

Study of Advertising with Particular Emphasis of its Effects on Children's Buying Behavior

SHALU TYAGI

Research Scholar (Management)
Shri Venkateshwara University Gajraula(U.P.)

Prof. (Dr.) Anuj Kumar

Research Supervisor
Shri Venkateshwara University Gajraula (U.P.)

Abstract

As we navigate the digital age, there is an undeniable fact that children are heavily exposed to a myriad of media channels. From television to the internet, our younger generation is constantly consuming media in various forms. Consequently, this media consumption is riddled with advertising content. Given their impressionable minds, the impact of advertisement on children is profound and worth understanding. This research paper aims to analyze this impact, with particular emphasis on its effects on children's media consumption and behavior. Even though marketers are shifting attention from advertising to other promotional elements, advertising still remains very important in influencing the purchasing behaviour of customers. In this study, we sought to find out how advertising and TV adverts in particular influences the behaviour of children. The study used children between the ages of 13 and 18 years who watched television adverts as the respondents. The overall results of the study indicated that television advertising actually influences positively the purchase behaviour of children.

Introduction

Advertising plays an important role as one of the marketing tools companies use to persuade and draw attention of consumers about the existence of their offerings. One cannot ignore the important role of advertising in delivery of news and vital product information for consumer which enhances their purchasing decisions (Xiong & Bharadwaj, Citation2013). Businesses must therefore take their advertising strategies seriously since the business environment has

become so competitive (Bardi, Citation2010). Firms are now facing fear of competition, hence designing catching and interesting message is the surest way to influence consumer buying behaviour. Consumers have various levels of decoding advertising messages. Children are important customers that must be taken seriously if firms want to increase market share. It is important to note that children themselves do not have the purchasing power but influence their parents or guardian to buy things they need. Most of the purchase decisions by children are as a result of celebrities who endorsed the products as children most often than learn from models. Celebrity endorsement portrays means through which social actors such as celebrities tend to endorse a particular product through advertisement (Udo & Stella, Citation2015). It's worth knowing that marketers these days use celebrity endorsement as an advertising strategy to influence consumer buying decision. Some studies show that children nowadays are seen as consumer-buyers as they have been involved in consumer socialization role and learn to behave like consumers. Children take everything at face value and believe without a doubt the messages in the advertisement. Children's attention level on viewing television advertisement can often lead to children's product request, and children force parents to buy unnecessary items after seeing advertisements.

Some authors believed that children as matter of fact do not understand when marketers advertise products on television (Bartholomew & O'Donohoe, Citation2003). Children are an extremely vulnerable target audience and get easily carried away as they do not always pull towards ads environment that produce feelings essential to change their purchase intentions (Gulla & Purohit, Citation2013). It is therefore difficult for children to really understand that firms just want to push their products in such a way that will entice them to buy. One must also not forget the fact that every customer's aim is to seek satisfaction after purchase decisions are made. Celebrities in advertisement serve a link for those especially who may not be able to properly understand the content of the adverts, features, information intrusiveness among others.

OBJECTIVES OF THE STUDY

To study the impact of child-centric advertisements on their buying behaviour .

To find out that parents are influenced by children while purchasing product after seeing advertisement.

STATEMENT OF THE PROBLEM

This study aims to determine how purchasing behaviour is impacted by advertisements featuring children and how children persuade their parents to purchase stuff. This will also uncover the psychological consequences of commercials on kids' minds that drive them obstinately to buy the goods.

RESEARCH HYPOTHESIS

H0: There is no significant impact of Child-centric advertisements on buying behaviour.

H1: There is a significant impact of child-centric advertisements on buying behaviour .

The study is based on descriptive and analytical research. It is a cross-sectional survey based on primary data. The data has been collected from Parents, who are from different occupations. The online questionnaire through Google Forms has been prepared for collecting data. This survey study aims to investigate the impact of child-centric advertisements on buying behaviour.

