

EXAMINING THE IMPACT OF TELEVISION ADVERTISEMENTS ON CHILDREN'S BEHAVIOR

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ABSTRACT

Television is a potent medium that shapes the views of young people and encourages a consumerist mentality via the use of vivid visuals and compelling stories. Commercials have a social impact because they add to kids' shared cultural experiences, which in turn shape their opinions, habits, and relationships. Behaviorally, ad-induced emotional involvement can influence choice-making and gaming habits, which in turn affects preferences over time. Importantly, the abundance of advertisements for harmful items brings up worries regarding the rise of childhood obesity. One hundred thirty-five children, ranging in age from three to twelve, were randomly chosen for an exploratory research using a convenience selection method. Among all youngsters, 60% watch less than 30 minutes of television each day, including commercials. Nearly two-thirds of kids say that commercials for food are the most appealing. The vast majority of people think that commercials teach us useful habits (80%). The majority of parents (72%) believe that commercials have an influence on their children's tantrums..

Keywords: Television, Children, Advertisements, Behavior, Habits

I. INTRODUCTION

Television advertising is intended to affect customer behavior in one of two ways: either by promoting consumerism, primarily to transfer from one brand to another or to another, or by urging consumers to remain loyal to the brand they are presently using. Additionally, advertising may be concerned with developing a market for new companies to some level. When considering the potential impact of television advertising on children, it is essential to establish a clear and significant differentiation between children and adult consumers. Many of the products that are advertised to youngsters are not usually within their financial means. Despite the fact that children in today's society have more personal spare cash than they had in the past, they are frequently dependent on their parents to purchase items for them. This is a position that typically shifts as they become older. It is possible for advertising to function by motivating youngsters to approach their parents with requests to purchase products. Children who watched television on a regular basis were more likely to request advertisements than children who watched television just occasionally. It is possible for children to require their parents to purchase a product that they have seen promoted on television to varying degrees, depending on the types of products. The results of a number of research studies have shown that children are more likely to make requests for products that they consume on a regular basis, such as breakfast cereals, snacks, confectioner products, or

sweets. Additionally, children are more likely to make requests for products that are of particular interest to them, such as toys or products that have special offers. The types of products that children typically request also vary significantly according to the child's age, with requests for toys and soft drinks tending to decrease with age. Additionally, children in the age group of 10-15 years old are more likely to demand clothing or records. There is no doubt that television is a significant source of social influence; it is quickly becoming the most significant contributor to human social behavior. There has been a substantial amount of study conducted by a large number of researchers, and the findings have suggested that television has the ability to impact human moods, attitudes, and behavior. The recent rise and expansion of the media business has resulted in substantial experiential changes, which in turn leads to changes in how we think, behave, and feel, as well as to their influence on our larger beliefs on the world and social reality. In order to provide an explanation for the intricate connections that exist between media exposure and its consequences, a variety of theoretical models and techniques have been developed. There is a strong connection between television and human behavior. Television has had a significant impact on a number of changes that have occurred in the lives of human beings, including a shift in the way that people live their lives. Humans are able to acquire knowledge in a more general sense as well as get or collect information about the world in a fraction of a second as a result of television. Television has the ability to generate ideas, motivate others to take action, and inspire them to accomplish certain activities. The social attitudes and the changing human behavior, living style, and moral beliefs and consequences are all under the control of television because of its influence.

At this point in time, children are no longer naive blossoms but rather more seasoned customers who have a comprehensive understanding of the many different brands and items that are now accessible on the market. Television has become quite popular in India at the present time, and advertising is a massive business that generates millions of dollars. This sector has a significant influence on the manner in which youngsters behave and the views they have. Many parents have the belief that when their children see advertising on television, there is a change in the conduct of their children. There are instances in which children are negatively affected by ads on television. This is due to the fact that anytime they come across an advertisement, they immediately want to buy the same thing that is being marketed. Refusing to comply with such a request frequently leads to confrontation. Those individuals are of the opinion that youngsters require some type of protection from ads. Children are exposed to concepts and information connected to products and brands through television advertising, which ultimately leads to parents requesting that their children make purchases. It is quite intriguing to do research on this topic for the purpose of determining whether or not television advertising are efficient in defining and altering the purchasing behavior of youngsters, and this has inspired me to carry out research. Marketers in India are increasingly focusing their attention on children since they have discovered that children are the only part of the market that does not alter their preferences quickly and are simple to influence through commercials.

