

Television Advertising and Their Influence on Primary Schools Children—Study Conducted at Bengaluru

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Abstract—Advertising is a service industry geared towards the communication of information and ideas to and on behalf of others. Marketers see advertising as part of an overall product promotional strategy. However, other components of the promotional mix include publicity, public relations, personal selling, and sales promotion are equally important. Advertising involves the process where a message is designed so as to promote a product, a thought, an idea or even a service. The Indian advertising agencies today handle both national and international projects. The TV commercial is generally considered the most effective mass-market advertising format. It is reflected by the high prices TV networks charges for commercial airtime during popular TV event and programs. As per the recent research more than half of television viewers in India today are children of below 15years. And yet there is hardly any sensitivity about the relevance and impact of what is served out by various television channels. All of them are operating in a competitive mode for in the race for viewership and attraction without considering the impact it has. Neither the Government nor the parents or the teachers seems to be concerned about this situation. When a marketer advertises, Children take everything at face value and believe without a doubt -the messages conveyed in the advertisements. Advertisements are made in such a way as to attract the attention of children.. Children may make excessive demands on their parents for the products they see in the advertisements. An attempt is made to study the impact of television advertising and television viewing habits among children in higher primary schools in Bengaluru that would change the way advertisements would do less harm to viewers. Time of tv viewing , channels watched, purchase influence are discussed in person with children through a questionnaire to get correct information.

Keywords: *advertising , primary schools, influence:*

1. INTRODUCTION

Childhood has not been easy for kids in the recent years as it has been in the past. The ever-changing options and choices available in all fields due to changes in environment is making their choices complicated. When it comes to choosing the product they want use it has been more difficult with variety of options coupled with open bent of mind among parents.

Parents with increased income level and smaller nuclear families involve children in their decision making during purchases. Despite the growing strength of social networks, television advertising is still the most influential medium in people's purchase decisions. A report from the Television Bureau of Advertising and Knowledge Networks Inc reveals that 37 % of television viewers make purchase decisions after watching advertisements on television compared to 7 percent for social networks. Impact and persuasion are two factors for a successful TV commercial that arouses viewer interest immediately and remains memorable. (Vijayapushpam).When an advertisement is planned it always has a target audience.. Many of the television advertisements have children as their target audience. This happens even if children are not always the consumers. Children are the target as they are innocent and not so mature. the use of product placement in children's entertainment media is becoming common across a range of media(Simon Hudson 2007)

The reason why advertisements are aimed at children is that-the marketers are well aware that children influence the buying behavior at home. The changing economic status and family culture to smaller nuclear families parents are willing to provide the demands made by children and ad agencies try to tap on this emotion with influence through advertising attractively aiming at children. It is important for the parents to know children's exposure and influence through various media including television so that they monitor them in such a way to avoid any wrong influence. An attempt is made in this paper to study the influence and impact of television advertisements on children.

2. REVIEW OF LITERATURE

Radhamani (2016) is of the opinion that Children today spend a maximum of their free time watching television so they are exposed to a large number of advertisements. They watch almost 2-3 hours of television daily, which includes their favourite cartoons and other programmes. The number of

TV running homes has come a long way, which encourages learning and imparts overall awareness. It brings about both theoretical and concrete thinking and initiates change in behaviour and attitudes so the beneficial and adverse effects of television is a matter of great concern. Television viewing as negative impacts may place children in passive roles. It dissuades them from reading, playing, exercising, studying, and so forth. It decreases actual social communication and develops violent and destructive attitudes.

Uma Shankar singh 2015 Feels Highly Creative advertising has more Communication Effect in terms of Advertising Effectiveness when compared to Conventional advertising followed earlier. Consumer Purchase Behaviour is significantly more favourable towards advertised brands coming under Highly Creative advertising group behaviour in children. Children get influenced.

