

## Advertising on television and children's purchasing patterns

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### Abstract

The goal is to understand how children's cognitive abilities affect how they comprehend television commercials and how they develop opinions about them. The goal of this essay is to examine how children's perceptions of television advertising affect their subsequent purchasing choices.

Methodology, design, and strategy - Experimental and descriptive methods have been used in this study. A literature study and deep conversations with pediatricians, marketers, and families of young kids are part of exploratory research. It was further developed by conducting a survey of kids between the ages of five and eleven whilst they were participating in class. The student teacher provided help with filling out the questionnaires, which had response possibilities presented in a visual form.

Findings: There is a market for the advertised goods. Children's perceptions of commercials have a significant impact on consumer demand for the things that are promoted. Additionally, the cognitive development of the various age groups results in the development of diverse attitudes toward the commercials. However, there are other strong elements outside ads that cause people to desire a product or brand.

Investigation limitations/implications: The study was conducted among students in Delhi's National Capital Region English-medium schools. As a result, the sample size is too limited. There hasn't been any investigation into how the various purchase aspects interact with one another.

Practical Implications - Instead of viewing children as a single homogeneous population, advertisers should take a more targeted approach when developing their advertising campaigns for numerous ages of children. The commercials' many components must be carefully considered for each age group.

Value and originality - At the younger age groups, it is the ads' capacity for entertainment, however at the older age groups, the ads' ability to appear credible may result in good attitudes toward them.

**Keywords:** Children; Buying behavior, Television Advertisement; Cognition, India

## **I. Introduction**

One of the most efficient methods of combined marketing outreach to persuade customers to purchase things is advertising. It also has a close connection to entertainment, and the spread of media has made it harder to tell what constitutes entertainment from ads. (Moore, 2004). Children are the target audience for advertisements for things like fast food, candy, fast food, toys, and snacks in an effort to entice them to experiment with new companies. Children and television have been found to have a strong association.

Yet, marketers throughout the globe are still having trouble figuring out how to assess how youngsters are affected by their commercials. Research shows that around the age of eight, youngsters begin to comprehend the advertising's commercial goal(Prasad et al., 2013). The earlier findings are undoubtedly corroborated if a youngster chooses his primary product and class in the school cafeteria while he is just 4 or 5 years old. Therefore, it is essential for marketers to get insights into children's cognition processes, as well as their understanding of the purpose and content of commercials, and modify their marketing strategies accordingly.

In light of this, the fundamental question that needs to be answered is how children's attitudes towards commercials affect their choice of a certain brand or product. The cognitive and emotive effects that the advertising produce are what determine how people feel about them. His particular background, experiences, requirements, personality, and capacity for information

processing come into play as he watches the advertising(Ahmed et al., 2015) In order to further demonstrate this phenomena in the context of India, Panwar and Agnihotri (2005) compared youngsters receiving instruction in both English and a vernacular language.

It is essential for the marketer to create commercials whose implementation and communication can elicit a positive rejoinder from the children in various ages because they are at different stages of cognitive growth and have distinct poignant responses to stimulus. It is similarly crucial to comprehend the other antecedent variables that shape a person's attitude towards their favored brands because they also influence whether they make a favorable or negative purchasing decision. The advertisers might anticipate favorable reaction from the kids if those elements can be successfully portrayed in the actual execution of the advertising(Anderson & Hubert, 1963).

Additionally, as adverts make up a sizeable portion of advertising expenditures, they will help the marketer optimize his whole marketing approach. This study aims to investigate how children's understanding of television ads changes as they become older. Additionally, the study wants to know how their preferences for marketed products are influenced by that knowledge(Erfgen et al., 2016). The residue of the research is structured as below.

## **II. Appraisal of the literature**

This section discusses earlier studies on how advertisements affect kids. Since people have long been exposed to television commercials, studies done in western economies will be discussed first. Due to the paucity of studies in this area, the following phase will provide a quick overview of events in the Indian setting.

