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Research on the Effects of Advertising on Children's

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Abstract

As a result of liberalization and privatization, consumer markets in India are extremely competitive. Companies in today's cutthroat marketplace are sparing no effort to ensure their products and services are well-received by consumers over the long term by increasing brand recognition and loyalty. Awareness-raising relies heavily on communicating effectively with customers and possible customers. Now it's time for the part that advertising plays. This article presents the results of a study into the effect of advertising on the purchasing decisions of youngsters. The buying decisions of their parents and other family members are increasingly influenced by their children.

Keywords: Purchase Decision, Buying, Impact, Behaviour.

Introduction

Magazine ads, booklets, posters, billboards, and so on are all examples of print advertising; so are radio and television commercials, and of course, online ads. Promotional activities and corporate sponsorship are also considered part of advertising. Advertising can take place in a variety of forms, some of which have been catalogued here: print, broadcast, direct mail, outdoor, electronic, promotional, and miscellaneous. Persuading potential customers to buy a product or service is the goal of advertising. Leading corporations rely heavily on advertising as a means of persuasion. The success of an advertisement is proportional to the reception and acceptance it receives from its intended audience. It examines how kids affect their parents' purchasing decisions, which forms of media are most popular with them, and how different types of advertising effect them. Convincing communication with buyers and potential buyers is essential to building product awareness. Because most youngsters spend so much time in front of the television, advertisers are constantly trying to get their attention with new commercials. They appreciate commercials and have excellent memory for details.

Advertising as a Tool for Influencing Children's Behavior

The vast majority of kids have some say in what their families buy, and they often end up doing so both directly and indirectly through the goods they choose to buy themselves. Companies frequently market to children because of the high volume of products and services used by this demographic. As a result, businesses are investigating the minds and actions of young consumers. Children might easily become the driving force behind the purchase of a family favorite. The market understands this concept very well. So, they turn to advertising in an effort to shape kids' attitudes and actions.

Children – the target Audience

To optimize their effectiveness, commercials aimed towards youngsters undergo extensive research and development. The key to successful advertising is targeting your audience with relevant messaging on the appropriate product at the right time via the best channel.

Advertisements on television are increasingly popular and effective. Young people spend an average of two hours in front of the tube every day, with those aged 10 to 15 devoting almost 20 hours a week to the medium. Children are seen as the most defenseless demographic nowadays, thus marketers focus specifically on them. clientele, since they are so easily swayed by marketing. Kids have incredible memories and can easily memorize product names and commercials. Advertisements on television have surpassed those in any other media due to the medium's widespread viewership. Most kids watch TV because they enjoy what they see, so it's no surprise that marketers target them with TV and magazine ads. Kids see these ads as fun and games at first, and their tender hearts make them susceptible to the tempting offers. However, World Wide Web is yet another emerging media. Many kids today have access to computers and the internet, and many spend hours each week exploring sites of personal interest. Both the growing number of young people who use the internet and the internet's special communication capabilities have caught the attention of marketers.

Objective of the Study

This study makes an effort to examine how commercials influence the purchasing decisions of youngsters. The study was conducted with the following stated goals: To investigate how youngsters feel about advertising.

Two goals: (1) learn which forms of media are most popular with kids, and (2) find out how much kids weigh in on their parents' purchasing decisions.

Sampling Design

A total of 500 children were surveyed across a small sample of Chennai's several cities. Cities like Washermenpet, Anna Nagar, Adyar, Thiruvanmiyur, and Tambaram were represented. Convenience sampling was used to select 500 school-aged children (100 from each city) who were younger than 15 years old.

Data Collection

Questionnaires and some in-person interviews were the main sources of information. For this reason, a multiple-choice survey was developed. Students completed the questionnaires in the presence of their lecturers to guarantee the validity of the results.

