



CHILDREN'S INTEREST IN T.V ADVERTISEMENTS: AREA, AGE AND GENDER ANALYSIS.

Ms Radhamani Divakar* Prof. Guntur Anjana Raju**

*Asst. Prof. in Commerce, Govt. College of Arts, Science & Commerce, Khandola-Marcela, Goa.

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

Abstract

This study was undertaken to analyse children's interest in viewing advertisements. An attempt has been made to find out what are the factors that influence children in watching advertisements, what are the reasons for watching advertisements and what are the types of advertisements that interest children the most. A sample of 1000 children of 6-12 years of age across Goa was selected. It was found that it is music and colour that attracts children in the age group of 6-12 from urban and rural areas to watch advertisements. The two prominent reasons for watching advertisement are its entertaining ability and ability to give product information. The type of advertisements that children love the most are chocolate ads and soft drink ads.

Keywords: Advertisements, Children, Television, Area, Age, Gender.

Introduction

Television advertising has gained a lot of prominence in marketing communication. This is because of its changing nature as it can carry both sound and moving visuals (Ouwersloot and Duncan 2008). The main reason for liking an advertisement was the information it provided regarding the discount, special gifts attached, brands and quality of product. The non informative factors like celebrities, catchy slogans, visual effects, funny advertisements, good music and action were also the reasons for liking an advertisement.

According to Parmod Kumar(2014) presence of celebrity, slogan and tag line are important constituents in undertaking purchase. Male users are more influenced by advertisements than female users.

Literature Review

Rana (1995) undertook study on T.V advertisements and expressed that among the media, the impact of T.V advertisements on social behaviour, including purchasing behaviour was the greatest. The reason being that T.V has charm, instantaneous transmission capability and universality of appeal. Winick and Winick (1979) and Verma and Larson (2002) refer to T.V as member of the family and suggest that T.V constitutes an important experiential component of a child's development. Dorr (1986) opines that T.V stands out from other media as it generally used more and can present more lifelike content than most other media.

Scope of the study

This study deals with children's interest in T.V advertisements in the state of Goa. It has been analysed on the basis of area, age and gender. The time frame for this study is from November 2013 to March 2014. The sample consisted of 1000 children from various schools in urban and rural areas of Goa taken through random sampling.

Objectives of the Study

1. To study the factors that influence children to watch advertisements.
2. To find out the reasons for children's interest in watching advertisements.
3. To study the type of advertisements children prefer the most on television.

Research Methodology

The validity of any research is based on the systematic method in which data is collected and analysed. Both primary and secondary data were used for the present study. The primary data was collected from 1000 sample respondents from Goa through an interview schedule constructed for the purpose of the study. In order to collect first hand information from customers, simple random sampling method was used. Data was collected systematically and sequentially to form simple tables.

Tools Used for the Analysis

Garrett ranking technique is used to identify the rank of the factors. The respondents were asked to rank their preferences. The order of merit was assigned by Garrett ranking technique. This method was suggested by Garrett for converting the ranks into scores where the number of items ranked differed from respondents to respondents. The percentile position estimated

was converted into scores. The scores of various respondents were added and the total scores were calculated. The factor with highest total score was considered to be the most important, followed by second, third and so on.

Sample Profile

Out of the 1000 respondents, 500 were from urban and 500 were from rural area. Male respondents were 563 (56.3%) and female were 437 (43.7%). 134 (13.4%) respondents were from age group of 6-7 years, 388 (38.8%) were in the age group of 8-9 years and 478 (47.8%) respondents were from the age group of 10-12 years.

Result and Discussion

In order to know which are the factors that influence children towards advertisements the most in urban areas, Henry Garret ranking technique has been employed. In this method, respondents were asked to rank the factors like music, brand, colour, celebrity, presentation and slogan. According to the problem the order of merit given by the respondents was converted into ranks using Henry Garrett formula.

Table 1: Respondents order of preference on the factors that influence in watching T.V advertisements area wise.

