

## **CHAPTER 5**

5.1 Discussion

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## CHAPTER 5

### **Synthesis of results**

*In the previous chapter the results of the analyses have been presented. This chapter attempts to synthesize and discuss the results obtained and findings in relation to the research questions and the proposed hypotheses.*

### **5.1 Discussion**

“Children have great influence on their parents spending. In a review of marketing literature, from the USA mainly”, Roedder John (1999) finds that older children have more influence than younger children. Younger children influence indirectly by their mere presence and by their special needs, setting certain limits and demands to what the family can do. Older children have the most influence on shopping relevant for children, moderate influence on family activities and the least influence on durable consumer goods and expensive goods. Therefore, the influence of children differs with different age groups of children. While making policies and strategies, marketers try to make advertisements in a way, that lure the children and makes them pester their parents about buying certain products.

Hence the purpose of this study was to identify the performance indicators for children’s attitude towards Television advertisements from parent’s perspectives. The factors were identified and adopted from review of relevant existing studies in the field of Television advertising and marketing to develop research framework for assessing children’s attitude towards Television advertisements. The research area was confined to impact of Television advertising on kids as they influence their parents' buying behaviour and decision making, they represent the future adult consumers. The researcher explicitly wants to learn, if this attitude towards Television advertising creates pester power among children and how does that affect the buying behaviour of the parents. A review of literature about the impact of television advertising on children have been investigated broadly within three research

aspects—children attitude towards advertising literature, the pester power literature and the impact on the buying behaviour of parents literature. Some modifications were made with addition of new variables to test the proposed framework in the context of how television advertising targeted at children impacts the buying behaviour of parents.

A series of hypotheses were developed based upon the objectives to find the performance indicators of children's attitude towards Television advertisements and how they are related. The set of hypotheses were tested during the empirical part of the study and the findings that follow from the analyses are presented according to the hypotheses proposed.

The study elicits four attitude dimensions perceived by parents whose children are in the age group of 8- 14 years and watch Television advertisements: Entertainment, Information, Credibility and Likability. The findings are consistent with our proposed quality dimensions.

### **5.1.1 Discussions on H1: Informativeness (Inf) through a TV advertisement has an effect on Children's attitude towards TV advertisements.**

Information (Inf) was considered as one of the performance indicators for children's attitude towards Television advertisements in this study. "In the previous studies done earlier, Calfee and Ringold (1994) reported that advertising provides product information, leading to consumer education which helps in more exact matching between consumers' needs and wants and producers' offerings". "Apart from creating meanings that relate to the children's universe of values, goals and expectations, advertising plays a vital role in providing information about products" (Freidmann & Zimmer, 1988; Kwan, & Eze, 2012). Product information affects consumers' attitude towards advertising by providing information about product improvement, newly launched products, and so forth. The factor Inf was represented by three items in the questionnaire as "Kids feel TV ads provide relevant product information", "Kids feel TV ads are useful", and "Kids feel TV ads are informative". Factor loadings of the items Inf\_item1, Inf\_item2 and Inf\_item3 were found to be 0.65, 0.85 and

0.52 respectively. Factor loading of Inf on the Catt was found to be 0.19. Inf\_i1 explains 42% of the variance towards Inf. Inf\_i2 and Inf\_i3 explain 72% and 27% of the variance towards Inf. The loadings were found to be significant statistically.

The observations explain that Information acts as an antecedent to the formation of children's attitude towards Television Advertisements. Thus H1 is significant and is justified.

### **5.1.2 Discussions on H2: Entertainment (Ent) through a TV advertisement has an effect on Children's attitude towards TV advertisements.**

Another very important factor which influences the children's attitude towards Television advertisements is the Entertainment dimension of Advertisements. "Ent takes into account the characteristics of entertaining, being funny, use of humour, catchphrases and jingles" (Rolandelli, 1989; Ross et al, 1984). This factor was represented by three items in the questionnaire: "Kids find TV ads entertaining and funny", "Kids find TV ads enjoyable" and "Kids find TV ads engaging". Entertainment dimension of Television advertisements makes children get attracted to advertisements with up tempo music, swift action and attractive child models and can create an attitude towards Television advertisements. "Children also get attracted to entertaining advertisements incorporating humour, cartoon characters, famous people, child models, animals and swift action" ([36] Ross *et al.* , 1984; [4] Blosser and Roberts, 1985; [35] Rolandelli, 1989; [9] Collins, 1990; [23] Maher *et al.* , 2006).

