

# To study the Impact of Advertisement on Children's Psychology: An Empirical Study with special reference to Jaipur District

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**Abstract -** In marketing mix, advertising is an important marketing communication strategy. It is an external stimulus that arouses dormant needs and leads to different stages of decision making process namely identification of alternatives, evaluation of alternatives, purchase decision and post purchase behaviour. Generally speaking, advertising fills 'consumer information gap'. But the specific meanings attributed to advertising should be viewed from different angles.

**Keywords –** Advertisement, psychology, marketing, consumer.

## I. INTRODUCTION

“Advertising is as old as Humanity: indeed, much older; for what are the flaunting colours of the flowers but so many invitations to the bees to come and “buy our product”. Everything is already there: the striking forms, the brilliant hues, even the “conditioning of the customer”.

Advertising might be defined as any device which first arrests the attention of the passer-by and then induces him to accept a mutually advantageous exchange. (Laver)

The historical role of advertising is recognized as a means of getting attention and providing information (the essence of Laver's definition), Williams focused on the institutionalization and professionalization of advertising that began in the late 1800s in Britain and elsewhere, its commercial function, and its persuasive force. (Raymond Williams, 1980)

Advertising is manipulating the public by creating artificial needs and wants. (John Kenneth Galbraith, 1958)

Leo Burnett, one of advertising's most colorful figures, famous for having created some of advertising's most important personalities. Tony the Tiger, the Keebler Elves, the Jolly Green Giant, the Pillsbury Doughboy, the Marlboro Man, and Ronald McDonald. These icons are associated with strong brand names, and it was brand loyalty that Burnett had in mind when he said advertising is “selling corn flakes to people who are eating Cheerios.”

In marketing mix, advertising is an important marketing communication strategy. It is an external stimulus that arouses dormant needs and leads to different stages of decision-making process namely identification of alternatives, evaluation of alternatives, purchase decision and post purchase behaviour. Generally speaking, advertising fills 'consumer information gap'. But the

specific meanings attributed to advertising should be viewed from different angles.

## II. REVIEW OF LITERATURE

Ozdogan F. Bahar, Altintas M. Hakan (2010) explored the moderating effects of parent-child co-viewing of TV and parents' discussion of content with children in the context of the family's effect on children's skepticism towards TV advertising. A survey of 296 consumers aged 12 to 16 in Ankara was conducted using a structured questionnaire. Constructs were measured using established scales. It was observed that the co-viewing of advertisements with parents increased the family effect. On the other hand, discussion of advertising with parents reduced the family effect. The conclusion was that parent-child co-viewing of advertisements can alter the children's perceptions of advertisements through personal assessments.

Pomeranz, J. L. (2010) revealed that young children are targeted by food and beverage advertisers but are unable to comprehend the commercial context and persuasive intent of marketing. Although the First Amendment protects commercial speech, it does not protect deceptive and misleading speech for profit. Marketing directed at children may fall into this category of unprotected speech. Further, children do not have the same First Amendment right to receive speech as adults. For the first time since the Federal Trade Commission's original attempt to regulate marketing to children in the 1970s (termed KidVid), the political, scientific, and legal climate coalesce to make the time well-suited to reevaluate the FTC's authority for action. The author analyzed the constitutional authority for the FTC to regulate television food marketing directed at children as deceptive in light of the most robust public health evidence on the subject.

Preston, C. (2010) observed that the children see advertising as having very little influence. Rather, they see that their parents' involvement with certain categories have become, over time, their norm. Children do not see that the regulation of advertising of food and drink to them will have any significant effect upon their diet, as their parents will continue to consume from within the categories supplied by the retail sector, which in their view constitutes the most influential aspect of food and drink marketing.

Advertising can be regarded as having two separate functions, one of persuading and one of informing consumers. Against some who claim that persuasive advertising using irrational means is moral as long as the product or service it represents is good or useful. On the other hand, advertisements which present information in a straight-forward and truthful way are always moral no matter what they advertise; indeed, only such advertisements are moral. (Paul Santilli, 1983)

The ultimate function of advertising is to help produce sales. But all advertising is not, should not, and cannot be designed to produce immediate purchases on the part of all who are exposed to it. Immediate sales results are, at best, an incomplete criterion of advertising effectiveness. (Lavidge, Robert J.Steiner, Gary A. 2000)

The function of advertising is to help to organize and modify the basic perceptual processes of the consumer so that he is guided towards seeing and feeling a product in a given predictable way. (Irwing S White, 1959).

