) in similar U-Fone Packages advertising, with just a little variation in their reactions. Based on these statistics, it is possible to assume that the majority of viewers learn about U-Fone Packages through television advertisements.

Table 5.13 Extent of Information in Warid Packages ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	21	25	18	21	22	21	22
Much	26	29	23	21	31	23	30
Somewhat	26	21	31	24	28	29	21
Rarely	16	12	21	21	11	16	16
Never	11	13	7	13	8	11	11



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	100	100	100	100	100	100	100
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No. of responses (n=280) results in percentage

Table 5.13 indicates the extent to which viewers are interested in Warid Packages' puffery-based TV advertising. Overall, viewers (47 %) acquire much and somewhat information from Warid Packages' puffery-based TV advertising, followed by (26 %) some information, and (27 %) seldom or never get information from puffery-based Warid Packages ads. Exclusive data study by gender reveals that male viewers (54 %) receive more information from puffery-based Warid Packages adverts on TV than female viewers (41 %) do, with numbers indicating a considerable difference between male and female viewers receiving information from such advertisements. Similarly, educational-based results suggest that students of Master (53 %) receive more information from such Warid Packages commercials than students of BS (42 %) do, and there is a substantial difference between Master students' responses and BS student responses. Based on the viewer's background, collected data suggests that viewers with a Colleges background (52 %) and viewers with an UOS background (44 %) get information from such advertising, with a substantial difference in their reactions. Based on all of these facts, it is possible to infer that the majority of viewers obtain information from Warid Packages' puffery-based TV advertisements.

Table 5.14 Extent of Information in Zong Packages ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	22	26	19	24	21	23	22
Much	30	29	30	26	33	28	32
Somewhat	25	23	27	22	28	27	22
Rarely	11	7	15	13	9	12	10
Never	12	15	9	15	9	10	14
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.14 indicates the extent to which viewers obtain information from Zong Packages' puffery-based TV advertising. Overall, viewers (52 %) receive much or very much information from Zong Packages' puffery-based TV advertising, as opposed to viewers (25 %) receiving some information. Meanwhile, viewers (23 %) seldom or never receive information from such puffery-based Zong Packages advertisements. Exclusive data research by gender reveals that male viewers (55 %) receive more information than female viewers (49 %) from puffery-based Zong Packages TV adverts, with numbers indicating a modest difference between male and female viewers receiving information from such ads. Educational-based data suggest that students with an MA or higher (54 %) received more information than students with BS (50 %) in similar Zong Packages adverts. The responses of Master students differ slightly from those of BS students. Based on the viewer's background, collected data suggests that viewers with Colleges backgrounds (51 %) receive more information than viewers with UOS backgrounds (51 %) in such Zong Packages advertising, with no significant difference in reactions between these two groups. Based on all of these facts, it is possible to assume that the majority of viewers receive information from Zong Packages' puffery-based TV advertisements.

Table 5.15 Extent of Liking Puffery Characteristic of Celebrity Endorsement

Category	Overall	Gender	Education	Background
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		Male	Female	BS	Master	UOS	Colleges
Very Much	36	36	36	35	37	36	35
Much	29	30	28	27	31	30	27
Somewhat	21	19	22	22	19	21	21
Rarely	7	6	8	7	8	7	8
Never	7	9	6	9	5	6	9
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.15 displays the extent to which celebrity endorsements have a puffery quality. Overall, viewers (65 %) like the very much and much feature of celebrity endorsement in puffery-based TV advertising, followed by (21 %) who like these ads somewhat, and viewers (14 %) who seldom and never enjoy such a characteristic of celebrity endorsement in puffery-based ads. Exclusive data analysis by gender reveals that male viewers (66 %) prefer this form of celebrity endorsement in puffery-based TV advertising to female viewers (64 %), and the statistics suggest a modest variation between male and female viewers' preferences for such adverts. According to educational data, students with an MA or above (68 %) prefer these advertising over students with a bachelor's degree (62 %) in such celebrity endorsement ads. The responses of Master students differ significantly from those of BS students. Based on the viewer's background, collected data shows that viewers with an UOS background (66 %) prefer this type of celebrity endorsement in puffery-based ads to viewers with a Colleges background (62 %) and there is no significant difference in their responses. Based on all of these facts, it is possible to infer that the majority of viewers prefer the feature of celebrity endorsement in puffery-based TV advertising.

