

A STUDY ON INFLUENCE OF TELEVISION ADVERTISEMENT ON CHILDREN AND THEIR PREFERENCES IN BUYING

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ABSTRACT

Children differ in their cognitive ability while trying to interpret television advertisement and hence from different attitudes towards them. The purpose of this paper is to analyze the influence of children attitude towards television advertisement on children and their buying behavior. The research has been based on exploratory research includes a literature review in depth interviews with child psychologists, advertisers and parents of young children. This was further carried forward by carrying out a survey of children in the age group 7 to 14 years, while they were in their class room. The filling up of the questionnaires was aided by the class teacher, which had response option in a pictorial manner.

KEY WORDS: advertisement, buyer, purchase, behavior

INTRODUCTION

Television is one of the strongest media of advertisement. At present cable channels are mostly available in the Dindigul city. Therefore advertising are happy to support programs watched by the children and their parents in the city and whose purchase can be influenced by children .This study about “television advertising and its influence on school children preferences in buying” with reference in Dindigul city. It sets out to understand the role of television advertising plays in the lives of these school children This study focus on the children consumer purchase request made to parent after watching television advertisement and their role in purchase decision and as well as study attempt to know the preference and perception along with children involvement in purchase decision.

ADVERTISING

Advertisement is a generate action and effectively persuasions in children for purchase of the product, children’s age is one of the major factor that depicts the effectiveness persuasiveness and in children’s behavior. Younger children are less likely to differentiate among TV program and commercial so they pay more attention to TV in target compared to older once. The consumer in this era is in target of massive media attacks effectively planned and enlighten with glamour as per the emotion needs, and wants demands of the consumer.

STATEMENT OF THE PROBLEM

Advertisement can be conceptualized as one of communication that emanates from the producer targeted at the consumer. The aim is to prevail over the consumer so that he/she can consume or purchase the specific product offered by the producer. The producer, when embarking on the advertisement campaign, has only goal in mind of stimulating demand for his product or service. That is perhaps the reason why the advertisement has to be as persuasive as possible and tailored for the consumption certain target clientele. This practice has become an integral part of our everyday life. It is hard to conceptualize any publication or any event that is devoid of at least one form of advertisement. Television programs including film are prepared with commercials which try to capture the attention of the viewer. The effect of this practice in the society cannot be downplayed. Advertisement has considerable effects of the adult consumer. These range from adjustment of lifestyle, increased consumption among the children. There has been a spike in the number of advertisement and other commercials that are targeted at the child consumer. Producers are awoken to the fact that there is a whole basket of unexploited consumers amongst the children. That is why they have come up with advertisement tailored for these specific category consumers. Besides this category of commercials, children also fall prey to the advertisements targeted at their parents or for adults in the society. This has raised concerns on the effect of advertising on children. These effects are behavioral, psychological and cognitive. All these realities necessitated the researcher to study the “Influence of television advertisement on children and their preference in buying – A study”. The researcher had undertaken the present study with a view to investigate the TV

viewing pattern of children, influencing factors of TV commercials on children, parental supervision and behavior of children in making purchase request and parental reaction.

OBJECTIVES OF THE STUDY

The researcher intended to carry out the research with the following specific objectives.

- ✓ To examine the television viewing pattern of children.
- ✓ To analyze the role of television advertising in creating product awareness to children.

SCOPE OF THE STUDY

The researcher has undertaken this study an aim of analyzing the influence of television advertisement on children and their buying behavior. The study is based on the information furnished by school children in the age 7 to 14 years in Dindigul city. The researcher elicited response based on the advertisement telecast for edibles aiming at children and their buying behavior towards food items.

PERIOD OF STUDY

The survey for collection of primary data was conducted between 1st April 2017 to 31st December 2017.

HYPOTHESIS

A hypothesis is a statement capable of being tested and there by verified or rejected. The researcher framed the following hypothesis and tested them using chi-square test.

- H₀: Time spent for viewing for TV viewing is independent of age.
- H₀: Time spent for TV viewing is independent of gender.

SAMPLE DESIGN

Sample design is plan for choosing respondents from a given population for as representation. The researcher obtained the total strength of students studying in government, government aided and self-financed schools in Dindigul city from the office of chief educational officer (CEO), Dindigul city. The population of this study has been school children in the age group of 7 to 14 years and their parents. A sample of 120 school children and 100 parents of the respective child respondents were selected and investigated. The total strength of 120 students of all schools in Dindigul north, south, east, west were ascertained from the records available in the CEO office, Dindigul. As the study is confined to the age group of 7 to 14 years, the government and government aided schools hail from similar socio-economic back ground. However, Students studying in self-financed schools are from different economic status. Thus the schools have been stratified into two categories as a i) Government and government aided and ii) Self financial schools for the selection of sample respondents. Schools which have 120 students of total strength have been considered for the selection of sample schools. A sample of 10percent of the school s has been chosen using simple random technique. In each school, sample respondents were selected using lottery method by drawing the roll number of students from the lot. Sufficient care was taken to ensure that the sample consisted of students belonging to all categories of various classifications based on age, sex all (III to IX standard) and so on. Finally a sample of 120 school children and 100 parents of the respective sample school children were selected and investigated. Further the parents of the sample child respondents were approached on the school premises as well as in the residence depending on their convenience.

LIMITATION OF THE STUDY

The study has been based on the opinion of the sample respondents dwelling in Dindigul city. It was conducted based on the opinion of the child respondents in the age group ranging between seven and fourteen years. The researcher collected information by oral interview only. The correctness of the data was subject to the memory of child respondents. Owing to practical inconvenience data could not be collected from all the parents of the child respondents. Time was another major constraint. The researcher had to spend more time to each child respondents for the collection of data.

