



An Analysis of Children Attitude Towards Television Advertisements

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ABSTRACT

Children today, are seen as different from the past generation; especially the 8-14 years old. They have grown up faster, are more well-connected, more direct and well-informed. They have more personal power, more money, more influence and attention of parents than any other generation before them. Advertisers and marketers plant the seeds of brand recognition in very young children, with the hope that the seeds will grow into life long relationship. Infants as young as two were able to recognize 8 out of 12 brands they were shown and the more TV they had been exposed to, the more brands they recognize. They exert influence on their parents and many parents have a list in their heads of the favorite brands of their children, which they take into account when shopping. Hence, the need to find out the behaviour or attitude of the children towards TV advertisements was felt and this paper outlines the methodology of ascertaining it.

KEYWORDS

TV Ad, Persuasion, Credence, Irritative, Social Role, Enjoyment

Introduction:

Television advertisement copywriters employ various elements of communication such as sound or music, actions, pictures and colours in order to share meaning with the consumers or viewers. These elements are usually beautifully packed by the copywriters to create the desired impact and arouse the viewers' interest and possibly spur them into action. Since children have low reasoning faculty occasioned by their age and experience, they are vulnerable to television commercials. As such, they are most likely to make impulsive interpretation of the advert message. Consequently, they take decision or action based on their impulsive judgment. A Study was conducted to ascertain whether television advertisements do communicate effectively to viewers and do leave an influence on them, especially, children. This paper brings out the parameters set to ascertain their attitude and the outcome of its measurement.

Review:

Aimee Dorr (1986) opined that TV stands out from other media as it can present more life like content and is generally used more in comparison to others. These characteristics make the medium important for everyone and especially for children. Oates et al. (2003) described TV as a major source of ideas, information and entertainment and the most visible form of advertising. A survey carried out by 'Pathfinders'

(1989), a subsidiary of an Indian advertising agency, 'Lintas' on 4000 Indian children and Mathews (2000) revealed the reasons for more advertisers and producers' focus shifting on children.

Sampling:

The sample of the study was initially based on multi stage cluster sampling. Children in the age group of 8 to 14 were selected from 6 urban and 6 rural schools in selected villages in selected blocks from one district each with High, Medium and Low Population such as Chennai, Virudhunagar and Sivagangai respectively. The sample of the study consists of 40 male and 40 female students in the age group of 8-10, 10-12 and 12-14 years respectively, (120 male + 120 female = 240 respondents) from rural schools and equal number from urban schools, making it a total of 480 students in all (240 male + 240 female = 480 respondents).

Parameters:

Twenty two parameters were framed to measure the children attitude towards television advertising. 't' test was applied to know the extent of agreement or disagreement, on each statement.

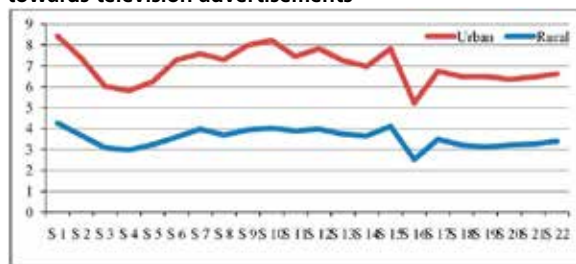
Table 1: Comparative mean score on parameters measuring rural and urban children attitude towards television advertising

S.No.	Statement	Rural	Urban	t-value	p-value
		Mean±SD	Mean±SD		
1	TV ads are a valuable source of information to me	4.26±0.760	4.15 ±0.778	1.543	0.123 ^{ns}
2	I find TV ads quite amusing and entertaining	3.67±1.156	3.70±1.098	0.364	0.716 ^{ns}
3	I get irritated when TV ads are there in mid of program	3.08±1.245	2.94±1.252	1.23	0.134 ^{ns}
4	TV ads present true features of the product advertised	2.98±1.261	2.82±1.134	1.485	0.138 ^{ns}
5	Sometimes, I find TV ads are more enjoyable as compared to other media content	3.23±1.289	3.00±1.307	1.970	0.049*
6	I don't believe everything TV commercials tell me	3.59±1.234	3.69±1.186	0.91	0.1833 ^{ns}
7	I would like to buy the products advertised on TV	3.97±0.959	3.60±1.062	3.926	0.000**
8	TV ads add humor to my life	3.68±1.136	3.62±1.099	.626	0.532 ^{ns}
9	TV ads provide information about new product launched in the market	3.93±1.175	4.05±0.990	1.260	0.208 ^{ns}
10	I think TV ads are misleading as they only show good things about the product advertised	4.01±1.274	4.21±1.230	1.45	0.113 ^{ns}

