

IMPACT OF TV ADVERTISING ON CHILDREN'S BEHAVIOR

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Abstract

The purpose of this research is to make a review of the impact of television advertisements on children's behavior in New Delhi with special attention given to understanding the potential effect of TV advertising and specific pessimistic view of that exposure to young audiences. The study was conducted by using both primary and secondary data. The primary data were collected through the survey conducted in three (3) selected of the Western province and, prescheduled questionnaires were distributed among a sample of 200 parents and children, which is enough for generalization of results. In selecting them, nonrandom convenience sampling tool was employed in accordance with the judgment of the researchers. Secondary data were collected by relevant journals, reports, articles, published data of relevant authorities and the Internet. Descriptive statistical techniques were utilized to analyze the data with the help of the SPSS package. The major statistical techniques which were used in this study are the percentage analysis, correlation and regression analysis. Findings indicated that television is not only providing entertainment, but also force young children to demand for must have items. Earlier, young children were off limits to advertisers and now they directly appeal to them. This has resulted in adverse effects on the way children interpret and understand the message being presented to them. So, all aspects of the impact of TV advertising on children has spoiled their habitual actions, leading to pester, emerge conflicts and animosity in the family, increase the family budget, make demand for less nutritious products linked with obesity and poor health, imitate celebrities etc while it provides limited advantages. Researchers recommend to parents who desire to secure their children from unnecessary advertising exploitation, to have a clear understanding of these issues and, to the government to take necessary actions to control children's targeted advertisements.

Keywords: Advertising, Advertising to Children, Influence on Parents, television

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1. Introduction

Youngsters are the most valuable resource for the guardians. Presently, no place is a segment that all the more neighborly with them (with the improvement of the working society of the two guardians) and forcefully reflect messages than TV.

In New Delhi in setting, a not very many number of examines have so far researched the purchaser conduct of kids. From those, not a solitary report uncovered the effect of TV plugs on the conduct of youngsters.

In New Delhi, in excess of twelve TV channels air more than 20,000 promotions for each day through their TV programs: including kids' projects and non-youngsters' projects. Other than station claimed TV stations, digital TV systems are likewise prevailing in a few regions of the nation. There are a few item promotions that are uncommonly gone for kids; breakfast sustenances, sugared tidbits/drinks, solid nourishments, quick nourishments and a portion of the administrations (ledgers, protection plans, eateries, and so on.). A large portion of the commercials disclosed by TV stations go under nourishment classifications - breakfast and sugared items.

In New Delhi, in excess of 260 million rupees for each year is spent on drain powder ads and more than 80% of that cash goes to TV ads which are generally focused at kids. The commercials went for youngsters exceptionally utilizing fun/satisfaction bid to address kids. There are a few commercials those objective guardians utilizing extremely appealing youngster models. These notices catch youngsters' consideration, reviewing of specific publicized item, improved.

But it is very difficult to define who the 'children' are and what the 'children aimed advertisements' are? In general definitions 'children' are below the age of 18 years and 'children targeted ads' are those which give advice, information and influence them. But in accordance with the survey, 'children' are below twelve years of age and advertisements which use child-models, cartoon characters, animations and those which are able to get their attraction, recalling power and active participation are considered as 'children targeted ads'.

Children are assuming larger roles in house hold decision making and have also emerged as independent consumers (George Willson & Katie Wood 1994). So, children can be identified as a primary market component through implementing their own buying decisions and them as an influencers on their parents decision making process. Childhood experiences that they get through television interaction will be highly influenced in the future, as they are also the potential adult consumers.

Children pass through the following five stages of their development and the influence of television through the advertising campaigns to create purchasing and consumption attitudes of advertised products in children's mind is considerable (Mcneal 1993).

- Observing the advertised product through the interaction with the advertisements.
- Making requests by pointing, gesturing, and making statements to parents when they see the products which they are familiar through advertisements.
- Making selections by choosing and taking the particular products.
- Assisting parents in family decisions.
- Making independent purchases.

Business offers to youngsters, be that as it may, did not wind up regular place until the coming and more extensive spread appropriation of the TV. An assortment of studies utilizing distinctive strategies found that youngsters review content from the promotions to which they have been uncovered and their impact on the family basic leadership process, bugging power, mirroring publicizing saints have additionally expanded by the rehashed presentation of children focused on notices.

Parent-tyke clashes happen when guardians deny their children's demands that were animated by promoting and it cumulatively affects youngsters' propensities. A few examinations had discovered solid relationship between increments in promoting on non nourishment sustenances and rates of youth stoutness.

Kids focused on TV commercials in New Delhi will be the most well-known issue soon instead of the present circumstance, except if guardians know about this catastrophe and if dependable experts don't make vital move to boycott or limit the unsafe impacts of TV ads.

