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## "PARENTS ATTITUDE TOWARDS DEPICTION OF CHILDREN IN ADVERTISEMENT- A STUDY"

**Dr. B. Shailashree**

Associate Professor, Department of Journalism and Mass Communication, Bangalore University Bangalore.

### ABSTRACT:

*The most widely accepted definition of advertising is the one which is given by the American Marketing Association, according to which an advertisement is "any paid form of non-personal presentation and promotion of goods, services and ideas by an identified sponsor."*

**KEYWORDS:** *definition of advertising, identified sponsor.*

### INTRODUCTION

According to William J. Stanton, "advertising consists of all the activities involved in presenting to the audience a non-personal, sponsor identified, paid for message about a product or organization."

"A form of communication in which the communicator can control the character of his message and have it delivered to either a select or a mass audience at a very low cost"- C.H. Sandage.

"Advertising is the dissemination of information concerning an idea, service or product to compel action in accordance with interest of an advertiser"- John J. Myers.

"Advertising is any form of paid, non-personnel

presentation of ideas, goods or services for the purpose of inducing people to buy them"- Bay and Wheeler.

Advertising has indeed been the engines of growth for the mass since much of the financial support for the development of the media come from advertisements. Most of the business and industries need advertisements to make their wares in market place. This has resulted in certain interdependence of the media and business. Advertisement thus holds the key to understanding both the form and substance of modern mass communication.

Advertisement is thus a public announcement with the avowed purpose not so much to inform as to persuade the public to buy a product, a service or an idea. According to the Drugs and Magical Remedies (Objectionable advertisements), act of 1954, an advertisement includes 'an notice,

circular, label, wrapper or other document and any announcement made orally or by any means of producing or transmitting light, sound or smoke.

### VARIOUS MEDIA FOR ADVERTISING:

Today the advertiser has a vast array of choices. The Internet alone provides many of these, with the advent of branded viral videos, banners, advertorials, sponsored websites, branded chat rooms and so much more. Fortunately, every single tactic available to the advertiser falls into one of the following buckets. Although a few of these are relatively new to the field, most go way back to the very beginnings of modern advertising. There exist various media which can be effectively used for advertising. Mentioned below are the various categories or types of advertising.

### **PRINT ADVERTISING – NEWSPAPERS, MAGAZINES, BROCHURES, FLIERS:**

Print media has always been a popular advertising option. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often, newspapers and magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement in the publication (front page/middle page, above/below the fold), as well as the readership of the publications. For instance, an advertisement in a relatively new and less popular newspaper will cost far less than an advertisement in an established newspaper that has a high readership.

The price of print ads may also depend on quality of the paper and the supplement in which they appear. For example, an advertisement in the glossy (and popular) supplement of a newspaper costs more than one in a supplement which uses mediocre quality paper.

### **OUTDOOR ADVERTISING – BILLBOARDS, KIOSKS, TRADE-SHOWS AND EVENTS:**

It makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also events and trade-shows organized by the company. Billboard advertising is very popular. However it has to be really terse and catchy in order to grab the attention of the passersby. Kiosks not only provide an easy outlet for the company's products but also make for an effective advertising tool to promote the company's products. Organizing special events or sponsoring those makes for an excellent advertising opportunity and strategy. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.

### **BROADCAST ADVERTISEMENT – TELEVISION, RADIO AND INTERNET.**

Broadcast Advertising is a very popular Advertising medium that constitutes several branches like television, radio or the internet. Television Advertisements have been very popular ever since they were introduced. The cost of television Advertising often depends on the duration of the Advertisement, the time of broadcast (prime time/lulltime), sometimes the show on which it will be broadcast, and of course, the popularity of the television channel itself. The radio might have lost its charm owing to new age media. However it remains the choice of small-scale advertisers. Radio jingles have been very a popular advertising medium and have a large impact on the audience.

### **ADVERTISEMENTS AND PARENTS**

Parents believe that contemporary media advertisements are changing the behavior of their children. Children demand more of the products whose advertisements they like. According to them, ads have a lot of impact on children who may resort to blackmailing and nagging their parents to purchase the advertised products. Whereas a few parents opine that ads are a source of knowledge to them. But no one can deny its importance as a factor that drives their product choice.

### **CHILDREN AND ADVERTISEMENT**

Advertising to children is the act of marketing or advertising products or services to children, as defined by national legislation and advertising standards. It is often the subject of debate, relating to the alleged influence on children's consumption. Laws concerning such advertisements have largely evolved in recent years. In most countries, advertising for children is framed by a mix of legislation and advertising self-regulation.

