

Parental Regulation of Children's T.V Viewing Behaviour

Radhamani Divakar*
Dr. Guntur Anjana Raju**

ABSTRACT

Parents play a major role in children acquiring consumer knowledge and skills through parent - child communication, training and modelling (Ward, Wackman&Wartella 1977). Parents can teach children about T.V advertising by actively participating in children's television viewing (Walsh, Laczniak& Carlson, 1998) and establishing rules to guide children's T.V viewing and processing of television communication (Armstrong &Brucks, 1988).

This study is based on the interviews conducted with parent's and focuses on their relationship to children's television viewing, on circumstances where the family watches T.V together, and on discussion about television programmes with children. It covered large area of thought from parent's T.V viewing habits to control exercised, intent explained to child and effect of T.V viewing on children. The sample has been drawn from 10 primary schools in North and South districts of Goa. The questionnaire was filled by one of the parent of each of the 200 children studied. The results of the study revealed that parents in Goa resort to co-viewing and controlling of T.V programmes of children in general. They control by limiting the time of T.V watching and controlling the content of T.V watched by children and making the intent clear to their children. Since parents themselves watch television and advertisements they are able to monitor children's T.V viewing behaviour.

Keywords: Parental Attitudes, Advertising Intent, Parental Mediation, Co-viewing, Effect of T.V Watching.

INTRODUCTION

Parents are generally concerned about the well-being of their children. This well-being might be adversely affected by television marketing directed at their children (Burr and Burr, 1977, Carlson Grossbart& Walsh, 1990). Parents may mediate and control their children's T.V viewing and discuss advertising content and intent with their children. Parental control of T.V viewing is expected to lower the number of hours a child watches T.V. Frequent parent-child interaction on T.V advertising will most likely not have an effect on the number of hours a child watches T.V, but it may have a positive effect on a child's understanding of television advertising (Grossbart& Crosby, 1984, Reid 1979, Stephens & Stutts 1982, Wiman 1983).

LITERATURE REVIEW

Research on children and television has devoted much attention to parental behaviour in relation to children's television viewing. The idea of co-viewing is that parents should take an active role in mediating their children's experiences with television (Dorr et al., 1989, 35). The term 'mediate' has been defined as referring to discussing programs, trying to make them understandable and influencing viewing decisions through discussion, so as to disapprove some and encourage watching others (Lin & Atkin 1989, 59).

A study by Dorr, Kovaric& Doubleday confirmed that co-viewing occurs basically where parents and children have same viewing preferences. It has been found that parents watch T.V more often with older children, while it is the younger children who are benefitted the most from the situation. The weak correlations found between co-viewing and positive effects have urged researchers to conclude that co-viewing is not the right indicator of parental mediation of children's television viewing (Dorr et al. 1989).

In Greenberg et al's (1991) study of 529 grade 6 and grade 10 students in Beijing, 74% of young children said there were rules at home regarding how long they could watch T.V. Parents of younger children were more likely to tell them not to watch certain programmes and to recommend certain programmes for them.

*Research Scholar, Department of Commerce, Goa University, Taleigao Plateau, Goa & Asst. Prof. in Commerce, Govt. College of Arts, Science & Commerce, Khandola-Marcela, Goa, India

**Head of the Department, Department of Commerce, Goa University, Taleigao- Plateau, Taleigao-Goa, India

In a survey of 176 parents in Beijing and Jiaozhu, over 85% demonstrated control over viewing time as well as content. The purpose was to minimise the chance of children being distracted from study by television (Zhao, 1996).

Parental control does not always mean an absolute ban on viewing. Programmes which are found to have unfavourable effects will be more specifically monitored. These programmes are viewed together with children, special attention is paid to child's reactions, and parents make their own views clear to children. The results of this study suggest that school children's understanding of programs are partly the result of their interactions with their parents (Kytomaki, J)

Scope of the Study

The study examines parents interest in T.V advertisements and their regulation of children's T.V viewing behaviour in urban and rural areas of Goa. The present study covers two districts i.e. North and South Goa and the time frame of this study is from November 2013 to June 2014. Samples of 200 parents were taken through random sampling method.

OBJECTIVES OF THE STUDY

This research was conducted with a view to study parents interest in T.V advertisements and their regulation of children's T.V viewing behaviour.

To achieve the above objective the following hypothesis were framed:

Hypothesis

HO1: There is no significant difference in parents interest in T.V advertisements and their regulation of children's T.V viewing in urban and rural areas of Goa.

HO2: There is no significant difference in parents interest in T.V advertisements and their regulation of children's T.V viewing in relation to their age.

HO3: There is no significant difference in parents interest in T.V advertisements and their regulation of children's T.V viewing in relation to their gender.

