

Attitude towards children's advertisements by the Indian parents

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Abstract: *The research is carried on parents in India. This examination is grasped to know how reasonably advertisements impacts on youngsters' conduct. This examination is additionally to think about the parent's disposition towards promotions and their involvement with their kids This examination likewise considers the dimension of support by the guardians in the interpretation of media substance. This examination likewise thinks about the youngsters' capacity to grasp the notices as for their age. The results say that advertisements have a negative influence on children's behavior. The results say that parents have a negative attitude towards advertisements. The results say parents agree that parents are idle in interpreting the media contents. The results say children between the age group 3 to 5 cannot comprehend the messages conveyed through advertising but they like the things shown in advertisement.*

Index Terms: *Advertisements, Attitude, Age, Behavior, Children, Parents, Perception*

I. INTRODUCTION

A broad media type showcasing an action of delivering the information by impacting the obtaining behavior of the shopper for advancing the closeout of business administrations or items, and publicizing a transparently supported and a non-individual message to advance or move an item. In each business purchaser is the principle vital angle, as the present market is overwhelmed by the purchasers. Along these lines, so as to draw in the purchasers, first dealers need to make a perceivability for the item that they are attempting to move. In the present showcase purchasers have begun offering significance to publicizing with respect to the sponsors it is the most essential intends to impact the potential clients. Today promotions accept a basic occupation in instigating customers to purchase things and organizations. On the other hand, the expenses of promotions in examinations of various activities in numerous organizations are totally striking. Every association needs to achieve the most raised bit of the pie in the present days consequently, every association use unmistakable ways to deal with attract customers of different sections of the market to finish up the market boss. An association should propel its things in this testing condition with the goal that the customers regularly expanding in number gets energy for its things. [12]. We are presently in

the time of globalization. The quantity of TV slots developed from one state run station in 1991 to in excess of 70 link stations in 1991. Access to TV expanded from under 10% of the urban populace in 1990 to about 75% by 1999. It is inescapable that non-material social routine with regards to kids has been affected by globalization in of yet the force and reason may vary starting with one then onto the next. As urbanism has turned into a lifestyle, kids have likewise turned into a functioning connector of this procedure through their nourishment propensities, dressing sense, recreational example, and buyer conduct.

Development is propelling well-ordered and is providing for the returns with reclamation of broadcasting shapes where publicizing media is commonly used among all of these structures. An investigation in the year 2012 by (Baheti, Jain and Jain) [1] says that promoting is called as the key component of showcasing which gives data about items and administrations to clients and is a sort of influential data. An investigation in the year 2013 by (Mathew, Ogedebe and Ogedebe) [2] says that the primary point of promotion through ads is to influence the watchers to purchase the items promptly or sooner rather than later.

A study in the year 2008 by (Nairn et al) [3] says that children comprise a noteworthy market for business associations furthermore, their jobs in family buys can't be trivialized (McNeal 1999; McNeal & Yeh 2003; Young 2003; Shoham & Dalakas 2005; Gbadamosi 2007) [4]. An investigation by (Reid, Leonard N. and Charles F. Frazer 1980) [5] says that presence of the parent while their children watches TV influences the way their child react to TV and utilize in their play. An investigation by (Ward, Scott and D. Wackman 1972) [6] says that lot of factors donate in establishing a particular situation in television viewing environment like parent-children watching TV together. As a point promoting to kids has pulled in may specialists and pundits and is turning into a viral theme among sponsors.

II. LITERATURE REVIEW

From the past forming which has been utilized to discover the examination holes. The running with are the underneath included examinations by a portion of the conspicuous Authors and from the articles and frameworks. An examination coordinated by Mathew, Obedege and Obedege (2013) [7] says that web promotions impact the shoppers to utilize a portion of the items and administrations.

Revised Manuscript Received on April 07, 2019.

