

Research Paper

Management



Study of Appeals And Free Offerings in TV Advertisings Aimed at Children: a Content Analysis Approach

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ABSTRACT

TV advertisings aimed at children are mainly telecast on children channels. Marketers' use different strategies like host selling, appeals and free gifts to persuade children to purchase products and services. Attractive advertising with strong emotional appeals and free offers attached with products allure them to pester their parents to purchase the products. The present study uses content analysis to analyze the advertisings to find out the categories of the products advertised, the types of appeals used and the offerings/ free gifts associated with the products. It has been found that most of the products which are advertised belong to food category including non healthy fast foods and chocolates followed by toiletries. The appeals used prominently are emotional with fun, happiness, friendships, affection and family bonding. The positive point with the products is that only very small proportion of them is using offerings or free gifts.

Keywords : TV Advertisings, Appeals, Offerings, Children

Introduction:

TV advertisings are an important marketing tool to push up the products in the market. At the same time it is also a source of information for the consumers about the new products launches offers and broad range of products available in the market.

A large number of advertisings are aimed at children for the products related to them like chocolates and toys and not to surprise for the products not related to them also like cars and other durables. The reason is the great pester power that children have. Along with adults a substantial part of advertisement are aimed at children as "children are important and sophisticated consumers. Not only can they influence the purchasing habits of their parents, they also have considerable purchasing power." (Arnoss1, 2006)

The logic behind it is that children play an important role while deciding what to buy. "Marketers and ad-makers are increasingly getting convinced about the kid being a compelling force in the family. When it's time for the family to take a decision to buy something, the children are playing a bigger role, be it in the form of protagonists or as their audience, companies have envisaged a definite role for children-as influencers or brand advocates. With their impressionable psyches, and the strong emotional connect that they share with parents or adults, kids are being counted upon to act as push factors in most homes and pester power is being seen in a whole new light. So even though a product may be adult oriented, grabbing the child's attention has become critical for marketers, irrespective of what they are selling". (Neha Dewan & Lisa Mary2, 2010).

Objectives of the study: TV advertisings convince children by presenting the products in most attractive manner with different appeals. A large number of products are aimed at children like eatables, toys, toiletries, energy drinks and stationeries etc. The allurements for purchases are offerings like tiny toys etc are also being used in numerous advertising.

The present study has been carried out with the following objectives:

- To study the categories of products advertised on children

channels.

- To study the types of appeals used in the advertisements aimed at children.
- To study the premiums used in the advertisements aimed at children.
- Qualitative analysis of the advertisements to find out the sharing, bonding with family friends and emotions in the advertisements aimed at children.

Literature Review: Content analysis has been used widely to analyze the content of TV advertisings. Many studies based on this technique are concentrated on the food advertised to children. Forty one out of fifty studies reviewed addressed the issue of the content of children's food advertisements (Hastings et al 3, 2003).

Lewis and Hill4(1998) conducted content analysis of 91 hours of advertisements on British Children Television and found food as the single largest category (50 %) that was advertised and animation, stories, humor and promotion of fun, happiness and mood alteration were used more prominently.

Appeals are also being examined in the advertisements aimed at children. Hastings et al examined theme appeals in children food advertisements. They found the most popular appeals used in the promotion of food products were based on promise of pleasure, namely taste, humor, action oriented and fun.

The review also revealed that premium offers or competition prizes offering collectibles were used in 25 % of children's food advertisements but the use of celebrities were very limited.

Buijzen Moniek and Patti M. Valkenburg 5(2004) analyzed the content of 601 advertisings in order to identify the appeals aimed at children and teenagers. The result indicates that appeals used for male children were action-adventure, sports, and play, whereas advertisings aimed at female children emphasized nurturing, physical attractiveness, friendship, and romance.

Page, RM and Brewster, A 6(2007) analyzed the content of

147 TV advertisings telecast during children programs on US broadcast networks for emotional and rational advertising appeals. They found that most prominent emotional appeal were fun/happiness and play followed by fantasies and imagination.

Research Design:

Sampling:

Five kids' channels - Cartoon channel, Nick channel, Pogo, Hungama channel and discovery kids were used to study the advertisings aimed at children. The programs were recorded from 15th March 2013 to 15th April 2013. These were later analyzed for the advertisement telecast during the programs. As most of the advertisings are repeated several times in a day, 200 television advertisings were thoroughly studied to carry out research.

