



A STUDY OF AN IMPACT OF TV ADVERTISEMENTS ON CHILDREN OF KALYAN & DOMBIVLI CITY

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ABSTRACT

The study evaluates the impact of television advertising on children in a survey of 200 children from the kalyan & Dombivli city of thane district of maharashtra. The outcome shows, among other things, that television advertisements have a significant impact on behavior and attitude of children viewers. It is also disclosed that the impacts go far beyond the willingness to move products from one brand to another.. It concludes that to the extent that advertisers are going to make huge returns by focusing their messages on the audience, they should be aware of the impact on children (leaders of tomorrow). In short, it is suggested that the relevant officials, as well as parents, educators, social clubs, temples, mosques, churches, religious bodies and gurus in satsangs, meet their duties to safeguard the future of our children by reviewing advertisers ' actions on television and other audio visual media.

KEYWORDS: television advertising , behavior and attitude of children viewers.

I. INTRODUCTION

In many respects today's youth are unique compared to those of previous generations. One of the factors for this uniqueness may be traceable to their wider television and internet exposure to audio-visual messages. Such messages have made a tremendous contribution to shaping a child's character. The most common forms of such messages are various product and services advertisements. According to the recent 2018 Survey by Broadcast India (BI), India presently boasts 298 million households, 197 million of which have a television set, with the chance to watch television at home in India. People in India have quick and easy access to TV and internet facilities. These services also provide the opportunity for Indian youth to consume all kinds of persuasive messages, including those not intended for children.

Just as sown seeds produce good fruits, similar children are expected to grow and develop. Only when their lives are correctly guided and directed can this be accomplished. As a result, most nations around the globe have created legislation and regulations to guide the dissemination of persuasive texts, particularly those sent through television and internet.

There is currently no central statutory agency or uniform legislation in India governing the advertising industry. The Indian advertising market as a whole is regulated and controlled by the Indian Advertising Standards Council (ASCI), a non-statutory body. Indian Advertising Standards Council is a self regulatory voluntary organization of the advertising industry. In the advertising sector, the ASCI has drawn up a code for self-regulation with a perspective to achieving recognition of reasonable advertising methods in the best interests of the ultimate customer. The ASCI also sets comparable codes from time to time for advertising in particular sectors / industries. The codes, however, are self-imposed discipline to be followed by those involved in the industry and the codes are not mandatory in any way.

Children, unlike adults, lack the capacity to understand business messages efficiently. Even a good number of adults realize the false claim only after trials in commercial or persuasive messages—in which case time and money might have been wasted. Choose children as their target audience in general marketers because they are easily converted into action. Children do not hesitate to copy whatever their interest from television wins or insist that their parents buy things they watched for them on television.

Many researchers have put forward some reasons why marketers are directing their ads on the children. For example, in that District, and in specific in Kalyan & Dombivli, children are not only open to TV ads, but also to video and even Direct Satellite Television (DSTV) or cable networks. Consequently, some advertisements that the kids could not have access to watching from local television stations or cable networks are now shown to them via DSTV, Internet & mobile phones, etc.

As a result, "ancient school and new school" problems come into play. Children see their parents or older relation as rather primitive because they (parents) shun the behaviours or practices that their kids are now dealing with, mostly from television. Currently, the most popular instance is the way our young people dress, all of which are copied on television from the woman or male artists as a manner to advertise their programs.

One could go on and on speaking about advertising for children and television. The significance of children, who are said to be the leaders of tomorrow, is so great that anything that includes them requires severe consideration, hence the need for this research to discover a balance in the connection between children and advertising on television.

II. REVIEW OF LITERATURE

Many scholars have at one time or the other attempted to explain the effects of television advertisement on the consumers generally, and the particular case of children.

Discussing about the television adverts and the children, Baran (2002:350), argued that adverts exploit children. According to him, children are not intellectually capable of interpreting the intent of televisions advert, nor are they able to rationally judge the worth of adverts claim. He sees children adverts on television as inherently unethical and questionable. He challenged parents who only resist to living sales people (hawkers) entering their homes to sell their children products, but allow the most sophisticated sales people to do it through a highly influential mass medium (television) to their children.

Cezar, Aleathia (2008), found that there were no advertisements about fruits, vegetables, legume or eggs which contain the most important nutrients. To evaluate the children's eating habits and purchasing behaviours. The study concluded that obesity will continue to increase if television and companies continue to advertise food products that are high fat, sugar, or sodium to the children. In conclusion, children are exposed to high amounts of food advertisements which affect young children's poor food consumption. Restrictions can begin with large companies curbing its advertising of popular unhealthy snacks and promote healthy, nutritious snacks. Parents should restrict eating foods with poor nutrition content and also limit television viewing time.

