

Influence Of Advertisement On Children With Special Reference To Kunnathunad Taluk

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Abstract: Advertising is the communication for catching attention of mass to an idea, goods or service through paid announcement by an identified sponsor. Advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. The term 'advertising' is derived from the Latin word 'advertere' which means 'to turn' the attention. Every piece of advertising attempts to turn the attention of the readers or the listeners or the viewer's towards a product. Currently, children are exposed to all type of advertisement in TV, News Paper, Magazine and Internet. Children are not aware about marketing strategies of advertisers to make them purchase their products. The general objective of this study is to understand influence of advertisement on children in Kunnathunad Taluk. More specifically, the study aim to achieve the following specific objectives: to assess exposure of children to advertisement; to know how advertisement influence food choice of children; to determine whether advertisement affect parent child relationship; to find out influence of advertisement on children purchase decision; to analyse how sexual content in advertisement affect children; to understand how advertisement psychologically affect children. This study is based on the children of age group 10 to 12 in the Kunnathunad Taluk. Simple random sampling was used to determine sample size of 60 respondents. The design of the study is descriptive in nature.

Keywords: Advertisement, Children, Marketing Strategy, Sexual Content, Purchase Decision.

I. INTRODUCTION

Today's children occupy a unique position in the marketing ecosystem. They are an extraordinarily powerful consumer group, equipped by technology to exercise commercial influence while also wielding persuasive influence over their parents' buying choices. Although they have become progressively impervious to traditional forms of advertising, their distrust does not extend to familiar online spaces. This split perspective fails to appreciate the real position that children hold in the advertising ecosystem: that of rights holders, entitled to be protected from violations of their privacy and deserving an Internet free from manipulative and exploitative practices(UNICEF,2018). Advertising has become so integral part of our life & society that we cannot imagine any event, newspaper, magazine, TV serial, Cinema etc. without advertising. Advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. The degree of impact of advertising on adults may be problematic but the outcome is devastating for children. Advertisers of children's television used to appeal to the parents earlier but now they appeal directly to children -- who do not have the emotional or cognitive tools to evaluate what's being sold to them. Television is no more just a source of entertainment for children. They showcase the must haves for a kid making them a consumer even before they have reached the age of 3 (AnandNawathe,RohanGawande,Sudhir Dethe,2007).

II. ADVERTISEMENT

Advertising is aimed to provide informing to the general public as well as influencing them to buy a product or services through visual or oral messages. Advertisement create awareness in the minds of potential buyers through various advertising mediums such as Television, Radio, Newspaper, Magazines, Posters, Hoardings, Billboard and in recent time internet and web advertising. It is intended to promote a commodity. In the present day world of mass production and distribution, advertising serves as a powerful tool in the marketing process. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability etc.

Advertising is the integral part of our daily life. It is a pervasive method of marketing in society which it encourages people to purchase goods and services. Advertising contributes to bring about all round development of the economy by increasing demand and by encouraging economic activities which in turn improves the income. It motivated people to consume more material and thereby improves their standard of living. Effective advertising generates demand for goods and services and calls for more production which requires more physical and human resources, thus creating employment opportunities.

The advertising message is considered as an important component in advertising communication process. It is the thought, idea, attitude, image, or other information that the advertiser wish to convey to the target audience. How an advertising message is

presented is critically important in determining its effectiveness. An ideal advertising message should command and draw attention, hold the interest, arouse desire for possession of the product, and elicit action (Gupta, 2012).

The effectiveness of an advertising message depends to a large extent on its visual contents. The advertiser must locate an appeal, theme, idea or an unique selling proposition. An advertising appeal refers to the approach used by an advertiser to attract the attention or interest of the consumer and influence their feelings towards the product, service or idea. Through the use of different kinds of appeals, advertising attempts to persuade and influence.

III. ADVERTISEMENT AND CHILDREN

Today's children are unique in many ways when compared to those of the past generations. One of the reasons for this uniqueness may be traceable to their wider exposures to audio-visual messages in the television and internet. These messages, more than anything else, contribute immensely in moulding the character of a child. The most common types of such messages are the advertisements.

Children attraction towards television increases with age. Children react to advertisement in different manners. It can be influenced by many factors, such as grownups, intervention of parents, media literacy and experiences. Such determinants play a key role in understanding television advertisement and process its content. In the cognitive development children are passing through the stages helping them to distinguish advertising from program content, recalling and awareness of advertising, recognizing and understanding persuasive intent of advertising.

Today, ads are much more pervasive and less recognizable as a sales pitch. For instance, while eating at a favourite child – oriented fast food restaurant, a child may receive a toy. That toy may also be tied to a movie, a cartoon, a video games, toys, and related products. Books, clothing, accessory items, backpacks, cell phones, scooters and more are all tied to the same theme. There are a seemingly limitless number of products that are then presented to the child. These ads for children, just as those targeted towards adults, create a need where none existed previously. They also hook children, and subsequently their parents, into an endless loop of buying more and more products.

