

IMPACTS OF ADVERTISING ON YOUNG CHILDREN: INDIAN PERSPECTIVE

Dr Namita Rajput*

Ms AshaKiran*

ABSTRACT

The purpose of study is to deliberate upon the impacts of television advertising on children & to discover significant impacts which direct to behavioural and eating disorder in children. Impacts which were identified of TV advertising were unnecessary purchasing, low nutritional food and materialism .A structured questionnaire was formulated on likert scale for parents of children aged 9-15 years and are studying in a school. A questionnaire using five point likertscale was administered to 475 parents of children (Age 9-14 years). Samples were drawn through convenience sampling approach from different places of Delhi and NCR; data were analyzed by using SPSS software. Pearson correlation was used to measure the relationships of the variables on one-to-one basis indicating the most correlated variable was Unnecessary Purchasing which had Pearson correlation value of 0.412 and significance value of 0.000. It was followed by a Materialism which had Pearson correlation value of 0.280and significance value of 0.000, followed by Low Nutritional Food being Pearson correlation value of 0.260 and significance value of 0.000. Testing of hypothesis found that television advertising increases the consumption of food that is unhealthy, having low nutritional values and high in Sugar, Fat and Salt (SFS) in children with $F=31.2$ & $P=0.000$. Subsequently, it was found that Television advertising leads to increase in unnecessary purchasing in children with $F= 48.2$ & $P=0.000$ and materialism in children with $F=32.2$ & $P=0.000$. So, it is summed up that TV advertising is affecting children by increasing their food consumption pattern, preference for low-nutrient, high in sugar, fat & salt (SFS) foods and beverages, change in attitude that is aggressive and violent in nature and inclination towards unnecessary purchasing. Hence children awareness of television

**Associate Prof In Commerce SriAurobindo College (M) University Of Delhi*

advertising and influence on parents purchase decision are important predictors of children's attitudes to television advertising.

Key Words: TV Advertising, Low Nutritional Food, Violence, Unnecessary purchasing, Materialism

SECTION 1 : INTRODUCTION

Television is one of the strongest means of advertisement, due to its mass reach; it can persuade the individual's mind-set, conduct, life style, experience and other aspects like culture of the country. Children of course are the most dreadful fatalities of TV sways. Its effects on the children are collective. But enormity of TV sway differs from kid to kid, because of factors like age and uniqueness of the child, their viewing pattern that includes duration of TV watching, types of programs, and trend provided by the parents. Indian economy is embryonic day by day, and with an upswing spending power of its inhabitants advertising has been emerging as one of the most effective tools for the companies to reach out to the target customers. Best advertisement agencies create value through giving the product personality, developing an understanding of product/service, creating an image or memorable picture of that product and above all trying to distinguish the product apart from its competitors. In contemporary business world advertising budgets of companies are rising exorbitantly high and thus there are numerous agencies in the market vying for their shares. But there exists no method, which can take into account numerous criterions and their impact on society which is the vital question for which there is no answer. "Advertising is a massive, multi-million dollar project that's having an enormous impact on child development," says Kanner, who is also an associate faculty member at a clinical psychology training program called the Wright Institute. "The absolute volume of advertising is increasing quickly and assault new areas of childhood, especially our schools." Advertising is the main source of revenue for mass media. Concern is mounting about the efficiency of television advertising regulation in the light of technological developments in the media. The current rapid growth of TV platforms in terrestrial, satellite, and cable formats will soon move into digital transmission. These all offer opportunities for greater commercialization through advertising on media that have not previously been exploited. In democratic societies, there is a tension between freedom of speech rights and the harm that might

be done to children through commercial messages. During recent decade this question stroke the minds of many people of various positions- from government officials to regular people that have kids, and until this time we do not have a 100 percent clear vision and understanding of this issue. Holding children's welfare as a golden cane with which to flog the advertising industry, they seek to place the blame for child obesity and other social concerns in the lap of business. Television networks, newspapers, radio stations, and even Internet sites sell space to advertisers so that they can promote their product. During recent decade this question has become prime and is striking the minds of many people from government regulators to regular people because of welfare of children. Advertisers of today are blamed for child obesity and other very vital social concerns in the lap of their business. They flaunt statistics about the number of hours children watch television, and the expansion of advertising into schools and homes via computer. Statistics is completely ignored by them that show the highest correlation to childhood obesity is parental obesity. The ad filmmakers are formulating fresh ways of alluring the consumers, especially the children to buy their products. If an advertisement for a product attracts the consumers, they tend to purchase it frequently, or at least buy it once. The best way to persuade the consumer to stick to the product of the particular brand, when numerous choices are provided to him/her in the market, is attractive advertisement. However, the ad filmmakers should remember that the commercials can also have negative impact on people, especially the young children. In this article, we have presented some of the most visible effects of advertising on children, positive as well as negative.

