

Impact of Television Advertisements on Children: An Empirical Study with Reference to Chocolate Brands

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It is apparent from the literature that television advertisement influence children particularly in products like chocolate, biscuits, food supplements, tooth paste, toys etc. Advertising is second only to films as far as its influence on the society is concerned. Advertising is the most influential and powerful medium in the present commercial society. The main objective of this study is to find out, how children are influenced by the television advertisements. There are both good and bad impact of advertisement. The focus of the study is on effect of television advertisements on children with special reference to confectionary products. An attempt has been made to know the children's awareness about confectionery products & their advertisements, to measure the impact of advertisement of confectionery products on children, to study the association between preference of children and demographic factors such as Gender and Medium of study. Descriptive research design was used as the study followed structured design with predetermined objectives & hypotheses. Primary data have been collected through questionnaire. Chi square test and Analysis of Variance (ANOVA) was carried out to test the hypotheses. The study comes out with useful insights and recommendations.

Keywords: Television Advertisement, Chocolate Brands, Children's Preference

Introduction

Advertising as one of the essential element of marketing management is considered as an important factor in the global business. As far as its influence on the society is concerned, Advertising is second only to movies. Advertising is the most influential and powerful medium in the present commercial society. It helps us to get worldview. It shapes our attitude and beliefs. Advertisements encompass every aspect of our life and most of us are hardly aware of it (Sarma, 2007). In 2011, the Indian Media & Entertainment (M&E) Industry registered a growth of 12 percent over 2010, to reach INR 728 billion, as per the FICCI-KPMG report. The growth line is backed by strong consumption in Tier 2 and 3 cities, continued growth of regional media, and fast increasing new media business. Overall, the

industry is expected to register a CAGR of 15 percent to touch INR 1,457 billion by 2016. Television continues to be the dominant medium, sectors such as animation & VFX, digital Advertising, and gaming are fast increasing their share in the overall pie (KPMG-FICCI-Frames-Press-release-2012).

Television is emerging as the most important contributor to human social behaviour; it is unquestionably an important source of social influence. Extensive research carried out by many researchers and it has been indicated that the television can and does influence our feelings, attitude and behaviour (e.g. Wartella, Olivarez, & Jenning 1998). Recently there is a tremendous growth in media industry. In both the long-term and short term, our experience of media image

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contributes in significant ways to the way we think, act, and feel, and to our broader belief about the world and social reality. There are number of theoretical model and approaches help to explain the complex links between media exposure and its effects (Ann Sanson, 2000).

A major review of the field, conducted by Hastings et al (2003) for the Food Standards Agency, has focused academic, policy and public attention on the role that food promotion, particularly television advertising, plays in influencing children's food choices, defined in terms of food knowledge, preferences and behaviour.

Few years back children of 5 years age, would not be able to distinguish advertising from programs; however, by about 7 or 8 years of age, children have learned to identify the persuasive intent of advertising, distinguishing it from information. From 12 years of age, children can surely articulate a critical understanding of advertising, even becoming skeptical or distrustful of it. More advanced media literacy does not necessarily constitute a sort of "cognitive defense" towards advertising effectiveness (Livingstone and Helsper, 2004), Research on Children's Perceptions found that they could apply this knowledge and critically evaluate advertisements. Subsequently they were more skeptical than younger children about claims made in advertising (Bulmer, 2001 as sited in World Federation of Advertisers 2007).

Confectionary Product's Advertisement and Children

In 1950s, confectionery industries was an unorganized market and added negligible to the growth of economy. In the era of 1999s, with the globalization of Indian economy, the growth of confectionery industry took a high peak and accelerated the growth of Indian economy. Confectionery includes sweet food items that have high calories and however they have low

nutritional content like mint candies, toffees, lollipops, chocolates, chewing gums and candies. Confectioneries play a major role in special occasions and festival in India. Therefore, in India, the confectionery industry has got a huge potential and this sector has grown recently in the India with the entry of many foreign companies. Indian companies are also growing steadily and this field and they are acquiring the top positions in this sector. The names of India top players, who are dominating the confectionery industry, are Cadbury India Ltd., Lotte India Co. Ltd., Candico India Ltd., Nestle India Ltd., Lotus Chocolate Company Ltd., and Campco Ltd.

