

## Effect of Advertising on Children Behavior in Southern Punjab

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### Abstract

The intention of this research is to examine that how the television advertising impact on the children behavior with specific objective of to find out that how influence (Children's Preference, Food advertising, Brand Preference and Purchase behavior) by the commercial Advertising. . Low nutritional food, materialism and unnecessary purchasing are due to TV advertising. The study was based on primary data which was collected from 200 questionnaires during field survey. The data was analyzed and correlation test was run through SPSS. The research results showed that there is positive significant relationship among all the variables. The uses and future directions of the research are discussed.

**Keywords:** Television Advertisement, Food advertising, Brand Preference, Buying behavior

### Introduction

In the recent modern age of technology, all the company involve themselves in the marketing race to put their brand on the top of the mind of the customer, quickly want to create brand equity, and maintain the brand loyalty has enhancing to influence the children to a degree that it walking on the unethical grounds, send-off our children in a in danger environment. All the marketing advertising about any brand has leading impact as its experience is more; their main focus is to attract the children by use of the attractive media. There is need to establishing the standard which forbidden to advertising aimed at children. The standard for such types of advertising is base on the three concerns. Firstly the advertising which is showing by any medium promotes founded values and superficiality in material. **Second**, children are well thought-out inexperienced consumers and easy injured party for the complex point of view of advertisers. Third, all the children demand are influence by advertising for everything from toy to snack food. Due to advertising demand are create in the mind of the children, then these demand become the cause of children –parent conflict. Due to the effective advertising the parents' finds themselves to unable saying it over and over again to their children whose are showing annoyed desire.

Currently, advertisers showing a variety of new products and services specifically to and through children for enhancing their sale, creating the brand image in the mind of the consumer. the mental level of the children not match the young people( Anderson & Levin 1976; McNeal 1987), various types of device are use by the advertiser which include the fast pace format and different types of the special effects ( Biggens 1989; Huston & Wright 1989), for gaining and holding the attention of children. Such types of all these devices have paying more attention from both side like consumer groups and researchers group, who have suggestion that all these types of the advertising rise the range of harmful effects on the children and may on the young people. Researchers have question mark the associations children draw between television and real life (Biggens 1989); the main effect these Relationships have on their gender role perceptions and development (Courtney & Whipple 1983); their expression of harmful performance, including violent behavior (Goldberg & Gorn 1978; McNeal 1987), and their prospect that parents should provide products announce (Goldberg & Gorn 1978).

The fundamental purpose of the advertising is to influence audience by delivering them information or remaindering them of existence of brand at higher level, Advertising aims to influence audiences by informing or reminding them of the existence of the brand or at a higher level, in the marketing place company focus on the innovative advertising because it plead with or helping the intention audience make a distinction a brand from other challenging brands. A strong theory of advertising propounds that Advertising to children presents challenges, which can influence children to buy a product that they have never previously Purchased. Kids are not sophisticated consumers. Their idea of self, time and money are not fully formed. As a result, they be familiar with very little about their needs, desire and first choice or how to use economic resources logically to satisfy them.

This research seeks to relationship between television advertising and its influence on children's Preference, Food advertising, Brand Preference and Buying behavior of the children. The television advertng increase the children diet habit in terms of propensity to buy unhealthy food. The all the advertising industry has act in response to these points of view by refer to the benefits exposure to advertising may bring to children. For example, when the showing the brand by any medium that time the advertisers have claim that current advertising information enhances social development of children, as a result helping to get ready them for maturity (Schneider 1987).

### Research question:

Advertising about the product always has a greater impact on the children behavior and the children pay mostly intention on the television advertising. Because they want to do taste new brand or due to their favorite personality they purchase the product or brand. That is way it is important that to point out reason of the brand preference and food buying behavior, the following question has been shaped  
*“How the children behavior is change be seeing the television advertising?”*

### Objectives of the study

The main objective of this research is to find out theoretically and experimentally the relationship of the television advertising with the children buying behavior our specific objectives include

- To find out television advertising impact on child health.
- To study television advertising with the buying behavior and its impact on family spending.
- To indicate the reason of the food/brand preference of the children

### Literature review

In these modern age TV advertising have had growing and progressive, Apart from their relative, on cultural point of view it is consider the one of the most important source of delivering information, economic trends and social trends among the people to the emotional and behavioral audience, especially for the children zwier(2009). Unfavorable opinions of the ads are responsible for the problem of child fatness for upholding the product food and energy that have comparatively high fat, sugar and salt. So in different countries the demand for consumer and health organizations Policies stay in limited food advertising to children (Buijzen & et al., 2007, 231). Even more well-known groups adopting new hypotheses and test them to come, prove their Food advertising are shown in the violent behavior when that are broadcast in children's programs, and stealing in children is effective way because these behaviors promoted in TV ads for food products is a view (Page & Brewster, 2009, 150). But what was of concern to all, in recent years the food and beverages to children and adolescents as a major force in the market has and thus they are now strongly and specifically target their advertising and marketing efforts are placed. Food marketers are interested in buying power among the youth because they are consumer products the direction of these techniques and multilateral channels to attract young people when they are young, they use Time to grow their brand and their food products in the future affect buying behavior. (Story & French, 2004, 14). Food is one of the most important promotional goods and therefore attracts a lot of research efforts. (Zwier, 2009, 109)

