To study the Impact of Advertisement on Children’s Psychology: An Empirical Study with special reference to Jaipur District

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Abstract. Advertising is an important marketing communication strategy. It is an external stimulus that arouses dormant needs and leads to different stages of decision making process namely identification of alternatives, evaluation of alternatives, purchase decision and post purchase behaviour. Generally speaking, advertising fills ‘consumer information gap’. But the specific meanings attributed to advertising should be viewed from different angles.

Keywords – Advertisement, psychology, marketing, consumer.

I. INTRODUCTION

“Advertising is as old as Humanity: indeed much older; for what are the glistening colours of the flowers but so many invitations to the bees to come and “buy our product”. Everything is already there: the striking forms, the brilliant hues, even the “conditioning of the customer”.

Advertising might be defined as any device which first arrests the attention of the passer-by and then induces him to accept a mutually advantageous exchange. (Larson)

The historical role of advertising is recognized as a means of getting attention and providing information (the essence of Lave’s definition). Williams focused on the institutionalization and professionalization of advertising that began in the late 1800s in Britain and elsewhere, its commercial function, and its persuasive force. (Raymond Williams, 1980)

Advertising is manipulating the public by creating artificial needs and wants. (John Kenneth Galbraith, 1958)

Leo Burnett, one of advertising’s most colorful figures, famous for having created some of advertising’s most important personalities. Tony the Tiger, the Keebler Elves, the Jolly Green Giant, the Pillsbury Doughboy, the Marlboro Man, and Ronald McDonald. Those icons are associated with strong brand names, and it was brand loyalty that Hunt had in mind when he said advertising is “selling corn flakes to people who are eating Cheerios.”

In marketing mix, advertising is an important marketing communication strategy. It is an external stimulus that arouses dormant needs and leads to different stages of decision-making process namely identification of alternatives, evaluation of alternatives, purchase decision and post purchase behaviour. Generally speaking, advertising fills ‘consumer information gap’. But the specific meanings attributed to advertising should be viewed from different angles.

II. REVIEW OF LITERATURE

Ozdogan F, Bahur, Ahtingas M. Hakan (2010) explored the moderating effects of parent-child co-viewing of TV and parents’ discussion of content with children in the context of the family’s effect on children’s skepticism towards TV advertising. A survey of 296 consumers aged 12 to 16 in Ankara was conducted using a structured questionnaire. Constructs were measured using established scales. It was observed that the co-viewing of advertisements with parents increased the family effect. On the other hand, discussion of advertising with parents reduced the family effect. The conclusion was that parent-child co-viewing of advertisements can alter the child’s perceptions of advertisements through personal assessments.

Pomerantz, J. L. (2010) revealed that young children are targeted by food and beverage advertisers but are unable to comprehend the commercial context and persuasive intent of marketing. Although the First Amendment protects commercial speech, it does not protect deceptive and misleading speech for profit. Marketing directed at children may fall into this category of unprotected speech. Further, children do not have the same First Amendment right to receive speech as adults. For the first time since the Federal Trade Commission’s original attempt to regulate marketing to children in the 1970s (referred to as the FTC’s authority for action. The author analyzed the constitutional authority for the FTC to regulate television food marketing directed at children as deceptive in light of the most robust public health evidence on the subject.
Freston, C. (2010) observed that the children see advertising as having very little influence. Rather, they see that their parents’ involvement with certain categories have become, over time, their norm. Children do not see that the regulation of advertising of food and drink to them will have any significant effect upon their diet, as their parents will continue to consume from within the categories supplied by the retail sector, which in their view constitutes the most influential aspect of food and drink marketing.

Advertising can be regarded as having two separate functions, one of persuading and one of informing consumers. Against some who claim that persuasive advertising using irrational means is moral as long as the product or service it represents is good or useful. On the other hand, advertisements which present information in a straightforward and truthful way are always moral no matter what they advertise; indeed, only such advertisements are moral. (Paul Samill, 1983).

The ultimate function of advertising is to help produce sales. But all advertising is not, should not, and cannot be designed to produce immediate purchases on the part of all those who are exposed to it. Immediate sales results are at best, an incomplete criterion of advertising effectiveness. (Lavidge, Robert J.; Steiner, Gary A., 2000)

The function of advertising is to help to organize and modify the self-perpetuating processes of the consumer so that he is guided towards seeing and feeling a product is a good predictable way. (Lewin S. White, 1959).

