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Analysis of Television Advertisements and its Stimulation in Kids' Environment


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Abstract

Marketers are spending huge amounts of money to advertise their product in various media. Mainly they are investing numerous funds in television media for advertising their product to influence the prospective buyer. Even marketers have started targeting the kids in their advertisement. Though kids' are not having the ability to purchase the products, marketers are viewing the kids as future customers. Hence they produce their advertisement to attract the kids. Researchers got research questions that whether kids are influenced by the advertisement? Are kids influencing the parents to buy the product? But influencing the parents to buy a product is not an easy task for the kids. Whether advertisements are stimulating the kids and how it affects the environment of kids. To know the answer for these questions, the researcher wants to analyze television advertisements and its stimulation in kids' environment.

Keywords: Television Advertisement, Buying Decision, Kids Environment.

Introduction

Kids Play major role in the process of buying, to buy the product they influence their parents', Grand Parents', Uncle, Aunt, Brother, Sister, neighbors and friends. Various factors are influencing the kids like Promotions, Discount, cartoon character, animations, Color, Music etc.,. On the basis of market, the behavior of customer can be classified into three

- Primary Market – Kids purchase their needy products and services by themselves.
- Influential Market – Kids influence other people to buy the products.
- Future Market – changing the kids into future customers.

Today, Indian consumers want to live their life in luxury and comfort. To live their life the customers are ready to spend their major portion of their income in various categories of products. To fulfill the needs and wants the customer is using their credit cards and other modes of credit to buy the products and services. In this situation, kids also nagging their parents and they mentally influence them to buy the products.

Review of Literature

([Banik and Dhar](#)), considered the recall of advertisement ability of children and examined the effects of television advertisement. To conclude the study, data collected from parents and their children says that information, entertainment and product packaging displayed in advertisements are recalled by the children on their purchase intention.

(Islam and Goni), described the negative and positive impacts of TV ads on children. The area of the study was Bagerhat Sadar Upazila in Bangladesh. Randomly 125 families selected for the data collection and they concluded that 2 to 4 hours watching television on holidays. Maximum number of children influenced their parents after watching toy advertisements on television.

(Allemandi et al.), discussed the food processed and ultra processed advertisement that was telecasted in Argentinean television. The study concluded that advertising regulatory bodies should bring healthy food habits among children because 93.7% of advertisements related with processed and ultra processed food advertisement.

(Ong et al.), described the consumer buying behavior between social media advertising, service advertising and broadcasting advertising. The researcher concentrated on fast food of Malaysian food and beverage industry. The outcome of the study says that print advertising, broadcast advertising and social media advertising are positively correlated and advertisements are the major reasons to increase the market share of Malaysian Food and Beverage products.

(Rajawat), identified the reasons children spend much time on television. The researcher found out that parents are not having sufficient time to spend their time educating their children. Because of this, parents are permitted their children to use electronic gadgets. Hence children are self educating them through television channels. The research concluded that the parents should guide their children in socio-economic and emotional aspects because the children are emotionally bound towards the programmes.

(Punniyamoorthy and Parthiban), studied to find the role of advertisement towards purchase behavior of FMCG packed foods. The research conducted in the colleges of Chennai, the age limit of the respondents were between 18 to 21 years. The study concluded the reasons for the impact of advertisement of packaged foods and to know the effective media advertisement.

Scope of the Study

The study has been conducted in a city like Bengaluru and which is a Metropolitan. Compared to all other cities in Karnataka, Bengaluru has the highest

population in Karnataka based on Census 2011. The researcher felt Bengaluru is the opt place to execute the research to analyze television advertisement and its stimulate the kids' environment. The findings of this research study pertain to the period of six months from October 2022 to March 2022.

Need of the Study

The consumers are struggling to get the information about products and services. To know more about the product and service they depend on various sources like Websites, Blogs, Newspaper, Magazines, Television, Radio etc. Apart from all these media, Television media is attracting the major sense organs of the viewers like eyes and Ears. Television media is attracting the kids through audio-visual effects. Attracting the target audience in the television media is a talented task to the advertising agencies, at the same time reaching the target audience like kids and influencing them is more challenging. The kids have the ability to buy the product? Certainly No is the answer for the question. Of Course they have to ask their parents and also to influence them to get desired products. Thus kids mentally influenced through advertisements and may start pestering their parents. The researcher got explored towards the analysis of television advertisement and also to know about the kids' mental influence towards the process of buying decision.

