

# Gendered Marketing in Children: A Study on Colour and Graphics in Advertisements

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**Abstract:** *Television advertisement has become a part of kids' daily lives. Advertising is the most influential and powerful medium in the present society. It shapes the attitude and beliefs of the children and it encompasses every aspect of their life. Children are exposed to the field of advertising. The research paper examines the effective use of colour and graphics in branding. The paper also highlights the historical context of gender stereotypes in advertising. The paper uses both qualitative and quantitative form of analysis. Qualitative method encompasses a detailed analysis of advertisements and products with variables from colour, graphic designs and gendered marketing towards the influence on children, this study get more support with in-depth interview with experts in the field of Advertising, psychologist deals with children habit and consuming products.*

**Keywords:** *Advertisements, Children, Stereotypes, Focus and attitude.*

## I. INTRODUCTION

Advertising pervades every part of society. The products we use in our home, the clothes we wear, the program we watch on television, the place we go for recreation- all of these things are affected by advertisements. The illustration that an ad uses is often the most important attention-getting item in that ad. It is the part of an ad that is most likely to achieve the attention of A-I-D-A formula.

In the recent years, children are least innocent and rather more specialised consumers with complete knowledge of products and brands available in the market. Colour and graphics plays a major role in marketing products. These aspects affect the consumer purchase behaviour. Several studies were conducted to learn about the effect of colour and graphics on various situations and the studies have proved that colours are linked with human psychology.

Advertisement depends on a presumption that words, shading and designs have the ability to deliver a change-an adjustment in considering, demeanours, convictions and at last conduct. Designs and enhanced visualizations on child's notices have dependably been a piece of TV and have ended up being a helpful instrument in the generation of TV publicizing.

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Today the value for colour and graphics has been enhanced because the computer hardware and software to create complex and eye-popping graphics and hues are readily available and easy to use.

Television channels air up to 12 minutes of advertisements per hour and the average viewer will watch around 27 hours of television a week. More sophisticated critics of advertisements put ads down as insulting and degrading. They criticise ads for children for creating desire and needs that are wasteful and unhealthy. Advertisers, critics say, pollute the public's mind and its environment with these messages.

Psychographics is the idea of placing individuals into gatherings dependent on more subtle attributes. Psychographics depends on the passionate reactions that diverse sorts of individuals need to items or claims made through promoting and advertising.

It is estimated that children are exposed to 20,000 advertisements a year. In Sweden advertising to children under the age of 12 is banned. The impact of colors on consumer buying behaviour and design is discussed in the article "Influence of Colors on Consumer Behaviour- Conceptual and Theoretical Approaches" which is very relatable to my research. This research aims to discover the impact created by colour and graphics when used in the advertisements of kid's products. It also aims to determine whether specific colour and graphics when used can create gendered stereotyping in kids.

## II. LITERATURE REVIEW

In the past decade, there has been increased interest in research on the influence of colour and graphics in the consumer behaviour. In many earlier studies researches have concluded that child perception on colour and graphics shapes their behaviour. The previous papers also prove that television advertisements are playing significant role in interpreting their product choice and buying behaviour pattern. In light of the proof, the proposed structure is additionally explained by the scientist so it could all the more likely catch the associations between shading, designs and purchaser conduct of the youngsters

Cherry, K. (n.d.) expressed the hypothesis of Jean Piaget. Jean Piaget's hypothesis of psychological improvement expresses that each youngster goes through 4 phases of mental advancement. His hypothesis focuses on seeing on how kids secure learning and on understanding the idea of brightness. Piaget's stages can be arranged into



4. The first is the Sensor I motor stage which incorporate the children from 0 – 2 years.

Children from the age of 2 – 7 years falls on the second class called Preoperational organize. Amid this stage, kids learns language and can emblematically speak to things and occasions around them. Concrete operational stage is the third stage in which the children from 7 – 11 years build up the capacity of mental tasks. The last phase of psychological advancement is Formal operational stage that incorporates kids from 12 years and up.

Labrecque, L., Patrick, V. M., & Milne, G. R. (2013) comments that Colours have many upshots on consumer's thoughts, feelings and behaviours; so marketer should focus on the long employed of colours as a visual device to support cognition and thoughts and hold consumer's heed towards the product.

Asadollahi, A., & Givee, M. (n.d.). States that Beautiful graphic and design in packaging can stimulate the feelings of purchaser.