Mizerski (1995) concluded that recognition, or the ability to match a cartoon trade character and product, is positively related to age. Along with this, the level of recognition and a favorable attitude towards the product were also found to be positively associated with age. Jensen (1995) also found that purchase requests by children are strongly stimulated by commercials or by friends who have purchased the product. Celebrities and cartoon characters are commonly used by marketers, as children’s views of advertising appeals are largely influenced by them.

All advertising messages perform only one function and that function is to persuade. In a moral appraisal of an advertising message, a distinction between rational and irrational persuasion can be made. Rational persuasion is consistent with the autonomy of the consumer and hence moral. Some forms of irrational persuasion may have an adverse effect on consumer autonomy and, therefore, should be viewed as immoral. (Hussein Enamalizadeh, 1985).

In an increasingly competitive marketplace, greater emphasis is being placed on brand image development as the basis for consumer discrimination. Advertising has a central role to play in developing brand image, whether at the corporate, retail or product level. It informs consumers of the functional capabilities of the brand while simultaneously imbuing the brand with symbolic values and meanings relevant to the consumer. Such dichotomous approaches to explanation are unlikely to represent the reality of consumer choice in that brand image is likely to be formed by the simultaneous absorption of advertising messages based on both the functional and expressive capabilities of brands. (Tony Meenaghan, 1995)

For search qualities, advertising provides direct information about the characteristics of the brand. For experience qualities, the most important information conveyed by advertising is simply that the brand advertises. This contrast in advertising by these qualities leads to significant differences in their behaviour. (Philip Nelson, 1974).

Table: The Eight Roles in the Family Decision-Making Process

<table>
<thead>
<tr>
<th>ROLE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initiator</td>
<td>Family member(s) who recognizes the problem or need for an item.</td>
</tr>
<tr>
<td>Influencers</td>
<td>Family member(s) who provide information to other member about a product/service.</td>
</tr>
<tr>
<td>Gatekeepers</td>
<td>Family member(s) who control the flow of information about a product or service into the family.</td>
</tr>
<tr>
<td>Deciders</td>
<td>Family member(s) with the power to determine unilaterally or jointly whether to shop for, purchase, use, consume, or dispose of a specific product or service.</td>
</tr>
<tr>
<td>Buyers</td>
<td>Family member(s) who make the actual purchase of a particular product or service.</td>
</tr>
<tr>
<td>Preparers</td>
<td>Family member(s) who transform the product into a form suitable for consumption by other family members.</td>
</tr>
<tr>
<td>Users</td>
<td>Family member(s) who use or consume a particular product or service.</td>
</tr>
<tr>
<td>Maintainers</td>
<td>Family member(s) who service or repair the product so that it will provide continued satisfaction.</td>
</tr>
<tr>
<td>Disposers</td>
<td>Family member(s) who initiate or carry out the disposal or, in the case of a particular product or service, the disposal or deactivation of a particular product or service.</td>
</tr>
</tbody>
</table>


III. RESEARCH DESIGN & METHODOLOGY

Need and Relevance of the Study

Children are the target markets of most of the marketers these days. Marketers try to attract the children in one-way or the other. Various role models and celebrities like actors, sports personalities, and renowned persons are being used by them to attract the children.

Scope of the Study

Till today, not much is known about the factors affecting behavioral response of children, who have just stepped into their teenage life, but are well informed due to their
exposure to media. It has been observed that they are well informed about vast categories of products and influence the elders for their purchase decisions.

The study assumed further importance in view of the fact that Jaipur is one of the most economically advanced states and children are having tremendous exposure to the media also. The study was focused at children's buying behaviour towards selective products and services only.

Research Methodology

Nature of the study

It is Exploratory followed by Descriptive type of research.

Sample Design

This study mainly targeted children between 11-18 years of age & their parents. The respondents were taken randomly from Jaipur City and surrounding villages.

Sample Size

- Children Sample size: 800 children
- Parent's Sample Size: 200 parents

Sampling type: Stratified random sampling

Data collection

The data to be collected from Primary sources as well as Secondary sources

Primary sources:

For Primary source a questionnaire will be prepared and this questionnaire will be filled by and scheduled interviews / personal observations and also three sources of evidence that Yin (2003) discusses were used in this study i.e. Interview, Documentation & Archival Records. Primary Data will be collected through separate structured questionnaires from respondents comprising of children and parents in the Jaipur city and surrounding villages of Jaipur.

