

AN EMPIRICAL STUDY ON PARENTS PERCEPTION ON TELEVISION ADVERTISEMENTS TOWARDS CHILDREN'S BEHAVIOUR WITH REFERENCE TO KARNATAKA STATE

Abstract

With the development of media networks, televisions have become an essential medium for marketers to promote their products through advertisements. Television has come up in a huge way and advertising in a huge multimillion-dollar industry. TV advertisements attract children with images, graphics, sounds and animations. TV advertisement is the most influential media even there is no act of purchasing the products remains in consciousness. In this study, we have examined the parent's perception of TV advertisements and their impacts on children's behavioral changes in Bengaluru city. In this study around 98 respondents have given their opinion on TV advertisements, effects of children's behavior both in a positive as well as negative manner. TV advertisements may have positive impacts like creating learning opportunities, guiding in healthy food habits, inculcating hygiene habits, encouraging to choose the profession, promoting social responsibilities and might have negative impacts like addiction, irritation, pestering, impulsive, aggression etc... The study suggests the parents how to handle the kids when they get negative impacts and they should help their kids to overcome Negative impacts and behavioral changes.

Keywords: Television, Advertisement, Impacts, Children's Behaviour

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I. INTRODUCTION

Advertisements are derived from the Latin word “Advertere” which means “to turn attention”. Advertising is a market communication that provides sponsored or non- personal messages to promote or sell a product or service or idea. Advertising is communicated through various mass media which includes newspapers, television, blogs, websites, social media, etc. Advertising on television usually means running a TV commercial between 15 to 60 seconds in length, but TV advertising can also include sponsorships and product placement within television shows. TV is undoubtedly the most powerful medium of advertisement television advertising simply started in the early 1940s, with the United States Federal Communication Commission issuing a commercial license to US stations (Kori Wallace). Children are uplifting sources of joy; many advertisements affect children in both positive and negative ways. The parent and child relationship are most significant in a person’s life. In India, there are around 900 permitted private satellite channels in this media-saturated world parents can't keep children away from media exposures such as watching TV, YouTube, etc. Parents believe that the pattern of advertisement has changed and it has become the need for them to be concerned about advertisements that affect children. This study examines the perception of Indian parents’ perception of the influence of television advertisements on children.

II. REVIEW OF LITERATURE

Anbumozhi (2020), In this research the researcher, analysed the children's attitude towards the TV advertisement and its effect. This research is a descriptive type of research, the researchers have issued a questionnaire to children to collect the necessary information. As per this research, television advertisement seems to be stronger than print media. They have also mentioned that televisions are the medium to communicate information in an attractive manner that is with the combination of motion, sounds, words, colours and personality. The main objective of this research is to find the relationship between the roles of television advertisements and children's purchase intention of health drink products.

Brison and Holiday (2020), Addressable TVs are technologies that selectively deliver advertising messages to individuals through interconnected smart TV, cable, satellite, set-top boxes. This researcher through this study believes, TV advertisement that personally addresses children has both positive and negative influence on the parents’ purchasing intention. This study focuses on examining the perception of parents regarding the advertisements that directly target their children through addressable TV and also analyse the processes that produce brand-favourable purchase intentions.

Gopal Thapa (2020), this study aims to analyse the impact of television advertising on Nepalese children. A self-made questionnaire was made by the researcher to collect the opinion of the people of Kathmandu Valley. This research provides that the advertisements are independent of purchasing behaviour but the parents agreed that the advertisements insist children on purchasing brands while shopping. This study also found that there is a significant relationship between the conflict of parent and child due to the advertisements and age of the family members. It also analyses the personality development of children through a TV advertisement.

Roy (2021), this article understands the reaction of children towards TV advertisement. Researcher collects data from children aged between 7-11 years. The product category used by the researcher are chocolates, health drinks and fast foods. It says TV advertisement is the natural element of the life of the children as well as it has adopted a positive attitude towards television viewing. This research also focused on awareness of brands among children and also the influence of parents' decisions on purchasing products on them. It also finds that children are evident in fitting the role of consumers.

Ulfatul Marifah (2020), this research analyses how children perceive food advertisement which includes a variety of meanings, symbols and messages. The survey method is used with subjected to 10 children only by showing 10 food advertisements. The researcher collected the data by interviewing 10 children only. This study tries to explore some visual semiotic signs on food ads that affect children about their choices. This study analyses the children preference towards brand characters, moods or emotions, colour, ambience, culture and values in advertisements.

Pradeep (2020), this research is designed to know the impact of television advertisement towards adolescent school children regarding Chennai city. The research revealed that television has a strong influence on children's buying requests. It is found that children are attracted towards all kinds of advertisement and they are immature to decide on different marketing strategies of advertisements. As most families are nuclear and both the parents are working, the children spend more time watching television with directly affects the health, mind and overall future of children from the TV advertisements. Overall researcher says the TV advertisement makes the children be the more materialistic, influential, forceful and aggressive attitude.