Gone are those days when children used to dance and frolic in the rain, chase the butterflies, to run in and out of the house, stretch out their arms to touch the sun, but today the children, today behave like they have suddenly grown up big enough to help their parents decide on what brand to choose, which color to select and which model to buy. In the recent years, the little ones are not only suggesting their parents in selecting their breakfast cereals but are also influencing them in the purchase of items

such as mobile phones, personnel computers, automobiles. Thus in the present era children have emerged as potent prescriptors of the purchase of large variety of products and services and happen to constitute a

### **POWERFUL SEGMENT IN THE MARKET.**

Earlier parents did not give much heed to their kids' decisions and consulted them only when buying products meant only for them. Today's youth are contrary to that; exert profound influence over purchases in all kinds of product category. Being the centre of the aspirations of the family, parents today are much more eager to please them and to invest in them than ever before. Thus, marketers can, hopefully, sell anything- from chocolates to motor cars by simply prompting the kids to convince their parents.

The key consumer insight is that children today want to enjoy life and simultaneously feel a sense of fulfillment. Though there are endless debates on the correlation between age and understanding of the advertising message.

### **RELATIONSHIP BETWEEN ADVERTISING EXPOSURE AND CHILDREN:**

Children usually accompany their parents on shopping to influence what their parents want to buy. There has been growing concern that exposure to TV advertising has negative effect on children's consumption behavior. Child-directed TV advertising has been assailed for fostering materialism and creating conflicts between parents and children, resulting too often in family friction. Children under the age of 10 are unable to critically comprehend televised advertising message and are prone to accept advertiser messages as truthful, accurate and unbiased. This can lead to unhealthy habits as evidenced by today's youth obesity epidemic.

Television and advertising together present a lethal combination it offers advertisers the most effective way of reaching the potential consumers with much ease and convenience. Advertising in TV exerts significant influence on children. It plays a vital role in shaping the priorities and the quality of television programs. TV advertising in most countries has been the major source of revenue. In the present day world, television, without advertising seems to be an unrealistic proposition!

### **CRITICISM OF ADVERTISEMENT:**

Despite its pervasive presence in our daily lives, advertising is not free from criticism.

The following criticism is commonly said about advertisements:

1. Persuades people to buy things that they really do not need.
2. Raises the ultimate prices.
3. False, deceptive and misleading
4. Vulgar and bad in taste.

The literature review looks in-depth at children's attitude, considering child psychology recent developments in neuroscience, sociological studies, and social competence. In continued in various research studies that is complied by assessing the children's understanding of the very concept of advertising. Most of this research has been centered on television advertising, with children's response to advertising through digital media, magazines and comics, radio, cinema, and outdoor advertising. The review also includes that whilst it is the case that children can recognize advertising at a young age, 4 or 5, it is not until they reach middle childhood (age 8-12) that children understand advertising, and it is not until they reach adolescence, age 12 plus, that children can understand the commercial intent of advertising. The review defines the meaning of 'commercial intent'. It further concludes that while there is less literature that has looked at non-broadcast advertising, it may be the case that some attempts to market to children using these media are less obvious, particularly online.

Television Advertising to Children (Bond University Centre for New Media Research and Education,2006):

This report reviews the literature relevant to the provisions of the Children's Television Standards(CTS) which govern television advertising to children. The report is drawn from more than

200 sources on children and television advertising, including 100 refereed primary sources and was prepared as input to review of the CTS by the Australian Communications and Media Authority (ACMA). The following were the research findings:

### **COGNITIVE DEVELOPMENT:**

Research evidence demonstrates that cognitive development mediates children's understanding of television advertising and their response to advertising. Other factors, such as parental intervention, media literacy, consumer experience and program/advertisement separators each play a role in helping children understand television advertising directed to them. There are two critical stages that mark children's capacity to understand important qualities of television commercials: at five or six years of age, when the majority of children begin to be able to distinguish advertising from program content, and around age seven, when children begin to recognize the persuasive intent of advertising. As a result, children aged two to six tend to view commercials as a form of ongoing entertainment in line with programs they are watching. Children slowly, but progressively, develop an understanding of the intent of advertising that can be conveyed both in linguistic and formal elements of advertisements. Studies indicate that between the ages of six to 11 years children begin to develop the ability to think skeptically about advertising, but may not respond critically without being prompted to think about intent and appeals.

### **ADVERTISING REPETITION:**

Research on effects of repetition on children's understanding of advertising directed to them is equivocal and has not been substantively updated since the 1970s, with most of it conducted over 25 years ago in the United States. Early research demonstrated that children apply relatively low levels of attention to television advertisements, suggesting that the necessary antecedent to an effect of advertising-watching the commercial-is not always present. Further, memory of products advertised tends to be poor among children, indicating that repeated exposures are necessary to communicate advertising messages to children.