Another scholar, Vivian (1997:338), cited a study on the effects of adverts, by Yankelovich partners who sampled 1,000 consumers of products, and found that television adverts have the highest percentage of influence on viewers, especially the young consumers (children). Apart from adverts, Vivian noted that recommendations from friends also induce children to patronize certain products.

Discussing about the television adverts and the children, Gabriel S (2006), focuses on the effects of television advertising on youth. There are more number of views for the television because it serves the combination of colour, sound and action. It is one of the recent medium of communication and advertising if flourishing everyday with more and more innovative ideas of promotion. The influence of advertising depends on the various factors like for how long do the watch, the age, personality, the exposure and their conversations about these television advertisements with their parents. Advertisement gives benefits to both the advertisers as well as the consumers. It gives information about the existing as well as new

products in the market to the consumers. It helps the advertisers target the right audience through advertising

In his analysis, Jefkins, F (2005:234), contend that the persuasive mechanism employed by advertising professionals, make television adverts in particular to become highly irresistible especially to subtle minds like those of children who are generally known to be susceptible.

Martin MC, Gentry J W(1997), says that there is an extensive impact on the undeveloped brains of the kids and the teen because of advertising. The marketers have started targeting teens as a special segment for the advertising. Reason could be the teens are impulsive buyers who have decision making power and do not think much before making the purchase decision. Marketers taking this as an opportunity have started paying special attention to target a mental and physical impact on the teenagers viewing television. There are harmful effects of advertising on children. Advertising to the youth may result in the increase in the sales, however having a negative impact on the mental and the physical health of the children and the teenagers who are exposed o such kind of advertising.

Referring to specific effects of television advertisement, Strasburger (2001:32), condemned the attitude of television advertisers who sometimes advertise cigarette along with food. That cigarette advertisement on television promotes many young people smoking and enjoying themselves. Smoking has nothing reasonable to offer to children but health problems later on in life. Television impacts children the most as far as advertising goes. Consequently, children continue to hassle their parents until they get the things they had watched advertised on the television.

Summarily, television as a powerful mass medium is undoubtedly the most influential medium of mass communication. Its influence is noticed in almost every of its programmes - news, public announcements, or commercials/advertisements. Children viewers are therefore not exempted from the powerful influence of television. How the children usually react to the television advertisements, would be revealed at the end of this study.

3. RESEARCH METHODOLOGY

Statement of Problem: TV advertisement copywriters employ various elements of communication such as sound, music, pictures & colours in order to share meaning with the viewers. These elements are usually beautifully packed by the copywriters to create the desired impact. Since children have low reasoning faculty occasioned by their age and experience, they are vulnerable to TV ads. Consequently, they take decision or action based on their impulsive judgment. The problem intended to be addressed in this study is whether television advertisements do communicate effectively to viewers and do leave an influence on them, especially, children.

Purpose of Study: This study attempts to assess the impacts of TV advertisings on children, especially those within kalyan & Dombivli town and possibly make useful recommendations concerning children and their interaction with the ever-growing audio-visual information technologies.

Research Questions: The following research questions were designed to provide relevant answers to the study problem:

Do television advertisements communicate effectively to children?

Do television advertisements induce children to patronize the product advertised?

Significance of Study: In one way, the significance of this study is to provide advertising practitioners with insight on how to direct television commercials to meet just the need of the target audience. In another way, it is to help the society to guide the fate or future of our children against the undesirable influences of television advertisements.

Limitation of Study: This study is set to ascertain the effects of TV advertisements on the children. The study is limited to children living within Kalyan & Dombivli town of Thane district of Maharashtra state and the effects of TV advertisement on them.

Clarification of Concept: The following terms are used in this study based on their meanings given herein. Children: Refers to male or female human beings between the ages of 10 and 25 years. Advertisement:

Refers to non-personal communication aimed at inducing patronage of goods, services or ideas. Television: Refers to an audio-visual medium that is capable of broadcasting events, plays, news, public announcement, advertisement and other messages to people at far and near places.

Research Design: This study is intended to determine the effects or the communicativeness of television advertising on children. It counts on the attitude, opinion and the general behaviour of children. The research finds motivation in Survey research method and adopts it. Based on the survey research method used relevant findings were made.

Population of Study: Research population is that section of the report that gives a brief estimate of the number of people in the area of study and from which the researcher draws his sample. In this study, the researcher used children in kalyan & Dombivli town of thane district, as his population. The Sample Size for this study was 200 hundred children which scattered in different part of the city of kalyan and Dombivli of Thane District.

Data Collection: The main instrument used for data collection in this study was the questionnaire in goggle form. Questions were designed to answer the main research questions. Oral discussions were also used to support the questionnaire.

