

Children's Attitude towards Television Advertisements and Their Confront and Prospects on Family Purchase Behaviour

Dr. Janki Aggarwal

Associate Professor in Commerc, Department of Commerce and Economics, Babbar Akali Memorial Khalsa College, Garhshankar, Hoshiarpur, Punjab (India)

Abstract

Changing the business environment in the Indian context, children have become a very important consumer group that influences challenges and opportunities for family purchases of various products in many ways. Marketers pay this group, especially by recognizing them as a main market, an influential market, and a future market. Due to the dramatic changes taking place in society in terms of technology, information processing, and the changing media environment, children, especially 8-14-year-olds, are growing much faster. The increase in the double income of parents, the increase in the number of working women, the reduction in the size of the family, the increase in the number of televisions in the household, in particular children's bedrooms, commercial pressure increased the arrival of new products on the market. Due to the presence of huge media environment, children can experience consumption and shopping at a much faster rate than ever. Changing business environment in the Indian context marketing targets children, including infants, often based on a highly sophisticated and manipulative psychology that is primarily focused on television commercials. The central role of television in children's lives is indicated by the fact that 9 out of 10 children watch it almost every day.

Now, the socializing agent has drawn more attention than the mass media, especially television, in the literature on consumer behaviour. In this changing business era, many television commercials are creations of bright minds that try to persuade people to buy. These commercials affect the minds of children because of the beautiful audio and visual effects. Advertising influences children's purchasing demands and family dynamics. Earlier literature indicated that television commercials affected children's attempts to influence parents' purchases, calling the advertisement "an unhealthy persuasive vehicle."

This study is an attempt to investigate changing business environment in the Indian context for the purchase of children affected by television commercials. The main objective of the study is to assess the attitude of children towards television advertisements by taking a sample of rural and urban children, to measure the capacity of television advertisements to influence the purchases of families in this regard, which concerns the different categories of products and analyze the parents' perception of the influence of television advertisements on their children.

The result indicated that the children in both homes have a generally positive attitude towards television commercials viewing them as an important source of product information and enjoyment, although they do view TV advertising as manipulative to some extent.

Keywords: Family purchase behaviour, Television, Advertisements, Decision-making, Purchasing, Media usage, Attitude, Parents-child survey, Socialisation.

INTRODUCTION:

Indian television played the second violin on the big screen. As a result of the social and economic reforms of 1991, as part of new government policies that allowed private and foreign broadcasters to engage in India, television for Indian viewers has grown from a largely indigenous single-channel network, state-controlled to a system network offering multiple options and unprecedented access to a wide range of domestic and foreign programs. Foreign channels like CNN, Star TV, and national channels like Zee TV and Sun TV started satellite broadcasts from 41 series in 1962 and one channel in 1985 to over 70 million households, giving a population of more than 400 billion viewers through more than 700 channels in 2009. There are at least five basic types of television broadcasting in India, namely live television, unencrypted or free satellite, direct satellite broadcasting, cable TV, and Internet Protocol Television (IPTV).

Television is an influential model that provides children with the widest and most frequently used source of information. No other media has invaded their minds like television did. Although children are in daily contact with other media and many other forms of expression and communication, visual media alone is considered a universal language, accessible regardless of their age. Newspapers, radio, and magazines can only catch their attention for a few minutes, but television for hours. Children immerse themselves in millions of images, illustrations, impressions, and visions of their television according to their choices. It is rapidly becoming a primary source of information and entertainment for millions of children and is as influential as parents.

REVIEW OF RELATED LITERATURE:

(Oates C, Blades M, Gunter B. , 2002) studied, children aged six to ten in terms of their understanding, recall, and recognition of new television commercials. Two experiments were carried out. The most common response across all age groups was that the advertisements existed simply to provide information about the products. Children were able to recognize the scenes from the advertisements after one exposure, but recall of brand names was weak for young children, even after three exposures. Reminder for advertising content increased by age and number of exposures. The authors concluded that the ads made an impression on the children, but the majority of the children in the study did not recognize the persuasive intent.

(Kapoor Nand Verma DPS, 2005) studied children's understanding of television advertising in a comprehensive study in Delhi. Their results revealed that these children as young as six could understand the purpose of television commercials and distinguish between an advertisement and a television program. With an increase in the age of the children, the cognitive understanding of the advertisement increased and children over the age of eight were able to respond to television commercials in a mature and informed manner.

