CHAPTER 6

SUMMARY CONCLUSIONS AND SUGGESTIONS

6.1 INTRODUCTION

6.2 PROFILE OF THE RESPONDENTS

6.3 COMMUNICATION INFLUENCES

6.4 INFLUENCE ON PURCHASE REQUEST

6.5 ROLE IN PURCHASE DECISION

6.6 SUGGESTIONS
CHAPTER 6
SUMMARY CONCLUSIONS AND SUGGESTIONS

6.1 INTRODUCTION:

This Study is about television advertising and its influence on school children consumer’s attitudes and behaviours of Thane city in Maharashtra. It sets out to understand the role television advertising plays in the lives of these school children. At present cable channels are mostly available in the Thane city, a right hand of Mumbai, and Mumbai is called financial hub of India. Therefore, advertisers are happy to support programmes watched by the children and their parents in the city and whose purchase can be influenced by children. This study focuses also on the children consumers purchase request made to parent after watching TV advertisements and their role in family’s purchase decision and as well as study attempt to know the preference and perception alongwith children’s involvement in purchase decision.

Television has become the most popular and almost habitual form of mass advertising media as it is the chief vehicle of advertising. There has been an unending debate among scholars if exposure to TV has any influence at all and if so, its direction and strength. Some argue that the influence of TV is likely only if children have a predisposition. Others assert that over a long period, to content will have a certain influence on children’s attitudes, beliefs, values and behaviour.

While children spend time watching TV, they are constantly bombarded by advertisements. The life blood of Television is advertisement. Commercials constantly intrude upon the consciousness of viewers, interfering with the normal process of
thinking and feeling and many of these are aimed at children taking into account children are consumers and an important market by advertisers.

In the above context, it would be valuable to study that how children influence the family’s purchase decision? What are the influences / effects of TV advertising on children, parents and their purchase decisions? To what extent TV advertising influence the purchase decisions? and what is happening to children’s purchase request?

An attempt is made in this present study to seek the answer of these questions. In order to achieve this, the following objectives are sets along with the main goal that is to study and assess the influences of TV advertising on communication, children’s purchase request and on family’s purchase decision.

1. To study the profile of the sample respondents.
2. To find out possible communication influences of Television advertising on children.
3. To study how children influence family’s purchase decision.
4. To study and assess influence of Television advertising on children’s purchase request.
5. To study and examine the parents’ perception of television advertising on children.

The study is based on primary and secondary data. The primary data was collected through questionnaire. The universe comprises the school going children belonging 6 to 14 years of age group and their parents who are at least secondary pass; and who are aware of TV advertisements. 200 samples were collected, out of which 100 were parents and 100 were children from Thane city. The presence of TV set at home
was one of the pre condition for the selection of the respondents. The survey was based on random as well as convenience method of sampling. Two well structured questionnaires were designed, one for the child and the other for parents. After a pilot study was conducted among 50 respondents, questionnaire was redesigned and then distributed. For a clear understanding of the questionnaire, each question was explained personally to the respondents by clearing his/her doubts and he/she was encouraged to answer truthfully and honestly as possible. Discussions were had with some of the parents and children groups. Every attempt was made to collect latest, true and honest information.

The Summary of findings based on collected data interpretations and data analysis is as under:

6.2 PROFILE OF THE RESPONDENTS:

It was found from profile of the child respondents that children from age group above 12 upto 14 years were higher than child respondents belonged to the above 6 upto 12 years. The gender distribution of sample respondents was to the ratio of 45:55 between male and female. The majority of the child respondents were from 8 to 9 standard, to the extent of 51 percent.

Regarding profile of the parent it was found that majority (53 percent) parents were belonged from 40 – 50 years age group. Another important characteristics of parents profile was found out that the majority respondents had graduate level education followed by SSC holders to the extent of 45 percent and 35 percent respectively. From the occupational pattern of parents respondents, it was found that the employee category is
major sample parent respondents, private employee being 40 percent and government employee being 30 percent totaling together 70 percent. The study on parent income profile revealed that majority parents belonged from Rs.5001 to Rs.10,000/ income group, followed by income upto Rs.5001 (26 percent). The Hindu and Buddhist respondents were 82 percent.

6.3 COMMUNICATION INFLUENCES:

Major changes have occurred in almost all types of media during Liberalisation, privatization and globalisation era. The country has witnessed commercialization of Doordarshan and AIR, the coming of satellite TV, and amazing growth in the variety of special interest TV channels alongwith technological changes, which have made it possible for the marketers to send their messages to selected target segment. Further it is seen that the Indian market has undergone a see change in terms of increase in income level, the continuing trend towards urbanization, more working women than before, and increase in literacy levels. These developments have brought about changes in reading, viewing and listening patterns of the Indian population which have important implications for the advertising industry and trade and commerce.

