

A STUDY ON TELEVISION ADVERTISEMENTS & IT'S IMPACT ON CHILDREN

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ABSTRACT: Evidence is rising that commercializing to children is abusive. Almost all view of children's life have been adversely impacted by modern trends in advertisements and commercializing. The greater number of obesity and the rising increase of obesity is found in children. Children are particularly very interested in watching ads. Mostly the advertisements appear to the parents, but at present they invoke right away to children , who don't have the any idea about the impact of the product in future. Advertisements exhibit an important relationship between the children for consumption of promoting brands, a diversity of high-power foods advertised. Parent's must watch and guide their children and understand them throughout by not allowing to get the stuffs that are harmful to them. First, with a powerful strategy to raise food safety data between children and their families at the start and then concentrate on increasing children's consuming skills. Parents must be able to deliver their children regarding the impact of the product displayed in ad in case of health and Money. This paper examines the connection between television advertising and its impact on child health and Parents care of their children on a regular basis.

Key Words: Advertisement, Obesity, Children Psychology, purchasing power of children in household products.

INTRODUCTION

Nowadays, Advertisement plays an imperative role in influencing the consumers or buyer to purchase goods and services. In certain point the expenditures of advertisement in comparisons of other activities in most of the companies are very significant. In this competitive world every company wants to attain the highest position in the market. For this purpose every company uses different ways to attract their consumers or buyer of different segments of the market and the finding the best way to become the market leader. In this challenging and competitive environment, a company should promote its products in such a way that more and more consumers and buyers get interested in their products. This paper, concentrate on the impact of the television advertisement on the children.

More importantly, most of the advertisement are grabbing an interest and attention of children toward a desire product in a great challenge, moreover kids can be easily diverted towards any kind of the products in a fraction of seconds, hence we have to turn their attention towards the product by using the entreaties that are according to their age, mind set and interest in a specific product. Another essential point we have to look into this study is the relationship between television ads and purchasing power of

children's.[8] Where parents are highly influenced by their children, especially products like eatables and household products. While this is the case, we tried to check the impact of television ads on children through this research article. For this purpose, research and data were collected from various schools from Chennai city.

OPTIMISTIC EFFECTS OF ADVERTISEMENTS ON CHILDREN

Advertising updates the children with new trends and latest technologies in the market. As a result, children are highly updated with latest technology as well as they are learning its usage in a short period. In the same way, when a television advertisement is very creative and the concept can turn the attention of the children about the healthy food habits, perhaps which can change the healthy eating diet of the children very easily and effectively, if they are attractive as enough.

UNDESIRABLE POSSESSIONS OF ADVERTISEMENTS ON CHILDREN

Television Advertisements inspire the children to insist their parents to buy the products which are advertised, whether valuable or not as a result children are becoming very uncompromising [1]. Watching television continually, limits children's time for needed activities such as playing, reading, learning to talk, spending time with family members, storytelling, participating various competitions, and

developing their special skills, other essential physical, mental and social skills. More than 1000 studies confirm that television advertising increases aggressive behavior in children's, particularly in boy child. Since television advertisements and programs take time away from play and fitness activities, children who watch television frequently are less in physically fitness and more likely have junk foods and high energy foods[2]. Television advertising was playing an important role for obesity because prime time advertisements encourage unhealthy food practices.. More than 60% of commercials promote sugared cereals, candy, fatty foods and toys[1]. Young children do not know the sales pitch ideas of advertisement. Most young ones do not know the difference between a television program designed to entertain and a commercial advertisement designed to attract for there sells.

REASON WHY CHILDREN ARE USCEPTIBLE BYADVERTISEMENTS

Therefore children are not so mature as elders, they believe everything shown in the television advertisements are real one. When an advertiser advertises a product in a television program, they do not realize that it is a commercial way to sale there product and their main aim is to make money. Children always believes advertisement blindly without any thought process [4]. Television commercials are created in such a way, to turn the responsiveness of children towards the product. Children do not have enough knowledge to understand the marketing strategy of marketers. Children are an extremely defenseless consumer and get easily carried away.

