

# THE IMPACT OF TELEVISION ADVERTISING ON CHILDREN: A STUDY OF BOTAD DISTRICT

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**Abstract:** Advertising is the most influential and powerful medium in the present commercial society. As far as its influence on the society is concerned, advertising is second only to movies. Today all worlds are around the advertisement. The Human being is attracted of the advertisement and we cannot imagine any programmed without advertising. In marketing, advertising is an important and powerful tool and technique. Kid's and children mind are very sensitive the impact of advertising on adults may be problematic but the outcome is devastating for children because of An advertisement shapes the attitude and beliefs of the children and it encompasses every aspect of children life. As per many research, Television is no more just a source of entertainment for children. The aim of advertisers of kids products used to appeal to the parents indirectly they appeal directly to kids. The purpose of this research is to make a review of the impact of television advertisements on children's behavior in Botad district with special attention given to understanding the potential effect of TV advertising and specific pessimistic view of that exposure to young (child) audiences. In the research found from the study that kids are not only influencing their parents to purchase their products but also to other product categories.

**Key Words:** Television Advertising appeal, children, behaviors and attitude, attention..

## 1. INTRODUCTION:

Television advertising is designed to influence consumer behavior either by encouraging consumerism, principally to switch from one brand to another or to another or to remain loyal to the one they currently by to some extent advertising may also be concerned with creating the market for new brands. The importance of advertisements goes up very much because the increase in brand, sales, market awareness and market knowledge. The field of advertising continues to flourish, so advertising plays a very important role in shaping the changing standards of society at national and global levels. With the growing role of advertising in the lives of people attention now is being paid to the various negative as well as positive effects of advertising. Kids can actually recall and even enact commercials frame by frame with music track as well. A commercial is simultaneously interesting to fathers and daughters and mothers and sons. Because today's kid is neither a scaled-down version of an adult nor the spitting image of you 25 years ago but an individual who has his/her own personality, preferences and attitudes. Parents in India believe that there is the change in the pattern and behavior of children when they watch television. Parents have shown many concerns about effects of television advertising on their children, thereby showing both positive and negative views about television advertising. Product advertisements place an emphasis on possessions and on the aspiration to a certain lifestyle. The underlying concerns about television advertising are whether it exploits children, and this exploitation is sometimes described in emotive terms with reference to „Seducers“ (the marketers) and „innocents“ (the children, particularly young children). In this context, advertising is seen negatively with the criticism that advertising persuades children to buy products they do not need and spend money they may not have (Young, 1990). Recent changes in advertising for children indicate a developing tendency of marketers and advertisers to employ some form of animation in children's television advertising. This helps in attracting children's attention during their commercial programming. Development of technology allows flexibility, variability, creativity and expansion in advertising. On other hands, the practice of taking advantage of the improvements in computer animation and special effects seem to suggest that marketers may be experiencing an increasing challenge to capture children's attention.

## 2. OBJECTIVE OF STUDY:

- To find out the impact of Television advertisement on Children
- To find out the media preference of Children
- To evaluate the role played by children in family purchase decisions and also to Find out extent to which children affect the buying decisions of parents.
- To study whether children remember the advertisement content.

### 3. LIMITATION OF THE STUDY:

- This research is related to impact of television advertisement on children particular in Botad district.
- Research is based on the information provided by the children.
- The limitation of the study faced by the researcher was that it was conducted under a short period of time (December - January) and hence lacks the detailed analyses of the results.
- It also was conducted during a period where the adolescents in the age group (05- 15 years) had examinations and hence the questionnaires that were filled by them may not be entirely sincere.

### 4. SIGNIFICANCE OF STUDY:

In one way, the significance of this study is to provide advertising practitioners with insight on how to direct television commercials to meet just the need of the target audience. And another is to help the society to guide our children future against the negative impact of other television advertisements. It is also hoped that the study would significantly add to the already existing body of knowledge, especially the media and television advertisement influence on children.

### 5. CLARIFICATION OF CONCEPT:

The following terms are used in this study based on their meanings given herein.

- Children:** Refers to male or female human beings between the ages of five and seventeen years.
- Advertisement:** Refers to non-personal communication aimed at inducing patronage of goods, services or ideas.
- Television:** Refers to an audio-visual medium that is capable of broadcasting events, plays, news, public announcement, advertisement and other messages to people at far and near places.

