



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A STUDY ON EFFECT OF ADVERTISING ON CHILDREN AND THEIR BUYING BEHAVIOR

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ABSTRACT-

The impact of advertising on children and their purchasing behavior is an important research topic in marketing and customer psychology. This study examines the mechanisms by which advertising affects children's attention, brand awareness, and purchasing decisions. Considering their developmental stage, children are particularly sensitive to commercial ideas, which can lead to significant changes in their consumption patterns and attitudes towards products. The study examined different types of advertising, including TV ads, online ads and in-app ads, and their effects vary by age, gender and past health status. The main findings show that children who are more frequently exposed to and exposed to advertising may develop stronger attitudes and anti-social behavior, parents told to buy promotional products. Additionally, research has explored the mediating role of parenting in mediating media effects and suggested strategies such as job counselling and emotional withdrawal efforts to reduce negative effects. These findings are important for policymakers, educators, and business leaders because they highlight the need for stricter regulation of advertising to children and the development of strong educational programs to improve the information literacy of young consumers. Finally, this research provides a deeper understanding of the impact of advertising on children's purchasing behavior and calls for balance to protect young audiences, knowing the financial interests of the business.

KEYWORDS - Marketing to children, Kids' Buying Behavior, Advertising to Children, Children's Response to Ads

INTRODUCTION –

The job or activity of creating messages to promote the sale of a business or service is simply called advertising. Tries to influence consumer purchasing behavior by providing information about the sale of the product/service. The goal is to attract new customers by defining your business goals and attracting them by advertising a good campaign. Defining your target market is an important task because you need to understand your target audience before promoting your product. Today, the majority of television viewers in India are children under the age of 15. But unfortunately, people do not pay attention to the impact of the content on television channels. In the competition, they all compete for ratings. According to this system, the pipeline is concerned with the "interest or demand" of children rather than being "in the interests of children". Neither the government nor the parents nor the teachers seem to care about the situation. Because the future generation and citizens of the country in society are as they are presented today, inside and outside the "idiot box". Research has shown and proven that watching too much TV in children can have many negative effects. The direct impact of television viewing on the level of crime and violence among children has been observed even in India. Some young people even admitted that they got their ideas about rape, robbery, revenge, murder, suicide or theft from one television channel or another. Some court decisions have even commented on the effects of television work. Television has a twofold effect; the negative effects outweigh the positive effects. But it is an unknown fact that no effort has been made to explore the advantages of television and little precaution has been taken by parents who should be concerned about this phenomenon. In fact, studies show that in states like Punjab and Uttar Pradesh, for example, parents and children enjoy the same TV prices and have equal satisfaction; Teachers and staff in some districts occasionally report the effects of television content. Politicians don't think this will happen anyway. However, the BJP has taken up this issue in its election campaign for the last few years. However, no action is taken after work. Even advertising figures, although not sufficient, recognize the "impact" of some advertising on children and known abuses. For example, according to the Law, an advertisement that would make children believe that they are inferior to other children if they do not own or use the product, or that children who do not use the product are considered children, should not be accepted. . But in fact, although many TV commercials fall into this category, there is never a close monitoring and follow-up. In India, most children's channels have become marketing channels for commercial products. Marketers also work to increase product "push," a term that refers to how much children push their parents to buy a product. Findings show that most children watch television over other means of communication and entertainment. Children have become a different market for advertisers who spend big money to influence children as a target market. Advertising creates a demand for advertising products in children and a desire to force parents to make decisions. Advertisers are using new strategies to appeal to children's emotions, make ads more effective, and influence them to create a desire to

buy. Children exposed to advertising are more likely to choose ethnically advertised foods than children not exposed to advertising. Advertising can also lead to misunderstandings. Advertising can also be considered a health problem because viewers cannot understand the meaning of the advertisement and may consume products that will cause them many health problems. Foods advertised on television are more likely to make children obese than foods that are not advertised.

LITERATURE REVIEW –

(Jignesh J Patel-2014) In the 1940s and 1950s, children were not seen as consumers but merely an extension of their parents' purchasing power. With the emergence of television and other mass media, children have become consumers and an important group for businesses. Advertisers were the first to recognize the value of children as consumers' ability to make spending decisions. The 1950s marked the modern era of struggling children's television, when television network ABC agreed with Disney to bring The Mickey Mouse Club and Disneyland to children's afternoon television. When a customer decides to buy a promotional item, it is usually customer satisfaction when it comes to advertising. Over the next 15-20 years, children's television became an industry in itself.

