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## Influences of Television Advertisement on Children's Behavior: An Experiences Base Study

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# Influences of Television Advertisement on Children's Behavior: An Experiences Base Study

Dilogini. K <sup>α</sup> & S. Shivany <sup>σ</sup>

**Abstract-** This paper examines how television advertisement is linked with children's behavioral in today's children from Jaffna district after the post-war market situation. We examine whether these children paying attention television on advertisements are influenced with characteristics of the child's early home environment and parental behaviors. This research explored managerial implications by using qualitative approach; data were collected by way of purposive sampling method as of 10 parents from Jaffna district by using preset questions based on a primary interview questions as open-ended question format and codes were developed by the researcher. This paper is a key resource for marketing practitioners wanting to focus on future quandary regarding unconstructive children's behaviors shaped by television advertisement. Because of the attractiveness of television advertisements, the researcher has found that numerous types of children's behaviors are there in Jaffna district children age between 2-12 ; especially repugnance children's behaviors of purchasing request and approaches over a request to buy particular advertised product from their parents. Until the end of time, emotions in the television advertisements attract the children very much. Researcher has suggested to the Jaffna parents to control their children's television watching instants.

**Keywords:** television advertisement, children, behaviors, attention & colourfulness.

## I. INTRODUCTION

Children behavior is an important measurement of children's mental health and has consequences for outcomes in later life (Carol Propper, 2007). In the war situation Jaffna people didn't consider about anything other than their needs. Whatever there was availed for their living purpose, they purchased. There was no any consideration about commercials. But, now it has been changed. In this situation, we need to find out the actual impact of television advertisement on parent-children conflict in Jaffna peninsula which means in post-war Jaffna market situation how extend television advertisement impact on parent-children conflict. This study is to explore how parents can solve problems and resolve conflicts caused by television advertisements.

Now-a-days marketing strategies that involve mass production, mass targeting, mass media and mass developments in the market place-specially by changing consumer needs and wants through variety of promotional mix tools like advertising, sales promotion,

personal selling, direct selling, public relation & so on (Garland P Wood, 1958).

Strengths of television advertisement are high reach, ability to demonstrate, high-impact medium & prestigious. Therefore, television advertisement attracts its viewers with images, graphics, accounts & stories of live. If we take in to the consideration the children, they are more interested in advertisements & their music and they identify the advertising when the music starts to play. Television advertisement is the most influential media even there is no acting of purchase the product still remains in our consciousness (Ng, Chee Huat, 2008).

Television advertisement impacts on attitude, values, customs, norms, ethnicity, culture, religion and some other behaviors. Sometimes advertisement may change our life style; especially child's attitude. It can shape our way of life also (Belk and Pollay, 1985; Kumaran, 1987). Television advertising exposure is positively related to children's purchase requests which leads to increased number of product denials from parents, then causes conflict between parents and child (Moniek Buijzen & Patti M. Valkenburg, 2003).

Considerable research has examined advertising's cumulative effect on children's eating habits. Several studies have found strong associations between increases in advertising for innutritious food and rates of childhood obesity and also, exposure to television food advertising is parent- child conflicts that may arise regarding food choices. These conflicts can have a negative impact not only on children but also on relationships within the family (Buijzen and Valkenburg, 2003).

In Sri Lanka there are nine television channels fighting for airwaves, the competition is tough. The list of Sri Lanka TV channels are; Vasantham TV, Nethra TV /Channel eye, Dan Tamil Oli, Shakthi TV, Sirasa TV, National television, ITN & Swarnawahini and the India TV channels are; Sun TV, Kalaingar TV, Zee tamil, Jeya TV, Raj TV, Polimer, Vijay TV, Comedy channels like; Adithiya TV, Kids channels like; Chutti TV, Chithiram TV, Cartoon network & Pogo TV. Major channels like; Rupavahini, Sirasa, ITN & Swarnawahini compete with each other from about 7.30 pm in the evening (Samaraweera & Samanthi, 2012).

People in the Jaffna district are more aware of Indian television advertisements, because they always watch drama serials, which are telecasted by the Indian

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channels. The Indian advertisements which are telecasted in between the breaks are likable, match with consumer culture & perfectly designed (Shivany, 2013).