### 6. RESEARCH METHODOLOGY:

#### A. Source of data

The present study is based on the Primary data which has been collected through questionnaire and research study from the children of Botad district, Gujarat.

#### B. Sampling

##### i. Sample Size:

The information is collected through structured questionnaire and research study. The sample size of 50 children was surveyed.

##### ii. Period of Survey:

The said survey is for a period December to January 2018.

##### iii. Sampling Technique:

The researcher has adopted convenience sampling technique for the study.

### 7. DATA ANALYSIS AND INTERPRETATION:

**Table No: 7.1 Number of respondent based on age**

Sr.no	Age	No.	%
1	Below 7 years	07	14%
2	7 to 10 years	22	44%
3	11 to 15 years	21	42%
	<b>Total</b>	<b>50</b>	<b>100%</b>

From the above table it can be inferred that most of the respondents (44%) belong to the age group of 7- 10 and 42% of the respondents belong to the age group of 11- 15 and the rest 14% of the respondents are below 7.

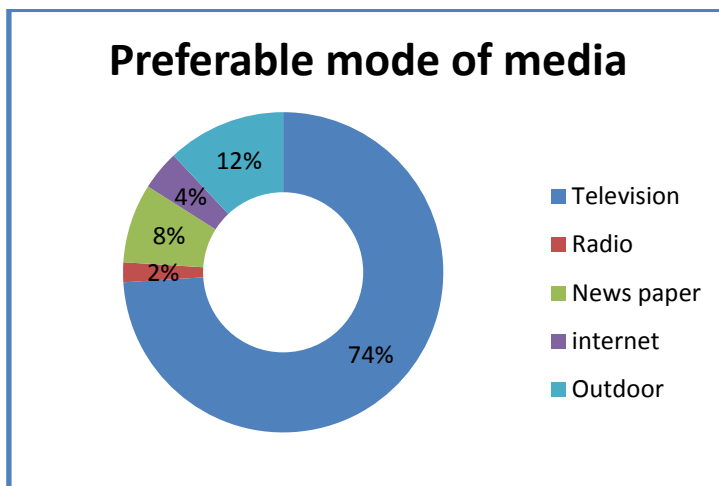
**Table No: 7.2 Number of respondent based on gender**

Sr.no	Age	No.	%
1	Boys	31	62%
2	girls	19	38%
	<b>Total</b>	<b>50</b>	<b>100%</b>

From the above table conclude that 62% respondent is boy's children and remaining 38% respondents are girls children.

**Table No: 7.3 preferable modes of media among children.**

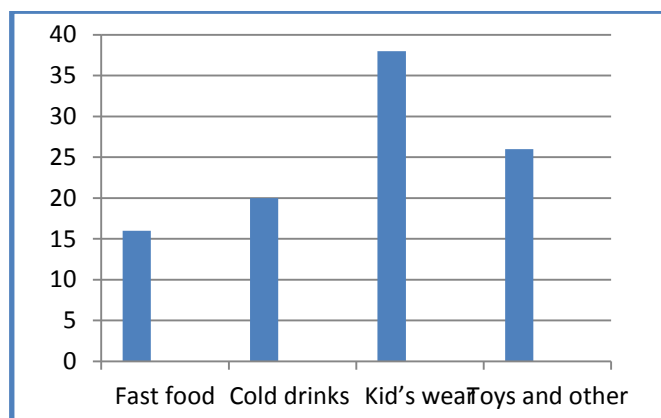
Sr.No.	Preferable mode of media	No.	%
1	Television	37	74%
2	Radio	01	02%
3	News paper	04	08%
4	Internet	02	04%
5	Outdoor	06	12%
	<b>Total</b>	<b>50</b>	<b>100%</b>



From the above table / chart conclude that majority of the children (74%) are prefer television media,12% children respondent are prefer outdoor media,8% children respondent prefer printing area and remaining 6% children are prefer radio and internet media which are less popular among children.