The notion that children's television programming is the primary predictor of kid's tastes and procurement requests has tended to be supported by research that uses it as a only controlled variable. First, Ram's (1956) groundbreaking study on TV experience and consumer command, trailed by Scott' (2005), Dotson and Hyatti (2006) recognized the importance of components, namely guardians, television exposure, and consumer demand.

These studies provide a thorough account of the role that parents play as the children's primary reference group and peers play as the children's second comparison group. Peers can also talk about the older generation of kids who younger kids tend to look up to, emphasizing the function of ambition group. Youngsters may grow to resent a circumstance or product due to age differences and develop relationships with their elders, suggesting the dissociation component of the children's referent group. Emulation is not an ubiquitous phenomena(Lawlor, 2009).

Despite the fact that Robertson and Rossiter (1974) rejected any favorable association between kid's comprehension of ads and their enthusiasm for the goods being sold, Lazarsfeld's concept has withstood the test of time(Curran, 2000). Goldberg and Gorns (1979) and Fishers (1986), who demonstrated a favorable association among the two, provided support for Lazarsfeld. A report by young people, Adolescents and Promos (1995) that claimed television screening has been linked to corpulence, the majority common nutritional ailment between adolescents in the USA, furthered that finding. Yet commercials for creations intended for adult usage are shown on channels geared towards children because youngsters have a considerably greater purchasing power(Bakir & Vitell, 2010).

Therefore, the theories that follow can be used to summarize the diverse responses to commercials that children have as they mature and are a result of their attitude towards the advertisements:

HA1. Regarding the influence of the credibility aspect in the commercials on all of the reported measurements of their buying behavior, there is a considerable difference among the three age groups.

HA2. The effects of the amusement component in the advertising on every one of the specified variables of their purchasing behavior will differ significantly among the three age clusters.

HB1. There is a strong association between the commercials' credibility factor and each of the highlighted aspects of children's buying behavior.

The following are the study's specific goals:

To create a profile of how different age groups of children perceive TV advertisements and their purchasing patterns;

To examine any significant differences among three groups of children from the NCR in these areas;

To look at how three groups of children's perceptions of TV advertisements and their purchasing patterns relate to one another.

#### *Approach*

Reliability P1

Amusement P2

#### *Purchase behavior*

Detection with the teen in commercials P3

Primary allusion assembly P4

Secondary (which includes school fellows) P5

Ambition Cluster P6

Detach Cluster P7

Lifestyle P8

Star approve P9

Varying liking for products revealed on TV with time groups P10

Table 1: Important independent (approach) and dependent(Purchase behavior) elements

### **III. Research techniques**

A both exploratory and descriptive research strategy has been used to guide the study. Detailed interviews with pediatricians, promoters, and guardians of young children are part of exploratory <http://doi.org/10.36893/TERCOMAT.2018.V09I03.1004-1016>

study, which also involves a review of the literature. These casual depth interviews were conducted using unstructured questions. In each of the four schools where the study was done, consultations with four child mental health professionals were undertaken. Their observations were focused more on how psychology changed with a person's age, social environment, and level of education(Lawlor & Prothero, 2008).

At their workplaces, two senior executives who work in the creative divisions of Delhi advertising companies were questioned about their perception of children as a distinct target market. At their homes, during their free time, ten (five pairs) parents from various Delhi neighborhoods and neighboring cities participated in the discussion. These parents made observations about how their kids had developed over the previous few years. They were asked to express their thoughts on the applicability of any issue(s) mentioned in the literature appraisal if they had missed it throughout these talks. (s). This method also led to the discovery of the previously indicated dimensions as important influences on children's purchasing decisions in relation to television ads.

