

# IMPACT OF ADVERTISEMENT ON CHILDREN

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**ABSTRACT:** Advertisement is a paid form of communication. It tells about different products, services or ideas to the audiences. This paper is deals with advertisements which were telecasted in T.V's. At present scenario TV plays an important role in our daily life. The impact of advertisement on children is becoming divesting day by day. In fact advertisement creates awareness among children in different aspects like entertainment, culture, news, sports and latest innovations & trends. In spite all of these advertisements create more negative impact in children mind. This paper is deals with its positive and negative effects and how to overcome from those effects and precautionary measures.

## INTRODUCTION:-

Advertising first started by Egyptians by papyrus scroll. After that China started earliest advertisement by orally (11<sup>th</sup> to 17<sup>th</sup> centuries BC). In 19<sup>th</sup> century Thoms J.Barrot from London started first time advertisement for soaps. In 20<sup>th</sup> Century advertisement first telecasted in radio's, then 1950 in Commercial Television 1980's in Cable Television in (M TV) in 1990 started in Internet.

Advertisement is an attempt to attract someone to buy a good or service. It can change the customer into consumer. Winick and winick (1979) and Verma & Larson (2002) refer to TV as a member of our family.

Children choose their best companion is TV rather than family, friends, siblings and games. At present in busy world most of the families are nuclear with single child more over both the parents are working, these are main root causes for attracting children to T.V.

Advertisement makes the kids aware of the new products, brands. At present there are one thousand one hundred forty eight T.V. Channels in India. Children are more attracted to advertisement rather than show because they will learn entire story within a short span of time. Now-a-days marketers are using cartoon characters as heroes for their products to get more attention from children. Marketers are using child ego nature to advertise their product.

## OBJECTIVES OF THE STUDY:-

- To find out root causes for T.V. watching habits.
- To examine the positive & negative effects of advertisements on children.
- To make appropriate suggestions to get relieve from harmful effects of advertising on children mind.
- TO regulate the advertisement media.
- To know what are the effective measures taken by government.

## POSITIVE EFFECTS ON ADVERTISEMENTS ON CHILDREN:

- Advertising makes children endless variety of free information about different products.
- Advertising makes the kids aware of the new products available in the market.
- Children can learn moral lessons.

## NEGATIVE EFFECTS OF ADVERTISING:-

- Children adopt impulses buying behavior from childhood onwards.
- By seeing different stunts, children also try to perform dangerous stunts.
- Children demanding luxurious lifestyle.
- Children are addicted to eat more junk food after watching junk food varieties in advertisement, Childhood obesity increases worldwide.
- Children wasting much of their valuable time in watching TV.
- Children are becoming more arrogant & irritable when they did not get their desired product.
- Children are facing health problems after watching TV like eye sight problems, headache, and black circle around eyes.
- Children learn more violence while watching cartoons like -Tom & Jerry when ever tom get hurt they feel happier this type of tendency won't give better impact in future.
- Children learn more information in a short span of time through advertisements, they do apply the same trick in studies to get more knowledge in short span of time partially it won't possible. Because short span causes forget fullness.
- As a human tendency negative points are attracted more than positive points, as children with immature brain get attracted more to the negative side and overlook the positive aspects.

## REVIEW OF LITERATURE:

Advertisement is one of the important tools to attract more customers; its effectiveness depends on the target audience with regard to that a brief review of some of the relevant literature is as under.