Analysis and Interpretation

Many forms of media expose kids to advertising for products. Table 1 shows that 52 percent of kids learn things from commercials they see on TV. Eighteen percent from billboards and in-store displays, and another nineteen percent from print media. Their primary source of income appears to be commercials shown on television. Children learn more from television because of the auditory and visual elements it employs. The billboards that line the streets also provide useful details. The data also shows that only 6% of kids listen to the radio for news.

Table 1 : Media as Informational Source	
Source of Media	% of children
Television	52
Newspaper / Magazines	19
Radio	6
Hoardings on the Roadside or Display at Shops	18
Others	5

Source: Primary Data.

Table 2 shows that 85% children watch TV programs regularly while regular radio listeners are only 6%. It points out the fact that spread of TV audience is wider than radio listeners among children. TV, being the audio-visual medium, is most enjoyed by children. Approximately 27% children read the magazines and newspapers regularly. Most of the children are habitual of those programs what they see or listen regularly. They also show their interest in reading particular magazines or columns in newspapers and time to time wait for them. However, it's the electronic media that enjoys a wider audience when compared to the print media.

Table 2: Spread of Different Media Among Children			
	Frequency of Media % of children		
	Regular	Sometimes	Never
TV Watchers	85	15	-
Newspaper / Magazines Readers	27	50	23
Radio Listeners	6	23	71

Source: Primary Data.

Product Advertisements Linked by Children

Children like various advertisements as per their choice and preference. They enjoy the contents of the advertisement. They show keen interest in some of the products because of their advertisements. Children remember many products due to their advertisements and most of the time they recall the advertisement immediately after seeing the product. A majority of children like advertisements which relate to food product and soft drinks. They find fun in such advertisements and feel that the product is fun to eat or drink.

Table 3 : Advertisements Linked by Children	
Product Category	% of children
Food Products	36
Soft Drinks	28
Entertainment Products	13
Toys	7
Fashionable and Trendy Clothes	4
Others Things	12

Source: Primary Data.

The data in Table 3 shows that 36% of the children like the advertisements which relate to food products. They find

these ads really attractive. They even reprise the jingles while eating or drinking an advertised product. Thirty-one percent of the children like the advertisements on soft drinks. Advertisements influence the purchase decisions of children. They are the key decision-makers when it comes to buying food products like ice creams, soft drinks, chocolates, etc. even those advertisements that feature motorbikes, toothpastes, etc., are popular among children.

Role of Children in the Buying Decisions of Parents

Children not only help their parents in doing various chores but also help them in their buying decisions. Parents seek for the opinion of children regarding their choice and preference about various products. They purchase some products of their own choice, but are influence by others in numerous household purchase decisions. Due to influential impact of children in families, some purchase decisions are highly dominated by children.

Table 4 : Role of Children in Parents' Buying Decisions	
Role of Children	% of children
Help parents in their buying decisions	96
Do not help parents in their buying decisions	4

Source: Primary Data.

From Table-4, it appears that almost all parents seek the opinion of their children before buying any product which the family uses. In this way most of the children help their parents in their buying decision. At times children end up buying a particular product on behalf of their parents because of an urgent need or the lack of time to buy a product. Most often the need comes from parents or other elder family members, but they ask children to make the actual purchase. According to the study, only 4% children before purchasing products. However, children become can become stubborn and forcefully ask their parents to purchase products which they want. Parents keep a control on the purchase requests of their children. The Table 5, shows the opinion of children regarding the way their parents react to their purchase requests.

Table 5 : Opinion of Children Regarding the Way their Parents React to Purchase Requests	
Opinion	% of children
Agree	8
Mostly agree, but disagree sometimes	52
Disagree	9
Mostly disagree, but agree sometimes	31

Source: Primary Data.

An overwhelming 60% (52+8) respondents agreed that their parents agree/accept their purchase requests. They said that their preferences and purchase requests were hardly ignored by their parents. Fifty two percent of the children were of the opinion that their parents generally consider their purchase requests. Only 40% (9+31) respondents revealed that their parents mostly rejected their purchase requests. Most parents see the products from their utility and safety point of view and then consider the purchase requests of children accordingly.