11	Sometimes, I take pleasure in thinking what I heard or saw in TV ads	3.89±1.009	3.56±1.108	3.447	0.001**
12	TV ads inform me about latest fashion trends	3.97±1.028	3.85±0.884	1.381	0.168 ^{ns}
13	TV ads show me the life that I would love to live	3.73±1.070	3.52±1.090	2.156	0.032 ^{ns}
14	TV ads show me the product that suits my personality	3.65±1.087	3.32±1.135	3.285	0.001**
15	I like catchy punch lines in TV ads	4.10±1.739	3.72±0.819	3.06	0.008**
16	TV ads persuade me to buy unaffordable things just to show off	2.52±1.220	2.70±1.117	1.717	0.087 ^{ns}
17	I often ask my parents to buy me what I see in TV commercials	3.48±1.241	3.26±1.139	2.031	0.043*
18	I think TV ads create lust in me to buy things	3.20±1.318	3.29±1.111	0.749	0.454 ^{ns}
19	I consider TV ads as bad things	3.12±0.857	3.37±0.877	3.158	0.002**
20	When TV commercials are there I change the channel	3.20±0.919	3.15±0.935	.517	0.605 ^{ns}
21	I think TV ads insult my intelligence as they show me the world of fantasy	3.26±0.990	3.20±0.913	0.708	0.479 ^{ns}
22	TV ads persuade me to like the product.	3.39±1.328	3.23±1.262	1.375	0.170 ^{ns}

Computed from primary data; NS= Non-Significant; Significant (p< 0.05); Significant (p<0.01).

Figure 1: Mean score of rural and urban children attitude towards television advertisements



Analysis:

A perusal of table 1 showed that among rural children the highest extent of agreement came to statement-1, 'TV. Ads are a valuable source of information to me' with mean score of 4.26 indicating that the rural children perceive that TV ads are valuable source of information for them, followed by' statement-15 'I like catchy punch lines in TV ads\ statement-10, 'I think TV ads are misleading as they only show good things about the product advertised' with a mean score of 4.01, statement-12, 'TV ads informs me about latest fashion trends' with a mean score 3.97, statement-7, 'I would like to buy the products advertised on TV with a mean score of 3.97, statement -11, 'Sometimes, I take pleasure in thinking what I heard or saw in TV ads' with a mean score of 3.89, statement-13, 'TV ads show me the life that I would love to live with a mean score of 3.73 and statement-8, 'TV ads add humor to my life' with a mean score of 3.68.

The lowest level of agreement came with statement-16, 'TV ads persuade me to buy unaffordable things just to show off' with a mean score of 2.52, followed by statement-4, ' TV ads present true features of the product advertised' with a mean score of 2.98, statement-3, 'I get irritated when TV ads are there in mid of program' with a mean score of 3.08, statement-19, 'I consider TV ads as bad thing' with a mean score of 3.12.

In case of urban children the highest extent of agreement came with statement-10, 'I think TV ads are misleading as they only show good things about the product advertised with a mean score of 4.21, followed by statement-1, 'TV ads are a valuable source of information to me with a mean score of 4.15, statement-9, ' TV ads provide information about new product launched in the market with a mean score of 4.05, statement-12, 'TV ads inform me about latest fashion trends' with a mean score of 3.85, and statement-15, 'I like catchy punch lines in TV ads' with a mean score of 3.72.

The lowest level of agreement came with statement-16, 'TV ads persuade me to buy unaffordable things just to show off' with a mean score of 2.70, followed by statement-4, ' TV ads present a true feature of the product advertised' with a mean score of 2.82, statement-3, 'I get irritated when TV ads are there in the mid of program' with a mean score of 2.94 and

statement-5, 'Sometimes, I find TV ads are most enjoyable as compared to other media contest' with a mean score of 3.00. The results indicated that the urban children consider TV ads to be less truthful and but still consider them as valuable source of information.

Measurement of Children Attitude towards TV ad:

With the relatively large sample size and 22 attitude statements, exploratory factor analysis was used to reduce the perception statements and place them under particular dimension to make it more meaningful. Factor analysis through principal component technique was done in order to highlight the contents that emerged through different statements. Cronbach's alpha was applied to check the reliability of scale.

