Effect of Television Advertisement on Parents & Children's Decision Making Process: A Study related to the Educational Influence of Children

Rohan Sharma
rohansharma001@gmail.com
Research scholar, Punjab Technical University, Kapurthala, Punjab

Dr. Sayeed-uz-Zafar
sayeedz@yahoo.com
Dar Al Uloom University
Riyadh, Saudi Arabia.

ABSTRACT:
The present research aims to study the pester capability of children. The present research was conducted on a sample of 300 mothers, having children between 5-12 years age group and were randomly drawn from Punjab. The present research focus on children’s influence on family decision making. There are several ads that could be detrimental to children either because they encourage them to act in an unsafe manner or because they propound questionable values. Some also misinterpret information. The results proved parents and children both had quite high and strong correlation regarding education and good in decision making. But it was also noted that children do influence the parents decision regarding the purchase of product but parent’s decision was final decision.

KEYWORDS: Children Advertisement, Pester Power, Advertisement.

INTRODUCTION:

ADVERTISEMENT
The term advertisement has been consequent from the Latin word, ‘advert ere’ which means to draw the attention towards something. The Institute of Practitioners in Advertising (IPA), the organization which stands for advertising agencies, defines advertising as “The means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost”. Kotler and Armstrong provide a substitute definition: “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor”. Apparently, this has been enchased by the today producers. The producers/ marketers, in order to sell their products much easily and capably, made use of advertisements. With the increase in the number of TV channels and craze among the crowd had paved the way for more advertising. The producers/markets/sellers are finding different ways to sell their products effortlessly and proficiently. It is apparent from definitions of advertisement that with the change in times there have been changes in the way advertising is perceived. However, in spite of all these changes promotion has always been a very strong institution, which has continued to influence our lives since the beginning of time Wright, Warner & Winter (1971); Wells, Burnett & Moriarty (1995).

Television advertising
Television advertising is measured an important means of multimedia in the world which give special importance for different interviewers. So, TV that advertising differentiates over other media. It allows producers to make endorsement farther product and make them recognized for a lot of consumers through voice and picture. But we must see that TV advertising is more effective but more expensive when compared with other media. Researchers have shown that Indian children enjoy watching
television for long hours and prefer it over other activities like playing, reading, socializing and. Studying (Mittal, 2008). The growing popularity of television viewing has resulted in children being exposed to numerous television advertisements. These advertisements affect children behavior. On one hand, TV commercials help in children's economic socialization process by making them aware of a variety of products and brands obtainable in the market and on the other hand they are accused and held responsible for growing materialism and nagging behavior among children. Children watch thousands of commercials each year (George, 2003) with joint family system making way for nuclear families, children have become an vital participant in family buying decision. They exercise their power not only for routine decisions or for the products to be consumed by them but also big ticket items like cars and computers and for the products not intended to be consumed by them (Kaur & Singh, 2006).

**Pester Power**

Marketers discover it easier to influence children through television advertising. They assimilate the advertising message faster and their minds are not cluttered as adult mind. Kids influence or 'Pester Power' is the new buzz word in marketing arena. Children use their power to influence family purchase decisions. They nag with their parents to buy them the advertised product. Most of the time parents succumb to such requests, often against their wish because denial may result in parent-child conflict (Buijzen & Valkenburg, 2003). They hold television advertising to be largely responsible for changing their children's behavior and inculcating in them the desire for products not good for their health and development. They try to manage their children's television watching because they feel that they will be able to control the harmful effects of television viewing to an extent. They act as gatekeepers and try to manage their children's viewing time and content (Dens, Pelsmacker & Eagle, 2007). Television advertising can be held responsible for molding the behavior of children.

