

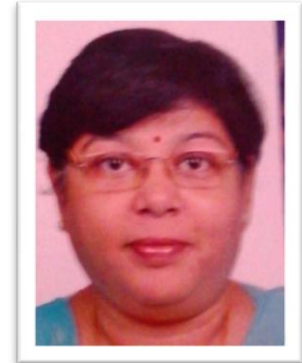
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Impact of Television Advertisements on the Pester Power Purchases Made for the Children in the Family



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Abstract

Children are a particularly rewarding target group for marketing and advertising in view of their greater responsiveness and lack of experience and non critical thought leading to pester power purchases emotionally blackmailing their parents. The telecasted advertisements targeting the children as consumers however influence them to an extent that renders an impact forcing the family in buying the products for them. Keeping this in focus a study was conducted with an objective to determine the impact of television advertisements on children's pester power purchases made for them in the The major findings of the study highlighted that majority of the respondents scored between 54-80 (the maximum score 108, and minimum being 54). The findings of statistical analysis confirmed that there existed no relationship between the impact of television advertisements and the pester powered purchases made for children in the family. Thus, it can be concluded that the impact of television advertisements on the pester power purchases made for children in the family was low. The low impact of the television advertisements could be reasoned that since most of the mothers were homemakers they kept an eye on the television watching habits of their child and also their awareness regarding the sale gimmicks helped them to avoid the overpowering of the pester power purchases among their children. The findings of the present study have implications for the other mothers to act wisely to avoid the negative consequences of pester power purchases in the family ensuring well being of the children and the family in totality.

Keywords: pester power purchases, television advertisements.

Introduction

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, listeners, viewers or the onlookers towards a product, service or an idea. It may be in print forms like newspapers and magazines, in audio form as on the radio and other similar methods, in audio-visual forms such as the Television, cinema screen. Virtually any medium can be used for advertising but one of the most effective forms of advertisement is television advertisement which is generally considered the most effective mass-market advertising format. It is reflected by the high prices TV networks charge for commercial airtime during popular television events (Beder, 2009). The studies have revealed that major audiences of the advertisements are children and the homemakers. Calvert 2008 has reported that children view approximately 40,000 advertisements each year. The influence of the media on the psychosocial development of children is profound. Gorn and Goldberg, (1982), Atkin, (1981) also confirmed these findings in his experimental study and found that the children with heavy exposure to TV advertisements are more likely to recall those brands while shopping in the market with their parents. Those children demand advertised food products and toys while moving in market with their parents. Children ranging between 6 to 11 years of age watch TV commercials 3 hours a day and it is estimated that over the period of a year average child see about 20,000 advertisements (Adler, Lesser, Meringoff, Robertson, Rossiter and Ward, 1980). Galst and White, 1976 proposed a cause and effect relationship and found strong correlations between TV advertisement exposure of children and their purchase preferences as well as amount of purchase while shopping with their parents. The power children have, by repeated nagging, of influencing their parents to buy advertised or fashionable items is called as Pester power. With the increase in the trend of dual

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responsibilities of parents, the guilt which they feel for inability to give time to their children, they are then forced to fulfill all the demands made by them and thus heighten the pestering power. It is though important to keep the track to the child's exposure to media, and to give guidance regarding analytical assessment of advertisements.

Objective

To determine the impact of television advertisements on children's pester power purchases made for them in the family.

Delimitations of the study

1. The present research was limited to children belonging to the analytical stage with the age group of 7 to 11 years only.
2. The study was limited to the television advertisement for selected products telecasted for the children for last the months i.e. August 2010 to January 2011.
3. The advertisements in the study were limited to those which are telecasted on selected cartoon channels like pogo, cartoon network, nickelodeon, hungama, Disney channel.

Methodology

The research design of the present study was descriptive in nature. The unit of enquiry was the mothers and their children, 144 each in number belonging to different families. The sample were selected through systematic random sampling from Gujarat Refinery English Medium School of Vadodara. The data were collected through interview method by the researcher. For the present study, the data was collected through interview schedule which concerned information on the pester powered purchases of the child. Degree of impact was judged on the basis of purchases made or not. The score "2" was ascribed to the purchases made and score "1" was ascribed for the purchases not made. Higher the purchases made (higher scores obtained), higher was the impact of television advertisements. The data was analyzed using descriptive statistics (frequency, percentage, mean, standard deviation) and relational statistics co-efficient of co-relation" was employed to find out the relationship between the impact of television advertisements and the pester power purchases of the children in the family.

Major Findings of the Study

Background information of children

The mean age of the children was 9.24 years. An equal percentage of male and female children (50 per cent) were selected from the four classes i.e. 2nd, 3rd, 4th and 5th standard. Majority of the respondents' belonged to nuclear families. A higher percentage of children were having their family income ranging between Rs 35,001 to 40,000 per month. A higher number of the mothers of children were educated till 12th standard or below. Majority of mothers were simply housewives and were not employed. Almost all of the head of the family of the child were engaged in service.