FOOD ADVERTISEMENTS VS CHILDREN'S MIND SET

Much research has proved that junk food advertisements easily attract the children in an effective manner [6]. Which leads the children to force their parents to buy the junk food. Moreover, the development of smartphone usage in India is growing fastly, which made advertisers work very simple by reaching the kids directly, why because nowadays kids are in offline on the real world meanwhile always online in smart phones and other electical devices [3]. When children watch the advertisements, they get into conclusion that what they watch in advertisements are true, they imagine if we eat such foods then we will look like models show in the advertisements. As a result, kids have been undergoing various health problems [5]. Main issue is to address the obesity problem among the children, even some research

is showing that kids mental alters was very low, who get addicted to junk foods.

OBJECTIVE OF THE STUDY

1. To study television commercial advertising and its impact on children's buying behavior.

To study the role of television advertising and how strongly it influences the children psychologically.

RESEARCH METHODOLOGY

Research methodology is a way to progressively solve the research problem. It may be called as a science of studying how research is done logically.

Type of research: Descriptive research

Descriptive Research:

Descriptive studies, as their name implies, are intended to define to some degree, for example, the characteristics of users of a given product; the step to which product use varies with revenue, stage or other features; or the number who saw a specific television junk food advertising. The most of market research studies are of this type.

SAMPLE DESIGN

In this research, non-probability sampling methods have been used, in which the Chances to select the respondent from the population into the sample are unknown.

SAMPLING PLAN:

Data: Prim data

Researcher design: Descriptive

Research instrument: Structured Questionnaire.

Sampling method:

Convenience sampling method of non – probability sampling is adopted in this research. Convenience sample are samples drawn at the convenience of the interviewer.

Sample Unit: Parents and Children chennai

Sample size: 100

Method of contact: personal

DATA ANALYSIS

FREQUENCIES VARIABLES=Age

/BARChart PERCENT

/ORDER=ANALYSIS.

Frequencies

[DataSet1] D:-Children\ChildrenAdDataSet.sav

Statistics

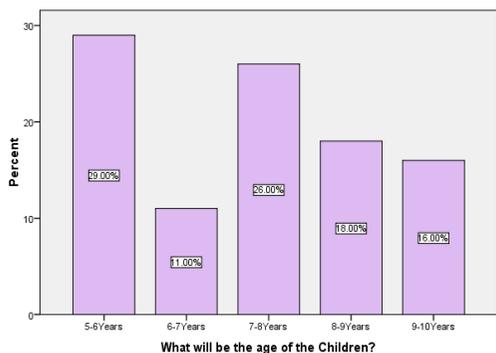
What will be the age of the Children?

N	Valid	100
	Missing	0

What will be the age of the Children?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5-6Years	29	29.0	29.0	29.0
	6-7Years	11	11.0	11.0	40.0
	7-8Years	26	26.0	26.0	66.0
	8-9Years	18	18.0	18.0	84.0
	9-10Years	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

What will be the age of the Children?



FREQUENCIES VARIABLES=Regular
/BARChart PERCENT
/ORDER=ANALYSIS.

Frequencies

[DataSet1] D:\ Children\ChildrenAdDataSet.sav

Statistics

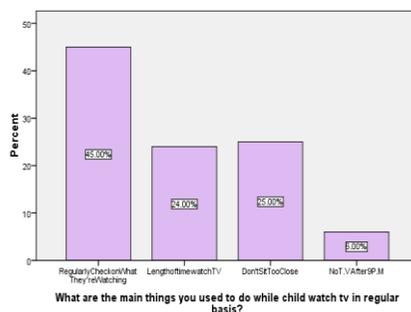
What are the main things you used to do while child watch tv in regular basis?