III. STATEMENT OF THE PROBLEM

In today's world, there is huge competition in the market and advertisements have become the oxygen of organisations to survive in this competitive market. Children of this generation Alpha have more decision-making ability within the family and they also pester their parents to buy things that they want. On average, a child is exposed to more than 40,000 TV commercial ads in a year. On average, during pandemic 7.7 hours a day was spent in front of the screen (pre-pandemic estimates 3.8 hours a day) (Megan Marples, CNN). This research attempts to understand parents' perception of television advertisements on children behaviour.

Importance of the study: Television advertisements play an important role in our day-to-day life and it is one of the dominant mediums used by marketers to target children through attractive and colourful ads. TV ads help in adapting to the recent trends and also to stay updated with the products available in the market, through these ads children are strongly influenced and they also differentiate between various aspects like entertainment, culture, sports and latest technology. Parents believe that there are both positive as well as negative impacts of the television ads on their children's minds. The present study aims to understand product and brand knowledge, the demand of products and services, creating learning opportunities and improving the social responsibilities conflicts

through television advertisements. The purpose of the study is to investigate the parent's perception of television advertisements and their impact on children behaviour.

Scope of the study: The present study focuses on parents' perception of the TV advertisements on children behaviour in Bengaluru city. Today, children are less guiltless blossoms and rather specified buyers with available information on different items and brands accessible in the market through TV commercial advertisements. In India, Television has come up gigantically and publicizing is a tremendous multimillion-dollar industry that hugely affects the improvement of a youngster (Clay, 2000). Parents have observed behavioural changes in their children after watching TV advertisements. The advertisement companies are progressively focusing on children since they observe kids are the main market fragment that doesn't change their inclinations quickly and is not difficult to impact through commercials. Hence, the researchers have got an idea to conduct this study.

IV. OBJECTIVES

To analyse parents' perception of TV advertisements.

To find out the negative and positive impacts TV advertisements on Children's behaviour.

V. HYPOTHESIS

H0: There is no significant association between Parents gender and types of Television advertisements.

H1: There is a significant association between Parents gender and types of Television advertisements.

VI. RESEARCH METHODOLOGY

Research is the systematic investigation into and the study of materials and sources to establish the facts and reach new conclusions. Research is also a systematic inquiry to describe, explain, predict and control the observed phenomenon. This research has been carried out through Descriptive research, to describe the impacts of television advertisements on children's behavior.

Data collection method : The researcher has developed the structured questionnaire to collect the data from respondents and all the questions have been converted into google forms and circulated to parents whose children age is above 2 and below 14. The secondary data has been gathered from journals, articles and websites.

Sample design: A sample design is a definite plan for obtaining a sample from a given population. The sample design helps the researcher to select items for the sample before the data is collected. Sampling design includes the universe of the study such as sampling unit and sample size. The universe of the study comprises parents from Karnataka whose children are aged between 2-14 years and the study is confined to the state of Karnataka. The sampling unit has to be considered before the sampling size. The sampling

unit is based on geographical units. Hence the parents who are living in Karnataka state could be a part of this study. The convenient sampling method has been adopted to reach the respondents for this study. Around 149 respondents have been involved in this study, in that 98 respondents' opinion has been taken for analyzing, and the remaining 22 respondents' opinion has been rejected due to incomplete information and 29 respondents were not ready to disclose their identity and didn't share information.

Analysis and interpretation

Table no 1: Gender of Parents

Particulars		No. of Respondents	Percentage
Gender	Male	43	43.9
	Female	55	56.1
	Total	98	100.0
Age	Upto 25 Years	4	4.1
	26-35 Years	56	57.1
	36-45 Years	34	34.7
	Above 45 years	4	4.1
	Total	98	100.0
Occupation	Business	31	31.6
	Govt employee	13	13.3
	Homemaker	25	25.5
	Private employee	29	29.6
	Total	98	100

Source: Primary Data

Interpretation: The above table are representing the gender of parents. Out of 98 respondents, 56.1% are female and 43.9% are male. It is concluded, that in this study most of the respondents are female only. The table represents age of parents required for our study. It is found that more than half (57.1%) of parents belong to the age category 26-35 years, 34.7% of parents belong to the age category of 36-45 years, remaining, 4.1% fall under a category of up to 25 years and above 45 years category. Therefore, it is observed that the age of parents between 26-35 years has respondents more for our study. The occupation of parents. 31.9% of the parents are working in the business sector, 29.6% are private employees and 25.5% are homemakers and the remaining 13.3% are working in the government sector. Thus, we can conclude by saying that more respondents belong to the category of the business sector.

