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EFFECT OF TELEVISION ADVERTISING ON CHILDREN WITH REFERENCE TO CONFECTIONERY PRODUCT

1TRIJEET SHARMA, 2YUVA KANKARIYA, 3SHUBHAM DHANWATE, 4AKANKSHA GHULE

1STUDENT, 2STUDENT, 3STUDENT, 4STUDENT

1MIT WPU, pune,

2MIT WPU, pune,

3MIT WPU, pune,

4MIT WPU, pune

ABSTRACT

Advertising to children is the act of marketing or advertising products or services to children, as defined by national legislation and advertising standards. Advertising to children is often the subject of debate, relating to the alleged influence on children's consumption. Rules on advertising to children have largely evolved in recent years. Positive effects like convincing ads which concentrate on healthy food products can help to improve the diet of a child if they are attractive enough. There is a negative effect of Advertisement on kids. Advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. The little ones tend to get adamant, if they are not bought the product. The personal preferences in clothing, toys, food and luxurious of children are altered by the advertisements, to a great extent inducing an indifferent type of attitude, behavior and lifestyle. Advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations, in the field of technology as well as otherwise. On other side advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. A research study a semi urban area has revealed many positives and negatives which is covered by this paper.

INTRODUCTION

Advertising is the public medium between the consumers and the company to promote their product. Television advertising is a programming produced and paid for by an organization. It conveys the message and the quality of the product or service of an organization. Now television advertising is very much popular in India. According to the research more than half of television viewers are the children below 15 years of age. Television channels instead of what is in the interest in children they are more concerned about what interest or attracts children. Nowadays children play an important role as consumers especially in case of confectionary product. If the product is loved by the children then they would force their parents to buy that no matter what the price of that product and also if it is healthy and useful for them. Because of this advertisement had an indirect effect on the behavior of the children and they are developing temper.

Confectionery products like chocolates and biscuits are the favorite products of the children with the age group of 3-13. As these products are shown in the television advertisement with different imaginative characters children get attracted towards those characters and forces their parents to purchase those products. But they are unaware of the product pros and the cons.

Hence, this research paper is aimed to study the effect of advertisement on children with reference to confectionary product. This research process goes within the following confectionary product:

- Chocolates
- Biscuits

LITERATURE REVIEW

Review of literature means the study of previous material related to this topic. This will help the researcher to get the clear idea about the topic. For that it is important to carry out the research carefully and successfully. Advertisement plays a major role for the customers to purchase the snacks and sweet. Confectionery products are mostly purchase a lot during festival season. According to researcher's advertisement plays an important role for these confectionery products especially in case of children. Children get more attracted toward chocolates, biscuits very soon. They force their parents to purchase these products. In western countries customers are been very careful in purchasing decision for children products such as chocolates and snacks. An Indian market is a stage to target the audience to purchase their product. Children nowadays are so much attracted towards the confectionery product (chocolates, biscuits) that they force their parents to purchase those products in any matter.

Researchers have found out that very often advertisers use various advertising styles to influence the children to purchase the confectionery product no matter whether those products are really healthy for them.

More than half of television viewers are children below 15 age group. Advertisements are made by keeping in mind the sound effect, good music so as to attract the children. Another study has found that children from age group of 3-8 are more attracted towards the audio advertising rather than the video advertising. The animated characters are shown specially in case of confectionery product so that the children would make their mind to purchase that product. For example: Kellogg's advertise their product by showing an animated Tiger in advertising.

Children's advertising is rapidly becoming a major fear to government agencies, citizens, groups and researches. Children who watch more television are the one who forces their parents to purchase the product, especially the confectionery product. Children also wish their parents and friends to be sure to watch certain advertisements. As many researchers have said that many television advertisements are especially made for the children and that they wish their parents to purchase that product without knowing about its pros and cons. According to the researchers, the children who watches television for more hours and have a lot of conversation with their parents about that advertisement demands more for their favorite product.

The researchers have invested that the use of television advertisement commercial endorsement. The study has compared the use of efficiency of advertisement in terms of two fundamental cultural dimensions: 1. Low versus high context and 2. Individualism versus collectivism. Television advertising and its and it effect on eating patterns, values and social interaction have been fiercely debated for many years. But only recently has found the controversy that focuses on its impact on special age groups- the elders, the children and the minorities. According to the researchers, children have considered television to be their necessity like after schooling, before schooling, while studying, at weekends, with or without friends etc.

