

THE IMPACT OF TELEVISION ADVERTISEMENTS ON CHILDREN IN THE PROCESS OF FAMILY PURCHASE DECISION

Sunita Kumar*

ABSTRACT

The presence of television is everywhere. For marketers, it acts as a medium of communication since it affords access to children at much earlier ages than print media can accomplish. There is impact of TV advertisement on children. It also impacts the food habit either because of unconsciously watching TV or junk food advertisements. This study has been done to study the impact (knowledge of brands and products and food habits) of television advertisement on children and to what extent television advertisement impacts children in influencing family purchase decisions. To achieve the objective survey using 5 point Likert type scale is used. The reliability test using SPSS is performed. The table matrices and one way ANOVA are used as a statistical tool. It is found that TV advertisements improve brand consciousness, knowledge about various products in any category. Because of this, children influence the family purchase decision and parent often value their opinion.

KEYWORDS: Children, Advertisement, Family, purchase decision, Television

* Assistant Professor, Department of Management Studies, Christ University, Bangalore, India

I. INTRODUCTION

Decision making is the process of deciding, concluding or making a judgement about some topic issue or matter. It is the process for making a choice between two or more alternatives. And to know those alternatives, Television advertisements play a very vital role in today's scenario.

Most of the family watches Television together and it encourages the discussion about products, shown during advertisements, jointly. In this way Television impact on the family is considered, as a family is a crucial decision making unit as the interaction and influence between family members are likely to be very frequent. We have studied the impact of Television advertisements on children in the Family purchase decision. Influence according to Cart Wright "Influence is something that is inferred when one person acts in such a way as to change the behaviour of another in some intended manner".

Therefore influence involves actions by family members that make a difference during the decision making process. It is well known that the decision making process follows a number of stages:

- Problem recognition
- Search for information
- Evaluation of alternatives
- Final choice

In each of the above stages, Television advertisements acts as input and results in providing detailed information in that particular stage. The decision to purchase a commodity or service by family or household depends on the various roles played by a household member in the purchase, consumption and influence of products. The each stage in the decision making process are usually linked to the decision making roles. In each role, a Television advertisement acts as a friend.

Many parents who are working 5 days in a week feels guilty that they are unable to spend time with their children and hence meet the demand of most of the products children ask. Peer pressure also seems to be working in many situations. Children often argue that their friends are having specific products and hence they want it and parents end up spending about Rs 10,000 per child every month. It was also observed that parents felt they were spoiling their children but they do not know what to do as children were unwilling to compromise on needs. It was also

observed that parents having two kids have become very expensive as all of them need exclusive products.

II. NEED AND RATIONALE OF THE STUDY

A number of studies have been undertaken regarding the buying decisions in the household sector. But majority of these studies was regarding family influences on purchase decisions, the role that Television advertisements plays very vital role in decisions making concerning the household unit has prompted researcher to direct attention to the study the impact of Television advertisements.

III. REVIEW OF LITERATURE

A conceptual framework for the study based on the ideas and concepts gathered from review work of the existing literature of both theoretical and empirical nature will facilitate planning the study in a comprehensive manner. It also helps to know the previous research work done in that area and acts as a torch for the new researchers. Better ways are needed to generalize the research findings from laboratory studies to operational settings, from one experimental study to another and from one operational setting to another.

Nowadays, the presence of television is everywhere. For marketers, it acts as a medium of communication since it affords access to children at much earlier ages than print media can accomplish, largely because textual literacy does not develop until many years after the children have become regular television viewers.

Garima Malik (2012) reveals that unhealthy food like Fast food advertising has become a major concern specially in food product advertising which is targeted for the children. It has been observed that there is a lack of advertisers' responsibility as they are not much concern about the ill effect of advertisement on the children. This study tries to understand the parental viewpoint towards the unethical practices carried out by the food product advertisers. The study also attempts to find out parents' preferences of food items for their children. This quantitative survey, which was conducted in Jaipur highlighted the increasing risk associated with too many food advertisements that heavily rely on Marketing tricks and advertising gimmicks to attract children.

