CHAPTER 1

INTRODUCTION TO TELEVISION ADVERTISING AND CHILDREN CONSUMER

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CHAPTER -1
INTRODUCTION TO TELEVISION ADVERTISING AND CHILDREN CONSUMER

1.1 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 a 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 Television (TV) advertisements and their role in family’s purchase decision and as well as study attempt to know the preference and perception along with children’s involvement in purchase decision. Therefore, this chapter deals with introduction to television advertising and children consumer.

1.2 ADVERTISING:

Advertising plays a vital role in the society, in general and in the business, in particular. It acts as a technique of sales promotion and modernism. Advertising is essential in the case of internal as well as global marketing. At the same time, it is necessary in the case of all types of products – old, well established and new. The basic objectives of advertising are to provide information, to attract attention, to create awareness and to influence buying behaviour of consumers. Aaker and myers (1) believe
that advertising can be considered a mirror of society. The American Marketing Association defines advertising (2) as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.”

This standard definition of advertising suggests some basic features of advertising. Firstly, advertisement is paid for by the sponsor or advertiser. Secondly, advertising is non-personal selling. Thirdly, advertising acts as an important marketing tool for presentation and promotion of ideas, goods and services. Finally, advertising needs the sponsor of the message known.

David Potter’s definition states that advertising is a service institution which makes people aware of their needs and makes them vigilant consumers. His definition is as follows:

“The only institution we have for instilling new needs, for training people to act as consumers, for altering men’s values and thus for hastening their adjustment to potential abundance is advertising”(3).

The salient features of advertising are:

1. Advertising provides information,
2. Advertising is paid form of communication,
3. Advertising is non-personal presentation,
4. Advertising gives publicity to goods, services and ideas,
5. Advertising is by identified sponsor,
6. Advertising is for persuasion,
7. Advertising is target oriented,
8. Advertising is an art, science and profession,
9. Advertising is an important element in marketing mix, and

10. Creativity – the essence of advertising.

Advertising as we understand today has its origin in the early historical period. It is as old as the human civilisation itself. Advertising has made steady progress over centuries. Its need is growing along with the growth / expansion / diversification of business activities. Many significant changes have taken place during the process of evolution of advertising, such as (1) town criers, (2) introduction of printing press, (3) newspapers, (4) product advertising, (5) radio advertising, (6) TV advertising and (7) advertising agencies.

The expansion of production activities, growth of market competition, rising standard of living of people, downward development in socialism and communist economy and upward development in capitalist economy and globalisation of business are some important socio-economic factors responsible for rapid growth of advertising in this centuries. Advertising is bound to make rapid progress in the years to come. This may be due to market competition, new development in the field of science and technology, new initiations in liberalization, privatization and globalisation in Indian economy. Inspite of that, like other countries, advertising has a long history in India, it was officially recognized as a medium of mass communication only in the 18th century.
The growth of advertising is presented in chart 1.1.

Chart 1.1

Growth of Advertising

- Town Criers
- Introduction of Printing Press
- News Papers
- Product Advertising
- Radio Advertising
- TV Advertising
- Advertising Agencies

The first newspaper “Bengal Gazette” was published in Calcutta in 1780. By 1786, there were four weekly newspapers and monthly magazines published in Calcutta. The ‘Bengal Journal’ carried Government advertisements free of charge.

Advertising was alien to the Indian mind, no one wanted to waste money. Incidentally, advertising rates in ‘The Times Of India’ were in the region of 4 annas to 8 annas for a column inch and even this was considered ridiculous. Not that there were no much advertising in India but Indian businessmen looked upon pleas for advertisements with amusement. They thought advertising in newspapers is useless when direct appeals
to customers were more powerful. And so, agencies struggled on gamely, used mainly by foreign firms which handled imported goods in India, such as ponds, Horlicks, Maxwell coffee, etc. And the big stores like Army and Navy, Whiteways and Evans Fraser. Sometimes, even handled their own advertising. But today The Times of India is full of advertisements. Hardly one-tenth space is for non-advertisement.

Advertising in India, gained significance only after the world war II, with the birth of Advertising Agencies Association of India (AAAI) in September, 1945. The Audit Bureau of circulation (ABC) was started in India in 1948, and the Indian society of Advertisers in 1952.