According to the research, McDonalds spent almost 34.6 million USD for television advertisement which they specially made for the children. In such situation, parents also do not think to purchase the product expecting that the product may be healthy due to the brand. Companies make the advertisement of their product by including animating characters in their advertisement. Many parents felt that advertising has the power to create an impression in the mind of children. The featuring children, cartoon characters, animals, tune and phrases, colors, special effects, celebrities etc. are considered to be the elements that attract children towards the product advertisement. It is common for the advertisers to show advertisement in which the child would gain superhuman power by eating a specific breakfast. According to the research, it is been said that children's attention is affected depending on whether they are watching the television alone or with their parents or family or with their friends who are of same age group. Children's can lose their little bit of attention from television only they are studying, or playing, or eating.

Nowadays children not only get the pocket money to buy variety of products but they also know how to convince their parents to buy the product. Hence children are young consumers, which are interested in making their own choices and also, they need information related to their choice.

SCOPE OF THE STUDY

Nowadays kids are spending very much time in watching television in their free time and they are constantly being distracted by variety of advertisements. Many of the advertisements target the children as they play very important role as they force their parents to purchase the products. The television advertisement of the confectionery products increases the consumption of those products and thus lead to many health problems in children. Thus, the need for the study is to find out the impact of television advertisement on children (with reference to confectionery product).

OBJECTIVES OF THE STUDY

1. To know the children's awareness of confectionary product.
2. To understand that which age group of children uses more of the confectionary product.
3. To identify whether there are health issues with children due to increased consumption in confectionary products.
4. To identify if advertisement had an impact on children.
5. To find the suggestion and the conclusion on the effect of advertising on children with reference to confectionary product.

HYPOTHESIS OF THE STUDY

H₀ –Advertising has an eminent impact on children with reference to confectionery product.

H₁- Advertising does not has an eminent impact on children with reference to confectionery product.

RESEARCH METHODOLOGY

Research design: For this research study, descriptive research design is been used.

Sample size: For this study the sample size been taken is 100.

Data collected: The data collected for this study is secondary data.

DATA ANALYSIS

1) How many hours a day do the children watch television?

SR NO.	ATTRIBUTE	NO. OF RESPONSES	PERCENTAGE
1.	Less than 1 hour	12	12%
2.	2-3 hours	52	52%
3.	1-2 hours	30	30%
4.	More than 3 hours	6	6%

The data analysis takes into account four options that tells us that how many hours do children watch television because of which they have impact on their buying behavior with reference to confectionery product. Thus, according to the data, it is been recorded that 52% of respondent said that the children watch television for 1-2 hours whereas the second position that is 30% of respondent said that their children watch television for 2-3 hours. The least percentage of watching television by children is 6% that is for 3 hours.

2) Which type of cable connection do you have?

SR NO	ATTRIBUTE	NUMBER OF RESPONSES	PERCANTAGE
1	Cable	28	28%
2	Dish	72	72%

This question takes into account two options where maximum percentage is been given to the dish option by the respondent that is 72%. We can conclude that as compared to cable tv maximum number of dishes tv can be seen in many of the houses.

3) What do the children like to watch on television?

NO	ATTRIBUTE	NUMBER OF RESPONSES	PERCENTAGE
1	Cartoon	32	32%
2	Reality show	57	57%
3	Movies	11	11%

Television advertisement had a great impact on children. In this above question, 3 options are been taken into account where it has been recorded that 57% of respondent say that their children watch more of reality shows other than cartoon and movies. Also, cartoon section is 2nd highest answer of 32%. The least answer which is been recorded is the

movies section, where it has been seen that movie watching by children are very less. Its only 11%.

4) What are children's favorite confectionery product?

SR NO	ATTRIBUTE	NUMBER OF RESPONSES	PERCENTAGE
1	Chocolate	27	59%
2	Biscuits	49	27%
3	Both	24	24%

From the following data, it is been recorded that maximum number of children loves to have chocolates more than biscuits. According to the respondent, children love to have chocolates as they have variety of taste and even variety of brands and also, they have lot of options also. 49% is recorded as children have chocolate where as 27% is given to the biscuits. Both chocolates and biscuits, have very least number of percentages that is 24.

5) Has television advertisement helped you in making better selection?

SR NO	ATTRIBUTE	NUMBER OF RESPONSES	PERCENTAGE
1	Agree	48	48%
2	Disagree	52	52%

From the above extract, it is recorded as 52% of respondent disagree to the statement that advertisement have helped them in making better selection whereas 48% of respondent agree to the statement. It looks like many people usually do not prefer advertisement for their product selection especially when the product has to be taken for their children.