Literature review

The concept of advertising has been a significant phenomenon in the business set up. It has invariably been used by marketing gurus to attract customers' attention for new products in the market. Advertising through television is seen as the most prominent modality for the transmission and reception of video content. Advertising is seen as any paid form of non-

personal presentation and promotions of idea, goods, or services by an identified sponsor that may with the objective making sales (Kotler, Citation2013). Advertising plays an important role in delivery of news and vital product information for consumer purchasing decisions (Latif & Abideen, Citation2011; Xiong & Bharadwaj, Citation2013). Businesses should know that ineffectiveness of advertising has the potential of inducing negative consumer attitude towards products (Latif & Abideen, Citation2011). Advertising helps to communicate the features and characteristics of product or service in the visual form so that the customer can understand it easily. Some advertisements seek to build a respected corporate identity for a company, product, and brand name or make all familiar to the public (Agwu, Citation2012). Advertising has been such a persuasive and intrusive socio-economic force that neither manufacturer nor consumers can ignore it (Agwu, Citation2012; Bardi, Citation2010). Many consumers recognize not only the negative societal effects of advertising, but also the positive economic impact of the advertising industry (Agwu, Citation2012). Considering the imperativeness of advertising in modern business world and its potential to generate revenue by attraction customers for a company's product, it is good to look at the various forms of advertising that are mostly use by companies.

Television (TV) has been seen as having superior merit over the other media as is been perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for creative advertising (Kavitha, Citation2006). TV advertising not only change emotions but give considerable message exerting a far attainment influence on the daily lives of people (Kotwal, Gupta, & Devi, Citation2008). It can be said that advertising is the driving force responsible for shaping consumers' perceptions and inducing a behavioural response (Jones & Czerniewicz, Citation2010). Bisht (Citation2013) found advertisement to aspire and helps customer to take conscious product and brand decisions and TV advertisement impact the youth purchase decision.

Perception ranges from quality of information, perceived intrusiveness, entertaining celebrity association, perceived content credibility among others (Akaka & Alden, Citation2010).

Quality of information contained a television advertisement may affect the perception of consumers towards the company and its products/services. The information provided through advertising must be quality in nature, accurate, timely, and useful for the user. Information

should be accessible and available to consumers as and when they need it in order to make decision on what they want to buy to satisfy their needs (Siau & Shen, Citation2003). The main aim of advertising is to be able to properly inform consumers. Information tailored to consumers need and interest is very crucial to getting the attention of consumers for a product on offer (Dutta-Bergman, Citation2006). A typical case is the need for television advertising to communicate messages that correspond to the needs of the information users. Haghirian and Inoue (2006) believed that information and credibility associated with advertising, it can have the highest effect on the attitude of consumers. Thus sellers should do more on features of advertising to improve helpful advertising attitude. The study therefore hypothesized that:

Consumer buying behaviour

Consumer behaviour is seen as the processes individuals adopt to choose products and services in order to satisfy their needs and also the influences that these processes have on the consumer and the whole society (Scott & Walker, Citation2010). Consumer behaviour attempts to understand the buyer decision-making process, both individually and in groups. Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the affect that these processes have on the consumer and society (Kuester, Homburg, & Hess, Citation2012). Predicting consumer behaviour is one of the deadliest tasks for any business as it keeps on altering under the influences of unknown and doubtful factors; therefore, leading to a purchase decision which is difficult to measure under diverse conditions (Rizwan, & Qayyum, (2014). Consumer buying behaviour involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfil their wants and the effect these methods have on the consumer and society as a whole. It includes all the thoughts, feelings and actions that an individual has or takes before or while buying a product, service or idea as well as answers to such questions as what, why, how, when, and where an individual makes purchase (Khaniwale, Citation2015).