(Divyang Tiwari-2015) Various reviews have examined research on the effects of advertising on children and concluded that food advertisements lead to greater interest in and purchase of such quality products. (Hastings et al. 2003; IOM, 2006) Additionally, watching too much media can lead to unhealthy eating habits and weight gain in children. Many studies have also examined changes in children's eating habits as a result of food exposure. In one study, children were introduced to overnight camps and watched cartoons featuring fruit or candy commercials. Children who saw candy ads for two weeks preferred fruit and orange juice as snacks less than other children. We need to know and learn more about food advertising and unhealthy eating habits.

(Chithira John and C. Sengottuvelu-2017) Gbadeyan, R. A. (2009) conducted a research on children's views on television advertisements. The study concluded that children do not understand the sales behind advertising and where they do it; Amin Asadollahi and Neda Tanha (2011) examined the role of television advertisements and their impact on children. Research shows that children are more sensitive to advertising and suggests measures to limit advertising to children. Mansoor Nisar, Muhammad Zia-urRehman, Muhammad Haroon and Tahir Masood Qureshi (2011) examined the impact of food advertisements on children's food purchasing behavior. Research shows that television advertisements play an important role in children's purchasing behavior. Additionally, when the children's behavior was examined, it was determined that they ate fatty and sugary foods while watching television and persuaded their parents to buy products they saw on the street. Zain-UlAbideen, Salman, and Saleem (2011) studied the impact of advertising on consumer behavior. The findings clearly show a negative relationship between environmental responses and consumer behavior, including attitudes and behaviours.

(Pankaj Priya-2014) Half of the advertisements made in services for children are promoting foods as unhealthy (Furnham A, Abramsky S & Gunter B 1997). A study in the United States found that 27.2% to 36.6% of children enjoyed food-related advertising (Powell LM, Szczypka G & Chaloupka FJ 2007). In this study, children viewed 27.6% of food products, 17.7% of candy ads, 12.2% of snack food ads, 12% of fast food ads, and 8.8% of beverage ads. It is reported that the number of children seen in advertisements varies between 20,000 and 80,000 (Dev behav pediatric 2001). Food is the most important tool for advertising and influencing children, and is the target of 50% or more of children.

OBJECTIVE OF THE STUDY

- Through this research report we want to find out how children are influenced by the advertisements. So the statement of this product is "Effect of advertisements on children."
- We basically examine to what extent advertisements effect the choice of products the children wish to buy.
- To know the children's awareness about various products and their advertisements.
- To study the impact of advertisement of the products on children.
- To know the TV viewership hours of the children and whether they effect the buying and eating habits of children.

RESEARCH METHODOLOGY-

RESEARCH DESIGN

Research design selected for this project is descriptive.

SCOPE

The research was done in Delhi only. It was conducted in the west Delhi and nearby areas only.

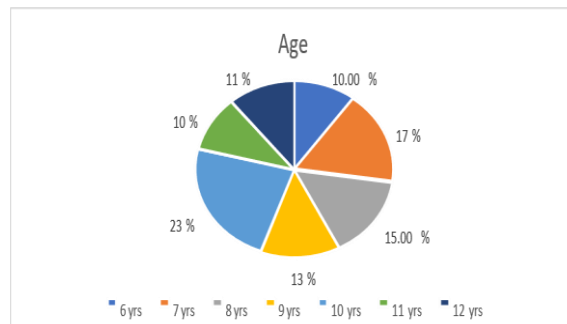
SAMPLING PLAN**Target population:-**

Target population for this research would be parents with children having an age up to 12years

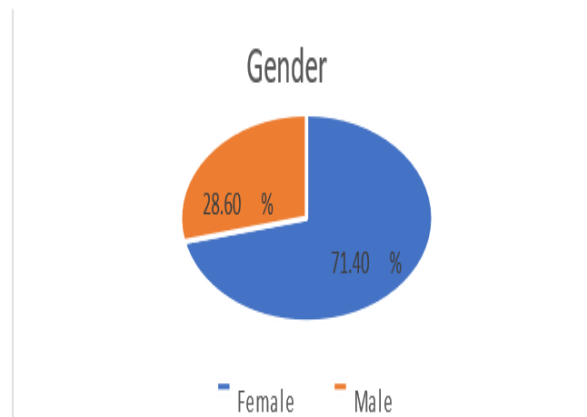
Sample Unit:-

Sample unit for this research would be parents with children having an age up to 12years of a selected area.

