



Factors Attracting Children to View TV Commercials - A Study Using Factor Analysis

KEYWORDS

Attraction, Children, TV Commercials, Celebrity Endorsement, Memorising, Action, Animation

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ABSTRACT *The study aims at focusing on Factors Attracting Children to View TV Commercials in Madurai City. In this study the authors observed that among the 13 variables 'Pleasant music from the advertisements' has the highest loading. This result reveals that children are attracted to view the commercials because of the pleasant music played in the advertisements. Any propagation of advertisements is to make the viewers to take purchase decision. The huge amount spent by the advertiser goes waste if it fails to draw attention of the target audience.*

Introduction

Advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to improve sales, directly or indirectly making tall claims about product performance. The first essential of a good advertisement is that it must be so designed as to attract the attention of those to whom it is addressed. Most of the people are very busy and have a very cursory or hurried look at advertisements. Unless the advertisement can draw their attention, it will go waste. Catchy but short headlines like a slogan or reference to the quality of the product, pictures, putting questions at the end of the advertisements, quoting the price in a bright colours and attractive styles are used to draw the attention of the people to view the advertisements. Children's attention towards commercials largely depends on the properties of the visual and auditory image of advertisements. Hence the researcher has made an attempt to study the factors influencing the children towards such Commercials broadcast in TV.

Objectives of the study

To analyse the various factors that attract children to view TV advertisements.

To identify the most important factor that attracts children.

Methodology

The researchers have made an attempt to find out the influencing factors that attract children to view TV advertisements. In the present study, the researchers identified 13 variables and the same were used for further analysis. A sample of 354 school children in Madurai city was selected by adopting convenience sampling technique. Care was taken to include school children of all type of schools (Govt., Govt aided and Private), all ages (between 5 and 14 years of age), all classes (I to IX std), both sex and all economic stratum. Using Likert's 5 point scaling technique, response was solicited for all the 13 variables from each of the 354 sample respondents. With the help of SPSS software version 16, the data collected were analysed using factor analysis and inferences were drawn.

Results and Discussion

Factor Analysis

To make sense of the results of factor analysis, it is necessary to select the correct rotation. In the study, Kaiser Criterion (varimax orthogonal rotation) has been followed. The principal component method of factor analysis has been employed to study the pattern of mutual interdependence among these

variables using Kaiser's varimax criterion.

As the determinant of R- matrix (.224) is greater than the necessary value (.00001), the researcher satisfied that multicollinearity was not a problem to these data and there was no need to eliminate any question. The results of KMO measure of sampling adequacy (.759) is above 0.5 the value recommended by Kaiser (1974). The sampling adequacy is considered good as the result falls in the range between 0.7 and 0.8. So it is clear that factor analysis is appropriate for these data. Here Bartlett's measure is used to test the null hypothesis that original correlation matrix is an identity matrix. As the significant test reveals that the p value is .000, there is sufficient evidence to reject the null hypothesis and to conclude that R-matrix is not an identity matrix, which is essential for the application of factor analysis. Further the researcher intended to test the reliability of scales. Cronbach's alpha test was employed and the researcher was satisfied with the reliability of scales as the alpha value 0.771 was greater than the expected range of above 0.5. Using Kaiser's criterion factors with an eigen values over 1 were retained for further analysis. Accordingly four factors were retained. The researcher also inspected scree plot and confirmed the correctness of the number of factors retained. The results also reveal that all the four factors together have accounted for 48.89 per cent of the total variance.

Table-1

Items constituting independence variables	F 1	F 2	F 3	F 4	CV
3. Endorsements of cine actors	0.775				0.613
6.Performance of heroes of children programe	0.685				0.486
7.Catchy Presentation of advertisements	0.517				0.452
2.Appearance of sports personality	0.437				0.448
10.Humorous appeal	0.421				0.368
12.Showing love/care	0.417				0.270
5.Showing cartoon characters		0.705			0.568

4.Performance of animals /animated figures		0.701			0.503
8.Coloured characters used		0.544			0.443
11.Action oriented presentation			0.794		0.664
9.Showing adventurous atmosphere/location			0.514		0.443
1.Pleasant music from the advertisements				0.823	0.682
13.Slogans and/ dialogs used				0.498	0.416
Eigen value	2.961	1.299	1.085	1.009	
Percent of variance	22.781	9.996	8.350	7.764	
Cumulative Percent of variance	22.781	32.777	41.127	48.891	

KMO value : 0.759 ; Bartlett's Test of Sphericity Chi-square: 520.932

F- Factor; CV- Community Values

On the basis of the variables associated with each factor, names have been given to each of the four factors and all the factors along with the factor loadings of each variable into each factor have been discussed .

F1: Celebrities and Presentation:

This is the most important factor that has emerged out of analysis with an Eigen value of 2.961, this factor has six variables loaded on it. It can be seen from the table -13, the variable, "Endorsements of cine actors", has got the highest loading of 0.775, followed by "Performance of heroes of children programme", with a loading of 0.685. Third variable "Catchy presentation of advertisements", has a loading of 0.517. The next variable, "Appearance of sports personality", has a loading of 0.437. The variable, "Humorous appeal", has a loading of 0.421 and the variable, "showing love/care" has a loading of 0.417.

The loadings of these variables show relative importance that the respondents were attracted by these variables. Among the variables in the factor 'Celebrities and Presentation' Endorsements of cine actors has a highest loading. A celebrity refers to public or famous figure. Companies usually expect consumers to become empathic through the high popularity or attraction of celebrity and then feel good about the products being recommended (Lin, 2008). Schiffman and Kanuk (2007) indicated that advertising appeal may change consumers' attitude. In this study the researcher observed that the children were much attracted to view TV advertisements because of the appearance of cine actors and sports personalities. Some of such celebrities and advertisements are : Endorsement of cine actor Amitabh Bachchan in advertisements of Dabur chawanprash and Maggie, Vijay in tata Docomo and Sun feast, Surya in Sun rise, Asin in Miranda, Karthick and Kaajal in Bru, Vickram and Tirisha in 3 roses tea.