As to the effect of repetition on preferences and behavior, early researchers argued that repetition improves recall accuracy and may affect attitudes and preferences but does not affect planned behavior.

Research with Norwegian adolescents, where tobacco advertising is banned on television and in print, found that half of the sample nevertheless had been exposed to advertising of tobacco and that more exposure predicted a greater likelihood of smoking or intentions to smoke (Braverman & Aaro, 2004).

While tobacco and alcohol studies indicate that advertising does impact on awareness attitudes and intentions, other regression research that examined cigarette smoking in terms of contextual factors such as family, peers and experience with alcohol, found advertising to be a poor predictor (Mowery et al., 2004; Pinilla, Gonzalaz & Santana, 2002)

Parental Perception on children's TV use (Marsh, 2005): In the UK, some of the findings relating to language development seem to be confirmed by parental observations. A British study of young children's use of TV and impact of advertisements found that parents of children under six were very positive about the educational benefits of high quality children's television and advertisement viewing for pre-schoolers with 79% of respondents agreeing or strongly agreeing that television advertisements helped their child's language development (Marsh et al 2005: 33).

### **METHODOLOGY**

Communication research methods are to evaluate and use research findings that can help one to make a decision. Deciding what to believe is difficult, whose evidence to believe and who's to discount virtually demands ability to perform an independent evaluation of the strengths and weakness of the research evidence and of the interpretations made from it. The effects of television advertisements on children on knowledge, attitude and behavior of children have generated considerable concern. This

modern era of technology-savvy people, children are exposed to various things at a very young age, including to television. Over a period of years we can see a lot of products focusing on children and targeting them say like children's soap, paste, biscuits and various such products. Now-a-days we can see various advertisements that portray families and specially children not only in Fast Moving Consumer Goods but also in various products like i10 car, Chevrolet sail car, Sony bravia television, Samsung smart tv, washing powders like nirma, surf exel, Green ply laminates, ICICI Bank, SBI home loans, Metlife insurance etc are few products that are not at all for children but still portray children in its advertisements.

In this chapter a description of methods techniques and empirical measures employed to collect and analyze the data to study on "A Study on parents perception towards portrayal of children in Television advertisement". Here the methodology is taken as a quantitative measurement rather than qualitative measurement of advertisements broadcasted in television. Literature was surveyed and secondary information pertaining to the television advertisements was collected. The study was planned which included the setting up indicators and to identify the target groups to be interviewed. An interviewed schedule was designed with subjective and objective Questionnaire the interview schedule was pre coded.

The research tool used here is Random sampling Method. The constraints of time forced to take a random sample as sampling enquiry gives significantly correct results with much less time, money and material. It also makes possible a more intensive possible of samples. Therefore random sampling technique was followed in selecting the respondents. Here 150 respondents were randomly selected for the purpose of collecting information.

#### **AIMS AND OBJECTIVES:**

1. To find out the TV viewing habits of parents of various age groups.
2. To study the effect on parents of portrayal of children in TV ads.
3. To study the portrayal of children in TV ads and its effect on children.
4. To analyze to what extent media advertisement message influence children.

#### **HYPOTHESIS:**

To fulfill the above objectives the following hypothesis were formulated.

1. H01: Portrayal of children in advertisements influences children in buying the products.
2. H02: There is a significant influence of television advertisements on parents in considering the children choice of buying.

#### **Random Sampling Method:**

The constraints of time made researcher to go for the random sampling method which gives significantly correct results with much less time, money and material. It also makes possible to more intensive possible of samples. Therefore random sampling technique was followed in selecting the respondents. Here 150 parent respondents were randomly selected for the purpose of collecting information.

#### **DATA ANALYSIS AND DISCUSSION**

The findings and discussions of this paper rely on data collected from the survey conducted across Bangalore, parents were randomly selected from north-south-east and west zones of Bangalore, they are from Yeshwantpur(North), JP Nagar(South), White Field(East), Vijaynagar(West). The period of study is from March 2019 to June 2019. The 150 respondents of both the genders are taken into considerations and they have contributed with their views and opinions on the topic. The study is based on random sampling method and the details of the study are given below.

**Table-1 : Distribution of socio-educational background of the respondents:**

Gender	Respondents	Percentage
Male	64	43%
Female	86	57%
Total	150	100%

In table 1 it reveals that out of 150 respondents, 64 of the respondents were male and 86 of the respondents are female, which means that 43% were male and 57% were female. The majority of the respondents were female among the respondents chosen from the study.