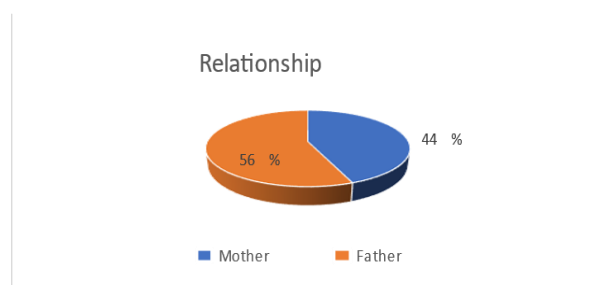
Sample size – 35

DATA ANALYSIS-**Age of child (up to 12years)**

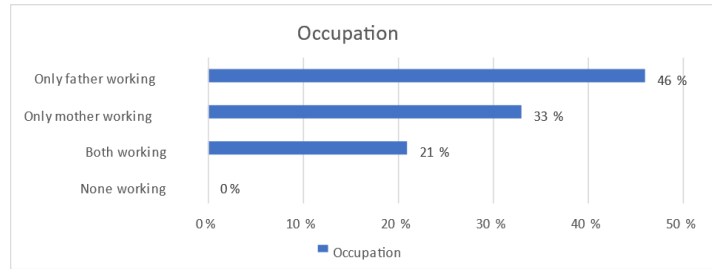
INTERPETATION- The above pie chart shows that there are more 10yr and 12yr olds in the age of various children (6-12yr olds).

2. Gender of the child

INTERPETATION The above pie chart shows that there are more number of females than the number of male children.

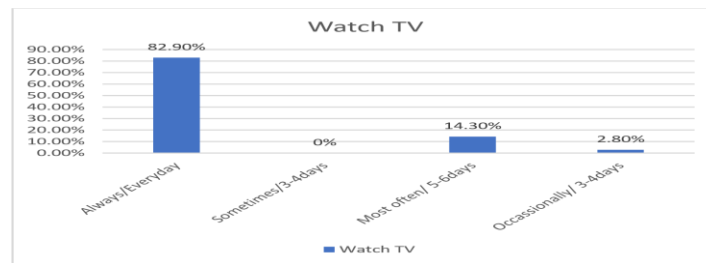


INTERPETATION The above pie chart shows that majority were the fathers to respond for the given questionnaire.



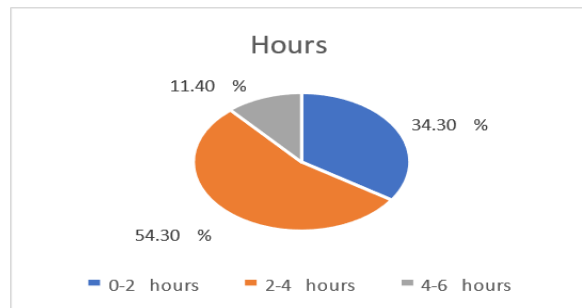
INTERPETATION The above chart shows that in the majority of families the father runs the house i.e. 46% followed by the only mothers working being 33% and in case of both working it's 21 %.

According to you, how often does a kid watch TV?



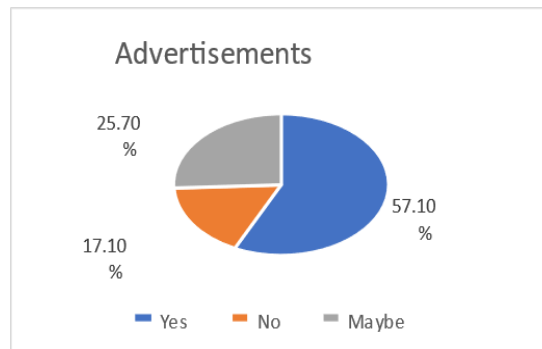
INTERPETATION The above pie chart clearly shows that almost all the kids i.e. 82.9% watch TV always/every day. That clearly indicates that Television is a life necessity for the children. Either they watch TV every day or at least 3days.

On an average, how many hours, a day the kid watches TV?



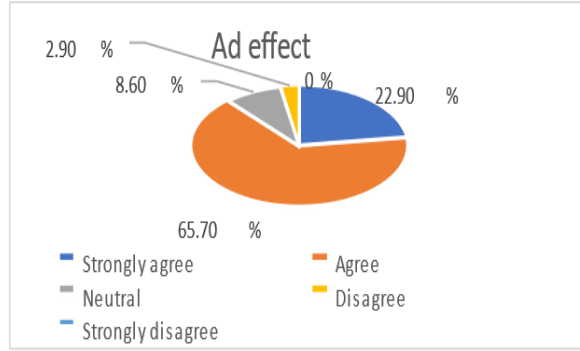
INTERPETATION The above pie chart shows that majority of kids i.e 54.3% watch TV for 2-4 hours a day followed by 34.3% of those who watch for max 6hours too. It shows that kids between the ages of 6-12yrs spend maximum time watching TV other than any other activity during a day.

