
IMPACT OF TELEVISION ADVERTISEMENT ON CHILDREN

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Abstract

Advertising is second only to films as far as its influence on the society is concerned. Advertising is the most influential and powerful medium in the present commercial society. The main objective of this study is to find out, how children are influenced by the television advertisements. There are both good and bad impact of advertisement. An attempt has been made to know the children's awareness about advertised products and its impact on children behaviour towards them. Descriptive research design was used as the study followed structured design with predetermined objectives & hypotheses. Primary data have been collected through questionnaire. Chi- square test and Correlation was carried out to test the hypotheses. The study comes out with useful insights and recommendations.

Key words: Advertisement, behaviour, hypotheses, chi- square, correlation

Introduction

Advertising as one of the essential element of marketing management is considered as an important factor in the global business. As far as its influence on the society is concerned, Advertising is second only to movies. Advertising is the most influential and powerful medium in the present commercial society. It helps us to get worldview. It shapes our attitude and beliefs. Advertisements encompass every aspect of our life and most of us are hardly aware of it (Sarma, 2007). The growth line is backed by strong consumption in Tier 2 and 3 cities, continued growth of regional media, and fast increasing new media business. Television is emerging as the most important contributor to human social behaviour; it is unquestionably an important source of social influence. Extensive research carried out by many researchers and it has been indicated that the television can and does influence our feelings, attitude and behaviour In both the long term and short term, our experience of media image contributes in significant ways to the way we think, act, and feel, and to our broader belief about the world and social reality. Children today are exposed to all types of advertisements on the various media like the television, print media and internet among which Television is the most influencing media in case of children (Effect of Advertisements on Children). Children over the span of ages 2-11 years, they develop consumption motives and values as they are exposed to commercial activities; they develop knowledge about advertising, products, brands, pricing, and shopping; and they begin to develop strategies for purchase requests and

negotiation. Before a certain age, children lack the defense, or skills, to discriminate commercial from relationship from television advertising to adiposity (Institute of Medicine, 2006).

There is a general concern of parents and other societal actors, that TV advertising may have a negative, intended or unintended, influence on children. Specifically, TV advertising may lead a child to select material objects over more socially oriented alternatives, potentially increase parent-child conflict and may lead to a more disappointed, unhappier child. One of the reasons behind this parental concern is that children can be exploited more easily if they do not understand the differences between television programming and commercials and if they do not know the selling intent of commercials. If children understand the intention of commercials and are able to distinguish them from programs, however, the potential effect of advertising might be reduced. First, understanding of TV advertising allows children to use cognitive defences, such as producing counter arguments. Second, the recognition of the difference between programs and commercials, allows them to avoid or break of commercials by zapping to another channel, as it has been shown that children zap at least as much as adults do. Hence, whether or not children have an understanding of TV advertising is an important issue to investigate, both from the parents standpoint as understanding may prevent negative influences on the well-being of their children, and from the advertisers standpoint as it will alter the effectiveness of their TV commercials.

Literature Review

Moschis and Mitchell (1986) conducted a study designed to test the effects of television advertising and interpersonal communications on the teenager's consumer behavior. Unlike previous studies, however, the effects of such communication processes on teens are evaluated in the context of household decision making. Thus, the influence of these images may be of enormous significance in shaping the attitudes and behaviors and attitudes of young people.

Shiffman and Kanuk (2004) explain the meaning of "consumer behavior" as the behavior that consumer behave in the form of acquiring, buying, using, evaluating, or consuming product, service and idea to fulfill own need, and be the study of the decision making of consumer in spending resources, both money ,time and power for consuming products and services that included (1) what to buy, (2) why to buy, (3) how to buy, (4) when to buy, (5) where to buy, and (6) how often to buy.

Goldsmith & Lafferty (2002), finds that when consumer views an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it and another component of effective advertisement that creates emotional response is the consumer ability to recall the brand ad.

Keller (2006), in their "Strategic Brand Management Process, in Perspective of Modern Brand management' finds the relative importance of brand recall, that will depend on the extent to which consumer makes product related decisions, which leads to the brand awareness.

Sharma (2007) finds that nowadays consumer is not easily swayed by a celebrity in an ad but he needs full fledge information about the product also, followed by brand name, overall appeal, and music/ jingle. Advertisements being endorsed by celebrities are found to be less attractive and that the use of celebrities may not change the buying behaviour of consumers significantly.

Objectives of the study

- (1) To study the effect of television advertising and its influence on child's health.
- (2) To study television advertising and its influence on family spending.

