

IMPACT OF TV ADVERTISEMENT ON CHILDREN BUYING BEHAVIOUR

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Abstract : In this research we investigate the impact of television advertisement on children. Advertising is form of communication used to convince audience to purchase product, services and ideas. Advertising is vital variable of promotion mix which is used by every industry to persuade their prospective buyers and after that convert them into lifetime customers. Advertisements plays important role in every individual life by shaping their life style. A questionnaire was used to collect data from children between 6-14 years age group. The method was used for analysis was percentage analysis, tabulation and chi square test. The results revealed that advertisement has a greater impact in children buying behaviour.

IndexTerms - T.V., Advertisement, Impact, Children, Attributes of advertisement.

INTRODUCTION

Now a day marketer concentrates on designing convincing message to attract customer. In India different media include print media, television, radio, digital media, social media available but television is one of the best medium of advertisement due to audio, visual features and mass media. Television is main source of information for children and influences them and children are more influenced by pictorial presentation. Different advertisement factors like cartoon/ animation, music/ jingles, Celebrity/ Film stars, sales promotion activities like free gifts, coupon and discount influence children buying behaviour. Children age group 6-8 year more influenced by cartoon/animation. Celebrity convinced 12-14 year age group children towards buying behaviour. Mostly children insist their parents to buy product after watching advertisements on television. Children are most impressionable group of our society. So marketer tries to convince children via advertisement because children influence parents buying decision also.

Theoretical framework:

Hameed, Waqas, Aslam, Bilal, & Umair, (2014) Study concluded that respondent was agreed with the statement that TV advertisement influence their children buying behaviour. Children watch advertisement and insist their parents to purchase product. ANOVA test applied on age base. Some respondents were agreed that TV advertisement impact on children buying behaviour and some are disagree.

Shabbir, (2016) Study revealed that 3 dependent variable parents, advertisement and peers impact on the pattern of children buying behaviour. Children purchasing pattern while taking decision also change with the age. Children whose age 6-9 is more dependent on parents because they are unable to take good decision themselves. Children 10-12 age group give more response towards advertisements while taking decision. Children belongs to 13-16 age group have behaviour towards both advertisement & friend's appraisal. Children use different policies to convince their parents to purchase anything.

B.S. & C.B., (2007) Study concluded that children belong to age below of 12 year convince parents decision with regards of product choices and consumption parents. TV advertisement makes children violent and this make intra conflict within the family.

Abideen & Salaria,(2010) Study revealed that television advertising influence children towards unnecessary purchasing and low nutritional food. Children watched over hundred advertisements every day on different mass media (Television, Radio, Magazines, Movies, Internet, Billboards and Newspaper). Most of message includes low nutritional food, violent and materialism contents that attract children towards product. Such exposure has a bad impact upon children's thinking, value, purchases, food habit and attitude of children. Television advertising results in obesity, low in nutrition and heavy watching TV program and advertisement enhance aggressive behaviour in children.

John & Sengottuvelu, (2017) Study revealed that advertisements have a greater impact on children choice and their parents purchase decision. Children convince their parents to purchase particular products after watching advertisement on Television. Children are less aware about the disadvantages of consuming chocolate and various others confectionary product. So parents must aware their children about the unhealthy food and their disadvantages.

Panigrahi, (2015) Study concluded that different mass media advertisement influenced the all children's purchase decision. They don't care about product price and healthy or not healthy for them while they want to purchase. Children purchase only those products which are advertised only. So we can say that advertising has a huge impact on younger children. Children are more influenced by TV advertisement than other media. Some time there is emotional distress among parents & children because parents can't satisfy their children needs due to budget constraints. Parents must explain their children about advantages and disadvantages of product because children are not aware about the effect of products on their health and marketer should also carefully design their marketing strategies in case of children oriented product so that children take proper and good decision.

Objectives of Study:

- To study the level of influence of the children's towards television advertisement.
- To study the factors that influences their attitude towards television advertisement.
- To study the impact of T.V. advertisement on children.

Hypothesis:

H₀₁: There is no significant relationship between age and level of influence of T.V. Advertisement.

H₀₂: There is no significant relationship between age of children and factors of advertisement.

H₀₃: There is no significant relationship between gender and impact of advertisement on children.

Research Methodology:

Research Design: Quantitative research method approach was used.

Sample size: For this study 150 students were selected from 3 different schools aged between 6 to 14 years.