Advertising is no longer limited to store display, radio and TV commercials, and newspaper ads. Some children's literature is developed for the primary purpose of marketing. Movies, cartoons, video games and more also developed for the purpose of marketing additional products. Some schools even allow advertising on book, educational posters, on the sides of buses and more just as stadiums, parks, contents and so forth bear the names of businesses who sponsor them to increase their exposure to the public.

Kunnathunad is a Taluk located in Ernakulam district of Kerala. It is one of 7 Taluks of Ernakulam district. There are 15 villages and 9 towns in Kunnathunad Taluk. As per the Census India 2011, Kunnathunad Taluk has 1,15,490 households, population of 4,69,164 of which 2,33,156 are males and 2,36,008 are females. Its headquarters is Perumbavoor town. In Ernakulam most of the children have access to television and or internet services. These services avail the children in Ernakulam opportunity to consume persuasive messages of all kinds, including those not meant for children. Like sowed seeds, children are expected to grow and bear good fruits. This can only be achieved when their lives are properly guided and directed. The importance of children, who are said to be the tomorrow's leaders, is so great that whatever involves them calls for a serious concern, hence, the need for this study, the influence of advertising on children.

IV. LITERATURE REIEW

(Catriona Nash, Serge Basini, 2005) viewed Younger children are more influenced by TV advertising than their older siblings whose primary influence seems to be their peers. Younger children make purchase requests directly after the advertisement has been viewed, while with older children the request is typically made in a reminder capacity. There are definitive escalating patterns of child behaviour (pestering, nagging) which are intended to directly influence the purchasing activities of parents and predominantly the mother.

(Carrie B Fried, John C. Johnson, 2008) In their study "Sexual and Violent Media's Inhibition of Advertisement Memory: Effect or Artifact?" attempts to correct these flaws of Research (Bushman, 2005; Bushman & Bonacci, 2002) has claimed to demonstrate that sexual and violent content in television programs inhibits viewers' memory for advertisements. However, that research failed to adequately control other aspects of the programs' content, making interpretation problematic. In this research Studies 1 and 2 demonstrate that if other aspects of show content are held constant, sex and violence alone do not affect memory for

advertisements. Study 3 provides evidence that while sex or violence does not affect memory, other aspects of program content (e.g., plot, humor) do have a significant influence on advertisement memory.

(E. Deanne Brocato, Douglas A. Gentile, Russell N. Laczniak, Julia A. Maier, and Mindy Ji-Song, 2010) Results of their experiment suggest that children are susceptible to the negative influences of violence contained in television commercials. Children (regardless of their gender and the nature of the surrounding television program) generated more aggressive cognitions when exposed to commercials that contained violent content when compared to those who viewed television ads with no violent content. Although boys generated more violent cognitions than did girls, all participants generated more aggressive cognitions after viewing commercials with violent content (compared to those who viewed non-violent ads). Results of the experimental study also suggested that children who typically co view television with their parents are less likely to generate aggressive cognitions after exposure to violent ads.

(Sandra C Jones¹, and Lisa Kerwin, 2011) "An experimental study on the effects of exposure to magazine advertising on children's food choices". The study sought to determine the feasibility of an experimental research design to investigate the effects of exposure to magazine advertising on children's food choices. Children in the experimental condition were more likely to choose advertised foods than those in the control group. The majority reported taste and healthiness as the most important factors in snack food choices; however, when faced with the actual food choice, they predominantly chose unhealthy foods (eighty-two unhealthy and only twelve healthy items were chosen). This study to assess the effects on children of exposure to food advertising within the context of reading a child-targeted magazine. Children's magazines are an under-researched and poorly regulated medium, with considerable potential to influence children's food choices.

(Christopher J. Ferguson, Monica E. Munoz, Maria R. Medrano, 2012) "Advertising Influences on Young Children's Food Choices and Parental Influence". This study explain that Children's exposure to fast food advertisements appears to be on the rise despite other positive trends in food advertisements directed at children. Such exposures appear to be related to increased consumption of advertised products having deleterious impact on children's healthy eating and weight management. Problems with weight management have been shown to extend not only to health-related problems but also psychopathology. However, researchers have noted that the effects of media on children can be quite complex.