The Advertising club, Bombay was formed in 1962. All these organizations improved and encouraged advertising standards and growth of Indian Advertising.

Advertising on radio started in India in 1950's. Radio proved to be a powerful medium useful for creating new markets and new demand. Commercial broadcasting has informed and entertained people for more than 50 years. Ever since commercials were permitted on Doordarshan, radio advertising has lost importance, despite its much greater reach in both urban and rural India. The exposure to radio in India were to the extent of North 32 percent, East 38 percent, West 39 percent and South 63 percent respectively.

On September 15, 1959 dawned a new era in the field of Indian mass communication, for on this day, TV was introduced for the first time in India at Delhi on experimental basis, for the hour twice in a week. The Mumbai transmission was started in Oct. 2, 1972. The first TV commercial was transmitted on January 1, 1976. In addition to Doordarshan (DD), we have now, STAR TV, Zee TV, and cable TV for advertising fields in India. Today advertising not only plays a vital economic role in the scheme of national
development, but it has an important educational, cultural and social part to play as well.

One can tell the ideals of nation by its advertisements:

1. Advertising stimulates demand of a product. It appeals to various motives of consumers so as to develop their predisposition towards the product being advertised.

2. It supplements salesmanship and sales promotion and thus contributes to the success of the overall marketing strategy.

3. Repeated advertising of a particular brand or service helps to develop a brand preference.

4. It helps in increasing the sales volume of a company.

5. As a sequel of increase in the Sales volume, the cost per unit decreases at least up to a certain level.

6. It leads to increase in profits of the company.

7. By delivering psychological utilities advertising enhances consumer satisfaction.

8. It boosts the image of the company and helps it in facing the keen competition prevailing in the modern business world.

9. It helps in promoting educational and moral standards in the country.

10. It creates employment opportunities in the field of advertising and in other fields also and facilitates the process of economic growth and globalisation of business.

1.3 TELEVISION:

The development of TV as a commercial medium with advertising and promotion of consumerism at the centre of its existence has profound consequences(4). From the
1980s, commercial interests took on a greater importance in TV throughout the world. The growth of consumer societies, the ready availability of advertising revenue, financial pressures on state funded TV systems, growing ideological support for deregulation and the undermining of political regulations by a vast proliferation of cable and satellite stations, often transmitting programmes that could be received by viewers in more than one country, weakened the state TV monopoly (5).

Books and magazines advertisements and newspapers radio and Television programmes, films and videos, computer networks or electronic games, records, tapes, DVDs, CDs and website occupy a central role in our lives, providing continuous and rapidly expanding flows of information and leisure (6). Books and magazines require at least moderate literacy and intellectual effort. Radio listening demands some imaginary stretching by the listener (7). But television on the other hand, requires neither literacy nor imaginative skills and has become a popular medium in a country like India where a sizable percentage of the population is illiterate. Like religion, politics, education and the family, mass media too are one of many different institutions that exists within a society. The media entertain us, socialize us, inform us, educate us, selling things to us, and indoctrinate us—among other things the media help to shape our identities, our attitudes toward religious, racial and ethnic minorities and our attitudes about sexuality. Hence, mass media have taken an increasingly dominant role in society and affect all the other institutions in recent years (8). So living in a world without mass media today is inconceivable and TV is one of the most important mass media in India. Television is the wholesale distributor of images. It contributes greatly to popular culture. It also brings into homes images and messages that once were restricted to certain age group or
relationships. Hence conflicts, ways of behaviour of men and women and types of relationships. They learn without much effort and act an early age what took many years for their parents to learn(9).

In India, a whole new generation of TV children is slowly coming of age. Children now are watching much more TV than ever before. They also have much more to watch, with TV options growing and expanding rapidly on Doordarshan, Cable and satellite networks and video. TV indeed, has become a new member of the family. As viewers, children are becoming part of a universal tribe of human beings for whom TV is as real and influential as a parent or a school. As babies, they absorb new ideas and expressions about the world mediated by television long before they own thoughts. Born into homes in which the TV set is kept on for several hours a day; they start viewing as infants. Most of the stories they hear are not told by parents, the school, the religious bodies or neighbours. They are told by a handful of conglomerates that they have something to sell(10).