Colour has three fundamental properties: Hue, Lightness, and Chroma (Fairchild, 2013).

V., & S. (2006) says that, Color and designs can be featured as a technique to achieve these buyers.

Bock, C. C. (2011) says that the, Younger children, at 2 to 4 years old, generally prefer bold, primary colors and effective 3D graphics layouts that evoke exploration and curiosity. Children learn from a young age to connect colors with particular objects

SWEET, E. (2014) affirms that Carol Auster and Claire found that all toys sold on the Disney Store's site are unmistakably arranged as "young men" or "young ladies" and there was no basic alternative, despite the fact that a bunch of toys could be found on the two records. Sweet says that youthful children react to sexual orientation generalization commercials and that is the reason advertisers use them.

Litmus Branding (2015) states that The ASCI (Advertising Standard Council of India) declare some advertisements set a bad example to the children. Child-centric advertisements need to be cautious and super sensitive because they can be easily influenced. Some food-related advertising has become a major cause of obesity in children.

Miller Claire Cane (2015) proclaims that the sexual orientation division remains alive in toys as well as in each youngster's item including toothpaste, child diapers and substance items.

Singh Satyendra (2012) argues that well judged use of colour influences moods and feelings both positively and negatively, and shapes their attitude towards certain product.

### III. THEORETICAL FRAMEWORK AND METHODOLOGY

Social Cognitive Theory (SCT) states that when people perceive the behaviour of a model and its consequences, they recall the grouping of occasions and utilize this data to manage succeeding practices. The children imitate the

behaviour of any model of their interest and behave accordingly.

Hypodermic Needle Theory or Magic Bullet Theory is a model of communication that directly injects the intended message to audience, which affects the behaviour of the receiver. The theory is related to the study as the intended message from the advertisers directly is injected to the kid's mind.

This study employs qualitative and quantitative method. The secondary details are accumulated from magazines, publications, reports, journals, books, dailies, periodicals, issues, articles, proceedings, research papers, websites, company publications, manuals, booklets etc. The type of research tool selected for the study is simple random sampling method. The questionnaires were distributed among the parents who were selected personally and randomly.

#### Objective

- To understand the perception of children towards colours and graphics in advertisements of different products
- To identify the behavioural changes brought by the advertisements among children's
- To explore the gendered marketing and its influence on buying various products through advertisements.
- To find out the marketing strategy of product to children with special gifts.

#### Research Questions

- How the advertisements affect the purchase behaviour of the family?
- Do children get influence by colour, graphical designs and animated figures in advertisements?
- Whether children perceive gendered marketing in advertisements?
- Have advertisements created an intended effect on the targeted audience?

#### Hypothesis

- Colour and graphics induce the perception on children's buying behaviour.
- Advertisements construct the behavioural change among children
- Gendered marketing and its stereotypic advertisements influence the children's buying behaviour.

#### Research Design

This research aims at practical ends and benefits from a survey method. The researcher-made questionnaire and that will be utilized to study psychological impact of colours and graphics on the consumer shopping behaviour. Based on this, 300 questionnaire sheets will be distributed among the parents. The children from the age group of 4 to 12 years were selected for the purpose of the study. The feedback collected from the parents will be analysed. Qualitative method deals with the in-depth interview with paediatrician. He will be asked about the influences created by advertisements on childhood development.



**Variables of the Study**

Taking the purpose of study into consideration and the type of research to be carried out, the following variables were taken into consideration. These variables are categorized mainly under two broad categories- Independent and Dependent.

Independent variables are defined as constant and usually do not change. It is assumed to have a direct effect on dependent variables. The independent variables include age.

Dependent variables are what are measured in the experiment. These variables are usually fluctuating and mainly depend on independent variables. The dependent variables are Impact of colour and graphics , behavioural Change and perception of gendered stereotype.

**Test Statistics**

	The main characteristic of the product that create an effect on kids
Chi-Square	9.360 <sup>a</sup>
df	2
Asymp. Sig.	.009

**IV. ANALYSIS AND INTERPRETATION**

**H1: Colour and graphics induce the perception on children’s buying behaviour.**

Main aspects that arose desire among kids			
	Observed N	Expected N	Residual
packaging	50	75.0	-25.0
colour	89	75.0	14.0
endorsed by any graphic characters	93	75.0	18.0
special gifts along with the product	68	75.0	-7.0
Total	300		

**Test Statistics**

	Main aspects that arose desire among kids
Chi-Square	15.920 <sup>a</sup>
df	3
Asymp. Sig.	.001

a. . 0 cells (0.0%) have anticipated frequencies under 5. The base expected cell repeat is 75.0.