Table no 4: No of Hours Children Watch Television

Time Spending in Day	Less than 1 hour	1-2 hours	2-3 hours	More than 3 hours	Total
Morning	68	20	8	2	98
	69.4	20.4	8.2	2	100.0
Afternoon	26	45	17	10	98
	26.5	45.9	17.3	10.2	100.0
Evening	39	29	21	9	98
	39.8	29.6	21.4	9.2	100.0
Late Night	48	25	15	10	98
	49	25.5	15.3	10.2	100.0

Source: Primary Data

Interpretation: The above table indicates no of hours children watch television. 69.4% of the respondents watch TV in the morning for less than 1 hrs, and 45.9% of the children watch 1-2 hrs in the afternoon, 39.8% of the children watch less than 1 hr in the evening and, 49% of children watch less than 1 hr in late night. Hence, it is concluded that the majority of respondents watch television in the morning for less than 1 hour. According to this study, the majority of kids watch less than an hour of television because of their parents' busy schedules, school hours, class assignments, etc. Parents let their kids watch TV in the morning since it stimulates their kids' brains and makes it much difficult for them to relax and fall asleep. Hence, it is concluded that the majority of respondents watch television in the morning for less than 1 hour.

Table no 5: Parents Perception towards TV Advertisements are Effective to Children

Sl.No	Particular		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	To improve the Knowledge of brands & products	Nos	10	4	8	10	66	98
		%	10.2	4.1	8.2	10.2	67.3	100.0
2	In encouraging healthy food habits.	Nos	5	6	24	47	16	98
		%	5.1	6.1	24.5	48	16.3	100.0
3	Leads to conflict with parents.	Nos	20	15	30	13	20	98
		%	20.4	15.3	30.6	13.3	20.4	100.0
4	Misleading and deceiving	Nos	9	20	42	21	6	98
		%	9.2	20.4	42.9	21.4	6.1	100.0
5	Increases demand of junk food	Nos	18	10	29	14	27	98
		%	18.4	10.2	29.6	14.2	27.6	100.0

Interpretation: The above table explains that 67.3% of the respondents strongly agree that, Television advertisement helps to improve the knowledge of brands and products, and around 48% of the respondents are agreeing that it encourages healthy food habits to the kids, and more than one-fourth (29.9%) of the respondents feels that it leads to conflict with the parents and more than two-fifth (42.3%) of the respondents feel that these advertisements are misleading and deceiving and remaining 28.9% respondents feels that it increases the demand for junk food. . Parents think that television advertisements serve to increase brand recognition since they are repeated, anything pictorial can be easily remembered for a long time, and appealing signs, visuals, music, etc. are used, Additionally, only a small number of parents are of the opinion that TV advertisements cause arguments with their children because they encourage them to buy certain things, whether they are healthy or unhealthy and also parents offer the children items when they pest them, regardless of their financial situation, to preserve their reputation in front of society.

Table No 6: Parents Perception on Impacts of Tv Advertisement on Children

SL. NO	Particulars		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Creating learning opportunities	Nos	18	10	29	14	27	98
		%	18.4	10.2	29.6	14.2	27.6	100
2	Guides in healthy food choices	Nos	9	5	8	11	65	98
		%	9.2	5.1	8.2	11.2	66.3	100
3	Inculcates hygienic habits	Nos	9	11	17	37	24	98
		%	9.2	11.2	17.3	37.8	24.5	100
4	Encourages to choose profession	Nos	12	11	14	24	37	98
		%	12.2	11.2	14.2	24.5	37.8	100
5	Promote social responsibilities	Nos	11	15	16	25	31	98
		%	11.2	15.3	16.3	25.5	31.6	100
6	Judge false content	Nos	11	18	20	18	31	98
		%	11.2	18.4	20.4	18.4	31.6	100
7	Awareness of bad advertisement	Nos	11	16	21	22	28	98
		%	11.2	16.4	21.4	22.4	28.6	100
8	Change in dressing lifestyle	Nos	10	18	19	29	22	98
		%	10.2	18.4	19.4	29.6	22.4	100

Interpretation: The above table shows that 27.6% of the respondent's notice that TV ads create learning opportunities, and less than two-third (66.3%) of the respondents strongly agree that TV ads help to guide in healthy food choices, and 37.8% of the respondents agree that TV ads inculcate hygiene habits to their children. 37.8% of the respondents strongly agree that it encourages to choose the profession, and less than one-third of the respondents strongly agree that it promotes social responsibilities, and around 31.6% of the respondents strongly agree that TV adds judge false content, and more than one-fourth (28.6%) of the respondents strongly agree that TV ads judge false content, and remaining 29.6% of the respondents agree that TV ads change in dressing lifestyle. According to this study, it is thought that there are advertisements that concentrates on balanced diet, health, fitness, dietary habits etc., leading parents to believe that television advertisements give guidance on selecting healthy foods, One of the reasons why parents feel that television advertisements support choosing a profession is because advertisements like Bijus, Adda 24, Unacademy, and others give viewers more options for selecting the right profession or career.