Our findings conform to the requirement showing factor loadings for Ent as a sub dimension to children attitude towards Television advertisements (Catt) of -0.22 thus explaining the importance of Ent explained by children attitude towards Television advertisements. Since the study was confined to only children's attitude towards Television advertisements only some features could be captured rest was considered as residuals. Ent\_i1 explains 53% of the variance towards Ent. Ent\_i2 and Ent\_i3 explain 66% and 68% of the variance towards

Ent .The factor loadings were found to be 0.73, 0.81 and 0.82 respectively, which means that Ent\_i1 is contributing 73%, Ent\_i2 is contributing 81% and Ent\_i3 is contributing 82% in the formation of Ent. The regression values were quite high and significant reiterating that the items explain the factor quite well. The observation implicated that parents generally feel that Entertainment dimension of advertisements creates an attitude of children towards advertisements. The negative factor loading for Ent as a sub dimension to children attitude towards Television advertisements (Catt) of -0.22 explains that as the entertainment dimension increases, then the attitude formation may decrease accordingly as the sample taken was from parents whose children were more of in the age group of 10 – 14 years of age. These children are now a days well informed and don't just get swayed by only the lure of the TV ads. They want the advertisements to give them the authentic information. Though the loadings are shown negative, yet they were found to be significant statistically. It was decided to accept the factor's contribution because the indicators are quite important to assert children's attitude towards advertising.

### **5.1.3 Discussions on H3: Credibility (Cred) of a TV advertisement has an effect on Children's attitude towards TV advertisements.**

Derbaix and Pecheux (2003) “developed a new scale to assess children's attitude towards television advertisements”. Credibility and entertainment aspect was developed two major factors to measure attitude. Credibility was further reinforced by Ashill and Yavas (2005) who also developed believability as a predictor to attitude towards children.

The factor Cred was represented by three items in the questionnaire as “Kids find TV ads credible”, “Kids find TV ads trustworthy”, and “Kids find TV ads honest”. Factor loadings of the items Cred\_item1, Cred\_item2 and Cred\_item3 were found to be 0.57, 0.83 and 0.65 respectively. Factor loading of Cred on the Catt was found to be 0.38. Cred\_i1 explains 32% of the variance towards Cred. Cred\_i2 and Cred\_i3 explain 69% and 42% of the variance towards Cred. The loadings were found to be significant statistically.

It was found that younger children are more confident about the TV advertised product while older children tend to rely on the quality of the advertised product. This shows that older children are quite sceptic about the credibility and truthfulness of the advertisements which may not allow them to develop a positive attitude towards advertisements. In our survey, older children were found to be finding Television advertisements to be more credible. It therefore appears that the children's perception of credibility and believability about the advertised messages is also a function of their age. Credibility of advertisements is related to consumers' perceptions of the truthfulness and believability of advertising in general. The parents of these kids usually felt children have a certain belief about advertisements that it provides truthful information. The trustworthiness/usefulness factor included items related to advertising's credibility and informativeness. As the study aims at developing an instrument to assess children's attitude towards Television advertising for understanding buying behaviour of parents, the hypothesis was accepted.

#### **5.1.4 Discussions on H4: Likability (Lik) of a TV advertisement has an effect on Children's attitude towards TV advertisements.**

Children have a liking towards Television advertisements due to the animated characters which engages children's attention. "It is now consistently recognised that advertising likeability has a very important role in an advert's influence on consumer behavior" (e.g. Biel & Bridgewater, 1990; DuPlessis, 1994a). "Liking an advert has even been shown to be the strongest factor linked with persuasion and sales" (Haley & Baldinger, 1991), and is thus considered a very important measurement of advertising effectiveness. The literature on advertising likeability can be divided into two approaches. Studies taking the first approach, known as profile studies, aim to determine what viewers think or feel after viewing an advert. "Studies have asked target audiences to describe adverts by selecting adjectives" (Aaker & Bruzzone, 1981; Biel & Bridgewater, 1990; Aaker & Stayman, 1990; Greene, 1992) or statements (DuPlessis, 1994a). The second approach involves studies which measure Attitude towards the advertisement (Aad). "Aad studies focus on measuring attitude

construct; in terms of affective and cognitive reactions, and relations with attitude towards the brand (Ab)” (e.g. Batra & Ray, 1986; Lutz, 1985; MacKenzie, Lutz & Belch, 1986; MacKenzie & Lutz, 1989). Three observed variables; Lik\_item1, Lik\_item2 and Lik\_item3 were included in the questionnaire as “Kids pay more attention to TV advertisements”, “Kids feel good while viewing advertisements” and “Kids like to have products advertised on TV”. The factor loadings of the indicators were 0.62, 0.91 and 0.63 respectively. Lik\_i1 explains 39% of the variance towards Lik. Lik\_i2 and Lik\_i3 explain 82% and 39% of the variance towards Lik. The regression weights of Lik on Catt were found to be significant with values of 0.26. The factor was accepted as it had strong theoretical basis and there was a considerable loading.