**REVIEW OF LITERATURE:**

Television viewing is one of children's most favorite activity and they love watching television regularly for long hours. Television viewing among the preschool children in the US averages 190 minutes per day on weekdays and 191 minutes on weekends (Burdette & Whitaker, 2005). Mehrotra et al (1977) found that how children try to influence their mothers' purchases of child-related products. Bishnoi et al (2009) examined the relationship between rural teenager and urban teenager; “rural teenagers like television advertising more than their urban counterparts he also found out that male teenagers” buying behaviour are more influenced by television advertisements than their female teenager. Roedder (2009) found that parents under different cultural backgrounds do have different perceptions of children’s influence on family purchase decision-making. The research also discovered that children's age would significantly influence children’s influence on family decision-making.

Many researchers have concluded that television advertisements are playing significant role in children's buying behavior. Kunkel, Wilcox, Cantor, Palmer, Linn & Dowrick (2004). set up that television advertisements are successful in influencing children to request their parents to buy them the advertised products. Spung in (2004) accomplished that advertisements play very important role in molding eating habits of children in UK. 80% of mothers agreed that they had been requested to buy the advertised products by their children. Hansen, Nielsen & Christanssen (2005) and Wilson & Wood (2004) found that television advertisements targeted at children forces them to pester their parents due to the raise in want in then to obtain the advertised product. Stoneman and Broody (1982) and Galst and White (1976) considered usefulness of television advertising in influential the purchase-related behavior of children. They bare children to food advertising in an experimental circumstances and then experiential the efficiency of food advertisements in influencing assortment of products and brands in a usual situation (while shopping with their mothers). In a similar study Reeves and Atkin (1979) also observed children's behavior while shopping, but the children were exposed to television advertising in general and not only to food advertising immediately prior to the shopping trip. All three of them
experiential a strong correlation among 'purchase influence attempts' by sum number of hours of commercial television watched per week.

**METHODOLOGY:**

**Sample**
The present research was conducted on a sample consisting of 300 mothers having children between 5-12 years age group and were randomly drawn from Punjab.

**Tool Used**
Shushi he (2008) was used that consisted of 36 items in the scale. Each item was rated on five point rating scale ranging from strongly agree to strongly disagree. Reliability and validity of coefficients were found to be within the acceptable norms.

**Procedure**
The questionnaires were distributed to the mothers and they were asked to read the instructions given in the questionnaires. No time limit was given to fill the questionnaire but it was expected that respondents would fill the same within 20-25 minutes.

**RESULT AND DISCUSSION:**
The study was based on the two stages i.e. initiation stage and final stage, in which both mother and children views were taken into consideration. In the case of initiation stage, the requirement of computer, English dictionary, admission in good university etc were considered and on the other hand in the final stage, the considerations were Dell Computer, branded dictionary, best university etc.

**Table: 1**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initiation/search Stage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children perception</td>
<td>300</td>
<td>4.2733</td>
<td>1.98791</td>
<td>.11477</td>
</tr>
<tr>
<td>Mother Perception</td>
<td>300</td>
<td>4.4000</td>
<td>2.06581</td>
<td>.11927</td>
</tr>
<tr>
<td><strong>Evaluation/Final Stage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children perception</td>
<td>300</td>
<td>3.9500</td>
<td>2.05952</td>
<td>.11891</td>
</tr>
<tr>
<td>Mother perception</td>
<td>300</td>
<td>4.4067</td>
<td>2.15020</td>
<td>.12414</td>
</tr>
</tbody>
</table>

The mean value and standard deviation value of children, education wise in the initiation/search stage, were 4.27 and 1.98 on the other side the mother perception regarding education, the mean and standard deviation value were 4.40 and 2.06. The evaluation/final stage children perception mean and standard deviation values were 3.95 and 2.05 on the other side mother perception mean and standard deviation value were 4.40 and 2.15.