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Maximum share of respondents had considered web promotion enlightening. An examination coordinated by Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman and Ahmad (2013) [6] says that the brand image and an advertisement have a greater positive impact and a good association with the one purchasing the conduct. Promotion influences shopper purchasing conduct emphatically. An examination coordinated by North and Kotze (2001) [8] says that TV commercials opens up numerous doors for parents to instruct their kids on issues identifying with advertising and other shopper issues. An examination coordinated by Chan (2001) [9] says that most of the children believe that substance appeared in the promotions are valid. An examination composed by (Yeshin 2006) [10] says that commercials that goes ahead TV offers some interesting highlights and it makes all the more speaking to kids. An examination composed by (Barlovic 2006) [11] says that today's advertisements comprises of a fight among the brands along with their essence in the market. An examination composed by (Saxena, 2005) [12] says that the best saw and efficient media at any point developed is TV promotions. As indicated by (Carlson, Laczniak, Walsh, 2001) [15] parents and children correspondence is irreplaceable subsequently building up a satisfactory security against negative impact of promoting. Mukhery (2005) [16] found that in India mothers have more positive frames of mind towards TV publicizing (mean esteem 2,88) and promoting to youngsters (2,19) and manage their kids to a lesser degree (3,08). An examination composed by (donohue et al. 1980) [13] says that children aged three years could comprehend the commercial. An examination composed by (kline 1995) [14] says that children aged five can understand advertisements. As indicated by (Oates, Blades and Gunter, 2002) [17] kids comprehend the useful and tricking goals of advertisements between the ages of 3 to 5.

III. OBJECTIVES OF THE STUDY

- To study the parent's attitude towards advertisements and their experience with their children
- To study the level of participation by the parents in the interpretation of media contents.
- To study the influence of advertisements on children's behavior.
- To study whether the children between the age group 3-5 can comprehend the advertisement messages

IV. HYPOTHESIS

- H0: Advertisements has a positive influence on children's behavior
H1: Advertisements has a negative influence on children's behavior.
- H0: Parents have a positive attitude towards advertisements
H1: Parents have a negative attitude towards advertisements
- H0: Parents effectively take an interest in the translation of media substance

H1: Parents are idle in interpreting the media contents.

- H0: Children between the age group 3-5 can comprehend the advertisement messages
H1: Children between the age group 3-5 cannot comprehend the advertisement messages

V. RESEARCH METHODOLOGY

Sample design: - Sample size should be convenience sampling with 95% certainty and 5% room for mistakes. Data Collection: In perspective on this poll were sent to 50 respondents and the request were asked where their reactions are noted. Participants were the parents. Just 50 respondents were taken because of time confinement and the questionnaires were distributed by hands on guide and through social media. Study was done in India.

Tool used for Analyzing Data: he information assembled was investigated utilizing Percentage examination, Chi-Square Test, Correlation and t test, p one tailed and p two tailed test. Analysis test was done using Microsoft Excel.

Note: Here "r" is Correlation coefficient, t_c is Test of significance, Respondents – Parents.

VI. DATA ANALYSIS AND INTERPRETATION

The current study focuses on mainly 3 variables: Attitude, Perception, Behavior. Fig 1: Most of the respondents were father who took the initiative in answering the questions asked on behalf of their children. Fig 2: Most of the children stay with their parents apart from the others who stay in the hostels and the guardians Figure 3: Most of the guardians solidly agree the way that their kids observes such a large number of notices. Watching promotions has helped their youngsters to comprehend the diminishes around them however they feel that it can likewise delude their kids as it is loaded up with snares and twofold dealings. A large portion of the guardians immovably agree the way that advertisers utilize the ads as an apparatus to convey to their kids. The vast majority of the guardians solidly agree the way that their youngsters trust that the things appeared in the commercial are genuine so they control their kids from watching ad. Figure 4: Most of the guardians immovably agree the way that their youngsters does not comprehend the primary expectation behind the commercial and more their kids viewed an ad more they are pulled in towards it. The majority of the guardians solidly agree the way that these days, the ads appeared to the kids are moral. A large portion of the guardians immovably agree the way that commercials increment their kids' inclinations towards the particular promoted items and their youngsters convinces them to purchase the item appeared in the notice. Figure 5: The vast majority of the guardians immovably agree the way that their youngsters get pulled in to the characters appeared in the commercial which will fall into the items.