Secondary sources:

Data collected from internet, journals, magazines, text books etc. A sample of typical secondary source can be seen as per selected bibliography & references. Comprehensive review of existing literature was undertaken to know and understand the existing gaps in the literature. Information from the various Journals (Online, Open-access, subscribed) Books, Magazines, Internet and Newspapers were scanned to know the children buying behaviour scenario and the research undertaken in the field so far.

Data Collection Tools

Separate structured questionnaire will be prepared for the children and parents' for studying the effect of advertisement on children buying behaviour.

Objectives of the Research work

The study shall have the following objectives:

1. To observe whether the children analyze a particular advertisement to be ethical or unethical.

IV. RESEARCH ANALYSIS AND INTERPRETATION

Data will be analyzed with the help of SPSS. Various tools employed to test the drafted hypothesis for analysis were: Chi-square testing, t-testing, Multiple Regression Model, Multiple Comparison, Co-relation and Regression Analysis.

The computation of the data will be done in order to do the following statistical analysis through SPSS package:

1. Descriptive Analysis
2. Correlational Analysis
3. Multiple Regression Analysis.

Descriptive Analysis

It is basically describe the basic features of the data in a study with an objective of analyzing the mean scores and the standard deviation scores. Together with simple graphic analysis like Bar graphs, descriptive statistics form the basis of virtually every quantitative analysis of data for the respondents under study.

Correlation Analysis

In order to understand the relationship among various variables, Correlational analysis was done.

Multiple Regression Analysis

The stepwise multiple regression analysis was done to determine the relative contribution of the independent variables on the dependent variables.

Advertisements and Children Buying Behaviour

Advertisement is the integral part of the business organizations which wants its product to be reached to the customer and then converts those customers into consumers. No organization can survive these days without advertisements.

Parent’s Perception of Children Buying Behaviour:

Family has a major role in children buying behaviour and this cannot be ignored. Marketers know that children usually buy those products which are approved by the family. Parents are role models for children. Children always like to seek advice from family regarding various purchase decisions. Parents serve as gatekeepers for children as they minutely watch products and services consumed by the children. Marketers also know that parent’s play a very important role in children buying behaviour. Parents today shop with their children and are more likely to seek their advice in buying various products.
Chi-Square Testing

<table>
<thead>
<tr>
<th>Chi-square calculated Value</th>
<th>Degrees of freedom</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>346.72</td>
<td>11</td>
<td>.000</td>
</tr>
</tbody>
</table>

*Significance level at 5%

Above Table explains the findings by empirical testing using chi-square model which depicted that time spent have a positive contribution towards age wise analysis.

Table: Time spent by children on watching Television in proportion per day

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Valid Percentages</th>
<th>Time in hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>45.5%</td>
<td>&lt;1 hr</td>
</tr>
<tr>
<td>2</td>
<td>29.4%</td>
<td>1-2 hrs</td>
</tr>
<tr>
<td>3</td>
<td>15.9%</td>
<td>2-3 hrs</td>
</tr>
<tr>
<td>4</td>
<td>6.2%</td>
<td>3-4 hrs</td>
</tr>
<tr>
<td>5</td>
<td>3.0%</td>
<td>&gt; 4 hrs</td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table depicts time spent by children on watching television in proportion per day. As per the previous studies, an average Indian child watches 2 hours of television per day. As per the table, approximately 74.5% of overall children watch less than 2 hours, 45.3% children spend less than one hour per day; 25.4% children spent between 1-2 hours per day; 15.9% spend between 2-3 hours; 6.2% between 3-4 hours while only 3% children spend more than 4 hours on watching television per day. Hence we can conclude that as hours are increasing, proportionate time spent on watching television is decreasing.

Table: Parent Child Interactions

<table>
<thead>
<tr>
<th>Parents watching T.V. in hours</th>
<th>Parents watching T.V. with children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents watching T.V. in hours</td>
<td></td>
</tr>
<tr>
<td>in hours</td>
<td></td>
</tr>
<tr>
<td>Significance</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>300</td>
</tr>
<tr>
<td>Parents watching TV with Child</td>
<td></td>
</tr>
<tr>
<td>Significance</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>428</td>
</tr>
</tbody>
</table>

Note: *Correlation is significant at .05 level (2-tailed)

N: Total Sample (Parent's)

H1: There is strong correlation between parent child interactions while watching television.

Table depicts the association between parent child interactions who are using television as media. It was found there is a significant positive association but is quite less (r = 0.127) which means that the children are spending more hours without the presence of parents. This may be due to the fact that parents are generally concerned with social well being of their children and remain outside for earning their livelihood. Value of significance is lesser than .05 (0.028) which means there is significant association between parent child interactions. This showed that alternate hypothesis is accepted. Hence the parents are advised to show more parental concern to mediate and control and discuss the content and intent of advertisements with their children.