Research Methodology

Data was collected from the North and South districts of Goa during the period from November 2013 to June 2014. Parents were the basic sampling unit for the present study as they are seen to be the primary caretakers for children. Schools were selected randomly out of all schools in the chosen area that enrolled students from various socio-economic cultural backgrounds. Parents of 200 children in the age group of 6-12 years were approached through the schools. The children were asked to take the questionnaire home and get it filled by one of their parent.

Sample Profile

In the sample, parents from all educational levels were represented: 30% were graduates and 12% were post graduates. 67% of the parents worked in service sector, 28% in business and 5% in agriculture. The annual income ranged from Rs. 2,40,000 to 10 lakhs. 50% parents came from nuclear families, 42% from joint families and 8% from extended families.

Tools for the analysis: Chi square test is used to determine whether there is a significant difference between expected frequencies and observed frequencies in 1 or more categories. On the other hand Fisher's exact test is one of a class of exact test because the significance of deviation can be calculated exactly rather than relying on approximation. This test is more accurate for small sample than chi square test. Both these tests are used for this study.

Chi square analysis was conducted between various sets of variables in order to find out the relationship and significance of association of those variables. The relationship between demographic variables age, sex and area was worked out with the parents interest in TV advertisements and their TV viewing.

RESULTS AND DISCUSSION

Table-1: Area-wise result of Pearson's chi square test

Particulars	x ²	df	p value	
Do mothers watch TV * Area	.172	1	.678	
Do fathers watch TV *Area	2.805	1	.094	
Do mothers watch ads *Area	.767	1	.381	
Do fathers watch ads * Area	1.769	1	.184	
What parents do on seeing adds *Area	2.664	3	.446	
Do parents watch TV with child *Area	17.827	2	.000	HS
Make intent of ad clear to child *Area	4.000	2	.135	
Control TV. prog. of children *Area	2.202	2	.333	
Childs behaviour on watching ads * Area	12.251	5	.032	Sig
Effects due to TV watching *Area	1.591	3	.662	

Source: Primary Data

Significant at 0.05 level

Study was undertaken to find out whether parents watch TV. Chi square analysis was performed to find out whether there is any association between mothers watching TV and area. Table 1 shows the relationship between mothers watching TV and area (i.e. urban & rural). It was found that there is no significant difference in parents watching TV in urban and rural area as p value was found to be .678 which is greater than 0.05 at 5% level of significance.

Chi square analysis was performed to find out whether there is any association between fathers watching TV and area. Table 1 shows the relationship between fathers watching TV and area (i.e. urban & rural). It was found that there is no significant difference in fathers watching TV in urban and rural area as p value was found to be .094 which is greater than 0.05 at 5% level of significance.

Further an effort was made to find out whether parents watch advertisements. Chi square was performed to find out whether there is any association between mothers watching advertisements and area. Table 1 shows the results that p value is .381 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between mothers watching advertisements and area.

Chi square was performed to find out whether there is any association between fathers watching advertisements and area. Table 1 shows the results that p value is .184 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between fathers watching advertisements and area.

An attempt was made to ascertain the extent of interest parents had in TV advertisements. Chi square was performed to find out whether there is any significant association between what parents do on seeing advertisements and area. Table 1 depicts the results. It can be seen that p value is .446 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between what parents do on seeing advertisements and area.

Study was undertaken to find out whether parents watch TV with their child. Chi square was applied to find out whether there is any association between parents watching TV along with child and area. The result in table 1 shows that there is significantly high difference between parents watching TV with children in urban and rural areas as p value was found to be .000 which is less than 0.01 at 5% level of significance which shows that there is a significantly high difference between urban and rural area. From the survey it was found that parents in rural areas "often" watched television with their child while urban parents "occasionally" watched T.V with their child.

An effort was made to identify whether parents make the intent of advertisements clear to their child. Chi square was performed to find out whether there is any association between making intent of advertisements clear to child and

area. Table 1 shows the results. It can be seen that p value is .135 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between making the intent of advertisements clear to child and area.

Proceeding further the focus was mainly to identify the level of parental control over the amount of time spent in watching television and types of TV programmes viewed by their children. Chi square was performed to find out whether there is any association between parental control of TV programmes area wise. The results are shown in table 1. It can be seen that p value is .333 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between control of TV programmes of children and area.

Children's exhibit different types of behaviour while watching advertisements. Some watch advertisements with full attention, some watch for few minutes, some look at ads from time to time, some make comments about products, while some do not care. Keeping this in mind

An attempt was made to find out what is the behaviour of children while watching advertisements Chi square was applied to find out whether there is any association between child's behaviour while watching advertisements and area (i.e. urban and rural area). Table 1 shows that there is a significant association between child's behaviour while watching advertisements and area as p value was found to be .032 which is less than 0.05 at 5% level of significance.