Indian confectionary players heavily spend on advertisement of their confectionery products. As a result of that industry observed a decline in the share of non-branded products. Children today are extremely aware of the various brands in the market and are conscious of the products they use or consume. They pick and choose carefully according to their needs, style, preferences etc. They also exercise a lot of independence in decision-making and influence the family buying behaviour. Today's kids are well informed, better than their parents. This is because virtually from birth today's children are exposed to TV commercials, banner ads, billboards, logos and product promotions (Singh & Ram, 2010).

Children today are exposed to all types of advertisements on the various media like the television, print media and internet among which Television is the most influencing media in case of children (Effect of Advertisements on Children). Children over the span of ages 2-11 years, they develop consumption motives and values as they are exposed to commercial activities; they develop knowledge about advertising, products, brands, pricing, and shopping; and they begin to develop strategies for purchase requests and negotiation. Before a certain age, children lack the defenses, or skills, to

discriminate commercial from relationship from television advertising to adiposity (Institute of Medicine, 2006), An review of previous research could significantly find no study that examined the relation between children's understanding of advertisings' persuasive intent and the impact of advertising; this relation has been generally taken for granted without any kind of scientific research supporting it as specially in case of confectionary products in India.

Research Methodology

The main objective of this study is to find out, how children are influenced by the advertisements especially of confectionary products. There are both good and bad impact of advertisement. The focus of the study is on effect of television advertisements on children with special reference to confectionary products. An attempt has been made to know the children's awareness about confectionery products & their advertisements, to measure the impact of advertisement of confectionery products on children, to study the association between preference of children and demographic factors such as Gender and Medium of study. Descriptive research design was used as the study followed structured design with predetermined objectives & hypotheses. Well structured Questionnaire has been randomly administered to 130 children (7 to 15 Years of Age) of different school of Baroda through schedule method of primary data collection.

Measures

In order to study the children's preference for different television programme, they have been asked to rate different kind television programme like cartoon, movies, reality shows with scale - 1=Never watch, 2= Rarely watch, 3= Sometime watch, 4=Always watch .

In order to know the children's preference for different chocolate brand they have been asked to rank the different brands of chocolate. So far as liking of

advertisement is concerned, they have been asked respond to five point scale - Crazy about advertisement, like very much, like the advertisement, not like much and not at all like advertisement

It has been asked to children that do they ask advertised brand of chocolate after watching the advertisement with scale never, rarely, sometimes, always. List of reasons behind asking particular confectionary products have been give to children and they have been asked to rank them.

Hypotheses of the study

TV watching habit of children and Gender

H0: TV watching habit of children is independent of Gender

H1: TV watching habit of children depends on Gender

TV watching habit of children and Medium of study

H0: TV watching habit of children is independent of Medium of their study

H1: TV watching habit of children depends on Medium of their study

Medium of Study and Preference for different Programmes

H0: Gujarati and English medium students are not significantly different in their preference for different television programmes.

H1: Gujarati and English medium students are significantly different in their preference for different television programmes.

Preference for different Programmes on basis of Gender

H0: Girls and Boys s are not significantly different in their preference for different television programmes.

H1: Girls and Boys are significantly different in their preference for different television programmes.