Types of Adverts: The findings were mainly predicated on television adverts covering food and Snacks; Beverages, Toys & Wearing, alcohol drinks, Gadgets; sports & games such as football, hockey, cricket boxing, wrestling and television adverts covering educational books and those discouraging immorality and criminality.

Method of Data Analysis: The data was collected, collated and interpreted using simple percentages and quantitative analysis method.

4. DATA ANALYSIS AND INTERPRETATION

Various social and economic parameters of interest were examined to bring the silent features of the respondents. The first three questions provided the information such as name, contact no & email which will be useful for future reference. Next four questions (4-7) provided the demographic data such as Age, Gender, and Place & Education for the study. They are presented in the following tables:

Table1: Age Distribution

Age	Frequency	Percentage
Up to 15 years	67	33.50
15 yrs to 20 yrs	109	54.50
20 yrs to 25 yrs	74	37.00
Total	200	100

The table shows that respondents who were up to 15 yrs represented 33.50% ; those who are 15 yrs to 20 yrs were 54.50 % while those who are 20 yrs to 25 yrs were 37%.

Table 2: Gender Distribution

Gender	Frequency	Percentage
Male	130	65
Female	70	35
Total	200	100

The table shows that 130 respondents representing 65% were males, while 70 of them representing 35% were females.

Table3: Educational Distribution

Education	Frequency	Percentage
Up to SSC	64	32.00
HSC	112	56.00
Graduate	24	12.00
Total	200	100

The table shows that the number of respondents who were in up to SSC represents 32%, HSC represents 56% of the respondents, while those who have Graduate were just 24 in number or 12%.

Table 4: Residential Distribution

Residence	Frequency	Percentage
Dombivli east	76	38
Dombivli west	48	24
Diva	36	18
Kalyan	40	20
Total	200	100

The table shows that all the 200 questionnaires in Google form were distributed at kalyan Dombivli city were all returned. Dombivli east represents 38%, Dombivli west 24%, while Diva and kalyan represent 18% & 20 % each respectively. The numbers were quite significant.

Questions 8 to12 in the questionnaire were designed to provide answers to research question no one - Do television advertising communicate effectively to children? The analyses of each of the five questions are given below:

Table5: Viewership of Television

Response	Frequency	Percentage
Yes	182	91.00
No	18	9.00
Total	200	100

As shown on the table of the *viewership of Television*, 182s respondents representing 91% agreed that they do watch television, while only 18 respondents said that they do not watch television, 91% represents a reasonable actual sample size.

Table 6: Frequency of Viewing

Response	Frequency	Percentage
Daily	141	77.47
Weekly	22	12.09
Occasionally	19	10.44
Total	182	100

From this table, 141 respondents representing 77.47% watch television daily; 22 respondents watch only on weekends, while 19 respondents or 10.44% represents those who watch television occasionally. Those who watch daily will surely watch large number of TV advertisements. So, the number is reasonable for study.

Table 7: Advertisement watched on television

Response	Frequency	Percentage
Yes	182	100.00
No	0	0.00
Total	182	100

The response and percentage of above table shows that all those who watched TV also watched television advertisements.

Table 8: Advertisements watched

Products	Frequency	Percentage
Snacks	32	17.58
Beverages	38	20.88
Toys & Wearing	20	10.99
Alcoholic Drinks	29	15.93
Gadgets	12	6.59
Educational product	14	7.69
Sports & Games	13	7.14
All of the above	24	13.19
Total	182	100

From the above, 38 respondents representing 20.88% said they have ever watched beverages adverts on television; those for Food & snacks adverts represent 32 respondents or 17.58%; Alcoholic Drinks were 29 or 15.93%; sports or game was 13 or 7.14%; while those for educational books adverts, gadgets and those who have watched all the adverts, represents 7.69%, 6.59% and 13.19% each respectively.

Table 9: Interesting Advertisements

Response	Frequency	Percentage
Snacks	32	17.58
Beverages	38	20.88
Toys & Wearing	21	11.54
Alcoholic Drinks	48	26.37
Gadgets	14	7.69
Educational product	11	6.04
Sports & Games	18	9.89
Total	182	100

From the table above, those who are most interested in alcohol drinks adverts were 48 or 26.37%; beverages were 38 or 20.88%; food and snacks were 32 or 17.58 %, and Toys & wearing were 21 or 11.54% ; while those for Gadgets, educational product and sports were 14 or 7.69%, 11 or 6.04% and 18 or 9.89% each respectively.

Que 13 & 14 are designed to provide answers to the research question two- Do television advertising induce children to patronize the products advertised?. The two questions are analyzed below.

Table10: Effects of Advertising.