2. Research Problem and Objectives

For what reason do organizations spend tremendous wholes of cash on publicizing that are basically engaged to kids? They think publicizing went for kids affect customer conduct, particularly during the time spent settling on obtaining choices kids go about as initiator and influencers through their annoying control over guardians. They additionally trust that youngsters are the suitable crowd for tending to guardians by implication. The writing and a portion of the remote examines uncover that there is a positive connection between promoting pointed on youngsters and their association in buying choice process. In any case, in New Delhi no one has done any complete examination on the effect of TV publicizing on youngsters. Accordingly, this investigation centers around whether TV publicizing on youngsters can impact the purchasing choice process.

The reason for the examination is to explore the accompanying destinations:

- To see if youngsters focused on TV commercials impact the purchasing choice process in New Delhi in families and to what degree.
- To discover the impact of TV promoting without anyone else assessment of merchandise and enterprises, determination and acquiring choice.
- To see if kids are getting promoting saints as good example to impersonate.
- To see if kids focused on ads impact the utilization examples and propensities for kids.
- To discover the effect of kids focused on TV notices on the mingling procedure of kids.

2. Literature Review

The topic of television advertising to children first emerged as an important issue in the 1970s. Concerns were raised in response to children targeted advertising which indicated that young children, did not comprehend television advertising in the same way as adults did.

Children below the age of 8 years were found to have little awareness on persuasive intent of commercials (Blatt, Spencer & Word 1972). “When the child grows up with age basis of receptivity to television commercials is shifting attitudinal construct to cognitive construct and effect persuasion to buy”.(Rossister & Robbertson 1974). “Children’s attitude and behavior towards advertised products are influenced in the direction intended by advertisers” (Goldberg & Gorn 1974)

“The impact of television advertising on children clearly depends upon their level of exposure to commercials and on the characteristics of the child” (Rosister & Robertson 1977)

“The most prevailing appeal is fun/happiness as the persuasive strategy used by marketers for children” (Kunkel 1992)

Marketers also work hard to increase their product’s “nag factor”-a term which refers to how often and how vehemently children pressure parents to buy an item.” Kanner and Kasser 2000)

“Children seem to be “pushing at an open door” with products which are primarily for their own consumption”(willson and Wood 2004) “just the process of being immersed in the commercial culture harms children” (D, E.Levin, 2006). Findings show that an above average number of children are close to the television rather than other communication and entertainment tools.” Children have become their own market to advertisers” (Mergomaine,2000) and so advertisers spend more than twelve billion dollars per year on

advertising on children in the USA (Conn.et.al.,2000) and they do this in order to influence about five hundred billion dollars in spending (Mergomaine.et.al.,2000)

Brody found by his research that kids are bombarded by superficial values from media and this can create conflicts and animosity in the family. “Another source of animosity is the family budget” (Brody, 2002). Advertising makes kids demand must have items and it creates the desire which puts a lot of pressure on parents. “Advertisers are now using even very young children, cartoon characters, fantasy characters” (Maine, 2002) to entice the child into thinking about their product. “Compounding the growth in channels for advertising targeting children has been another development” (Wileas Brian, 2004).

“Children exposed to advertising choose advertised foods products at significantly higher rates than those who are not exposed” (Coon and Tucker 2002). “Exposure to commercials for sugared products leads to greater consumption of sugared products” (Scammon and Christopher 1981) I believe that TV advertising is a public health problem” (Michael Brody, 2006). The effects of this are harmful to the people, those who cannot understand the real meaning of the advertisement and the marketing purpose, like children.

In New Delhi, there are more than twelve TV channels and they all get their income through commercial advertising. “Some children have television in their bed room” (Wilease Brian, 2004) and also have unsupervised access to TV.

Parents are more susceptible than they used to be to their children’s expressed wants and desires and more eager to include children in the family decision making process” (KFF survey, 2000).In New Delhi, parents now tend to want their children to express their opinion on what food to buy, what drink to have, which toys to play with, which restaurant to go, etc. ‘Foods generally promoted in the TV tend to be among those contributing to the obesity epidemic in children.’ (Janet Raloff, 2004). “Among these advertised products most of the foods are high calorie, fatty, heavily sweetened and low- fiber fare.” (KFF Survey, 2000)

“Misleading commercial messages and advertising treatments may encourage potential harmful behavior among young viewers” (Cantor, et.al. 2004). Children’s recall of food advertisements correlates with what they ask for during shopping trips. (Galse.et.al.1976) and what they eat”. (Hitchings and Moynihan, 1998)

“Though a direct cause and effect link is difficult to be established there is a growing consensus that some children may be vulnerable to violent images, messages of advertising campaign”(CTF, 2003).

“Advertising to children remains an economic necessity in need of adjustment and regulations” (Preston 2004)

4. Methodology

4.1 Data Collection

Data Type

- Primary Data
- Secondary Data

Data Collection Method

Primary data were collected from 200 respondents including children and parents from Colombo, Gampaha and Kaluthara districts of the Western province.

Secondary data were collected by website published articles, newspapers, relevant journals and from relevant organizations.

Data Collection Instrument

Data for the survey were collected mainly through a questionnaire. The questionnaire comprised 22 questions including both close ended and open ended questions. Close ended questions were according to the Likert scale.

