

Children Advertisements and their Effects on Family Buying Behavior

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ABSTRACT

The average American is exposed to 61556 words from mass media each day works out to just under 4000 words per waking hour, about 60 words per waking minimum per person per day. Now-a-days children's advertisements are increasing tremendously because marketer has realized that there is more marketing scope in future. Advertisers are spending a lot on TV commercials to influence the behavior of children. TV commercials have become an integral part of children daily lives. Questionnaire was distributed to 300 families in Mahendergarh district only 280 were usable. Chi square techniques used to analyze the data gathered. Question arises, Do TV commercials really effect the behavior of children, Do children influence their parents purchasing or Do children play any role to shape their family's purchasing behavior. This present study focused only on how children get affected by TV advertisements to influence their parents purchasing decisions. After a thorough analysis of data gathered for this research it is found that children affect their parents purchasing decision whether they belong to urban or rural area, male or female. So, this research showed that children advertisements have strong impact on children. A younger child belongs to nuclear family get more affected by TV advertisements and pressurize their parents buy advertised products.

Keywords: Children advertisements, TV commercials, Purchasing behavior.

I. INTRODUCTION

Generally it is considered that marketing is just to advertise and sales of products & services. In old concept, the term marketing means to "Telling and Selling". But according to modern concept, marketing means to satisfy the customer. Marketing first of all, recognize the needs and wants of targeted population and then produce goods and services according to their choice. Because in today's scenario, customer is the king of market. A customer has various options to get product and services. If product of a particular producer doesn't compatible to their needs, he/she will switch over to another product. So marketing research on customer, analyzing their needs and then making strategic decisions about product design, pricing, promotion and distribution. In other words, marketing deals with identifying and meeting human and social needs.

According to American Marketing Association, "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. All the business activities made to keep in mind the target audience or can be said that the aim of all business activities ultimately is customer oriented. Company's promotion mix consists advertising, sales promotion, public relation, direct marketing uses to advertise and promote the sales of an organization.

Advertising is any paid form of non personal presentation of promotion of ideas, goods or services by an identified sponsor (Kotler & Armstrong 2005). Primary function of advertising are to increase sales, persuasion of dealers, help to middlemen, increase in per capita use, receptiveness of new product or model, insurance for manufacturer's business, confidence

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in quality, to eliminate seasonal fluctuations, raising standard of living where as secondary functions are to encourage salesperson, to furnish information, to impress executives, feeling of security, to secure better employees etc. advertising has both negative and positive sides. To give information about new products available in marker, their uses generation of employment are the positive aspects of employees, but on the another side, it induces materialism, unnecessary demands, effects eating habit adversely etc. various studies has clarified that now-a-days children are playing an important role to influence the purchasing of their parents and family as well. So this research paper aims to analysis the role of children in family purchase decisions. 6 to 12 years old children were considered for the study.

II. REVIEW OF LITERATURE

Kaur & Singh 2006; this study concluded that younger children influence the buying pattern of parents whereas adolescents have enough cognitive developments and understanding. Children act as a purchasing agent.

Guneri et. al 2009; A research done on 849 households found that children influence their parents to buy only those products which is used by children directly for example shoes and children's cellular phones. But parents responded that their children have very little influence on family decision making.

Iyiola & Dirisu 2014; study found that children demands advertised products after watching TV advertisements. Thoughtfully and unthoughtfully children effect the family purchasing. Result showed that there were a positive relation between advertisements and consumer behavior, children and family purchase decisions.

Jain & Dave 2015; parents whose income comes in the category of 25000-50000 considered that their buying decisions depend on the children's demand. Role of children in family buying decision increasing tremendously. Analysis was done on the basis of age, gender, income, occupation, family type demographic characteristics.

Ravali 2019; study investigated that in recent times, children are not passive while they are playing a significant role in family purchasing decisions. Children represent an important market and

they have become customers, buyers, spenders, shoppers and consumers. They plays an active role in consumer market by influencing their parent's decision. Parents also take advise from children while go for shopping whether these are household products or children products.

III. RESEARCH METHODOLOGY

Objectives of Study

This study undertaken to analysis the role of children in family purchase decisions.

Scope of Study

This present study conducted to identify the "Children Advertisements and their Effects on Family Purchasing Behavior: A Study of Mahendergarh District" both urban and rural area covered under this study. This assessment based on 280 parents whose children are school going and have TV at their home.

Data Collection

Both primary and secondary data used for this research study. Primary data collected from structured questionnaire while secondary data collected through magazines, text books, newspapers, journal and websites etc.

