



IMPACT OF TELEVISION ADVERTISEMENT ON CHILDREN'S MENTAL & PHYSICAL DEVELOPMENT WITH SPECIAL REFERENCE TO COIMBATORE

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ABSTRACT:-

Nowadays television advertisement is becoming a day to day activity of passing the time of the people and it is largely used to influence viewer's purchasing decisions. But there are a lot of negative and positive impacts of TV ads on children. The study shows that most of the respondents watch television on holiday and spend two to four hours to watch the television. The study presents that the maximum number of respondents is attracted to toys advertisement on television. The study also reveals that the majority of the respondent's behaviour changes after watching the advertisement. The study also discloses that highest number of respondents wishes to buy the products after watching the advertisement and they inform them of their parents.

INTRODUCTION:-

Maximum influence of mass media is driven from advertising and programming. Basically, ads are shown for displaying commercial products and notice, picture or film telling people about a product, job or service. On the other hand, "Advertising is a marketing is a marketing communication that employs

and openly sponsored, non –personal message to promote or sell a product, service or idea’’ (William J. Santon 1984). But these ads have lot of impact on children. These ads on TV increase the brand awareness and they often ask for products that they watch on TV. Sometimes, ads change their behaviour and make them stubborn. In this study we have categorized the samples who were 7 to 12 years old children and their parents. As the children do not have the ability to understand the content of ads, they are used to nag for the parents. Besides, the children are habituated with watching TV ads that they cannot do daily activities like eating, sleeping without watching them.

OBJECTIVES OF THE STUDY

1. To find out which factors have more impact on children behaviour.
2. To find out that which factors have more impact on children buying behaviour.

SCOPE OF THE STUDY:-

The study of television advertisement on children is a topic that concerns the moral development of children. The research is de-limited to a product which is not very suitable for the seeing of the children.

REVIEW OF LITERATURE:-

1. **Jam(2010)4** Investigated the impact of marketing activities (specially advertising) on children which is very important and sensitive issues for the society and marketers. Results showed interesting finding that ads do not impact negatively on children’s memory and behaviour. It enhances the knowledge of children and ads targeted at children are very effective.
2. **Abdul Hameed (2014)1** Asserted a study on ‘‘Impact of TV Advertisement on children advertisement on children Buying Behaviour’’ In their research they investigate the impact of television advertisement on children buying behaviour. They visited different schools in Coimbatore and checked the response of children.

STATEMENT OF THE PROBLEM:-

Nowadays children spend a large portion if their by watching TV and different TV channels show ads in between their programs. These ads motivate the children to buy their products by displaying attractive things. They trouble their parents by demanding these products and parents do not always agree. This creates a problem among parents and children. In fact, sometimes they are more interested to watch ads rather than other interesting learning program. So, in this research I have wanted to point out these issues by collecting and parent’s view in TV ads through dependent and independent variables.

RESEARCH METHODOLOGY

1. For the purpose of study random sampling method is used. The sample size was limited to 25 parents of child aged between 3-12 years. Correlation, Chi-square and Descriptive analysis tools are used to analyse the relationship of television advertising and its impact on children.
2. The study area is confirmed to Coimbatore.

TOOLS FOR STUDY:-

The showing statistical tools were applied to analyse the data collected through questionnaire:-

- Percentage Analysis
- Chi-Square Analysis

ANALYSIS AND INTERPRETATION:-

The advertised products covered by this analysis included snack and fast food, toys and breakfast cereal. Each advertisement was coded according to nine criteria including the ethnicity and gender of the people appearing gender of central figure and of any "voice over" in the commercial, presence or absence of music, and other sales- related content.

PERCENTAGE ANALYSIS:-

AFFECTS Eating Habits

| Affects | No of respondents | Percentage (%) |
|--------------|-------------------|----------------|
| Yes | 23 | 92 |
| No | 02 | 08 |
| Total | 25 | 100 |

Sources: Primary Data

Interpretation:- The data shows 92% of children eating habits effects by watching television.

Chi-Square Analysis:-

| | Observed N | Expected N | Residual |
|-------|------------|------------|----------|
| 4-6 | 1 | 1.0 | .0 |
| 5 | 1 | 1.0 | .0 |
| 6 | 1 | 1.0 | .0 |
| 11 | 1 | 1.0 | .0 |
| Total | 4 | | |

TEST STATISTICS:-

| | Children's Interested in watching ads the amount of time |
|------------|--|
| Chi-Square | 000a |
| df | 3 |
| Asymp. Sig | 1.000 |

4 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 1.0.

FINDINGS

- ❖ It is found most of the parents opined that children are influenced by television advertisements.
- ❖ It is found that most of the parents buying behaviour influences by their children.
- ❖ It is found that in India there were no specific rules and regulations for advertisements.

SUGGESTIONS:-

- It is suggested that the parents must be educate and should make their children more aware about advertisement, then children should starts logical and proper decision making.
- It suggested to parents while purchasing goods they should be careful.
- It is suggested that any food ADS should be scrutinized with regards to the claims they are making and the food ingredients should meet some standards laid down by recognized like WHO.

CONCLUSION :-

TV is an excellent media no doubt in that, we can view entire world at our door step. Now –a-days We are using it for recreation purpose and education purpose. Children educate themselves by watching television like they know about great personalities, our customs and traditions, epics, wild life and more moral stories. In spite of all these TV Is called as idiot box , it leads children in wrong way such as more time watching causes health problems like eyesight effect, obesity, disturb sleep and prompt to do stunts causes dangerous. Children also influence their parents buying behaviour. Has a natural tendency human beings are attracted to false advertisement. As a coin as both sides TV have both pros and cons, but we should use it in an effective manner it is completely in our hands. Parents should keep an eye on children, while watching TV Parents should maintain strict control over TV timings. Parents should educate their children about our surroundings. As a government part they should maintain strict rules and regulations on advertisements.

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