(Vikas Saraf, 2013) from his study concluded that celebrity endorsement in the TV ads played an important role in the influence of children's purchase request. The study revealed that, young age children (in urban and rural area) were attracted towards film stars, kids and cartoon characters as they like them. As the age of the child increases the liking towards these character decreases and they do not rely on these characters. Sports star were not much liked by girls and do not trust in their genuineness. In case of film stars and sport stars, kids in TV ads and Expert/Mother/Teacher it was a combination of likeability and credibility /trustworthiness and expertise as the reason. Also most of the respondent seemed particularly influenced by ads which had kids in them because they could identify themselves closely with the 'child-star' in the ads.

(Ogbu I. Edwin, Tarnongo, Moses O, Alakali, Terfa T f, 2013) conducted research to assess the Impact of Television Advertisements on Children in a Survey of 800 children drawn from Makurdi, the capital city of Benue State, Nigeria. The result reveals that television advertisements exert substantial influence on the attitude and behaviour of children viewers. It is further revealed that the effects reach well beyond moving products desire from one brand to another. It concludes that in as much as advertisers are out to make huge returns by focusing their messages at the "captive audience" (children), they should be aware of the destruction meted on children (tomorrow's leaders). Summarily, it is recommended that concerned authorities, as well as parents, teachers and churches/mosques should sit up to their responsibilities to protect the future of our children by checking the activities of the advertisers and the children's viewership of television and other audio visual media

(Shaista Kamal Khan, Sheheryar Syed, 2014) researchers studies Impact of TV Advertisement on Children Attitude in Karachi. Primarily advertisement influences children and their behavior in the society. They explained the impacts on the children are universal. The severity of television influence varies from child to child. Initially, children face problems in deciphering television programs. In Pakistan, most advertising agencies now target children through advertisements especially when advertising consumer products like children's toys, chocolates, confectionary bars, tooth paste etc. This research identify children's perception about the advertisement and at what contexts children may like/dislike any commercial advertisement. The finding of

this research is that children's are now more aware about the good and bad aspects of TV advertisement so the marketer should understand the psychic of children's before launching any advertisement.

Objective of the study

The study focused on following objectives:

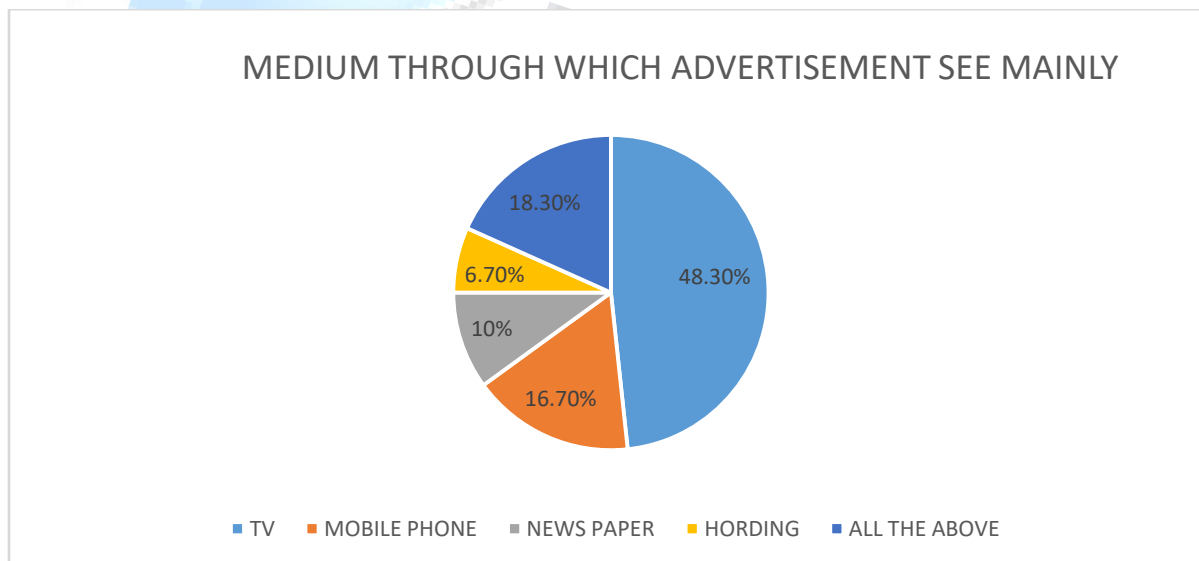
- to assess exposure of children to advertisement
- to know how advertisement influence food choice of children
- to determine whether advertisement affect parent child relationship
- to find out influence of advertisement on children purchase decision
- to analyze how sexual content in advertisement affect children
- to understand how advertisement psychologically affect children.

Materials and Methods

The study focused on understanding influence of advertisement on children food choices and purchase decision and understanding psychological affect and parent child relationship. Simple random sampling is used in this study. Students from two schools in Kunnathunad Taluk is selected using lottery method. Children in the age group of 10-12 years old are included in this study. Data is collected from 60 respondents. Descriptive research design is used in this study. Self-Structured questionnaire was used to collect data from respondents. Data was entered, edited and analyzed using excel.