Impact if advertisement in buying on basis of medium

H0: There is no significant difference between English and Gujarati medium students regarding impact of advertisement on chocolate & Biscuit buying

H1: There is significant difference between English and Gujarati medium students regarding impact of advertisement on chocolate & Biscuit buying

Findings

- From survey, it has been found that more number of children (64%) watch television for 1-2 hours a day. There are very less number of children (2 %) who watch television for less than 1 hour a day. Around 33 children watch television for more than 3 hours. There are less than 1 per cent children who watch television for more than 4 hours.
- As far as watching any particular program on television is concerned, children like to watch cartoon movies or cartoon serials on television. Children also like to watch movies on television.
- Majority of children are familiar with the advertisements of Chocolates. Five Star and Cadbury chocolates are their favorite brands.
- After watching advertisement of confectionary products majority of children demand to purchase that confectionary product.
- Majority of children like to buy confectionary products because it gives free tattoo and other promotional things. There are some children who like to buy confectionary products just because his/her favorite celebrity is associated with the advertisement of that product.
- After watching advertisement of confectionary products children sometimes insist their parents to purchase that product for them.
- When children insist their parents to purchase confectionary product after watching its advertisement, parents generally do agree with them.
- TV watching habit of children and Gender are independent of each other. It means that TV watching habit does not dependent on gender (Refer table-1).
- Children of both the medium watch the television with same duration. Therefore, it can be concluded that TV watching habit does not dependent their medium of study. (Refer table-2).
- Gujarati medium students more like to watch cartoon programme while English medium student like to see more movies on television. (Refer table-3).
- There is no significant different in case of impact of advertisement on buying of English and Gujarati medium students (refer table-7). Both medium students are moderately influenced by television advertisement for buying chocolate (Refer table-8).

Table-1: Cross tabulation TV watching habit of children and Gender

Duration of TV watching	Frequency	Gender		Total
		Male	Female	
1-2 hours	Count	47	39	86
	Expected Count	45.6	40.4	86.0
3-4 hours	Count	22	22	44
	Expected Count	23.4	20.6	44.0
Total	Count	69	61	130
	Expected Count	69.0	61.0	130.0
Pearson Chi-Square Value (.615)				

Table-2: Cross tabulation of TV watching habit of children and Medium of study

Duration of TV watching	Frequency	Medium of the Study		Total
		Gujarati	English	
1-2 hours	Count	32.0	54.0	86.0
	Expected Count	32.4	53.6	86.0
3-4 hours	Count	17.0	27.0	44.0
	Expected Count	16.6	27.4	44.0
Total	Count	49.0	81.0	130.0
	Expected Count	49.0	81.0	130.0
Pearson Chi-Square Value (.874)				

Table-3: Medium of Study wise Children Preference for different Programmes

Programme	Medium	N	Mean	Std. Dev.
Cartoons	Gujarati	49	3.47	.680
	English	81	3.06	.857
	Total	130	3.22	.816
Reality shows	Gujarati	49	1.88	.971
	English	81	2.07	.863
	Total	130	2.00	.906
Movies	Gujarati	49	2.39	.862
	English	81	2.72	.869
	Total	130	2.59	.878
TV serials	Gujarati	49	2.45	.765
	English	81	2.48	.910
	Total	130	2.47	.855
Musical (Song based) programmes	Gujarati	49	2.61	.702
	English	81	2.60	1.021
	Total	130	2.61	.911
Sports	Gujarati	49	1.88	.726
	English	81	2.15	1.050
	Total	130	2.05	.947

Table-4: Medium of Study wise Children Preference for different Programmes ANOVA

Programme	Medium	Sum of Squares	df	Mean Square	F	Sig.
Cartoons	Between Groups	5.074	1	5.074	8.028	.005
	Within Groups	80.895	128	.632		
	Total	85.969	129			
Reality shows	Between Groups	1.179	1	1.179	1.440	.232
	Within Groups	104.821	128	.819		
	Total	106.000	129			
Movies	Between Groups	3.291	1	3.291	4.383	.038
	Within Groups	96.102	128	.751		
	Total	99.392	129			
TV serials	Between Groups	.032	1	.032	.044	.835
	Within Groups	94.345	128	.737		
	Total	94.377	129			
Musical (Song based) programmes	Between Groups	.002	1	.002	.002	.965
	Within Groups	106.991	128	.836		
	Total	106.992	129			
Sports	Between Groups	2.236	1	2.236	2.521	.115
	Within Groups	113.488	128	.887		
	Total	115.723	129			