The correlation matrices were computed and examined. The variables showed that they are highly correlated with each other and also highly correlated with the same factor or factors.

To measure sampling adequacy, Kaiser- Myer-Olkin Measure of Sampling Adequacy (KMO) test was performed. The value of KMO came to be 0.630 in case of rural sample; 0.620 in case of urban sample and .661 in case of total sample. This shows that statements are good enough for sampling.

Bartlett's Test of Sphericity was also conducted to check the overall significance of the correlation matrices. The results of above applied techniques showed that there were enough correlations to justify the application of factor analysis.

Table 2: KMO and Bartlett's Test on overall responses on the parameters measuring children attitude towards television advertising

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.661	
Bartlett's Test of Sphericity	Approx. Chi-Square	2040.23**
	df	231
	Sig.	.000

Computed from primary data,** Significant (p<0.01).

The captured data was run in SPSS 11.5 windows. The responses of 480 children to 22 attitude measuring statements have been subjected to factor analysis. The screen plot suggested that five factors should be extracted in case of rural and urban samples and six factors in totality. The dimension formulated to define the construct of attitude towards TV advertising were confirmed after factor analysis and accounted for 66.48 percent in case of rural samples; 65.20 percent in case of urban sample and 75.28 percent in case of totality.

Table 3: Principal component analysis with varimax rotation for extracting factors from overall children response to parameters measuring their attitude towards television advertising

Statement	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Communalities
A1	0.384	0.599	0.421	0.21	0.114	0.109	0.752
A2	-0.03	0.121	0.619	0.324	0.137	0.228	0.574
A3	0.442	0.022	0.251	0.334	0.691	-0.05	0.850
A4	-0.017	0.798	-0.137	0.175	0.105	0.229	0.750
A5	-0.142	0.322	0.759	0.105	0.157	0.12	0.750
A6	-0.007	0.248	0.107	0.752	0.114	0.229	0.704
A7	0.813	0.018	0.002	0.204	0.213	-0.114	0.761
A8	0.447	0.401	0.548	0.051	0.115	0.273	0.751
A9	0.396	0.665	-0.013	-0.3	-0.261	0.006	0.757
A10	0.401	0.241	0.307	0.634	0.143	0.233	0.790
A11	-0.002	0.399	0.589	0.117	0.211	0.027	0.565
A12	0.257	0.692	-0.079	0.249	0.108	-0.102	0.635
A13	0.318	0.305	0.047	0.285	0.168	0.622	0.693
A14	0.445	0.246	0.148	0.085	0.154	0.508	0.569
A15	0.395	-0.157	0.638	-0.044	-0.243	0.162	0.675
A16	0.699	-0.193	0.431	-0.044	-0.154	0.052	0.740
A17	0.794	0.004	0.227	0.286	0.115	-0.003	0.777
A18	0.713	0.01	0.126	0.128	0.223	0.008	0.591
A19	-0.053	0.495	0.035	0.256	0.542	-0.123	0.623
A20	0.398	0.228	0.247	0.078	0.624	0.077	0.673
A21	0.361	0.359	0.032	0.671	0.132	-0.122	0.743
A22	0.762	0.221	0.025	-0.033	-0.149	0.102	0.664
Eigen Value	4.56	3.17	2.73	2.19	1.68	1.06	
Variance (%)	(20.72)	(14.41)	(12.41)	(9.95)	(7.63)	(4.81)	
Cumulative Variance (%)	(20.72)	(35.13)	(47.54)	(57.49)	(65.12)	(69.93)	
Cronbach's alpha	.740	.756	.691	.781	.756	.689	

Extraction Method: Principal Component Analysis
 Rotation Method: Varimax with Kaiser Normalization
 Rotation converged in 13 iterations
 Cumulative variance was 69.93%
 Communalities were more than 0.50 to as high as 0.850
 Eigen values ranged from 4.56 to 1.06

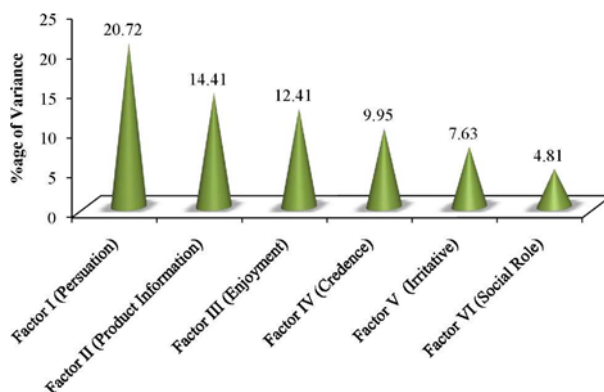


Figure 2: Factors assessing children towards attitude -towards-television advertising-in-general (overall sample)