Results and Discussion

Figure 1 Medium through which Respondents see Advertisement



Above figure studied medium through which respondents see advertisement mainly. From the diagram it is clear that most (48.3%) of the respondents see advertisements through TV. 18% of the respondents see advertisements through tv, mobile phones, newspaper and hordings. 16.7% of respondents see advertisement trough mobile phones. Only 6.7% of respondents see advertisements through hordings.

Every respondent have tv in their house with open access to them. Tv and mobile phones have important role in children daily life. They spend more time in front of mobile phones and tv than with their family. Advertisers use television as the most efficient medium for reaching consumers. They have their own or they allowed to use their parents mobile phones. While they are browsing in internet or playing online games many attractive advertisements come in front of them. Now a days newspapers

contain more advertisements than news. While they are reading newspapers they automatically attracted to advertisements in it. Only few respondents noticed advertisements in the hordings.

Figure 2 Time spend on TV, internet and mobile daily

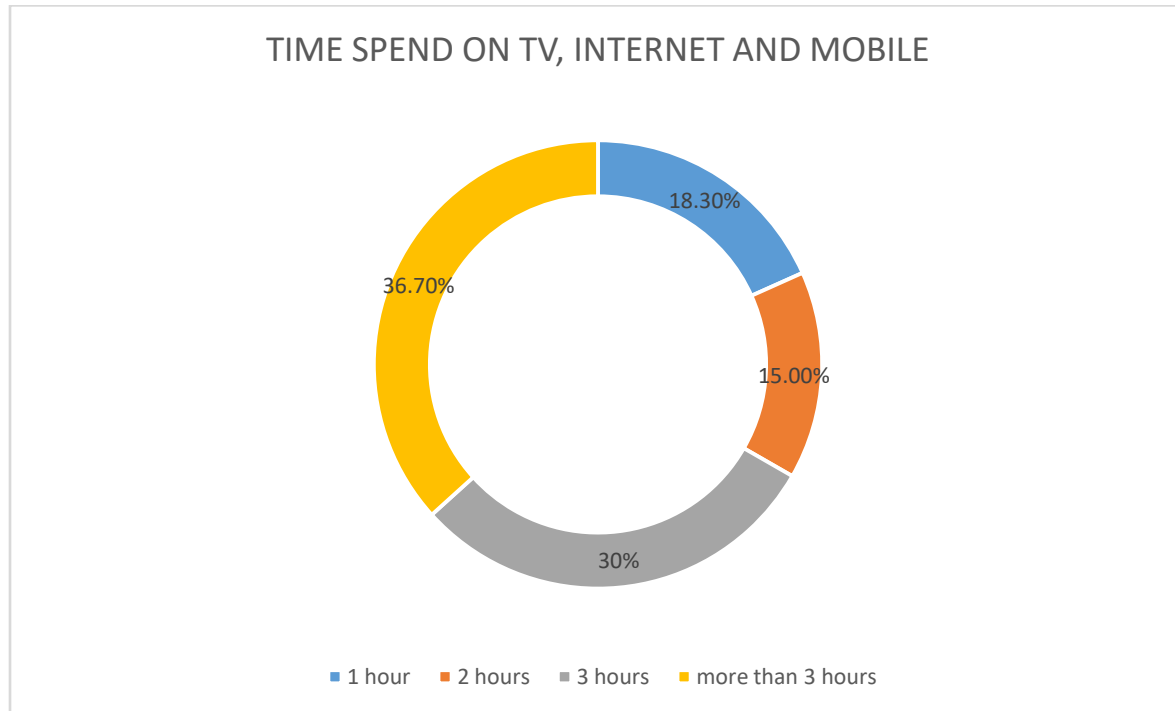


Figure 2 studied time spend by respondents on TV, Internet and mobile. Most (36.7%) of the respondents spend more than 3 hours. After school and holidays they spend more time on Tv, Internet and Mobile Phone. When they spend more time on such electronic media their exposure to advertisement also increase. Such advertisement involuntarily register in their mind and when they confront with the products they remember advertisement of that product. 30% of respondent spend 3 hours on Tv, Internet and Mobile phones. 18% of respondents only spend 1 hour. They spend their time mainly with their family and for studying. Hence their exposure to advertisement is low.

