



RESEARCH ARTICLE

INFLUENTIAL FACTORS OF ADVERTISEMENT ON CHILDREN'S PURCHASE DECISION

***Razia Fathima, L. A.**

Assistant Professor, PG and Research Department of Commerce with CA, Hindusthan College of Arts and Science, Coimbatore

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ABSTRACT

Advertisement is the promotional activity for marketing a commodity. In the present day world of mass production and distribution, advertising serves as the powerful tool in the marketing machinery. It is only through proper advertising a new product can be introduced in the market. Advertising to children is the act of marketing or advertising products or services defined by national legislation and advertising standards. It is often a subject of debate, relating to the alleged influence on children consumption. Laws concerning such advertisements have largely evolved in recent years. In most countries, advertising for children is framed by a mix of legislation and advertising self regulation. In this paper we try to focus on the advertisement factors that influence the purchase decision of the children.

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INTRODUCTION

Advertisement is an audio or visual form of marketing communication that employs an openly sponsored, non personal message to promote or to sell a product, service or idea. Sponsors of advertising are often businesses who wish to promote their product or services. Advertisement is communicated through various mass media, including old media such as newspaper, television, radio or through direct mail etc., Today's children are unique in many ways when compared to those of the past generations. One of the reasons for this uniqueness may be traceable to their wider exposures to audio-visual messages in the television and internet. These messages, more than anything else, contribute immensely in molding the character of a child. The most common types of such messages are the advertisements. In India most than of households have access to television and or internet services. These services avail the Indian child the opportunity to consume persuasive messages of all kinds, including those not meant for children. Like sowed seeds, children are expected to grow and bear good fruits. This can only be achieved when their lives are properly guided and directed. Consequently, most countries of the world have made laws and regulations to guide the dissemination of persuasive messages, especially those sent through the television and internet.

Review of literature

Kelly and *et al.* (2010) their research paper titled "Television food advertising to children" a global perspective discussed television food advertising to children in several countries. The analysis was done in 13 research groups in Australia, Asia, North and South America etc., thus it was concluded that children were exposed to high volumes of television advertising for unhealthy foods, persuasive technique. Nassar and Zien (2012) their research paper titled "Effects of television advertising on children in the middle east" and it discussed about the negative effects of television commercials on children in the middle east. They conclude that excessive exposure to television commercials may lead to behavior problems such as obesity, materialism, violence, body image issue and lack of activity. Yan ver Hellen *et al.* (2014) their research paper titled " children responses to traditional versus hybrid advertising formats" The moderating role of persuasion knowledge and the research is about the impact of advertising on children has failed to keep pace with the rapidly changing media environment. It has been concluded that findings are useful in advancing understanding how persuasion knowledge develops.

Statement of Problem

Television advertisement copywriters employ various elements of communication such as sound or music, actions, pictures and colors in order to share meaning with the consumers or

*Corresponding author: Razia Fathima, L. A.

Assistant Professor, PG and Research Department of Commerce with CA, Hindusthan College of Arts and Science, Coimbatore.

viewers. Since children have low reasoning ability occasioned by their age and experience, they are vulnerable to television commercials. As such, they are most likely to make impulsive interpretation of the advertised message. Consequently, they take decision or action based on their impulsive judgment. For any communication to be effective, the audience must receive and interpret it before taking decision. The problem intended to be addressed in this study is whether television advertisements do communicate effectively to viewers and do leave an influence on them, especially, children.

Objectives of the study

To analyze the factors of attraction for children towards advertisement.

Research Methodology: Research methodology is the way to systematically solve the research problem. It may be understood as the science of studying how research is done scientifically. Primary data consists of original information gathered from sample size of 150 respondents residing in Coimbatore city, India. Secondary data consists of information that already exists and that was collected in the past for some other purposes. In this study the primary data was collected by survey technique, the researcher used questionnaire to collect relevant data from the respondents who are supposed to be a parent. The sampling technique used in this study is convenience sampling.

FACTOR ANALYSIS

Factors that influence children towards advertisement

Table 1. KMO and Bartlett's Test

Kaiser Meyer Olkin measure of sampling adequacy	445.0
Bartlett's test of Sphericity	Approx. chi-square
Df	78
Sig	.000

From the above table, two tests, namely Kaiser –Meyer-Olkin Measure of sampling adequacy (KMO) and Bartlett's test of sphericity have been apply to test whether to relationship among the variables has been significant or not.