If we take in to the consideration of Jaffna children's favorite channels and programs, we can observe children's Chutti TV Channel viewing amount and Sun TV channel's Kutti Chutties program viewing interest levels. Because, Chutti TV is a 24hrs Tamil language television channel owned by sun network. This channel is dedicated to children aged between 3 & 12. It was launched in 2007, marketing it sun network's first ever television channel dedicated to kids (Pilot study).

Advertisement creators are using child actors in their advertising strategy. Therefore, children reacted very positively. Child can easily identify the advertising character that appeared to be the similar in age & life style (Kinsey, 1987).

## II. RESEARCH GAP

A variety of researches related to children & advertising and children & television have been done by academic researchers and they focused on following topics; Children's television advertising viewing behaviors (Ward Levinson & Wackman, 1972), Children's exposure to TV advertisement & social development (Atkin, 1975), Children's responses to commercials (Breen & Powell, 1973), Children's awareness, interest, desire & product preferences (Frideres, 1973) and How children learn through TV commercials (Siegel, 1974). Even though, in a deep manner researchers have neglected some topics like; the specific ways in which kind advertising can often lead to children's product request, children force parents to buy unnecessary items after seeing advertisements, Children's attention level on viewing television advertisements & etc.

## III. RESEARCH PROBLEM

One of the main promotional tools is advertising. Especially television advertising effects, such as; advertised product desires are not only deer mind by cognitive responses to a message, but also by effective responses (Brown & Stayman, 1992; Narin & Fine, 2008). Through the children's emotions like; fantasy fun & peer popularity that commercials aimed at young children & influencing their strategy for taking product purchasing decisions (Roberts & Pettigrew, 2007). According to the present business environment of post – war Jaffna market it is a need to find out or explore the influences of television advertisement on children's product requests and children's attention level on television advertisements.

## IV. LITERATURE REVIEW

Television advertisement the stimuli in the form of marketing messages are competing with each other

on the consumer's attention, both in the form of other commercials as well as the program itself (Mc clung, park & saur, 1985).

Attractive advertisement makes a deep influence on children's attitudes & behavior, which especially leads to purchase behavior as well as purchase request. Children can be categorized into positive & negative attitudes, while children who have positive attitudes toward advertisement, their behavior remain consistent with their attitudes and they tend to make purchasing of that particular product whose advertisement they have seen. On the other hand, children who have negative attitude toward advertisement they don't take any step to purchase that particular advertised product (Erra, 1990).

Atkin (1981) found that respondents who reported heavier exposure to children's television (& its advertising) also reported making more requests for advertised toys, cereals, & fast foods. Kraak & pelletier (1998) stated that the television advertisements & prime – time programs have been identified as important influences on the types of food that children ask their parents to buy for them and food they buy for themselves. Research has also shown that by the age of nine, children start to lose interest in toys & develop a preference for products with a social function, such as music and sports equipment (Buijzen & Valkenburg, 2000). Past researches have indicated, if television advertising based on the experiences which are strictly influence to the minds of children by using the most appropriate & best strategies, this directly influences on the food pattern of the children (Livingstone & Helsper, 2004).

Previous studies have shown that children's attitudes & behaviors and television advertisements are co relational. So, it is difficult to determine whether advertisement influence children's attitudes & behavior or whether attitudes & behaviors determine what television programming or advertising will be viewed (Ann Sanson, 2000). Marketers, who try to penetrate the post- conflict market should need to develop television advertisements in an enjoyable manner, background music should be enjoyable. Because, children can be easily memorized by those ear – catching jingles & endorsement by animated characters commercials & they often imitate what the animated characters endorse such as; jingles or lines (Neeley& Schumann, 2004). Post conflict marketing environment is unique and exclusive, there is vast opportunities for marketers to sell their product & services to the potential customers who returned to their normal life (Shivany, 2013).

## V. METHODOLOGICAL APPROACH

### a) Qualitative Research

A qualitative exploratory research has been adopted for this study. Because, in Jaffna peninsula,

there are no researches on the topic of television advertisement & parent-children conflict in qualitative research method. Therefore, a research design was employed for this study.

Harry Wolcott (1999) maintains that one of the main problems in qualitative work is having too much of data rather than not enough, because the research is meant to provide details where a small amount of information exists. Normally, qualitative research means; investigation in to a problem or situation which provides insights to the researcher.

The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue, it provides information about the "human" side of an issue- that is, the often contradictory behaviors, beliefs, opinions, emotions & relationships of individuals, although findings from qualitative data can often be extended to people with characteristics similar to those in the study population (Natasha Mack, 2005).

