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“Impact of Advertisement on School Going Children in Kolhapur City”.

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Abstract:

In a today's world, media is very important. Now a day's technology is increasing very rapidly. The technological changes we can see any type of media. Every media is providing vast information to end users, through the advertisement. Every multinational companies taking more investment on the advertisements. This study was conducted to make a note of impact of advertisement on School Going children in Kolhapur city. The data that was collected 100 samples size randomly from high-income class, middle-income class and lower income class. The present study indicates that which media advertisement influences on School going children of Kolhapur city, where only selected Schools students are taken for the study. The study, which was conducted in Kolhapur city, were structured questionnaire used for collection of data. The advertisement trend is changing because of the higher technology using in the media. The such type of a media like mobile are very much influenced children, because of technological effects taking in advertisements. The age group of the children were taken for this study between the 12 to 16 years.

KEYWORDS:

school going children, advertisements, promotional activity, influencing factors.

INTRODUCTION:

Many of the researcher has done research on this topic of advertisement. The some researcher has done research on the topic like impact of T.V. advertisement on children. This research was conducted on the School going children in Kolhapur city. In the survey of U.S. it is found that the children are spending more time watching television than they do anything else & children between ages of 6 & 14 watch about 25 hours of television per week & are exposed to 20,000 commercials in a single year. The advertisement gives a more knowledge to the end users. The children are very much attracted towards today's advertisement because of audio & video effects. In each media, we can see the effects e.g. mobile. The multimedia handsets providing very forward facilities to the end users, but children are very fatly grasping the technology. Now a days it is found that from many of the research, children are highly aware the world of technology. The advertisers are taking more efforts on advertisements to attracts such group of customers.

The American marketing Association Chicago;-“Advertising as any paid at non-personal presentation of ideas, goods and service by an identified sponsor”.Advertisement is integral part of the industry which wants its product to be reached to the customer & then converts those customers into consumers.

Parents should be aware that advertising is going on, and it is influencing their children more than they think (Anand Nawathe, Rohan Gawande & Sudhir Dethe). In the American research it is found that most of the childrens are spending their time on T.V., computers, and electronic devices etc., no doubt it is an technological impact on the children, but parent should take care of this habits. The previous researcher

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conclude their research, most of the childrens are spending the time maximum to watch T.V. Computer etc. In this research the researcher has decided topic which is related to impact of advertisement on growing children in kolhapur city. The research which was conducted in kolhapur city which is purely Maharastrian people. The city which is located at Western Ghats of Maharashtra. The geographically this city is very good to live because of big Indian culture, Sanskar, Hindu Samaj (cast) etc. which is related which is related to spirituality. The kolhapur city is mostly famous for the Mahalakshmi temple, meat of Goats (tambada pandhra rassa), kolhapuri chappal (shoe) etc. The maximum schools are Marathi medium and very few schools are English medium.

The research is done on impact of advertisement on school going children in Kolhapur City, hence selected schools & colleges are taken for the study. Viz. “Usharaje High-School, Kolhapur”, Maharashtra High-School, Kolhapur“, Tavanappa Patne High-School, Rajarampuri, Kolhapur”, “New College, Kolhapur”, “Gokhale College, Kolhapur” and “Rajaram College, Kolhapur”.

Advertising is purposeful communication designed with a view to achieving specific objectives. It must reach the target audience identified for such communication: advertising is an all pervasive facet at most growing communities. To advertise means to notify, in from or describe (goods) publicity with view to increasing, sales, to make a thing or idea publicity known.

Media of Advertising:

The term media is plural for medium. In advertising terms, medium is a channel of communication, such as newspapers magazines, radio and television. A medium is a vehicle for carrying the sales message of an advertiser to the prospects. It is indeed a vehicle by which advertisers convey their messages to a large group of prospects and there by aid in closing the gap between producer at the one and end and the consumer at the other end. This is from the view point of advertisers and the audiences. There is another way of looking of the media and that is from the point of view of the medium it self. Different media are organizations or enterprises for entertainment. They sell the product in the form of newspaper, magazine and radio and television programmes. At best they are service organizations fulfilling the needs of listeners, readers and viewers for entertainment and information. Each medium design its products to be more and more attractive among its audience. Each medium applies marketing concepts to the designing of the right products selling it at the right price, distributing it through several outlets and, at times taking the help of the right promotional means to increase its circulation or improve the popularity of its programmes. Newspapers and magazines work hard to build of their circulation among readers by improving the material they publish, be it local news, national news, special interest information such as business, sports, housekeeping science etc. similarly, television and radio stations broadcast programmes which are designed to attract larger segments of the public. In short media too have to market their product properly.