Figure 3 Desire for product advertised

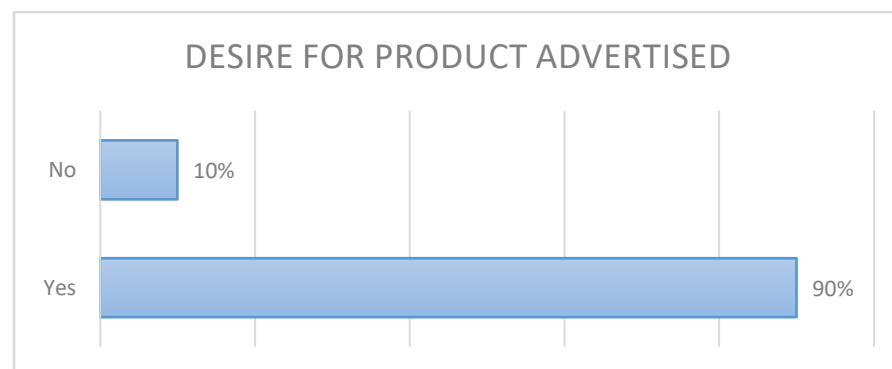


Figure 3 discussed on whether respondents have desire for product advertised. It was found that 90% of respondents have desire for product advertised. Advertisement attract and create interest in them and influence their feeling towards product. Advertisement create good impression about product in them. Visual elements and pictorial representation create desire for product. For 10% of respondents advertisement does not make any desire in them. They know that everything shown in advertisement is not real. They think that products don't have actual quality and specification as exaggerated in advertisement.

Figure 4 Impact of advertisement last

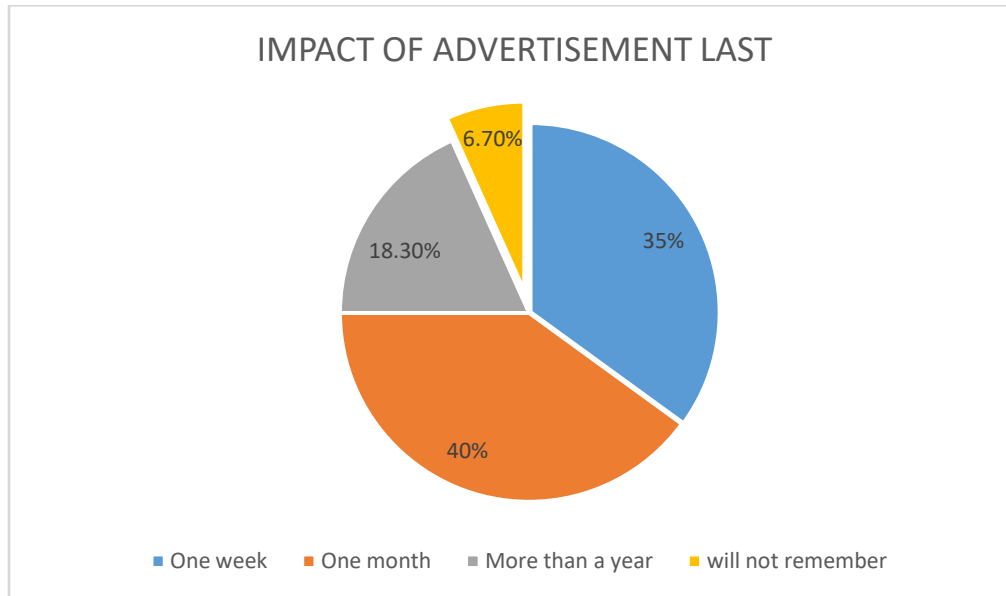


Figure 4 examined impact of advertisement last on respondents. 40% respondents have impact of advertisement for more than one month. This shows the influence of advertisement last in them for long period. Music, pictures, characters and products have long impact in them. For 35% of respondents impact last only for one week. When they see new advertisement they forget old advertisements. Only 6.7% said they will not remember advertisement. They forget advertisements immediately after it ends.