Highlighted the reasons of why the qualitative methodology such exploratory analysis is appropriate to this study. First one is the extent literature not established theoretical frameworks that explore impact of television advertisements on parent- children conflict in the post war Jaffna market. The second one is the goals of exploratory research are intended to produce the following possible insights, such as; familiarity with basic details, settings & concerns, well-grounded picture of the situation being developed, determination about whether a study is feasible in current situation and direction for future research & techniques get developed.

#### *b) Population of the Study*

The population for the present study consisted of parents in Jaffna district between 25 to 45 years of age with at least one child between the ages of four & twelve. In 2012, Samaraweera & Samanthi have done a case study from Galle district about "television advertising and food demand of children in Sri Lanka. This is an accountable past study in Sri Lanka.

#### *c) Sampling Technique*

One of the most common sampling strategies is purposive sampling. According to preselected criteria relevant to a particular research question sample size, which may or may not be fixed prior to data collection depend on the resource & time available. Purposive sampling is therefore most successful when data review & analysis are done in conjunction with data collection (Natasha Mack, 2005).

This research was consisted a purposive sample. Sample was restricted to 10 parents for the diversity of the sample, so the researcher recruited some of the parents from the different division from Jaffna district.

#### *d) Instruments/ Materials*

This qualitative approach using in depth interviews with the parents were conducted. In depth interviews is an appropriate method for capturing & understanding informants' lives, experiences or situations in their own experiences & words (Taylor, 1994).

A great deal of qualitative material come from talking with people whether it be through formal interviews or casual conversations the researcher must listen carefully to what participants say, engage with according to their individual personalities & styles and use "probes" to encourage them to elaborate on their answer.

This study fully concentrated on in depth interviews by using preset questions based on 3 primary interview questions as open- ended question format.

#### *e) Data Analysis Methods*

Data analysis method begins almost immediately with primary analysis. Later on, after more data collection in interaction with primary analysis, a second stage occurs with category & concept formation.

Commonly there are four steps in qualitative analysis, such as; interim analysis memoing, data entry & storage and coding & developing category system. At the same time there are some forms do qualitative data take. Such as; field notes, audio recordings & transcripts (Bryman & Bell, 2011).

In this manner, researcher conducted in depth interviews and those interviews were digitally recorded, translated & transcribed. Normally, phenomenology seeks to develop plan for description & classification of existed experiences. The view & experiences of the participants are taken as raw data with the goal of enlarging & deepening understanding of the range of experiences is recoded as a basic fact.

In the first stage of the analysis, the researcher wrote all the themes which researcher found. Next, researcher chose major common themes with which most participants were concerned. Then, the researcher discussed some common themes that emerged from the first interview to last interview, so that the significant issues were discussed and analyzed more thoroughly. Because, the researcher read through the transcripts of all ten interviews and looked for themes or categories. As the method of analysis, this study used analytic induction which tries to find common patterns in the data. Coding is defined as marking the segments of data with symbols, descriptive words or category names. In this research, inductive codes were developed by the researcher by directly examining the data.

#### *f) Questions for In-Depth Interviews*

Question was asked about, whether their child pay attention to TV commercial when watching TV, What

does he/she typically do when a commercial comes on and whether they believe their child's product requests are influenced by televised advertisements; If so, how is she/ he influenced. Parents were answered very generously.

#### g) *Coding and Findings/Concepts*

In qualitative research, the goal of coding is not to count things, but to "fracture" the data and rearrange them into categories that facilitate comparison between things in the same category and that aid in the development of theoretical concepts (Maxwell & Joseph, 2005).

Therefore, the researcher was done 1st coding through line-by-line analysis and identified important concepts from transcribed interviews, and then the researcher done axial coding as a 2nd coding, finally the researcher was found the concepts that emerged from data. Those coding steps and concepts are presented here below in the annexure part.

#### h) *Reliability and Validity of Analysis*

A good qualitative study can help us "understand a situation that would otherwise be confusing" (Eisner, 1991). The validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study (Patton, 2002).

'Reliability means dependability of consistency' & that qualitative researchers 'use variety of techniques (interviews, participation, documents) to record their observations consistently' and 'Validity means truthful' it's referring to the bridge between construct and the data. It can be seen that validity means the correct correlation between data and conclusion (Lawrence Neuman, 2003).

