

To Study the Impact of Television Advertising on Children for Confectionery Products in Jalgaon City

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ABSTRACT

This paper also gives brief account on television and children, confectionery products advertisement targeted towards children. Before few years back children of 5 years age would not be able to distinguish advertising form other daily soaps or programs. By the age of 7 to 8 years children have learned to identify the influencing intent and get aware about persuasion shown in advertisement. They have learned to distinguish advertisement from information. Till the age of 12 years children surely developed their behavior as consumer as they have fully developed to articulate a critical understanding of it. Hence, 12 years is commonly used as the cut-off point for children developing their behavior as consumers. We can say that at this age children are psychosocial development is profound. Confectionery products has built its own importance in public minds from the beginning as it plays a vital role in any festivals and special occasions in our India. Thus in India we can say that confectionery industries has got huge potential to develop and expand itself. And so it has shown a tremendous growth from last few decades.

Thus, the researcher have choose the age group of 7-12 years for study. The aim of the study is to determine the impact of confectionery products on children and the influence of it dependent on the time of watching television. Also to know the assessing variables that influences children to make purchase thereby influencing parents.

By the survey and the findings it was found that children are highly influenced by television advertisements as they watch television daily on an average of 2-3 hours a day. The assessing variable with the advertisements are the most influencing part for children to make purchase by convincing their parents. It was also found that advertisements creates materialism in children and hence they use pester power to convince parents.

Keywords: Advertising, children, watching time, assessing variables, pester power, materialism.

INTRODUCTION

Advertising is a form of marketing communication used to promote or sell something, usually a business's product or service. In Latin, *advertere* means "to turn toward". The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Advertising is the most influencing tool in the hands of Marketer. Marketers are using AIDAS Model to target & generate more customers. Advertising first catch the attention of the children, then create interest in the mind of children about the product seen through the advertisement, then develop a desire to have that product, then children acquire the product by buying it or forcing their parents to buy it & then get satisfied after using the product.

A: - Attention

I: - Interest

D: - Desire

A: - Acquisition

S: - Satisfaction

Producer/Marketer use many strategies to promote their products and services, in recent times, use of celebrities in advertisements is one of them.

Considering the current pace of Indian advertising industry at which it is moving, the industry is expected to eyewitness a major boom in the times ahead. According to the experts industry in the coming times will form a major contribution to the GDP. Once Indian advertising industry is all set to triumph accolades from the world over then definitely there is no looking back and opportunities will raise one after other with the development of technology. Several avenues are coming up in advertising industry. It is projected that about 2.2 billion dollars are generated in this industry every year. Altogether every medium plays a significant role in the growth of this industry whether it be print, radio, television or internet.

Before few years back children of 5 years age would not be able to distinguish advertising form other daily soaps or programs. By the age of 7 to 8 years children have learned to identify the influencing intent and get aware about persuasion shown in advertisement. They have learned to distinguish advertisement from information. Till the age of 12 years children surely developed their behavior as consumer as they have fully developed to articulate a critical understanding of it. Hence, 12 years is commonly used as the cut-off point for children developing their behavior as consumers. We can say that at this age children are psychosocial development is profound.

Confectionery products has built its own importance in public minds from the beginning as it plays a vital role in any festivals and special occasions in our India. Thus in India we can say that confectionery industries has got huge potential to develop and expand itself. Indian companies who are leading market are Cadbury India Ltd., Lotte India Co. Ltd., Candico India Ltd., Nestle India Ltd., Lotus Chocolate company Ltd., Campco Ltd.

A huge amount is spend in advertisements every year by the Indian confectionery players for their products and due to this non-branded and local products has seen decline in their sales. These advertisements have direct impact on children and children are extremely sharp today. They are made aware of such products in a way that they also know various brands available in market for chocolates, chips, biscuits and others. Children are so conscious that they choose products according to their taste preferences and interests.

LITERATURE REVIEW

There are several studies done by researchers on effects of advertisements on children in different perspectives like on children eating habits, on study, on TV watching habits, purchasing preferences, health.

Maithili Singh and Tika Ram (2010), "A study of factors affecting kid's preferences regarding confectionery products", the study conducted is descriptive and is focused on various factors like at what age does kids start buying confectionery products, what are their brand preferences, liking for confectionery products, what feature do they consider while buying product and knowing the after effects of consuming products. This study was conducted in Hisar. Sample size taken was 200 and 8-10 years was selected age group for study. Hypothesis was tested by Chi-square test for two variables dependency of preference for size of [product with age and gender.