Factors	Urban		Rural	
	Garrett 's Mean Score	Rank	Garrett's Mean Score	Rank
Music	56.7	1	55.4	1
Brand	49.7	3	49.3	4
Colour	50.2	2	50.9	2
Celebrity	48.3	4	49.9	3
Presentation	48.0	5	47.7	5
Slogan	47.1	6	46.9	6

Source: Data collected and computed through questionnaire

As shown in table 1 it has been found that in urban areas music is the main factor that attracts children towards advertisements and the same has been ranked first with Garrett's mean score of 56.7, while colour and brand has been ranked second and third with Garrett's score of 50.2 and 49.7. On the other hand celebrity, presentation and slogan have been ranked fourth, fifth and sixth with Garrett score 48.3, 48.0 and 47.1.

Taking a look at rural areas in table1, we find music occupies the first place with Garrett's mean score of 55.4 and colour and celebrity with second and third rank with Garret score of 50.9 and 49.9. On the other hand brand, presentation and slogan have been ranked fourth, fifth and sixth with Garret score of 49.3, 47.7 and 46.9. From the above it is evident that respondent's in urban and rural areas consider music and colour as the most important factors that influence them towards advertisements while in case of other factors they differ. Similar study was undertaken age wise and gender wise.

To test the significant difference in the respondent's order of preference on the factors that influence in watching T.V advertisements area wise. Garrett's mean score was performed and ranking was done.

Table 2: Respondents order of preference on the factors that influence in watching T.V advertisements age wise.

Factors	6-7 years		8-9 years		10-12 years	
	Garrett's Mean Score	Rank	Garrett's Mean Score	Rank	Garrett's Mean Score	Rank
Music	57.6	1	56.5	1	55.2	1
Brand	48.8	4	49.8	3	49.4	3
Colour	51.8	2	51.1	2	49.8	2
Celebrity	50.6	3	49.2	4	48.6	5
Presentation	44.1	6	47.3	5	49.3	4
Slogan	47.4	5	46.0	6	47.7	6

Source: Data collected and computed through questionnaire

From the table 2 it can be seen that children in the age group of 6-7 give first preference to music and so it is ranked first with Garrett's mean score of 57.6 while colour is given second rank with Garrett's mean score of 51.8. Children of this age group are highly influenced by celebrities and so we find that the third rank goes to celebrity with Garret mean score of 50.6 and fourth rank goes to brand with Garret mean score of 48.8. The fifth preference goes to slogan as catchy slogans attract children a lot like "2 minute" in case of Maggi noodles, "utterly butterly delicious" in case of Amul. The Garret mean score is 47.4 followed by presentation getting sixth rank with mean score of 41.1.

Moving on to children in the age group of 8-9 and 10-12 years we find that this age group is more matured than 6-7 years and have more or less similar preferences. Both the age groups give first, second and third rank to music, colour and brand and the Garret mean scores are 56.5 and 55.2 for music, 51.1 and 49.8 for colour and 49.8 and 49.4 for brand.

There is a difference in opinion as far as the fourth and fifth rank is concerned. Children in the age group of 8-9 years give fourth rank to celebrity and fifth rank to presentation with Garrett mean score of 49.2 and 47.3 while those in the age group of 10-12 years give fourth rank to presentation and fifth rank to celebrity with Garret mean score of 49.3 and 48.6. Lastly the sixth rank is given to slogan with mean score 46.0 and 47.7.

Table 3: Respondents order of preference on the factors that influence in watching T.V advertisements gender wise.

Factors	Male		Female	
	Garrett's Mean Score	Rank	Garrett's Mean Score	Rank
Music	56.6	1	55.3	1
Brand	49.7	3	49.2	4
Colour	50.8	2	50.3	2
Celebrity	48.5	4	49.9	3
Presentation	47.8	5	47.9	5
Slogan	46.6	6	47.5	6