Research Methodology

- For the purpose of study random sampling method is used. The sample size was limited to 200 parents of child aged between 3-12 years. Correlation, Chi-square and Descriptive analysis tools are used to analyze the relationship of television advertising and its impact on children.
- The Study area is confirmed to Coimbatore.
- Primary source of data has been collected. The data collected for the study covers a period of one from 1st April 2014 to 31st March 2015.

Data analysis and Interpretation

The following table 4.3 highlights the TV program which is preferred by the child

Table 4.3

Preferred TV program by the child

TV Program		Yes	No	Total
Cartoon	No	87	113	200
	%	43.5	56.5	100.0
Reality show	No	63	137	200
	%	31.5	68.5	100.0
Movie	No	52	148	200
	%	26.0	74.0	100.0
Serial	No	10	190	200
	%	5.0	95.0	100.0
Others	No	6	194	200
	%	3.0	97.0	100.0

From table 4.3 it is clear that 43.5 percent of the children prefer to watch Cartoon programs, 31.5 percent of the children prefer to watch Reality show programs, 26.0 percent of the children

prefer to watch Movies, 5.0 percent of the children prefer to watch Serials and 3.0 percent of the children prefer to watch Other programs.

Majority of the children prefer to watch Cartoon programs.

The following table 4.4 depicts the duration hours of watching television by the child in the day time.

Table 4.4

Duration of watching TV in day by the child

Duration	No of respondents	Percent
1-2 Hrs	73	36.5
3-4 Hrs	99	49.5
5-6 Hrs	26	13.0
7-8 Hrs	1	.5
More than 8 Hrs	1	.5
Total	200	100.0

From table 4.4 it is inferred that 49.5 percent of the children selected for the study watch television for 3 to 4 hours in day time, 36.5 percent of the children watch television for 1 to 2 hours in day time, 13.0 percent of the children watch television for 5 to 6 hours in day time and 0.5 percent each of the children watch television for 7 to 8 hours as well as more than 8 hours in day time.

Majority of the children watch television for 1 to 2 hours in day time

The following table depicts the preferred type of advertisement watched by the child.

Table 4.9**Preferred type of advertisement watched by child**

Type of advertisement		Yes	No	Total
Drinks	No	41	159	200
	%	20.5	79.5	100.0
Chocolates	No	111	89	200
	%	55.5	44.5	100.0
Cloths/Dresses	No	48	152	200
	%	24.0	76.0	100.0
Compliments	No	20	180	200
	%	10.0	90.0	100.0
Others	No	4	196	200
	%	2.0	98.0	100.0

From the above table 4.9 it is clear that 20.5 percent of the children like to watch advertisement related to drinks, 55.5 percent of the children like to watch advertisement related to chocolates, 24.0 percent of the children like to watch advertisement related to cloths/ dresses, 10.0 percent of the children like to watch advertisement related to compliments and 2.0 percent of the children like to watch advertisement related to other products.

Majority of the children like to watch advertisement related to chocolates.

The following table depicts the influence of TV advertisements on children

Table 4.10

Influence of TV advertisements on children

	No of respondents	Percent
Extremely influenced	48	24.0
Strongly influenced	76	38.0
Moderately influenced	44	22.0
Slightly influenced	25	12.5
Not influenced	7	3.5
Total	200	100.0

From table 4.10 it is clear that 38.0 percent of the children are strongly influenced by TV advertisements, 24.0 percent of the children are extremely influenced by TV advertisements, 22.0 percent of the children are moderately influenced by TV advertisements, 12.5 percent of the children are slightly influenced by TV advertisements and 3.5 percent of the children are not influenced by TV advertisements.

Majority of the children are strongly influenced by TV advertisements.

Table 4.11

Child's compulsion to buy the products advertised in TV

	No of respondents	Percent
Yes	136	68.0
No	64	32.0
Total	200	100.0

From the above table 4.11 it is clear that 68.0 percent of the parents state that there is child's compulsion in buying products due to TV advertisement and 32.0 percent of the parents state that there is no compulsion of the child in buying products due to TV advertisement

Majority of the parents state that there is child's compulsion in buying products due to TV advertisement.

The following table 4.14 highlights the percentage of earnings spent by the parents on the purchases suggested by their children.

Table 4.14

Percentage of your earnings spent on the purchases suggested by your children

	No of respondents	Percent
10%	25	12.5
7.5%	52	26.0
5%	77	38.5
2.5%	32	16.0
Below 2.5%	14	7.0
Total	200	100.0

The above table 4.14 states that 38.5 percent of the parents spend 5% of their earnings on the purchases suggested by their children, 26.0 percent of the parents spend 7.5% of their earnings on the purchases suggested by their children, 16.0 percent of the parents spend 2.5% of their earnings on the purchases suggested by their children, 12.5 percent of the parents spend 10% of their earnings on the purchases suggested by their children and 7.0 percent of the parents spend below 2.5% of their earnings on the purchases suggested by their children.