**Correlation: Value of education – Children’s influence**
For evaluating the value of education the information was studied under two categories namely children’s perception and mothers’ perception.
Pearson Correlation Coefficients (r) Children’s perception towards Education-Influence

<table>
<thead>
<tr>
<th>Education value</th>
<th>Pearson Correlation (X)</th>
<th>Search stage (Y1)</th>
<th>Final stage (Y2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education value</td>
<td>1</td>
<td>.809**</td>
<td>.854**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>300</td>
<td>300</td>
<td>300</td>
</tr>
</tbody>
</table>

**. Correlation significant at the 0.05 level

Pearson’s r value was 0.809 between the variable X and variable Y1 that indicated a strong positive relationship. In addition, the value of Sig. (2-tailed) was 0.000, that was smaller than 0.05. Hence, the positive relationship between X and Y1 was significant. In addition to the X and Y2, the Pearson r value was 0.854 and p value is 0.000, which also revealed a significantly positive correlation.

![Figure 1](image1.png)

FIGURE 1: SHOWING THE CORRELATION BETWEEN CHILDREN EDUCATION INITIATION STAGE AND FINAL STAGE

Pearson Correlation Coefficients (r) Mothers’ perception Education-Influence

<table>
<thead>
<tr>
<th>Education value</th>
<th>Pearson Correlation (X)</th>
<th>Initiation stage (Y1)</th>
<th>Final stage (Y2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education value</td>
<td>1</td>
<td>.923**</td>
<td>.916**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>300</td>
<td>300</td>
<td>300</td>
</tr>
</tbody>
</table>

**. Correlation significant at the 0.05 level (2-tailed).

Moreover, in case of mother’s perception, result from the above table demonstrated that there was greatly positive relationship between parental value of education (X) and children’s influence at the initiation/searching stage (Y1) and the final stage (Y2). It was seen, the Pearson’ r value between X and Y1 was 0.923, and the r value between X and Y2 was 0.916, both p value were 0.000, that showed strong positive correlations and was significant. Hence, it was concluded that both the parents and children both had quite high and strong correlation regarding the education and good in decision making.
**TABLE 4**

T-TEST SHOWING THE CHILDREN’S INFLUENCE ON INITIATION STAGE AND EVALUATION STAGE WHEN ALIGNING EDUCATION IMPORTANCE

<table>
<thead>
<tr>
<th>Children’s influence on high-end electronic goods purchasing when aligning education importance</th>
<th>Test Value = 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>T</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Initiation/search Stage</td>
<td></td>
</tr>
<tr>
<td>Children perception</td>
<td>11.0*</td>
</tr>
<tr>
<td>Mother Perception</td>
<td>11.7*</td>
</tr>
<tr>
<td>Evaluation/Final Stage</td>
<td></td>
</tr>
<tr>
<td>Children perception</td>
<td>7.9*</td>
</tr>
<tr>
<td>Mother perception</td>
<td>11.3*</td>
</tr>
</tbody>
</table>

*: Significant at .05 level of significant

The above table 4 depicts the mean score values of children and mothers that were 4.2733 and 4.4000 on the initiation stage, and had mean difference of 1.27 and 1.40 to the neutral value 3.0, respectively. In addition, since the t values were 11.0 and 11.7, and p values as 0.000, which was smaller than 0.05. In terms of evaluation/final stage, the mean score of children and mothers were 3.9500 and 4.4067. Moreover, comparing the value 3.0, t values that were 7.9 and 11.3, and p values as 0.000 was smaller than 0.05. Hence it shows significant difference in the initial stage and in the final stage.

**CONCLUSION:**

The results proved that parents and children both had quite high and strong correlation regarding the educational aspect and focused mutually in decision making. Children do influence the parent’s decision in the purchase of products, but parent’s decision was final decision. In the case of initiation stage (starting stage), the main topic of concern for children were having computer, English dictionary, admission in good school etc and it is seen that even parents consider these things positively and in the
final stage, the considerations were branded Computer, branded dictionary, best school etc. were given the highest priority by children and the parents both.

BIBLIOGRAPHY:


Hansen, E, Nielsen, & Christansen, P. (2005),”Children's Influence upon Family Purchase Decision Making” Journal of marketing Vol.15, No.3, pp24-65


Reeves, B. & Atkin, C K. (1979),”The Effects of Television Advertising on Mother- Child Interactions at the Grocery Store,” Journal of advertising, Vol. 14, No.1, pp118-190