Positive Effects of Advertisement On Kids

- Awareness is created to makes the kids aware of the new products which are available in the market. It increases their knowledge about the latest developments and innovations, in the field of technology as well as otherwise.
- Diet of the children can be improved by advertisements, which centre around healthy food products, can help improve the diet of a child.

Negative Effects of Advertisement on Kids

- Effects of advertisements leads to purchase of goods shown in the commercial whether useful or not and they adopt adamant attitude if said no.

- After watching the advertisement there is a usual tendency of children to misinterpret the messages which are conveyed in commercials by ignoring the positive side and concentrate more on the negative aspects.
- Many advertisements in the present times are including in their commercials the dangerous stunts, which can be performed only by experts. Kids try and imitate the stunts at home which have fatal eventualities
- The ostentatious advertisements which are broadcasted in television often generate impulse shopping in children.
- Children become so materialistic after watching the commercials that they cannot imagine life without acquisitive joy as exhibited in the commercials.
- Useful and economical goods are completely ignored and disregarded by children as the concept of costly and branded things are good are very successfully implanted by marketers in their minds successfully.
- Behavioural disorders are observed amongst children .They become more argumentative, stubborn and develop temper tantrums, when destitute of the toys and clothes and other that are shown in the commercials.
- The personal preferences in clothing, toys, food and luxurious of children are altered by the advertisements, to a big extent.
- Junk food is promoted like pizzas, burgers and soft drinks during children's TV viewing time. This widens a passion for fatty, sugary and fast foods in kids, thereby affecting their health adversely.

To achieve the objectives of the study the paper is divided into six sections .Section 1 i.e present section gives the basic insights of advertisements and its impact on children. Section II gives review of literature. Section III gives details of data and methodology used to achieve the objectives of the study. Section IV gives analysis and interpretations of the results followed by summary, conclusions and recommendations contained in next section. Last section contains the references used in the paper.

SECTION II : REVIEW OF LITERATURE

The following section gives details of the review of studies done in India and abroad. Atkin(1978),Darley & Lim(1986) exposed that with the increase of age of child, cognitive

abilities of the child develop resulting in the influence in family purchase decision process. Moschis&Moore (1979) in their study established a positive association between the adolescents' socio economic background and the degree of brand preferences for several products. Age was found to a very important determinant for preference of friends for as a source of information. The study also showed inverse relationship between age and parental advice. It was seen as the age of the children increases their dependency on parents for shopping decreases and they tend to become sophisticated consumers. In most of the commercials the negative aspects of the products are deliberately toned down and the innocent side of that product is portrayed this strategy would not only attract the attention of potential customers but would also influence them (Adler et al., 1997). Sometimes commercials persuade children to take unhealthy products like candy, snacks, and fast food, such ads therefore act as catalysts in promoting wrong habits in children. Children food preference is extremely dependent on television advertising. However, it conveys an unwarranted nutritional message. The research has established a positive relationship between food advertisements children remember and the number of foods like soft drink, crisps and savoury snacks that children eat (Borzekowski&Robinson, 2001). Easy access to drinks and energy giving foods, the frequent advertising of these kind of foods through mass communication, the lack of safe playing areas and safe cycling routes, increased use of video amusement and computer-related games playing have all been recommended as adding to the 'toxic 'environment (Kumanyika et al., 2002). It seems, is that what parents supply their kids are the primary gatekeeper and largely pecuniary costs they can manage and the final purchase decisions are made in the world of buying and selling are also the amount of food accessible to children in the home control Like to eat snacks and determine what we have dinner tonight? But research shows that when shopping for children separated from their parents' wishes and priorities are not important. It is understood that they will not even buy some food brands kids who do not akin to to hassle them (Buijzen et al., 2007, 237). However, food advertising goes to the side that endorse detrimental food such as chocolate chips and more healthy food such as vegetables and fruits are brought under their ascendancy (Zwier, 2009,109). Television advertising, advertising schools, kids clubs, internet, toys and products with the logo of a company (Story & French, 2004, 14) and advertising techniques, such as the award families who discarded these ads ,they were calling for a ban or restrictions on scope of work (Mehta et al., 2010, 5).

Hypotheses:

Based on the literature survey the following hypotheses are developed, and will be tested to describe the relationship among the dependent and independent variables. Hypothesis written below are alternative hypothesis (HA) that will be tested to find out if there is any relationship between the variables. Exposure to television Advertising will be independent variable and dependent variable include low nutritional food, unnecessary purchasing, and materialism.

Hypotheses formulated are:

H1: There is relationship between Exposure to TV advertising and Low nutritional Food.

H2: There is relationship between Exposure to TV advertising and unnecessary purchasing.

H3: There is relationship between Exposure to TV advertising and Materialism.