Moreover, there are some criteria for reliability and validity of qualitative research, such as;

- Credibility (in place of internal validity), that is, the extent that the constructions adequately represent the participant's reality.
- Transferability (in place of external validity), that is, an adequately and thickly described account so that those who wish to transfer the implications to another context can do so with an adequate data base.
- Dependability (in place of reliability), that is, the data is internally coherent.
- Confirm ability (in place of objectivity), that is, the extent to which the theoretical implications are grounded in the data (Guba and Lincon, 1981).

One of the most important strategies for establishing dependability is "The outside researcher experienced" (Lincoln and Guba, 1985). Here, dependability could be achieved by using an outside

auditor to examine the research process and to determine if the findings and interpretations are supported by the data. Therefore, in this study; the researcher submits an account of her findings for checking (Alan E. Bryman, 2008).

On the other hand, one of the most important strategies for establishing credibility is "Respondent validation". Respondent validation occurs during the period of data collection when feedback is obtained from the participants about the accuracy of the data they have given, and also the researcher's interpretation of that data. (Such as a short report or interview transcript) (Lincoln and Guba, 1985). In addition, feedback after the completion of the research project on the interpretation of all the data that has been obtained and interpreted can provide another type of validation.

To achieve validity in qualitative research is to reduce the gap between reality and representation and the more data and conclusions are correspondent the more a piece of qualitative research is valid (Bryman, 2008). Since in this study, all the interviews were translated, transcribed and findings sent back to the respondents in order to determine the accuracy of the interview findings.

Therefore, the researcher was done open coding through line-by-line analysis and identified important concepts from transcribed parent's interview answers, then the researcher done axial coding and assembled them into second-order themes, finally the researcher was presented the strategies that emerged from data were presented & how the coding were done and the final analysis are clearly shown in this chapter.

#### i) *Limitations and Future Recommendations*

The outcome of this study shows some limitations. The first limitation of this study is that this research relied only on the perception of parents. Therefore, the knowledge from this study might be a little bit biased by the parents' particular viewpoints toward the issues in this study. Even though the parents' perspectives were considered the most important for this study, it is possible that there may be gaps in information that can be filled in by asking questions from the perspectives of other family members, including the children themselves, because the answers by the children might be different. Therefore, one possible future study would include the children, or other family members as participants.

Another limitation is that this research consider only children segment in Jaffna Peninsula in the post-war market situation. The research result states that the potential researchers should consider the other segment in Jaffna Peninsula while evaluating the impact of TV advertisement on conflict for other segments, like; grown-ups children (12-18ages) or adults (18-25).

The other limitation is that the sample is geographically limited. The research has been done only in Jaffna

district. It can be done in other parts of the country, like; Mannar, Kilinochchi, Vavuniya as well or for the whole country.

A qualitative exploratory research method has been taken into consideration for this study. Therefore in the future, the researchers should be taking into account of the other methods, like; quantitative research method or mixed method as well.

*"They won't even move when they watch ads on the TV. They just watch those more attention ally"*  
(V. Sivanya, Teacher)

Jaffna children in the post – war market are more attention to Indian kid's advertisements, because

## VI. CONCLUSION

This study aimed to explore their attention to TV commercial when watching TV. The researcher has obtained the findings to this objective through interview questions.

of the attractiveness & colour fullness of the advertisements.

*"But it depends on the advertisement. If there is kid dish music, dance come on they watch those."*  
(T. Sasikaran, Tailor)

Children in Jaffna don't watch TV & ads all the time, but when commercial comes on the TV, they watch that without blinking an eye & immediately request some

products and also remind the parents at the purchase places. Moreover, they follow them in the ads something related to children.

*"They'll be more concentrating on them and specially is it's something related to them they will watch that without blinking."*

*As I said earlier, it influences more than 90 %. I think those are rally colorful."*  
(M. Raveeswaran, Lecturer)

This study tried to find the influence of televised advertisement on Jaffna children's product requests. In Jaffna district parents believe their child's product request are influenced by televised ads, through

impressionable way of techniques like colour, shape, size because of that children believe, remind & adamant on it.