(Panwar and Agnihotri M. , 2006) carried out a study entitled - Processing of advertising messages in children in urban areas zones. Data were collected from 250 children aged 7 to 12, from five major cities in the western state of Gujarat (India) using the cluster sampling approach. The main objective was to find out whether the children understand the intention to advertise and whether there is a differentiation according to age, sex, and family situation. The result showed that children understand the basic

objective of advertising, which is to inform about products and also to persuade them to buy these products and also know that medical vehicles carrying advertisements derive financial profit from advertisements.

(David Allan, 2006) examined the effect of popular music in advertising to determine the effect of the theoretical and practical implications of music on the processing of advertising messages. Fifty-two percent of the subjects were women and 48 percent were men. Fifty-eight percent of the subjects were white, 27 percent were African American, 6 percent were Asian, and 7 percent defined themselves as other, all participants were randomly assigned to hear one of the four bands. The result revealed that popular music ads effectively boosted attention and memory more than advertising without popular music. Popular music has elements of attention attached to the recall of the brand. It also can enhance the memory of the brand. However, the effects of important songs and artists on the brand's memory were observed for one of the brands (Long) and the artist (Eminent), sensitive to the level of personal meaning they have for the message advertising integrated into popular music than women.

(Dr. R. Sathya, 2016) Advertising has ingrained itself so deeply into our culture and way of life that it is impossible to envision any occasion, publication, TV show, movie, etc. without advertising. Advertising serves as a key marketing tool and an effective communication channel. Any advertisement's primary goal is to increase sales, whether those sales are direct or indirect, by trying to make grandiose promises about how well the product performs. Advertising may have a negative effect on adults to a certain extent, but it has catastrophic effects on children. Children, who lack the emotional or cognitive tools to analyse the products being sold to them, are the target audience for children's television advertisements now instead of the parents who used to be the target audience for these advertisements. Children no longer merely watch television for entertainment. Television presents the essentials for children, converting them to consumers before they turn three. The goal of the study is to determine how peer group influence from advertising affects children's social and moral behaviours.

RESEARCH GAP:

There is little empirical research available in India on the role of television advertising in children's lives and the extent to which children influence parents' purchases more. Most research on the impact of television commercials on children's influence on shopping has been conducted in the United States. India offers a useful framework because it is culturally different from the United States and other European countries. Above all, there is a substantial difference between the two nations of the cultural dimensions of Hofstede (1984). India is less individualistic, less distant from power, and avoids more uncertainty than the United States. (Hofstede, 1984). Therefore, India provides a significant context for examining the influence of children due to television commercials on family decision-making regarding different products.

HYPOTHESIS OF RESEARCH STUDY:

First Hypothesis

Null-H₀: Media exposure has not affected children's behaviour.

Alternative - H₁: Media exposure is positively correlated to children's behaviour.

Second Hypothesis

Null -H₀: The children's attitude has not been affected by TV ads.

Alternative-H₂: The children's attitude is correlated to TV ads.

Third Hypothesis

Null -H₀: The advertisements have no effect on buying behaviour of children.

Alternative-H₃: The advertisements positively affect buying behaviour of children.

Fourth Hypothesis

Null-H₀: TV advertisement does not attract children.

Alternative-H₄: TV advertisement positively attracts children.

Fifth Hypothesis

Null -H₀: Television advertisements do not influence the family's purchase decision.

AlternativeH₅: Television advertisements positively influence the family's purchase decision.

OBJECTIVES OF RESEARCH STUDY:

1. To assess the extent of media exposure among children of Delhi NCR.
2. To measure the children's attitude towards TV ads.
3. To examine the impact of advertisement on buying behaviour of children.
4. To measure the attraction of children towards the product through exposure to television advertisements.
5. To examine how children through exposure to television advertisements, influence the family's purchase decision.

SIGNIFICANCE OF STUDY

Television in India plays the second swindle to the Indian with a multitude of channels being beamed into the Indian drawing rooms and bedrooms, the children surf program after program with a remote in hand. The rise in the number of television sets in bedrooms has led to very young children increasingly experiencing media messages on their own without any parental supervision.

Even the nature of advertising targeting children has changed. It is no longer restricted to toys but now encompasses a wide range of products; everyday products such as toothbrushes and stationery are being turned into branded goods linked with toys or movies to be sold to children. Marketers pay special attention to children as they are the most vulnerable audiences because they enjoy advertisements the most. Marketers are making every effort to develop brand loyalty at a younger age and retain children as future consumers. Advertisers and marketers plant the seeds of brand recognition in very young children, in the hope that the seeds will grow into lifetime relationships. Advertisers and marketers plant the seeds

of brand recognition in very young children, in the hope that the seeds will mature into lifetime relationships.