1.3 Specific Objectives:

Main aim of this study is to investigate theoretically and experimentally the effects of advertising on children. Our specific objectives include

- 1- To deliberate upon the impacts of television advertising on vulnerable groups, especially children.
- 2- To identify these critical impacts that lead to attitudinal, behavioural and lifestyle changes amongst children
- 3- To test empirically some of the critical factors.

1.4 Determinant of children's attitude towards television advertisements:

For developing a framework of study, the existing literature was reviewed under four broad categories:

- a. Unnecessary Purchasing
- b. Low Nutritional Food
- c. Materialism

SECTION III: DATA AND METHODOLOGY

The research will be based on primary data. The respondents of the study are the parents of children (age group between 9 and 14) children in Delhi and NCR having an access to a television set and Should be studying in a school (English or Hindi medium school).Opinion of parents relating to their children are taken into account .The reason for selecting parents as a subject has advantages and disadvantages. One of the major disadvantages is that the

predispositions of the parents reveal even when they are talking about the behaviour of the children. The disadvantage for selecting children as subject is that the questionnaire some time is very complicated for the children to answer. The present study is also administered to the parents of the children. Convenience sample technique is used for collecting the data, due to the time limitation and other constraints. The research will be based on primary data. Data will be collected by using verified structured questionnaire (Tariq Jalees & Ambreen Naz, 2008). The instrument contained total of 18 questions of which 6 are related to personal data and the 12 are related to the subject study. The questionnaire comprised of nominal and rating scale. The sample size was 500 for the study. But, 475 were finally selected for further data analysis. Data will be entered, edited and analyzed by using SPSS software, by using Regression and correlation technique.

SECTION IV: ANALYSIS AND INTERPRETATIONS OF RESULTS

Correlation is a statistical tool which can determine the strength and direction of relationship between two variables. The value of correlation ranges from +1 to -1 and both these values show strong positive and negative relationships. While the value 0 show no relationship.

The results of correlation reveal that all variables are positively correlated to TV advertising. The most correlated variables are unnecessary purchasing with value of correlation coming to be .412 and sig value (0.00), followed by materialism with correlation value as .280 and sig value (0.00). Low nutritional value takes the next position with correlation value as .260 and p value (0.00). Independent variable are also correlated between them see Table 1.

The summarized results are:

Table 1: Results of Correlations

		Exposure to media	materialism	Low nutritional food	Unnecessary purchasing
Exposure to media	Pearson correlation	1	.280**	.260**	.412**
	Sig (2 tailed)		0.00	.000	.000
	N	475	475	475	475
Materialism	Pearson correlation	.280**	1	.911**	.135**

	Sig (2 tailed)	.000		.000	.005
	N	475	475	475	475
Low nutritional food	Pearson correlation	.260**	.91**	1	.11*
	Sig (2 tailed)	.000	.000		.002
	N	475	475	475	475
Unnecessary purchasing	Pearson correlation	.412**	.315**	.11*	1
	Sig (2 tailed)	.000	.000	.022	
	N	475	475	475	475

**Correlation significant at the 0.01 level (2 tailed)

* Correlation significant at the 0.05 level (2 tailed)

11) Responses were analysed into four determinants such as unnecessary purchasing, low nutritional value food, exposure to advertising. After analysis was carried out to measure whether significant difference exist between these determinants. The hypothesis developed in this context is:

A) HA1: There is a significant relationship between exposure to TV advertising and low nutritional food

The hypothesis was tested using regression analysis the results of which are shown in Table 2(1)

Table 2(1) Model Summary

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD ERROR OF ESTIMATE
1	.262	0.69	0.65	.672

a) Predicator exposure to Media

Table 2 (2) ANOVA

MODEL	SUM OF SQUARE	DF	MEAN SQUARE	F	SIG
Regression	14.1	1	14.1	31.2	.000
Residual	196.4	474	.456		
Total	210	475			

- a. Predictor(constant) exposure to media
- b. Dependent variable :low nutritional food

Table 2 (3) :Coefficients

Model	Un-standardized Coefficients		Standard Coefficients	T	Sig value
	B	Std error	Beta		
1. constant	1.42	.104	.260	13.02	0.00
Exposure to media	.322	.062		6.31	0.00

Dependent variable: Low Nutritional food

The value of R in table is 0.262 and R Square is 0.0068. This shows a positive relationship between variables. The value of F is more than 30 and sig value significant at 5 % level, p value (0.005). This model shows goodness of fit in explaining the variations. These parameters lead us to accept the hypothesis. The value of T-statistics is greater than 2, hence we accept the hypothesis. There is a significant relationship between exposure to TV advertising and low nutritional food, this is tested by regression.

B) HA2: There is a significant relationship between TV advertisement and unnecessary purchasing.

An analysis was carried to see the impact of TV advertising (independent variable) and unnecessary purchasing.