Response	Frequency	Percentage
Feel like trying the action or buying	112	61.54
Undecided	42	23.08
Cannot tell	28	15.38
Total	182	100

This table shows that 112 out of 182 respondents, representing 61.54%, would want to buy or use the product advertised in the television; 42 respondents or 23.08% remain undecided after watching television adverts, and only 28 respondents representing 15.38% cannot tell how they feel after watching television advertisement.

Table11: Viewers' opinion about TV adverts

Response	Frequency	Percentage
The advert should be encouraged.	74	40.66
The adverts are good but not all are good.	29	15.93
They sometimes make us do or buy things we are not supposed.	79	43.41
Total	182	100

From the table above, 74 respondents or 40.66% represent the number of children who said television advertisements targeted at children should be encouraged; 29 respondents or 15.93% said that TV advertisement are sometime good and sometime bad to children; while 79 respondents of 43.41% stated clearly that TV advertisement do make them (children) do things or buy things that usually they would not.

5. FINDINGS

The first research question focused on whether advertising on television communicates with children. Questions 8-12 were therefore intended to provide the needed responses. Question 8 & 9 analyzes show that almost every teenager would like to watch television if given the chance. Secondly, mostly watch TV on a regular basis. The percentages indicate that 91 percent of the sampled kids watch television and on a daily basis watching is 77.47 percent. This was verified on the tenth question indicating that all the 182 children who watched television also watched television advertisements. It is therefore certain that the children will be bound to show positive or negative reactions depending on the advertisements being watched. The eleventh question shows that Foods & Snacks, Beverages, Toys & Wearing, Alcoholic Drinks, Gadgets, Educational Product, Sports & Games are the most frequently television advertisements watched by children. These advertisements constitute 17.58% for food and beverages, 20.88% for beverages, 11.54% for Toys & Wearing, 26.37% for alcoholic beverages, 7.69% for gadgets, 6.04% for academic product, 9.89% for sports. All of these are clear signs that various types of advertisements are shown on TV and within the time of day that children have access to them.

The second research question focuses on working out the children's influences due to television advertising. To answer this research question, two questions (13 and 14) were used. The 13th question tried to understand the impression of kids after watching television adverts, Of the 182 children watching television, 112 representing 61.54 percent said that they feel like attempting what they watched or purchasing the item after watching television advertisements. Now that television advertisements have been developed to induce children to patronize the products, the views of children on the advertisements have been sought.

This brings us to the last question that asks about the general view of television advertisement carrying children. Of the 182 kids, 74 representing 40.66 percent said that television advertisements should be encouraged, 79 or 43.41 percent of the children are conscious that advertisements are leading them to do tasks or purchase items that they can usually prevent. Others, who consider television advertisements as

excellent as well as bad, constitute 15.93% of the respondents. In summary, it is evident that television ads generally move children. It was also well known based on analyzes provided that children lack the fundamental cognitive ability and understanding to make television advertisements an appropriate interpretation. As a consequence, they lead in taking outright decisions or taking outright favourable measures towards what advertisements are presenting.

6. CONCLUSION:

It is evident from the results that television advertising has a strong impact on the attitude and behaviors of children. These impacts go far beyond shifting the desire of the product from one brand to another. Effective television advertisements can affect the cleverest adult's behavior. Such impacts are easily caught by kids who lack the capacity to attribute persuasive intent to television advertising. Children, particularly those under the age of 15, as stated in this study, tend to recognize claims and appeals from television advertisements as truthful and precise as they fail to understand the motivation of the advertiser to exaggerate and embellish. When goods advertised appeal to them, Children are more likely to concentrate on the concrete elements of the product when advertised products appeal to them and subsequently ignore the abstract nature of the relationship between the advertiser and the public, particularly children viewers. Whether television advertising to children is dangerous or serves as an economic device that creates employment and cash, one thing is clear before speaking about the economy, the future life of the children should be considered first.

7. RECOMMENDATIONS:

From the foregoing, therefore, the following recommendations have been made for this study: Government & other appropriate bodies should implement effective guidelines aimed to promote truthful and precise child-sensitive ads. The television shows that their kids watch at home can be regulated by parents. For their part, teachers can help teach young children that television advertisements are not real because they contain excessive persuasive techniques that children cannot understand. In any advertisement aimed at teenagers, advertisers should be motivated to highlight healthy morals. Social Clubs, temples, mosques, religious bodies and satsangs should assist to guide both parents and children on how to prevent or restrict the consumption of advertising messages in television, DSTV, internet, mobile phones and other audio-visual communication media by children. Parents should do all they can to provide their young children with alternative ways to spend their free time. It could be organizing extra-lessons, encouraging them to play games or sports, discouraging them from attending public viewing centres, and most importantly, spending time with children saves children from many problems or hazards.

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