Print Media-News Papers Magazines Trade Journals Technical Journals and Periodical

Outdoor or Mural-Posters Hoardings Sky Adv., Electric Displays, Sandwich Boards / Menetetric Signs

Broadcast Media-Radio, Television, Film & Screenslides

Transit media-Railways, Buses, Aero plains, Car cards & Subways

Other Forms-Window Display, Point approaches, Material, Exhibition & Directories.

NOTE:

- 1.Displays, Shows, Exhibitions, Trade Fairs, Point of Purchase and Materials are normally included in sales promotion devices.
- 2.Advertising specialties such as calendars Dairies Blotters, Pen Stands, Ball Pens, Pencils, Key Rings and many other novelties are partly for advertising and partly for sales promotion. These are business gifts and means of publicity and patronage.

REVIEW OF LITERATURE:

1) Kunkel et.al. (2004) reported that television advertisements are effective in influencing children who lack the relevant knowledge, but still want their parents to get them endless array of products which they have seen in advertisements. Television commercials are also changing children's eating habits. Unhealthy and junk food commercials have resulted in their increasing demand among the children. This has resulted in parents' negative attitude towards television advertisements.

2) Galst and White (1976) and Sotoneman and Brody (1982) in their studies made an attempt to measure the efficacy of television advertising in shaping the purchase-related behaviour of children. They exposed children to food advertising in an experimental situation and then observed the effectiveness of food advertisements in influencing selection of products and brands in a natural situation (while shopping with their mother).

3) Reeves and Atkin (1979) also observed children's behavior while shopping, but the children were exposed immediately prior to the shopping trip, to television advertising in general and not only to food advertising. All three of them observed a strong correlation between 'purchase influence attempts' with total number of hours of commercial television watched per week.

Buijzen and Valkenburg (2003) found that television commercials lead to increase in number of requests for advertised products which also increases number of product denials because parents cannot honor all requests made by their children. This makes the child unhappy. They observed a direct relationship between unhappiness and exposure to commercials. This may also be because when a child watches an advertisement, he compares his situation with the idealized world in the commercials and the gap between the two makes him unhappy.

RESEARCH METHODOLOGY:

The research has been conducted with a view to study an impact of advertisements on the growing children and their buying behaviour to all F.M.C.G. products. For this purpose a structured questionnaire has been used for eliciting the information from the respondents. Sources of Data:

The collection of information is done through two principle sources, that is, primary source and secondary source.

PRIMARY DATA:

The primary data has been collected through observation and direct discussion with the respondents with the help of structured questionnaire containing open-ended as well as close-ended questions. Data collected from the respondents has been analysed systematically in a tabular & graphical form.

SECONDARY DATA:

The secondary data has been collected through magazines, new papers, website, project reports as well as visits to Tavanappa Patne HighSchool Kolhapur, Vikram HighSchool Kolhapur, Private HighSchoole, and various other School of Kolhapur City.

SAMPLE DESIGN:

The sample size selected for the study is of 100 respondents representing the 7th, 8th, 9th & 10th standard students in Kolhapur city. The sampling technique thus followed was “Stratified Quota Convenience Sampling”. The Stratified Quota Convenience sampling because the student community has been divided into low, middle and high class. It is justified that normally children whose age is below 14 years, they may be unaware about the world of advertisements and may be having less knowledge about advertisement, hence only respondents were selected whose age group is an between 12-16 years of Kolhapur City. Above 14 years age of respondents those are teenage, physically as well as psychologically growing hence only class of 7th, 8th, 9th & 10th standard students were considered for this study.

OBJECTIVES OF THE RESEARCH TOPIC:

Here the researcher embarks on an Endeavour to analysis the impact of advertisement on School going children in Kolhapur, which is a District in Maharashtra in India.

Following are the Objectives of the Study:

- a)To know what factors of advertisement affecting on School going children.
- b)To know which media influence on buying decisions of School going children.

