

Understanding the Influence of TV Advertisements on Children's Purchase Behaviour

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Abstract: In this research paper the authors have studied the perception of children towards advertisement and its influence on purchase decisions. The authors visited different schools in Visakhapatnam and checked the responses of children on time spend on TV in weekdays and weekends. Random sampling technique was used to select children from different schools. A total of 400 questionnaires were circulated, and 383 questionnaires were validated. The data collected was analysed through descriptive statistics, Weighted Average Ranking Method and ANOVA to test the hypotheses. The tests support the hypotheses that the perception towards advertisement among children plays a key role in influencing the family purchase decisions. The findings in the research will enable marketing teams in understanding how the thought process takes place in the minds of these young consumers. This will help marketers create content for their advertisements.

Key Words: Perception, television advertisement, children, family purchase decision.

I. INTRODUCTION

Advertising is the most effective tool in this modern world to communicate with a large audience. It can reach out to the masses and because it is audio visual media it is found to emotionally motivate the prospects to buy the products. Little research has been done on the buying behaviour of children though it is widely acknowledged that children are the future customers. Children are exposed to advertisements through television, internet, social media and print as well. But children tend to get influenced more by television advertisements. Marketers everywhere in the world are finding it a challenge to evaluate the outcome of the influence of TV advertisements on children (McNeal, 1999). Children are easily influenced by advertisement because they are vulnerable at a young age. A very impactful determinant is the age of the children. There are studies which say that as children grow older they become more adept at understanding the advertisements. Research tells us that children start understanding the intent of the advertisement at around 8 years of age (Ward et al., 1987). Therefore, it is necessary to understand how the thought process takes place in the minds of these young consumers. This will help marketers create content for their advertisements. The respondents in this article are children between the age groups of 8 to 14.

II. LITERATURE REVIEW

The products which children like to consume in this age group are confectionary items like gums, candies, chocolates. They also like to consume soft drinks, Ice

Revised Manuscript Received on January 05, 2020

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Creams, Health Drinks, Fast food etc. Television viewing positively impacts its viewers by are enlightening the audience with knowledge, providing them with information, educating them on various products and services. Television is watched by most children globally for about three to four hours daily. According to Moussapoor & Dor (2008), various studies showed that even infants spend half an hour watching television, children between the age 4 and 6 watch television for 2.5 hours and 6-8 hours on holidays. Furthermore, one third of 7-year-old children spend 4 hours a day watching television, and only 10% of children have never watched television. Primary school children spent 1460 hours a year watching television. In contrast, they have less school training time spent, and each family spends about 4000 hours annually watching television program, which in the late 20th century has reached 100000 hours. Children in the age group of 7-17 years spend 25 hours per week watching television. Moreover, 20% of 2- to 7-year-old children, 46% of 8- to 12-year-old children and 56% of 13- to 17-year-old teens have private television in their room. In India according to the viewership monitoring agency BARC India, the viewers, watch television for an average of 3 hour 44 minutes every day. According to the latest BARC's Broadcast India 2018 survey, the average time spent (ATS) in urban cities is about 4 hour 06 minutes per viewers and an estimate of 3 hours and 27 minutes in rural. According to the survey, 836 million out of the total view universe television. Out of that, 429 million are male and 407 million are female viewers. This indicates that the Male viewers increased by 6.9%, and 7.5% for the female viewers. In regards to that, it's clearly that their changes taking place in India. Despite the changes, according to BARC India television has remained the most effective platforms that content creators and advertisers use to reach their target audience. Piaget's (1970) theory of cognitive development has had a major effect on studies linked to children's publicity communication process. This theory suggests that the capacity of a child to think and reason advances in a sequence of different phases. The characteristics of each phase are unique, but can differ significantly, based on intelligence, culture and socioeconomic factors. In accordance with Roedder's (1981) classification of information processing (Brucks, Armstrong and Goldberg 1988) reveal that children of 9 and 10 years of age must be provided adequate guidance in order to protect them against advertising in an efficient manner and they are of the opinion that children at the age of 13 are able to take a conscious and intellectual response to advertising. Moore and Lutz (2000) discovered that the liking of young children (7 to 8 years old) for advertisements affected their approach to the brand. They also found that the liking of an ad for older children

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(10- to 11-year-olds) affected their attitudes towards the brand through multiple persuasive ways, in line with the literature concerning the attitude of adults towards the brand.

III. METHODOLOGY

Sample size: 383 sample respondents were selected using a structured questionnaire.

Response Rate: Researchers used 400 questionnaires, and respondents filled 383 questionnaires.

Research design: Quantitative research method was used, in which structured questionnaires based on the study was done. This survey is cross-sectional in the nature.

Research tools: Research tools include percentages, frequencies and weighted average ranking method and ANOVA test.

Data Collection Method: The data collection tools which we used are observation method and interview method.

Sampling technique: We used the techniques of simple random sampling where in students of different schools located in Visakhapatnam were selected at random.

Sample Design-Primary Data is collected from respondents in Visakhapatnam through questionnaires and personal interviews. For this 383 sample respondents were selected using a structured questionnaire containing variables less than 1 hour, 1-2 hour, 2-3 hour, more than 3 hours. The collected data are analysed through SPSS 21 version for deriving meaningful conclusions.

Objectives of the Study

- To study the children's perception towards advertisements.
- To identify the time spend on TV in weekdays and weekends across school, age and gender groups.
- To understand the demographic profile of school, age and gender groups on purchase of personal consumable items.

Hypothesis

H01 Age of children does not influence their understanding of tv advertisements and purchase behaviour.

H02 Gender of children does not influence their understanding of tv advertisements and purchase behaviour.

H03 School of children does not influence their understanding of tv advertisements and purchase behaviour.

