

PARENTS PERCEPTION REGARDING TELEVISION ADVERTISEMENT

Vaishali singh*and Dr. Monica Dungarwal**

Vaishali Singh P.hd scholar, Mohanlal Sukhadia University, UDAIPUR (RAJ), INDIA.

Dr. Monica Dungarwal, Associate Professor, Govt. Meera Girls College, UDAIPUR (RAJ), INDIA.

Home Science Department.

ABSTRACT:

Now a day, we all know that TV advertisements are influencing a lot and it has affected not only adults but children also in their purchase Media is a very powerful tool for the producers and for the products and services produced by them. We all know that this is an era of digital marketing, you just switch on your TV and you will start getting so many advertisements which might compel you to buy from new things from the market. When we talk about Television Advertisements they influence us much more and children used to get attracted towards the product and services displayed on it without even understanding its use and need. These Ads are so fascinating that they make them irresistible and intolerable to buy things shown over there. Even we have seen that children try to imitate what they see on the TV and particularly what different types of Ad we see presently that are all created by All becomes so eye-catching that the targeted children cannot overlook it. This Research is being conducted to explore the perception of the parent's impact of TV advertisements on a child's buying Behavior. We know that children are prompted to buy things on TV, so we asked the sampled parents to find change in their Behavior after watching TV advertisements. Where they revealed that television is the influencing media for the child, as in the leisure time children generally watch cartoon networks and programs of their interest; Child grabs whatever he sees, wants to copy that and use the products shown in the TV advertisements without even understanding its relevance and usefulness. It cannot be denied that with this environment, it is very rare that the child may not get influenced by the TV Advertisement and may not enforce their parents to purchase those things which are frequently shown on the TV. The discount offers, the toys given as a token of motivation etc. force them to use the products and services. With the objective and the conclusion of this paper we can find the perception of parents which will surely give an insight on this relevant topic and help the researcher to study more variables in future. This study mainly focused on habits of the children majorly influence advertisements and which ultimately change. Their buying Behavior when they accompany their parents during shopping or eating time.

Key Words: TV advertisements, parent's perception.

1. INTRODUCTION

The marketing agents and communicators of media are found to be much more interested in child consumers recently. Though this idea that young consumers should be targeted for marketing is not new but the techniques through which they are assimilating children into these marketing places are really new and innovative. As everybody knows that, only the item, its rate, and point of sale become the part of Marketing but also the advertising and designing of the package. In many countries, the marketing has begun to focus on children only since it is very much understandable fact that the kids and young people are recognized to be an important buyer group. Vendors are now well aware of the increasing children's influence of persuasion towards their parents' buying behavior. Children and the youths have ability to convince and persuade their family environment, even being not a strong and economically powerful group, and only because of this they are attracting lots of marketers towards them. In established markets, this truth is definitely tied to adequacy of wealth in the families, to the massive variety of products available in the market, as well as to

children's own financial resources like pocket money, gifts, and summer jobs.

General marketing researches usually focus on the projected impact of advertising. Actually, the effects of advertisements state to children's awareness, his attitudes, and his buying behavior towards brands. A belief that children in comparison to that of adults are more prone to these attractive commercials and do get influenced through it. When unintended advertising was studied we found that it focused mostly on three variables; material, parent child conflict, and unhappiness. Indian parents firmly believe that while watching television, they sense a change in the pattern and behavior of their children. Guardians have indicated numerous worries about the impacts of TV advertising on their kids, consequently demonstrating both positive and negative perspectives about TV advertising. The examination was proposed to discover the perspectives on the parents of the respondents under investigation, as steady information, on the buying behavior and food choices of their children. Fast food, are the items which are rapidly made and served. There are various kinds of fast food, they can be burgers, sandwiches, soda pops which are effectively accessible and have less cost. It could likewise be Chinese foods, which may incorporate momos, manchurian, noodles, firm chunks and a lot more which can be found on any food points. The food points incorporate stuffed eatables like chips, kurkure, puff corns, chocolates, wafers and a lot of beverages. A large portion of these inexpensive foods is rich in sodium which leads to risks in health. The hurtful impact of inexpensive food can be an unending issue, diabetes, circulating strain, the development issue in children's, and corpulence. Increment in stoutness prompts increment in the cholesterol level and furthermore prompts other sickness and physical uneasiness. The time spent in managing or buying these inexpensive foods is extremely low, while that of the home made cooked foods. These food are non-nutritious and today, are exceptionally convenient for children's, youth and even grown-ups because of less time spending and high extra cash. Now a day's television is available everywhere and to everybody. For these marketing agents, it acts as the best medium of communication because the reach of television is far more accessible to children at much earlier ages than print media like newspaper or journals and articles. There is a high impact of TV advertisement on children. It definitely affects their food habit too, either because of unintentionally watching TV or due to the presence of junk food advertisements in between those children's shows and serials. This research has already been done to explain the impact (knowledge of brands and products and food habits) of TV advertisements on the mind of children and up to what extent these TV Ads can influence the family purchase decisions due to their children.

