

Impact of Advertisement on Children

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Abstract - A kind of communication that is paid for is advertising. It informs audiences about various goods, services, or concepts. This essay discusses commercials that were shown on television. Currently, television has a significant impact on our everyday lives. Children's exposure to advertisements has a diminishing effect with time. In reality, advertising raises children's knowledge of a variety of topics, including entertainment, culture, news, sports, and the newest inventions and fashion trends. Despite this, all of these advertising have a detrimental effect on kids' minds. This essay discusses its advantages and disadvantages, as well as preventative measures and ways to mitigate them.

Keywords - Advertising, Influence on Parents, Advertising to Children, Television.

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INTRODUCTION

Advertising is a kind of communication used to encourage people to buy or do something using goods, ideas, or services. It incorporates the identity for a product or service, as well as how that product or service may benefit the user, in order to convince a target market to buy or consume that brand. Sponsors frequently pay for these messages, which are distributed via numerous media. Advertising may also be used to spread a message to a large number of individuals in order to persuade them to do a certain action. The definition of advertising in the previous century was restricted to "to give notice of," but it is now employed in a particular economic context. As a result, advertising refers to informing the public about an item's quality and pricing, as well as motivating the public to spend money in order to assist raise the sale of a product.[1]

Commercial marketers often use branding to enhance consumption of their goods or services, which is repeatedly repeating an image a product name in order for customers to identify relevant traits with the brand. Political parties, special interests, religious organizations, and government agencies are examples of noncommercial marketers that spend money on things other than consumer products or services. Nonprofit organisations may use free persuasion techniques like public service announcements. With the emergence of mass manufacturing in the early 20th century centuries, modern advertising arose. Any medium intended to reach a large number of people is considered mass media. Traditional media such as newspaper, magazines, television, radio, outdoor, or direct mail, as well as new media like websites and text messaging, may be utilised to communicate these

messages. Advertisements, as we know them now, are a part of our everyday lives since we read or see them in abundance in every book, newspaper, television, radio, and the internet.[2]

ADVERTISING DEFINITIONS

Many scholars have described the notion of advertising at various times. They've all agreed on a single definition.[3] The following are some of the definitions:

- "Marketing is the non-personal delivery of information about goods, services, or ideas by identifiable sponsors via different media that is generally paid in or usually persuasive in character." Bovee claims that.
- "Advertising is a type of machine-made mass manufacturing style of selling," according to Jones, "which supplements the voice & individuality of the individual seller just as the machine supports the hands of the craftsman in manufacturing."
- "Advertising is the art of conveying marketing information via multiple mediums of communication at the cost of the firm with the goal of creating or sustaining effective demand," according to Jon Shubin.
- "Advertising may be described as the presenting of a proposal to the public, generally in print, in such a manner that

they may be encouraged to act upon it," says Starch.

- "Advertising comprises of all the actions in conveying to a group, a non-personal, visible, publicly sponsored message about a product, service, or concept," says Willian. J. Stanton.
- "Advertising covers those actions by which visual or oral communications are delivered to the public with the objective of enlightening them either to any item, to act, or to disposed positively towards ideas, institutions, or personalities depicted," according to Dr. Burden.

Important Element is an impersonal , non-personal business acumen in which customers are educated about items or services and persuaded to acquire them via numerous sources. Advertising is the process of drawing prospective and existing consumers' attention to a product. Advertising is targeted towards a single product or service. As a result, an advertising strategy for one product may vary significantly from one for another. Signs, pamphlets, advertisements, direct mailings and e-mail messages, human contact, and other forms of advertising are often used.[4-5]

CHILDREN'S MARKETING

The STP strategy, or Segmentation, Targeting, and Positioning approach, is one of the most important marketing strategies. Segmentation is a process of dividing a market into distinct groups of consumers with comparable demands and desires. Marketers use diverse positioning techniques to target smaller, better defined consumer groups with unique demands and build differentiated product offers to fulfil them. Only after the marketer understands the categories can he or she concentrate on the later two. While there are numerous choices for segmenting customers based on demographics, location, psychography, and behaviour, age-based segmentation is quickly gaining traction in the marketer's toolkit.[6]

The apparent clarity, practical simplicity, and tremendous potential behind age-based segmentation are some of the reasons for this. Children of various ages, whether newborns, toddlers, young children, or teenagers, represent an appealing section for marketers when segmenting by age. For two reasons, children are becoming a strong niche in the marketing world. To begin with, children in India and throughout the globe represent a massive market since the number of children is rapidly rising. Second, they have a lot of purchasing power due to their expendable income and their effect on family purchases. Children, according to proponents of child-targeted marketing and

advertising, are a distinct target market from adults owing to their financial power.[7]

A brief examination of the topic reveals the enormous potential that children possess. In 1989, the children's market had a population of 33 million people, with annual buying power of over \$14.4 billion and a \$132 billion effect on family purchases. The launch of new items and expansions in the long-established categories of toys & cereals, as well as new product releases in new categories like electronic equipment & personal care products for the young, fuels fierce competition in the children's market.[8]

