

Influence of Television Advertisement on the Buying Behaviour of Children Products in Coimbatore District - A study

¹Dr. P. B. Banudevi & ²Mrs. T. Vasumathi

¹Professor and Head, Dept. of Commerce – Finance, Dr. N. G. P. Arts and Science College (Autonomous), Coimbatore (India)

²Research Scholar, Dept. of Commerce, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore & Assistant Professor, Dept. of International Business, Sree Narayana Guru College, Coimbatore (India)

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*Corresponding Author

Email: sngclibrary[at]gmail.com

ABSTRACT

Television advertisement is considered one of the most effective medium to influence the purchase decision of consumers. This study aims to analysis the influence of television advertisements on the buying behavior of children products. The data was obtained from the general public Coimbatore district. A sample of 150 questionnaires were circulated, recorded and compared. Results indicate that most of the respondents felt that they were influenced by food items and health drinks products advertisements were influence to buy those products. It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. The findings from the study depict that children products advertisements are successful in creating impact on buying behavior of the children products, particularly about the food items and health drinks. The customers are expecting much information from the short advertisements. It is suggested that the advertisement need to be more informative. It can be inferred that advertisements lead to the digital money transactions and created more awareness.

1. Introduction

Children's minds develop at a very fast rate and they are much faster at grasping and remembering information than adults. All the marketers and advertisers are also very well acquainted with this fact. Therefore, it can be find more and more advertisements on the television these days, which are targeting our young children for marketing their products. The advertisements that are broadcast between the children's shows promote all kinds of products like toys, food items, energy boosters, apparel brands, etc. Although, these advertisements are very short and on an average last for only 10-20 seconds on air, but their repetitive screening and specially their content and visuals have a very deep impact on the young. Their brains are easily influenced by what they see and hear. Also, children are now exposed to all the commercials, which the print media like newspapers, journals, etc. and social media are flooded with. Some television commercials which are made with a genuine intention to make children aware about the brand, without giving them any wrong messages, may actually be helpful for them. Because of such advertisements, children begin to recognise brands and they might sometimes even help their parents in making the decision about what to buy.

Albert Lasker, the father of advertising expressed that "Advertising is salesmanship in print". But he offered this definition long before television and internet, at a time when the nature and scope of advertising were quite limited. The London Institute of Practitioners in Advertising has given a definition which very closely approximates the following points: "Advertising presents the most persuasive possible selling message to right prospect for the product or service at the lowest possible cost". **Consumer buying behavior** is the sum total of a consumer's attitudes, preferences, intentions, and

decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

2. Review of Literature

Vasumathi, T (2018) attempted to examine the Advertisement impact on Parents buying behaviour of children products in Coimbatore City. It is indicated that though advertisements are amusing and entertaining, some of the parents were not convinced with the information provided or influenced by the celebrity endorsement which can be improved by effective advertisement measures. Celebrities shall choose the advertisement and only give the facts of the product information which may not excite the children to influence their parents to make purchase decisions. **John, Chithira (2017)** found the impact of television advertisements of on buying behaviour of children with reference to confectionery products such as chocolate, candies, chewing gum and cakes /pastries and the attributes advertisements inducing children and the health issues that occur in children. **Udayakumar, K (2017)** attempted to study on effect of advertisement on confectionary product with special reference to Vellore city. Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. The advertising has a stronger effect on younger children than the older children. Nowadays it seems that children's impact on family decision in shopping has been steadily increased.

Aggarwal, Vijita Singh (2016) attempted to find out the influence of children in family purchase decision process for different product categories: Durable products, Non durable and Child related products & services during different buying stages.

The study revealed the influence of children which was found to be highest for non-durable products at all the three stages of the buying decision process followed by child related products and was lowest for the durable products. Also, it was found that different product categories had variable influence over different stages of the buying decision process. **Arul. K (2016)** attempted to study the influence of children on family buying decision based on four selected products is taken into consideration. Thus various variables that have direct relationship with the families buying decision are discussed on this work. The results indicated that the type of child-parent influence strategy used and the type of marketer-child influence source affects the level of child's influence over the product. **Shabbir, Malik Shahzad (2016)** aimed to analyze the effect of media on buying behavior of children in Pakistan and analyzed how the parents and peers play their roles in making buying decision of their children. The researcher collected questionnaire from different schools of top level to low level to get diversified responses. Different variables have shown different results which effect the advertisement, parents and friends who act as socialization agent and evaluation source in making brand perception and final decision in making purchase of food product. **Virmani, Megha (2016)** conducted an empirical study on children's buying behaviour in Faridabad with a special focus on their information sources. The study indicated that children regard TV commercials as an important information source for new product. However, they place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products.