Purchases made in the family

Health drinks

There were four advertisements under this category. The weighted mean score in table 1 revealed that "Health drink C", "Health drink B",

"Health drink D" and "Health drink A" were ranked in a descending order. It was found that majority of the families purchased "Health drink C". Very few families (8.33 per cent) purchased "Health drink A".

Table 1: Distribution of the families according to the purchases made related to health drinks.

Health drinks	Respondents (n=144)						Weighted mean scores (1-2)
	Purchases made		Purchases not made		Total		
	f	%	f	%	f	%	
Health drink A	12	8.33	132	91.67	144	100	1.08
Health drink B	14	9.72	130	90.28	144	100	1.10
Health drink C	125	86.8	19	13.19	144	100	1.87
Health drink D	15	10.41	129	89.58	144	100	1.10
Total							1.28

Milk products only two advertisements were there in their category. "Milk Product A" was ranked first in comparison to the purchases made for "Milk Product B". There were no purchases done for "Milk Product B" in any family (table 2).

Table 2: Distribution of the families according to the purchases made related to milk products

Milk products	Respondents (n=144)						Weighted mean scores (1-2)
	Purchases made		Purchases not made		Total		
	f	%	f	%	f	%	
Milk Product A	53	36.81	91	63.19	144	100	1.37
Milk Product B	-	-	144	100	144	100	1.00
Total							1.18

Biscuits There were six advertisements taken under this category. The obtained weighted mean scores in table 3 indicated that "Biscuit A" was ranked first. "Biscuit E" and "Biscuit F" were ranked second and "Biscuit B" was ranked third by the families regarding their purchase.

Table 3: Distribution of the families according to the purchases made related to biscuits.

Biscuits	Respondents (n=144)			Weighted mean scores
	Purchases made	Purchases not made	Total	

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	f	%	f	%	f	%	(1-2)
Biscuit A	115	79.86	29	20.14	144	100	1.80
Biscuit B	80	55.55	64	44.44	144	100	1.56
Biscuit C	68	47.22	76	52.78	144	100	1.47
Biscuit D	10	6.94	134	93.06	144	100	1.07
Biscuit E	83	57.63	61	42.36	144	100	1.58
Biscuit F	84	58.33	60	41.67	144	100	1.58
Total							1.51

Chocolates while comparing the weighted mean scores (table 4) among the fourteen advertisement under this category, it was found that "Choc I" was ranked first. "Choc E" was ranked second by the families in order of purchases made related to these products. "Choc C" and "Choc H" was given equal importance. Very few (5.55 per cent) purchases were made for "Choc M".

Table 4: Distribution of the families according to the purchases made related to chocolates

Chocolates	Respondents (n=144)						Weighted mean scores (1-2)
	Purchases made		Purchases not made		Total		
	f	%	f	%	f	%	
Choc A	50	34.72	94	65.28	144	100	1.35
Choc B	84	58.33	60	41.67	144	100	1.58
Choc C	71	49.3	73	50.69	144	100	1.49
Choc D	76	52.77	68	47.22	144	100	1.53
Choc E	95	65.97	49	34.03	144	100	1.66
Choc F	42	29.16	102	70.83	144	100	1.29
Choc G	57	39.58	87	60.42	144	100	1.40
Choc H	83	57.64	61	42.36	144	100	1.58
Choc I	119	82.64	25	17.36	144	100	1.83
Choc J	68	47.22	76	52.78	144	100	1.47
Choc K	77	53.47	67	46.53	144	100	1.53
Choc L	63	43.75	81	56.25	144	100	1.44
Choc M	8	5.55	136	94.44	144	100	1.06
Choc N	78	54.16	66	45.83	144	100	1.54
Total							1.48

Games

There under lied four advertisements. It was reported (table 5) that the families ranked "Games A" as first for its purchase. Similarly, "Games

D" was ranked second and "Games B" was ranked by the families for purchasing games.

Table 5: Distribution of the families according to the purchases made related to games

Games	Respondents (n=144)						Weighted mean scores (1-2)
	Purchases made		Purchases not made		Total		
	f	%	f	%	f	%	
Game A	58	40.28	86	59.72	144	100	1.40
Game B	19	13.19	125	86.81	144	100	1.13
Game C	12	8.33	132	91.67	144	100	1.08
Game D	37	25.69	107	74.31	144	100	1.26
Total							1.22

Toiletries had seven products under advertised under it. The product most purchased by the families was "Toiletry A". "Toiletry E" was ranked second and "Toiletry F" was ranked third. The findings also revealed that very few (5.55 per cent) families purchased "Toiletry D" (table 6).