Do the kids watch advertisements?



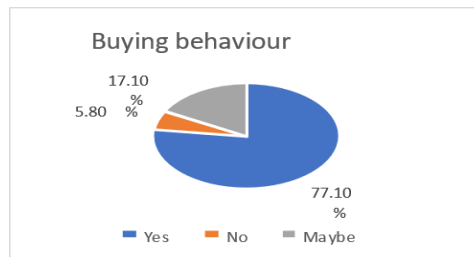
INTERPETATION The above pie chart shows that maximum number of parents i.e. 57.1% think that their kids do watch advertisements.

Do you think the kids get influenced by the Ad commercials promoting certain products?



INTERPETATION The above pie chart shows that 65.7% of the parents think that their kids get influenced by ad commercials promoting certain products while 3% disagree to the statement.

If Yes (for the above question), does the kid compel his/ her parents to buy a certain product?



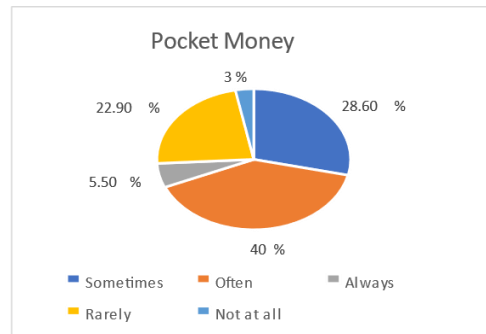
INTERPETATION The above pie chart shows that 77.1% parents think that advertisements do influence the kid and make them compel their parents to buy a certain product which is true since advertisements are meant to attract the target audience towards the advertised product.

Do their eating habits change after watching a certain food advertisement?



INTERPETATION The pie chart shows that there are equal percentage of parent’s i.e. 45.7% who think that the food advertisements do or maybe do not affect the eating habits of a kid. Generally, it does since children get used to eating the junk food and most of them have a habit of eating while watching TV. But in some cases, advertisements also create awareness about some health problems related to a food product and promote a better and healthier product.

Do the kids spend most of their money on the advertised food?



INTERPETATION The above pie chart shows that 40% of the parents say that their kids often spend the pocket money on the advertised products which is a reason why they develop wrong eating habits over a period of time. Children form their own category of market for the advertisers as they think children are young customers and play an active role in buying decisions without realising the worth or need of a product though. The percentage of parents who disagree i.e. 3% are way less than who do agree.

FINDINGS

- The majority of families the father runs the house i.e. 46% followed by the only mothers working being 33% and in case of both working it's 21 %.
- Almost all the kids i.e. 82.9% watch TV always/every day. That clearly indicates that Television is a life necessity for the children. Either they watch TV every day or at least 3days.
- Majority of kid's i.e. 54.3% watch TV for 2-4 hours a day followed by 34.3% of those who watch for max 6hours too. It shows that kids between the ages of 6-12yrs spend maximum time watching TV other than any other activity during a day.
- Parents i.e. 57.1% think that their kids do watch advertisements.
- 65.7% of the parents think that their kids get influenced by ad commercials promoting certain products while 3% disagree to the statement.
- 77.1% parents think that advertisements do influence the kid and make them compel their parents to buy a certain product.
- 45.7% think that the food advertisements do or maybe do not affect the eating habits of a kid.
- 40% of the parents say that their kids often spend the pocket money on the advertised products.

CONCLUSION –

The key findings from this project report the important effects of advertising on the children. The research shows that it's true, that the advertising has a great impact on the children, their eating habits, buying decisions etc.

It highlights the fact that kids spend a lot of their time on television and thus it's a main source for them to garner all sorts of information about various products and build a desire to own them even if it's not needed. It also conveys that kids mainly get influenced by the ads that focus on toys, candies, food junk, fancy items etc.

Kids are not so mature to detect the importance or worth of a product, they just see and choose what appeals to them. They become adamant on buying a certain product and compel parents to buy it for them. On the other side, advertisements do highlight the various health benefits also of certain products and create awareness amongst the kids. So in the end of the conclusion it is clear that advertisement has its own set of advantages and disadvantages for the kids. It depends on what an ad commercial is highlighting and what is the purpose or message behind it.

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