Dilogini. K (2015) examined examine whether these children paying attention on television advertisements are influenced by the characteristics of the child's early home environment and parental behaviors. Researchers found that the children's behaviors of purchasing request to buy particular advertised product from their parents. Until the end of time, emotions in the television advertisements attract the children very much. The researchers have found that numerous negative outcomes are there in Jaffna district regarding parent-children conflicts derived by television advertisements. Especially there are negative outcomes of conflict over a request to buy particular advertised product among Jaffna children. **Shikha Gupta (2015)** discussed the impact of these cartoon characters on the kids clothing behavior and will also try to explore the reasons as to why the generation is more inclined towards television and these characters. Typically, children begin watching cartoons on television at an early age of six months, and by the age of two or three children become enthusiastic viewers.

Abdul Hameed (2014) investigated the impact of television advertisements on children buying behavior. A questionnaire was used in order to collect data on impact of television

advertisement on children buying behavior. From the respondents opinions it is clear that there was impact of TV advertisement on children buying behavior. **Balcarová, T (2014)** evaluated the influence of children during deciding and purchasing the food in a supermarket. A secondary goal is to identify the techniques of pester power used by children and to identify the reaction of parents to children's food product requesting; to identify children's packaging preferences for food products. The study revealed a strong dependence relating to techniques of pester power, accommodating their requests and transact the purchase. **Kumar, Sunita (2013)** studied the influence of children on the processes of family purchase decision depends on a number of parameters and situations at the age group of 8-12 in India. The children's influence is maximum for products like bicycle, Ice Creams/chocolates/Juice and CDs/DVDs. There are a few products like CDs/DVDs, video games and hobby activities, which are used by the whole family and still children's influence is higher than their parents on family purchase decision. The study noticed that parent's perception of children influence indicates that parent's income impacts the children's influence.

3. Statement of the Problem

The present study is an attempt to explore the influence of television advertisements on the buying behavior of children products in Coimbatore district. There is no doubt children products marketers face unique challenges in trying marketing efforts to sales results. Unlike verticals as distinct as apparel, electronics, and financial services, children product purchases still largely occur offline, where store placement and attractive product packaging matter as much than advertising. Hence the study attempted to study the buying behavior of the children products and the influence of the advertisement on their buying behavior.

4. Objectives

1. To study the buying behavior of children products
2. To analysis the influence of advertisements on children products buying behavior

5. Methodology

The present study is descriptive and analytical in nature. The study has made use of both primary and secondary data. Questionnaire used to collect the data. For the study the researcher distributed and collected data from 150 participated from various places of Coimbatore city. After collecting the data, SPSS used to analyze the data. The results were presented in tables with percentage. Some of the data were analyzed with mean and standard deviation values. Using the chi-square and regression, the study hypothesis was proved.

**Table No: 1
Social Demographic Profile**

	Category	No of Respondents	Percentage
Gender	Male	84	56
	Female	66	44
	Total	150	100

Age	Below 25	21	14
	26-30	85	56.7
	31-35	5	3.3
	Above 35	39	26
	Total	150	100
Educational Qualification	Professional	8	5.3
	Post Graduate	44	29.3
	Graduate	85	56.7
	Other	13	8.7
	Total	150	100
Occupational Status	Self Employment	56	37.3
	Home Maker	44	29.3
	Professional	50	33.3
	Total	150	100
Monthly Income	Below 15000	6	4
	15001-20000	62	41.3
	20001-25000	74	49.3
	Above 25000	8	5.3
	Total	150	100

The table no 1 shows the social demographic profile of the respondents. It is clear from the table that 56% of the respondents were male and 44% of the respondents were female. It is noticed that 57% of the respondents were belong to 26-30 age and 26% of the respondents were belong to above 35. Around 14% of the respondents were below 25 age and 3% of the respondents were aged 31-35. It is clear from the table that 57% of the respondents were graduated and 29% of the respondents were post graduated. Around 5% of the respondents had professional educational qualification and 9%

of the respondents other educational qualifications. It is noticed from the table that 38% of the respondents had self employment and 33% of the respondents had professional job. Around 29% of the respondents were home makers. It is clear that 49% of the respondents had Rs. 20001 to 25000 of monthly income and 41% of the respondents had Rs. 15001 to 20000. Around 5% of the respondents had above 25000 as monthly income and remaining 4% of the respondents had below Rs. 15000 as monthly income.

Table No: 2
Promotional Factors influence to buy a product

Sl. No	Factors	No of Respondents	Percentage
1	Advertising	59	39.3
2	Shop Display	21	14
3	Word Of Mouth	27	18
4	Family Friends	9	6
5	Dealer	13	8.7
6	Relatives	21	14
	Total	150	100

The table no 2 shows the respondents' opinion about the various promotional factors which influence to buy a product. It is noticed that 39% of the respondents expressed that advertisement influenced them to buy the product. 18% of respondents told word of mouth influenced to buy a product and

around 14% of the respondents said shop display influenced and another 14% of the respondents told the relatives opinions to buy a product. 9% of the respondents told dealers and 6% of the respondents expressed the opinion of family friends influenced to buy a product.