Miscellaneous products while comparing the weighted mean scores of seventeen products under it. It was observed that "Mcs P. O" was the most purchased product by the families followed by "Mcs P. OQ" while "Mcs P. F" was ranked third as purchased by the families on the other hand "Mcs P. L" was found to be purchased very less number of families (2.78 per cent) (table 7)

Table 6: Distribution of the families according to the purchases made related to toiletries

Toiletries	Respondents (n=144)						Weighted mean scores (1-2)
	Purchases made		Purchases not made		Total		
	f	%	f	%	f	%	
Toiletry A	135	93.75	9	6.25	144	100	1.94
Toiletry B	53	36.8	91	63.19	144	100	1.37
Toiletry C	47	32.63	97	67.36	144	100	1.33
Toiletry D	8	5.55	136	94.44	144	100	1.06
Toiletry E	81	56.25	63	43.75	144	100	1.56
Toiletry F	64	44.44	80	55.56	144	100	1.44
Toiletry G	27	18.75	114	79.17	144	100	1.17
Total							1.40

Degree of impact of television advertisements

There were two degrees formed high impact and low impact. It was found that majority of the

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respondents scored between 54-80 and thus they had low impact of television advertisements (table 8).

Table 7: Distribution of the families according to the purchases made related to miscellaneous products

Miscellaneous products	Respondents(n=144)						Weighted mean scores (1-2)
	Purchases made		Purchases not made		Total		
	f	%	f	%	f	%	
Mcs P. A	42	29.17	102	70.83	144	100	1.29
Mcs P. B	110	76.38	34	23.61	144	100	1.76
Mcs P. C	80	55.55	64	44.44	144	100	1.56
Mcs P. D	67	46.52	77	53.47	144	100	1.47
Mcs P. E	30	20.83	114	79.17	144	100	1.21
Mcs P. F	87	60.41	57	39.58	144	100	1.60
Mcs P. G	51	34.02	93	64.0	144	100	1.33
Mcs P. H	71	49.3	73	50.69	144	100	1.49
Mcs P. I	85	59.03	59	40.97	144	100	1.59
Mcs P. J	45	31.25	99	68.75	144	100	1.31
Mcs P. K	27	18.75	117	81.25	144	100	1.19
Mcs P. L	4	2.78	140	97.22	144	100	1.03
Mcs P. M	28	19.44	116	80.56	144	100	1.19
Mcs P. N	17	11.81	127	88.19	144	100	1.12
Mcs P. O	51	35.42	93	64.58	144	100	1.35
Mcs P. P	26	18.06	118	81.94	144	100	1.18
Mcs P. Q	101	70.14	43	29.86	144	100	1.70
Total							1.41

Table 8: Distribution of the respondents according to the degree of impact of television advertisements

Degree of impact of television advertisement	Respondents (n=144)		
	Purchases		
	Score range	f	%
Low impact	54-80	119	82.64
High impact	80-108	25	17.36
Total		144	100.00

Conclusion

The findings of the study concluded that among the various products researched, the products in the category of health drinks, chocolates and toys were highly purchased as compared to the other products. The impact of television advertisement on the pester power purchases of products made for the children in the family was found to be low. This could be reasoned that the parents in the family were strict and were able to convince their child about the pros and cons of the product advertised on television rather than adhering to their pester power purchases blindly.

Recommendations

The findings of the study would aid the mothers to critically analyze the advertisements and teach their children. It will also help the mothers take appropriate measures for avoiding the negative impact of television advertisements on children aged between 7-11 years. The academicians can highlight the ethical ways of advertising so that the children can be protected from its exploitation.

Note: THE NAMES OF THE PRODUCTS ADVERTISED ON TELEVISION IN THE RESEARCH PAPER ARE NOT REVEALED DUE TO THE LEGAL IMPLICATIONS. The Health Drinks researched included Bournvita, Boost, Horlicks and Complan. The chocolates covered Candyman, Alpenlibe Mangofillz, Alpenlibe, Boomer, Cadbury double shots, Centerfruit, Centerfresh, Five star, Gems surprise, Kitkat, Nestle chocolate éclairs, Big babool, Mahalacto and Kinderjoy. The following games Barbie fairytale, Custom motors cars, Little mommy and doll and Transformer were included in the study. The milk product included Hatsun Butter and Amul Butter. The toiletries which were included in the study were Colgate toothpaste, Lifebuoy soap, Lifebuoy handwash, Lifebuoy sanitizer, Dettol handwash, Garnier fructis kids and Masoom pears. Britannia cake, Britannia Tiger, Parle G, Yummiez, Sunfeast cookies and Horlicks Creams were presented under biscuit category. The Miscellaneous product on which the data was collected were Foodles, Maggie, Maggie atta noodles, Sunfeast pasta tangy tomato, Kellogs honey loops, Kellogs choccos, Kissan ketchup pichkoo, Dabur Chyawanprash, Knor soupy noodles, Knor soup, Glucon D, Crax, Sil Jam, Doms pencil, Scotch magic tape, Zoop titan watch and Mc Donalds happy meal

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