Table 5.16 Extent of Liking Puffery Characteristic of Exaggerated Claims

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	16	19	13	13	19	14	19
Much	29	27	31	28	31	34	23
Somewhat	21	19	23	13	29	20	22
Rarely	17	12	23	22	13	17	18
Never	17	23	10	24	8	15	18
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.16 displays the Extent of Liking Puffery Characteristic of Exaggerated Claims. Overall, viewers (45 %) prefer the inflated claims in puffery-based TV advertising more than viewers (21 %) who like these ads occasionally, followed by (34 %) who enjoy these ads seldom or never. Exclusive data study by gender reveals that male viewers (46 %) prefer puffery-based exaggerated claims commercials on TV to female viewers (44 %), with numbers indicating a minor difference between male and female viewers' preferences for such adverts. Educational data suggests that students with an MA or higher (50 %) prefer these commercials to students with a BS (41 %) in such inflated claims ads. The responses of Master students differ significantly from those of BS students. Based on the viewer's background, collected data suggests that viewers with an UOS background (48 %) like such puffery-based inflated claims commercials more than viewers with a Colleges background (42 %), with a substantial difference in their replies. Based on all of these



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statistics, it is possible to infer that the majority of viewers like the feature of inflated claims in puffery-based television advertising.

Table 5.17 Extent of Liking Puffery Characteristic of Music

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	49	54	44	60	38	48	51
Much	26	25	26	20	31	29	21
Somewhat	19	15	24	15	23	16	24
Rarely	4	3	4	3	4	4	2
Never	2	3	2	2	4	3	2
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.17 displays the extent of the Liking Puffery Characteristic of music. Overall, viewers (75 %) prefer very lot, much characteristic of music in puffery-based TV advertising, followed by (19 %) who like somewhat these ads, and viewers (04 %) seldom enjoy such sort of characteristic of music in puffery-based ads. (06 %) audiences seldom or never appreciate puffery-based music advertising. Exclusive data analysis by gender reveals that male viewers (79 %) prefer this style of music in puffery-based TV advertising to female viewers (70 %), and numbers suggest a considerable difference between male and female viewers' preferences for such adverts. According to educational data, BS students (80 %) liked these advertising more than master students (69 %) did in comparable music advertisements. The responses of Master students differ significantly from those of BS students. Based on the viewer's background, collected data suggests that viewers with an UOS background (77 %) prefer this sort of music in puffery-based advertising to viewers with a Colleges background (72 %), and there is a substantial difference in their replies. Based on all of these facts, it is possible to infer that the majority of viewers enjoy the puffery aspects of music.

Table 5.18 Extent of Liking Puffery Characteristic of Presentation Style

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	38	44	33	38	39	42	34
Much	33	33	32	34	31	35	30
Somewhat	20	17	22	19	21	15	26
Rarely	6	2	10	6	6	6	6
Never	3	4	3	3	3	2	4
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.18 depicts the extent to which the presenting style is likeable and puffy. Overall, viewers (71 %) prefer very much and much of the presentation style in puffery-based TV advertising, followed by (20 %) who enjoy these ads somewhat, and viewers (09 %) who seldom or never like such a presentation style in puffery-based ads. Exclusive data analysis by gender reveals that male viewers (77 %) prefer this type of presentation style in puffery-based TV ads to female viewers (65 %), and figures show a significant difference between male and female viewers' preferences for such advertisements. According to educational data, students with a BS (72 %) and MA or higher (70 %) prefer this sort of presentation



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approach in puffery-based TV advertising. The responses of Master students differ slightly from those of BS students. Based on the viewer's background, collected data shows that viewers with an UOS background (77 %) prefer this type of presentation style in puffery-based ads to viewers with a Colleges background (64 %) and there is a significant difference in their responses. Based on all of these facts, it is possible to infer that the majority of viewers prefer the Presentation style in puffery-based TV advertising.