Table No: 3
Reason for making to purchase a product

Sl. No	Factors	No of Respondents	Percentage
1	Discount	61	40.7
2	Variety	74	49.3

3	Services	11	7.3
4	Ambience	4	2.7
	Total	150	100

The table no 3 shows the reasons which induced them to purchase a product. It is noticed that 49% of the respondents preferred a product for variety and 41% of the respondents

preferred for discount for a product. Around 7% of the respondents preferred for service and 3% of the respondents preferred for ambience of the product.

Table No: 4
Influence of advertisement to buy children products

Sl. No	Category	Mean	Std Div	Rank
1	Toys	2.49	0.757	5
2	Stationery Items	1.89	0.935	3
3	Electronics products	2.37	0.523	4
4	Health Drinks	1.87	0.522	2
5	Food items	1.17	0.38	1

The table no 4 shows the respondents opinion on influence of advertisement to buy children products. Five Likert scale used to collect the opinion from the respondents. Based on respondents' opinion Mean and standard deviation, the results are presented in the ranking. Among the top most children product, Food items advertisements (M:1.17; SD: 0.38) ranked

first, health drinks advertisements (M:1.87; 4SD:0.522) ranked second, stationery items advertisements (M:1.89; SD:0.935) ranked third, electronics products advertisements (M:2.37; SD:0.523) ranked fourth and toys advertisement (M:2.49; SD:0.757) ranked fifth.

Table No: 5
Mode of purchase the children products

Sl. No	Factors	No of Respondents	Percentage
1	Online	8	5.3
2	Retail Shop	43	28.7
3	Super Market	74	49.3
4	Shopping Malls	22	14.7
5	Others	3	2
	Total	150	100

The table no 5 shows the mode of purchasing the children products. It is noticed that 49% of the respondents were purchasing the children products in Super Markets and 29% of the respondents were purchasing the children products in retail

shops. Around 15% of the respondents were purchasing the children products in shopping Malls and 5% of the respondents were purchasing some children products through online shopping.

Table No: 5
Mode of payment

Sl. No	Factors	No of Respondents	Percentage
1	Cash	64	42.7
2	Online Payment	33	22
3	Debit Card	35	23.3
4	Credit Card	18	12
	Total	150	100

The table no 5 shows the mode of payment for purchasing of children products. It is clear from the table that 43% of the respondents were paying cash for the purchase and 23% of the respondents were paying through debit cards. Around 22% of

the respondents were paying through online payment such as paytm apps and 12% the respondents were using the credit cards for purchasing of children products.

Table No: 6
Expectation from an advertisement about the product

Sl. No	Factors	No of Respondents	Percentage
1	Brand	25	16.7
2	Product Info	48	32

3	Price Info	20	13.3
4	Celebrity	48	32
5	Discount	9	6
	Total	150	100

The table no 6 shows the respondents expectation from an advertisement about the product. It is noticed that 32% of the respondents were expecting the product information from the advertisement and another 32% of the respondents were expecting about the celebrity endorsement. Around 17% of the

respondents were expecting brand information about the products and 13% of the respondents were expecting the price information from the advertisement. Only 6% of the respondents were expecting the discount information of a product from the advertisements.

Table No: 7
Opinions about influence of advertisement on buying behaviour of children products

Sl. No	Factors	Mean	Std. Div
1	Advertisements are entertaining and call to mind	1.56	0.65
2	I watch the advertisement and influenced to buy the products	1.93	1.011
3	The children watch advertisements and choose things for themselves	3.11	0.994
4	I can easily be influenced by the children to buy certain products	3.93	1.133

The table no 7 shows the opinion about the influence of advertisement on buying behaviour of children products. It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. Many respondents stated that they watch the advertisements and are

influenced the products for their family members. Some of the respondents shared that the children watch advertisements and choose things for themselves. Less number of respondents reported that they can easily be influenced by the children to buy certain products.

Table No: 7
Chi-Square test between expectations of an advertisement and the promotional factors
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.878 ^a	20	.000
Likelihood Ratio	56.128	20	.000
Linear-by-Linear Association	6.776	1	.009
N of Valid Cases	150		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .54.

The table no 7 shows the chi square test between expectations of an advertisement on a product and the promotional factors to influence to buy that product. It is inferred that the P value is lesser than the table value and the significance value is 0.000 at the significant level of 95%. Hence

the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is ***“There is a significant relationship between expectations of an advertisement on a product and the promotional factors to influence to buy that product”***

Table No: 8
Chi-Square test between expectations of an advertisement and reasons for making decision to buy the children product
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.660 ^a	12	.000
Likelihood Ratio	44.095	12	.000
Linear-by-Linear Association	10.705	1	.001
N of Valid Cases	150		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .24.