- Mukherjee (2007) showed that advertisement have three types of effect on children's tender minds – cognitive effect, attitudinal effect and behavioral effect children readily get attracted to the advertised products due to their observable features, but their consumer knowledge of the same does not exceed beyond the
- Pine and Nash (2007) analyzed the influence of advertising on children and where “pester power” is frequently expressed by the media, parents and government. The impact of advertising on children is a rich area of research, blamed in a part, as it is, for the current obesity crisis. This includes that for developmental reasons, children cannot always articulate their knowledge.
- Sheolih (2007) opined that Indian marketers are becoming more complex day by day, but a new phenomenon which is gaining prominence is ‘advertising to children’. Today, kids have more self-sufficiency and influence power in the family in purchase decision. Even corporate has realized the power of schools in promoting their products, and naturally companies like McDonald's, Pizza Hut, Lilliput and many more successful players have attained a good market share.
- Katke (2007) discussed the link between television advertising and its influence on child health and family spending. Every aspect of children's life has been adversely affected by recent trends in advertising and marketing. Researchers link advertising to increased violence, obesity and eating disorders in children, as well as family stress and negative values.
- Kotwal (2008) felt that televisions and advertisements together present a lethal combination and become an integral part of modern society. The result of their study revealed that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping. Majority of the respondents, after watching an advertisement, wanted to buy the new brand introduced in the market. They were disappointed when they were not allowed to buy products of their choices and were of the opinion that television advertisements helped them make better choices during shopping.
- Jam (2010) investigated the impact of marketing activities (specially advertising) on children which is very important and sensitive issues for the society and marketers. Results showed interesting findings that ads do not impact negatively on children's memory and behavior. It enhances the knowledge of children and ads targeted at children are very effective.

## COMMON ADVERTISING STRATEGIES BY MARKETERS:-

Marketers follow a list of strategies that could help them to attract more children.

ADD STRATEGY	METHOD
The bribe	You get a free toy when you buy the product.
Play a game	You can play a game and win a prize if you buy the product.
Cartoon characters	Cartoon Characters are introduced to promote their products.
Special effects	Shows the small product as bigger one.
Repetition	Showing the same product more time make recognizing in their minds.
Music	Catchy tunes or popular songs added to the advertisement.
Sense of humor	Laughing make kids attracted

Story	The ad tell short and simple story which was catchy to children.
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### 1) Why do children watch Television?

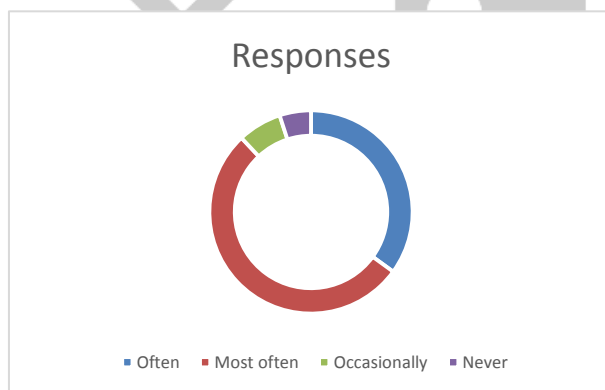
To get fun	Time pass	Combat loneliness	Learn
35	22	32	17



Interpretation: The analysis shows that 35% of the children watch television For fun.

### 2) How often children watched Televisions?

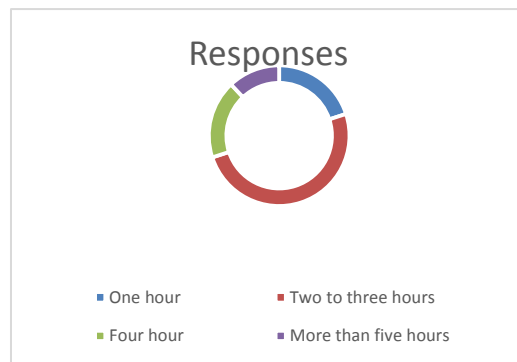
Often	Most often	Occasionally	Never
35	53	7	5



Interpretation: The above table shows 53% of children watch Television most often.

### 3)How much time does children watch Television per day?

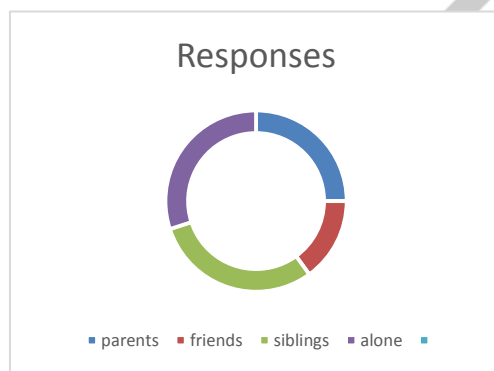
One hour	Two to three hours	Four hour	More than five hours
20	50	18	12



Interpretation: The above data shows that 50% Of children watch television more than two hours.