IV. RESULTS AND INTERPRETATION

Distribution of Responses given by the child respondents on their background variables:

In this section background characteristics of the child respondents explained earlier are collected and analysed using percentages.

Table no:1

S. No	Characteristics	Category	Frequency	Percentages
1	Type of school	Government (GVMC)	110	28.7
		Private National	116	30.3
		Private	157	41.0

2	Gender	International		
		Male	201	52.5
		Female	182	47.5
3	Age	8-10 Years	85	22.2
		11-12 Years	116	30.3
		13-14 Years	182	47.5

Time spend on TV

Table no:2

S. No	Characteristics	Category	Frequency	Percentages
1	Time spend on TV in weekdays	Less than 1 hour	148	38.6
		1-2 hour	161	42.0
		2-3 hour	46	12.0
		More than 3 hour	28	7.3
2	Time spend on TV in weekends	Less than 1 hour	27	7.0
		1-2 hour	75	19.6
		2-3 hour	84	21.9
		More than 3 hour	197	51.4

Type of the School:

From the table, it can be observed that out of 383 respondents, 28.7% of respondents are from Government School, 30.3% of respondents belong to Private National School and 41% of respondents are from Private International School.

Gender:

From the table, it can be observed that out of 383 respondents, 52.5% of the respondents are male and 47.5% of them are female. Both male and female can be treated as almost same.

Age:

From the table, it can be observed that out of 383 respondents, 22.2% of respondents belong to the age group of 8-10 years, 30.3% of respondents belong to the age group of 11-12 years and 47.5% of respondents belong to 13-14 years.

Duration of time spend on TV on weekdays:

From the table, it can be observed that out of 383 respondents, 38.6% respondents are watching television less than one hour in weekdays, 42% of respondents are watching 1-2 hour, 12% respondents are watching 2-3 hour and very few respondents 7.3% of them are watching television more than 3 hours in weekdays.

Duration of time spend on TV on weekends:

From the table, it can be observed that out of 383 respondents, more than half of the respondents 51.4% are

watching television more than 3 hours in weekends, 21.9% of respondents are watching television in 2-3 hours, 19.6% of respondents are watching 1-2 hours in weekends and only few respondents 7 % are watching television less than one hour in weekends.

Weighted Average Ranking Method
Sources of information influences to buy the products

S.NO	Products	Rank				
		1	2	3	4	5
1	Confectionary items TVads	247	60	42	19	15
2	Confectionary items Friends	66	111	120	57	29
3	Confectionary items Internet	10	56	67	116	134
4	Confectionary items Visit to store	33	44	84	116	106

Table no: 3

Calculation of Weighted Average

S.NO	Rank	X	1	2	3	4	5	Total	CW	Rank
	Weightage	W	5	4	3	2	1			
CONFECTIONARY ITEMS										
1	Confectionary items TVads	X1	247	60	42	19	15	383	0.23	1
		WX1	1235	240	126	38	15	1654		
2	Confectionary items Friends	X2	66	111	120	57	29	383	0.29	2
		WX2	330	444	360	114	29	1277		
3	Confectionary items Internet	X3	10	56	67	116	134	383	0.45	5
		WX3	50	224	201	232	134	841		
4	Confectionary items Visit to store	X4	33	44	84	116	106	383	0.41	4
		WX4	165	176	252	232	106	931		
5	Confectionary items Parents	X5	26	112	70	75	100	383	0.36	3
		WX5	130	448	210	150	100	1038		

From the table it can be inferred that, TV ads is the source of information which influences to buy the products like chocolates, ice creams etc., followed by friends, parent, visit to store and internet in confectionery items.

Anova on influence of purchase of products within the family

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	16.632	2	8.316	10.436	.000
	Within Groups	302.804	380	.797		
	Total	319.436	382			
School	Between Groups	8.559	2	4.280	5.231	.006
	Within Groups	310.877	380	.818		
	Total	319.436	382			
Gender	Between Groups	.277	1	.277	.331	.566
	Within Groups	319.159	381	.838		
	Total	319.436	382			

An ANOVA test was conducted to test the difference in the opinion of age, school and gender groups on critical factors of influence on purchase of products within the family. The results indicate that in personal consumable items there is no significant difference in the opinion of gender group (F = .331, p= 0.566) there is a significant difference in the opinion of age group (F = 10.436, p= 0.000) and school

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group ($F = 5.231, p = 0.006$) at 5 percent level of significance.

V. FINDINGS AND CONCLUSION

Socio-Demographic factors	Null Hypotheses Acceptance Status 5% Level
Age	A
School	A
Gender	R

Demographic profile across various age groups and school groups do not influence children in purchase of personal consumable items. Gender group do influence children in purchase of personal consumable items. Age and school groups are significant in their opinion to purchase the consumable items whereas gender group of boy and girl is having different opinions in purchase of personal consumable items.

VI. RECOMMENDATIONS

- Influence of TV advertisements on children purchasing behavior can be extended from personal consumable items to Personal durable items, Family toiletries, Electronics, Entertainment activities.
- Parents should monitor their children viewing time for television up to 1-2 hour per day. Efforts should be made by the parents to encourage their children to take part in educational and sports activities, so that their growing dependence on TV can be reduced resulting in their reduced exposure to television advertisements.
- Parents should not allow child to have a television in his or her bedroom separately. Television should be at main center where all family members may watch it jointly.

VII. IMPLICATIONS FOR FUTURE SCOPE

The study used survey method for data collection to investigate the children influence of TV advertisement on children purchase behavior. As this study was restricted to the city of Visakhapatnam, it cannot be generalized. The researcher can suggest in future to extend the study on understanding the influence of TV advertisements on children purchase behavior across the state. This exploratory research can be extended with a larger and more representative sample to produce generalizable findings.

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