Table 2. Factor reduction

Variable name	Variable code	1	2	3	4	5
Quality	X12	.821				
Free offers	X13	.810				
Dolls	X11	.701				
Fantasies	X10	.661				
Celebrity endorsement	X6		.726			
Humor	X1		.714			
Catching phrases	X3		.622			
Music	X2		.506			
Children in advertisement	X7			.809		
Animated characters	X5			.769		
Super hero	X9				.721	
Action stunts	X8				.646	
Special effects	X4					.931

The Kaiser –Meyer-Olkin measure of sampling adequacy shows that the value of test statistics 445, which means the factor analysis for the selected variables is found to be appropriate. Barlett's test of sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level. Which it shows that there exists a high relationship among variables.

Extraction method : Principal component analysis

Rotation method : Varimax with Kaiser Normalization.

Rotation converged in 8 iterations

The above table represents the rotated components matrix, which is an important output of principal component analysis. The coefficients are the factor loadings which represent the correlation between the factor and the thirteen variables (X1-X13). From the above factor matrix it is characters) that is .809 and .769 respectively. Factor IV has absolute correlation with X9(Super Hero) and X8 (Action Stunts) that is. 721, 646,.. Finally Factor V has absolute co2 and .506. Next Factor III has absolute correlation with X7(Children in advertisement), X5 (Animated characters) that is .809 and .769 respectively. Factor IV has absolute correlation with X9(Super Hero) and X8 (Action Stunts) that is. 721,646, Finally Factor V has absolute correlation with X 4 (special effects) that is .931. relation with X 4 (special effects) that is .931. found that coefficients for factor –I have absolute correlation with variable X12(Quality), X13(Free offers), X11(Dolls), X10(Fantasies) that is .821,.810,.701,.661 respectively. Similarly factor II has high absolute correlation with variable X6(Celebrity endorsement), X1 (Humor), X3 (catching phrases),X2 (Music) that is .726,.714,.622 and .506. Next Factor III has absolute correlation with X7(Children in advertisement), X5 (Animated characters) that is .809 and .769 respectively. Factor IV has absolute correlation with X9(Super Hero) and X8 (Action Stunts) that is. 721,646,.. Finally Factor V has absolute correlation with X 4 (special effects) that is .931.

Table 4. Factor Reduction Naming

Variable name	Variable code	Factor Name
Quality	X12	Branding Aspect
Free offers	X13	
Dolls	X11	
Fantasies	X10	
Celebrity endorsement	X6	Content Aspect
Humor	X1	
Catching phrases	X3	
Music	X2	Cartoonistic aspect
Children in advertisement	X7	
Animated characters	X5	
Super hero	X9	Action Aspect
Action stunts	X8	
Special effects	X4	C G Aspect

RESULTS AND DISCUSSION

The rotated factor matrix we notice that the variables X12,X13,X11,X10 having loadings of .821,.810,.701,.661 on

factor- I respectively. This suggests that factor- I can be interpreted as a combination of these four variable. Thus factor- I can be interpreted as a combination of Action stunts, Free offers, Dolls, Fantasies. At this point our task is to find a suitable phrase, which captures the essence of the original variables, which combine to form the underlying concept or 'Factor'. In this case factor-I can be named as 'Branding aspect'. Now, we will attempt to interpret factor- II. From the above table 4.18.4 , we find that variables X6,X1,X3,X2 have high loadings .726,.714,.622,.506 on factor II is combination of these four variables. Thereby factor- II can be interpreted as a combination of Celebrity endorsement, Humor, Catching phrases, Music. Hence factor II can be named as 'Content aspect' To interpret factor III, we use the third column of the table 4.18.4 , we find that variables X7,X5 have high loadings .809,.769 on factor III is combination of these two variables. Thereby factor-III can be interpreted as a combination of Children in advertisement and animated characters. Hence factor III can be named as 'Cartoonistic aspect'. To interpret factor IV, we use the fourth column of the table 4.18.4 , we find that variables X9,X8 have high loadings .721,.646 on factor IV is combination of these two variables . Thereby factor-III can be interpreted as a combination of Animated characters and Super hero. Hence factor III can be named as 'Action aspect' To interpret factor V, we use the fourth column of the table 4.18.4 , we find that variable X4 have high loadings .931 on factor V. Thereby factor-V can be interpreted as a Special effects. Hence factor III can be named as 'CG' (Computer Graphics).

Conclusion

The sole focus of this study was on impact of children's on advertisement. After a thorough analysis of the data gathered

for this study, the researchers observed that; most parents are ignorant when it comes to the advertisements bring to their purchases, some of these parents do not even realize that advertisements their children pay attention to affects their budget and the family's purchasing behavior. The study reveals that the main factor the children are attracted towards are Branding Aspect which consist of components like quality, free offers, dolls and fantasies. Next comes the Content Aspect like Celebrity, humor, catching phrases and music.

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