

Attitude of Children Towards TV Advertisements and Its Impact on Buying Behaviour of their Parents

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Abstract

Educating the customer is the core concept behind all the advertisements strategy. Advertising Channels include various platforms and one of the important platforms is television. In India children are sometimes the forced power for their parent to make a buying decision. This research paper deals with the attitude of children towards the advertisements on television and the relationship between this attitude the parents' buying decision for a particular product. Main objective of this research work is to examine the relationship between children's power to influence their parents and the buying behaviour of parents. Descriptive research design is used for this study with a sample of 100 parents. Chi-Square test and t-test are used to analyze the collected data to test the hypothesis. It is proved that, there is no significant difference between gender and children's attitudes towards television advertisements and there is significant difference between gender of children and parents' purchasing decision with respect to product advertisements on TV.

Keywords: Advertisement, buying decision, children's power

Introduction

Advertisements perform crucial roles in the buying behaviour of a person like it is educating the people, persuading the people and reminding the people about a product. There are various channels for advertising and one of the important channels is Television. Many of the peoples like countries in India are spending their leisure time to watch programmes on TV and it is the common strategy adopted by the manufacturers that to advertise their products during the popular programmes on TV. There are many techniques to advertise in TV and celebrity endorsements and famous cartoon character endorsements are quite popular. It will create either direct or indirect motivation among the common man. The daily habit of everyone is influenced by those advertisements and we suppose to purchase the products on Advertisements.

The Indian family culture said that the children are used to watch cartoons and other TV programmes daily and they are very familiar about several famous cartoon characters. Advertisements during the programmes are also watching carefully by many children. The Manufacturers of various products especially that are targeted to children may use this scenario to advertise and they will be using the pulse of children to market their products especially the products which are targeted to children.

This research work aimed to make a study this context on the relationship between the attitude of children and its impact on the buying behaviour of their parents. Since TV is one of the biggest influencers of

children this study has its relevance not only for the advertisers but also for the parents to take a decision.

Statement of the Problem

One of the fast networks to promote the product of all companies is television and the companies can target their desired customers especially parents who will take the decision of purchase for their kids. It is true that products like toys, electronic items, food products, etc. will be more demanded by the children in a family and they compel their parents to shop it. The power of children over the parents can be exploited by the marketers through various attractive advertisements and it could be a strategic movement over their competitors. If the marketers are unaware about this phenomenon there is a chance to lose the market and also a chance to be wiped out from the market. Therefore, a manufacturer or marketer should analyse the role of children in buying decision and plan accordingly. It is usual that the parent buys what the child wants/needs, and this will have the effect of keeping a running total of spending for the household.

Relevance of the Study

This study is very much relevant to observe the present extent of children's attitude towards advertisements that children encounter on television, and to what extent a child's attitude drives a parent toward taking at least some action in response to their decision to either buy the product/service/good or not. It also describes about the attitude of the children towards advertisement that will influence the purchasing behavior of parents, and which kind of good/service/product can cause the greatest effect on a parent's purchasing process.

Objectives

1. To examine the relationship between children's power to influence their parents and the buying behaviour of parents.
2. To check the gender wise attitude of children towards the TV advertisements.

Research Methodology

Research Design

Descriptive research design is used for this study.

Population and Sample

The universe includes all parents whose children are within 12 years old. Sample of 100 parents are taken for this study and the sampling method is simple random sampling.

Hypothesis

H₀: There is no significant difference between gender and children's attitudes towards television advertisements.

H₀: There is no significant difference between gender of children and parents' purchasing behaviour with respect to product advertisements on TV.

Method of data collection and tools used for analysis

Primary data collected through a questionnaire is used to study and Chi-Square test and t-test are used to analyse the collected data.

Limitations of the study

1. The study is mainly focused on primary data and all the limitations of primary data are applicable to the result.
2. The results cannot be generalized because this study is mainly focused on a particular geographical area.

Review of Literature

Karan & Chan (2000) studied to measure the awareness level of television advertising in Chinese children. He used quota sample of 448 children from kindergarten to grades 1-6 which includes 32 girls and 32 boys. He interacted with each child to find out how much he or she knew about television advertising. He categorized their response into four categories such as low, medium, high, and do not know. Low-level responses included the identification of specific products and recognition that ads interrupt programs. Medium-level responses were identified as being able to recognize why ads exist, while high-level responses reflected a recognition of the persuasive intent of ads. Chan noted that, at age eight, children's knowledge and understanding of advertising peaked and, after that, children's understanding significantly increased. When the children were less than eight years old, they could hardly express what a commercial was. By age 12, nearly two-thirds of the children were at medium levels of knowledge about television advertising.

Rosemary Duff (2004) conducted a survey of 1,200 children aged between 7 and 11 years, asking them how they perceive advertising and its role in their lives. The study revealed that the children are conscious of advertising and have even become accustomed to it. They know that the aim of television commercials is to communicate with potential customers regarding new and old products and realize that the goal of such ads is to create sales.

Panwar and Agnihotri (2006) has undertaken to ascertain the extent of the children's perception of the intention behind the advertisement. The survey collected information from 250 children in the age group of 7-12 years old, spread over five major towns of the western Indian state of Gujarat through cluster sampling for varied representation. The study aimed to find out whether children understand the basic functions of advertisements and what kind of variation, if any, exists regarding understanding in terms of age, gender, and status of family. The outcome indicated that the children are possessed of a reasonable understanding of what advertisements are designed to achieve.

