



# A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT ON FOOD PRODUCTS AND CHILDREN BUYING BEHAVIOUR

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## ABSTRACT

In these studies, we inspect the effect of tv commercial on kids. Advertising is shape of verbal exchange used to persuade target market to buy product, offerings, and ideas. Advertising is critical variable of promoting mix that is utilized by each enterprise to influence their people searching for products/services and after that convert them into lifetime customers. Advertisements performs crucial position in each man or woman existence through shaping their existence style. A questionnaire become used to acquire data from kids among 6-14 years age group. The technique become used for evaluation become percent evaluation, tabulation, and chi square test. The consequences found out that commercial has an extra effect in kids shopping for behavior.

Keywords: T.V., Advertisement, Impact, Children, Attributes of advertisement.

## INTRODUCTION

Now a day marketer concentrates on designing convincing message to attract customer. In India different media include print media, television, radio, digital media, social media available but television is one of the best medium of advertisement due to audio, visual features and mass media. Television is main source of information for children and influences them and children are more influenced by pictorial presentation. Different advertisement factors like cartoon/ animation, music/ jingles, Celebrity/ Film stars, sales promotion activities like free gifts, coupon and discount influence children buying behavior. Children age group 6-8 year more influenced by cartoon/animation. Celebrity convinced 12-14-year age group children towards

buying behavior. Mostly children insist their parents to buy product after watching advertisements on television. Children are most impressionable group of our society. So, marketer tries to convince children via advertisement because children influence parents buying decision also.

## STATEMENT OF THE PROBLEM

In latest years, marketing and marketing has performed a full-size position withinside the area of marketing, which straight away promotes product sales. Television marketing and marketing seems to be one of the maxima a success approaches for attaining a huge quantity of people. Although it gives benefits, there are sure drawbacks that must be considered. The number one intention of tv commercials is to draw Childrens, which has a bad have an impact on their consuming alternatives for bad meals products, main to weight problems and several fitness problems. Obesity is a intense and developing issue, specifically for the fitness of school-elderly children. Children who eat the promoted bad objects threat several fitness troubles because of weight problems. The effects additionally confirmed that messages on tv meals marketing and marketing had a big effect on every kid's consuming habit. Thus, the time has come to analyze the effect of tv commercials on kid's meals products.

## OBJECTIVES OF THE STUDY

- To find the level of preference on children food products in television advertisement.
- To identify the factors influencing the children due to television advertisement.
- To identify the impact of children buying behavior on food products.
- To analyses the behavioral change of children due to watching the television advertisement.

## LIMITATIONS OF THE STUDY

- ✓ The study does not cover any product or brand of food product.
- ✓ The study is based only on children buying behavior.
- ✓ This research covers only the impact of television advertisement of food products among children buying behavior.
- ✓ This research does not examine any specific area.

## REVIEW OF LITERATURE

**Guha (2013)** studied on “The Changing Perception and Buying Behavior of Women Consumer in Urban India” and in turn the influence in buying behavior of family members. From this report it concludes that the working women stick to quality, they are price conscious and stay loyal than non-working women. Working women are developing as an important segment for the marketers.

**Kumar and Raju (2013)** conducted the study on “The role of Advertising in Influencing the Attitudinal Behavior of both Male and Female consumers”. The study goal is to analyses the influencing of Advertising

between male and the female customers. It is concluded that from the study that the buyers seek the product or brand that yields greater satisfaction and they also became more responsive to different brand Advertisement while seeking information.

**Vikas Saraf (2013)** studied on “Impact of Endorsement on Children Buying Behavior”. The study which belongs to different segments of the society, including the urban and rural, through TV advertisements creates identification, credibility, or attractiveness. The study has been made to determine the effectiveness of various endorsing celebrities in making the child to believe in product attributes and influencing the purchase requests. This also seeks to ascertain why certain celebrities are more popular with the children from different age-groups and sex, both in urban and rural area of Madhya Pradesh. The study seeks to identify the influence of these entire enhancement which appeals on children’s purchase consideration.

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

A research design is Descriptive as it is based on a survey conducted among customers in the society

### SOURCE OF DATA

#### PRIMARY DATA

A well framed Questionnaire was employed to collect the Primary data were used for the study.

#### SECODARY DATA

Secondary data was collected through Books, Journals, Magazines, Publications, Websites, Hospital information records.

#### SAMPLING METHOD

Systematic random sampling: This is a type of probability sampling method in which sample members from a large population are selected according to a random starting point but with a fixed periodic interval.