#### 4)With whom does children watch Television?

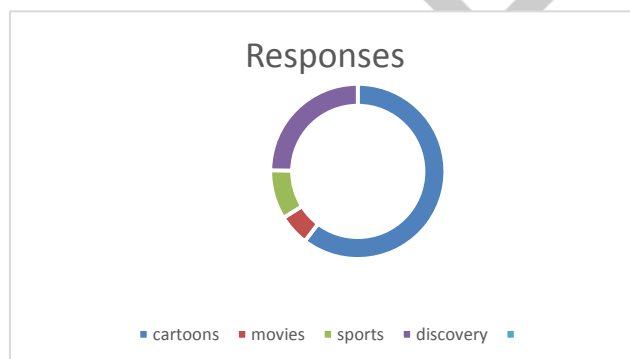
parents	friends	siblings	alone
25	15	30	30



Interpretation: The study says that 30% of children watch television With siblings and as well as alone.

#### 5)Which programs does children prefer to watch more?

Cartoons	Movies	Sports	Discovery
73	7	11	9



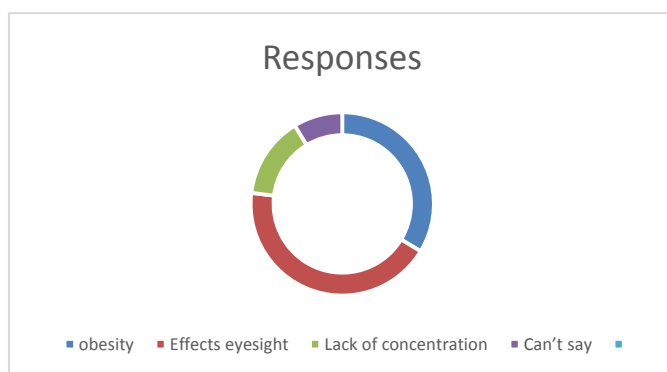
Interpretation:

The analysis shows 73% of children watch

Cartoon in television.

**6)How does watching Television for longer time affects children?**

obesity	Effects eyesight	Lack of concentration	Can't say
35	45	15	5



Interpretation: The above table shows 45% of children's Are facing eyesight problems.

**7)Does watching Television affects eating habits of children?**

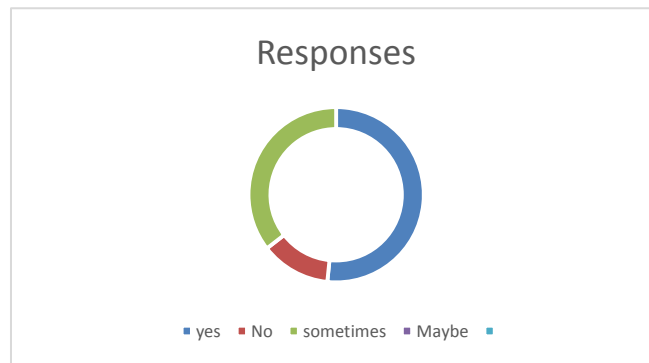
yes	no	May be
78	12	20



Interpretation: The data shows 78% of children eating habits Effects by watching television.