The amount of time that children and young people spend using or watching television is

increased to between twenty and thirty times bigger than the amount of time that they spend interacting with their family. This is because advertising media is a regular part of life for many youngsters. The most recent trend, which is a result of working parents and an ambiguous structure of the family, indicates that studies have found that children in India may spend an average of two to three hours per day with television. This time is spent viewing various types of television programs outside of school hours. The purpose of this is to expose youngsters to a great deal of possibly hazardous content. Over the course of a year, youngsters in India have been exposed to commercials. A big percentage of youngsters spend a considerable amount of their life viewing advertising on television because of the enormous quantity of commercials that are shown on television. As a result of recent alterations in advertising for children, there has been a growing trend among marketers and advertisers to use animation in children's television advertisements. They are able to attract the attention of youngsters during commercial programs by utilizing this method. When it comes to the development of ads, technical improvements, particularly in the field of computer graphics, have made it possible to achieve greater flexibility, diversity, and inventiveness. On other side, the practice of taking use of the developments in computer animation and special effects seem to imply that marketers may be encountering an increasing struggle to attract children's attention.

Television, which has been a pervasive presence in families all over the world for decades, has had a significant impact on the cultural landscapes and societal conventions that have been established. There is a big part of this impact that can be found in the field of advertising, where television acts as a potent medium to transmit compelling messages to a variety of people from different backgrounds. Children are a particularly weak group who are prone to the mesmerizing attraction of vivid graphics and catchy jingles. Among these audiences, children stand out as a particularly sensitive generation. In recent years, there has been a rise in the number of commercials that are directed toward young audiences, which has led to an increase in the amount of worry and scrutiny that has been directed toward the influence that television advertisements have on the conduct of children.

II. IMPACT OF TELEVISION ADVERTISEMENTS ON CHILDREN'S BEHAVIOR

For many years, television has been a mainstay in most people's homes, affecting social mores and cultural mores worldwide. In the advertising industry, where television is a potent tool for delivering compelling messages to varied audiences, this impact is particularly noticeable. Among these target demographics, kids are especially impressionable and receptive to the irresistible appeal of bright images and memorable music. Since ads targeting children have proliferated, there has been a noticeable uptick in the amount of time people spend worrying about how these commercials influence kids' conduct. Ads seen on television have complex and far-reaching psychological effects on youngsters. Minds that are still developing are very receptive to new ideas and information. Commercials, with their eye-catching visuals and compelling narratives, may influence how kids see the world. Commercials for toys, sugary foods, and other tempting things are shown all the time, which

might make kids want to buy them and start thinking like consumers right from the start. Advertisements may shape children's views on gender roles, social expectations, and cultural standards via the repetition of certain themes and visuals, which in turn may lead to the development of stereotypes.

Commercials on television have a significant impact on kids' social conduct beyond only their mental health. Shared experiences and interests greatly impact how youngsters connect socially and with their peers. Children may feel pressured to adhere to society standards when they see advertisements that promote certain items or ways of living, which may lead to the development of a common culture. This conformity may show itself in a variety of forms, including food preferences, dress choices, and toy selection. Because popular culture plays such a significant part in developing children's identities, the influence of advertisements on their social conduct is magnified. Advertising often use relatable characters and stories to capture children's attention, which may have a lasting impact on their preferences, attitudes, and relationships with their classmates.

The effects of children's television advertising on their behavior go much beyond issues of consumerism and group dynamics. To attract and hold the attention of youngsters, advertisements often use persuasive strategies that trigger emotional reactions like pleasure, excitement, or terror. A child's mood, decision-making abilities, and even their play habits may be profoundly affected by this kind of emotional involvement. If a youngster sees an ad for a new toy and is very interested in it, they could start to demonstrate a preference for that object when they play with it. Repetition of ads that appeal to a person's interests might help solidify those preferences and patterns of behavior.

Some people think that advertising to kids does more than just impact their preferences; they also think that it encourages them to make harmful decisions. The increasing rates of childhood obesity have been associated with the widespread advertising of sugary snacks, fast food, and drinks. Ads may be quite convincing, and kids don't always have the cognitive capacity to process information critically, so they end up eating poorly. Ads on television have an effect on kids' habits that goes beyond just their tastes as consumers and crosses over into public health, making some wonder whether ads are contributing to the youth obesity crisis.

As a result of the proliferation of digital media and websites, the impact of television commercials on children has grown. Advertisers now have more opportunities than ever before to reach youngsters with tailored and engaging campaigns because to the proliferation of streaming services and online content consumption. For instance, advergames aim to engage kids in online games that showcase certain companies or goods in a way that is both entertaining and informative. Because kids are so engrossed in these digital ads, the influence of advertising on their actions is amplified, as they absorb and internalize the messages.