Table No 7: Parents Perception of Children Behaviour after watching Tv

SL NO	Particulars		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Irritation	Nos	6	11	26	8	47	98
		%	6.1	11.2	26.5	8.2	48	100
2	Happy	Nos	7	10	26	32	23	98
		%	7.1	10.2	26.5	32.7	23.5	100
3	Imitating	Nos	4	12	39	20	23	98
		%	4.1	12.2	39.8	20.4	23.5	100
4	Aggressive	Nos	12	17	40	14	15	98
		%	12.2	17.3	40.8	14.3	15.3	100
5	Impulsive	Nos	11	9	29	11	38	98
		%	11.2	9.2	29.6	11.2	38.8	100

Interpretation: The above table represents that less than half (48%) of the respondents strongly agree that TV ads cause the children to irritate them, and less than one-third (32.7%) of the respondents agree that it leads happy to children, and 39.8% of the respondents feels that TV ads make children imitate it, and little more than two-fifth (40.8%) of the respondent's sense that it feels aggressive to their child, and 29.6% of the respondents feels a behaviour change like impulsive to children. Because of their studies, other commitments, and other factors, children watch less television, according to this study. They are more interested to watch animation, cartoons, etc. When advertisements occur, they become agitated., the majority of them are of the idea that children who watch advertising become captivated and want to buy toys, candies, snacks, and other commodities, and when their parents do not provide them those products, they become aggressive.

VII. HYPOTHESIS TESTING

H0: There is no significant association between Parent's gender and types advertisements.

H1: There is a significant association between Parent's gender and types of advertisements.

Chi-Square Test

SIGNIFICANCE	DEGREE OF FREEDOM	CRITICAL VALUE
0.05	3	7.81

In the above chi-square test, critical value is more than the chi square value at 5% (0.05) significance level. Hence the null hypothesis is accepted, it indicates that there

is no significant association between parents' gender and types of Television advertisements. Hence there are many other factors which influence parents' perception towards children with regard to television advertisement and that is studied with charts and graphs in the study.

VIII. FINDINGS AND SUGGESTION

In this modern world it is difficult for the children to spend with their parents due to academical activities and parents also spend very less time with their children due to their professional activities and other busy schedules. But in reality, parents should show lots of love, care, attention and affection towards their children to mould them in the right path. Parents need to watch TV along with their children and they should educate them regarding the advantages and disadvantages of TV advertisements. Parents must keep time limits for their children to watch television. Parents need to avoid or regulate pocket money for their children so that they control unnecessary food habits. Parents should spend more time with their children to avoid misleading advertisements. Parents should understand the necessity of the products to their children before purchase. Parents need to understand the side effects of TV viewing habits like eye strain, inability to concentrate etc. Parents can play indoor games with their children instead of watching television. Parents should encourage children to watch advertisements that promote caring, cooperative and friendly relationships. Make children's bedroom television-free zones, so that parents can track the programs and advertisements their children watch. The advertisements agencies should avoid projecting false, inappropriate, half-baked information especially on children's channel so that it protects them from negative influences. The agencies can take initiatives to avoid processed food advertisements which helps in maintaining balanced diet to children. The advertisement agencies should recognize their social responsibility and promote sustainable social cause advertisement.

IX. CONCLUSION

**‘A Man who stops advertising to save money is like a
man who stops a clock to save time’**

-Henry Ford, founder of Ford Motor Company.

In the modern day, children have a significant influence on the consumer environment. In the 1990s, there was increasing evidence that children represented a major business opportunity. Despite being shorter than the average consumer, they are very wealthy and have a wide range of spending preferences. As they learn the fundamental communication skills necessary to engage with other family members, young children have an influence on the family's purchasing decisions. The child's purchasing skills and talents advance as they get older. Nowadays, TV advertisements come up with innovative ideas to create awareness among consumers about their products. TV advertisement is a communication medium to promote the product and service of the company This study reveals that parents have a positive impact on television advertisements on the other hand they also agree to say that excessive exposure to television advertisements can lead to behavioral changes in children like aggression, impulsive etc. This study also provides

evidence that parents believe that TV advertisements help their children in guiding healthy food choices, promoting social responsibilities and also help in knowing the false information. The major reasons for children to watch TV advertisements are it creates learning opportunities, helps in increasing knowledge of brands and products, Animation, seeing their favorite cartoon characters, etc... Hence, parents should act as protectors, teacher and guide them in making right choice towards exposure of TV advertisement.

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