Mizerski (1995) concluded that recognition, or the ability to match a cartoon trade character and product, is positively related to age. Along with this, the level of recognition and a favorable attitude towards the product were also found to be positively associated with age. Jensen (1995) also found that purchase requests by children are strongly stimulated by commercials or by friends who have purchased the product. Celebrities and cartoon characters are commonly used by marketers, as children's views of advertising appeals are largely influenced by them.

All advertising messages perform only one function and that function is to persuade. In a moral appraisal of an advertising message, a distinction between rational and irrational persuasion can be made. Rational persuasion is consistent with the autonomy of the consumer and hence moral. Some forms of irrational persuasion may have an adverse effect on consumer autonomy and, therefore, should be viewed as immoral. (Hossein Emamalizadeh, 1985).

In an increasingly competitive marketplace, greater emphasis is being placed on brand image development as the basis for consumer discrimination. Advertising has a central role to play in developing brand image, whether at the corporate, retail or product level. It informs consumers of the functional capabilities of the brand while

simultaneously imbuing the brand with symbolic values and meanings relevant to the consumer. Such dichotomous approaches to explanation are unlikely to represent the reality of consumer choice in that brand image is likely to be formed by the simultaneous absorption of advertising messages based on both the functional and expressive capabilities of brands. (Tony Meenaghan, 1995)

For search qualities, advertising provides direct information about the characteristics of the brand. For experience qualities, the most important information conveyed by advertising is simply that the brand advertises. This contrast in advertising by these qualities leads to significant differences in its behaviour. (Philip Nelson, 1974).

**Table: The Eight Roles in the Family Decision-Making Process**

ROLE	DESCRIPTION
Initiator	Family member(s) who recognizes the problem or need for an item.
Influencers	Family member(s) who provide information to other member about a product or service.
Gate keepers	Family member(s) who control the flow of information about a product or service into the family.
Deciders	Family member(s) with the power to determine unilaterally or jointly whether to shop for, purchase, use, consume, or dispose of a specific product or service.
Buyers	Family member(s) who make the actual purchase of a particular product or service.
Preparers	Family member(s) who transform the product into a form suitable for consumption by other family members.
Users	Family member(s) who use or consume a particular product or service.
Maintainers	Family member(s) who service or repair the product so that it will provide continued satisfaction.
Disposers	Family member(s) who initiate or carry out the disposal or discontinuation of a particular product or service.

Source: "Consumer Behaviour: Reference Groups and Family Influences" by Schiffman, Leon G. and Kanuk, L.L.P. 359)

### III. RESEARCH DESIGN & METHODOLOGY

#### Need and Relevance of the Study

Children are the target markets of most of the marketers these days. Marketers try to attract the children in one-way or the other. Various role models and celebrities like actors, sports personalities, and renowned persons are being used by them to attract the children.

#### Scope of the Study

Till today, not much is known about the factors affecting behavioral response of children, who have just stepped into their teenage life, but are well informed due to their

exposure to media. It has been observed that they are well informed about vast categories of products and influence the elders for their purchase decisions.

The study assumed further importance in view of the fact that Jaipur is one of the most economically advanced states and children are having tremendous exposure to the media also. The study was focused at children's buying behaviour towards selective products and services only.

### Research Methodology

#### Nature of the study

It is Exploratory followed by Descriptive type of research.

#### Sample Design

This study mainly targeted children between 11-18 years of age & their parents. The respondents were taken randomly from Jaipur City and surrounding villages.

#### Sample Size

**Children Sample size : 800 children**

**Parent's Sample Size : 200 parents**

**Sampling type:** Stratified random sampling.

#### Data collection

The data to be collected from Primary sources as well as Secondary sources

#### Primary sources:

For Primary source a questionnaire will be prepared and this questionnaire will be filled by and scheduled interviews / personal observations and also three sources of evidence that Yin (2003) discusses were used in this study i.e. Interview, Documentation & Archival Records. Primary Data will be collected through separate structured questionnaires from respondents comprising of children and parents in the Jaipur city and surround villages of Jaipur

#### Secondary sources:

Data collected from internet, journals, magazines, text books etc. A sample of typical secondary source can be seen as per selected bibliography & references.

Comprehensive review of existing literature was undertaken to know and understand the existing gaps in the literature. Information from the various Journals (Online, Open-access, subscribed) Books, Magazines, Internet and Newspapers were scanned to know the children buying behaviour scenario and the research undertaken in the field so far.

#### Data Collection Tools

Separate structured questionnaire will be prepared for the children and parents' for studying the effect of advertisement on children buying behaviour.