V. CONCLUSION

Advertisements have been playing an important role in transmitting the message of the organizations to the consumers. In highly competitive market, organizations are trying their best to become market leaders by creating awareness and brand loyalty of their products. Today, children are more informed customers at an early age as they have become powerful influencers in household buying decisions. The changing socio-economic, socio-cultural, political and economic orders have transformed the child into a much aware consumer. They not only attempt to influence their parents to purchase their own products but other household products also. Parents find themselves under enormous pressure from "Peer Power" as they face ever growing demands from their children. The amount of influences exerted by children differs by product category and stage of decision making process. For some products, they are active initiators, information seekers and buyers; whereas, for other product categories, they influence purchases made by the parents.

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ABSTRACT:-
In the highly competitive market, organizations are trying their best to become market leaders by creating awareness and brand loyalty of their products. Creation of awareness mostly depends on persuasive communication with the present and potential buyers. Here, comes the role of advertisement. Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, an instrument of business management, a field of employment and a profession. Advertising is a mass communication process of persuading the prospects by convincing them to buy goods and services with increased satisfaction to the customers & profits to the sponsors. It is that instrument of marketing which acts as effective multiple sales people, reaching good many people at one time, quickly, effectively and at a relatively lower cost.

INTRODUCTION:-
American Marketing Association defined advertising as "any paid form of non-personal presentation of ideas, goods or services by an identified sponsor." Advertising is the non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media. (Arens, 1996)

Origin and Growth of Advertising
Though advertising, in its present form, is the product of the current century but as a business force it is not a new tool. It has the longest history taking us back to the history of mankind and human civilization. Though we fail to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication. Historical documents and archaeological researches have confirmed the existence of advertising in the ancient times. Advertising by "word of mouth" is probably the earliest form of advertising as oral skills were developed well before reading and writing.

Role and Function of Advertising
Product and advertisement are neither completely dependent nor completely independent. The advertisement of a bad product cannot be good. The advertisement of a good product is not necessarily good. In the case where consumer sovereignty cannot be assumed, the goodness of an advertisement depends solely on the goodness of the product. In the case where consumer sovereignty can be assumed, the goodness of an advertisement depends first on whether the product is good, and if so, whether the advertisement preserves individual autonomy. (Kam-Hon Lee, 1987)

In an increasingly competitive marketplace, greater emphasis is being placed on brand image development as the basis for consumer discrimination. Advertising has a central role to play in developing brand image, whether at the corporate, retail or product level. It informs consumers of the functional capabilities of the brand while simultaneously imbuing the brand with symbolic values and meanings relevant to the consumer. These two functions of advertising closely parallel the informational and transformational schools of advertising effects and theories on the central and peripheral routes to consumer persuasion. Such dichotomous approaches to explanation are unlikely to represent the reality of consumer choice in that brand image is likely to be formed by the simultaneous absorption of advertising messages based on both the functional and expressive capabilities of brands. (Tony Moonaghan, 1995)

Buying Behaviour
Successful marketers regularly studies buying behaviour of the consumers. Extensive researches are carried out to understand consumer behaviour towards buying decisions. The objective is to know how a consumer makes a
decision regarding buying or not buying any product. A family or household is considered to be the basic decision making unit regarding purchases.

According to Cart Wright, "Influence has been defined as something that is inferred when one person acts in such a way as to change the behaviour of another in some intended manner". Thus influence involves actions by family members that make a difference during the decision making process. The decision making process usually involves the following stages:
- Problem recognition
- Search for information
- Evaluation of alternatives
- Final choice

The decision to purchase a product or service by a family or household depends on the various roles played by a household member in the purchase, consumption and influence of products. The stages in the decision making process are usually linked to the decision making roles.

**Stages of the Consumer Buying Process**
1. **Problem Recognition**: The buying process starts when the buyer recognizes a problem or a need. The need can be triggered by internal or external stimuli.
2. **Information Search**: An aroused customer will be inclined to search for more information about the product.
3. **Evaluation of the Alternatives**: Here, the consumer evaluates the various brands which are available in the market.
4. **Purchase Decision**: Consumer makes a decision to prefer a particular brand as compared to others and buy that brand.
5. **Post Purchase Behaviour**: After purchasing the product, the consumer will either be satisfied or dissatisfied or delighted with the product.