Today 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, TV content will have a certain influence on children’s attitudes, beliefs, values and behaviour.
1.4 TELEVISION ADVERTISING:

Advertising exists solely to sell product and services. In 1750 B.C. the code of Hummurabi made it a crime, punishable by death, to sell anything to a child without first obtaining a power of attorney. But now selling products to children has become an established business practice(11). Some ways that companies use to win kids’ money are:

1. licensing of products that appeal to them,
2. in-school promotions including things like sample product handed out by marketing agencies;
3. celebrity endorsements to pitch everything increasing for costly status products,
4. product placement in movies and TV programmes, and
5. as advertorials, which are long commercials designed as TV programmes(12).

Television Advertising is communication of advertising messages through the media of TV, during and in-between programmes and also sponsored programmes in the form of audio-visual films.

Like television programming, television advertising can be aired through a number of different arrangements. Television advertisers can run their commercials through over-the-air network scheduling, local scheduling or cable scheduling. Television advertising is more attractive and effective because it is an audio – visual medium appealing to both the senses of sight and sound (eyes and ears). Different methods, such as, spot announcements, sponsored programmes, etc. are used for broadcasting advertising messages.

Television advertising can be aired through a number of different arrangements. The forms they take depend on whether a network, local, or cable schedule is used. The
life of a Television advertising is restricted to a few seconds, usually 10 to 20, but more in the case of sponsored programmes. Television is an important socialization agent because of its massive presence in children’s lives. It is suggested by many researchers that TV constitutes a very significant component of a child’s development. There has been a phenomenal increase in the TV options due to the availability of multiple channels. This has resulted in an increase in the number of advertisements coming on television which want to persuade people to purchase the products advertised. Most of these messages get across to children. Television advertising provide sophisticated buying skills and abilities. Children develop effective and discerning skills to remember and recall product – related information provided to them through Television advertising.

The booming advertising industry is was projected to grow to a size of Rs.8400 crores by the year 2005 from just Rs.8.6 crores in 1976. Furthermore, the share of TV in total advertising expenditure in India is expected to grow from the current share of 36 percent to 40 percent by the year 2010. Advertisers hope that by reaching out to children, they can cultivate a favourable attitude towards their brands and products. They further hope that such a favourable attitude could be converted into profit once these children grow up. Already children are known to decide on the brands and products the family purchases – which is a direct influence of advertising. While children spend time watching TV, they are constantly bombarded by advertisements. The advertisements are a powerful tool and the life blood of television. 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. The present Media and particularly television scenario in India along
with cable war induce us to take up research topic on Television advertising influence on children consumer. Factors such as the mushrooming of 24 hours Private cable channels, their content, and the portrayal of lifestyles and cultures that are foreign to the local culture demanded that we study their influence if any, on children. That is why, the topic ‘A study of Influences of Television Advertising on children consumer’ is undertaken.

1.5 CONSUMER:

The ultimate objective of a business is to create a consumer. Consumer is said to be the pivot around which the entire business activities revolve. Due to the shift from sellers’ to buyer’s market, the consumers are in a potentially advantageous position as far as the selection of goods and services is concerned. Further, in order to survive and grow, it is imperative on the part of marketers to fully understand and know their consumers.

The word consumer refers to any person who buys goods or hires certain services for his own use or for the use of others. He is the ultimate user of goods and services. So everybody is consumer – one who eats food, buys commodities, travels in a vehicle, train or plane, hires a taxi or autorickshaw, goes to the doctor or a dentist, one who studies in the school or university, or pays for water, electricity, telephone or the internet. Almost every human activity can be cited as an example of consumerism, so long as the activity deals in goods or services that are paid for.

Thus consumers are people who buy or use products to satisfy needs and wants. There are two types of consumers: those who shop for and purchase the product and those who actually use the product.
1.5.1 Segmentation:

At the beginning of this new 21st century, we are in an era of micro-marketing which means knowing our customers well enough so as to give them products and services they need, and to direct promotional efforts to their needs and attitudes, and to build strong channel relationship.