Objectives of the Study

- To analyze the factors stimulating the kids in television advertisements.
- To evaluate the various advertisement effects in kids' mental health.
- To examine the kids' influence in their parents' buying decisions.

Data Collection

The data used in the research consists of both primary and secondary data. Primary data collected using the tools of structured questionnaire and secondary data were collected from books, Magazine, Reports, Journals etc., Totally 385 parents' respondent towards structured questionnaire. To check the reliability of the questionnaire, cronbach alpha analysis was executed. The cronbach alpha

value of variables in the questionnaire is found to be 0.842, which is more than the acceptable value of 0.7.

Factors Influencing Mental Environment

Advertisement influencing the kids in various aspects like Innovative Products, Product features, Pictorial representation, Promotional / Gifts, Favorite Cartoon Character, Jingles, Rhythms, Brand, More creative, Celebrates, Kids' involved in Ads and Hooking of Kids Curiosity. These are the external factors which attract the kids to view the advertisement on television. While watching the advertisements repeatedly, kids are influenced mentally and affect their mental environment. The research tried to find the above factors affecting the Kids' mental environment.

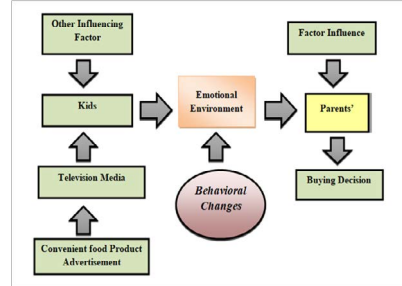
Forms of Mental Environment

The researcher tried to identify different forms of mental environment like Compulsion, Nagging, Promise them, Silent resentment, Remind ads, Requesting other products, pleading, comparison, usage, creating nuisance, getting depressed, ploy games and special occasions. The kids are using a certain strategy to influence the parents during the purchase process. Out of these forms, which forms of the mental environment will influence parents more in the stages of buying decisions? The researcher attempted to find the cluster of mental environments, which reflect the changes in the kids' behavior.

Reasons for Buying Food Products

The study is focused on convenient food products. It includes products like beverages such as soft drinks, juices and milk, chocolates, fast food, fruits nuts and processed vegetables, meat, cheese and packed soups and pasta related items. It also includes chips, baked foods, cookies and frozen pizza. Quantity, Portable, Dream & Fantasy, Ready to eat, Attractive Packaging, Long shelf life, Easy to prepare, tasty, promotion, Healthy, Quality, Colorful, Celebrities, Status Symbol, Happiness, Peer Group, Affordable Price and Kids Preferences. Up-part from kids' strategy for influencing the parents to buy the convenient food products, the research attempted to know the reasons for purchasing the convenient food products.

Conceptual Framework of Mental Environment



Demographic Analysis

The demographic profile of the respondents, majority 48.6% of the respondents are in the age group between 36 to 45 years. 37.9% of parents' educational qualifications are graduates. 34.3% of respondents are private employees. 17.9% of respondents belong to an income group between Rs 30001 to Rs 40000. 62.1% of respondents are male. 70.1% of respondents are nuclear families. 67.3% of respondents are having their own house.

Opinion Analysis

According to the respondents (Father), 5 to 6 pm is the prime duration of watching television by kids on both weekdays and holidays but opinion of mother respondents vary from father, 8 to 9 pm is the prime duration on weekdays and holidays for watching television programs. Both father and mother respondent indicate that kids' priority towards the comedy and cartoon related program in television media. 158 respondents are of opinion about reasons for watching television for the purpose of time pass and entertainment. According to the respondents, the highest mean value (3.45) is to feel advertisement makes a fool of kids. The parents' opinion on television advertisement and kids' activities during commercial breaks are positively correlated (0.475) with the significant value of 0.000. The p value in two tailed tests higher than 0.05 for control of TV ads by government and less than 0.05 for feel ads make fool of everybody, it shows that there is statistical evidence to accept and reject the null hypothesis respectively.