The research came up with findings that usually kid's start consuming and buying confectionery products between the ages of 2-5 years.

Jignesh Patel and Ashwinbhai (2014), "Effect of advertisements on children with special reference to confectionery products", this study aimed to know the awareness of children about the confectionery products and their advertisements. The objectives were to study the impact of advertisement of confectionery products on children and whether there is any connection between TV watching habits with medium of study. The research was conducted in Ahmadabad city, for 8-15 years of age group children and their parents. Two hypothesis were drawn for testing, first was after watching the advertisements of confectionery products children insist their parents for the purchase is dependent on their age or not. Secondly, TV watching habit of children is dependent on medium of study or not. For the first hypothesis it was proved that after watching advertisement insisting for purchase is not dependent on their age. Second hypothesis proved that TV watching habit is not dependent on medium of study.

Finally researcher concluded that, children are acting an important role as consumer and while purchasing any product they first purchase the advertised products. Especially confectionery products are concerned children are influenced at high degree and they are not concern about the price and whether it is healthy food or not. Children's are having impact on family decision in shopping as far as confectionery products are concerned.

Opre, S.J., Buijzen, M., van Reijmersdal, E.A., & Valkenburg, P.M., says advertising aims to increase children's desires for the advertised products, and this desire for advertised products may transcend to more general materialistic orientations. Although the concept of advertised product desire might overlap with materialism, the two are distinct. Materialism implies a longing for all types of products, and is thus much broader than advertised

product desire. In addition, materialism implies a certain psychological mindset towards products, anticipating them to provide fulfillment,

happiness, and success (Richins, 2004). We expect that advertising exposure positively affects advertised product desire, and that advertised product desire in turn leads to an increased general desire and focus on products (i.e., materialism).

Numerous studies have indicated that exposure to advertising increases children's desire for advertised foods, toys, cereals, candy, and fast-food. This notion has been confirmed in both survey and experimental research (for an overview, see Smith & Atkin, 2003). Within experimental settings it has been found that children who are exposed to a certain advertisement have a higher preference for the advertised product than children who were not exposed to that specific commercial.

NEED AND SCOPE OF STUDY

Through this study we want to find out how children are influenced to buy confectionery products through celebrity endorsed advertisements. This study is focused on confectionery products like biscuits, chocolates, health drinks, noodles, chips. This study is limited to Jalgaon city of Maharashtra and questionnaire was filled by approaching schools of Jalgaon city. Factors considered for this study is children age and medium of study. The study medium taken into consideration is English only.

OBJECTIVES OF STUDY

1. To study the impact of advertisement related to confectionery products shown on television channels.
2. To find out the influence of the time spent watching television by the children and getting influenced by the products and thereby influencing the buying behavior of the parents.
3. To analyze the accessing variables of television advertisement which are influencing the children and thereby influencing the buying behavior of parents.

HYPOTHESIS OF STUDY

1. H0: There is no significant difference between gender and attraction of television advertisement.
H1: There is significant difference between gender and attraction of television advertisement.
2. H0: There is no accessing variable in television advertisement influencing the children's thereby influencing the parent's buying behavior.
H1: There is accessing variable in television advertisement influencing the children's thereby influencing the parent's buying behavior.

RESEARCH METHODOLOGY

Research design: For this study Descriptive research design is used.

Sampling technique: Stratified Random Sampling is used.

Sampling method: Probability sampling.

Sample Size: 750 children and 750 parents. Children of age group 7-12 years.

Statistical Tool: For this study Chi-Square test.

Primary Data collection: Structured Questionnaire for children and parents.

Secondary Data Collection: Through Internet, journals, newspapers, magazines related to specific industry, books in the specific field of advertising and various different internet site

DATA ANALYSIS

1. **How often do you watch TV?**

Table 1: Responses of children regarding watching television

Sr. no.	Particulars	Responses	Result in (%)
1	Always/Everyday	548	73.07
2	Sometimes/3-5 days	89	11.87
3	Most often/5-6 days	65	8.67

4	Occasionally/2-3 days	47	6.27
5	Any other	1	0.13
6	Total	750	100

The table shows that majority of children has habit of watching television daily and are addicted to it, 11.87% children watch television sometimes that is 3-5 days. These type of children are not addicted to television when they do not have anything to do they prefer watching television, And from 750 child respondents 460 are male and 290 are female.