While it's true that TV ads may have an impact on kids' behavior, it's also important to recognize that parental mediation and regulatory measures can help lessen such impacts. When it comes to media consumption and the development of critical thinking abilities,

parents have a key role to play. Parents may equip their children to appropriately navigate the media environment by participating in their television watching, talking about the ads' substance, and promoting an analytical mindset. The safety of children may also be improved by the establishment of regulatory frameworks that control advertisements targeted towards them. To strike a better balance between marketers' interests and the need to safeguard society's youngest members, more regulations on the content and frequency of ads targeting young audiences may help establish a media environment that is healthier for children.

III. REVIEW OF LITERATURE

Rangasamy, Sathya (2020) These days, it's hard to think of a single event, publication, or medium (movie, TV show, news broadcast, etc.) that doesn't have some kind of advertising. Ads are both a potent means of communication and an essential marketing tool. Direct or indirect, the goal of every advertising campaign is to increase product sales by promoting the advertised product in an exaggerated manner. While ads may have a moderate effect on adults, they have a catastrophic effect on kids. Commercials for children's television no longer target parents but rather the children themselves, who lack the emotional and intellectual maturity to assess the validity of the products advertised. The television is no longer confined to the realm of children's entertainment. Even before they become three years old, they expose children to the commercial goods that every child should have. Finding out how advertising affects children's social and moral behavior and the impact of peer groups is the main goal of the research.

Islam, Mazidul & Goni, Md. (2020) Commercials on television are increasingly ingrained in people's daily routines and have a significant impact on the products that people choose to buy. The effects of television advertisements on youngsters may be both beneficial and harmful. By surveying kids and their parents, this research hopes to learn how commercials affect kids in Bangladesh's Bagerhat Sadar Upazila. The nature of this study was exploratory and quantitative. The study's methodology was based on survey research. Following the principles of proportional systematic random selection, 125 households were selected from the entire population of Bagerhat Sadar Upazila. According to the results, the majority of respondents spend between two and four hours in front of the TV while on vacation. The survey shows that the majority of people are drawn to toy commercials on TV. Additionally, after seeing the ads, the majority of respondents altered their behavior, according to the research. Following seeing the commercials, the majority of respondents express a desire to purchase the items and even tell their parents about it, according to the survey. The majority of respondents also expressed a desire to emulate their favorite TV characters, according to the survey.

Zafar, Usman & Lodhi, Rab (2018) Marketers and advertisers have been focusing their attention on youngsters as potential customers because they believe that children are more likely to be influenced by their peers in terms of their purchasing decisions. In this study, we are addressing the issues that the majority of people living in Pakistan are concentrating on, which are the income of the family, which puts pressure on the children to avoid purchasing items that belong to classes other than their own, and the fact that when purchasing, parents

have to keep in mind the budget for the entire month. However, in our context, there appears to be a lack of studies that focus on the influence of peers. Due to the fact that children have a considerable impact on the buying patterns of families, they have been the main focus of attention. In this particular research, we are focusing on children who are between the ages of 5 and 15 years old. The purpose of this article was to investigate the shift in children's behavior that occurs when businesses alter or improve their advertising and marketing tactics, hence compelling children to purchase whatever it is that the firms promote or market. This was done in the context of peer effects on children's behavior with regard to purchasing a product. According to the findings, since youngsters are immature and do not comprehend the marketing strategy that businesses use for their goods, they choose items that have been sold to them and are affected by their peers.

Ghaffar, Gulraiz (2017) For the purpose of influencing the purchasing decisions of youngsters, commercials shown on television are often regarded as one of the most effective sources. This study article investigates the ways in which television commercials are connected to the conduct of children in the present day, specifically focusing on youngsters from the District of Gujrat in Pakistan. The purpose of this study is to evaluate the influence that various forms of television ads, including food advertisements, violent advertisements, music advertisements, opportunities to be exposed to advertisements, and repeated advertisements, have on the purchasing decisions of youngsters. The purpose of this study is to address the issues of whether or not the residential characteristics of children, such as whether they come from a rural, urban, or semi-urban background, have an effect on the behavior that is influenced by television ads. Additionally, we analyze the influence of television advertising as they pertain to individuals with varying educational backgrounds and families with varying levels of money. In order to do this, we traveled to several regions in Gujrat, Pakistan, and visited the homes of children's parents to observe their reactions. This research is based on primary data that was collected via the use of a questionnaire that was based on a Likert scale with five points: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Several families in Gujrat were chosen at random, and a total of 175 questionnaires were distributed. However, we only recorded 150 questionnaires, which means that the response rate was 87%. The data that was obtained was evaluated, and we used SPSS to do correlation and regression analysis, as well as analysis of variance and the T-test. The findings brought to light the fact that there is a positive and statistically significant association between all of the independent factors and the behavior of children. According to the findings of the study report, every single category of individuals agrees with the assertion that commercials on television have had a significant impact on the actions of their children. In conclusion, this study article contains a number of results, limits, conclusions, and recommendations that have been put down.