**Participants in the Buying Process**
A person can play any of the following roles in a buying decision, which are:
- Initiator
- Influencer
- Gatekeeper
- Decider
- Buyer
- Preparer
- User
- Mainstream
- Disposer
- User

**REVIEW OF LITERATURE**
- Jain, Roy, Daswani, Sudha (2011) aimed to explore the relative effectiveness of a human celebrity endorser vis-à-vis a fictional celebrity or character endorser on teenage consumers’ attitudes. The study suggested that, for food and non-food low-involvement product categories, the impact of a human celebrity is more than that of a fictional celebrity. Regarding the purchase intentions of teenagers, it was found that a human celebrity is more effective than a fictional celebrity in food and non-food low-involvement products. In the case of the high-involvement product, the human celebrity was not found to create favorable consumer attitudes.
- Kaur, Medury (2011) observed that children today not only form a lucrative market segment on their own, but also have a significant influence on family purchases. The purpose of this study was to investigate the impact of family characteristics, such as family communication pattern and patronial status of the child during the process of purchase. The study indicated that significant relationships existed between the aforementioned family characteristics and child’s influence in the final purchase decision within the family.
- Kaur, Singh (2011) observed that TV competes with family, school, society and religious institutions to provide role models and information that affect children’s beliefs, values, behavior, attitude and lifestyle. This study was conducted to make note of TV viewing patterns amongst children from middle and upper middle socio-economic strata of the urban society. A sample of 400 children of 8 to 10 years of age, across the region of Punjab was selected. It was found that on an average, children watch two hours or less of TV daily and most of them indulged in bedtime TV viewing. They watched TV primarily for entertainment and for learning. Children’s most preferred program was children’s shows/serials, followed by cartoon/animated programs. More number of girls and older children watch TV to learn and to counter loneliness and because parents discuss TV more often with them compared to boys and younger children.
NEED AND RELEVANCE OF THE STUDY
Children are the target markets of most of the marketers these days. Marketers try to attract the children in one-way or the other. Various role models and celebrities like actors, sports personalities, and renowned persons are being used by them to attract the children. They know one thing; that in case they are able to convince the children, then they will be able to capture a sizeable part of the market. They try to do this with the help of attractive advertisements taking into consideration the mental level of the children. Efforts are always made by the marketers to make the advertisements appealing to the children. These days, when marketers are finding it difficult to convince the adults and the elderly persons regarding their products, they are finding easy ways to market their products. They have found the solution in case of children. They know that once children are convinced, then they will be able to convince the elders & the organizations will be able to increase their sales. The condition is the same, whether the product is directly related to the children or not. Children help their parents in their buying decisions. Parents seek for their opinion regarding their choice & preference about the various children and other household products. Due to the strong influence of children in the families, some purchase decisions are highly dominated by them. It became necessary to study the effect of advertisements on children behaviour, especially buying behaviour. The study will be undertaken to study the effect of advertisement on children buying behaviour. Efforts will be made to know whether an advertisement convinces the children to either buy the product themselves or persuade their elders to buy the product.

CONCLUSION
Advertisements have been playing an important role in transmitting the message of the organizations to the consumers. In highly competitive market, organizations are trying their best to become market leaders by creating awareness and brand loyalty of their products. Today, children are more informed customers as early age as they have become powerful influencers in household buying decisions. The changing socio-economic, socio-cultural, political and economic orders have transformed the child into a much-aware consumer. They not only attempt to influence their parents to purchase their own products but other household products also. Parents find themselves under enormous pressure from “Pester Power” as they face ever increasing demands from their children. The amount of influences exerted by children differs by product category and stage of decision making process. For some products, they are active initiators, information seekers and buyers; whereas for other product categories, they influence purchases made by the parents.

No doubt it is a challenging job for researchers to go in brain teasing of children. The finding of this research has potential application for advertisers in gaining an intimate understanding of this market segment. The present study made an attempt of identifying, assessing and evaluating the relevant external and internal factors which have significant impact on children of respective ages. Illustration of the role models and serves as gate keepers for children’s media viewing. Advertisers need to obtain green light of gatekeepers before they target children. Firstly, it is important that how parents perceive displayed advertisements and which factors specifically incite them to restrict their children viewing. This study provides a benchmark to longitudinally examine various product lines directed to children. This would be useful information for advertisers, for parents, for regulatory bodies and for special interest groups, all of whom have common commercial goals. This even adds a new dimension to information that how child of different ages can differentiate between advertisement content and intent.

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