Several factors that shape consumer's way of life are taken into consideration before they make a purchase of product on offer. Consumers' personal characteristics are those things which are directly related to the consumer's way of life. Those are attributes that can distinguish the

consumer as an individual from all other consumers. Personal characteristics include personality variables such as occupation, education level, areas of residence, and status. The components of self or personal concept include physical, psychological, and social attributes (Souiden & Diagne, Citation2009). Within the realm of consumer behaviour, research indicates that religious affiliations and religiosity level influence decision-making and purchasing behaviour (Taylor, Halstead, & Haynes, Citation2010). In terms of family interaction, parents and children influence each other (Al-Zu'bi, Crowther, & Worsdale, Citation2008). Thus, the understanding of culture and the differences is considered a prerequisite for successful advertising (Moriarty et al., Citation2014; Muk, Citation2007).

Children's role in the family buying decision-making process varies according to the different product categories and buying decision-making stages. In the marketing and consumer behaviour fields, the family received the biggest attention as a primary and powerful decision-making unit (Chaudhury, 2013). Children's degrees of influence on what they purchase are affected by nature of less expensive to the most expensive product (Ahamad & Sekhar, Citation2014). Children act in three different ways in the market by spending their money directly, influencing other members of the family and finally by being the future market (Ali & Batra, Citation2011). Gulla and Purohit (Citation2013) found that advertisements on television have significant impact upon the attitude of teenagers towards TV commercials. It is therefore important to note that children may not have the money to make purchase decisions, however, they exert enormous influence on their parent to buy products for them.

In any case, the marketing in Western countries began to focus on children mainly in the 1960s (Marshall, Citation2010). However, it was not always the case when, for instance, advertisements for child toys were designed to fit adult TV viewers, not children (Gross, Citation2010). It does not mean that children in that era did not influence the purchase behaviour of their parents, rather, marketers discover the marketing value of children. This knowledge was displayed in massive marketing pressure, using children and youth, on consumer behaviour in households. Cradle-to-grave marketing is therefore highly spread because marketers are aware that the sooner the child is "caught into their nest," the sooner they start to raise their future loyal customer (Šramová, Citation2014).

Children pestering of parent to purchase a product is also as a result of their cognitive development in terms of their understanding of advertisement even though there has been major criticisms (Roland-Lévy, Citation2010).

Methodology

The study adopted quantitative method by collecting quantitative data using questionnaires with explanatory research design. In defining the population of this study, people who are below age 18 were selected, But for the purpose of getting the most valuable information for the study, focus was on children between the ages of 13 and 18 years. It is also assumed that children between these ages will be in junior high school and senior high school categories who may in a way be able to have quite fruitful discussion on adverts. A sample of 250 was selected for the study. This selection was based on the assumption that if a population of a study is of homogeneous characteristics, then a sample of 30 members is good enough to be representative of the population

Reliability of the study

The world is dealing with the paradox of choice, and manufacturers are going to new lengths to make advertisements that make their products stand out from the crowd. Today, ads are popping up everywhere – on billboards, in print, between the phone games you play, on social media platform feeds, in your emails, and even in text messages. While these advertisements can sometimes be informative and help you make an informed choice, they can affect children and even influence their decisions and personality. So, what are the effects of advertising on children, and how do they present themselves? Read on to find out more!

Positive Impacts of Advertising on Kids

Some of the positive effects of advertising on children are:

1. Source of Information

They can be a source of information. Certain advertisements, especially public service announcements, present innovations and technological milestones that can offer a good learning opportunity to the child. Moreover, they also educate the child about new products on the market.

2. Presents Healthy Choices

Healthy food choices advertised the right way can also prompt the child to opt for a more balanced diet.

3. Teach Good Habits

Certain advertisements – those for hygiene products, for example – can help inculcate good habits in the child

4. Motivate Them to Chase Their Dreams

Advertisements may also have motivating content encouraging children to choose a profession or chase a specific dream. They can help them develop a passion for the same and work towards it from a young age.

5. Impart Good Values Through Examples

Advertisements that present other children of a similar age engaging in activities like helping out in the house or saving can influence kids to do the same.

6. Promote a Sense of Community

Certain advertisements that carry content relevant to social change can help promote empathy and a sense of duty towards the community in children.