Source: Data collected and computed through questionnaire

Further gender wise study has been undertaken in table 3. It has been found that male (i.e. boys) give utmost importance to music with first rank and mean score of 56.6 while colour has been given second rank with mean score of 50.8 while brand gets third rank with mean score of 49.7. Boys are considered to be brand conscious and also prefer attractive colours and hence have shown their priority. The next preference is for celebrity which occupies fourth rank and Garrett mean score of 48.5, followed by fifth rank for presentation with mean score of 47.8 and sixth rank for slogan with 46.6 as mean score. Moving on to females (i.e. girls) we find from table 3 that girls give first rank to music, second rank to colour and third rank to celebrity with Garrett mean score of 55.3, 50.3 and 49.9. Girls are found to be highly impressed by celebrities and imitate them. The fourth rank is given to brand, fifth to presentation and sixth to slogan with mean score 49.2, 47. and 47.5. Similar study was undertaken to find the reason for children to watch advertisements. Respondents were asked to rank the reasons according to their priority. To test the significant difference in ranking of the various factors Garrett mean score was performed.

Table 4: Respondent's reasons for watching T.V advertisements area wise

Reasons	Urban		Rural	
	Garrett's Mean score	Rank	Garrett's Mean score	Rank
For entertainment	50.7	1	50.8	1
For break in programme	48.9	3	49.0	3
Product information	50.4	2	50.2	2

Source: Data collected and computed through questionnaire

From the table 4 it has been found that in urban areas entertainment is the main reason for children watching advertisements. This is evident from Garrett's mean score of 52.1 while product information and break in programme has been ranked second and third with Garret mean score of 50.4 and 48.9.

Similar is the situation in rural areas with entertainment being ranked first with Garret mean score of 51.0 and product information and break in programme being ranked second and third with Garret mean score of 50.4 and 48.6. Thus we can see that in urban as well as rural areas the priorities are the same. Similar study has been undertaken age wise and gender wise.

Table 5: Respondent's reasons for watching T.V advertisements age wise

Reasons	6-7 years		8-9 years		10-12 years	
	Garrett's Mean Score	Rank	Garrett's Mean Score	Rank	Garrett's Mean Score	Rank
For entertainment	52.1	1	51.0	1	50.2	1
For break in programme	47.4	3	48.6	3	49.6	3
Product information	50.4	2	50.4	2	50.2	2

Source: Data collected and computed through questionnaire Children in the age group of 6-7, 8-9 and 10-12 years give first preference to entertainment i.e advertisements are seen as a medium of entertainment. It gets the first rank and has Garrett mean score of 52.1, 51.0 and 50.2. The second rank goes to product information and third rank to break in programme i.e. advertisement is considered as a medium that provides product information and is also viewed when there is a break in programme. The Garrett mean score is 50.4 for 6-7 and 8-9 years and 50.2 for 10-12 year old. Similarly the mean score for thirdrank is 47.4 for 6-7 year old, 48.6 for 8-9 year old and 49.6 for 10-12 year old.

Table 6: Respondent's reasons for watching T.V advertisements gender wise

Reasons	Male		Female	
	Garrett's Mean score	Rank	Garrett's Mean score	Rank
For entertainment	51.4	1	50.0	2
For break in programme	48.8	3	49.1	3
Product information	49.9	2	50.9	1

Source: Data collected and computed through questionnaire

Further gender wise study has been undertaken. It has been found that in case of male (i.e. boys) the first rank goes to entertainment with Garrett mean score of 51.4, followed by product information getting the second rank with mean score of 49.9 and break in programme getting third rank with mean score of 48.8. On the other hand females (i.e. girls) are found to favour and give first rank to product information with Garrett mean score of 50.9, second rank to entertainment with mean score of 50.0 and third rank to break in programme with mean score of 49.1. Hence it can be seen that entertainment is the main reason for children watching ads followed by product information and break in programme is the last reason.