RESEARCH METHODOLOGY ADOPTED FOR THE STUDY:

This study focuses on research methodology and associated tools of research adopted to conduct the present study. The purpose is to get an overview of the research and see how the secondary data can be compared with the primary data, and also how they can be compared with each other.

- 1) Problem definition: **“Children’s attitude towards television advertisements and their confront and prospects on family purchase behaviour”**
- 2) Research design – **Exploratory Research**
- 3) Research method- **Survey**
- 4) Data collection- **Through primary and secondary data**
- 5) Sampling method-**Stratified Random Sampling**
- 6) Sample Size-**300**
- 7) Data collection Tool-**Questionnaire**
- 8) Scale for using an interpretation of Data- **Likert 5-point Scale**
- 9) Statistical Tool for Data Analysis -**Reliability, Factor Analysis, T-test independent sample and paired sample, Kruskal –Wallis H test & Bivariate Pearson Correlation.**
- 10) Software for Data Analysis- **SPSS-WIN ver. 21.0.**

The research design, given an overview of the subjects participating in the survey, discussed the survey instrument, explained the procedures to collect data, and discussed the data analysis procedures.

Primary data:

The sample size is 300 parents of children aged 5-9, 10-14, and 15-19 years of age group from different parts of Delhi NCR.

Primary data collection for this purpose is proposed through stratified random sampling.

DISTRIBUTION OF THE SAMPLE

| S. No. | Region of Delhi NCR | 5-9 Respondents | 10-14 Respondents | 15-19 Respondents | Total No. of Respondents |
|---------------|----------------------------|------------------------|--------------------------|--------------------------|---------------------------------|
| 1. | Delhi (N) | 10R | 10R | 10R | 30R |
| 2. | Delhi(S) | 10R | 10R | 10R | 30R |
| 3. | Delhi (E) | 10R | 10R | 10R | 30R |
| 4. | Delhi (W) | 10R | 10R | 10R | 30R |
| 5. | Delhi (C) | 10R | 10R | 10R | 30R |

| | | | | | |
|-----|------------------|-------------|-------------|-------------|-------------|
| 6. | Ghaziabad | 10R | 10R | 10R | 30R |
| 7. | Noida | 10R | 10R | 10R | 30R |
| 8. | Faridabad | 10R | 10R | 10R | 30R |
| 9. | Gurugram | 10R | 10R | 10R | 30R |
| 10. | Sonipat | 10R | 10R | 10R | 30R |
| | Total | 100R | 100R | 100R | 300R |

Secondary data:

The secondary data is proposed to be collected through the Internet, through Annual Reports, through Magazines, and through marketing journals. Secondary data both proposed to be collected and analysed will include important official publications and statistical abstracts/ reports and Indian magazines, Brochures, Websites, Newspapers articles.

FINDINGS

Findings of Hypotheses Testing Through Correlation

| Variables | Covariance | Correlation | Composite Result |
|---------------------------|------------------------------|---------------------|--|
| Media Exposure | Children behaviour | 0.340 ^{**} | Mild degree +Correlation Rejected 1 st Ho accepted 1 st H1 |
| Children's attitude | TV ads | 0.926 ^{**} | High degree +Correlation Rejected 2 nd Ho accepted 2 nd H2 |
| Advertisements | Buying behaviour of children | 0.330 ^{**} | Mild degree +Correlation Rejected 3 rd Ho accepted 3 rd H3 |
| TV advertisement | Attraction of children | 0.843 ^{**} | High degree +Correlation Rejected 4 th Ho accepted 4 th H4 |
| Television advertisements | Family's purchase decision | 0.669 | Moderate degree +Correlation Rejected 5 th Ho accepted 5 th H5 |

1. There is a mild degree + Correlation between media exposure and children's behaviour as the bivariate correlation value is 0.340^{**}. Thus Mild degree + Correlation Rejected 1st null hypothesis and accepted 1st alternative hypothesis.

2. There is a high degree of positive correlation between children's attitudes and TV ads as the correlation value is 0.926^{**} and rejected 2nd Ho and accepted 2nd alternative hypothesis.