Table- 5: Gender wise Children Preference for different

Programme	Gender	N	Mean	Std. Dev.
Cartoons	Male	69	3.25	.812
	Female	61	3.18	.827
	Total	130	3.22	.816
Reality shows	Male	69	2.00	.955
	Female	61	2.00	.856
	Total	130	2.00	.906
Movies	Male	69	2.65	.888
	Female	61	2.52	.868
	Total	130	2.59	.878
TV serials	Male	69	2.52	.851
	Female	61	2.41	.864
	Total	130	2.47	.855
Musical	Male	69	2.62	.876
	Female	61	2.59	.955
	Total	130	2.61	.911
Sports	Male	69	1.99	.899
	Female	61	2.11	1.002
	Total	130	2.05	.947

Table-6: Gender wise Children Preference for different Programmes - (ANOVA)

Programmes	Gender	Sum of Squares	df	Mean Square	F	Sig.
Cartoons	Between Groups	.141	1	.141	.211	.647
	Within Groups	85.828	128	.671		
	Total	85.969	129			
Reality shows	Between Groups	.000	1	.000	.000	1.000
	Within Groups	106.000	128	.828		
	Total	106.000	129			
Movies	Between Groups	.527	1	.527	.682	.410
	Within Groups	98.865	128	.772		
	Total	99.392	129			
TV serials	Between Groups	.405	1	.405	.552	.459
	Within Groups	93.971	128	.734		
	Total	94.377	129			
Musical (Song based) programmes	Between Groups	.035	1	.035	.042	.837
	Within Groups	106.957	128	.836		
	Total	106.992	129			
Sports	Between Groups	.541	1	.541	.601	.440
	Within Groups	115.182	128	.900		
	Total	115.723	129			

Table- 7: Impact of advertisement on buying among Gujarati and English Medium students (Mean and Standard Deviation)

Medium	N	Mean	Std. Deviation
Gujarati	49	3.45	.679
English	81	3.23	.912
Total	130	3.32	.836

Table- 8: Impact of advertisement on buying among Gujarati and English Medium students (ANOVA)

Statistics	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.404	1	1.404	2.026	.157
Within Groups	88.666	128	.693		
Total	90.069	129			

Conclusion and Recommendations

Today, particularly young children play an important role as consumers. Especially confectionary products (Chocolates) are concerned they do not care price of which they want to buy. Also they do not care whether these products are healthy for them or not. While they are shopping, the first thing comes in their mind is to purchase the advertised products. In this situation, the advertising has a stronger effect on younger children. As far as confectionary products are concerned, children are influenced more by television advertisements than by the other medium of advertising. Even though there are lots of tools to show the goods or services, television was chosen as the best way that can enhance the company's profits greatly by most of researchers. Also this research validated that among many communication tools, television advertisements have more impact on children than the other medium of advertising. Children's ages are important to understand the television advertisements. Children's comprehension of television commercials

increases with age. English medium students are somewhat different than Gujarati medium students in their behaviour and preference.

As far as advertisements of confectionary products are concerned, advertisements should be shown with their pros and cons. To some extent children have limited understanding so advertisers should not directly persuade children to buy the product which is shown in the advertisement.

Advertisers must not misuse children's relative inexperience. Children can be easily attracted by the celebrity so, as far as confectionary products are concerned, celebrity should not directly or indirectly persuade children to buy that product which he/she has shown using that product. It is the duty of parents to see what their children are watching on television and if they are highly influenced by the advertisements especially of confectionary products then parents should try to explain them what are the pros and cons of that

product by using it.

In case of advertisement targeting children there must not be any wrong message or learning passed to the children, there must be morally right message passed to children. Marketer should target the children very carefully because they are very innocent and they easily copy others. So they should run promotion campaign carefully. Children like creativity and innovation, so the message of the advertisement should be innovative and creative. It is not easy to segment the market in case of children because more or less they are similar in their behaviour across the gender, medium of study and such other demographic aspects. So marketers should carefully design its marketing strategies in case of children oriented products.

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