7. Encourage Them To Be Mindful

Environmental protection advertisements also call children's attention to the problem and can encourage them to be a part of the solution.

8. Warn Against Harmful Substance Use

Cautionary advertisements that reveal the consequences of alcohol and smoking can help children understand the risks associated and urge them to stay clear of such products.

Negative Impacts of Advertising on Kids

While advertisements have a few positive influences, they fail to outweigh the negatives. Some of the adverse effects of advertising on children are:

1. Leads to Behavioural Problems

Persuasion to purchase a product they like can be a real problem. As advertisers direct their marketing strategies towards children, parents may have a stubborn child demanding that they buy a specific product for him.

2. Causes Negative Interpretation of Information

The advertisement's message may be misinterpreted, and children may focus mainly on the negatives rather than the positives.

3. Motivates the Performance of Dangerous Stunts

Certain advertisements portray stunts that can be very dangerous. Although they come with a statutory warning, they may often be ignored, and kids may attempt to imitate these stunts.

4. Promotes Impulse Buying

Every manufacturer wants a recurring business, which leads them to create flashy advertisements. This results in the development of an impulse buying habit in children

3. Presents an Unrealistic View of the World

False imaging is another issue with advertisements that unrealistically present things or events; children tend to fall for them.

4. Encourages Materialism

Advertisements may also develop a materialistic idea of the world in the children. When their innocent minds are regularly exposed to content which portrays that having the best things is necessary for a comfortable life, it may make children give undue importance to material wealth. Brand consciousness and an affinity towards expensive branded items can be developed. This may make them shun inexpensive things that serve the same purpose. Advertisements can also be a leading factor in influencing a child's choice of toys, clothes or luxuries.

5. Encourage Bad Eating Habits

Many of the food items advertised are junk food and are visually appealing. These can influence the child's eating habits and promote an unhealthy lifestyle.

6. Creates Low Self-Esteem

Children may also tend to have lower self-esteem if they believe themselves inferior for not owning the advertised products, especially if their friends possess these items.

7. Imparts Negative Values

The sexual objectification of women in some advertisements is a cause for concern as children grow up to think that this is the norm. Certain advertisements use comparative visuals, mocking a person using a different product. This can instil the concept of inferiority and superiority in children as they compare themselves with others. The visual portrayal of certain inappropriate acts in the adverts, like lying or cheating, can make a vulnerable child believe that the behaviour is acceptable.

8. Blurs the Lines Between Reality and Imagination

As many adverts successfully blur the line between real and reel life, children tend to believe the facade and lose touch with reality.

Conclusion

The study reveals that television advertisement plays an important role in determining children satisfaction, brand preference and buying behaviour. Business organizations have therefore resorted to advertisement as an important marketing strategy to create customer satisfaction, brand preference and to influence consumer buying behaviour. Likewise, consumers have over the years relied on advertisement as an important source of product information, likeness and an influencer for consumer purchase decision process. Television advertisement has therefore become the predominant source of advertisement among the media of advertisement used over the years. Children are more prone to television programs since it has created more source of entertainment for them hence creating a great opportunity for them to encounter varying advertisements daily. Despite this, children do not utilize the information they come across in adverts as purposed by advertisers, leading to a lot of challenges for advertisers. For this reason, firms are becoming cautious about the type of adverts they direct to children in order to attract their attention. Children and adolescents are the most vulnerable groups that are easily influenced by advertisements. So, it is crucial to monitor the influence such advertising has on children's behaviours, and parents should put strict controls in place to ensure that it does not negatively impact them. In a world of innovative advertisements almost everywhere, it will be hard to shield your child from being exposed to most of them. It is essential to consider how advertising affects children's mental health. Advertisement agencies have tried out every medium to advertise products, from television to print and billboards to luggage tags in the airport. Your child will inevitably see and consume the content of these advertisements. Hence, the best way to prevent the negativity caused by these adverts is to educate your child about the finer concepts of the marketing world and monitor the influence of advertising on children's behaviours. Thus, we recommend the provision of quality, accurate, reliable, and timely information about products as well as employing popular and likable celebrities in television advertisements targeted at children.