In the last few years the country has witnessed the emergence of Television as a powerful advertising medium and advertisers have realised its massive reach. So chapter four deals with the attitudes of children consumer towards this power of advertising in influencing their behaviour. Therefore an attempt is made to investigate communication influences of TV Advertising on children consumer in the chapter 4.
It is revealed that as compared to upto 1 hours TV viewer, the percentage of more than 1 but upto 4 hours TV viewer percent is higher to the extent of 63 percent as against 37 percent. The pattern of TV watching on sunday is similar to that of daily TV watching pattern. The sexwise TV viewing shows that 89 percent boys and 18 percent girls were found watching TV 1 hours. As against this 11 percent boys and 82 percent girls were watching TV more than 1 upto 4 hours. Girls were found heavy TV viewers compared to boys. Regarding the relationship between income and TV viewing it was observed that 100 percent respondents belonged to upto Rs.5000/- income group were found TV viewing upto 4 hours daily whereas 10 percent respondents belonged to above Rs.20,000/- income group were watching TV upto 1 hours.

Regarding preference of children for television channels, it was observed that children were mostly found to prefer cartoon channels than any other channels, in preference of 46 percent cartoon, 16 percent pogo, 15 percent hangama, 23 percent others respectively. 55 percent girls were found to preferred other channels as compared to 45 percent boys prefer to cartoon channels.

Agewise preference of children for television programme shows that most of the children of in the age group of the above 6 upto 12 years were found to prefer cartoon programmes (66 percent). In the age group of above 12 upto 14 years, children preference for stories and cartoon were 42 percent. The most popular programmes among girls were short stories (45.45 percent), followed by comedy (36.37 percent) and cartoon (18.18 percent). It means with the increasing age of children their TV viewing also increased and majority children (94 percent) respondents had showed great interest in TV advertising. Further it is observed that 97 percent of the age group of the above 6 upto 12
years old children were found great interest in TV advertising. 93 percent of the age group of above 12 upto 14 years old children found great interest in TV advertising.

The results on ability of children to perceive advertising difference from TV programmes showed that majority about 90 percent, of the children respondents of all age group understand difference between TV programmes and TV advertising and 60 percent and 30 percent of the children stated that TV advertising are informative and make to buy the product. Agewise perception of children of Television advertising was seen to the extent of 60 percent in the age group of above 6 and upto 12 years. Sexwise perception of television advertising indicates that 47 percent boys and 36 percent girls were opinioned that TV advertising are informative and 42 percent boys and 55 percent girls were opinioned that TV advertising persuade us to buy product. 80 percent of the children respondents agree that they greatly influenced by celebrities seen in TV advertising.

Television is extremely popular with children as it has a multi sensorial appeal. It is one of the major influence in the lives of children today. While children spend time watching TV, they are constantly bombarded by advertisements. The study found that children in all age groups, from all income groups were regular TV viewers. Girls were found heavy TV viewers than boys. In context of channel preference, channel preference varies with the children’s age, but overall children found to prefer mostly cartoon channels. Girls were found to prefer other channels like Zee TV, Sony, Star, etc.

Children’s programme preference found varied with increasing their age. If cartoon programmes were found popular in all age groups children, older children found increased their interest in story/serial based programmes. Majority girls also found to prefer short
stories/serials. Children’s TV programme preference and family income was not found significantly correlated.

Study also conclude that children have great interest in TV advertising because of lively music, sound effects, peculiar voices and audio-visual events attract and hold children’s attention. Children who were viewing TV long duration were found strongly interested in TV advertising. Children’s ability to perceive TV advertising different from TV programme found varied with increasing age. With increasing age children’s ability to perceive TV advertising, different from TV programme found increased.

Age was also found significantly related to perception of children of TV advertising. The fact found that young children like and believe the advertising because they short, exciting and full of fantasy, they don’t understand the purpose of TV ads and were more likely to perceive them as truthfull massages. However the older children found quick to identify the informative and persuasive role of TV advertising. Girls’ and boys’ perception was found nearly same about TV advertising. Age found to play an important role in the influence of celebrities in TV advertising. Young children were found strongly influenced by cartoon characters in TV advertising because of their less capacity than older to understand the constructed world on TV advertising. As older children more attentive to their personality they found strongly influenced by TV/film stars. The boys and girls were found equally influenced very strongly by TV/film stars celebrities.
6.4 INFLUENCE ON PURCHASE REQUEST:

The objective of chapter 5 was to study and assess (i) the influences of TV advertising on children’s purchase request and (ii) how children influence family’s purchase decision. Findings were as follows:

83 percent of respondents revealed that their purchase request got influenced by the TV advertising. As 82 percent children’s monthly pocket money has not more than Rs.100/- it means that children not enjoying much of the purchasing power. Genderwise children’s purchase request result shows that male and female child’s purchase request influenced by TV advertising was to the extent of 45 percent and 55 percent respectively. Comparatively purchase request goes down with income as lower income groups children made less purchase request as compared to higher income group after even getting exposed to the TV advertising.