3. There is a mild degree of positive correlation between advertisements and buying behaviour of children as the correlation value is 0.330^{**} and rejected 3rd Ho and accepted 3rd alternative hypothesis.
4. There is a high degree of positive correlation between TV advertisements and the attraction of children as the bivariate correlation value is 0.843^{**} thus 4th null hypothesis is rejected and 4th alternative hypothesis is accepted.
5. There is a moderate degree of positive correlation between Television advertisements and family purchase decisions as the bivariate correlation value is 0.669^{**} thus 5th null hypothesis is rejected and the 5th alternative hypothesis is accepted.

CONCLUSIONS

Young children influence the family's purchasing decision because they acquire the basic communication skills necessary to interact with other family members. As the child grows, he develops more sophisticated purchasing skills and abilities. They become aware of different socializing agents who transmit norms, attitudes, motivations, and behaviours to the learner. There is abundant evidence that parents, peers, the media, stores, schools, brands, and the products themselves and their packaging are all sources of information, namely socializers. No other socializing agent attracts more attention than mass media to develop consumer socialization. Children learn basic consumption problems from messages sent to them by marketing experts through the media. Among the media, the most widely used medium is television advertising for companies whose target group is children. The fundamental role of television advertising is to provide consumers with sufficient and truthful information about products and services, to reach people who cannot be reached by the seller, and to educate the consumer.

Advertisements are the most effective and efficient promotional tools for a business, especially when the target group is children. It is possible to describe advertisements in general as an impersonal presentation of goods, services, or ideas to promote and familiarize the masses with them in exchange for a certain amount of money. It is well known that television commercials help children get information about brands, stores, and products and affect their consumer behaviour. All questions regarding the concept of advertising spark television commercials in the minds of most children.

After the findings, we can conclude the following points:

1. Media exposure is positively correlated with children.
2. The children's attitude is correlated to TV ads.
3. The advertisements positively affects buying behaviour of children.
4. TV advertisement positively attracts children.
5. Television advertisements positively influence the family's purchase decision.

RECOMMENDATIONS:

Certain conclusions could be of interest for traders, parents, and schools. The most important thing is that they cannot treat the children in the home like a mass to send them messages. They are different in

terms of their culture and family environment. The study has certain implications which are mentioned below;

Implications from the Perspective of Parents

Like, the study indicates that parents are concerned about food advertisements and believe that these advertisements cause obesity in children, are misleading, and cause family conflict. They should critically assess what their child is watching on television, use co-viewing of television commercials, and teach children how to become demanding viewers, better able to protect themselves from the negative influences of food advertisements. They should educate their children to eat more healthy foods.

Implications from a school perspective

Schools should introduce certain lectures into the curriculum of students that can prepare them with such skills through which they may be able to approach the media, especially critical advertising.

Schools should organize a kind of workshop in which children should be made aware of the harmful effects of junk food and fast food advertisements. They should educate children about obesity and overweight issues. An educational program that has promoted the consumption of nutritional foods will reduce the impact of advertising for sweet foods.

Implementation from the point of view of the marketing manager

Marketers should design their food marketing communications materials in such a way that children become healthy and demand natural food products. For example, the packaging could provide health messages, including nutrition information, cooking ideas, and fun in a way that attracts children using shapes, colors, shelf characters, and themes. They can make packaging to show certain influencing techniques such as "Mom, this product is healthy and easy to cook." This could lead children to come up with healthier food choice ideas, making it easier for parents to make healthy decisions.

Like, marketers are always interested in targeting children directly (rather than through their parents) with messages, logos, characters, etc. child-focused, which emphasizes a cool and fun image. This strategy may not be appropriate for all children. Our results suggest that children have less personal purchasing power and rely more on their parents to talk about the advertised product and are less influenced by irrational factors. This cool, trendy group image appeal may not be effective with certain segments of the children's market, particularly those who are less independent in their behaviour in the market. Marketers can develop strategies that try to bridge the gap between children and parents, such as creating products, programs, and activities that involve both children and adults. They should try to organize their events, such as large openings, benefits and walks, to create a family atmosphere with activities for all ages that instil positive brand-oriented experiences in children.

IMPLICATIONS FOR FUTURE RESEARCH:

Research has shown that despite what many marketers think children watch television. They can be involved in five other things while doing it talking or texting friends, searching the Internet, playing a

video game, and doing homework - but they continue to tune in to TV programs and expect companies to market them by doing so. Television is still a viable means for traders to reach children. However, it is important to recognize that, although children always watch a large amount of television (about two hours a day and even more on weekends), the way they watch is what has changed. Children now do almost everything on their computers, including watching TV. Future research is needed to refine the measures of screen media use, especially television, and the Internet.