Singh and Kaur (2011) studied the impact of advertisements in Haryana (cities like Hisar, Sirsa, Sonapat and Karnal). They also studied the impact based on income (lower, middle and high)

and Occupation (Service, Business and profession). They observed that TV and advertisement has evolved as integral part of society. Their findings, that children and family try to buy product when they see the advertisements on TV, or in support of other research done at different part of the world. It was suggested that the educational value of the product should be included in advertisements.

Mittal, Daga, Chhabra, Lilani (2010) found that children watch television 2.48 hours during weekdays and 3.47 hours during weekends and holidays. Watching television is one of the favourite activities comparing to playing with friends. The advertisements on TV increases their brand awareness and they often ask for products for which they saw advertisements. Sometime it changes their behaviour and turns them as nagger.

According to Kaur and Singh (2006) marketers must often link the product with fun and joy elements rather than informational elements. The influence of television advertising on younger children takes place at various levels including the advertiser's "immediate product-persuasion effects" along with more influences that takes place due to more exposure of commercials over time. When a Child's age increases their attitudes towards ads changes from positive to negative, where they become sceptical of advertising.

Chandhok (2005) observes that television advertisement is most preferred by children as it provide them a huge amount of information. That is why a good number of advertisements are made for TV targeting children as an audience. After viewing these advertisements, children often get eager to buy or influence their parents to buy these products. Parents often ask their children about their opinion on many products directly related to children.

Mallalieu et al. (2005) reported that children born in the 1990s appear to have developed these cognitive abilities (for example, to differentiate between a programme and a commercial or to understand the purpose and intent of advertising) to a far greater extent than children reported in earlier studies.

Kapoor and Verma (2005) studied the children's understanding of Television advertising in Delhi. Their findings revealed those children as young as six years could understand the purpose of TV ads and distinguish between a commercial and a TV program. With an increase in the age of the child, cognitive understanding of the ad increased and children above the age of eight years were able to respond to TV ads in a mature and informed manner. Heavy viewing was positively associated with favourable attitudes towards TV ads and, conversely, interest in ads

declined with age. Children's exposure to TV ads was determined to a large extent by parents' control of their viewing. Parent-child interaction played an important role in the children's learning of positive consumer values and their parents perceiving the influence as positive on their children's buying response. Both parents and children noted the impact of TV ads on children's purchase requests.

Kunkel et al. (2004) observe that there is great concern about children as viewers of advertisements primarily because young children are exposed to thousands of commercials each year in India as well as in the West. Marketers use television as a medium of communication since it affords access to children at much earlier ages than print media can accomplish, largely because textual literacy does not develop until many years after the children have become regular television viewers. The impact of TV advertising on school going children occurs at multiple levels. To take an example, cereal advertisements may create an immediate effect of generating product-purchase requests and increasing product consumption. Another aspect of it is that, it also contributes to misperceptions about proper nutritional habits. One of the common way (use celebrities and cartoon characters for advertisements) used by marketers, as children's views of advertising appeals are largely influenced by them. The practice is largely witnessed in restaurants giving small toys as a token of remembrance to children such as McDonalds or associating a cartoon character with a cereal.

Shah (2003) explained that there is a different vision for advertising to children as they form current market as well as future market. It will create brand building and helps in future sales, later. He further writes that in the journal of the American Medical Association (AMA) mentioned children of age 2-17 years watched 5,000 to 18,000 hours of television annually compared to 12,000 hours of classes in school. More than \$1 billion per year is spent on advertisements for children.

Moschis and Churchill (1978) cited that the maximum influence of mass media is driven from advertising and programming. His findings stated that learning from the television was linked to the use of television particularly the commercial content. Young children have the ability to differentiate between a television advertisement and an entertainment program but they do not have the ability to understand the intent of advertising till they are 8 to 10 years of age. However, the television advertising for children for toys and games has tripled since late 1970s. Television

is accessible to children at very early ages than any other media and hence television is used as a means of communication for children as compared to any other media.

IV. METHODOLOGY

OBJECTIVES OF THE STUDY

1. To study the impact (knowledge of brands and products and food habits) of television advertisement on children.
2. To analyse the extent television advertisement impacts children overall buying process.

RESEARCH HYPOTHESES

H₁: There is a significance difference in opinion of respondents with different working status and Number of hours TV watched

POPULATION OF THE STUDY

The present study is restricted to the area of Bangalore City only.