Sheik, M.N.Mohamed & Juliet, R. (2016) As part of this study, we evaluate the influence that television advertisements have on children, with a particular focus on the impact that these advertisements have on confectionery products in Palayamkottai. Several schools in Palayamkottai were visited in order to gather data, and a questionnaire was utilized to collect information about the influence that television advertisements have on children, with a

particular focus on the impact that these advertisements have on confectionary products respectively. This assertion was accepted by the respondent, who acknowledged that there is an influence of television advertisements on youngsters, particularly with regard to confectionery products.

Vijayakumar, M. (2010) We now can't envision a world without advertisements; they permeate every aspect of our lives, from events to newspapers, magazines, TV shows, movies, and more. In addition to being an effective means of communication, advertising is a crucial marketing tool. Whether it's through outright flattery or more subtle means, the ultimate goal of any campaign is to boost sales. While ads may have a moderate effect on adults, they have a catastrophic effect on kids. Nowadays, kids' product ads target kids directly, rather than their parents, who lack the emotional and cognitive maturity to discern the quality of the advertised goods. The television is no longer confined to the realm of children's entertainment. They begin displaying the things they consider necessities for children before the age of three, turning them become consumers at an early age. At the time of advertising to youngsters, sufficient safeguards must be followed. The capacity of youngsters to differentiate between television shows and advertisements is the focus of our investigation into their comprehension of television advertising. For this study, 87 kids, whose ages ranged from 4 to 14, were surveyed. The study's findings show that kids are encouraging their parents to buy a variety of brands, not only their own.

IV. RESEARCH METHODOLOGY

A design known as exploratory research was utilized in order to investigate the influence that children's exposure to television ads had on their behavior. Children ranging in age from three to twelve years old were the focus of the research project that was being carried out. For the purpose of data collection, the technique of convenience sampling was utilized. An interview schedule that was organized was the instrument that was used for data collection.

V. DATA ANALYSIS AND INTERPRETATION

Out of a total of 135 children, thirty percent of them were in the age range of three to six years, forty-two percent were in the age range of seven to nine years, and thirty percent were in the age range of ten to twelve years. More than half, or 55%, of the children were born to men, while 45% were born to females. Sixty-two percent of children were members of nuclear families, while thirty-eight percent were members of blended families. In terms of educational attainment, slightly more than half of the adults, namely 55% of mothers and 53% of dads, had completed their secondary education up to the senior level.

Table 1: Children give Preference to Advertisement

Preference to Advertisement	Percentage
Food	65

Toys	25
Clothes	8
Hygiene	2

Advertising food is preferred by 65% of children, toys by 25%, clothing by 8%, and personal hygiene products by 2%, according to the data shown in the table above.

Table 2: Impact of television advertisements on behavior pattern of children (Multiple responses allowed)

Impact on behavior pattern	Percentage
Show temper tantrum	72
Insisted you to go to restaurants	57
Accidents after viewing advertisements while performing various stunts	40
Misinterpret the message	26

Table 2 shows that 72% of kids throw tantrums because of commercials, 57% try to get their parents to eat out after seeing food ads, 40% have accidents as a result of commercial exposure, and 26% fail to understand the message.

Table 3: Positive impact of television advertisements on behavior pattern of children (Multiple response allowed)

Positive impact of advertisement	Percentage
Learn good habits	80
Knowledge regarding latest innovations	75
Motivation about future prospects	75
Demand for health drink powders	60
Knowledge about healthy food products	58

Eighty percent of parents said that commercials help their children develop healthy habits, and three quarters said that commercials teach them about new technologies and inspire them for the future (Table 3). Sixty percent of kids like health drink powders, and fifty-eight percent say ads help them learn about good eating options.

VI. CONCLUSION

There are several facets to the phenomena of how television ads affect children's behavior, and these effects have far-reaching consequences. We need a more sophisticated knowledge of how advertising shapes the lives of young audiences because of the psychological imprint that persuasive message leaves, as well as its effect on social dynamics and behavioral patterns. There are new possibilities and threats to advertisers' ability to influence youngsters brought about by the ever-changing nature of technology. Legitimate worries about harmful product marketing and bad behavioral consequences notwithstanding, preventative actions like parental mediation and regulatory frameworks may help lessen the impact.

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