**Table No: 7.4 preferred product category**

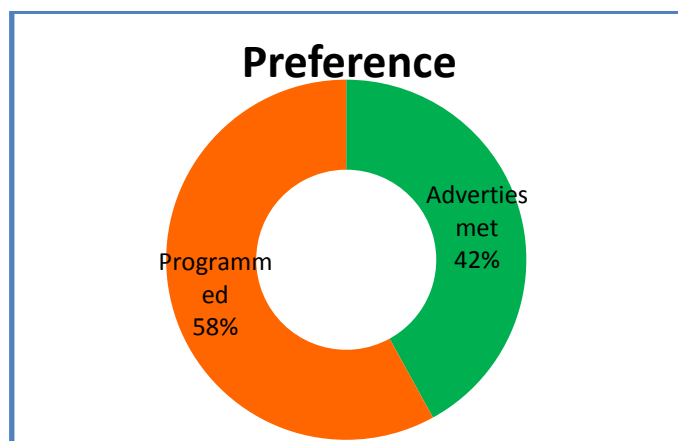
Sr.No	Preferred product category	No.	%
1	Fast food	08	16%
2	Cold drinks	10	20%
*3	Kid's wear	19	38%
4	Toys and other	13	26%
	<b>Total</b>	<b>50</b>	<b>100%</b>



From the above table and chart we conclude that kid's wear (Fashion/Dress), toys and other items are the most liked product categories in advertisement by children with 38% and 26%.16% children liked fast food items to see in advertisement and remaining 20% children liked cold drink items in television advertisement.

**Table No: 7.5 Preferences for Advertisement or Programmed / News**

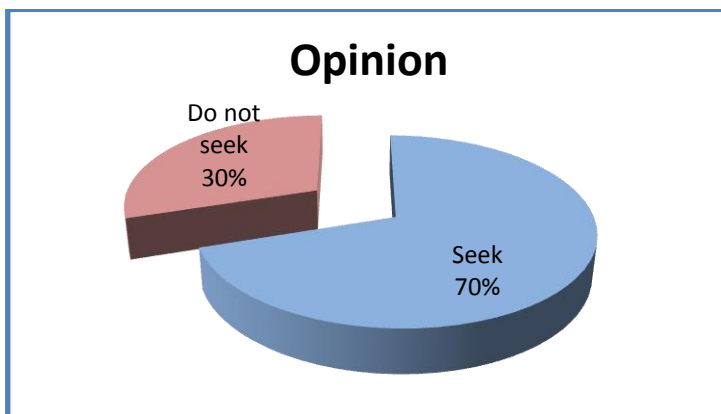
Sr.No	Preference	No.	%
1	Advertisement	21	42%
2	Programmed	29	58%
	<b>Total</b>	<b>50</b>	<b>100%</b>



It can be inferred from the above table that 58% of the respondents like to watch Programmed in TV where as 42% of the respondents like to see television advertisement advertisements.

**Table No: 7.6 Parents seeking the opinion from the children in a purchase decision.**

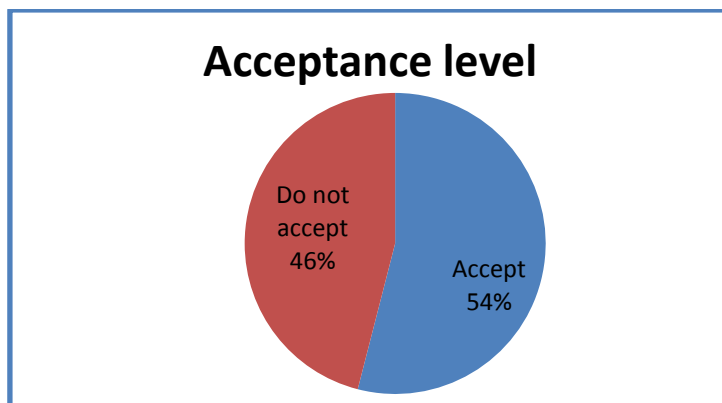
Sr.No	Opinion	No.	%
1	Seek	35	70%
2	Do not seek	15	30%
	<b>Total</b>	<b>50</b>	<b>100%</b>



From the above table and chart conclude that 70% children are asked to give opinion by their parents in buying decision and remaining 30% do not seek in buying decision.