The table no 8 shows the chi square test between expectation of an advertisement on a product and reasons for making decision to buy the children product. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null

hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is **“There is a significant relationship between expectations of an advertisement on a product and reasons for making decision to buy the children product”**

Table No: 9
Chi-Square test between expectation of an advertisement and influence of the advertisement to buy health drinks

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.982 ^a	8	.000
Likelihood Ratio	33.364	8	.000
Linear-by-Linear Association	4.201	1	.040
N of Valid Cases	150		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .72.

The table no 9 shows the chi square test expectation of an advertisement and influence of the advertisement to buy health drinks. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected and alternative

hypothesis is being accepted. The Alternative hypothesis is **“There is a significant relationship between expectation of an advertisement and influence of the advertisement to buy health drinks”**

Table No: 10
Regression between gender and influence of advertisement to buy children products

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.447	.370

a. Predictors: (Constant), Toys, Stationery Items, Electronics products, Health Drinks, Food items

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	17.199	5	3.440	25.067	.000a
Residual	19.761	144	.137		
Total	36.960	149			

a. Predictors: (Constant), Toys, Stationery Items, Electronics products, Health Drinks, Food items

b. Dependent Variable: gender

The table no 10 shows the chi square test Gender and Influence of advertisement to buy children products. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence

the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is **“There is a significant difference between gender and Influence of advertisement to buy children products”**

Table No: 11
Regression between monthly income and influence of advertisement to buy children products

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 ^a	.167	.138	.613

a. Predictors: (Constant), Toys, Stationery Items, Electronics products, Health Drinks, Food items

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.825	5	2.165	5.759	.000 ^a
1 Residual	54.135	144	.376		
Total	64.960	149			

a. Predictors: (Constant), Toys, Stationery Items, Electronics products, Health Drinks, Food items

b. Dependent Variable: monthly income

The table no 11 shows the chi square test the monthly income and Influence of advertisement to buy children products. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is **“There is a significant difference between monthly income and Influence of advertisement to buy children products”**

6. Findings

- The study indicates that 56% of the respondents were male and 44% of the respondents were female. It was noticed that 57% of the respondents belonged to 26-30 age and 26% of the respondents were above 35.
- It is understood that 57% of the respondents were graduated and 29% of the respondents were post graduated. It was noticed that 38% of the respondents were self employment and 33% of the respondents were professional job. It is clear that 49% of the respondents earned between Rs. 20001 to 25000 of monthly income and 41% of the respondents earned between Rs. 15001 to 20000.
- The study indicated that 39% of the respondents expressed that advertisement and 18% of respondents told word of mouth influenced to buy a product.
- It was noticed that 49% of the respondents preferred a product for variety and 41% of the respondents preferred for discount for a product.
- Most of the respondents felt that food items and health drinks product advertisements were influenced them to buy those products. Some of the respondents felt that stationery items, electronics products and toys advertisements influenced to buy those products.
- It was noticed that 49% of the respondents purchased the children products in Super Markets and 29% of the respondents purchased the children products in retail shops.
- It was clear that 43% of the respondents paid cash for the purchase and 23% of the respondents paid through debit cards.
- It was noticed that 32% of the respondents expected the product information from the advertisement and another 32% of the respondents expected about the

celebrity endorsement. Around 17% of the respondents expected brand information about the product.

- It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. Many respondents stated that they watch the advertisements and are influenced the products for their family members. Some of the respondents shared that the children watch advertisements and choose things for themselves. Less number of respondents reported that they can easily be influenced by the children to buy certain products.
- The hypothesis proved that there was a significant relationship between expectation of an advertisement on a product and the promotional factors to influence to buy that children product
- The hypothesis proved that there was a significant relationship between expectation of an advertisement on a product and reasons for making decision to buy the children product
- The hypothesis proved that there was a significant difference between gender and Influence of advertisement to buy children products
- The hypothesis proved that there was a significant difference between monthly income and Influence of advertisement to buy children products

7. Implications

The following are the implications from the study:

- The findings from the study depict that children products Advertisements are successful in creating impact on buying behavior of the children products, particularly about the food items and health drinks products.
- As per the findings of the study, it is suggested that customers are expecting many information from the short advertisements. Hence the advertisement agencies should focus on that.
- From the study, it can be inferred that advertisements lead to the digital money transactions and created more awareness.

8. Conclusion

The advertisements for children products are not fast moving in creating responses among its consumers. The present study aimed at studying the influence of television advertisements on buying behavior of the children products. The study portrayed very interesting results and thus it is concluded from the study that female customers are most

attracted by the advertisement and influence to buy the children products. The study proved that there is a significant variation among gender and income level on the influence of television advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behaviour of female individuals is more influenced by the television advertisements than their male on children products.

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