Effect of Advertisement on the Buying Behavior of Children

Advertisements have a major impact on the buying behavior of children. They lure children in trying the advertised

brands. Some advertisements target various desires or wants of children and influence them in purchasing that product. Advertisements also influence their attitude and purchase behavior. To what extent advertisements influence the buying behavior of children is shown in Table 6.

Table 6 : Influence of Advertisements on Buying Behavior of Children	
Influence	% of children
Often	7
Sometimes	72
Rarely	17
Not at all	4

Source: Primary Data.

A total of 72% of the respondents were of the view that ads did sometimes evoke their desires in buying a product. For purchasing an advertised brand, children use their pocket money or ask their parents to buy for them. Only 7% respondents said that they wanted to buy a product soon after they saw the advertisement. Nearly 21% of the children expressed that advertisements rarely or never influenced them in buying something.

Influence of Advertisements for Buying Advertised Brands

Advertisements generally have a positive as well as a negative impact on children. They bring a change in the attitude and mindset of children through various psychological approaches. Some advertisement influence the purchase behavior in such a manner that children begin to insist their parents to purchase the advertised brand for them. The Table 7 shows the data relating to the influence of advertisements in forming pestering nature of children.

Table 7 : Influence on Advertisements	
Influence	% of children
Often	3
Sometimes	58
Rarely	14
Not at all	25

Source: Primary Data

Some times, 58% of children confessed to pestering parents to purchase certain products after watching an ad. While 13% of children rarely insist their parents about buying a product, 26% don't insist at all to have the advertised product. Only a very small percentage of 3% of respondents candidly revealed of often pestering their parents to buy products after watching advertisements.

Findings

First, the research shows that when it comes to purchasing items like toothpaste and clothing, kids give their parents their honest opinion on what they want, but their parents ultimately make the buying decisions. Some things are bought by parents out of self-interest. In this section, kids talk briefly about things like automobiles, computer devices, food, and household supplies.

Children are more likely to watch commercials on television than adults are. Their primary source of news is television. Eighty-five percent of kids find TV to be entertaining.

Third, when asked to recollect commercials, most people could quickly think of those for food and beverages. Most of the kids could name movie stars like Shah Rukh Khan, Sachin Tendulkar, Aamir Khan, and Aishwarya Rai from the soft drink commercials. When asked to recall commercials endorsed by celebrities, respondents were most likely to recall those featuring movie stars and sports figures. Observation number four: kids have a significant impact on how their parents spend their money. Many parents ask their kids what they think of toys and things designed for them.

Five, the research shows how pervasive various forms of media are among kids. The vast majority of kids enjoy

sitting in front of the TV. Experts in advertising say TV is the most effective medium. Roadside billboards and exhibits have an effect on children as well. Publications like newspapers and periodicals also play an important role. This finding demonstrates that radio is least accessible to young adults.

Six, it has been seen that commercials for products aimed at youngsters increase the likelihood that a child will want to buy the product. They'd jump at the chance to buy something at a discount.

7 The vast majority of respondents had heard of celebrity endorsements. It's no secret that kids look up to their favorite actors and athletes. A majority of kids, 58%, wanted to buy the goods promoted by their favorite stars.

Eighth, the research shows that when choosing a product to buy, kids think about more than just price. Product packaging and incentive programs are major selling points. Children are especially sensitive to pricing while making purchases. They learn about things from a variety of sources, but not before making a purchase (58%).

It has also been noted that youngsters often demand that their parents buy the marketed product for them. Sixty-one percent of kids admitted that they regularly persuade their parents to buy things they've seen promoted.

Conclusion

Children are shown to find commercials intriguing, according to the study. They consider amusement as the primary goal of advertising. Similarly, some young people think that commercials inform them about new products. According to the findings, kids offer valuable input to their parents during the shopping process, and those parents are generally receptive to their kids' suggestions when it comes to making purchases. Before making major purchases for the family, most parents will ask their kids what they think is best. They are more likely to buy items if both they and their kids like using them.

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