Beyens and Eggermont (2017) identified a significant and positive relation between the hour's mothers of children work at and the children's hours viewed on television. It stated that children are likely to increase television viewing when mothers experience "parenting time pressure" because of their jobs. In fact, if a mother's employment is considered to be useful for the general wellbeing of the family, then this relationship becomes less pronounced. The results indicated that the time constraint of working mothers can have an impact on the media usage patterns of children, especially when such constraints force parents to become inaccessible and less available.

Sara and Panchanatham (2018) aimed at finding out how children manipulate the purchase decisions of their parents. According to the report of 100 children aged between 7 to 14, the researchers found six different strategies: influence, competitive, aggressive, emotional, bargaining, and trickery. The study also covered the demographics like the gender, age, and family structure of the respondents. According to the data, it is evident that Indian children primarily resort to aggressive methods to influence their parents' buying decisions. The results also were not significantly different by gender or family type, as the former

and the latter both joined ranks in terms of the way children attempted to influence their parents' decisions. **Shefali and Agarwal (2019)** analyzed the influence of family communication on the purchasing behavior of children aged 6 to 12 years. The study focused on the way family interaction affects the children's behavior and perception, especially in the context of FMCG. In investigating family dynamics, the researchers focused on clarifying how children's preferences in decisions related to FMCG items were influenced through family interactions. Thus, these research findings offered further understanding of family communication in facilitating the consumer preferences and choices made by children.

Data Analysis and Discussions

Table 1: Age category of children

Age	No. of respondents	Percentage
6-8 years	21	21%
8-10 years	30	30%
10-12 years	49	49%
Total	100	100%

Table 1 said that the study has included children of 6 to 12 years of age and 49% respondents are within the age category of 10 to 12, 30% belongs to 8 to 10 and the remaining 21% are included in the 6 to 8 group. Since the age group of 6 to 12 are very crucial in influencing the purchase decision of parents the study has tried to incorporate such category.

Table 2: Gender of children

Sex	No. of respondents	Percentage
Boys	40	40%
Girls	60	60%
Total	100	100%

Table 2 illustrated that the study has taken both boys and girls almost equally because gender wise inequality may influence the results of the study. In this context it is possible to say that the results are almost impartial.

Table 3: Conflict with the child in purchasing decision by parents

Particulars	No. of respondents	Percentage
Frequently	54	54%
Occasionally	5	5%
Rarely	35	35%
Never	6	6%
Total	100	100%

54% of parents (Table 3) said that they have faced the conflict with their children when they refused to buy the products that advertised on television. 35% stands with rarely make some conflict and 6% of parents says never arguing with their child related to buy advertising products. Then remaining 5% of

parents opt that occasionally make the conflict. This table identified that the majority of parents have faced the problem of conflict with their children with respect to buy products that have been advertised on TV.

Table 4: Parents do purchase as per students demands.

Particulars	No. of respondents	Percentage
Frequently	39	39%
Occasionally	17	17%
Rarely	29	29%
Never	15	15%
Total	100	100%

Table 4 discussed that 39% pf parents are purchasing the products frequently as per the demands of their children, 17% occasionally and 29% do it rarely. 15% have never taken the decision of purchasing products to satisfy their children. This reveals that there is an opportunity for marketers and at the same time children's influence on parents to shop something are very crucial.

Testing of Hypothesis

t-test

Following t- test is used to analyse the significance of difference between gender and children's attitudes towards television advertisements.

H₀: There is no significant difference between gender and children's attitudes towards television advertisements.

		A2	N	Mean	Std. Deviation	Std. Error Mean			
	B2	Boys	40	2.1750	.90263	.14272			
		Girls	60	2.6167	1.02662	.13254			
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2- tailed)	Mean Differe nce	Std. Error Differe nce	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	2.098	.151	-2.210	98	.029	.44167	.19987	.83830	.04503

Equal variances not assumed			-2.268	90.689	.026	.44167	.19477	.82857	.05477
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Significance @ 5% level

Discussion

The above table categorized on the basis of gender and children's responds towards television advertisements. The table value is greater than 0.05 @ significance 5% level. So null hypothesis is accepted. Therefore, there is no significant difference between gender and children's attitudes towards television advertisements.

Chi-Square Test

Following chi-square test is used to analyse the significance of difference between observed frequencies and expected frequencies of 100 samples with gender of children and parents' purchasing decision with respect to product advertisements on TV separately.

H₀: There is no significant difference between gender of children and parents' purchasing decision with respect to product advertisements on TV.

Sex	Affecting	Not affecting	Neutral	Total
Boys	30	10	0	40
Girls	30	20	10	60
Total	60	30	10	100

Source: primary data

Discussion

Chi-Square Value = 9.72

Since the critical value (5.99, at 5% level of significance) is less than calculated value, H₀ is invalid and we reject the null hypothesis. Therefore, there is significant difference between gender of children and parents' purchasing decision with respect to product advertisements on TV.

Conclusion

This study highlighted some insights on Children's attitude towards advertisements on TV and how it will affect the purchasing decision of their parents. Television advertisements play the significant role in children's life. Some of advertisements make positive impact on children's life. Children are the important determinant influencing parents buying behaviour. When the parents refused to buy something that makes children are very distress and upset. Some of advertisements makes unhealthy behavior in children's life. The study proved that there is no significant difference between gender and children's attitudes towards television advertisements and there is significant difference between gender of children and parents' purchasing decision with respect to product advertisements on TV.

Manufacturers or marketers may take this opportunity to market their products through targeted children and they can also utilize very effectively the platform of TV for their advertisements. On the other end,

parents being the decision taker of purchase are influenced by the demands of their children because TV advertisements are playing a crucial role in decision making.

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