It was further decided to find out the effects of TV watching on children Chi square was undertaken to find out whether there is any association between effects of TV watching on children and area (i.e. urban and rural area). It was found that there is no significant association between effects due to TV watching and area as p value was found to be 0.662 which is greater than 0.05 at 5% level of significance.

Table-2: Gender-wise result of Pearson's chi square test

Particulars	x ²	df	p value	
Do mothers watch tv * Gender	.030	1	.861	
Do fathers watch t.v * Gender	.226	1	.634	
Do mothers watch ads * Gender	3.003	1	.083	
Do fathers watch ads * Gender	4.283	1	.039	sig
What parents do on seeing ads* Gender	.701	3	.873	
Do parents watch tv with child * Gender	7.549	2	.023	sig
Make intent of ad clear to child * Gender	.465	2	.792	
Control tv prog. of children * Gender	1.317	2	.518	
Child's beh. on watching ads* Gender	4.025	5	.546	
Effects due to tv watching* Gender	1.639	3	.651	

Source: Primary Data

Significant at 0.05 level

Study was undertaken to find out the number of parents who watch TV on the basis of their child's gender (i.e. boys and girls). Chi square was performed to find out whether there is any association between number of mothers who watch TV and their child's gender. Table 2 shows p value to be .861 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between number of mothers who watch advertisements and child's gender.

. Chi square was performed to find out whether there is any association between number of fathers who watch TV and their child's gender. Table 2 shows p value to be .634 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between number of fathers who watch advertisements and child's gender.

Data was collected to find out the number of parents who watch advertisements on the basis of their child's gender (i.e. boys and girls). Chi square was performed to find out whether there is any association between number of mothers who watch advertisements and their child's gender. Table 2 shows p value to be .083 which is greater than 0.05 at 5% level of significance which signifies that there is no association between number of mothers who watch advertisements and child's gender. Chi square was performed to find out whether there is any association between number of fathers who watch advertisements and their child's gender. Table 2 shows p value to be .039 which is less than 0.05 at 5% level of significance which signifies that there is a significant association between number of fathers who watch advertisements and child's gender.

An effort was made to identify what parents do on seeing advertisements in urban and rural areas. Chi square was undertaken to find out whether there is any association between what parents do on seeing advertisements and their child's gender. From table 2 it was found that there is no significant difference as p value was found to be .873 which is greater than 0.05 at 5% level of significance. This signifies that there is no association between what parents do on seeing advertisements and their child's gender. An attempt was made to find out whether parents watch TV with their child. Chi square was applied to find out whether there is any association between parents watching TV with their child and child's gender. The results in table 2 shown that p value is .023 which is less than 0.05 at 5% level of significance which shows that there is a significant association between parents watching TV with child and their child's gender. It was further decided to find out whether parents make the intent of advertisements clear to their child. Chi square was performed to find out whether there is any association between making intent of advertisements clear to child and child's gender. Table 2 shows the results. It can be seen that p value is .792 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between making the intent of advertisements clear to child and child's gender.

Chi square was performed to find out whether there is any association between parents control of TV programmes and child's gender. The results are shown in table 2. It can be seen that p value is .518 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between parental control of TV programmes of children and child's gender. An effort was made to find out child's behaviour while watching advertisements. Chi square was undertaken to find out whether there is any significant association between child's behaviour on watching advertisements and gender. Table 2 shows that there is no significant association as p value is .546 which is greater than 0.05 at 5% level of significance.

Data was collected to find out the effects of TV watching on children. Chi square was undertaken to find out whether there is any significant association between effects due to TV watching and child's gender. The results in table 2 show that p value is .651 which is greater than 0.05 at 5% level of significance. Hence it has been found that there is no significant difference in effects due to TV watching and child's gender.

Table-3: Age-wise result of Pearson's chi square test.

Particulars	X ²	df	NS	Fishers exact test p value	
Do mothers watch TV * Age				.966	NS
Do fathers watch TV * Age	5.686	2	.058		
Do mothers watch ads * Age	.352	2	.839		
Do fathers watch ads * Age	1.729	2	.421		
What parents do on seeing ads * Age	6.392	6	.381		
Do parents watch TV with child * Age	3.647	4	.456		
Make intent of ads to child * Age	4.941	4	.293		
Control TV prog. of children * Age	4.341	4	.362		
				.067	NS
Effect due to TV watching * Age	6.071	6	.415		

Source: Primary Data

Significant at 0.05 level.

An attempt was made to find out how many parents of children in different age groups watch TV. Fisher's exact test was applied to find out whether there is any association between mothers watching of TV and age of children. The results in table 3 shows that p value is .966 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between mothers watching TV and age of children.

Chi square test was applied to find out whether there is any association between fathers watching of TV and age of children. The results in table 3 shows that p value is .058 which is greater than 0.05 at 5% level of significance which signifies that there is no significant association between fathers watching TV and age of children.