*"Yes, it does, it does. There some chocolate ads, which comes up. She takes the chocolates whenever we go to food city she takes it because she watches the ads about it. Kids watch that they wouldn't ask without watching 'He eat chocolates and he is grown up. Drink Boost, eats chocolate... There are so many like this."*  
(S. Balaputhiran, Lecturer)

*"Yes there is a link between them. That's an attraction isn't it? They eat noodles by spoon as shown on the ads."*  
(V. Pirabhakar, Housewife)

According Livingstone & Helsper, 2004, if television advertising based on the experiences which are strictly influence to the minds of children by using the most appropriate & best strategies, so there should be created the clear understanding to the Jaffna Parents about "The controlling amount of TV advertisement viewing levels of children and reduce the children's attention levels on TV advertising" through seminars or some other ways.

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**ANNEXURE**

**Examples of Coding: Three Tables.**

(Source: Author constructed)

**IQ1: Does your child pay attention to TV commercial when watching TV?**

<b>1st coding/open coding</b>	<b>2nd coding/axial coding</b>	<b>Findings/concepts</b>
1. They give more attention to ads. 2. Ads are very colorful. 3. watch ads on chutty TV 4. It depends on the Ads. 5. There is a kid dish music, dance. 6. They love to watch. 7. We got 45 channels now. 8. Change the channel. 9. Indian Ads. 10. Girl on the lux ads also pretty 11. They are more interested in kid's ads. 12. Very much interested. 13. Songs, music are very much attractive.	1. More attention. 2. Colour full & attractive. 3. They are more interested in kid's advertisements, 4. It depends on the advertisements. 5. Watched Indian advertisements.	1. Attention toward attractiveness 2. Attention toward colour images

**IQ2: What does he/she typically do when a commercial comes on?**

<b>1st coding/open coding</b>	<b>2nd coding/axial coding</b>	<b>Findings/concepts</b>
1. They wonder why it takes such a long time. 2. They don't watch all the time. 3. They got more interested on it 4. They tell the place where that item is available. 5. Elder one goes away. 6. Younger ones have interest on the ads. 7. Depend on the ads.	1. Don't watch all the time. 2. Watch that without blinking an eye. 3. Remind us at the purchase places. 4. Something related to them. 5. Immediately request.	1. Very interesting

<ul style="list-style-type: none"> <li>8. They will sing.</li> <li>9. Observes it so attention ally.</li> <li>10. They play good music in the background.</li> <li>11. They watch chutty TV.</li> <li>12. They have no idea about ads</li> <li>13. They won't even move.</li> <li>14. Just watch more attention ally.</li> <li>15. She has the option. Change the channels.</li> <li>16. Follow them.</li> <li>17. More concentrating.</li> <li>18. Watch that without blinking.</li> <li>19. Something related to them.</li> <li>20. Repeat the once on it.</li> <li>21. Immediately request.</li> <li>22. Remind us at the super market.</li> <li>23. Something related to them.</li> </ul>		
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**IQ3: Do you believe your child's product requests are influenced by televised advertisements? If so, how is she/ he influenced?**

1st coding/open coding	2nd coding/axial coding	Findings/concepts
<ul style="list-style-type: none"> <li>1. Yes, there is a link between them.</li> <li>2. That's an attraction.</li> <li>3. As shown on the ads.</li> <li>4. It has the influence.</li> <li>5. Kids want everything they see.</li> <li>6. "We need this" when they watch the ads.</li> <li>7. This is the place we saw on the TV.</li> <li>8. Some time they ask following ads.</li> <li>9. She asks for kinder Joy.</li> <li>10. So adamant on it.</li> <li>11. There are some chocolate ads, which come up.</li> <li>12. Whenever we go to food city.</li> <li>13. Because she watches the ads about it.</li> <li>14. Those are rally colorful.</li> <li>15. Noodles were colorful.</li> <li>16. Different ads are more impressive.</li> <li>17. The technique.</li> <li>18. Shape looks different.</li> <li>19. Colour, shape, size are all has influences</li> <li>20. Ask after watching the TV ads.</li> <li>21. Drink boost.</li> <li>22. Boost them or grew them or have energy.</li> </ul>	<ul style="list-style-type: none"> <li>1. There is a link between child's product request &amp; TV ads.</li> <li>2. Different ads are more impressive.</li> <li>3. So adamant on it.</li> <li>4. Change children's thoughts like grew, energy &amp; so on.</li> <li>5. Remind the parent at the purchase place.</li> </ul>	<ul style="list-style-type: none"> <li>1. Unwanted things are purchased</li> <li>2. Impressionable way</li> </ul>





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