



Impact of T.V. Advertisements on Children

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Abstract:

Advertising has become so integral part of our life that we cannot imagine any event, newspaper, journal, magazine, T.V. program without advertising. Advertisers tried to transmit information about products through media to stimulate sales, direct or indirect. This paper has attempted to elaborate the impact of T.V. advertisements on children's interest, demand and choice of clothes & food. Researcher has also tried to find out hours spent by children watching T.V. & their interest. Findings of the research support the past researches and indicate that the positive impact of T.V. advertisement was found on the children. Total 60 children with age group of 3 to 5 year were drawn through the simple random technique from Little Flower Play Group and Sheth M.B.school Gandhinagar, then a QTVAs given to their parents.

Key Terms: T.V. advertisement, Impact, Children

Introduction

Television is a common instrument for human life, but the content display on the T.V. is uncommon for all. Some have interest in films, some in sports & some in other programs. One can enhance their cognitive level through T.V. programmes, if he wants. Audio & video programs can directly affect the cognitive level. At the pre-operational level, child is not capable to evaluate logically to the content display on T.V. screen. Advertisers of children's tried to appeal the parents earlier but now they appeal directly to the children, who do not have emotional or cognitive tools to evaluate what's being sold to them. Food, clothes, colorful pictures & cartoons can attract the children. If these matter display on screen with some effect, then it directly affect & attract the children (2006, Report of World Federation of Advertisers). Now the questions normally arise that how many hours the children spend to watch T.V.? Which type of advertisements the children most like? What is the impact of T.V. advertisement on children's selection & choice of food, & clothes? Do the children use the words used in T.V. advertisements? Researcher has tried to find out the clarification of such questions by this research.

The rest of this paper is as follows. First, background literature is discussed and research questions are formulated. Then, the design of study and the analysis is described. Next, the results of the study are presented. Finally, implications of these results are discussed.

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BACKGROUND

The term advertising is derived from the original Latin word “Advertere” which means “to turn the attention”. Every piece of advertising turns the attention of the reader or the listeners or the viewer or the onlookers towards a product or a service or an idea. Hasting (2003, In Report of World Federation of Advertisers), found the significant relationship between advertising and food choices of children. Ofcom (2004) concluded that the modest direct effect of advertising on children's (age 2 to 11) food preferences is indeed linked to exposure to commercials, although it remains under how this effect operates alongside the complex conditions of daily life at home and school. Hastings (2003), Ofcom (2004) and report of IOM (2005, Institute of Medicine) indicated that the T.V. advertising is directly affects children's long-term dietary patterns. Chamberlain and others (2006) concluded that the children's screen media time (watching time of T.V.) was significantly associated with demand and choice of food, toys and drinks. Tammo & Williams (2006) founded that the effect of gender & parental influences were not significantly effect on children's understanding of T.V. advertising. Akthar, P.R.(2007) indicated that T.V. advertisements viewing affects the young children in learning the size, color and types of various things present in the T.V. advertisement; language development & increase scientific interest. Parents & schools have to take care of children so the advertisement cannot mislead them, also government or doordarshan have to make some rules and regulations for advertisers (2007, Anand, Gawande, Deth).

RESEARCH DESIGN**MAJOR OBJECTIVES:**

- To study the impact of T.V. advertisements on 3 to 5 years age group children.
- To study the average time spent by the children in watching T.V.
- To study the impact of T.V. advertisements on children's demand and choice of advertised food and clothes.
- To study the impact of T.V. advertisements on children's interest in watching T.V. advertisements.
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RESEARCH QUESTIONS

1. What is impact of T.V. advertisement on the children?
2. How much average time spent by the children in watching T.V.?
3. What is impact of T.V. advertisement on children's demand and choice of clothes and food?
4. What interest do the children have in watching T.V. advertisements?
5. Can the children remember the advertised content?

TOOL

Self made QTVA [Questionnaire on T.V. Advertisements] was used for this study. Total 14 questions were made on the basis of (1) interest in watching T.V. advertisements (2) children's demand & choice related to advertisements (3) children's knowledge about advertised content.

SAMPLE

Parents were randomly selected from Sheth M.B. Primary School, Pethapur (Gandhinagar) and Little Flower Play Group, sector-7, Gandhinagar. Randomly 60 children were selected & QTVA was given to their parents. Out of 60 parents, 18 male and 42 female parents were selected.

DATA COLLECTION

First, researcher has explained about the study to the parents and teachers and then the QTVA was given to the 60 parents. Researcher has found that the teachers were less interested but the parents were more interested in this work. After one week, 46 parents returned the filled QTVA.

ANALYSIS OF THE COLLECTED DATA

Data was arranged according to the research questions and objectives. Responses given by the parents on QTVA were converted in to percentage. Also average time spent by the children in watching T.V. was



calculated.

RESULTS

The data collected from parents & following results are observed.

- (1) Children spent average 50 minutes in watching T.V. in a day.
- (2) 97% children like cartoon type advertisements.
- (3) 80% children are interested in watching T.V. advertisements.
- (4) 70% children can identify the things and objects display on screen.
- (5) 70% children are found to use the words used in T.V. advertisements.
- (6) 80% children describe the content displayed in advertisement when advertisement started on T.V.
- (7) 90% children try to follow the role display in advertisements.
- (8) 82% children coming soon when the specific advertisements display on screen.
- (9) 88% children demand the things shown in T.V. advertisements.
- (10) 95% children demand the advertised food.
- (11) 70% parents indicated that the impact of T.V. advertisings was found on children's choice of clothes.
- (12) 50% children became heated when the parents controlled them to see the advertisement.
- (13) 52% children take away the T.V. remote to see the advertisement displaying on the screen.
- (14) 93% parents indicated that the children were not interested in social serials but interested in cartoon type serials.

DISCUSSION & RECOMMENDATIONS

Those children who do not spent more time in watching T.V. were not interested in advertisements & advertised things. This result indicated that the positive impact of T.V. advertisements was found on children. Most children were interested in cartoon type advertisements & serials. Children were found using the words displayed in advertisements, and making decision to wear and eat the selected clothes and food by them in their daily life. This result threw the light on enrichment of the cognitive level of the children by T.V. advertisements. Some children were found more interested in watching T.V. & uncontrolled by their parents; this situation is threatened for parents. So, the parents have to take care of the child & give the permission of watching T.V. under their observation. Also parents have to take care of children so the advertisement cannot mislead them, also government have to make some rules and regulations for advertisers.\

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