V. DATA COLLECTION

The sources of data used here are primary and secondary. Primary Data has been collected through questionnaires and the Secondary data has been collected through various journals, articles, research papers etc. Primary data were collected through with the parents with a structured questionnaire. Before undertaking the survey, a pilot survey was undertaken with 30 parents and 30 children. Their views were incorporated in the final questionnaire. The survey was carried out in Bangalore city during November-August 2012. The study employed convenience sampling. 100 Parents were surveyed along with children. The analysis of data was carried out using Statistical Package (SPSS) 16.0 .A closed-ended questionnaires was used for the purpose of data collection.

VI. DATA ANALYSIS

To achieve the objective of measuring, 10 demographic questions are asked and 9 variable questions are used. The analysis responses were collected using a 5 point Likert type scale (1- Strongly Agree, 2- Agree, 3 – Neutral, 4 – disagree and 5 Strongly Disagree).

The reliability test using SPSS for response data gave Cronbach's Alpha value of 0.801. Hence the response is reliable and we can proceed for analysis.

The Respondents of the survey are taken by father (48%) and mother (52%). 10% are of age under 35 years, 70% are between 35-40 years and 20% are between 40 and 45 years. Both parents are working in 67% of cases and single parent working in 33% cases. Both parents are

post graduate in 54% of parents and both parents are graduate in 44% of cases. By profession, 65% are professional, 10% Government employee, 10% Teacher and remaining 15% Freelancer. From income perspective 74% are having above than Rs 10 lakh and 16% are having between 7 and 10 lakh. 96% family type is nuclear. 37% of the family spends on media (Watching television, reading the News paper) less than 14 hours per week and remaining 63% of the family spends more than 14 hours per week.

To make analysis clear and transparent, the responses are shown in table1. It looks like the opinion is towards an agreement (10% Strongly Agree and 38% Agree) for adding knowledge of brands and products because of TV Advertisements. There is strong agreement (62% Strongly Agree and 28% Agree) that TV Advertisements increases children's range of choice in a particular market. The children demanded (32% Strongly Agree and 34% Agree) unnecessary products from their parents. It looks like while watching TV, children unconsciously eat too much or eat junk food because of attractive advertisements and affect (22% Strongly Agree and 36% Agree) their health. There is no clear indication (9% Strongly Agree, 21% Agree and 65% Neutral) that TV commercials can easily convince your children to buy certain products. Children often ask the products which they saw on TV although there is no clear indication (9% Strongly Agree, 21% Agree and 65% Neutral). There is a neutral opinion (9% Strongly Agree, 11% Agree and 42% Neutral) that TV advertisement does not affect much during the shopping. Parents often (41% Strongly Agree, 20% Agree and 33% Neutral) value children opinion while buying product for them.

	1 - Strongly Agree	2 - Agree	3 - Neutral	4 - Disagree	5 - Strongly Disagree
Q11 TV Advertisements add value to children's knowledge of brands and products	10	38	35	17	0
Q12 Advertising widens your children's range of choice in a particular market.	62	28	6	4	0
Q13 Children ever pressurized you to buy unnecessary products due to attractive advertisements.	32	34	26	8	0
Q14 Advertisements affect the health of children and lead to obesity.	22	36	24	18	0

Q15 TV Advertisements encourage unhealthy food habits in children	24	22	44	10	0
Q16 TV commercials can easily convince your children to buy certain products.	9	21	65	5	0
Q17 You always try for those products whose commercial you saw on TV.	18	28	44	10	0
Q18 Advertisement affects your children at the time of shopping with you.	9	11	42	24	14
Q19 You always ask your children before buying the products of their use.	41	20	33	6	0

The analysis of variance on working status is shown in table2. It shows that significance level in the last column is greater than 0.05 in all the perceptions except for “Q11 TV Advertisements add value to children’s knowledge of brands and products”, “Q14 TV Advertisements affect the health of children and lead to obesity”, “Q15 TV Advertisements encourage unhealthy food habits in children” and “Q17 You always try for those products whose commercial you saw on TV”. Hence the null hypothesis is rejected in these cases and it reflects that there is a significant difference in working status. However the perception level is greater than 0.05 in questions “Q12 Advertising widens your children's range of choice in a particular market”, “Q13 Children ever pressurized you to buy unnecessary products due to attractive advertisements”, “Q16 TV commercials can easily convince your children to buy certain products”, “Q18 Advertisement affect your children at the time of shopping with you” and “Q19 You always ask your children before buying the products of their use”. Hence the null hypothesis is accepted. It means there irrespective of working status, there is same opinion on these questions.