The key outcome in the Chi-Square Tests table is the Pearson Chi-Square.

The estimation of the test measurement is 15.920a.

The reference for this measurement relates to the normal cell tally supposition (i.e., expected cell checks are altogether more prominent than 5) no cells had a normal tally under 5, so this suspicion was met.

The relating p-estimation of the test measurement is p = 0.001

Majority of children prefer products that are endorsed with graphics character. In the sample dataset, their children asked the respondents about the main reason for the desire towards a particular product. There were four choices for question: Packaging, Colour, Endorsed by any graphic characters and special gifts along with the product. This study wants to test children’s desire towards a particular product using a Chi Square Test of Independence.

The p esteem got utilizing Chi-Square test is 0.001, since the p esteem is not exactly the picked hugeness level (a=0.05), we can dismiss the invalid theory. Or maybe, we presume that kids show want towards the items with designs characters embraced with them.

**H1: Colour and graphics induce the perception on children’s buying behaviour.**

	The main characteristic of the product that create an effect on kids		
	Observed N	Expected N	Residual
colour	118	100.0	18.0
graphics	106	100.0	6.0
surprise gifts inside	76	100.0	-24.0
Total	300		

a. 0 cells (0.0%) have expected frequencies under 5. The base expected cell recurrence is 100.0. The key outcome in the Chi-Square Tests table is the Pearson Chi-Square.

The estimation of the test measurement is 9.360a

The commentary for this measurement relates to the normal cell tally supposition (i.e., expected cell checks are for the most part more noteworthy than 5): no cells had a normal tally under 5, so this suspicion was met.

The relating p-estimation of the test measurement is p = 0.009

Majority of children prefer colour as the main aspect of advertisement that creates an impact on them. In the sample dataset, the respondents were asked about the different aspects of advertisement. There were three choices for question: Colour, Graphics and surprise gifts inside . This study wants to test aspect that creates major impact on children using a Chi Square Test of Independence.

The p esteem got utilizing Chi-Square test is 0.009, since the p esteem is not exactly the picked noteworthiness level (a=0.05), we can dismiss the invalid



speculation. Or maybe, we presume that part of advertisement that makes an effect in kids is colour.

**H2: Advertisements construct the behavioural change among children.**

**Impact that TV advertisement have created**

	Observed N	Expected N	Residual
behavioural change	52	50.0	2.0
identifies faster	48	50.0	-2.0
throws tantrums and use different tactics to force their parents	61	50.0	11.0
self-esteem distortion of their sense of reality	37	50.0	-13.0
promotes a sense of gendered stereotyping	23	50.0	-27.0
Total	300		

**Test Statistics**

	Impact that TV advertisement have created
Chi-Square	37.360 <sup>a</sup>
df	5
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies under 5. The base expected cell recurrence is 50.0.

The key outcome in the Chi-Square Tests table is the Pearson Chi-Square.

The estimation of the test measurement is 37.360a

The reference for this measurement relates to the normal cell check presumption (i.e., expected cell tallies are largely more noteworthy than 5): no cells had a normal tally under 5, so this supposition was met.

The relating p-estimation of the test measurement is p = 0.000

Majority of parents have opted that their children is influenced by gendered stereotyping in advertisements. In the sample dataset, the respondents were asked about the impact created by television advertisement. There were six choices for question: Behavioural changes, identifies faster, throws tantrums and use different tactics to force their parents, self-esteem, distortion of their sense of reality and promotes a sense of gendered stereotyping. This study wants to test the impact created by television advertisement using a Chi Square Test of Independence.

The p esteem got utilizing Chi-Square test is 0.000, since the p esteem is not exactly the picked hugeness level (a=0.05), we can dismiss the invalid speculation. Or maybe, we reason that TV ads advances a feeling of gendered stereotyping in kids.