MATERIAL AND METHODS

Research method is a systematic approach to solving a research challenge. The Research Methodology section covers the numerous research methodologies and procedures. It is a method of scientific inquiry. The argument for considering research methodology is that it allows one to get understanding about the approach and process used to reach the project's goal. Validity of study data, ethics, and measure reliability are all essential issues in research technique. By the stage the researcher concludes his data analysis, the majority of the task is completed. Following the formulation of research questions and sampling, whether likely or nonprobable, measurement, which includes surveys and scaling, takes place.[9]

The current research focused on Pune city's 10-12 year old schoolchildren and their parents. The research design, which might be experimental or quasi-experimental, comes next. The following two categories are number crunching and lastly producing the study report, which is meticulously structured into graphs and tables to display just the most crucial relevant facts.[10-11]

The goal of this research was to determine the association between television advertisements and children's bad eating habits. hypothesis to be tested As a result, the study was carried out using a formal research design.[12]

The influence of popular tv stations, favourite food-related television advertisements, and the impact of these food-related television advertisements on 10-12 year old children's dietary habits and nutritional status were analysed in the first phase. The study's second section focused on parents' perceptions of their children's eating habits, nutritional status, and purchasing behaviour affected by food advertisements.[13-14]

RESULT

The age categorization of the sample used for the research is shown in table Out of 240 youngsters, 46 percent were in the age category of 10-11 years, while 54 percent were in the age category of 11-12 years.[15]

Table 1: Children's ages

Age	Respondents	Percentage
10 years to 11 years	110	45.83%
11 years to 12 years	130	54.17%
Total	240	100.00%

Television Watching Frequency

Children were the most susceptible to television addiction, and many parents were concerned. It was incredible that about 80% of them watched television every day. For 2-3 days, just a handful of them watched television. [16]

Table 2: Television viewing frequency

Watching T.V. in weak	Respondents	Percentage
Every day	192	80.00%
5 – 6 days	28	11.67%
3 – 4 days	6	2.50%
2 – 3 days	14	5.83%
Total	240	100.00%

Time spent watching TV shows during the day

The findings revealed that about 136 youngsters watched television in the evening between 7 and 9 p.m. Following that, 74 people were seen watching television in the afternoon from 1 to 3 p.m. During the hours of 4 to 6 p.m., just a few people watched television. While a sizable number of students (26) were observed watching television late at night. [17-18]

Table 3: Time spent viewing television throughout the day

Time span of day of watching T.V. shows	Respondents	Percentage
1 pm – 3pm	74	30.83%
4pm – 6pm	4	1.67%
7pm - 9pm	136	56.67%
10pm – 12pm	26	10.83%
Total	240	100.00%

Preference for Certain Types of Television Commercials

Table shows that youngsters like to watch food-related television commercials, implying that these commercials would undoubtedly encourage or influence them to adopt varied eating patterns.

Automobiles were the second most popular advertisement.[19]

Table 4: Preferences for different types of television commercials.

Preference toward type of T.V. advertisements		Rank					Total
		1	2	3	4	5	
1	Food product Ads	150	40	32	10	8	240
2	Automobiles Ads	90	75	46	19	10	240
3	Cosmetics Ads	12	55	78	84	11	240
4	Jewelry Ads	2	9	28	141	60	240
5	Others Ads	52	72	21	28	67	240
Total		306	251	205	282	156	1200

determine the children's favourite food-related television commercial.

Table 5: Children's favourite food-related television commercials

T.V. ads on food items	Strongly Preferable	Preferable	Neutral	Dis-preferable	Strongly Dis-preferable	Total
Bakery Items	2	106	98	34	0	240
Cold Drinks Items	98	73	46	17	6	240
Chocolate Items	176	41	23	0	0	240
Sweets Items	31	51	88	62	8	240
Ice Cream Items	54	96	68	22	0	240
Chinese Food Item	0	44	146	39	11	240
Energy drinks Items	0	21	78	103	38	240

Dairy Food Items	0	11	97	46	86	240
Biscuit	0	24	22	186	8	240
Chips	0	98	102	19	21	240
Fast Food Items	0	100	117	21	2	240

Chocolate was the most popular food item advertised on television, followed by cold drinks and ice creams. T.V. commercials for dairy goods and biscuits were widely disliked. Many respondents offered a neutral view because they were unsure and were of the mentality that their choice may vary depending on a variety of circumstances such as season, new product introduction, new advertisement, and so on. [20-22]

CONCLUSION

The current research was done on 10-12 year old children to determine the impact of advertising on children's eating habits and to learn what parents think about their children's eating habits, nutritional status, and purchasing behaviour. When questioned about their favourite television networks, the majority of youngsters preferred

Cartoon Network, which was followed by Disney Channel, Pogo, Hungama, Disney Junior, and so on. All of them favoured cartoon serials on television, and those storylines geared at children obtained the highest number of votes. When questioned about their quasi channels, we discovered that almost all of them had one or more non-preferable programmes that behave in an unpredictable manner for no apparent reason

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