Table 5.19 Extent of Liking Puffery Characteristic of Slogans

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	26	29	24	25	28	28	24
Much	28	36	20	29	27	25	31
Somewhat	26	19	33	24	28	28	24
Rarely	12	10	13	16	8	10	14
Never	8	6	10	6	9	9	7
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.19 depicts the extent to which slogans have a likeable puffery. Overall, viewers (54 %) prefer Slogans in puffery-based TV advertising to viewers (26 %) who like these ads somewhat, and viewers (20 %) who seldom or never enjoy such Slogans in puffery-based ads. Exclusive data study in terms of gender reveals that male viewers (65 %) prefer such kind of slogans in puffery-based TV advertising more than female viewers (44 %), and numbers demonstrate that there is a considerable difference between male and female viewers like such type of advertisements. According to educational data, those with a bachelor's degree (54 %) and those with a master's degree or above prefer such slogans in puffery-based TV advertisements. There is no substantial difference in the responses of Master students and BS students. According to the collected data, viewers from Colleges backgrounds (55 %) prefer such Slogans in puffery-based advertising more than viewers from UOS backgrounds (53 %), with just a little difference in their replies. Based on all of these statistics, it is possible to infer that the majority of viewers enjoy the puffery of slogans.

Table 5.20 Viewers perception about Reality of Puffery based TV Advertisements

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	20	27	12	21	19	21	18
Much	23	18	28	19	26	19	28
Somewhat	35	28	42	35	35	34	36
Rarely	16	18	14	20	12	19	13
Never	6	9	4	5	8	7	5
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage



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Table 5.20 depicts viewers' perceptions of reality in puffery-based TV advertisements. Overall, viewers (35 %) perceive puffery as somewhat not real in TV advertisements, as opposed to viewers (43 %) who perceive puffery as much or very much not real in these ads. Viewers (22 %) rarely or never perceive puffery as not real in TV ads, implying that they consider puffery to be a virtual practice in TV ads. Exclusive data analysis by gender reveals that male viewers (45 %) see puffery as not genuine in TV advertising more than female viewers (40 %), with numbers indicating a modest variation in male and female viewers' perceptions of the realism of puffery in TV ads. According to educational data, students with an MA or higher (45 %) view puffery as not much more than students with a bachelor's degree (40 %) in similar TV advertising. The responses of Master students differ slightly from those of BS students. Based on the viewer's background, collected data suggests that viewers from Colleges backgrounds (46 %) regard puffery as not authentic in such TV advertising more than viewers from UOS backgrounds (40 %) do. There is a considerable variation in how these two groups respond. Based on all of these statistics, it is possible to infer that the majority of TV viewers regard puffery as untrue in advertising. They see puffery as a virtual practice in TV commercials.

Table 5.21 Extent of Liking Puffery Feature of adventure in TV ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	30	37	24	29	32	30	32
Much	30	30	31	24	37	32	28
Somewhat	21	15	27	22	20	22	19
Rarely	7	5	8	10	3	7	7
Never	12	13	10	15	8	9	14
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.21 depicts the extent to which people like the puffery feature of adventure in television commercials. Overall, viewers (60 %) prefer the puffery element of adventure in TV commercials more than viewers (21 %) who prefer the somewhat puffery feature of adventure in these ads, followed by viewers (19 %) who seldom or never enjoy the puffery characteristic of adventure in TV ads. Exclusive data analysis by gender reveals that male viewers (67 %) prefer such puffery features of adventure in TV advertising to female viewers (55 %), and the statistics suggest a considerable difference between male and female viewers' preferences for such advertisements. According to educational data, students with an MA or above (69 %) were more likely to use the puffery aspect of adventure in TV advertisements than students with a BS (53 %) were. The responses of Master students differ significantly from those of BS students. Based on viewer background, obtained data suggests that viewers with an UOS background (62 %) prefer such puffery adventure features in TV advertising over viewers with a Colleges background (60 %). There is a little discrepancy in the results from these two groups. Based on all of these facts, it is possible to infer that the majority of viewers like the puffery element of adventure in TV advertising.