Majority of the parents spend 5% of their earnings on the purchases suggested by their children.

Hypothesis: "There exists no significant relationship between Educational qualification of the parents and their Opinion towards "Product chosen by children is good for their health"."

Table 4.27 (a)

Chi-Square Tests- Educational qualification of the parents and their Opinion towards "Product chosen by children is good for their health"

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.179	2	.914
Likelihood Ratio	.179	2	.914
Linear-by-Linear Association	.124	1	.724
N of Valid Cases	200		

The chi-square result states that at 5% level of significance, the significant value is 0.914. As the significant value is more than 0.05, the hypothesis is accepted and the result shows that there exists no significant relationship between Educational qualification of the parents and their Opinion towards "Product chosen by children is good for their health".

Hypothesis: "There exists no significant relationship between Occupational status of the parents and their Opinion towards "Product chosen by children is good for their health"."

Table 4.28 (a)

Chi-Square Tests- Occupational status of the parents and their Opinion towards "Product chosen by children is good for their health"

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.210	2	.201
Likelihood Ratio	3.291	2	.193
Linear-by-Linear Association	1.554	1	.212
N of Valid Cases	200		

The chi-square result states that at 5% level of significance, the significant value is 0.201. As the significant value is more than 0.05, the hypothesis is accepted and the result shows that there exists no significant relationship between occupational status of the parents and their Opinion towards "Products chosen by children is good for their health".

Hypothesis: "There exists no significant relationship between Occupational stat Annual income earned by the parents and their Opinion towards "Product chosen by children is good for their health"."

Table 4.29 (a)

**Chi-Square Tests- Annual income of the parents and their
Opinion towards "Product chosen by children is good for their health"**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.282	2	.527
Likelihood Ratio	1.272	2	.529
Linear-by-Linear Association	.551	1	.458
N of Valid Cases	200		

The chi-square result states that at 5% level of significance, the significant value is 0.527. As the significant value is more than 0.05, the hypothesis is accepted and the result shows that there exists no significant relationship between annual income of the parents and their Opinion towards "Products chosen by children is good for their health".

Hypothesis: "There exists no significant relationship between child's age and the duration of watching TV"

Table 4.30 (a)

Chi-Square Tests- Child's age and the duration of watching TV

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.280	12	.139
Likelihood Ratio	16.961	12	.151
Linear-by-Linear Association	8.708	1	.003
N of Valid Cases	200		

The chi-square result states that at 5% level of significance, the significant value is 0.139. As the significant value is more than 0.05, the hypothesis is accepted and the result shows that there exists no significant relationship between child's age and duration of watching TV.

Suggestion

Parental involvement in determining desirable programming is the best choice. Parents have to monitor and control their children's viewing habits. Studies show that parents play an important role in their children's social learning, but if a parent's views are not discussed explicitly with children, the medium may teach and influence by default. Other media, such as magazines, radio, video games and the Internet, also have the potential to influence children's eating habits, exercise habits, buying habits and mental health. If children are allowed to be exposed to these media without adult supervision, they may have the same deleterious effects as television. People should be more aware to what kind of advertisement are shown to the children & when some company say that the product have nutritional value and stuff, it should be verified from the trusted source and in case of any difference in statements the matter should be reported to the AAI or MIB. Be an alert citizen is the message. Parents should be educated with respect to what should be healthy food as per proper nutritional intake for their children.

The government should indulge more into Social Advertising as its positive impact on kids & society is enormous. Laws related to Advertising should be made more stringent as in the case of foreign countries such as Europe & America.

Conclusion

The media has a disturbing potential to negatively affect many aspects of children's healthy development, including weight status, sexual initiation, aggressive feelings and beliefs, consumerism and social isolation. Media also has potential for positive effects on child health. We need to find ways to optimize the role of media in our society, taking advantage of their positive attributes and minimizing their negative ones. The ultimate goal is to reach youth with positive messaging. Embracing media rather than trying to counteract it promises to be an effective tool in shaping the behaviour of children and adolescents.

Parents should make the kids more aware of the surrounding so that start taking proper & logical decision. Parents should be aware that advertising is going on, and it's influencing their children more than they think.

Also government's role is important here. It can do it by implementing proper food laws and harmonization of various laws into single unified law.

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