Sample Size and Sampling Design

280 parents were selected to evaluate the children advertisements and their effects on family purchasing behavior.

Data were collected through convenience sampling method and exploratory cum descriptive research design were used for the study.

Table No. 1 Demographic Profile of Children

Demographic Characteristics	Particulars	Frequency	%Age
Residential Status Wise	Rural	200	71.4
	Urban	80	28.6
	Total	280	100
Gender Wise	Male	118	42.1
	Female	162	57.9
	Total	280	100

Age Wise	6-9 Years	100	35.7
	9-12 Years	180	64.3
	Total	280	100
Type Of Family	Joint	168	60
	Nuclear	112	40
	Total	280	100

Source: Primary Data

Table no. 1 shows that 80 (28.6%) children from urban area and remaining 200 (71.4%) are from rural area. According to gender wise distribution 118(42.1%) are female and 162(57.9%) are male respondents. Age wise classification shows number of respondents comes in the age group of 6 to 9 years to be 100(35.7%) and 9 to 12 years to be 180(64.3%). According to the type of family wise distribution shows that, 168(60%) are from joint family while 112 (40%) from nuclear family.

HYPOTHESIS OF STUDY

- Ho1: There is no significant difference in Role played by children in family purchase decision with respect to their residential status
- Ho2: There is no significant difference in Role played by children in family purchase decision with respect to their gender.
- Ho3: There is no significant difference in Role played by children in family purchase decision with respect to their age.
- Ho4: There is no significant difference in Role played by children in family purchase decision with respect to their type of family.

STATISTICAL TECHNIQUES OF DATA COLLECTED

Mean, chi square statistical technique were used for the purpose of the study.

LIMITATION OF STUDY

1. This study is constrained to television advertisements only.
2. Opinion of only 280 parents was taken for the study.
3. This study is confined to only Mahendergarh district.

4. Questionnaires were filled personally, however the authenticity and accuracy of responses depends on the sincerity of respondents.

IV. DATA ANALYSIS & DISCUSSION

Table No. 2 (Chi Square Test)

Hypothesis	Demographic Characteristics	Chi square value	Df	Chi square	Decision
1	Residential status	6.508	4	0.164	0.164>0.05 Accepted Ho1
2	Gender	1.528	4	0.822	0.822>0.05 Accepted Ho2
3	Age	17.011	4	0.002	0.002<0.05 Accepted Ha3
4	Type of family	18.901	4	0.001	0.001<0.05 Accepted Ha4

Source: Primary Data

Result shows that there is no significant difference between the opinion of rural and urban area children regarding family purchase decisions. Null hypothesis is accepted. Both favored that they influence their parents decisions regarding purchasing.

Chi square value indicated that there is no significant difference between the responses of male and female respondents at 5% level of significance as far as role played by children in family purchase decision is concerned. In view of this, null hypothesis is accepted and alternate hypothesis is rejected. Both male and female agreed that they influence their parents purchasing decisions.

The analysis reviewed that there is a significant difference between the responses of 6 to 9 and 9 to 12 years children. Null hypothesis is rejected and alternate hypothesis accepted. Children belong to 6-9 years old category has more impact on parents decision making (younger children have more impact on purchasing decision than older children).

Result shows that there is a significant difference between the perceptions of children with respect to their type of family. Alternate hypothesis is accepted. A Child belongs to nuclear family have more impact on parents purchasing decision making as compared to joint family.

V. CONCLUSION AND RECOMMENDATION

This present research study focused only on how children get affected by TV advertisements to influence their parents purchasing decisions. After a thorough analysis of data gathered for this research it is found that children affect their parents purchasing decision whether they belong to urban or rural area, male or female. So there is a positive relation between children advertisements and impact on family purchase decisions. It is also observed that younger children have more influence on parent's decision than older. Whereas a child belongs to nuclear family have great impact on parent's budget than joint family's children. No doubt, all TV commercials have a sole target to induce their sales and profits; they do everything to influence their targeted population. But here parents should play proactive role to give a right direction to their children. On the basis of result of this study, it can be said that parents must spend time with their children because children belongs to nuclear family get more effected by commercials. Younger children have less cognition power so they can't understand the real intention or commercials. So parents should try to clear the good and bad outcome of these advertisements. This study extracted that a family's buying behavior relies on the influence of advertisements further advertisements has both positive and negative influences but mostly effects negatively. Parents and guardians must play a role of bridge between children and TV commercials to avoid the negative outcomes on their children's behavior.

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