According to the mean ranking for celebrities, Rhythms, More activity, kids favorite, promotional gifts, brands, jingles, pictorial representation, product feature and new products (its mean value are 3.41,

3.40, 3.39, 3.39, 3.29, 3.18, 3.15, 3.14, 3.10 and 2.92 respectively). Based on the mean ranking regarding the opinion of parents' towards advertisement in changes of kids' behavior, teachers felt change in kids' behavior, kids inform to their friends behavioral changes, kids' get scolded by elders, kids show their favorite ads to their parents, kids decide to buy the products, kids imitate the character involved in ads, kids discuss about tv ads and kids influence their friends (its mean value are 3.460, 3.177, 3.081, 2.932, 2.792, 2.764, 2.714, 2.665, 2.636 and 2.522 respectively).

On the bases of factor analysis, the factors enforcing the different forms of mental environment are divided into four components namely, Kids' pressurizing behavior, enforcement behavior, pining behavior and acceptability behavior. It could be observed that significant value of p in t test, null hypothesis is accepted for tasty, Quality, Quantity, attractive packaging, easy to prepare, kids reference, gift / promotions, healthy, colorful, status symbol, dream / fantasy and happiness (its value are 0.990, 0.105, 0.915, 0.674, 0.639, 0.862, 0.874, 0.802, 0.646, 0.236, 0.119, 0.187 and 0.262 respectively).

Implications of the Study

Based on the verdict of the research work, certain implications are made for the betterment of future generation, for the augmentation of television advertisement and effective supervision by regulatory bodies of television advertisement. This implication was derived from the study conducted in bengaluru and it may not be appropriate for the whole country because of economy, culture, preference, customs etc.

- **To Parents:** Parents should spend much time with kids, and need to avoid giving electronic gadgets because these are not a lock-up for growing kids. Further they need to educate the kids about the pros and cons of products ads telecasted in television. Parents should understand the necessity of the products while buying the products. They should not buy because of the mental environment of the kids' pressure. They should understand the change in the behavior of kids with both physical and psychological effects. Further they should educate the kids regarding

the importance of cultivating healthy food habits and also the effects of convenient food products. Parents also insist the future generation to remember the proverb "Health is Wealth".

- **To Advertisement Agencies:** unrealistic advertisement should not be prepared. It may not be understandable by the younger generation. They should not prepare the advertisement to increase the sales; they should also have societal concerns in viewpoint of viewers. Ad agencies should not focus on the false information or half-baked information. They should understand that such advertisements won't be sustained for a longer duration. The agencies should follow certain ethical and moral values in advertisement strategy.
- **To Advertisement Regulatory Authority:** Regulatory bodies need to control advertisement telecasted during the peak hours. Because future generations may not be exposed much towards high fat, salt and sugar products advertisements. It tremendously reduces the influence level among kids. Further to this, kids' obesity, Diabetes, cholesterol could be reduced and controlled. Regulatory bodies should telecast the public awareness advertisement, which will educate the young generation regarding healthy food habits, importance of nutritious food and they need to create awareness about the aims and means of commercial advertisement. They also educate the parents about the symbolic representation in packaging regarding the hazardous level in convenient food products. Regulatory bodies should enforce ethical, humanistic nature, societal benefits in the commercial ads. Further regulatory authorities should ban the misleading advertisement and it should be cautioned to other advertisers.

From this precaution, the future generation can be safeguarded from the effects of the mental environment.

Conclusion

This study revealed that convenient food products in television advertisements are influencing the young generation. Further it also leads to the mental environment of the kids. This mental environment

brings behavioral changes and escorts the purchase decision of parents. This study has concentrated more on factors influencing the mental environment, different forms of mental environment and reasons for buying convenient food products. The young generation are influenced by the television advertisement because it satisfies all the senses of the viewers. The sense organs are ears, eyes, tongue, nose and mind. Television advertisements are attracting the viewers by ears – the sound effects of ads induced the viewer to view the advertisement. Advertisements in television are a visual treat to the viewers because animated characters or attractive colors are used in the advertisement will impress the advertisement in the memory of the viewers. Such it fulfills the sense of organ eyes of the viewers. Most of the convenient food products are taste oriented and healthy. Taste of the convenient products intoxicated the consumer's food habits. Thus convenient food products influence the third sense organ tongue. The aroma added in the convenient food product will influence the kids towards addiction of repeat purchase. Hence convenient food products feed the sense organ nose. Finally, a variety of promotional gifts induce the kids' to buy. The younger generations are very interested to know the promotional gift in the convenient food packaging. Thus, the sense organs minds are also under the control of the mindset of television viewers. The study concluded that convenient food products advertisements influence the younger generation and exploit the mental environment in parents' buying decisions.

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