**Table No: 7.7 Acceptance of parents to their children’s request.**

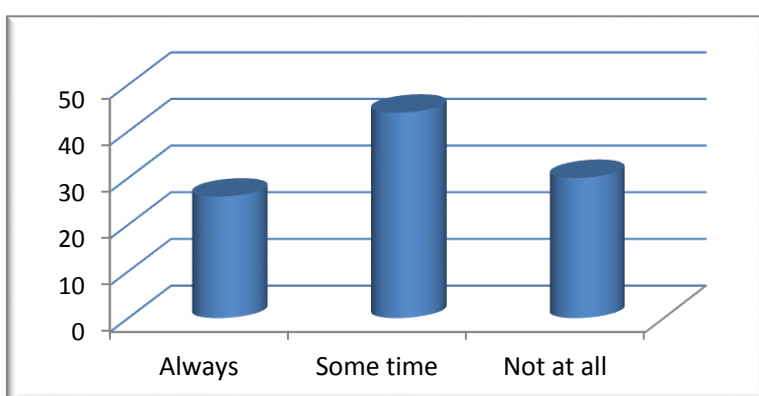
Sr.No	Acceptance level	No.	%
1	Accept	27	54%
2	Do not accept	23	46%
	<b>Total</b>	<b>50</b>	<b>100%</b>



It is inferred from the above table that 54% of the children requests are accepted by their parents and 46% of the children request is not accepted or turned down.

**Table No: 7.8 Influences of advertisement on children for requesting the product.**

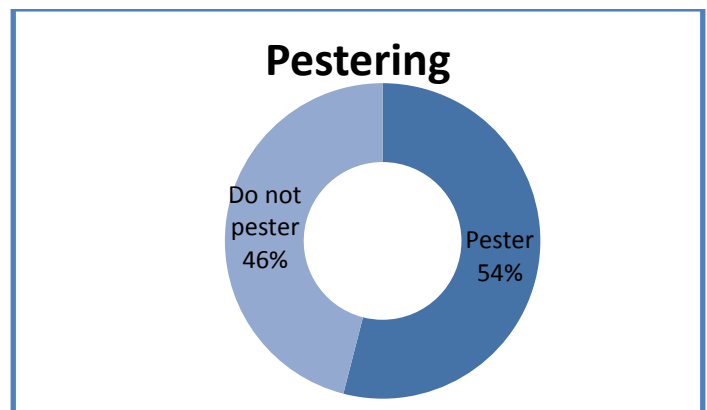
Sr.No	Frequency	No.	%
1	Always	13	26%
2	Some time	22	44%
3	Not at all	15	30%
	<b>Total</b>	<b>50</b>	<b>100%</b>



From the above chart and table conclude those 26% children requests are always based on the television advertisement, 44% children some time demand their request based on advertisement and remaining 30% children are not consider the television advertisement for their request.

**Table No: 7.9 Pester power of the children for a product based television advertisement.**

Sr. No.	Pestering	No.	%
1	Pester	27	54%
2	Do not pester	23	46%
	<b>Total</b>	<b>50</b>	<b>100%</b>



From the above table and chart inferred that 54% of the respondent has insisted their parents for purchase of product after seeing the television advertisement and remaining 46% of the respondents have do not pestering.

### 8. EVALUATION / FINDING:

- It has been found out 74% of the respondents are prefer television media which they watch it daily channel.
- Advertise related to kid's wear and toys is the most preferred among the children's.
- Significant numbers of respondents are seeing Advertise watch in television.
- Major of the respondents is taking the opinion by their parents in purchasing decisions.
- 46% of the parents do not accept the request of the children's.
- Most of the respondents (54%) have pestering their parents for purchase of particular brand/Product after seeing the advertisement.

### 9. RESEARCHER'S SUGGESTIONS:

The researcher through the course of this study established that media in particular advertising has an extremely lasting impact on teenagers psychosocial development. Thus, it is extremely paramount to limit the negative impacts of advertising such as violence, body image issues, insomnia and improper eating behaviour as well as modelling after celebrities. In addition, it is more important to enhance the positive impact of advertising bringing a political knowledge and gender awareness. Kid's and children are not only effected their parents to buy their products but also to other categories of the products. The advertisers develop one type of campaign which can attract the attention of kid's and children. There is an increasing need for the parents to be more aware of the content of advertising that their children are being exposed to. The researcher also believes that effective communication is very essential in media related families and a lot of a long time requires minimize the negative impact of other advertisements. WHO survey for advertisements has the great impact on kids and children. Kids and children like to purchase and consumer products which are required to them and also to their parents. According to the researcher, it is also the duty of the media houses and advertising agencies to create advertisements should be informative and good in quality content. Advertising should support morality rather than distorting the business and society. The researcher also feels that the teenagers bear the maximum brunt of negative advertising and thus it has never been more essential to create awareness as well as limit the negative exposure of media in children between the ages of 13-19 years.

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