Methodology:

The aim of the study was to find out the pre defined variables in the advertisements for which content analysis technique was used. It is a method of studying and analyzing communication in a systematic, objective and quantities manner for the purpose of measuring variables. (Kerlinger F,7 1986). The unit of analysis was the advertisements telecast on kids channels and were coded under number of variables like presence categories of products, appeals and premium

Statistical tools:

Frequencies and percentage have been calculated to analyze the contents of the advertising.

Data Collection and analysis:

Categories of products/services advertised on children channels

Table no 1 shows the categories of products and services telecast on children. It shows that 43.5 percents products advertised belong to food category including cereals like Kellogg, choccos, biscuits, chips, chocolates, energy drinks like complans, Horlicks, Boost, Bournvita, soft drinks like frooti, coco cola, Dew, campa cola, Ener G, Harvest etc. Soaps and shampoos constituted 14% of total advertisements, followed by cosmetics which are 13 %. Services like restaurants – MacDonald's, Pizza Hut, Domino's Pizza, KFC, and also banking services like Home loan of SBI and Insurance Company are advertised only 5%. Electronics like mobile phones, lap tops and other home appliances were also advertised on children channel and it is only 5% of total advertisements. Similarly Personal appearance products like dresses. Foot wears etc. are 3.5 % followed by stationery and other.

Table No 1 Categories of Products Advertised on Kids Channels

	Frequency	Percent
Foods	87	43.5
Personal appearance	7	3.5
Toys	5	2.5
Cosmetics	26	13.0
Automobiles	5	2.5
Stationery	5	2.5
Services	10	5.0
soaps and shampoo	28	14.0
Electronic	10	5.0
Other	17	8.5
Total	200	100.0

Types of appeals used in the advertisements aimed at children:

An advertising appeal is the primary claim used in an ad-

vertisement to market a particular product or service. Many advertisements for toys and games, for instance, emphasize just how much fun a child can have with the product. This type of advertising appeal are found to be very effective on children. The Table No 2 reveals the types of appeals used in the advertisements telecast on children channels. It simply shows that emotional appeals are used more prominently as 63.5 advertising had emotional appeals followed by humorous appeal which constituted 16 % of total advertisement and rational appeals had been found only in 14.5 % advertisings. The finding shows that children are not concerned with the logic or reasoning and if they find any product attractive, as depicted through advertising, they immediately wish to have it and therefore advertisers try to exploit that very nature of children through emotional appeal.

Table No 2

Types of Appeals Used in TV Advertisings

Types of Appeals	Frequency	Percent
Emotional	126	63.0
Rational	40	14.5
Humorous	34	16.5
Total	200	100.0

Offerings of premiums collectible prizes in the advertisements aimed at children:

The Table No 3 presents the offerings of premiums/collectibles prizes and it reveals that only 7 % advertisings had premiums and 93 % did not offer any premiums or other collectibles prizes. Though offering as free toys, or other types of gifts make the products more desirable for children, has not been used prominently in Indian TV advertisings.

Table No 3

Use of Premiums Offers in children's TV Advertisings

	Frequency	Percent
Yes	14	7.0
No	186	93.0
Total	200	100.0

Qualitative Analysis of the Advertisements aimed at children.

Advertisings aimed at children were analyzed qualitatively and it was found that majority of the advertisings belonged to food products The most important findings are that advertisements depicted affection of mother child as is shown in energy drinks, nappies, Johnson products, soaps, shampoos etc. , father child in many toothpaste like colgate, pepodents, 10 cars etc, brother sister as is shown in goodnight active, Burger Paints etc. One remarkable point is the family bindings shown very prominently, mother caring for families, for children and eating with families etc. There are a few advertisings of the products which were non relevant for kids but are telecast on kids channel. This is because children also play a big role in the family decisions pestering their parents to purchase commodities. A few advertisings also showed teenagers love. The school, playgrounds are also being part location of many advertisings.

Findings and Discussion:

The study reveals that food products are being advertised more prominently followed by soaps and shampoos and cosmetics. Among food product majority of items were found to be non healthy high calorie products like fast foods-burgers, pizzas, chocolates, chips and cold drinks. Energy drinks and dry food were also advertised. Emotional appeals are used in majority of the advertisings followed by rational appeals as children buying behavior are never rational the collectibles or offerings are concerned, it has been found that only a small

percentage of products offers premiums or some sorts of offerings like gift coupons or free gifts.

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