TABLE 3(1) MODEL SUMMARY

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD ERROR OF ESTIMATE
1	.362	0.131	0.129	.4152

Predictors (constant): Exposure to Media

Table 3 (2) ANOVA

MODEL	SUM OF SQUARE	DF	MEAN SQUARE	F	SIG
Regression	8.10	1	8.10	48.2	.000
Residual	76.4	474	.171		
Total	83.2	475			

Predictors (constant): Exposure to Media

Dependent variable unnecessary purchasing

Table 3(3) COEFFICIENTS)

Model	Un-standardized Coefficients		Standard Coefficients	T	Sig value
	B	Std error	Beta		
1. constant	1.42	.104	.412	13.02	0.00
Exposure to media	.322	.062		6.31	0.00

Dependent variable: unnecessary purchasing

The value of R is .362 and R-Square is 0.131 .The value of R shows a positive relationship amongst variables.The value of F is 48.2 respectively significant 5 % level. The model shows goodness of fit in explaining the variations .This leads us to accept the hypothesis H2.The beta coefficient shows the importance of each variable in the model and is .412 in this case. The value of T for preparedness is well above 2 which make this a useful predictor in accepting the hypothesis. Hence it is proved that there is a significant relationship between TV advertising and unnecessary purchasing.

C) HA3: There is a significant relationship between TV advertising and Materialism

Hypothesis was developed to test the relationship between TV advertising and Materialism

TABLE 4(1) MODEL SUMMARY

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD ERROR OF ESTIMATE
1	.262	0.68	0.66	.5722

Predictors (constant): Exposure to Media

Table 4 (2) ANOVA

MODEL	SUM OF SQUARE	DF	MEAN SQUARE	F	SIG
Regression	9.10	1	9.20	32.2	.000
Residual	147.4	474	.312		
Total	83.2	475			

Predictors (constant): Exposure to Media

Dependent variable Materialism

Table 4(3) COEFFICIENTS)

Model	Un-standardized Coefficients		Standard Coefficients	T	Sig value
	B	Std error	Beta		
1. constant	1.61	.094	.32.2	18.02	0.00
Exposure to media	.282	.053		6.11	0.00

Dependent variable: unnecessary purchasing

The value of R is .280 and R-Square is 0.076. The value of R shows a positive relationship amongst variables. The value of F is 48.2 respectively significant 5 % level. The model shows goodness of fit in explaining the variations. This leads us to accept the hypothesis H3. The beta coefficient shows the importance of each variable in the model and is .412 in this case. The value of T for preparedness is well above 2 which makes this a useful predictor in accepting the hypothesis. Hence it is proved that there is a significant relationship between TV advertising and Materialism.

SECTION V: SUMMARY CONCLUSIONS AND RECOMMENDATIONS

The focus of the study was to determine the effects of television advertising on children. It impacts various parameters and aspects of life of children like unnecessary buying, low nutritional food and materialism. Children are flooded with many commercials continuously from internet, games, music CDs, newspapers etc aided with puffery, exaggerations, and unsubstantiated claims. Such advertisements inculcate wrong food value amongst children; some of the commercials promote materialism, unnecessary consumptions, and leads to eating disorders, food intake, attitude and wrong behaviour among children with their parents. Children who are under 14 years are the most vulnerable section and are carried away by these advertisements and try to imitate the lifestyle shown in the advertisements.

In the study all the hypothesis are accepted i.e. there is relationship between Exposure to TV advertising and Low nutritional Food. There is relationship between Exposure to TV advertising and unnecessary purchasing. There is relationship between Exposure to TV advertising and Materialism. The advertisements which are aimed at children increase wrong values and attitude, owing to this it is the moral obligation of the parents to see what their children are

watching .Under the parental guidance this viewership should be allowed followed by constant monitoring and counselling to counter these wrong values. On the other side of this it is the social responsibility of the media personnel to use children in right perspective and not to cash the position. Children are the future of the nation hence should be used as strength rather than the weakness.

Recommendations

1. A discussion must be held in the family relating to the values emanate from the commercials which are shown.
2. Parents must give their complete guidance relating to a differentiation between reality and fantasy to the children so that they are able to make their correct outlook towards the things.
3. A separate television where a child can watch television alone should be completely banned, rather he should be allowed to see the television where all the members are watching so that monitoring can be made easy. After revealing the significant relationship between TV advertisements and children buying behaviour, attitude, lifestyle etc it is recommended that he should not be allowed to view the television more than 1 hour rather games and sports etc should take a lead position in their life.
4. There is a need for an open house where critical and vital issues can be discussed at length by parents, teachers, paediatricians, counsellors, religious leaders, and healthcare etc. to share the experiences and concerns, and in planning of strategies to cope with the huge and often negative, impact of the mass media upon children.
5. Quick actions should be taken to tackle food marketing taking a creative approach to limit the damaging practices.

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