Area of study: The study was done in Bathinda district of Punjab.

Sampling techniques: In this study we used non probability convenience method to collect data.

Data collection: Both primary and secondary data were collected for study.

Primary data were collected from 150 children of 3 schools (Baba Farid Senior Secondary school, Deshmesh Public School, Guru Nanak Dev Public School) from Bathinda district of Punjab. Data is collected through interview that is based on different questions related to impact of T.V. advertisement on buying behaviour of children.

Secondary Data were collected from websites, articles, newspaper and journals.

Data Analysis and Interpretation:

Factors	Particulars	No. of Respondents	%age
Gender	Male	89	59.3
	Female	61	40.7
Age	6-8	42	28
	9-11	55	36.7
	12-14	53	35.3
Do you watch Television	Yes	150	100
	No	0	0
T.V. viewing hours	1 hour	58	38.7
	2 hours	31	20.7
	3 hours	45	30
	Above 3 hours	16	10.6
Have you watched advertisement on T.V.	Yes	137	91.3
	No	13	8.7
Level of influence their buying behaviour	Low	12	8
	Moderate	66	44
	High	72	48
Impact on children	Positive	117	78
	Negative	33	22
Factors attract children towards advertising	Cartoon/ Animation	52	34.7
	Music/ Jingles	32	21.3
	Celebrity/Film Stars	38	25.3
	Sales promotion activities like free gifts, coupon, discount	28	18.7
Bought any product after watching Advertisement	Yes	102	68
	No	48	32
Insist parents to buy product	Yes	72	48
	Sometimes	57	38
	No	21	14

Chi Square Test**Hypothesis**

H₀₁: There is no significant relationship between the Age and Level of influence of T.V Advertisement.

AGE	T.V ADVERTISEMENT INFLUENCE LEVEL	TOTAL
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	LOW	MODERTATE	HIGH	
6-8	8(3.36)	16(18.48)	18(20.16)	42
9-11	3(4.4)	23(24.2)	22(26.4)	55
12-14	1(4.24)	27(23.32)	32(25.44)	53
TOTAL	12	66	72	150

χ^2 test			
Calculated Value	Degree of Freedom	Level of Significance	Tabulated Value
6.671	4	0.05	9.488

Acc. To above analysis, null hypothesis accepted. In other words there is no significant relation between the Age and Level of influence the T.V Advertisement.

Hypothesis:

H₀₂: There is no significant relation between children's age and factors of the advertisements.

Age	Factors in Advertising				Total
	Cartoon	Music	Celebrity	Sales	
6-8	25(14.56)	9(8.96)	3(10.64)	5(7.84)	42
9-11	17(19.07)	16(11.73)	14(13.93)	8(10.27)	55
12-14	10(18.37)	7(11.31)	2(13.43)	15(9.89)	53
Total	52	32	38	28	150

χ^2 test			
Calculated Value	Degree of Freedom	Level of Significance	Tabulated Value
9.4	6	0.05	12.592

Acc. to above analysis, null hypothesis accepted. In other words there is no significant relation between children's age and factors of the advertisements.

Hypothesis:

H₀₃: There is no relationship between Gender of respondent and impact of advertisement.

Gender	Impact of advertisement		Total
	Yes	No	
Male	56(69.42)	33(19.58)	89
Female	61(47.58)	0(13.42)	61
Total	117	33	150

χ^2 test			
Calculated Value	Degree of Freedom	Level of Significance	Tabulated Value
4.321	1	0.05	3.841

Acc. to above analysis, null hypothesis rejected. In other words there is significant relation between Gender of respondent and impact of advertisement.

Findings:

All children watched television on daily. 30% children watch television 3 hours daily. Majority of respondents watched advertisements on television. It is found that majority of respondents highly influenced by advertisement. Majority of respondents agree with the statement that advertisement have positive impact on their purchase decision. It is found that 35% children attracted towards cartoon & animated advertisement. It is found that 68% children bought product after watching advertisement on television. It is found that 48% children insist their parents to purchase product after watching advertisement.

Conclusion:

The focus of the study was to determine the impact of TV advertisement on children. Study revealed that advertisement have a great impact on children buying decision. They also insist their parents to purchase products after watching advertisement on TV. Study showed that there is no relationship between age and level of influence of TV advertisement on them. There is no relationship between age and factors of advertisement. There is relationship between gender and impact of advertisement on children. Impact of advertisement is more on female children than male children.

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