The study's population comprised all Delhi-area children aged five to eleven who were middleclass Indians (as defined by the National Council for Applied Economics and Research, a government organization). (NCR). This region is made up of geographical areas that include parts of the neighboring states of Uttar Pradesh and Haryana as well as Delhi. In the National Capital Region, a poll was taken among middle-class Indian students enrolled in English-medium schools. Their selection was justified by the assumption that they were more "advertising literate" and that, as a result, their responses would be more pertinent to this study(Opre et al., 2021).

Table II displays the number of sampling units' distribution for the current investigation.

The acquired data were then examined to determine the differences in perceptions among the various age groups regarding the influence of the advertisement on purchasing behavior. Tools like statistical description, analysis of variance (ANOVA), and correlations have been utilized to gain empirical insights because the different attitudinal characteristics would have differing

levels of impact on the different buying dimensions. Additionally, a regression framework has been created using P1 and P2 (i.e., the attitude dimension) as two independent variables and P3 through P10 (i.e., the purchasing habits dimension) as the dependent variables to determine the effect of the perception of commercials on the purchasing habits. (Table I).

**IV. Results and analysis**

Despite there being 360 respondents who answered the surveys, only 327 of those replies were valid, as shown in Table II's breakdown.

Table III gives the demographics of kids for three categories of age using descriptive metrics.

Locality								
	Cluster	Age	New Delhi	Grater Noida	Guru gram	Panipat	Total	%
	1	5 to 7	27	28	22	25	102	31
Table II.	2	7 to 9	30	26	28	28	112	34
Distribution of the	3	9 to 11	28	30	28	27	113	35
sample units						Total	327	100

Table III demonstrates that younger children are more receptive to amusement when forming their attitudes towards commercials (Av: 11.6) & are too heavily pressured by brand images. (Av: 4.7 and 5.9). The age range of five to nine is also characterized by considerable parental influence (Av for P8: 5.7 and 6.2), while elder children appear to have high aspirations. (Av: 6.7 and 5.9). Each one age groups were intently examining the credibility factor(Palan & Laczniak, 2001).

	Group 1		Group 2		Group 3	
	5 to 7		7 to 9		9 to 11	
Constraints	Av	SD	Av	SD	Av	SD
Reliability (P1)	9.1	3.31	8.61	2.23	8.6	3.6

Amusement (P2)	11.5	3.21	11.62	2.69	8.96	4.19
Detection with the teen in commercials (P3)	8.2	1.8	0.63	2.66	5.84	2.5
Secondary (including school fellows)(P4)	4.3	1.89	4.75	2.06	4.6	2.24
Detach cluster (P5)	3.8	2.92	7.21	1.52	6.84	2.04
Lifestyle (P6)	8.8	1.84	6.11	1.86	6.93	2.32
<b>Ambition</b> (P7)	2.3	1.21	6.77	2.1	5.52	3.07
Primary allusion assembly (P8)	5.8	0.65	6.22	1.7	4.82	1.99
Star endorsers(P9)	4.6	1.78	5.89	3.3	3.71	2.46
Change in preference (P10)	6	1.77	4.12	1.98	5.93	1.63

Table III: Stats for age groups

other than for the effect of trust and the representation of people from additional groups in the commercials, every other parameter was important throughout different age groups, and for the parameters that were found to be important, a post-hoc Tucker analysis was performed on the views of each group of youngsters.

Table no IV: ANNOVA Result

Constraint	Significant difference among means
Amusement (P2)	Cluster 1 and 3
Recognition with the kid in the commercial (P3)	Between all age clusters Dissociate cluster (P7)
Life-style (P8)	Between all age clusters
Ambition cluster (P6)	Between all age clusters
Primary cluster (P4)	Between 1 and 3 and 2 and 3 clusters
Celebrity (P9)	Between all age clusters
Change in penchants (P10)	Amongst 1 and 2 and 1 and 3 but 2 and 3 are equal



The humorous and credible aspects of the commercial (as independent factors) and the behavioral parameters (as dependent variables), as shown in Tables V and VI, were correlated (at a 5% significance level). The degree of correlation among the primary independent variables and the dependent variables was better understood thanks to this research.