Figure 5 Respondents do when parents refuse to buy products

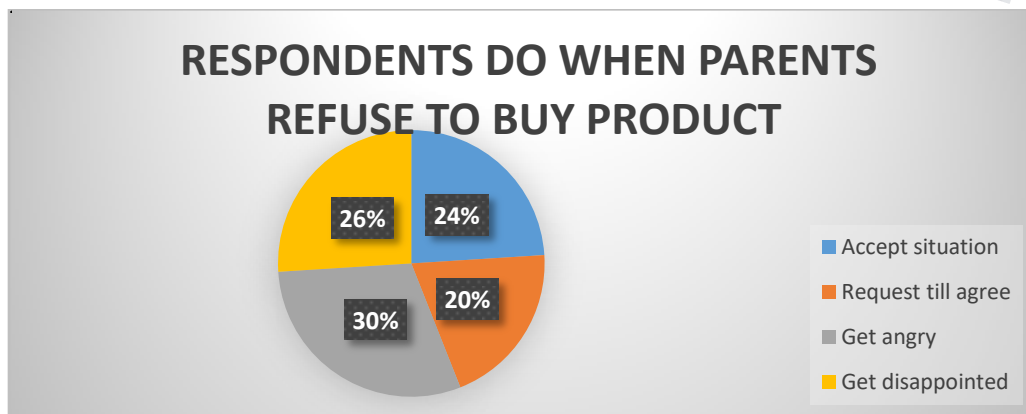


Figure 5 examined what respondents feel when their parents refuse to buy products they see on advertisement. 30% of respondents feel angry if they don't get that product. They enter into argument with parents and it leads to parent child conflict. 26% of respondents get disappointed, they feel that their parents are not giving importance to their wish. They think that even though parents have money they are not buying for them. 24% of respondents accept the situation. They think their parents are refusing it because that product is not good for them or product is expensive so family cannot afford it. 20% of respondents feels to request till parents agree. They know that their parents cannot say no if they continuously ask them.

Figure 6 Feeling of respondent's when they don't get product they want

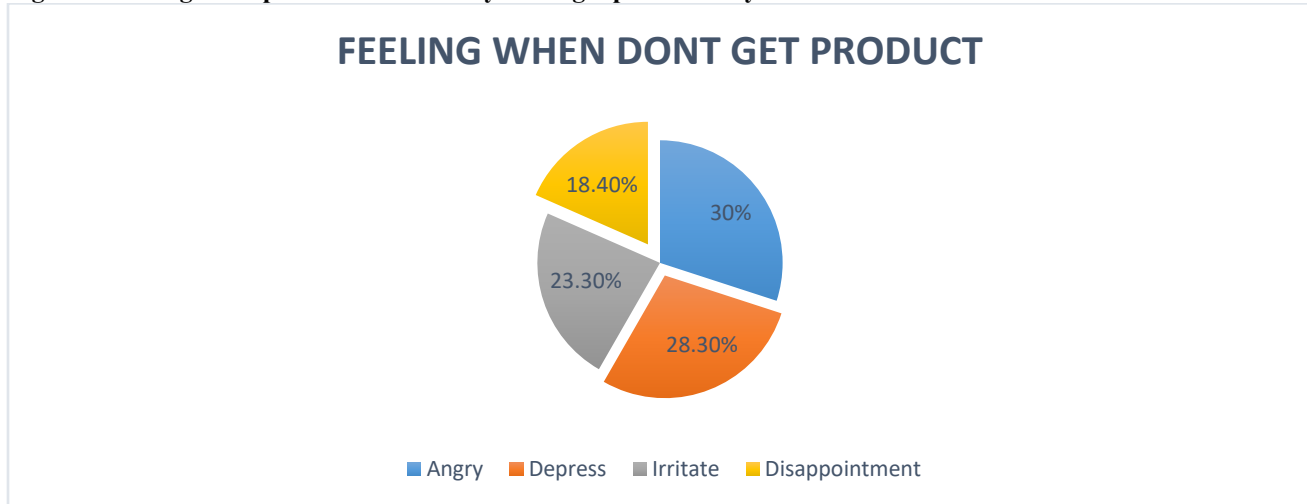


Figure 6 represent feeling of respondents when they don't get product they want. 30% of respondent become angry when they don't get product. 28.3% get disappointed. 23.3% respondents irritate when they don't get product. For this graph it is clear that denying of product not only affect happiness of respondent but also have psychological impact such as aggression and depression. Thinking negatively greatly affect the likelihood of developing a depression and maintaining it during stressful events in life.