**H3: Gendered marketing and its stereotypic advertisements influence the children’s buying behaviour.**

advertisement	Role played by gender in		
	Observed N	Expected N	Residual
strongly agree	90	60.0	30.0
Agree	82	60.0	22.0
Neutral	81	60.0	21.0
Disagree	38	60.0	-22.0
strongly disagree	9	60.0	-51.0
Total	300		

**Pink toys attract girls and blue attract boys**

	Observed N	Expected N	Residual
strongly agree	18	60.0	-42.0
Agree	98	60.0	38.0
Neutral	88	60.0	28.0
Disagree	82	60.0	22.0
strongly disagree	14	60.0	-46.0
Total	300		

**Gender of the child affects the product chosen by them**

	Observed N	Expected N	Residual
strongly agree	113	60.0	53.0
agree	89	60.0	29.0
neutral	65	60.0	5.0
disagree	16	60.0	-44.0
strongly disagree	17	60.0	-43.0
Total	300		

**Test Statistics**

	Role played by gender in advertisement and attract boys	Pink toys attract girls	Gender of the child affects the products chosen by them
Chi-Square	81.833 <sup>a</sup>	109.867 <sup>a</sup>	124.333 <sup>a</sup>
df	4	4	4
Asymp. Sig.	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies under 5. The base expected cell recurrence is 60.0.

The key outcome in the Chi-Square Tests table is the Pearson Chi-Square.

The estimation of the test measurement is 81.833a, 109.867a and 124.333a

The reference for this measurement relates to the normal cell check suspicion (i.e., expected cell tallies are for the most part more noteworthy than 5): no cells had a normal tally under 5, so this supposition was met.





Since the test measurement depends on a 3x2 cross classification table, the degrees of opportunity (df) for the test measurement is

$$df=(R-1)*(C-1)=(3-1)*(2-1)=2*1=2$$

The corresponding p-value of the test statistic is  $p = 0.000$ .

Majority of the respondents have strongly agreed with the statement that gender plays a major role in advertisements for kid's products. In the sample data set they were asked about their preferences on the statement. There were 5 choices: Strongly Agree, Agree, Neutral Disagree, Disagree. Most of the respondents agreed with the statement that pink/blue toy is more appealing to their daughter/son respectively. In the sample data set they were asked about their choices on the statement. There were 5 choices: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. Major proportion of the respondents strongly agreed that gender of their children affects the products chosen by him/her. In the sample data set they were asked about their choices on the statement. There were 5 choices: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree.

The p value obtained using Chi-Square test is 0.000, since the p value is less than the chosen significance level ( $\alpha=0.05$ ), we can reject the null hypothesis. Rather, we conclude that Gender plays a major role in advertisements for kid's products, pink/blue toy is more appealing to my daughter/son and gender of the child affects the product chosen by them.

## V. DISCUSSION AND CONCLUSION

The primary purpose of this research is to find out behavioural changes brought by the advertisements among children. An in-depth interview conducted with Dr. Abhijith, an Ayurvedic Physician in Oushadhi, Angamaly enclosed in appendix (1.2) states that Consumer market develops materialistic tendencies at a very young age. It could coerce them to put 'wealth' above social values. He added that diseases like autism and ADHD are becoming a dangerous epidemic in society that promotes individualism which has got an impact on the mental health of children. He supported that various advertisements result in behavioural changes among the children.

The paper also aims to explore the gendered marketing and its influence on buying various products through advertisements. Dr. Abhijith pointed that Advertisements promote male masculinity and misogyny for short-term gains. Normal behaviour is determined by its social felicity. In that case, the gender roles that promote femininity, masculinity and materialism will have an impact on the behaviour of the child. It gives a false impression to children that 'success' means being white, handsome or rich. It not only hurts childhood developments but also influence them in a negative way. It also influences the family purchase behaviour. The discussions proved advertisements induces gendered stereotyping in kids.

The major factor influencing the consumer buying decision process is colour and graphics used in advertisements. Marketers and entrepreneur in selecting the preferences of the target audience invest sufficient time.

Most companies recognise the need to advertise and the benefits of doing so, and they are willing to pay a price for it thereby attracting the target audience.

The survey conducted among the parents proved that advertisements have a very strong influence in children. The aspects like colour and graphics induces gendered stereotype in the minds of children. The survey pointed out that kids have a special attraction to the products that are endorsed by any graphical characters. The survey also proves that gender of the children effect the product they choose. The quantitative analysis confirms that television an advertisement promotes a sense of gendered stereotyping and behavioural changes in children.

## LIMITATIONS

The survey done to attain data for research is limited to respondents of Thrissur. The survey has only included the influence colour and graphics to promote gendered marketing.

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