N	Valid	100
	Missing	0

What are the main things you used to do while child watch tv in regular basis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly Check on What They're Watching	45	45.0	45.0	45.0
	Length of time watchTV	24	24.0	24.0	69.0
	Don't Sit Too Close	25	25.0	25.0	94.0
	No T.V After 9P.M	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

What are the main things you used to do while child watch tv in regular basis?



FREQUENCIES VARIABLES=Impact
/BARChart PERCENT
/ORDER=ANALYSIS.

Frequencies

[DataSet1] D:\ Children\ChildrenAdDataSet.sav

Statistics

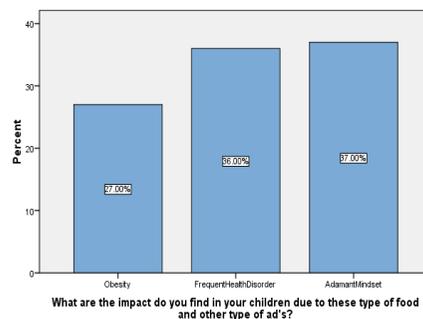
What are the impact do you find in your children due to these type of food and other type of ad's?

N	Valid	100
	Missing	0

What are the impact do you find in your children due to these type of food and other type of ad's?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Obesity	27	27.0	27.0
	Frequent Health Disorder	36	36.0	63.0
	Adamant Mindset	37	37.0	100.0
	Total	100	100.0	100.0

What are the impact do you find in your children due to these type of food and other type of ad's?



SUGGESTION

1) SOCIAL LEARNING THROUGH PARENTS:

Parents considered to be the back bone of children's growth and developments.so, their involvement is necessary for every aspect of a child's future. Various studies have shown that parent's play a key role in children's social learning. Hence, they have to monitor and control the children's viewing habits.

If the parents are not fully realized the source through which the children are interacting may reach them default. Apart from this magazine, video games and internet will also influence children's eating habit, exercises and buying habit, exercise, and buying habit. Prolonging this may spoil their mental health. If children's allowed watching these media without adult supervision it harm or makes warms as like television.

2) INVOLVEMENT OF SCHOOLS:

Schools should act as a basement for every children's. a strong foundation is necessary to uplift a healthy child. Hence schools should make sure that students get healthy food at its canteen and lunch brought from their home.

They should not stock junk and high-calorie food on the approach of fast food and soft drink companies to stock their stuff.

They should provide proper guidance and create awareness on children's mind about a healthy diet plan.

Apart from education schools should give moral instructions to the students relating healthy and unhealthy food pros and cons. They may also follow a balanced diet chart for the students. Their role is very important towards this aspect because children's are spending most of their time in schools.

3) AWARENESS THROUGH

WARNINGS:

Excessive intake of soft drinks and junk foods creates a lot of abnormalities in the human body.

They are creating various types of disease like hypertension, obesity, cancer, asthma, hormonal imbalance, sleep disorders' etc.

The manufacturers should properly give a statutory warning for the products to create

awareness among people to reduce their usage towards the products.

4) IMPRESSION OF ADVERTISEMENT'S:

Some codes of conducts should be followed stickily by the company before an advertisements are aired on television because it acts a medium which will reach the children's soon.

The ingredients added in the food items should meet some stranded laid down by world health organization and government.

Companies and tv channels should maintain a proper advertising time before the advertising is aired on tv. Without proper advertising air time, many private channels are stretching 30 minutes program into 45 minutes.

In spite of private channels, door darshan poses a proper time limit maximum of 7.5 minutes of advertisements in a 30 minutes program.

CONCLUSION

This paper discusses the television commercial advertisement and its impact on children's behavior towards purchasing power in house hold products. The study has revealed a positive relationship exists between time spent with television and its impact on the buying behavior. Parents must take care of their children and make sure they monitor their activity and make some friendly move with them. Better understanding of parents with children will make them understand good and bad of the products that are advertised. For better understanding the situation the further deeper and wide research has to be undertaken to come up with remedial measures to reduce the adverse impact on children.

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