REVIEW OF LITERATURE

Duracell toy survey (2010) conducted an interview of children and parents in nine European countries. Fifty boys and fifty girls were included in the survey in each country, giving an overall total of 900 children age five to ten years and their parents to form the sample. The study was carried out in Belgium, France, Italy, Germany, the Netherlands, Portugal, Spain, Sweden and the UK. Within each country, two to assess locations were selected as testing centers and 50 boys and 50 girls were given a selection of toys. The

study found that, in order to make decisions when purchasing toys for their children, the important factors considered by parents. Duracell toy survey (2005). Building Brands the top ten toys in Europe consumers, World Advertising Research Center. www.duracell.com children's opinion is 89% and quality of toys is 75%. Toys play an important part in child development; and in southern Europe (France, Italy, Spain and Portugal) the number one quality looked for in a toy is educational value. Educational value was identified by 74% of the parents across Europe as the primary quality required for a toy.

Chan and McNeal (2012) in a study of Chinese parents reported that parents indulged in considerable gate keeping for children's products. They exhibited strict control over the kinds of products that children could buy, while at the same time allowing children some freedom in choosing brands of permissible products.

Kumar (2010) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers.

Vikas Saraf (2010) in his study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Customers can then rely on.

Finance India 17(4), 1478-1483.26 **Vikas Saraf** (2003). Branding: Hub of the corporate wheel. Indian Journal of Marketing, chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behavior.

Gaur and Vaheed (2010) observed that consumers buying behavior normally included the less observable decision process that company consumption including where, how often and under what conditions consumers made their purchase of desired goods and services

TOOLS FOR ANALYSIS

The tools used to analyse the influence of television on the children and their buying behavior are; Percentage Analysis, Chi-Square Test, Garret's ranking analysis and Factor analysis.

AGE

School going children are belonging to various age groups. Different age group children have different types of hobbies. The habit and interest of the children about viewing TV differs from age to age. The researcher classified the children into different categories as in the Table 1.

Table -1 Age group

| Age Group | Number of Respondents | Percentage |
|---------------|-----------------------|------------|
| 7 – 10 years | 48 | 40 |
| 10 – 14 years | 72 | 60 |
| Total | 120 | 100 |

Source: Primary Data

Table 1 reveals that 60 percent (72) of the children were belonging to the age group of 10 – 14 years and 40 percent (42) respondents were in the age group of 7 -10 years.

GENDER

The term sex is commonly used to discriminate people as male or female. The researcher attentively used the word "gender" instead of the word "sex" as the study aimed at analyzing cognitive development of the respondents view on advertisements. The details have been presented below:

Table 2 Gender Wise Distribution

| Gender | Number of Respondents | Percentage |
|--------|-----------------------|------------|
| Male | 75 | 62.50 |
| Female | 45 | 37.50 |
| Total | 120 | 100 |

Source: Primary Data

Table 2 shows that among the 120 sample respondents, 62.50 percent of the children were male and 37.50 percent of the children were female.

Viewing TV with Parents

The researcher categorised the respondents. Now-a-days it is common everywhere that in the evening time people are so busy in watching TV programs and they were less interested to spend time on other activities. It is always better that parents should supervise TV viewing by children and it is a healthy trend that the parents always accompany the children while they view TV programs. Frequent interaction with children by parents about an event, message personalities etc., that appear in TV programs not only helps to enrich response to children but also helps them to disregard unwanted presentation, if any. So the researcher intended to analyze the frequently of TV viewing by children with parents and also to analyze the relationship between the frequently of parental accompanied TV viewing and age, sex and viewing TV with parents by the child respondents.

Table 3 Viewing TV with Parents

| Time spent for TV viewing | Number of Respondents | Percentage |
|---------------------------|-----------------------|------------|
| Always with Parents | 42 | 35 |
| Sometimes with Parents | 62 | 56.66 |
| Never with Parents | 16 | 13.33 |
| Total | 120 | 100 |

Source: Primary Data

The study found that (42) 35 percent of the child respondents watched TV always with parents, (62) 51.66 percent of the total respondents watched TV sometimes with parents and (16) 13.33 percent of the total respondents never watched TV with parents. So most of the child respondents watched TV occasionally with parents.

FINDINGS

- ❖ Majority of the respondents are in the age group of 10 – 14 years.
- ❖ Majority of the children respondents were male.
- ❖ Most of the children respondents are viewing TV sometimes with their parents.

SUGGESTIONS

Based on the findings on the research, the researcher has offered the following suggestions:

- Parents should take necessary care to reduce the time spent for TV viewing by children.
- The parents should control TV viewing by children in order to minimize the change of children being distracted from their academic activities.
 - The government needs to take extreme measures with TV channels and broadcast companies to keep their content free of violent, unhealthy and harmful content.
 - The parents should direct their children to watch programs appropriate to their age and specifically designed for the parents should encourage children to view historic events, space research program, and program of scientific inventions and so on.

- In addition, parents should encourage children to involve themselves in their activities such as solving puzzles, reading books and magazines, playing outdoor indoor games etc.
- It should be ensured that the advertisements in media should comply with the advertising standards and codes like truthfulness, honesty, without any exaggeration and no sections of the society should be adversely affected.
- Parents should monitor their children's preference behavior and take corrective measures to impart rational preference in buying to children.

CONCLUSION

Children are the awful victims of TV influence. Its effects on the children are universal in nature. But magnitude of TV influence varies from child to child, depending on factors like age and individually of the child, Their viewing pattern that include duration of TV watching, types of program, and direction provided by the parents. Commercials that target children must be crafted so that they appeal to children and their parents.

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