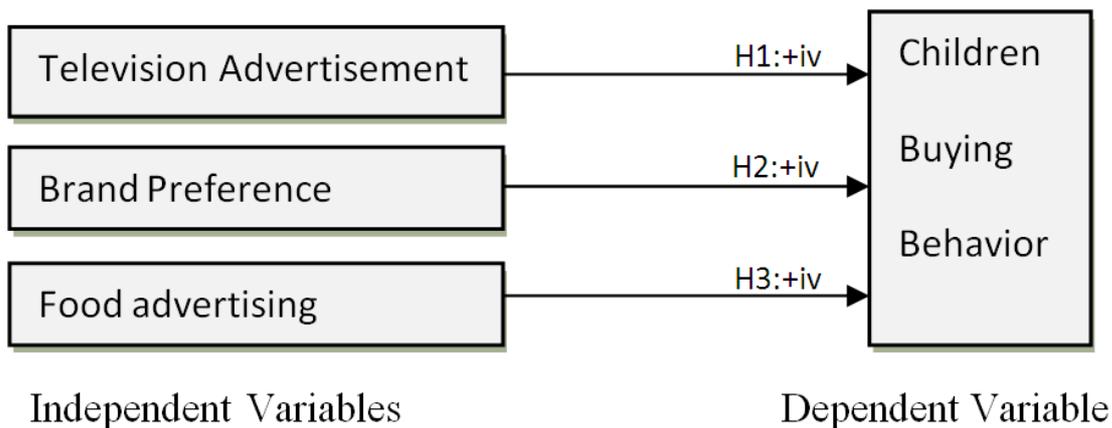
The aims of the Advertisers to hit on the young people because they spend mostly part of the income on the purchasing, they are becoming the loyal of the brand with their high disposable income, their influence on parental purchases, they are not activist and feel wisdom so they buy the product on their won willing fox 1996; Mc neal (1999). Teenager have more money for purchase of the optional items for her/himself and they also may put forth a highly influence on purchasing of the family Beatty & Talpade (1994). By seeing the featuring celebrities the girl teenager more attract toward advertisements of TV Dubey & petal (2004). When girl purchasing the cosmetics toiletries, cards or gifts then girls give the preference to brand which show the informational input by the advertisement of the television. In the early survey it is found that the mostly girls give the positive attitude toward the commercial of the TV ( Kotwal et al (2008). It is due to higher number of television advertisement are targeted on the females for products selling Debey & petal (2004). One of the experiential research by North and Kotze (2001) that parent use of the advertisement for educating and communicating on consumer matter. According to Liebeck (1998) the new generation children by having the technology are now more well-informed because they use of internet and got more new, information then their parent for the television advertisement. According to the Atkin (1978) that children of the new generation are most high-ranking when they purchase of new product and when they are primary level of customers. All the product which are purchase by the children are not useable but some time that are purchase for their brand preference or for their star level of the personality like showing fannies Dubey & patel (2004).

In view of the Hastings et al (2003) that mostly advertiser focus on the food standard, attention of the people with the season for the food promotion particularly by the use of the television advertisement. They are playing to influence children's food choice, explain the food knowledge with the advertisement which influences the children for purchase of that product. One study of the Startton (1994) indicate that 24 families and 59 mothers in Britain found the television advertisement only marginal impact on the children buying behavior and eating habit of the families. Children health is effect by eating habits. Products which are full of vitamin patterns that result in fats and intake of fruits and vegetables are become the problem of health of the children like heart disease, diabetes, cancers and hypertension. The new generation of the children shifts toward the unhealthy patterns of the food those become the harmful for the health. Children eat different types of food when they away from the home, like more softdrink and mostly use the snack frequently. Using of various types of food which include the suger, fat and salt that have mostly adverse impact on the health of the children and enhance

the unhealthy levels of the weight.

Children point out every brand of the market and extremely know about the function of the brand also they compare the brand with the other brand it is due to using and consuming of various product. With the matching of their need they pick and select the brand carefully for the further use, they prefer the product with are match with their personality and style. A lot of independent decision about the product are made and influence the family buying behavior. Today the children are deeply informed about the product of the market bather than the parent. This is because the virtually children are concerned with the TV commercial advertising, Banner Ads, Billboard, product promotion and logos (Singh & a, 2010). In order to the children preference of the chocolate different raking have been asked, but the children prefer those brand which are reputably and highly advertise on the commercial of the TV.