### Objectives of the Research work

The study shall have the following objectives:

1. To observe whether the children analyze a particular advertisement to be ethical or unethical.

### IV. RESEARCH ANALYSIS AND INTERPRETATION

Data will be analyzed with the help of SPSS. Various tools employed to test the drafted hypothesis for analysis were: Chi-square testing, t-testing, Multiple Regression Model, Multiple Comparison, Co-relation and Regression Analysis.

The computation of the data will be done in order to do the following statistical analysis through SPSS package:

- 1) Descriptive Analysis
- 2) Correlational Analysis
- 3) Multiple Regression Analysis.

#### Descriptive Analysis

It is basically describe the basic features of the data in a study, with an objective of analyzing the mean scores and the standard deviation scores. Together with simple graphic analysis like Bar graphs, descriptive statistics form the basis of virtually every quantitative analysis of data for the respondents under study.

#### Correlation Analysis

In order to understand the relationship among various variables, Correlational analysis was done.

#### Multiple Regression Analysis

The stepwise multiple regression analysis was done to determine the relative contribution of the independent variables on the dependent variables.

#### Advertisements and Children Buying Behaviour

Advertisement is the integral part of the business organizations which wants its product to be reached to the customer and then converts those customers into consumers. No organization can survive these days without advertisements.

#### Parent's Perception of Children Buying Behaviour:

Family has a major role in children buying behaviour and this cannot be ignored. Marketers know that children usually buy those products which are approved by the family. Parents are role models for children. Children always like to seek advice from family regarding various purchase decisions. Parents serve as gatekeepers for children as they minutely watch products and services consumed by the children. Marketers also know that parent's play a very important role in children buying behaviour. Parents today shop with their children and are more likely to seek their advice in buying various products.

### Chi -Square Testing

	Chi-square calculated Value	Degrees of freedom	Significance
Chi-square	349.73	81	.000

\*Significance level at 5%

Above Table explains the findings by empirical testing using chi-square model which depicted that time spent have a positive contribution towards age wise analysis.

**Table: Time spent by children on watching Television in proportion per day**

S.No.	Valid Percentages	Time in hours
1	45.5%	<1 Hr
2	29.4%	1-2 hrs
3	15.9%	2-3 hrs
4	6.2%	3-4 hrs
5	3.0%	> 4 hrs
	100%	

Table depicts time spent by children on watching television in proportion per day. As per the previous studies, an average Indian child watches 2 hours of television per day. As per the table, approximately 74.9% of overall children watch less than 2 hours, 45.5% children spend less than one hour per day; 29.4% children spend between 1-2 hours per day; 15.9% spend between 2-3 hours; 6.2% between 3-4 hours while only 3% children spend more than 4 hours on watching television per day. Hence we can conclude that as hours are increasing, proportionate time spent on watching television is decreasing.

**Table: Parent Child Interactions**

	Parents watching T.V. in hours	Parents watching T.V. with children
Parents watching T.V. in hours	1	0.127*
Significance	300	.028*
N	300	300
Parents watching TV with Children	.127*	1
Significance	.028	
N	300	300

Note: \*Correlation is significant at .05 level (2-tailed)

**N-Total Sample (Parent's)**

**H<sub>1</sub>: There is strong correlation between parent child interactions while watching television.**

Table depicts the association between parent child interactions who are using television as media. It was found there is a significant positive association but is quite less ( $r = 0.127$ ) which means that the children are spending more hours without the presence of parents. This may be due to

the fact that parents are generally concerned with social well being of their children and remain outside for earning their livelihood. Value of significance is lesser than .05 (.028) which means there is significant association between parent child interactions. This showed that alternate hypothesis is accepted. Hence the parents are advised to show more parental concern to mediate and control and discuss the content and intent of advertisements with their children.

### V. CONCLUSION

Advertisements have been playing an important role in transmitting the message of the organizations to the consumers. In highly competitive market, organizations are trying their best to become market leaders by creating awareness and brand loyalty of their products. Today, children are more informed customers at an early age as they have become powerful influencers in household buying decisions. The changing socio-economic, socio-cultural, political and economic orders have transformed the child into a much aware consumer. They not only attempt to influence their parents to purchase their own products but other household products also. Parents find themselves under enormous pressure from "Pester Power" as they face ever growing demands from their children. The amount of influences exerted by children differs by product category and stage of decision making process. For some products, they are active initiators, information seekers and buyers; whereas for other product categories, they influence purchases made by the parents.

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