To make the audience receive a necessary message, advertisers have to put some driving power into the message. This driving power is appeal. Every advertising appeal represents an attraction which arouses consumers' desires. Advertising appeal design can attract consumers more easily and effectively. For this, many companies invite famous stars to be their product spokespersons to highlight their commodity image. In case of advertisements aiming at children, companies are using heroes of children programs and favorite sports personalities. It was observed that images of chhota bheem used in the advertisements of Pepsodent and Usha fan, appearance of Ninja hattori in Havells electronics, Sachin tendulkar

in Boost, Saina Nehwal in Top raman attracted children to view such advertisements. Advertiser also use emotional aspects in advertisements like humor and love/care. Kotler (1991) defined emotional appeal as the stimulation of consumers' purchase intention by arousing their positive or negative emotions. In an advertising context, a humorous advertisement may attract attention, if it is surrounded by more conventional copy approaches. Instead of getting people to view the advertisement, an advertiser might be resigned to the fact that an advertisement will receive only a glance or two from most audience. It may, therefore, be worthwhile to design communications that can be perceived with only this minimum attention. It is certainly true that some advertisements require more effect, in terms of eye movement, than others to communicate.

The researcher also observed that humor and scenes of love and care of elders attracted children to view advertisements. Thus the factor 'Celebrities and Presentation' is found to have a greater influence over children to trigger their attention on advertisements.

F2: Animated presentation:

This is the second most important factor that has emerged out of the analysis. It has an Eigen value of 1.299 and has three important variables loaded on it. The first variable loaded on this factor is, "Showing cartoon characters", and has a loading of 0.705. This variable is followed by the variable, "Performance of animals/animated figures", and has a loading of 0.701. The last variable loaded on this factor is, "Colored characters used". It has a loading of 0.544.

Children are fond of colors and cartoon characters. Using animation is another technique. Animation consists of artists inanimate drawings which are photographed on motion picture film one frame at a time and brought to life with movements as the film is projected. The advertisements for Rasna, Boomer chewing gums, Gems, Sun feast, Alpenliebe and 7up confirm that television commercials grasp children attention through animated presentation. Children love animation especially young children those who are in the age of below 10 years. Commercials targeted at them should be straight forward, visually stimulating and with animated characters. Many stimuli contribute to the ability of an advertisement to attract attention. The size and intensity of a stimulus often influence attention. Color presentations usually attract more attention than those in black and white. Variables pointed out in this factor were found more friendly, funny and playful and attracted the children so that messages could be received by them effectively.

F3: Action Value:

This is the third factor that has emerged out of the analysis. It has an Eigen value of 1.085. It has two variables loaded on it. The first variable loaded on this factor is, "Action oriented presentation". It has a loading of 0.794. The next variable loaded on this factor is, "Showing adventurous atmosphere /location", with a loading of 0.514. In continuation with the previous factor, this factor yet again reaffirms the contention that advertising has the power to attract attention and modify/influence the behavior of the children viewers and in certain cases force them to act against their free will. It was observed that the children enjoyed action sequences and adventurous scenes shown in advertisements particularly older children. They were attracted by such action oriented presentation to view TV commercials.

F4: Memorizing value:

The fourth factor that has emerged out of the analysis has been named as "Memorizing value", it has an Eigen value of 1.009. Two variables are loaded on this factor. The first variable loaded on this factor is "Pleasant music from the advertisements". This factor has the highest loading of 0.823. This variable is followed by the next variable "Slogans and dialogs used" and it has a factor loading of 0.498.

Music is almost a universal language for children because it elicits spontaneous bodily movements. Its rhythms encourage clapping, whistling and humming. Music stimulates individual association and its enjoyment is not necessarily dependent on any knowledge of words and language. When children were asked what aspects of advertising appeals attract them, the all-time winner was 'music'. They love jingles come in advertisements. Commercial music itself may become hit with the masses. Jingles are used to sing product virtues. Showing fast video and loose cutting with special effects, random colors, animation, graphics, and computer generated images- all these make music and song in commercials memorable. The jingles/ music found attracted children to view advertisements for the nerolac paints, Cadbury dairy milk shots (kanna ladu thina aasaiya), Alpenliebe (naaku oorum aasaiyala) , Dairy milk (sweet yedu kondadu), Frooti (mango fruit fresh and juicy), Gems (pikala pikala pink pink) and so on. However, it is always the music that over-rides the visuals.

Conclusion

The objective of this study is to observe the variables that attract children to view television advertisements. 'Celebrities and Presentation' plays a vital role to draw the attention of the children to view TV advertisements. Celebrities are believed to have special influence on the public especially children due to their distinctive qualities compared to other persons or anonymous models. 'Animated presentation' tells the messages more funnily, friendly to the children and it reached them effectively. 'Action Value' keeps children to be enjoyed and it sometimes makes them to try what they have seen in advertisements. 'Memorizing Value' has power to recall the advertisements when the viewers needed it. Television advertising employs attention grabbing trick such as catchy and pleasant music, jingles, slogans, humour and animated figures to attract the target audiences. Further it was observed that among the 13 variables 'Pleasant music from the advertisements' has the highest loading. This result reveals that children are much influenced by 'Pleasant music from the advertisements'. Any propagation of advertisements is to make the viewers to take purchase decision. Though children are not capable of taking purchase decision, they play a significant role in influencing the purchase decision of their parents and relatives. The huge amount spent by the advertiser goes waste if it fails to draw attention of the target audience.

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