**Table 2: distribution of the study of the respondents according to their age**

Age	Male	Percentage	Female	Percentage	Total	Percentage
18-22	2	1.33%	9	6.33%	11	7.33%
23-27	6	4.22%	14	9.32%	20	13.33%
28-32	21	14.21%	22	14.62%	43	28.66%
33-37	13	8.63%	23	15.34%	36	24%
38-42	9	6.33%	15	10%	24	16%
43 and above	13	8.6%	3	2%	16	10.66%
Total	64	43%	86	57%	150	100%

In table 2, it represents that the respondents were classified into six different age intervals. Amongst the male respondents 1% percent and female respondents 6% fall in the age group of 18-22, 4% percent male and 9% fall under 23-27 years and 14% male percent and 14%Female are in the age group of 28-32 years 8% of the male and 15% of the female were in the age group of 33-37%, 6% of male and 10% of the female lies in between 38-42, lastly around 8% of male and 2% of female in the age group of 43 & above. Hence, it shows that maximum number of respondents belong to the age group of 28-37 years.

**Table 3 : Represent the marital status**

Marital status	Male	Percentage	Female	Percentage	Total	Percentage
Married	63	42.44	85	56.44	148	98.66
Divorcee	0	0	1	0.66	1	0.66
Single parent	1	0.66	0	0	1	0.66
Total	64	43	86	57	150	100

Table 3, represent the marital status of the sample chosen, 42% of male and 56% of female are married, 1% of female respondent was divorcee and 1% of male was single parent. The chosen sample was appropriate for the study as 100% of chosen sample was married.

**Table 4: Distribution of the study of respondents in accordance to the age of children.**

Age of children	Male	Percentage	Female	Percentage	Total	Percentage
1-5	13	8.64%	30	20.22%	43	30.49%
6-10	17	11.34%	18	12.12%	35	24.82%
11-15	16	10.65%	20	17.34%	36	25.53%
>15	13	8.64%	14	9.34%	27	19.14%
Total	59	41%	82	59%	141	100%

In table 4, the respondents children is represented, as it would help to interpret based on children age factor. 30% of male and female children are in the age group of 1-5years, 25% of the

children in the group of 6-10, 25% in the age group of 11-15, 19% children are above 15. As majority of the sample chosen has their children in the age group of 6-15 years, which is very apt for study.

**Table 5: distribution of the study of the respondents according to the frequency of TV viewing**

Frequency	Male	Percentage	Female	Percentage	Total	Percentage
Daily	57	38.44%	74	49.33%	131	87.33%
Two or three times a week	6	4%	5	3.33%	11	7.33%
Once in a week	1	0.66%	5	3.33%	6	4%
Once in a month	0	0%	2	1.3%	2	1.3%
Total	64	43%	86	57%	150	100%

Table 5, it represents that out of 150 respondents, 87% of the respondents watch TV Daily, 7% of the respondents watch TV two or three times in a week, 4% confess that they view TV once in a week, 4% confess that they view TV once in a week, lastly 1% admit once a month they watch TV. According to my research majority 87% of the respondent view television daily, this is appropriate for the study.

**Table 6: distribution of the study of the respondents according to the frequency of viewing commercials**

Commercials viewing	Male	Percentage	Female	Percentage	Total	Percentage
Yes	57	38.64%	76	50.66%	133	88.66%
No	7	4.6%	10	6.66%	17	11.33%
Total	64	43%	86	57%	150	100%

Table 6, it represent that out of 150 respondents, 88% of both the gender, watch commercial Daily, 12% of the total respondents swipe commercials while watching TV. According to the study , majority 88% of the respondent view commercial daily. This is appropriate for the study.

**Table 7 : Influence**

Influence	Male	Percentage	Female	Percentage	Total	Percentage
Location/sets	13	8.66%	20	15.33%	33	9.79%
Celebrity	39	26%	29	19.33%	68	20.17%
Models	12	8%	10	6.66%	22	6.52%
Products/services	27	18%	29	19.33%	56	16.61%
Jingles	26	17.33%	23	15.33%	49	14.54%
Taglines	10	6.66%	7	4.6%	17	5.04%
Humor in ads	28	18.66%	22	14.66%	50	14.83%
Story	15	10%	22	14.66%	37	10.97%
Others	2	1.3%	3	2%	5	1.48%
Total	172	51.04%	165	48.96%	337	100%

Table 7, it represents that out of 150 respondents, 20% watch Ads for celebrity involvement, 17% of the respondents watch for updating about products/service, fashion linked advertisement, 24.88% watch health related ads, 15% of the respondents view commercials for jingles and humor in ads. 11% of the respondents watch an Ads for concept, 10% for location/sets, 7% watch the Ads for models and 5% for taglines in advertisement. Overall celebrity, product and concept hold or attract the interest of the respondents to view a advertisement.