The greater part of the guardians solidly agrees the way that the promotion focusing on the youngsters beneath age six should not be precluded but rather the substance must be changed from products to some important data useful for their children and furthermore as a parent they face trouble in dismissing their kids' inclinations. From Table 1, we can translate: Attitude: P-esteem is 1 and the outcome isn't critical at $P < 0.05$ we can say invalid theory gets rejected saying that the ads affects youngsters' conduct. Observation: P-esteem is 1 and the outcome isn't huge at $P < 0.05$ we can say invalid theory gets rejected saying that the guardians have a negative mentality towards promotions. Conduct: P-esteem is 1 and the outcome isn't huge at $P < 0.05$ we can say invalid theory gets rejected saying that the guardians are inert in deciphering the media substance.

A. Percentage analysis

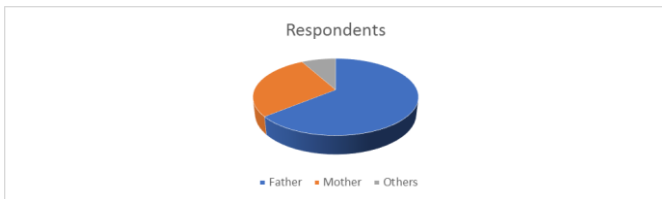


Fig 1 - Respondents – Father, Mother and Others

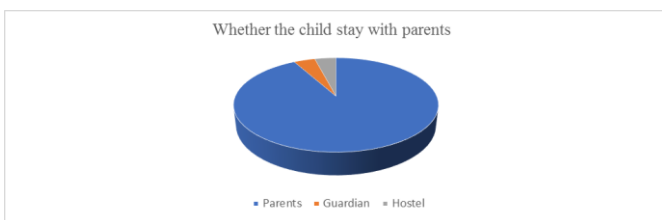


Fig 2 – Whether the child stay with parents

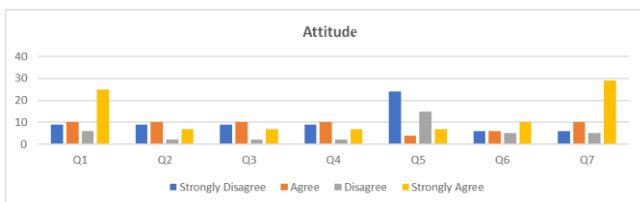


Fig. 3 – Parent’s attitude towards advertisements and their experience with their children (Targeted age group 3 to 5)

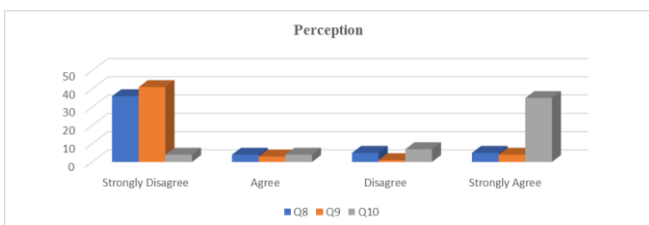


Fig. 4 – Parent’s level of participation in the interpretation of media contents

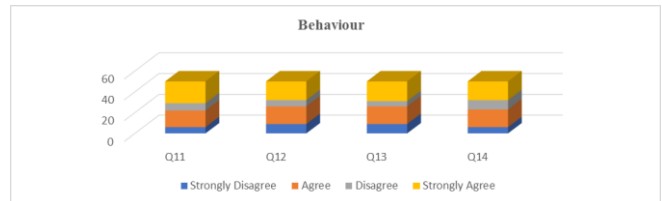


Fig. 5 – Influence of advertisements on children’s behavior

C. Results of various tests

Table 1: Correlation and regression, chi-square test, mean, variance, p one tailed, p two tailed, t test, standard error and deviation

Variables	r	r2	t	df	p one tailed	p two tailed
Attitude	0.96	0.982	16.3	2	0.001	0.003
Perception	0.85	0.92	5.5	2	0.01	0.07
Behaviour	0.92	0.972	16.3	2	0.001	0.3

Table 2: Correlation and regression, chi-square test, mean, variance, p one tailed, p two tailed, t test, standard error and deviation

Chi square test	Slope	Y intercept	Mean	Variance	Std Error	Std Deviation
11 & 12	1.5	-1.47	12.5	53 & 68	3.6% & 3.4%	7.5 & 6.8
9.213 & 7.012	0.9	1	12.5	53.6 & 48.3	2.1% & 3.9%	7.7 & 8.4
11 & 12	1.5	-1.47	12.5	53 & 68	2.1% & 4.9%	7.7 & 8.5