- c)To know for what purpose children are using the internet.
- d)To know how much children are belong from social class.
- e)To know for what purpose children are reading the newspaper

LIMITATION OF RESEARCH:

Every research is conducted under some foundations and this research is not an exception. The limitations of this research are as follows:

- a)The sample size of 100 was small for the research being conducted.
- b)The study was limited to Kolhapur city therefore; the findings are confined to Kolhapur City only.
- c)There might have been tendencies among the respondents to amplify or filter their responses under the testing conditions.
- d)Apart from this school going children group, the study of other age group cannot be studied.

DATA ANALYSIS & INTERPRETATION

In the present study, the data relating to 100 respondents is collected, tabulated and analyzed. For the analysis researcher has used Tabular and Graphical Techniques. The randomly collected data selected pertains of Kolhapur city. It is about the growing children.

DISTRIBUTION OF RESPONDENTS BY AGE

Sr.No.	Age Group	Standard/Class	Respondents	Percentage
1	12 – 13	7th	12	12%
2	13 – 14	8th	23	23%
3	14 – 15	9th	37	37%
4	15 – 16	10th	28	28%
	Total		100	100%

(Source: data, which is collected from questioners)

For any research study the respondents from all the age group should be considered. In the present study the school children are considered from age 12 years and above. They are classified in the age group 12-13, 13-14, 14-15 and 15-16 respectively. If a sample is to considered as representative, it should include respondents from all the age groups. The detail of the respondents as per age group are presented in above Table. The table shows that 37% of the respondents belong to the age-group 16-17. 28% belong to 17-18 and 23% to 15-16 age group. Only 12% of respondents belong to 12-13 years age group.

From the table it is clear that the sample is evenly distributed among the different age group of children considered for the study.

Distribution of Respondents According to Income Class

Sr.No.	Income Class	Respondents	Percentage
1	High Class	25	25%
2	Middle Class	55	55%
3	Below Poverty Class	20	20%
	Total	100	100%

(Source: data, which is collected from questioners & discussion)

The response of children with respect to the advertisement also differs according to the income class. In the higher income class it is expected that the children are having greater influence of advertisement. To know the distribution of respondents as per the income class, the data was collected. The details are presented in above table. The table shows that 55% of the respondents belong to middle class, while 25% of the children considered for the study belong to high-income class. Only 20% belong to below poverty line. From the data it is observed that 75% of the children considered for the study belong to middle and higher income group. Therefore, the sample considered can said to be appropriate for the studying the influence of advertisement on children.

Types of Advertisements factors that like the Children

Sr.No.	Types	Respondents	Percentage
1	Glamorous	47	47%
2	Thrillers	38	38%
3	Suspense	12	12%
4	Comic	3	3%
	Total	100	100%

(Source: data, which is collected from questioners & discussion)

Now we attempt to examine the factors that influence the children most in advertisement. The factors considered are glamour, thriller, suspense and comic. The response obtained from the children are presented in above table. The table shows that 47% of the children like glamour in advertisement. It indicates that the children are liking the ads. where famous sports or film personalities are promoting a product. 38% of the children preferred thriller. Only minor percentage of the respondents prefers suspense or comic advertisements. The analysis shows that the growing children main attraction in advertisement is glamour and thrills. The notion that comic ads. are liked by the children is provide wrong in the study.

Type of Media Influence on Purchase Decisions on children

Sr.No.	Media	Respondents	Percentage
1	Friends	33	33%
2	TV Advertisements	55	55%
3	Hoardings	4	4%
4	Radio	3	3%
5	Newspaper	2	2%
	Total	100	100

(Source: data, which is collected from questioners & discussion)

There are number of sources of advertisements. The word of mouth publicity through friends and relatives, the television ads. hoarding, radio and newspapers. In the present electronic age it is expected that the children would be mainly influence by radio and TV media. In order to know the media that has the major influence, the data was collected. The details obtained are given in above table. The table shows that 55% of the respondents are influenced by the TV ads. 33% said they were influenced by their friends. Hoarding, Newspapers and Radio media was having only a minor influence. The analysis clearly shows that TV and friends are the main influencing advertisement media on growing children. Surprisingly the radio and hoardings do have any significant impact on the growing children.