The study provided useful information on the purchasing behaviour of children and focused on the influence perceived by children in family decisions concerning a wide variety of product categories. It also examined whether parents agreed with their children on the perceived level of influence in family purchasing decisions. Research shows that of all environmental socializers, television advertising and parental influence are the most prevalent and important. Parent's response to children's attempts to influence family purchases reinforces children's future consumer behaviour. Research may be updated in the future to examine the importance of family structure, measured by sexual orientation, family type, that is, nuclear households compared to married households; both parents work; wife's professional status; the number of children per family; family communication models; the child's age; decision-making stage and traditional and liberal perspectives of parents in the family, in the family decision-making process.

The study used a survey method for data collection to investigate patterns of children's influence in family decision-making. However, in the future, researchers can use the observational approach to measure the amount of influence displayed by all family members in purchasing decisions. Observation data can be derived from video recordings of family interactions during a simulated decision-making situation. This method of data collection can provide a better insight into the decision-making process in the family and yield results that may be inconsistent with the survey methods normally used in research on family decision-making.

LIMITATION OF DATA:

The study is bound to come up with some limitations & constraints, which make the efficiency of the same & to some extent deviate it from its main line of thought. Though no stone has been left unturned & no effort was being spared to make the study accurate & relevant to the objectives, there are some limitations & general problems, which are not worthy to make the study meaningful.

1. The first and foremost limitation is that the sample size of 300 respondents of Delhi NCR does not represent the universe fully.
2. Sometimes the respondents do not give exact information due to personal reasons.
3. Every caution in forming the questionnaire and in conducting, the study was taken but to human nature, the possibility of biases in the questionnaire can't be ruled out.
4. Sometimes concerned respondents are not available at the time of the survey.

BIBLIOGRAPHY

1. Barry, T.E., (1993). Comparative Advertising. *Journal of Advertising Research*, 33(2), 346-347

2. Borker, M.M. (1987). Socio-economic and Psychological Co-relations of Communication through T.V. in Nagpur District of Maharashtra State, Ph.D. Thesis IARI, New Delhi) p.84.
3. Greyser, S.A. (1972). Advertisement Claim and Creditability. *Journal of Marketing Research*, 14, 115-117.
4. Joon, K. (1992). Effect of Television Advertisements on the purchasing behaviour of home-makers while purchasing various consumers goods. M.Sc. Thesis, Haryana Agriculture University, Hissar: 90-92.
5. Srinivas, K. and Bhatia, V. (1982). Home maker's attitude towards selected buying practices, consumer's responsibility and its influence on actual buy practice. *Journal of Home Science*, 14(4), 22-23.
6. David Allan. (2006). Effects of popular music in advertising on attention and memory. *Journal of Advertising Research*, 434-44.
7. Kapoor Nand Verma DPS. (2005). Children's understanding of TV advertisement: Influence of age and parents' vision. *The Journal of Business Perspective*, 9(1), 21-36.
8. Panwar and Agnihotri M. (2006). Advertising Message Processing Amongst Urban Children-An Indian Experience with special reference to TV advertising. *Asia Pacific Journal of Marketing and Logistics*, 18(4), 303-327.
9. Vilanilam, J. (1989). Television advertising and the Indian poor. *Media, Culture and Society. London*. 11(4), 485-497.
10. Jha, R.C. (1978). A Study of Delhi T.V. Retrospect and Prospect, M.Sc. Thesis (unpublished), IRAI, New Delhi: 87-89.
11. Ahamad, S., & Sekhar, N. D. C. (2014). Family Members Role in Purchase Decision Making. *Abhinav International Monthly Refereed Journal of Research in Management & Technology*, 3(8), 22-27.
12. Ali, A., & Batra, D. (2011). Children influence on parents buying decisions in Delhi (India). *European Journal of Business and Management*, 3(11), 27-40.
13. Chan, K. (2003). Parental concern about television viewing and children's advertising in China. *International Journal of Public Opinion Research*, 15(2), 151-166.
14. Edwards, S. M., Li, H., & Lee, J.-H. (2002). Forced exposure and psychological reactance: Antecedents and consequences of the perceived intrusiveness of pop-up ads. *Journal of Advertising*, 31(3), 83-95.