OBJECTIVES:

1. To study the perceptions of respondents regarding TV advertisements.

2. RESEARCH METHOD:

This study, which is designed to investigate, the perceptions of parents regarding TV advertisements of the children aged 10-12 was framed. The study was conducted in 4 upper primary non-government school parents of Udaipur city, the state of Rajasthan. In this study 60 parents were selected for the data collection (25% of children) on the basis of purposive sampling method. In this purpose a questionnaire was developed that contained statements with respect to various components of attitudes towards food advertising directed to children, the perceived influence of these advertisements, the degree of influence parents exerted on their children and the attitude towards children's food habits and buying behavior of children. All statements had to be answered on five-point Likert type scales (strongly agree – strongly disagree). The questionnaires, was completed in school PTM meeting for the parents to complete it. Then the questionnaires were returned to the schools. The completed questionnaires were collected in the schools.

3. RESULTS AND ANALYSIS:

Results revealed that the majority of the parents were (50.00%) 35 years to 40 age and (31.67%) 30 to 35 years old. Maximum number of parents was 66.67% were female and 33.33% were males. Information on the family income 56.67% were Rs. 20,000 to 30,000 and 10.00% were Rs. 50,000 above per month.

Table 1: Perceptions of respondents regarding TV advertisements

S.no	Parameters	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total		Total
		M	F	MF		MF		MF		MF		M	F	
1	I generally interested in watching Tv advertisements.	13	21	3	9	4	6	0	2	0	2	20	40	60
2	Advertisement is a valuable source of information for consumers.	9	19	8	2	0	2	1	11	2	6	20	40	60
3	TV is an educator for children, it complements formal school learning.	5	12	8	3	1	3	6	15	0	7	20	40	60
4	Advertisement creates awareness of new products that have arrived in the market.	7	15	6	6	3	5	1	12	3	2	20	40	60
5	TV advertisement contributes to children's understanding of the world around them.	17	15	2	8	0	4	1	4	0	9	20	40	60
6	TV advertisements make kids smarter.	13	28	4	1	0	2	1	4	2	5	20	40	60

7	TV advertising has a civilizing influence and lead to socially desirable Behavior amongst children (e.g. it shows cooperative & caring Behavior with friends, siblings, parents, Society etc.)	6	9	6	2	3	7	1	7	4	15	20	40	60
8	TV advertising can explain children how to handle a fearful situation (e.g. first day at school, a visit to a dentist is not as terrible as expected)	3	5	2	6	6	6	4	11	5	12	20	40	60
9	TV advertising dictates that doing mature things at young age in allowable. (They show children as miniature adults doing shopping, cooking, dispensing medicines and going out with friends on their own)	7	11	5	5	5	4	2	10	1	10	20	40	60
10	TV advertising is responsible for making children materialistic.	12	8	1	12	2	3	3	5	2	12	20	40	60
11	TV advertising dictate carefree / careless attitude (as they reveal much of this world on a perpetual holiday, eating out, shopping endlessly, just having fun and nothing else to do.	16	8	0	14	1	3	1	8	2	7	20	40	60
12	Is too much of advertisements on TV leads to wastage of time and longer sedentary viewing.	11	15	6	10	0	7	0	6	3	2	20	40	60
13	Rise of conflicts between parents and children because of children's ever increasing demands; due to TV advertisements.	18	25	0	6	1	1	1	6	0	2	20	40	60

Interpretation:

From the above given table it is very much clear that maximum score of 49 was seen under Strongly Agree and Agree was seen in the two statements one is regarding Rise of conflicts between parents and children because of children's ever increasing demands is due to TV advertisements and too much of advertisements on TV leads to wastage of time and longer sedentary viewing. This clearly interprets that even parents are very much disturbed because of these ads and the repercussions that are generated by these. Also just because of sitting ideally and watching these TV serials and Ads an inactive mode is adopted by children, which definitely affects their health and physical fitness too. But surprisingly, the next statement which scored high positive response of 46 is that TV advertisements smarter. This is actually real to certain extent as it enables kids to know about the world around them and many a times lots of informative Ads are also shown that definitely impacts the child mind and thereby makes them interested to read various other related information. The next statement to receive a highest agreeable score is that the TV advertisement contributes to children's understanding of the world around them. While the lowest agree or strongly disagree

score was obtained by the statement that TV advertising can explain children how to handle a fearful situation (e.g. first day at school, a visit to a dentist is not as terrible as expected), which is very true also that no such development can be seen in any child and also no such ads or serials brings comes up with these types of explanations.