Table 5.22 Extent of Liking Puffery Feature of Heroism in TV ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges



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Very Much	23	25	21	22	24	24	23
Much	29	32	26	26	31	29	28
Somewhat	23	19	28	21	25	23	23
Rarely	10	8	13	12	8	10	10
Never	15	16	12	19	12	14	16
	100	100	100	100	100	100	100

No. of responses (n=280) results in percentage

Table 5.22 displays the extent to which the Liking Puffery Feature of Heroism appears in TV advertisements. Overall, viewers (52 %) appreciate the puffery aspect of Heroism in TV advertising, while (23 %) like it slightly. Viewers (25 %) seldom or never like the puffery element of Heroism in these ads. Exclusive data analysis by gender demonstrates this. Male viewers (57 %) prefer such puffery features of heroism in TV advertising to female viewers (47 %), and the data demonstrates a considerable difference between male and female viewers' preferences for such advertisements. According to educational data, students with an MA or above (55 %) used puffery to depict heroism in TV advertisements more than students with a BS (48 %) did. The responses of Master students differ significantly from those of BS students. Based on viewer background, collected research suggests that viewers with an UOS background (53 %) prefer such puffery features of heroism in TV advertising to viewers with a Colleges background (51 %). There is a little discrepancy in the results from these two groups. Based on all of these statistics, it is possible to infer that the majority of viewers prefer the Puffery Feature of Heroism in TV advertisements.

Table 5.23 Extent of Liking Puffery Feature of Thrill in TV ads

Category	Overall	Gender		Education		Background	
		Male	Female	BS	Master	UOS	Colleges
Very Much	29	35	24	28	30	31	27
Much	23	22	24	21	26	24	22
Somewhat	23	19	27	21	25	21	25
Rarely	11	10	12	14	8	9	14
Never	14	14	13	16	11	15	12

No. of responses (n=280) results in percentage

Table 5.23 depicts the extent to which the Liking Puffery Feature of Thrill appears in TV advertisements. Overall, the results reveal that viewers (52 %) prefer the puffery element of excitement in TV advertisements. Viewers (23 %) like the somewhat puffery aspect of Thrill in TV advertising, followed by viewers (25 %) who seldom or never appreciate the puffery element of Thrill in these ads. Exclusive data analysis by gender reveals that male viewers (57 %) prefer such puffery features of Thrill in TV advertising to female viewers (48 %), and the statistics suggest a considerable difference between male and female viewers' preferences for such adverts. Educational data suggest that students with an MA or higher (56 %) used the puffery characteristic of Thrill in TV advertising more than students with a BS (49 %) did. The responses of Master students differ significantly from those of BS students. Based on viewer background, obtained research suggests that viewers with an UOS background (55 %) prefer such puffery features of Thrill in TV advertising to viewers with a Colleges background (49 %). There is a considerable variation in how these two groups respond. Based on all of these statistics, it is possible to infer that the



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majority of viewers enjoy the puffery aspect of excitement in TV advertisements.