**Table 8 : a source of influence to buy a product**

Influence of Ads	42	14.55%	36	12.5%	78	52%
Friends Recommendation	24	8.3%	26	9.0%	50	33.33
Children 's Pressure	33	11.44%	49	17.01%	82	56.56
To try Something new	37	12.84%	36	12.5%	73	48.66
Suggestion from Sales boys	3	1.04%	0	0	3	2%
Others	0	0%	2	0.6%	2	1.3%
Total	139	48.26%	149	51.73	288	100%

In Table 8 , it represents the respondents, a source of influence to buy a product, 52% of the respondents purchase a product because of the influence of the ads, 33% of the respondents confess as because friends recommend they buy a product, 56% of the respondents admit they buy a commodity just because of the pressure of their children's, 49% confess that as self-interest to try new products and just 2% go with the words of salesman. As the statement of study states about children's influence majority in buying a commodity, the results prove that more than half of the respondents are being driven by their children in buying products.

Parent's perceptions of the influence of television advertising on children were developed from the extensive review of literature. Parents were asked to indicate the strength of their agreement or disagreement with each statement on a five point liker scale, with 1 =strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

**Table 9: Agreement / Disagreement**

Sr. No.	Statement	SDA	DA	N	A	SA
	TV ads arouse desire for purchase of product among children	05	05	15	35	40
	TV advertising to children uses tricks and gimmicks and affect their ability to think wisely	05	05	26	24	40
	Most TV ads are misleading and they deceive the children	25	35	10	17	13
	Junk food ads persuade children to consume unhealthy and less nutritional food	07	05	25	28	35
	TV ads influence children more than parents while making purchase decisions	10	16	24	21	29
	Children usually demand junk food they have seen in TV ads	06	05	19	29	41
	TV ads encourages children preference towards branded food consumption like McDonalds and KFC etc.	09	07	24	45	15
	TV ads is a valuable source of product information to the children	11	9	10	54	16
	TV ads inform the children about different brands of the product	05	06	19	25	45
	TV ads make children inform about more product choices	10	15	20	25	30

	TV ads make children put pressure on their parents to buy things for them leading to family conflict	20	25	30	14	11
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The analysis of table 9 that TV ads inform the children about different brands of the product with a 40% of Strongly agree, followed by statement TV advertising to children uses tricks and gimmicks and affect their ability to think wisely is also 40% strongly agree, Children usually demand junk food they have seen in TV ads with 41% strongly agree and TV ads inform the children about different brands of the product is 45% strongly agree.

Then comes the Junk food ads persuade children to consume unhealthy and less nutritional food with the 35% strongly agree, TV ads make children inform about more product choices with 30% strongly agree and TV ads influence children more than parents while making purchase decisions with 29% strongly agree. Whereas Most TV ads are misleading and they deceive the children, TV ads encourages children preference towards branded food consumption like McDonalds and KFC etc., TV ads is a valuable source of product information to the children and TV ads make children put pressure on their parents to buy things for them leading to family conflict are with the lowest extent of strongly agree the with statement

**CONCLUSION**

The study assesses the level of impact of television advertisements/commercials on children in today's life. The study attempts to find the influence of television advertisements/commercials that portray children on the shopping/product selection of children. The study demonstrates that the socio economic factors such as education, annual income, number of children play a pivotal role in perception of advertisements.

I have followed the non probability method of sampling in data collection and due to lack of time and insufficient inputs there are certain limitations in my research. Nevertheless, the study was planned systematically. However in random sampling there is some resemblance of scientific enquiry and I have tried to produce a qualitative work.

Here in my study, I have treid to find out the parent's perception on portrayal of children in television advertisements/commercials on children in today's life. Across Bangalore, parents were randomly selected from north-south-east and west zones of Bangalore, they are yeshwantpur (north), JP nagar (south), white field (east), vijaynagar (West). This would help me understand the accessibility and reach of TV advertisements of various people and would give definite results to my research. Also that would help me to narrow down in understanding the respondents psychologically.

Among the 150 respondents chosen, only 9% parents were found to have 3 children, 80% single child and 11% percent had 2 children. Today's parent tend to agree/acceptmost of the thing their children say and in this study, 56% of parents tend to buy a product because of children pressure. Among the 150 respondents chosen, 73% agree that children are the decision maker while buying a product.

Among the 150 respondents chosen 77% states that children tend to show various change in behavior such as anger, stubbornness, and irritation when parents deny them in buying any particular product they ask for.

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