The quantity of variation attributed to the variables that are not dependent, P1 and P2, i.e., the trustworthiness and enjoyable feature of the commercials, is the only mild, ranging between 20% and 56%, and thus, there are numerous additional variables that donate to the consideration of behavioral restrictions, even though the relationship between them is important in terms of the hypothesis being tested.

The results of Gunter and Furnham (1998), who asserted that there is a multifaceted link between attitudes towards advertising and purchasing behavior, are supported by this conclusion.

However, further investigation into the trustworthiness of advertisements' effects on each distinct aspect of buying behavior shows that these three behavioral breadths—the role of aspiration, the main demographic, and the ageing of preferences for preferred products—do not reinforce one another. It suggests that an aspirational personality's effect over an advertisement need not be reliant on his or her credibility, which might be a big deal for adults. Family-related advertisements don't always have to be based on actual events.

Additionally, parental influence may not always look like it does in commercials. As kids get older, they like things even if they are portrayed in advertisements in an unpretentious way. These results demonstrate the kids' general understanding skills. For instance, if a child decides they want to possess a skating roller instead of a tricycle as they become older, it isn't because the advertising are delivering a true or respectable message; rather, it is due to some other circumstances. On the other hand, if the youngster is to recognize with the circumstance in the commercial or the secondary cluster, or if the dissociate cluster has been shown or a lifestyle has been highlighted, advertisements should be viewed as believable. even company logos.

As a result, there is a clear divergence in how the credibility of the commercial relates to the various behavioral factors. All parts of consumer behavior, with the exception of when a youngster is adamant about switching to a new product, are significantly influenced by entertainment, highlighting the importance of ancillary features like jingles, animation, etc. in the advertising. In the age range of five to seven, believability is more important than amusement in determining how children feel about commercials; nevertheless, as children become older, entertainment becomes more important.

However, this supports Moore and Lutz's (2000) findings, which revealed a higher age cluster. (10 to 12). One more intriguing discovery is the dramatic shift in the child's partiality for new products from age SIX to age EIGHT as evidenced by the attitude they have formed towards television ads.

**Regression analysis findings**

To comprehend the extent of the influence of the entertaining and credible aspects of commercials on the numerous purchasing behavior variables, regression examination was done.

Table V	
Consequences of hypothesis test	
HA1	Not Accepted
HA2	Accepted
HB1	Not Accepted
HB2	Not Accepted

A broad summary of the analysis above demonstrates the low significance of both the independent variables P1 and P2, or reliability and amusement, in describing a range of behavioral variables.

## V. Conclusions

Although not significantly, the believability of the commercial has an effect on children's purchasing decisions across all age groups. Due to children's underdeveloped cognitive abilities and the strong parental effect on the younger age group, it is often low. If the commercial shows the same scenario, a dissociate cluster, links with their desire or primary reference cluster, or indicates their altering choice for new offerings as they get older, the trustworthiness element is unlikely to attract kids in the age group of seven and more. It indicates that the child's awareness on the world has significantly increased, as well as other transitional elements like their perceptions of other people(Taddia, 2004).

This supports Moore's earlier findings from 2004 and clarifies the viewpoints of Pawar and Agnihtri (2006) and Kaur and Varma (2007) that, as children get older, parental influence is undoubtedly present, but social pressure increasingly determines how they react to commercials. Children of all ages are impressed by the advertisement's capacity to be amusing, but this is especially true of the younger age groups(Soni & Singh, 2012).

Thus, it can be inferred that kid's attitudes towards commercials in general have a significant impact on their buying behavior. However, there are other strong influences, such as instructions from parents and bullying from peers, that also have a significant impact on children's attitudes towards commercials and their purchasing behavior(Kinsey, 1987).

The aforementioned considerations should be taken into account while creating commercials for the purpose of educating youngsters in order to maximize their impact(McRoy et al., 2016).

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