**8)Does children influences their parents while buying products by seeing advertisements?**

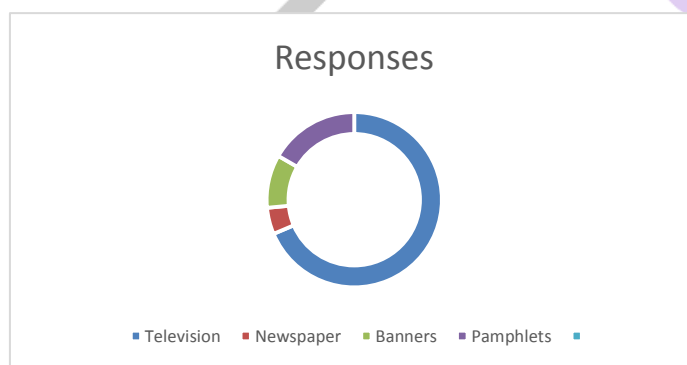
yes	no	sometimes	Maybe
48	12	33	17



Interpretation: The study show that 48% of parents buying Behavior depends on their children.

#### 9) Which mode of advertisement influence children most?

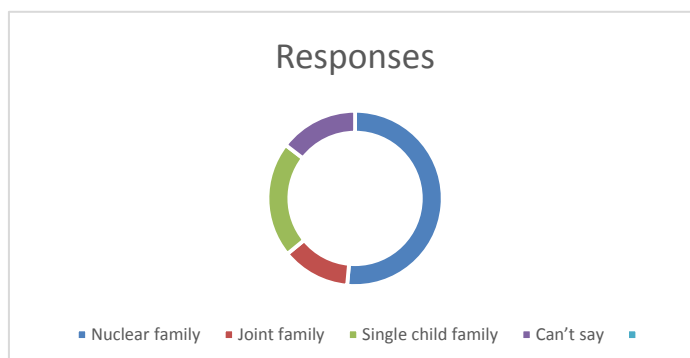
Television	Newspaper	Banners	Pamphlets
70	5	10	15



Interpretation: The analysis shows 70% of children are influenced By television advertisements.

#### 10) Impact of advertisements is more on children belonging to?

Nuclear family	Joint family	Single child family	Can't say
53	13	22	12



Interpretation: The above data says 53% of children are belongs to nuclear family.

#### FINDINGS:

- 1 ) It is found that most of the parents opined that children are influenced by television advertisements.
- 2) It is found that children showing more interest on buying unnecessary goods because they are having free gifts as toys.
- 3) It is found that advertisers using children as their sales promoters.
- 4 ) It is found that in India ,there were no specific rules and regulations for advertisements.
- 5) It is found that most of the parents buying behavior influences by their children.
- 6) I t found that children learn more things with short span of time by watching televisions, but coming to studies they do apply the same thing they can sit more time in front of book.
- 7) I t found that watching more time television causes health problems in children.

#### SUGGESTIONS:

- 1) It is suggested that the parents must be educate and should make their children more aware about advertisements, then children should starts logical and proper decision making.
- 2) I t suggested to parents while purchasing goods they should be careful.
- 3) It is suggested to parents should regulate their kids TV timings; they allow them to play out door games.
- 4) It is suggested that Indian government should implement certain rules and regulations about advertisement laws.
- 5) It is suggested to TV channel members to telecast only limited ads which are gunien.
- 6) It suggested to schools to educate children about advertisements.
- 7) It is suggested that any food ADS should be scrutinized with regards to the claims they are making and the food ingredients should meet some standards laid down by recognized organization like WHO

By abinav et al(2013).

Conclusion: Tv is an excellent media no doubt about in that, we can view entire world at our door step. Now –a-days we are using it for recreation purpose and education purpose. Children educate themselves by watching television like they know about great personalities, our customs and traditions,epics,wild life and more moral stories.Inspite of all these TV is called as idiot box ,it leads children in wrong way such as more time watching causes health problems like eyesight effect,obesity,disturb sleep and prompt to do stunts causes dangerous. children also influence their parents buying behavior. Has a natural tendency human beings are attracted to negatives rather than positives ,children with immature mind attracted to false advertisements. As a coin as both sides TV have both pros and cons ,but we should use it in an effective manner it is completely in our hands. Parents should keep an eye on children,while watching TV parents should maintain strict control over TV timings . Parents should educate their children about our surroundings. As a government part they should maintain strict rules and regulations on advertisements.

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