Prerana verma (2015) opined There is a strong likelihood that people who hold a positive view about media and have keenness towards absorbing its tactics are more often influenced by media than those who hold a neutral or a negative view towards media and its tactics in practice. Hence scholars since decades have opined that children generally have a positive view towards media. 75% of her respondents mentioned about their positive affiliation with media. Different sections of media such as television, advertising, films, music, internet and magazines are an indispensable part of children's lives currently. According to psychology dictionary "An attitude is an opinion that one has about someone or something. It can reflect a favorable, unfavorable, or neutral judgment.". So we see that attitude don't care where we shape them many times they turn out to be our habits. So an advertisement can influence immensely.

Vyash Gayatri V.2015through research found Television viewing is associated with unhealthy food consumption among children. There is sufficient evidence that TV advertising influences the food preferences, purchase requests and diets of children under the age of 12 years. The study supported the causal relationship of food advertising on children's eating behaviour, demonstrating that immediately following the food commercials young children were more likely to increase their caloric intake and snack foods influenced by view

Sai Ganesh (2013) Found Television has a lot of positive effects and influences on audience. It gives helpful information to decide upon products in market. Attention and interest of the audience depends upon the attributes of the advertisements. Attractive advertisements are welcomed by respondents and if advertisements have likeable elements in it, they engage the audience and will create the desired results. Animated advertisements, humorous advertisements and advertisements endorsed by celebrities create impact in audience. towards purchasing. We see that advertisements can influence purchases.

The above mentioned studies show that advertisements can influence purchasing behaviour.

3. OBJECTIVES:

To study the influence of television advertising aimed at children;

To understand the impact of advertising aimed at children;

4. STATEMENT OF THE PROBLEM;

Promotions is an integral part of marketing mix. But when such promotion is trying to exert undue influence in a impulsive way it is not easily accepted, television advertising is promoting consumerism to an extent trough advertisement aimed at children has been the basis for the study

5. OPERATIONAL DEFINITIONS:

#Advertisement in the study refers to advertisements in television.

primary school children are respondents from class 1st -7th

#Influence refers to after effects of viewing advertisements

Tv is television; Ads refer to advertisement.

6. METHODOLOGY

Primary data is collected from 100 students from class1st to 7th from four different schools on randomly. Secondary data is collected from articles published in various journals, magazines, newspapers. The collected data is analysed through a simple statistical table using percentages. Collected data is analysed to draw inference

7. ANALYSIS AND FINDINGS

1. Duration of Tv viewing by children

Hours /day	Number	Percentage
1-2 hours	53	53%
2-3 hours	20	20%
Morethan 3hrs	10	10%
Any other	17	17%
Total	100	100%

Source: Primary data

Majority of the children watch Tv for 1-2 hours. It was noticed during interaction that it was only class1-3 children watch Tv for 2-3 and more than 3 hours. Surprisingly children in 6th and 7th standard did not have much interest in tv programs. All viewed advertisements between programs.

2. Reasons for viewing Tv

Reason for watching	Number	Percentage
Learning	15	15%
To pass time	30	30%
Entertainment	30	30%
Family routine	25	25%
Total	100	100%

Source:Primary data

Nearly 60% of responding children watch Tv for pass time and entertainment, 25% watch it just because family watches, 15% watch for education and learning. Children watch television as a part of their routine as well.

3. Channel children preferred to watch

Channel preferred	Number	Percentage
Cartoon	40	40%
Sports	25	25%
Music	10	10%
Regional programs	20	20%
News	05	05%
Total	100	100%

Source: Primary data

40% of responding children prefer cartoon channels, 25% sports, 10% music, 20% regional and 5% news channels. Children mostly preferred cartoon regional programs were watched with family, sports was preferred over music and the news channels were mostly viewed with fathers.

