

# Parentsattitude on television viewing and it's advertisement impact on children: An analysis with special reference to Sirumugai in Coimbatore

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## ARTICLE DETAILS

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## ABSTRACT

Advertising is multi-dimensional and has diverse aims to achieve. In this research we investigate the impact of television advertisement on children attitude with special reference to Sirumugai in Coimbatore. A questionnaire was used in order to collect data from parents on the impact of television advertisement on children attitude. The parents residing in Sirumugai village were the respondents of the study and the researcher visited Sirumugai village in order to collect the data. The respondent agreed with this statement that there is impact of television advertisement on children attitude with special reference children's attitude.

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## 1. Introduction

It is more popular in India. T.V Advertisement is the latest medium of mass communication and is widely used for advertisement. It is an audio-visual medium because one can see and hear People is impressed by pictorial presentation.

## 2. Children and TV advertisement

Today's children have a unique power in many ways from previous generation. But perhaps that most influencing on our children today is T.V Advertisement and internet. Advertisers choose children because they are future customers and also they are the most easily influenced and will spend their pocket money if they find something interesting. Advertising to Children has long been a very successful way to build a solid consumer base that will win the mind of consumer purchasing. Advertising to children generate jobs, injects money into the economy and instills in children at a young age the importance of freedom of choice. It also develops a child's ability to understand the value of money.

## 3. Literature Samples

**Hemantbamoriya and rajhendrasingh (2012)**, examined the influence of information seeking behavior on attitude towards advertising using pollay&mittal model. The relationship between the demographic variables and the information seeking behavior. The study revealed that information seeking behavior is higher among males. The variables product information, hedonic, social image and good for economy were positively associated with attitude of viewers. The study concluded that information seeking behavior positively affects the attitudes of the viewers.

**Senthil. M Dr. N.R.V PrabhuS.Bhuvanewari (2013)** explored customer's perceptions towards advertising in the online shopping and social networking websites by distributing both physical and online questionnaires as well as conducting in-depth interviews. Consumers believe that advertisements on the internet are more believable as compared to other

mediums and very few people believe in magazine advertisements. The study suggested that most reputable and well know companies may be more likely to meet these expectations, may help to lend credibility to the medium.

**NumanArif Dar et al (2014)** examined the perception of the value of advertising on facebook and television, among both male and female students of university o Gujarat. A questionnaire was distributed among 300 students of the 6 major departments of university of Gujarat. Structural equation modeling was used in this study. The findings show that ducoffe's advertisement value was not fit for both facebook and television. Irritation was also a factor that directly affects the attitude toward advertising.

## 4. Statement of the problem

In the modern media environment children usually spend most of their time in playing games, watching T.V. according to a recent study, children spend about 4 to 5 hours every day watching T.V. how children react to them depends on advertising. Studies have found that children do not have the ability to skeptically view marketing messages or even identify advertisement as marketing message until they are in their teens. Children's as consumers today are identified as far brighter, smarter and better informed than today's adult consumers at that age. Hence, with the above settings the present research has been attempted to find the answers for the following research questions;

- How far the television viewing and its advertisement will have an impact on children, in the opinion of parents?

## 5. Objectives

- To analyze about attitude of parents on television viewing.
- To study about category of television advertisement mostly attracts the children

- To analyze about the Influence of Television viewing and its advertisement impact on children in parent's point of view.

Source: primary

## 6. Methodology

### Area of the study:

The study areas covers the Sirumugai in Coimbatore.

### Sampling procedure and sampling size:

A total of 50 respondents residing in the Sirumugai in Coimbatore were selected as sample.

### Source of data:

(i)Primary data: Questionnaire was the main tool used for collecting the primary data.

(ii)Secondary data: The back ground of the present study was collected from various secondary sources which include magazine, journals, books, internet.

(iii)Tools: The collected data has been classified into suitable tables for analysis and interpretation. The following statistical tools have been used for the study.

- Percentage analysis
- Chi-square test
- ANOVA
- Rank

## 7. Analysis

### Percentage Analysis:

TABLE: 1 AGE

Variables		No.of respondents	Percentages (%)
Age	Up to 25	13	26%
	26-30	20	40%
	31-35	10	20%
	Above 36	07	14%

Source: primary

Most of the respondents are between 26-30 age group (40%).

TABLE: 2 EDUCATION

Variables		No. of Respondents	Percentages (%)
Education	School	15	30%
	Under graduate	10	20%
	Post graduate	05	10%
	Others	20	40%

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### Rank Analysis:

TABLE: 3

S.No	Category	Rank
1	Food products ads	1
2	Consumer durables ads	5
3	Automobile ads	6
4	Costumes ads	2
5	Cosmetics ads	4
6	Jewelleries ads	3

### Chi-Square:

TABLE: 4

#### Frequently watch advertisement

Variables	
Age	0.000
Education	0.026
Occupation	0.001
Type of family	0.024

### ANOVA:

TABLE: 5

#### Age and Factors influence to watching advertisement (ANOVA)

Variables	P Value( less than 0.05)
Music	0.922
Cartoon	0.004*
Others	0.018*

## 8. Suggestions

- Television advertisement should be made with keeping the determinants of effectiveness in children's mind.
- Television advertisement should be made to the product and its suitability with different Age groups.

## 9. Conclusion

The results revealed that rural parents do consider T.V ads as important aspects of children learning consumer socialization process, as through it children learn about the products that are available in the marketplace, as well as associated considerations such as product pricing, source of providing knowledge about various brands and products and believe that T.V ads teaches the children about consumption skills necessary to function in the market place. They also showed negative attitude towards T.V ads as they do perceive it to be reason of developing materialistic values among children, increasing consumption of junk foods, pressuring to buy things leading to family conflict and showed low level of credence towards advertising claims.

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