6) Children influence to purchase the confectionery product because

SRNO	ATTRIBUTE	NUMBER OF RESPONSES	PERCENTAGE
1	It gives free tattoo	15	15%
2	Friend have that product	69	69%
3	Favorite cartoon character	16	16%

The above statement says that maximum percent (69%) of children are influenced to take the product just because their friend have that product. According to the respondents, children often want those products which they have already seen to have with their friends. The second option that is favorite cartoon character have 16% which means that children often want those products that are connected to their cartoon character. 15% of the respondent says that the children buy the product so that they can get free tattoos and free gifts.

7) Who influence your purchase decision?

SR NO	ATTRIBUTE	NUMBER OF RESPOSES	PERCENTAGE
1	Advertisement	28	28%
2	Friends	59	59%
3	Self	13	13%

According to the respondent, their purchasing decision is mostly influenced by their friends. 59% has been shown in this graph, where as 28% is taken from advertisement. Most probably mothers do not buy the product by just looking at the product advertisement they take many suggestions from their friends and then think weather to purchase the product or not. So yes, their purchase decision is made according to their friends rather than the advertising that is 28% and self-decision that is 13%.

8) The purchase of product after watching advertisement?

SR NO	ATTRIBUTE	NUMBER OF RESPONSES	PERCENTAGE
1	Often	20	20%
2	Rarely	52	52%
3	Sometimes	28	28%

From the given answer it is been said that the product purchase by looking at the product television advertisement is rarely that is 52%. Parents are more conscious about the health of their children and hence they usually do not believe in advertisement of that product specially mothers. Firstly, they look at the pros and the cons of that product and then think of weather to buy that product or not. Whereas sometimes the children forced their parents so much that they have to purchase that product for them but the percentage for this is only 28%.

9) How satisfied are you when you buy any product after watching the advertisement?

SR NO	ATTRIBUTE	NUMBER OF RESPONSES	PERCENTAGE
1	Highly satisfied	6	6%
2	Satisfied	49	49%
3	Neutral	35	35%
4	Dissatisfied	7	7%
5	Highly dissatisfied	3	3%

From the above answer it's been seen that the products that are purchased by looking at television advertising the people are satisfied. Parents often do not purchase the product by looking at the advertisement but because their children force them to purchase those products, they buy it but they are not highly satisfied with the product. But also, they are not dissatisfied as the television advertisement of any product is not that fake. These products many a times are good and whatever they show in the advertisement is real.

So, the percentage of satisfaction of the product is much greater than any other option.

FINDINGS

1. From the above analysis and interpret we can say that in India and in Pune city almost 95% of female know more about their children behavior and their food taste as compared to the males. Generally, mothers are more attached to the child and also spend more time with them compared to the fathers.
2. Children like to watch television in their free time and because of that they even watch the television advertising while watching the shows and they do watch the entire advertisement if they love that product.
3. Children are fonder of chocolates as compared to the biscuits so they get attracted to the color the animation and the character of the chocolate advertising and demand for the chocolate to their parents not knowing about the pros and cons of the product.
4. Many a times television advertisement advertise their product the way it is. So even after watching the advertisement if the parents purchase that product, they are satisfied but sometimes they just get attracted towards the color and the animation and get the product and then they are unsatisfied.
5. Mothers are more conscious about their children health so they directly do not purchase the product after looking at the advertisement they rarely purchase the product if they feel that those products are healthy for their children.
6. Children nowadays get pocket-money from their parents every month. So, they save their money and try to purchase the confectionery product specially their favorite once that is chocolate.
7. Many a times we see that children often are influenced by their friends to purchase the product. If their friend is having that product even that child also want the same product no matter if that product is really healthy for that child. In this case, they try to force their parents to purchase the product for them.

CONCLUSION

Children particularly play an important role as consumers especially confectionery products (chocolates and biscuits). As chocolates and biscuits are favorite of children, they do not care about the prices if they like any of these products. Also, they do not care whether the product is healthy or not. Whenever children go for shopping along with their parents first thing which comes in their mind is to purchase the advertised product which they have seen in the television. Thus, advertising have a stronger effect on children. Nowadays it is seen that children's impact on family decision in shopping has been increased steadily. After the research, it is been found that in case of confectionery product children forces their parents to purchase the confectionery product. It is been found from the research that as far as the confectionery product is concerned children are more influenced by television advertisement rather than any other advertising medium. Also, this research confirms that among many communication mediums, television advertisement has more impact on children with reference to confectionery product. Children's age is very important to understand the television advertising.

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