Purpose of Reading the News Paper

Sr.No.	Reading Purpose	Respondents	Percentage
1	Educational	25	25%
2	Product Range	8	8%
3	General Awareness	37	37%
4	Social Awareness	30	30%
	Total	100	100%

(Source: data, which is collected from questionnaires & discussion)

People read newspapers for different reasons, some read for general awareness, some for social awareness, some for educational and some for knowing the new product range in the market. In order to know the maximum motivation for reading the newspapers, the respondents were asked to specify the reason. The data obtained is given in table.

The above table shows the information about purpose of reading the Newspaper. It is observed that

more or less equal number of respondents i.e. 37% and 30% are reading the newspaper for the general awareness and society awareness respectively. There are also 25% respondents who read the Newspaper for educational purpose. Only 8% respondents are reading the Newspaper for product awareness.

Reference Towards Nature of Internet Advertisement

Sr.No.	Category of Advertisements	Respondents	Percentage
1	Educational advertisements	16	16%
2	Games advertisements	8	8%
3	2/4 wheeler advertisements	3	3%
4	Marriage burro advertisements	24	24%
5	Sex advertisements	32	32%
6	Political advertisements	3	3%
7	Cultural	14	14%
	Total	100	100%

(Source: data, which is collected from questionnaires & discussion)

In the to-days world everybody knows about world of Internet. The fasted information which will spread from one country to another country through Internet. Now a days on the Internet there are so many advertisements in different way for different type of customers. Here research only related between the age group of 14 to 18, hence on the Internet there are various advertisements are available, hence researcher should know respondents nature towards Internet advertisements.

The above table gives the information about what type of Internet advertisements do the respondents watch on the Internet. It is observed that more or less equal number of respondents i.e. 32% and 24% watch sexy advertisements and marriage burro advertisement respectively. Some of the respondents i.e. 16% and 14% watch education ads. and cultural ads. It is also observed that very few respondents i.e. 8% and 3% watch the ads. related to games, two or four wheeler ads. and political advertisements respectively.

Such types of difference are found among the different respondents due to change in nature and attitude of concern respondents.

CONCLUSION:

The children belonging to the age group of 12 to 16 years are mostly watching film stars advertisement and products. The children are very much interested in taking family buying products decisions. (eg. 2/4 Wheeler, TV, Mobile, Refrigerator, Computer, Sound system etc.). Most of the time parent's decisions are forced on children to purchase the products. The children are searching more information when they go for purchase the product (e.g. computer, mobile). Most of the time parents are giving proper information from the advertisements to children. The animated games, cartoons and cultural factors are also affecting on children buying behaviour. The advertisements factors like 3D effects, animation, high colour effect are mostly affects on children. The symbols, signatures, logo shown in advertisements are also highly affects on children. The TV advertisements are continuously hammering on students.

It is found that respondents who are above 12 yrs age are very much influenced by film advertisement and sex advertisement. The children are trying to copy the stunts advertisement even though advertisers have given instructions in the respective advertisements. The children are not reading instruction given in advertisements hence they are mostly trying to imitates stunt advertisements. The



children belong to the age group of 13 to 15 years are mostly watching film advertisements. It is observed that children mostly read the newspaper for increasing their general knowledge and for developing social awareness. The children are listening the radio advertisement for enhancing their product knowledge, which are available in their local market.

The children purchase independently those products whose prices are very less. e.g. Stationery, Ice-cream, chocolate etc. It is found that a child recommends their friends for purchasing products such as Mobile, Cloths, and Computer. It observed that children are expecting from the advertisements true and detail information for their understanding. It is observed that more than 60% of the total respondents are changing their brand when they purchase new one.

The children who are above the age group of 14 year, are well aware about the products, as they are taking proper information from the friends, relatives. It is found that TV advertisements message are highly influencing on children buying behaviour as it is very useful in updating the knowledge.

(Examples of few various types of advertisement which is highly influenced on growing children)

- a) Stunt advertisements, e.g. Toyota, Thums-up, Coco-cola, Yamaha.
 - b) Glamorous advertisements – Amol Macho, Lux cozy, Nirma, Lux, Tauishque, Man force, Godrej Parashut Oil etc.
 - c) Family advertisements – Tata Tea, Royal Paints, Dairy milk, Vim active, Amul dairy products etc.
- Excitement advertisements – Idea, Airtel, Vodafone, Centrefresh, 5 Star etc.

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