2. Advertisement of which products interest you? (Kindly Rank)

Table 2: Responses regarding interest in confectionery products

Sr. no.	Particulars	Rank 1	Rank 2	Rank 3	Rank 4
1	Biscuits	261	492	1	148
2	Chocolates	267	158	284	281
3	Noodles and wafers	136	230	432	1
4	Soft drinks	86	1	103	119

So from above analysis it was observed that 261 children ranked biscuit as their first preference, 492 gives second rank, only 1 gives third rank and remaining 148 gives fourth rank to biscuits advertisements, 267 children gives first preference to chocolates, 158 ranks second, 284 gives chocolates third rank and 281 children gives fourth rank to chocolates. This also shows that majority of children likes chocolates advertisements. 136 children like's advertisements of noodles and wafers, 230 children gives second preference to noodles and wafers while 432 ranks it on third place and only 1 child gives fourth place to noodles and wafers. Soft drinks were ranked first by 86 children, 1 child gives second preference and 103 children gives third place while 119 children gives fourth rank to soft drinks. Through this ranking process we also get to know about children's liking about confectionery products. The average of ranking shows that children given the first preference on Biscuits, second preference on Chocolates, third preference on noodles and wafers and last preference on cold drinks.

3. Which assessing variable attracts your child more to make purchase?

Table 3: Assessing variable responses

Sr.no	Assessing Variable	Responses
1	Buy 1 get1	150
2	Tattoo or sticker	300
3	Free games	250
	Total	750

The above analysis shows that children are mostly influence when they get free sticker or tattoo of their favorite character. Also most of children are influence when they get free games inside product like kinder joy and chips of Motu Patlu.

HYPOTHESIS

1. H0: There is no significant difference between gender and attraction of television advertisement.

H1: There is significant difference between gender and attraction of television advertisement.

Male/Female * Duration of watching TV Cross tabulation

		Duration of watching TV				Total
		1	2	3	4	
Male/Female	1	11	307	67	75	460
	2	9	177	44	60	290
Total		20	484	111	135	750

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.180 ^a	3	.365
Likelihood Ratio	3.150	3	.369
Linear-by-Linear Association	2.012	1	.156
N of Valid Cases	750		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.73.

The value of Pearson Chi-Square Tests is 3.180 and associated significance value is 0.365 (which is less than 0.05). Therefore, the **null hypothesis is rejected** and we say there is association between Gender and attraction of TV advertisement.

2. H0: There is no accessing variable in television advertisement influencing the children's thereby influencing the parent's buying behavior.

H1: There is accessing variable in television advertisement influencing the children's thereby influencing the parent's buying behavior.

Average Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.83183	4	.049
Likelihood Ratio	16.07451	4	.037
Linear-by-Linear Association	5.243474	1	.037
N of Valid Cases	750		

The value of Pearson Chi-Square Tests is 13.83 and associated significance value is 0.049 (which is less than 0.05). Therefore, the **null hypothesis is rejected** and we say that there is accessing variable in television advertisement influencing the children's thereby influencing the parent's buying behavior.

FINDINGS

- Children are tremendously influenced by television advertisement whether male or female.
- Children watch television daily on an average for 2-3 hours.
- They like to watch cartoon channels and movies at most.
- It has been seen that advertisements creates materialism in children. Materialism is the tendency to believe that the particular product is meant for them and they need it in their life.
- Children exerts pester power on parents to make purchase. Pester power is the tendency to pressurize parents by making tantrums to make purchase of products.
- Children are influence to buy product if they are getting any free promotional items with product.

CONCLUSION

As the trends in marketing changes, now-a-days marketers target young children for especially confectionery products. Products like biscuits, chocolates, chips are very much loved by children and here price is not concerned much. Sometimes parents also do not care of its nutritional values and healthiness of product. While purchasing grocery children usually insist parents those products which are advertised and loved by children. Nowadays it seems that children's impact on family decision in shopping has been steadily increased. After the research, it was found as far as confectionery products are concerned children sometimes insist their parents to purchase those products for them. Till today parents are not bother about exactly how and why children ask to buy products and how marketers play with their mind. Materialism is not seen in only adults but the children of age group 7-12 years also has materialism regarding product as their cognitive ability is developed. After creating materialism that is the desire of product children start pestering their parents to convince them to buy products. This study will help parents to realize the actual mental process undergone by children when they watch advertisements on television.

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