Discussion

The current study looked at the effect of puffery in television commercials on consumers' information reception, liking of advertisement qualities, and perception of reality among University of Sargodha students. The findings shed light on how puffery works as a persuasive tactic in the Pakistani setting. The findings show that puffery-based TV advertising are extremely successful at communicating product information to viewers. In most areas, the vast majority of respondents (varying from 52 % to 76 %) reported obtaining "very much" or "much" information from these advertising. Biscuits and chocolates received the most information (75 %), followed by Mobilink packages (76 %), shampoos (74 %), and cold drinks (72 %). Washing Powders (55 %), Edible Oil & Ghee (54 %), and Zong Packages (52 %), all received lower but still majority-driven ratings. These findings lend credence to the literature's argument that, despite its exaggeration, puffery is an effective attention-grabbing and information-conveying method. The use of exaggerated claims mixed with appealing execution tends to improve message retention and perceived usefulness. UOS Students consistently received more information than College students did (e.g., Biscuits & Chocolates: 81 % vs 71 %; Washing Powders: 60 % vs 49 %). This might imply that male viewers are more open to the persuasive pleas utilized in puffery.

BS students often received more information in numerous categories (shampoos, dishwashers, biscuits) than Master students, which might be attributed to variations in critical thinking or media consumption habits. Colleges students frequently reported more knowledge gain e.g., shampoos 78 % vs 71 %; soaps 68 % vs 56 %; washing powders 61 % vs 50 %, which might be attributable to reduced exposure to competing information sources or a stronger confidence in television programming in Colleges areas. However, Exaggerated Claims obtained a lower like score (45 %), indicating that while consumers love the entertainment value of puffery, they are less enthused about overt exaggeration. These findings are strongly consistent with Persuasion Theory, notably the use of pathos emotional appeals through music, adventure, and excitement and ethos credibility through celebrity endorsement. The strong preference for music and presenting style suggests that production quality and emotional involvement are more important than linguistic puffery. There were significant gender disparities, with UOS students enjoying most aspects more (79 % vs 70 % for music, 77 % vs 65 % for presentation style, and 65 % vs 44 % for slogans).

This tendency shows that UOS students may be more drawn to the dramatic and entertaining parts of puffery advertising. One striking conclusion was that 43 % of respondents thought puffery was fake, whereas 35 % thought it was "somewhat" unrealistic. Only 22 % thought it was mainly real. This reinforces the traditional concept of puffery: rational students do not accept such assertions literally. College students were more likely to recognize the unrealistic character of puffery than UOS pupils were. This knowledge of puffery's hyperbolic character coexists with high information reception and liking, implying that puffery may entertain and enlighten students without deceiving them, hence maintaining its legal and practical legality in advertising. This study finds that puffery in television advertising has a substantial effect on information receipt and viewer engagement among University of Sargodha students. Despite being perceived as exaggerated and not wholly genuine, puffery-based advertisements effectively transmit product information and are popular for their creative execution, notably music, presenting style, and celebrity endorsement. The study found that puffery is still an effective



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advertising approach in Pakistan's media environment. It efficiently catches attention and influences customer views, particularly among male and Colleges students. However, its effectiveness is based on entertainment value and emotional appeal rather than the overstated promises itself.

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Authors' Contributions

Tariq Ayub Khan:

Study Concept and Design,

Muhammad Kaqbad Alam:

Critical revision of the manuscript for important information

Muhammad Majid Hamid Nasir:

Acquisition of data, Study supervision, Analysis and interpretation of data, Drafting of the manuscript,

Conflict of Interest:

The authors declare that there is no potential conflict of interest.

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Ethical Statement:

The study was carried out in conformity with accepted ethical norms for social science research. Prior to data collection, all participants were told



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about the study's aims, purpose, and methods to ensure that their participation was voluntary. Prior to participation, each respondent provided informed permission, and participants were advised of their freedom to withdraw from the research at any time with no negative repercussions. All participants' confidentiality and identity were completely protected throughout the study procedure, and no personally identifying information was collected, divulged, or reported. All data was saved securely and utilized only for academic and research reasons. Furthermore, the volunteers were not subjected to any pressure, fraud, or psychological, social, or bodily injury during the study. The entire study procedure was conducted in accordance with generally acknowledged ethical standards and guidelines for human participants.

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