Table 2	Sum of Squares	Df	Mean Square	F	Sig.
Q11 TV Advertisements add value to children’s knowledge of brands and products	4.056	1	4.056	5.362	0.023
Q12 Advertising widens your children's range of choice in a particular market.	0.001	1	0.001	0.002	0.966

Q13 Children ever pressurized you to buy unnecessary products due to attractive advertisements.	0.004	1	0.004	0.004	0.947
Q14 Advertisements affect the health of children and lead to obesity.	5.024	1	5.024	4.997	0.028
Q15 TV Advertisements encourage unhealthy food habits in children	4.706	1	4.706	5.283	0.024
Q16 TV commercials can easily convince your children to buy certain products.	0.028	1	0.028	0.053	0.818
Q17 You always try for those products whose commercial you saw on TV.	3.518	1	3.518	4.459	0.037
Q18 Advertisement affects your children at the time of shopping with you.	0.016	1	0.016	0.013	0.911
Q19 You always ask your children before buying the products of their use.	0.613	1	0.613	0.617	0.434

The analysis of variance on the number of hours TV watched is shown in table3. It shows that significance level in the last column is greater than 0.05 in all the perceptions except for “Q11 TV Advertisements add value to children’s knowledge of brands and products” and “Q13 Children ever pressurized you to buy unnecessary products due to attractive advertisements”.

Hence the null hypothesis is rejected in these cases and it reflects that there is a significant difference in the number of hours TV watched. However the perception level is greater than 0.05 in questions “Q12 Advertising widens your children's range of choice in a particular market”, “Q14 Advertisements affect the health of children and lead to obesity”, “Q15 TV Advertisements encourage unhealthy food habits in children”, “Q16 TV commercials can easily convince your children to buy certain products”, “Q17 You always try for those products whose commercial you saw on TV”, “Q18 Advertisement affect your children at the time of shopping with you” and “Q19 You always ask your children before buying the products of their use”. Hence the null hypothesis is accepted. It means there irrespective of the number of hours TV watched, there is same opinion on these questions.

Table 3	Sum of Squares	df	Mean Square	F	Sig.
Q11 TV Advertisements add value to children’s knowledge of brands and products	8.205	1	8.205	11.490	.001

Q12 Advertising widens your children's range of choice in a particular market.	.002	1	.002	.004	.950
Q13 Children ever pressurized you to buy unnecessary products due to attractive advertisements.	6.919	1	6.919	8.261	.005
Q14 Advertisements affect the health of children and lead to obesity.	1.575	1	1.575	1.514	.221
Q15 TV Advertisements encourage unhealthy food habits in children	1.984	1	1.984	2.160	.145
Q16 TV commercials can easily convince your children to buy certain products.	.900	1	.900	1.780	.185
Q17 You always try for those products whose commercial you saw on TV.	.045	1	.045	.054	.816
Q18 Advertisement affects your children at the time of shopping with you.	1.818	1	1.818	1.486	.226
Q19 You always ask your children before buying the products of their use.	.520	1	.520	.523	.471

VII. FINDINGS AND CONCLUSION

There is impact of TV advertisement on children. It improves brand consciousness, knowledge about various products in any category. Because of this, children influence the family purchase decision and parent often value their opinion. It also impacts the food habit either because of unconsciously watching TV or junk food advertisements. Depending upon working status, the exposure of TV differs and hence the impact of TV advertisements. Irrespective of the number of hours TV watched, the knowledge about products does not increase, brings unhealthy eating habits. Some of the findings are in line with observation found by Singh and Kaur (2011). It was common findings that parents often take the advice of their children before buying products.

VIII. SCOPE FOR FURTHER STUDY

- How advertisements impact children in influencing family purchase decision for high value products
- The same study can be done for other Media types like News Paper, radio and print advertisements

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