### **5.1.5 Discussions on H5: Children's attitude (Catt) towards Television advertisements is related to the Pester Power of Children.**

“Children who have a positive attitude towards Television advertisements either buy these products themselves or ask their parents to purchase them; and those children who have a negative attitude towards the Television advertisements either ignore the advertisements or do not ask their parents to purchase them” (Evra, 1990). “Television advertisements had certain effects on children: they tend to create appeal in such a manner that it often leads to continuous requests to parents for purchase, which many a times further leads to parent child conflict” (Andguladze, 2007). “Children in their tweens are able to form beliefs about products and brands which helps them make the actual purchase or ask their parents to purchase them the product” (Mc Neal and Ji, 1999).

This factor was represented by three indicators Catt\_item1, Catt\_item2 and Catt\_item3 in the questionnaire as: “Overall, children consider TV ads a good thing”, “Overall, children dislike TV ads” and “Overall, I feel kids opinion about TV ads is favourable” respectively. The factor loadings for the observed endogenous variables has values of 0.87,0.51 and 0.66 respectively. The factor loading of Catt on Pest as shown the structural model was 0.92. The

results conform to the proposition that Children's positive attitude is one of the significant characteristics of creating pester power amongst children. The findings accord to the hypothesis.

### **5.1.6 Discussions on H6: Overall Buying behaviour of Parents (BBP) will be influenced by Pester power of child.**

Pester power and Buying behaviour of parents are two different constructs though studies have verified that there is a causal relation between the two constructs. "To reiterate the observation, researchers (Nichols and Cullen (2004), Goldstein (1994) conducted studies in various context and suggested that the standard argument is "children are naïve and therefore vulnerable to advertising; that advertising creates undesirable demands and results in parent-child conflict" established that pester power influences many parents buying behavior". Research has shown that children influence purchases beyond toys and cereals. It has been seen in United States that a child is exposed to 20, 000 advertisements in a year and have spent about \$25 billion of their money on the products advertised (Geary, 1999). "They also exert a substantial influence on their parents' consumer decision making and spending" (Hawkins et al., 2001:207). Blackwell et al. (2001:748) "state that adolescent influence on household spending varies by product user and by degree".

Pester power was measured by four indicators Pest\_item1, Pest\_item2, Pest\_item3, and Pest\_item4 represented by the statements "After watching TV ads, my child directly asks for the advertised product", "After watching TV ads, my child bargains with me to get the advertised product", "After watching TV ads, my child persuades me to buy the advertised product" and "My child cries to get the TV advertised product". Buying behavior of parents, BBP was measured separately by three indicators BBP\_item1, BBP\_item2 and BBP\_item3 represented by the statements "Overall, I choose a product because of Television advertised product", "Overall, I feel influenced to purchase Television advertised product" and "Overall, I feel children have influence in my buying decision, as they plead for the advertised product".

Regression weight of Pest on BBP were found to be significant with values 0.70. The factor loadings for the observed endogenous variables of Pest has values of 0.96,0.43, 0.38 and 0.41 respectively. Pest\_i1 explains 93% of the variance towards Pest. Pest\_i2, Pest\_i3 and Pest\_i4 explain 19%, 14% and 17% of the variance towards Pest.

The factor loadings for the observed endogenous variables of BBP has values of 0.63,0.56 and 0.48 respectively. BBP\_i1 explains 39% of the variance towards BBP. BBP\_i2 and BBP\_i3 explain 31% and 23% of the variance towards BBP. The result thus justified our proposed hypothesis and validate that greater pester power does impact the buying behaviour of parents to a great extent.

## **Synthesis of Children's attitude towards TV advertisements and pester power and overall buying behaviour of parents**

A close inspection of the results suggest that the children's attitude towards Television advertisements is satisfactorily explained by the four factors which have been derived solely based on literature review and survey conducted with parents whose children are in the age group of 8-14 years of age and watch Television advertisements extensively. All the four factors were found to be significant showing varied regression weights with the focal construct, Children's attitude. The proposed model also explains the impact of pester power on buying behaviour of parents as high as 70.

## **5.2 Recommendation**

Certain recommendations can be summarized as follows:

- The Television advertisements need to be more specific towards children

- The marketers need not to consider all tweens as a homogenous group, rather target different age groups within tweens separately. They need to formulate different advertising strategies for each group.
- The credibility aspect of the advertisements has to be really focused upon to make the advertisements look believable and realistic

### **5.3 Concluding Remarks**

The synthesis of results obtained in previous chapters conclude that attitude of children based on parental perception can be expressed by Information, Entertainment, Credibility and Likability, but the degree to which it can be explained by each factor depend on the development stage of the child. The attitude of children towards Television advertisements also influences the pester power among children and which influences the overall buying behavior of parents. The next chapter concludes on implications on practice and research, limitations and future scope for research in this area.