VII. CONCLUSION

According to the discovering's children between the age bunch 3 to 5 observe an excessive number of ads and they don't comprehend the principle goal behind the notices. It is discovered that they get pulled in to the stuffs appeared in promotions. This is basically on the grounds that they like the stuffs shown in ads. Here the guardians are met for their youngsters considering their kids' age gathering and the guardians realizes their kids better. Watching ads has helped their kids to appreciate the things around them anyway they feel that it can similarly mislead their children as it is stacked up with catches and twofold dealings. An extensive bit of the guardians unfalteringly trusts the manner in which that publicists use the promotions as a mechanical assembly to pass on to their



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children and their adolescents believe that the things showed up in the business are authentic so they control their children from watching notices.

The majority of the parents relentlessly concur the manner in which that their adolescents don't appreciate the essential desire behind the business and more their children saw a promotion more they are pulled in towards it. Most of the guardians decidedly concur the way that nowadays, the advertisements appeared to the children are good and ads increase their children's tendencies towards the specific advanced things and their youths persuades them to buy the thing showed up in the notice. Most by far of the watchmen undauntedly concur the manner in which that their youths get destroyed in to the characters showed up in the business which will fall into the things. Most of the guardians decidedly concurs the manner in which that the advancement concentrating on the youth's underneath age six must not be blocked but instead the substance must be changed from items to some essential information helpful for their youngsters and moreover as a parent they face inconvenience in rejecting their children's tendencies. Most of the children stay with their parents apart from the others who stay in the hostels and the guardians.

VIII. LIMITATIONS OF THE STUDY

Survey strategy was utilized to meet the parents. There were troubles looked as far as time impediment and keeping in mind that gathering information there were part inquiries should be tended to as far as inquiries arranged for gathering information. Since the theme was focusing on the youngsters a few guardians misconstrued the significance then in the wake of perusing the surveys, they were clear in giving right reactions to the inquiry. Only 50 parents were taken in light of time imprisonment and for flawlessness in investigation.

APPENDIX

Questionnaire **Date:**
Respondent - Parents
Method – Interview

Please fill in the spaces or spot a ✓ or check mark alongside the word or expression that best matches your reaction.

PART – I

Name of the parent.....
Name of the child/children

1. Father Mother Other

2. Age of your child in years: 3 4 5

3. Your child stays with: Parents Guardia Hoste

S 1 . N o		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	1.Attitude					
1	Your child watches too many advertisements					
2	Advertisements helps your child to learn and understand the things around them.					
3	Marketers use advertisements as a tool to communicate about a product to your child					
4	Advertisements mislead your child as it is loaded with traps and double dealings					
5	You talk about messages shown through advertisement to your child					
6	Your child believes that things shown in advertisement are real					
7	You control your child from watching advertisements					

S1 . N o		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	2.Perception					
8	Your child understands the main intention behind the advertisements					
9.	Nowadays, the advertisements shown to the children are ethical					
10	The more your child watches an advertisement the more they are attracted towards it					
	3.Behaviour					
11	Advertisements increases your child's preferences towards the respective advertised products					
12	Your child persuades you to buy the product shown in the advertisement					
13	Your child gets attracted to the things characters shown in the advertisement					
14	As a parent you face difficulty in rejecting your child's preferences					

14	As a parent feel that instead of stopping the advertisement targeting children below 6, the content of the ads focusing on products and services must be replaced with ads conveying worthy information to kids					
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AUTHORS PROFILE



Dr. M Rajeswari, Associate Professor, School of Management, Hindustan Institute of Technology and Science, Chennai, Tamil Nadu, India. She has completed her M. Com in the year 1997, M.Phil. in the year 2007, M.B.A in the year 2009 and Ph.D. in year 2015. He situated himself as an author through a few Research distribution in Scopus Indexed and UGC Recommend Journals and has received the Best Researcher Award for 2018 from IJRULA and the Best Paper Award from Pondicherry University for one of her research publications. She has total 18 years of experience with 5 years of industrial experience and 13 years of teaching experience