A market attracts different categories of customers representing their different needs and requirements, tastes and expectations, likes and dislikes, social, cultural and educational background, and different income groups. Market segmentation means the division of the whole, heterogeneous market (i.e., all customers) into convenient groups or segments on some rational bases, such as age, occupation, level of education, income, cultural background, wants, expectations, resources, price considerations, geographical location, etc., so that each group becomes homogeneous in all essential aspects.

In the words of William J. Stanton, “Market segmentation is the process of dividing the total heterogeneous market, for a good or service, into several segments, each of which tends to be homogeneous in all significant aspects”.

Thus segmentation is the process of partitioning a large heterogeneous market into smaller groups of people or businesses which show similar needs and or characteristics thus resulting into a similar purchase behaviour.

1.5.2 Consumerism:

Over the years there was a deep felt need to have one common voice to protest against the malpractices of the market, a common platform to air the buyers grievances
and above all a uniform code to regulate market practices and conduct of both the seller and buyer.

Consumerism is a social movement with some political overtones which began in the trans-Atlantic world to safeguard the rights and powers of consumers at large in relation to sellers. It’s a kind of massive activism and fruits of consumerism most often take the form of legal statutes and regulations that describe rights and marketplace protections to be afforded to consumers. As Ralph Nader, the pioneer of consumer movement in the US said “consumerism stands for a quality of life”

Philip Kotler defines consumerism as a “Social movement seeking to augment the rights and powers of buyers in relation of sellers.”

Peter F Drucker commenting on how consumerism could become a powerful popular movement inspite of not much marketing being practiced, said that, “Consumerism is also the opportunity of marketing. It will force businesses to become market-focused in their actions as well as in their pronouncements.”

Thus, consumerism is wide range of activities of the government, business and independent organizations that are designed to protect the individuals from the policies that violate their rights as consumers.

1.6 CHILDREN:

With their widely varying ages, children do not form a homogeneous group. The Concise Oxford Dictionary defines childhood as the time from birth to puberty. According to Webster’s dictionary, child is a person like a child in interests, judgement or one regards as immature and childish. In order to view children as consumers, their
childhood can be classified into three stages – early childhood, late childhood and pre-adolescence.

Children are open to learn from the mass media as from other sources, particularly in situations when first hand experience is not possible. Children also lock real world knowledge which makes them believe willingly the information they receive from media. It is difficult for them to evaluate a story for accuracy in the face of advertisement is able to evaluate it in the context of knowledge about the television industry as well as a vast array of personal experiences in purchasing products. A child on the other hand, rarely has the rich of knowledge structure on which to rely. However, children today have become an easy prey to advertisers. Marketers are paying more attention to young consumers these days for the following reasons:

1. Children today have great deal of their own pocket money to spend,

2. Children influence their parents’ consumer behaviours. At an early age, children give direction to daily household purchases such as shacks, cereals, toothpaste etc. As they get older, teens often voice opinions about electronic gadgets and automobiles;

3. Children of today represent adult consumers of tomorrow. So many companies like McDonalds and Coca cola engage in what is called ‘Cradle to grave’ marketing to encourage consumer allegiance at a very early age. If children develop loyalties to particular brands of products at an early age, these preferences often persist into adulthood (13). Whether it is toys or stationary, clothing or food stuff, everything they posses is defined by the advertisements
they watch and absorb. Hence at this very early stage children are well initiated into consumerism.

4. It is interesting to note that around 47 percent of India’s more than one billion current population is under the age 20, and teenagers among them number about 160 million already they wield $2.8 billion worth of discretionary income, and their families spend an additional $3.9 billion on them every year. By 2015 India’s under 20 will make up 55 percent of the population and wield proportionately higher spending power. And about 50 percent of the teenage population, some 22 million, will be in a position to influence the economy dramatically as they grow older.

1.7 CHILDREN CONSUMER:

Young people acquire skills, knowledge and attitudes relevant to their functioning as consumer in the marketplace. Children learn about purchasing and consumption primarily from their parents. The parents create direct opportunities by giving him/her allowances and taking him/her on shopping excursions.