An effort was made to find out how many parents of children in different age groups watch advertisements. Chi square was performed to see whether there is any association between mothers watching advertisements and children's age group. Table 3 depicts the relationship. It was found that p value is .839 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between mothers watching advertisements and age group of children.

Chi square was performed to see whether there is any association between fathers watching advertisements and children's age group. Table 3 depicts the relationship. It was found that p value is .421 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between parents watching advertisements and age group of children.

An attempt was made to ascertain the extent of interest parents had in TV advertisements. Chi square was performed to find out whether there is any significant difference between what parents do on seeing advertisements and age of children. As shown in the table 3 chi square value was found to be significantly different as p value was .381 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between what parents do on seeing advertisements and age of children.

An effort was made to find out parents co-viewing of TV advertisements with children. Chi square was undertaken to find out whether there is any significant difference between parents watching TV with child and age of child. As shown in table 3 chi square was found to be significantly different as p value was .456 which is greater than 0.05 at 5% level of significance. Hence it can be concluded that there is no significant association between parents' co-viewing of TV with children and age of children.

It was further decided to find out whether parents make the intent of advertisements clear to their children. Chi square was performed to find out whether there is any association between parents making intent of advertisements clear to child and child's age. Table 3 shows that there is no association as p value is .293 which is greater than 0.05 at 5% level of significance.

Study was undertaken to find out whether parents exercise control of TV programmes of children. Chi square was performed to find out whether there is any association between control of TV programmes undertaken by parents and children's age group. Table 3 shows that there is no significant difference between the two as p value is .362 which is greater than 0.05 at 5% level of significance.

An attempt was made to find out child's behaviour while watching advertisements. Fisher's exact test was applied to find out whether there is any association between child's behaviour while watching advertisements and age of child. The results in table 3 shows that p value is .067 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between child's behaviour while watching advertisements and their age.

An effort was made to find out the effects of TV watching on children. Chi square was undertaken to find out whether there is any association between child's attitude on not buying advertised products and age of children. As shown in the table 3 it can be seen that p value is .415 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between child's attitude on not buying advertised products and age of children.

CONCLUSION

From the present study it can be concluded that parent's from urban and rural areas, irrespective of their children's age and sex were regular television viewers. It has been found that greater the amount of interest taken by parents in watching television, more would be the time spent by children in front of the television. Mothers were found to watch T.V with more interest as compared to father's especially in rural areas as they were mostly housewives and had lot of leisure time.

Similarly parent's in urban and rural areas were equally interested in watching advertisements. T.V advertisements which were quite popular with children were also popular with their parents. It was noticed that if parent's themselves were interested in watching advertisements, they viewed them with great interest with their children and helped in building positive thinking about advertisements. The study found that mothers in urban and rural areas showed keen interest in watching advertisements. On the other hand fathers were moreover seen watching advertisements with their sons than their daughter's. This was due to similarity in interests with their sons than their daughters.

Parents in rural areas were "often" found watching television with their children. As a result they are able to know what their children are watching and can guide them about the pros and cons of television. Further it was also found that mothers "often" accompanied their daughters and children in the age group of 8-9 years while watching T.V. Since children in this age group were more attracted to television parents with children in this age group "often" explained the intent of advertising to them. On the other hand parent's from urban areas occasionally watched television with their children, and occasionally spoke about the intent of advertisements to their children.

Parents also find it necessary to exercise control on the T.V viewing behaviour of children. Parents in urban areas exercise greater control on their children as they were found to be more educated and knew the ill effects of T.V watching as compared to parents in rural areas who occasionally restricted their children from viewing T.V programs. It was also found that parent's had greater concern for children in the age group of 8-9 years and for boys as they were found to be highly attracted by television. They exercised control quite often on them.

Children in urban areas watched television with lot of attention while those in rural areas watched only for few minutes. This could be because children in urban areas were confined to their homes and did not have any other access like children in rural areas who were more playful and interacted with children in the neighbourhood. Further it was found that girls and children in the age of 8-9 watched T.V with lot of attention. With children watching television they also start wanting the products advertised on television.

T.V viewing has also affected children's studies and their physical activity in urban and rural areas. It was found that boys paid less attention to their studies as maximum of their time was shared between T.V watching and playing, leaving very little time for studies. This was also more visible of children in the age group of 8-9 years. Another effect of T.V viewing is the fact that children have become demanding and have started asking for the products they have seen on television. Parents therefore play an important role in guiding their children in making the right choice and shield them from T.V advertisements that have undesirable effects.

Thus from the above analysis it can be concluded that overall parents interest in T.V advertisements and their regulation of children's T.V viewing behaviour is the same as far as age, gender and area is concerned, and, thus the hypothesis formed for the purpose is accepted.

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