Table 7: Respondent's ranking of the various types of T.V advertisements area wise

Type of Advertisements	Urban		Rural	
	Garrets Mean score	Rank	Garrets Mean score	Rank
Chocolates	56.5	1	55.4	1
Snacks	49.7	4	48.7	4
Soft drinks	52.5	2	52.9	2
Ice cream	51.9	3	52.2	3
Chips	48.2	5	47.8	5
Others	41.4	6	43.0	6

It has been found from table 7 that in urban areas ads of chocolates attracts children the most and is therefore ranked first with Garrett score of 56.5 while soft drinks ad and ice cream ad has been ranked second and third with Garrett score 52.5 and 51.9. On the other hand snacks ad, chips ad and other ads have been ranked fourth, fifth and sixth with Garrett mean score of 49.7, 48.2 and 41.4. In rural areas too advertisements of chocolates is ranked first with Garrett mean score of 55.4 while soft drinks ad and ice cream ad has been ranked second and third with Garret mean score of 52.9 and 52.2 as shown in table 7. On the other hand snacks ad, chips ad and other ads have been ranked fourth, fifth and sixth with Garrett mean score of 48.7, 47.8 and 43.0. Hence it can be seen that children in urban and rural areas show the same preference to the type of ads.

Table 8: Respondent's ranking of the various types of T.V advertisements age wise

Type of Advertisements	6-7 years		8-9 years		10-12 years	
	Garrett's Mean score	Rank	Garrett's Mean score	Rank	Garrets Mean score	Rank
Chocolates	58.2	1	57.3	1	54.2	1
Snacks	49.8	4	48.9	4	49.2	4
Soft drinks	52.7	2	52.9	2	52.6	2
Ice cream	51.1	3	52.4	3	52.1	3
Chips	47.7	5	47.8	5	48.2	5
Others	40.7	6	40.8	6	43.8	6

Source: Data collected and computed through questionnaire

Children in the age group of 6-7 years, 8-9 years and 10-12 years show first preference to chocolate ads and has Garrett mean score of 58.2, 57.3 and 54.2 as shown in table 8. Second rank is given to soft drink ads by all the age groups with Garrett mean score of 52.7, 52.9 and 52.6. The third rank is given to ice cream ads with mean score of 51.1, 52.4 and 52.1 while the fourth rank is given to snacks with mean score of 49.8, 48.9 and 49.2. On the other hand fifth and sixth rank goes to chips and other types of ads. In case of chips the Garrett mean score is 47.7, 47.8 and 48.2 while in case of others the mean score is 40.7, 40.8 and 43.8. Hence it can be seen that in spite of age differences the preferences of children towards type of ads is the same. They all consume different types of products but their basic liking is the same.

Table 9: Respondent's ranking of the various types of T.V advertisements gender wise

Type of Advertisements	Garrett's Mean score	Rank	Garrett's Mean score	Rank
Chocolates	56.2	1	55.7	1
Snacks	48.5	4	50.0	4
Soft drinks	53.2	2	52.1	3
Ice cream	51.7	3	52.5	2
Chips	47.8	5	48.2	5
Others	42.7	6	41.6	6

Source: Data collected and computed through questionnaire

Further gender wise study has been undertaken in table 9. It has been found that males give first preference to chocolate ads, second rank to soft drink ads and third rank to ice cream ads. The Garrett mean scores were found to be 56.2, 53.2 and 51.7. Further snacks get fourth rank with mean score of 48.5, chips get fifth rank with 47.8 as the mean score and others get sixth rank with mean score 42.7. On the other hand in table 9 it has been found that females give first preference to chocolate ads, second to ice cream and third to soft drinks. The Garrett mean scores were found to be 55.7, 52.5 and 52.1. Further snacks got the fourth rank with mean score of 50.0, chips got fifth rank with mean score of 48.2 and others got the sixth rank with mean score of 41.6.

Conclusion

From the above analysis it can be seen that children from urban and rural areas have the same type of preferences as far as advertisements are concerned. Music and colour are the main attractions that influence children to watch advertisements. Children in urban areas are brand conscious and so give more priority to branded products while celebrities are an added attraction to children in rural areas. They watch ads as their favourite hero or sportsperson is present in it and they love and admire to see their favourite celebrity in the advertisement. Children in the age group of 6-12 years and the boys and girls also give prominence to music and colour in ads. This supports the view of Gbadamosi, Hinson, Tukamushaba, Ingunjiri, (2012) who state that children enjoy advertisements, find it entertaining, may use it for their convenience and on the other hand may like its humour, music, catchy phrases, special effects, animated characters, celebrity endorsers, children action and stunts. Taking a look at the reason for watching ads it has been found that in case of urban and rural areas and in case of children in the age of 6-12 years it is the entertainment and ability