Teenagers today are becoming more and more demanding of their parents’ time and money. They are initiated into consumerism at a very early age. Repeated viewing of advertisements creates wants and needs and reinforces more than over pre-existing wants. A great deal of psychological research into children’s understanding of TV points to ‘Perceived reality’ as an interviewing variable mediating ‘the effects of TV’ on viewers(14). So according to this model the more realistic the viewer perceives programmes to be, the greater the influence of these programmes is likely to be on his/her
behaviour and attitude. This approach is criticized by more recent theorists who stress the active, dynamic interpretation of programmes by viewers and the openness of programmes to such interpretations(15). Nevertheless, even semiotic theorists tend to argue that in making modality judgements the more reality you attribute to a message, the more likely you will be affected by it in some way(16).

TV is successfully promoting a consumer culture among children. It creates wants amongst them by influencing through attractive advertisement. Heavy viewers fulfill their wants by pestering their parents and succeeding in their effort. Television promotes not only consumerism, also a way of life. Those who cannot cope with the lifestyle portrayed by TV are frustrated. Sowing the seeds of frustration in the minds of children is harmful to them. This could lead to other behaviour disorder at a later stage.

1.8 THE PRESENT STUDY AND ITS BASIC QUESTIONS:

Major changes have occurred in almost all types of media during liberalization, privatization and globalization era. The above introduction to television advertising and children consumer clearly shows that 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 along with 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 then 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 realized its massive reach.

In the light of above mentioned sweeping changes in TV advertising and children consumers along with on the marketing front, the researchers thought it fit to conduct studies on TV advertising influence on children consumer. Again it would be very valuable and interesting to investigate what are the effects of TV advertising on children consumer; since TV advertising is a multifaceted and multidimensional business activity, and undertaking research on TV advertising and knowing its impact on children consumer is itself a challenge.

The basic purpose here is to gauge the attitude of those children who are most probably influenced by TV advertising as consumers and to know the perception of people towards TV advertising. The study also deals with effectiveness of TV advertising celebrity on children consumer.

In the changed market scenario there is increased concerned for the role of TV advertising in society and its necessity as communication business and marketing tool. Therefore an attempt is made in the present study is to assess the influence of TV advertising on communication, children purchase request and on family’s purchase decision. In other words the problem of the survey, in general, is to unveil whether the reaction of children consumers towards television advertising is favourable and answer the following basic questions of research in particular: Further the study is undertaken to answers some of these basic questions

1. Do children like to see TV advertising?
2. What is the opinion of children about TV advertising?
3. Do children obtain product related information through TV advertising?
4. Do children aware of TV advertising?
5. Do children consumer see, read or hear any other media for advertising?
6. Which is the most appealing media?
7. With the exposure of TV advertising, how children influence family's purchase decision?
8. What are the effects of TV advertising on children consumer?
9. To what extent TV advertising influence children's purchase decision?
10. Whether TV advertising create conflicts between children parent interaction?

In order to answer the above questions, Thane city is selected for study purpose and the universe consists of 6 to 14 years age group school going children and their parents. 200 samples were collected. The survey was based on random as well as convenience method. Questionnaire method was used for collecting data. The relationship of the age, the sex and the income of the child was worked with child's interest in TV advertisement and his/her TV viewing. Further the relationship of children was worked out with purchase request to parent, opinion about TV advertising. A detail research method of the study along with review of literature is given in the chapter two.

1.9 PLAN OF THE STUDY:

The study is divided into six chapters. Chapter one introduces the Television, advertising and children consumer.
The second chapter review the literature on television advertising and children consumer. This chapter further present detail research methodology which includes the research problem, objectives and assumptions. Further, it outlines the detailed sample design which consists of location, universe, sample size and technique, collection of data, tabulation and editing of data producer, analysis and interpretation of data, variables definitions and limitations of the study also discussed in this chapter.

Chapter three assess and analysed the profile of the sample child and parents respondents, which includes age, gender, qualification, income, occupation, marital status and religious.

Chapter four studies the communication influence of TV advertising on children consumer. This is studied and examined in terms of children on TV viewing, preference of children for TV channel and programme, interest of children in TV advertising, ability of children to perceive advertising and celebrities influence on children.

Chapter five measures influence of TV advertising on children’s purchase request, family purchase decision, extent of parent’s interest in TV about parents perception of children’s purchase request.

The last chapter of the study presents the major findings of the study and provides some suggestions.
REFERENCES


3. David Potter, People of Plenty, p.175.


5. Ibid.