#### Hypothesis development and theoretical framework



#### Hypothesis Development:

- H1: food advertising influence impact on the children buying behavior
- H2: brand preference has relationship with the children buying behavior
- H3: television advertising has also influence the children buying behavior

#### Research Methodology

##### Measures

The research is based on primary data. For fulfilling the response of the respondents the questionnaire are developed at least 6 different types of the question of each variables. For this questionnaire the likert scale are used with the choice of strongly agree, Agree, neutral, disagree and the strongly disagree.

##### Data Collection:

The research consists on the primary data which is collected from the respondents (children) from the different age group in the layyah, D.G.Khan and Rajn pur. We also include their parent in this survey because we want to know the advantage and disadvantage of this research. One of the major advantages is that when the parents give the response about their children means they tell that their children asked them for some purchases which they have seen on TV due to huge advertising of the television commercial. The research is consisting the hypothetic variables relationship different types of the question. All the 200 questionnaire are filled from the respondents but the 180 questionnaire are including for the further process to obtain the result of this research.

##### Correlation analysis

Actually correlation analysis is used to check the association among the variable. The below given table shows the correlation results of the variables used in this research.

		Television Advertising	Brand preference	Food advertising	Children buying behavior
Television advertising	Pearson correlation	1	.260**	.258**	.331**
	Sig. ( 2-tailed)		.000	.000	.000
	N	180	180	180	180
Brand preference	Pearson correlation	.260**	1	.911**	.215**
	Sig. ( 2-tailed)	.000		.000	.000
	N	180	180	180	180
Food advertising	Pearson correlation	.258**	.911**	1	.271*
	Sig. ( 2-tailed)	.000	.000		.000
	N	180	180	.000	180
Children buying behavior	Pearson correlation	.331**	.215**	.271*	1
	Sig. ( 2-tailed)	.000	.000	.000	
	N	180	180	180	.000

\*\* , Correlation is significant at the 0.01 level (2-tailed)  
 \* , Correlation is significant at the 0.05 level (2-tailed)

Television advertisement has strong positive significant correlation with children buying behavior as the correlation result is 0.331\*\* at p=0.000. The result shows that the confidence interval is 99%, there is only 1% chance of error. The correlation value for brand preference is 0.215\*\* at p=0.00, which means that brand preference has strong positive correlation with children buying behavior also with confidence interval of 99%. In case of food advertising the correlation results show that there is positive significant correlation with buying behavior as the correlation value is 0.271\*\* at p=0.00, this result also shows that the confidence interval is 99%.

### Discussion of results

This research was imitative with the specific purpose of knowing the impact of television advertising on children buying behavior. The collected data was analyzed from 200 questionnaires 180 were found accurate can be used for correlation analysis. The research result showed that a positive significant correlation exists among all the factors, like the correlation value for advertising is 0.331\*\* at p=0.000 this result shows that in modern electronic world different types of very attractive and appealing advertisings are impacting the mind of children to make purchases. The one reason is also that the most advanced telecom sector of Pakistan and dish antennas are widely spread even in villages, influencing the buying behavior of purchasing. Same the brand preference has the correlation value equal to 0.215\*\* at p=0.00 indicates significant relationship, which means that advertisements are preferences by the children as now days the companies are introducing separate advertisings for the children, from those children give weightage to someone. In case of food advertising it has been seen a positive significant relationship with valued as is 0.271\*\* at p=0.00, means specially food companies in Pakistan are focusing on children as their target customers that's why influencing children behavior to purchase their brand.

### Conclusion

As the aim of this research was to know the impact of different television commercials on buying behavior of children. The research results showed that there is positive significant relationship among all the variables. Such type of results means that there is a great influence of television on the mind of children, which resulted in the shape of buying behavior. At current, it is the age of electronic media, almost all the houses have televisions with dish antennas cables and wireless broad band, even in villages hundred channels can be seen via wireless broad band and dish antenna. Countless commercials have been playing for several age groups, including children. These different kinds of commercials are striking the mind of children and appealing to make purchases. That is the reason the children force their parents, or by themselves buy different food atoms; even these atoms are having bad quality. This research is concluded as the different television commercials are affecting the children behavior living in developing countries like Punjab, Pakistan to make purchases of different qualitative or no qualitative brands.

### Limitations and recommendations

Every research has some limitations and some recommendations for business firms and future researchers, same in this research in case of limitations

- The sample size was small.
- The targeted area or population belongs from low income level.

- The small size of targeted population.
- Any other way of data collection instead of field survey.

After completion of this research few recommendations are made for the managers and future researchers as well. As all the variables have significant relationship so,

- The research may be change if the sample size is increased.
- There may be different outcomes arrived if demographic or geographic analysis is changed.
- The economic conditions of country are also influencing the buying behavior; different impacts of this type of research can be seen in developing or developed countries.
- The results can be changed if some other variables are included

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