4. Children were asked if they watched advertisements between programs.

Ad viewing between programs	Number	Percentage
Always	65	65%
Sometimes	25	25%
Rarely	10	10%
Never	0	-
Total	100	100%

Source: Primary data

Children liked the advertisement as a part of the program. 65% always watched them, 25% watched Ads sometimes, 10% rarely watched them

5. Category of advertisements children watched and liked

Category of Ads	Number	Percentage
Fast food and snacks	65	65%
Health drink	25	25%
Soaps and personal care	10	10%
Clothes and shoes	0	-
Total	100	100%

Source: Primary data

Children were found to be in confusion on the category, as they responded that they watched all Ads shown. 65% liked food, 25% health drink and 10% soaps and personal care.

6. Children's response after watching Ads

Response after tv Ads	Number	Percentage
Yes	50	50%
No	0	%
Sometimes	35	35%
Depends on product	15	15%
Total	100	100%

Source: Primary data

Only 50% of the children demanded the product advertised on Tv, 35% rarely do and others said it depends on their product. It was also learnt that most of the children preferred the product advertised if it was with their peer group.

7. Parental guidance before buying the product advertised

Parents guide before buying the product seen on Ads	Number	Percentage
Yes	50	50%
No	0	%
Sometimes	37	37%
Depends on product	13	13%
Total	100	100%

Source: Primary data

Children were asked if their parents guide to buy the product demanded by children after seeing on Tv, 50% said they would, 37% said they would be guided sometimes, 13% said it would depend on the product. It was observed that many children said they could convince their parents easily.

8. Reason for getting attracted to Tv Ads

Reason for attraction to Ads	Number	Percentage
Celebrity endorsement	39	39%
Product	22	22%
Freebies with product	27	27%
Friend has it	12	12%
Total	100	100%

Source: Primary data

Children were asked the reason for getting attracted to Tv Ads, 39% liked for celebrities in advertisements, 22% liked the product, 27% liked freebies with the product advertised and 12% liked the product in Ads as the Friends have it.

9. Purchase of products Advertised

Purchase of product in Ads	Number	Percentage
Yes	22	22%
No	-	-
May be	46	46%
Not sure	32	32%
Total	100	100%

Source: Primary data

Children were asked if they continue to buy the products advertised on Tv after the first purchase, 22% said they would purchase again, 46% said they may and 32% were not sure. Children are not always decision makers and they can influence largely.

10. Tv Ads give full information on product

Tv ads give full information	Number	Percentage
Yes	36	36%
No	14	14%
Sometimes	35	35%
Don't know	15	15%
Total	100	100%

Source: Primary data

Children were asked finally if they feel that Tv Ads give complete information about the product, 36% say they do, 14% say no, 35% say sometimes they do, 15% were not sure.

8. FINDINGS

Children in primary school watch Tv for a good amount of time mainly for entertainment. They prefer to watch cartoon followed by sports. They feel Tv Ads are a part of program designed to give them information on products. During interaction it was also found that they watch Ads for entertainment and information. Many even believe a large part of information to be true. Children watch Ads between the program the reason they don't change channel is they wait for next sequence of the program. So they watch with same intensity of the program. They believe the information at face value and they demand for the product advertised. Many children are guided by their parents before a new product is purchased after influenced by Tv Ads. Few parents who interacted during primary data collection confessed that, many have nuclear families wherein both the parents are working, so they tend to buy anything demanded without much fuss in the process. The reason behind children getting attracted is both endorsing celebrities and the peer group. But the category of preferred Ads were not sure to many as children watch Ads as a source of entertainment and information.

9. CONCLUSION

Tv Ads have been influencing children and adults. The reasons of attraction may differ but Tv has succeeded in holding on to children through Ads. Though children are not decision makers in buying they largely influence buying pattern at home. Some children watch Tv Ads with family are able to understand everything Advertisements is not true. Some children are able to even judge after first purchase through tv Ads influence. The parents should guide children on negative influence, and see that the basic idea of advertising is met. Legal actions from government can also be sought in this direction. The study gives scope for further research as the buying habit and market tendencies are everchanging.

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