REFERENCES:-

- Brar, V., Kumar, A., & Ramgade, A. (2022). Problems in evaluating the effectiveness of sales promotion activities. *International Journal of Multidisciplinary: Applied Business and Education Research*, 3(7), 1185–1189.
<http://dx.doi.org/10.11594/ijmaber.03.07.02>
- Chaudhari, C., & Kumar, A. (2021). Study of impact of the covid-19 outbreak on digital payment in India. *Vidyabharati International Interdisciplinary Research Journal*, 12(2), 99-102. DOI: <https://doi.org/10.5281/zenodo.6666714>
- Dikcius, V., Pikturniene, I., & Reardon, J. (2017, June 19). Typology of measures of children engagement in parental purchase decisions. *Young Consumers*. Retrieved April 26, 2022, from <https://www.emerald.com/insight/content/doi/10.1108/YC-11-2016-00647/full/html>
- Ghosal, I., Prasad, P., Behera, M. P., & Kumar, A. (2021). Depicting the prototype change in rural consumer behaviour: An empirical survey on online purchase intention. *Paradigm*, 25(2), 161-180. DOI: <https://doi.org/10.1177/09718907211029030>
- Jadhav, S., Kumar, A., & Brar, V. (2022). Issues impacting sales promotion in international marketing. *International Journal of Multidisciplinary: Applied Business and Education Research*, 3(6), 1159-1163.
<http://dx.doi.org/10.11594/ijmaber.03.06.18> Misleading advertising and its impact on children. (n.d.). Retrieved April 26, 2022, from HTTPS://www.researchgate.net/profile/SheetalKapoor/publication/352057337_INDIAN_INSTITUTE_OF_MANAGEMENT_KOZ
- Shah, M. K., & Malik, G. (n.d.). Toys as food premiums: Does it promote unhealthy eating habits? (Understanding the mother's perspective). *Indian Journal of Marketing*. Retrieved April 26, 2022, from <http://indianjournalofmarketing.in/index.php/ijom/article/view/140604>
- Shine, N. A., Kumar, A., Mitra, A., Puskar, S., Chandra, A., & Kumar, S. P. (2021). New business opportunities for e-commerce: Post lockdown. *Empirical Economics Letters*, 20(Special Issue 2), pp. 241-250. DOI: <https://doi.org/10.5281/zenodo.6666082>

- Sondhi, N., & Basu, R. (2014, November 11). Role of children in family purchase across Indian Parental Clusters. *Young Consumers*. Retrieved April 26, 2022, from
- <https://www.emerald.com/insight/content/doi/10.1108/YC-10-2013-00402/full/html>
- The effects of television food ... - Wiley online library. (n.d.). Retrieved April 26, 2022, from,
- <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1442-200X.2006.02180.x> The presence of children in advertisements and its impact on ... (n.d.). Retrieved April 26, 2022, from
- http://vslir.iima.ac.in:8080/jspui/bitstream/11718/11491/1/CB-PP-214-Presence_of_Children_in_Advertisements_and_its_impact-309-Parida_b.pdf
- Vikas Saraf. (April 26, 2013). Impact of Celebrity Endorsement on Children through TV Advertisements. (n.d.). Retrieved April 26, 2013, from
- https://www.academia.edu/68685727/Impact_of_Celebrity_Endorsement_on_Children_through_TV_Advertisements.pdf Wikimedia Foundation. (2022, February 8).
- Toy advertising. Wikipedia. Retrieved May20,2022, from https://en.wikipedia.org/wiki/Toy_advertising Wikimedia Foundation. (2022, May 12).
- Food marketing toward children. Wikipedia. Retrieved May 20, 2022, from https://en.wikipedia.org/wiki/Food_marketing_toward_children