Figure 7 Things make food advertisement impressive

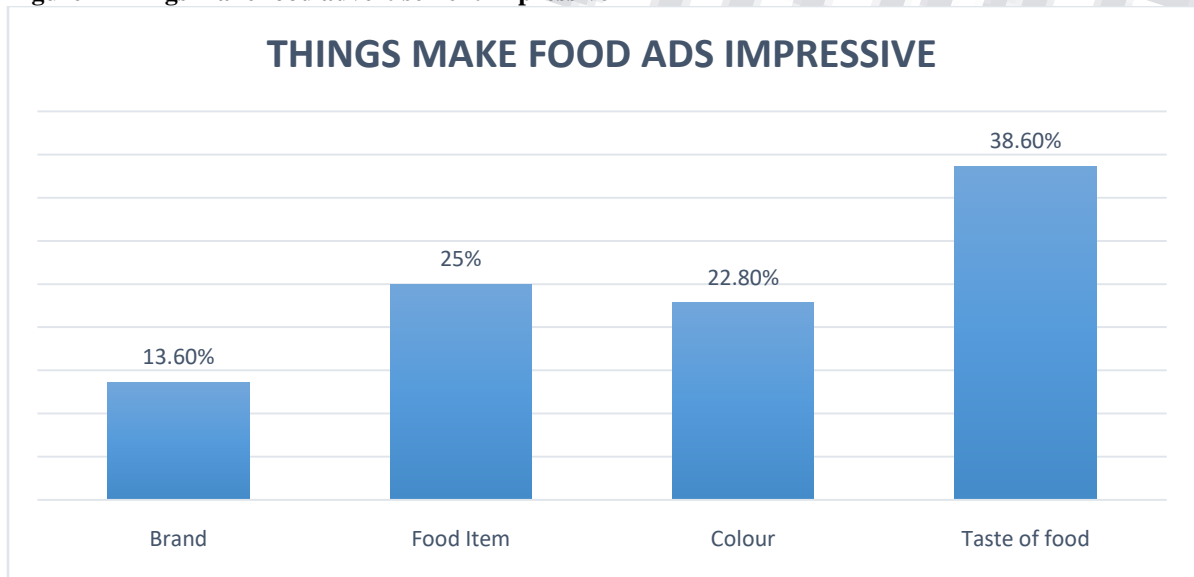


Figure 7 studied what make food advertisement impressive to respondents. For 38.6% taste of food shown on the advertisement attract them. That create a desire in them to taste that food product. For 25% of respondents food item shown on advertisement impress them. When they saw their favourite food item in the advertisement they watch it with interest. For 22.8% of respondent's colourful presentation of advertisement make it impressive. For 13.6% of respondents brand shown in advertisement attract them. For them brand is the symbol of quality.

Figure 8 advertisement contain indecent content come in front regularly

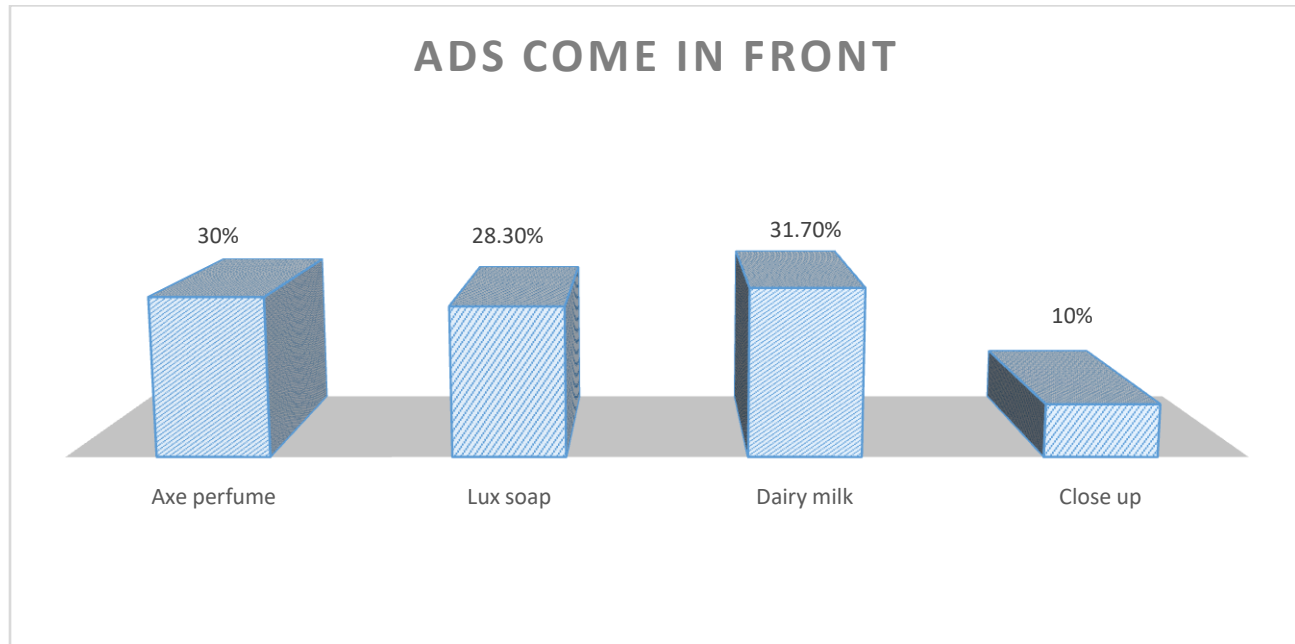


Figure 8 represent advertisement contain indecent content come in front of respondents regularly. It was found that for 31.7% percentage of respondent's advertisement of dairy milk come in front of them regularly. For 30% of respondent's advertisement of axe perfume come in front of them regularly. For 28.3% of respondents ads of lux soap come in front of them regularly. 10% of respondents close up advertisement they see regularly.