#### SAMPLE SIZE

The sample size of the study is 127.

#### TOOLS AND TECHNIQUES

- Chi-square analysis
- Rank Analysis.
- Weighted Average

## CHI-SQUARE TEST

### Relationship between age and the time that the child interested in watching television

#### Hypothesis:

There is no significant relationship between age and the time that the child interested in watching television.

#### CHI-SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
Age of the child	13.411 <sup>a</sup>	16	26.296	Accepted

#### INTERPRETATION

At 16% significance level calculated value is 13.411 and the table value is 26.296. The calculated value is less than the table value, therefore the hypothesis is accepted. There is no significant relationship between age and the time that the child interested in watching television.

#### RANK ANALYSIS

S.No.	Advertisement Types	1(5)	2(4)	3(3)	4(2)	5(1)	Total	Rank
1	Cartoon / Animated advertisement	52	17	29	13	16	127	II
		260	68	87	26	16	457	
2	Celebrity advertisement	33	52	31	3	8	127	I
		165	208	93	6	8	480	
3	Advertisements with children	25	33	45	13	11	127	IV
		125	132	135	26	11	429	
4	Humor advertisement	27	40	34	17	9	127	III
		135	160	102	34	9	440	
5	Others (premium offers, giveaways, vouchers)	29	35	31	14	18	127	V
		145	140	93	28	18	424	

## INTERPRETATION

The above table shows the type of advertisement which creates interest among the children to buy food products advertised in television. The advertisement with celebrity was ranked I by the respondents, Cartoon / Animated advertisement ranked II by the respondents, Humor advertisement ranked III by the respondents, Advertisements with children ranked IV by the respondents and Others (premium offers, giveaways, vouchers) ranked V by the respondents. The majority of the respondents' children were attracted to the advertisement which is advertised with celebrity.

## WEIGHTED AVERAGE METHOD

S. No.	Statement	Strongly Agree(5)	Agree(4)	Neither Agree nor Disagree(3)	Disagree(2)	Strongly Disagree (1)	Total	Mean
1	Advertisements provide necessary information regarding available products	34	53	25	12	3	127	3.811
		170	212	75	24	3	484	
2	There are too much sugar and fat in food products advertised in television programmes directed at children.	28	58	30	9	2	127	3.795
		140	232	90	18	2	482	
3	The child food advertisements on television results in unhealthy food habits	31	58	24	11	3	127	3.811
		155	232	72	22	3	484	

4	Children understand the commercial intention of advertisements	18	53	27	18	1	127	3.385
		90	212	81	36	1	430	
5	Television advertisements use tricks and attracting attention	34	49	24	8	12	127	3.669
		170	196	72	16	12	466	
6	There are too many ads in television programmes directed at children	28	57	25	12	5	127	3.716
		140	228	75	24	5	472	

## INTERPRETATION

The above table shows that most of the respondent agrees that the advertisement provides necessary information regarding available informations, there are too much sugar and fat in food products advertised in television programmes directed at children, the child food advertisements on television results in unhealthy food habits, children understand the commercial intention of advertisements, television advertisements use tricks and attracting attention and there are too many ads in television programmes directed at children. The highest mean score is 3.811, the respondent agrees that the advertisements provide necessary informations and also it results in unhealthy food habits to children.

## FINDINGS

- ✓ The majority of the respondent's children (RANK I) were attracted to the advertisement which is advertised with celebrity.
- ✓ The highest mean score is 3.811, the respondent agrees that the advertisements on food products provide necessary information and also it results in unhealthy food habits to children.
- ✓ There is no significant relationship between age and the time that the child interested in watching television.

## SUGGESTIONS

- Parents should make their children more aware of the intention of the Television advertisement.
- Parents and schools should play a more active role in educating the pros and cons of the advertisements.
- Parents should strongly restrict their children in buying the unhealthy products and promote the healthy food products.
- Parents should develop active healthy lifestyles for their child, which includes moderate television viewing, regular family mealtimes, and regular exercise.

## CONCLUSION

The present study was an attempt to analyse the impact of television advertisement on children food products. Television and Advertising together present a great combination and has become an integral part of the modern society. Television advertisement is a powerful audio-visual medium and also proved to be more effective and covers mass audience. Globally, the children are exposed to the high volume of food advertising on television. Today the amount of time which spent by the children towards indoors media resulting in television watching has resulted in poor health diets and low metabolic rate resulting in a lack of physical exercise. Thus, by making children to concentrate in other productive activities the duration of time spent on television could be reduced which has a positive impact over the development of the children.

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