Sampling

Respondents for the survey were selected by non probability –convenience method in accordance with the judgment of the researchers and 200 residents, including parents and children (between the ages 6-12) from Colombo, Gampaha, and Kaluthara districts of the Western province. All respondents were those with much exposure to the television and this sample size is also enough to generalize findings to the New Delhin context.

Sample Profile

Table 1: Respondents from each district

	<i>Parents</i>	<i>Children</i>	<i>Total</i>
Region I	52	20	72
Region II	59	19	78
Region III	30	20	50
Total	141	59	200

Table 2 Child respondents to age

	6 to 8	8 to10	10 to 12
I	4	15	5
II	3	8	6
III	1	5	6

4.2 Implementation

Primary data were collected by the researches themselves and highly trained field assistants.

4.3 Data analysis procedure

Descriptive statistical techniques were utilized to analyze the data with the help of SPSS package. The major statistical techniques, which were used in this study, are the percentage analysis and the correlation analysis. Percentage and correlation values highlighted the salient features of the collected data, facilitated comparisons between variables and enabled the study relationships more readily. Percentage values were used to identify the contribution of various categories of each variable. To identify the nature of the influence to each variable of children's behavior and for comparisons, researchers utilized correlation and regression analysis. Answers to open ended questions were coded and categorized before analyzing.

5. Findings and discussions

According to both quantitative results and qualitative descriptions, researchers found out that advertisements aimed at children caused to,

Influence of children to family decision making process

85% of parents get the children involved when purchasing goods for them, but 68% of the children between ages 6-12 pester the parents while shopping rather than negotiate with them. There is a strong positive relationship with the children's TV viewing habit and their active participation in buying decision making process.

Increase family budget

From the study analysts discovered that 80% of the youngsters who are over 6 years, likewise have an extensive discretionary cashflow and they spend these cash for low quality nourishments and sweetened items in transit they to class and 68% of kids asked items by the brand name they comfortable with through promotions. Notwithstanding that, they impact and demand guardians while visiting general stores.

Kids as 'initiators', 'influencers' and 'deciders' as opposed to 'clients' of items

Barely any decades back youngsters utilized items that their folks purchased for them, and they played the "client" job in the purchasing choice process. Be that as it may, in the ongoing decades, it has changed significantly as now kids are the 'initiator' of the need and 'influencers' on guardians to purchase the items and 'deciders' of the buy choice. Presently, the vast majority of the school going youngsters assumes the purchaser job by having the extra cash from their folks.

Making clashes and hostility inside the family 92% of the guardians are not willing to acknowledge every one of the solicitations made by their kids while shopping. So these un-effective solicitations cause strains in the parent-tyke relationship. This strain might be high in the financially burdened families in which guardians apparently prevent most demands from securing the youngsters.

Terrible nourishment propensities, unfortunate sustenance decisions and youth stoutness

Specialists discovered that there is a direct positive relationship of TV advertisements survey of youngsters and the awful sustenance propensities. It makes generous commitment to youth stoutness, since ads advance undesirable dietary practices. Most sustenance commercials are fatty nourishments –, for example, quick nourishments, sweetened nourishments, oats etc. TV seeing has likewise caused youth corpulence as not doing any activity amid that time.

Making forceful conduct, savage pictures, and unethical and inadmissible utilization designs

Youngsters have a tendency to be forceful when guardians don't purchase the items asked for by them. The majority of the sustenance commercials indicate awful dietary patterns (for example sucking fingers), taking undesirable sustenance things at wrong occasions (having frozen yogurt in the stormy time).

Impersonating publicizing saints and big names

The vast majority of the youthful kids have a tendency to mimic others particularly those whom they accept as legends. Research uncovers that 68% of the youngsters will resemble a few promoting characters. Scientists found this has a positive connection between observing TV advertisements and impersonating those models.

6. End and Recommendations

With a significant gathering of kids and their folks, this examination investigated, to quantify the degree to which, youngsters underneath the age of 12 impact their parent's

basic leadership concerning item decisions and utilization designs. The two guardians and their kids in this examination conceded to the impact applied by the youngsters and the investigation discovered that the kids have better control, and their own discretionary cashflow. Besides, Consequences of over introduction to TV promoting make kids more helpless and rough. Additionally research can be completed around there to discover the connection between TV promoting went for kids and the viciousness conduct of youngsters that make intra struggle inside the family. Analysts found that the accompanying suggestions are valuable for strategy producers and guardians concerning kids focused on TV publicizing.

Guardians should sit in front of the TV with kids and talk about TV projects and how it contrast from youngsters focused on TV promoting. Further, they ought to make an extraordinary family time with youngsters.

The legislature should make a move to direct and set up an approved administrative body to control TV publicizing, uniquely went for kids. Advance certain limitations ought to be executed on broadcast appointment of ads and afterward, most extreme number of greatest ads that can be circulated for 60 minutes.

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