In researchers view, everyone like chocolate, among that dairy milk is favourite for all. When there is advertisement of dairy milk, respondents listen to it to know whether new flavour or types are introduced. In most of the dairy milk advertisement there are romantic scenes. Such advertisement portrait dairy milk as symbol of love. Such advertisement indirectly showing that in order to impress a boy or girl they need buy dairy milk for them. In axe perfume advertisement there intimate scene which is vulgar. Respondents are exposed to such vulgar scenes on daily basis. In lux and close up advertisement also there are women in revealing outfits and intimate scenes.

FINDINGS

- Most (48.3%) of the respondents see advertisements through TV. Only 6.7% of respondents see advertisements mainly through hordings.
- Most (36.7%) of the respondents spend more than 3 hours TV, Internet and Mobile Phone. After school and holidays they spend more time on TV, Internet and Mobile Phone.
- It was found that 90% of respondents have desire for product advertised. Advertisement attract and create interest in them and influence their feeling towards product.
- 40% respondents have impact of advertisement for more than one month. Only 6.7% said they will not remember advertisement. They forget advertisements immediately after it ends.

- 30% of respondents feel angry if they don't get that product. They enter into argument with parents and it leads to parent child conflict.
- 30% of respondent become angry when they don't get product. 28.3% get disappointed. Denying of product not only affect happiness of respondent but also have psychological impact such as aggression and depression.
- For 38.6% taste of food shown on the advertisement attract them. That create a desire in them to taste that food product.
- It was found that for 31.7% percentage of respondent's advertisement of dairy milk come in front of them regularly.

V. SUGGESTIONS

Suggestions are researcher's views, which can reduce influence of advertisement on children.

SUGGESTION TO PARENTS

- I. Parents should limit the amount of time that children are allowed to watch TV and internet
- II. When child ask for the product advertised, talk with them about why they want that product. It will be a chance to explain them about true intention of advertisement.
- III. Do not purchase products demanded by children if that product being asked for is unhealthy for children
- IV. Discuss with children about the flaws in the advertisement and give realistic picture about advertisement. This can help to develop a critical thinking in the child.
- V. Teach children about the difference between 'needs' and 'wants' and make them ask for something that they actually need.
- VI. Parents should spend their free time with children, it will saves children from exposure to mass media.

SUGGESTION TO ADVERTISERS

- [1] Advertiser should emphasis good morals in any advert target at children. Advertisement contain sexual content should not occupy much of the airtime within the children viewing period (between 4pm and 9pm and holidays).
- [2] Visual presentation of food in advertisement should not mislead the children of the material characteristics of the product advertised.
- [3] For the advertisement of food products, it should be shown with their pros and cons. Children have limited understanding, so advertisers should not directly persuade them to buy products.
- [4] Claims should not be exaggerated, because children tend to be more sceptical towards claims using superlatives.
- [5] Advertisers should avoid product placement strategy in children's programs.

SUGGESTIONS TO GOVERNMENT

The government and relevant bodies should enforce effective guidelines intended to promote truthful and accurate advertising sensitive to the special nature of children.

Government should place restriction on airtime of advertisement and then, maximum number of maximum advertisement that can be aired for one hour.

CONCLUSION

The study made it possible to draw conclusion about influence of advertisement on children in Kunnathunad Taluk. Findings of the research shows that, advertisements come in front of children mainly through television while watching TV programmes. Children who consistently spend more than 3 hours per day for watching TV are more likely to expose to many advertisements. Children especially below 13 years as noted in this research, fail to comprehend the advertiser's true motive. They believe that intention of advertisement is to provide information about new products.

From the finding it is clear that impact of advertisement last in children for more than one month, while they are shopping the first thing come in their mind is to purchase product that are advertised. For the product directly used by children are mostly decided by children itself. Children use persuasive strategy to get their favourite products. The children influence slightly more in nuclear family as compared to other family structure, because in nuclear family children are more attached to their parents.

Parents are not willing to accept all the request made by their children. So this unsuccessful request cause strain in the parent child relationship. This strain may be high in economic disadvantaged families in which parents frequently deny most request of the children. Denying of products desires by children will have psychological impact such as aggression and depression.

Children are very much attracted to the food advertisements. They wish to get food product seen on advertisements. They mainly purchase chocolates, ice creams, biscuit, noodles and health drink after watching advertisements. They don't care price of the products and whether these products are healthy for them or not. Children choose food that are delicious regardless of their health benefits. Children place more emphasis on the taste when making decision whether they wish to consume the food.

Advertisement with sexual content are intended to adults, but children are also exposed to such advertisements. Sexual content in advertisement can affect children who are vulnerable since they are still in the developing stage and attempting to establish their own identity. They are attracted to models in advertisement and wish to have physical features of models. Exposure to advertisement contain sexual content may leads to shape attitude and expectation about sexual relationship.

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