6.5 ROLE IN PURCHASE DECISION:

Role played is assessed through information gatherer, influencer, decider, buyer and no role. It was found that the role played by children in family’s purchase decision was between 30 – 45 percent as a decider in case of 10 products, out of 13 product studied here. The highest and lowest role played by children in family’s purchase decision as influenced were in toothpaste and chocolates to the extent of 32.8 percent and 13.8 percent respectively. Children played differential role in family’s purchase decision.

75 percent children play an important role in their family’s purchase decision. 52 percent and followed by 34 percent of children respondents in age group of 6 upto 12 years’ old found to use sweet talk and request as a mode to purchase advertised product.
As against this, 12 upto 14 years old children were mostly found using humour and bargaining efforts. Majority (90 percent) parents agree that they do like to watch advertising appearing on TV. Majority (68 percent) perceived that advertising were having a positive influence. 42 percent and 29 percent of parents admitted that their children asked advertised product sometimes and quite often and always purchase request by children was to the extent of 24 percent. Education wise parents’ perception toward children’s purchase request influenced by TV advertisement shows that it is to 58 percent, 21 percent, 12 percent and 40 percent respondents from graduate level admitted that they influence ‘always’, quite often, sometimes and never. In case of post graduate these were to the extent of always 22 percent, quite often 07 percent, sometimes 5 percent and never 20 percent. Thus it can be concluded that children are strongly influenced by TV advertising and it definitely influences on children’s purchase request and family’s purchase decision.

Parents from all income group admitted that they give monthly pocket – money to their children. This create self spending power in them. Children’s sex did not found very important in children’s purchase request being influenced by TV advertising. However children from lower income group were found to make comparatively less purchase request always. It was found that majority children purchase product for fun and happiness projected in TV advertising.

Majority parents admitted that they make participate their children in their family’s purchase decision. Most of the children found playing the role as buyer, decider and influencer. In case of primary product most of the children found playing role as buyer. Some of them role was only upto information gatherer. Sex has found to have
mixed relationship with regard to children’s role in family’s purchase decision. Children’s age was found significantly related to children’s influence efforts. with increasingly children’s age their influence efforts found changed.

Majority parents admitted that they do like to watch ads appearing on TV. Parents’ interest was found as same as children in TV advertising. Most of the parents opinioned that advertising provide good quality and meaningful information. Majority parents admitted that their children asked advertised products sometimes and they buy it for them. Educated parents found to teach their children various aspect of TV advertising, so their children found to ask fewer advertised products. Less educated found less to stimulates the various aspects of TV ads to their children.

Thus parents accept that TV ads strongly influence on children’s purchase request and teach their children good consumer value and skill. It provides good quality information to children about the product which children use to give advice in the family’s purchase decision.

6.6 SUGGESTIONS:

There are some suggestions of the study which will be helpful for parents, teachers, marketers and policymakers are summarized below:

1. Parents know and can help their children to appreciate that television is simply another machine which like washing machine, mixer, cooler, etc. can be controlled by human beings. Parents should encourage children to ‘switch on’ only when there is programme they want to or should be watching. This way they can restrict their child’s TV time.
2. Parents should share television watching with their children and to make them aware of reality and explain them various aspects of advertising.

3. Television has been included in the school curriculum. Teacher should make its use very positively. Teachers should encourage children in their schools to discuss on television.

4. Teachers should help students to look for programming that is relevant and has some learning potential and should teach them about TV advertising and how to extract the relevant information from them.

5. Parents should critically evaluate what their child watches on TV and should teach them how to become discerning viewers and protect themselves from negative influences of TV advertising.

6. Since children were found heavy TV viewers and highly influenced by TV advertising, efforts should be made by parents to encourage their children to take active part in educational and sports activities, and play mostly outdoor games. This will help to reducing their dependence on TV and can be reduce their exposure to TV advertising.

7. The government should articulate a well - defined and comprehensive policy supported by experts, such as scientists, technologists, telecommunications and computer professionals as well as TV producers, programme makers, advertisers, educationalists, journalists, teachers and parents on Indian Television includes networks, cable and satellite TV, on the basis of the priorities of the nation to ensure access to better programming.
8. Advertisers must bear in mind that all children - those who can and those who cannot afford advertised products - desired highly to use advertised products. The children who cannot afford advertised product may get disappointed and this can lead within them aggressiveness or dishonest behaviour. Further the children those can afford to buy advertised product, can maintain themselves habitual of spending the money frequently.

9. Marketers are expected to resort to self–regulation. They should always take into account the level of knowledge, sophistication and maturity of the audience to which their messages are directed. Since young children have a limited capability for evaluating the credibility of what they watch, a special responsibility lies upon marketers to protect them from susceptibilities.