Table 2: Comparative mean values of respondents

S.No	Parameters	Mean Male	Mean Female	M Variance	F Variance	dF	p- value	t- value
1	I generally interested in watching TV advertisements.	17.8	33	28.5	61.5	4	0.017	2.132
2	Advertisement is a valuable source of information for consumers.	16.2	27.4	17.5	51.5	4	0.124	
3	TV is an educator for children, it complements formal school learning.	14.4	23.6	11.5	29	4	0.095	2.132
4	Advertisement creates awareness of new products that have arrived in the market.	14.6	28	6	28.5	4	0.082	
5	TV advertisement contributes to children's understanding of the world around them.	19	27.2	53.5	20.5	4	0.046	
6	TV ads make kids smarter.	17	32.6	27.5	127.5	4	0.124	
7	TV advertising has a civilizing influence and lead to socially desirable Behavior amongst children (e.g. it shows cooperative & caring behavior with friend, siblings, parents, society etc.	13.8	20.6	4.5	22	4	0.087	2.132
8	TV advertising can explain children how to handle a fearful situation (e.g. first day at school, a visit to a dentist is not as terrible as expected)	10.8	20.2	2.5	10.5	4	0.022	
9	TV advertising dictates that doing mature things at young age in allowable. (They show children as miniature adults doing shopping, cooking, dispensing medicines and going out with friends on their own)	15	23.4	6	10.5	4	0.060	2.132
10	TV advertising is responsible for making children materialistic.	15.6	238	20.5	16.5	4	0.116	

11	TV advertising dictate carefree / careless attitude (as they reveal much of this world on a perpetual holiday, eating out, shopping endlessly, just having fun and nothing else to do.	17.4	25.6	45.5	15.5	4	0.164
12	Is too much of advertisements on TV leads to wastage of time and longer sedentary viewing.	16.4	30	21.5	23.5	4	0.022
13	Rise of conflicts between parents and children because of children's ever increasing demands; due to TV advertisements.	19	33.2	61.5	95.5	4	0.019

Interpretation:

The mean values of male and female respondents are shown in the above table. To observe the significant difference between the two a t-test is applied. Some statements have p-values more than 0.05 which shows a significant difference between the perception of the male and female parents regarding the impact of TV advertisements of children. The statement like a TV advertisement contributes to children's understanding of the world around them. TV advertising can explain children how to handle a fearful situation (e.g. first day at school, a visit to a dentist is not as terrible as expected) or too much of advertisements on TV leads to wastage of time and longer sedentary viewing, Rise of conflicts between parents and children because of children's ever increasing demands; due to TV advertisements and I generally interested in watching TV advertisements; are statements with higher significant differences which shows that there is considerable difference between the perception male and female parents while the remaining statements like TV advertising dictate carefree careless attitude (as they reveal much of this world on a perpetual holiday, eating out, shopping endlessly, just having fun and nothing else to do, Advertisement is a valuable source of information for consumers, TV ads make kids smarter, TV advertising is responsible for making children materialistic, TV is an educator for children, it complements formal school learning, TV advertising has a civilizing influence and lead to socially desirable behavior amongst children (e.g. it shows cooperative & caring behavior with friends, siblings, parents, society etc.). Advertisement creates awareness of new products that have arrived in the market TV advertising dictates that doing mature things at a young age in allowable. They show children as miniature adults doing shopping, cooking and dispensing medicines and going out with friends on their own are the statement with low significant differences and thereby it was found that the perceptions of male and female parents are similar.

F-Test Two-Sample for Variances

	<i>Mean Male</i>	<i>Mean Female</i>
Mean	15.923	26.81538
Variance	5.157	19.95641
Observations	13	13
Df	12	12
F	0.258	
P(F<=f) one-tail	0.0132	
F Critical one-tail	0.3722	

Interpretation

To further observe the difference between the two variables under study F-test was applied. The F-ratio is shown in the above table. The p-value is less than 0.05 and so it can be concluded that the null hypothesis is rejected that there is no significant impact on respondents' age and gender on its perceptions regarding the impact of TV advertisements of children.

CONCLUSION

The study revealed that the perception of parent plays a vital role in understanding the impact of advertisement on the children. It varies according to their age or gender or educational status and sometimes even to their likeliness. The exploration shows that the children are highly influenced by the TV advertisements and their food choices have a direct relation to what they see in the Television Advertisements. The perception of parents regarding the impact of Television Advertisements on children was tested statistically and it proves to set parents on a conclusive remark which conveys that children are highly influenced by the TV advertisements. Almost all the children like to watch television because of different program contents, e.g. Dramas, News etc. T V is the most effective medium as it penetrates its contents in the society easily and in fast way. Children are also the integral part of the society and they are influenced by T.V in different manners like language, style, fashion, behavior etc. There are different television contents which are the sources of knowledge and information. This study has shown that advertisements are the main sources of knowledge and information dissemination. In this study, we have seen the perception of male and female parent sometimes vary as seen in the tests, but as a whole it can be concluded that there is a significant impact of the Television Advertisements on children. Therefore, we may say that the children should be controlled to watch Television Advertisements and they should be taught about the negative and positive effects of watching TV Advertisements. The parents are more concerned about their children mental and physical health and both the parents, irrespective of their demographic characteristics are worried about the content and information given through TV advertisements.

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