to give product information that motivate children to watch ads while break in programme is the last impressive factor. If we analyse the gender attitude we find that girls give prominence to product information derived from advertising as the main reason for watching ads while boys give preference to entertainment with second preference to product information. This can be related to the findings of Chernin (2008) that boys are more influenced than girls in watching television and the findings of Ahluwalia and Singh (2011) that many of the girls and bigger children watch television due to their curiosity to find new things and some due to loneliness.

When children's preference regarding the type of advertisements they like were considered it was found that chocolate ads and soft drinks ads were the favourite of children in urban and rural areas and to children in the age groups of 6-12 years followed by ice cream ads and ads of snacks. Boys (males) were found to prefer soft drink ads while girls (females) gave preference to ice cream ads though their first preference was chocolate ads. This draws our attention to the finding of Aktas Arnas (2006) where it was found that food ads during morning hours on weekends include 28.53% candy chocolate, 23.91% chips, 12.96% milk and cheese, yoghurt and 11.64% breakfast cereals.

Hence we can say that advertisements shown on television play an important role in influencing children. As long as marketers and advertising agencies are able to deliver the goods they will continue to grab children's attention.

References

1. Ahluwalia, A.K., and Singh, R. (2011), TV viewing habits amongst urban children."IUP Journal of Marketing Management, 10 (1), pp. 45-62
2. Aktas Arnas, 2006, The effects of T.V food advertising on children's food purchasing requests, Pediatrics International, 48(2), 138-145.
3. Chernin, A. (2008), The effects of food marketing on children's preferences: Testing the moderating roles of age and gender. The ANNALS of the American Academy of Political & Social Science, 615 (1), pp.101-118.
4. Dorr, A. (1986), Television and children: A special medium for a special audience, California, Sage.
5. Fisher, M.A (1985). A developmental study of preference for advertised toys, Psychology and Marketing, Vol. 25, pp.3-12.
6. Gbadamosi.A., Hinson.R.E., Tukamushaba.E.K., Ingunjiri.I. (2012), Children's attitudinal reactions to T.V advertisements: The African experience, International Journal of Market Research, Vol. 54(4), pp.543-566.
7. Kotwal .N., Gupta.N. and Devi.A. (2008), Impact of TV advertisements on buying pattern of adolescent girls, Journal of Social Science 16(1), pp. 51-55.
8. Kumar, P.(2014). Impact of advertising on buying behaviour of college student's: An empirical study of district Fahehabad and Sirsa, International Journal of Informative and Futuristic Research, Vol. 1(5), pp. 92-95.
9. Lawlor, M.A and Prothero, A.(2002). The established and potential mediating variables in the child's understanding of advertising intent: Towards a research agenda, Journal of Marketing Management, 18(5/6).
10. Meringoff, Laurene. K.(1980). Children and advertising: An annotated bibliography, New York: Children's advertising review unit, Council of better business bureaus.
11. Ouwersloot, H & Duncan T. (2008), "Integrated Marketing Communications." London: McGraw-Hill.
12. Pine, K.J, Veasey .T(2003). Conceptualising and assessing young children's knowledge of television advertising within a framework of implicit and explicit knowledge. Journal of Market Management, 19: pp.459-473.
13. Rana, E.R (1995). Television use by adults and children: A multivariate analysis, Journal of Consumer Research, 8(9), pp.154-161.
14. Verma, S and Larson .R.N (2002), Television in Indian adolescents lives: A member of the family. Journal of Youth and Adolscence, 31(3), pp.177-183.
15. Winick, Mariann Pezzella and Winick, Charles (1979): The television experience: What children see. Beverly Hills and London: Sage Publications.
16. Zuckerman, P. Ziegler, M and Stevenson, H. (1978), Children's viewing of television and recognition memory of communication child development, 49, pp.96-104.