Table 4: Dimensions extracted from varimax rotation analysis measuring overall children attitude towards television advertising

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Persuasion (20.72%)	A7	1. I would like to buy the products advertised on TV (0.813)
		A17	2. I often ask my parents to me what I see in TV commercials (0.794)
		A22	3. TV ads persuades me to like the product. (0.762)
		A18	4. I think TV ads creates a lust in me to buy things (0.713)
		A16	5. TV ads persuade me to buy unaffordable things just to show off (0.699)
Factor 2	Product Information (14.41%)	A4	1. TV ads present true features of the product advertised (0.798)
		A12	2. TV ads inform me about latest fashion trends (0.692)
		A9	3. TV ads provide information about new product launched in the market (0.665)
		A1	4. TV ads are valuable source of information to me (0.599)
Factor 3	Enjoyment (12.41%)	A5	1. Sometimes, I find TV ads are more enjoyable as compared to other media content (0.759)
		A15	2. I like catchy punch lines in TV ads (0.638)
		A2	3. I find TV ads quite amusing and entertaining (0.619)
		A11	4. Sometimes, I take pleasure in thinking what I heard or saw in TV ads (0.589)
		A8	5. TV ads add humor to my life (0.548)
Factor 4	Credence (9.95%)	A6	1. I don't believe everything TV commercials tell me (0.752)
		A21	2. I think TV ads insult my intelligence as they show me the world of fantasy (0.671)
		A10	3. I think TV ads are misleading as they only show good things about the product advertised (0.634)
Factor 5	Irritative(7.63%)	AS3	1. I get irritated when TV ads are there in mid of program (0.691)
		A20	2. When TV commercials are there I change the channel (0.624)
		A19	3. I consider TV ads as bad things (0.542)
Factor 6	Social Role (4.81%)	A13	1. TV ads show me the life that I would love to live (0.622)
		A14	2. TV ads show me the product that suits my personality (0.508)

Table 4 and fig. 3 shows the summarized dimension wise list of statements in overall sample, arranged as per preference ruling, along with variance attached to each dimension as well factor loading attached to each statement giving a ready summarized view.

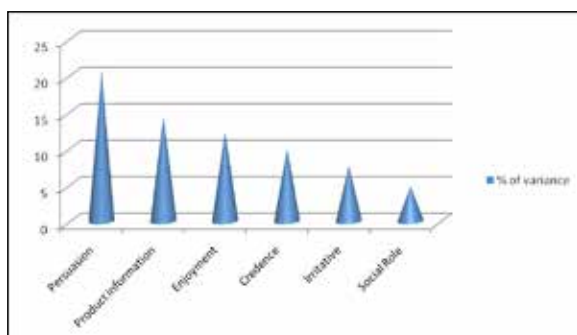


Figure 3: Dimensions extracted from varimax rotation analysis measuring overall children attitude towards television advertising

Table 5 and fig. 4 provides an overview of all the factors along with the variance extracted through exploratory factor analysis between all samples to provide a bird's view of the results.

A bird's eye view of factor analysis shows that sub samples of rural and urban children have similar factor structure as that of overall sample. The factor 'Social Role' is an independent dimension for overall sample but it is a part of 'Persuasion' in case of rural sample & 'Persuasion & Product Information' in case of urban samples.

Sample\ Dimension	Overall Sample (N=480)	Urban Sample (N=240)	Rural Sample (N=240)
Factor-1	Persuasion (20.72%)	Product Information (18.95%)	Persuasion (24.58%)
Factor-2	Product Information (14.41%)	Persuasion (14.23%)	Enjoyment (15.82%)

Factor	Dimension	Variance	Dimension	Variance
Factor-3	Enjoyment (12.41%)	12.36%	Product information	12.01%
Factor-4	Credence (9.95%)	10.18%	Credence	8.29%
Factor-5	Irritative (7.63%)	7.36%	Irritative	5.78%
Factor-6	Social Role (4.81%)			

- Children consider ads to be persuasive
- Children consider TV ads as a source of Product information.
- Children consider ads to be a source of enjoyment and entertainment
- Children see ad content with suspicious mind (Credence)
- Children consider ads to be Irritative

Figure 4: Dimensions of children attitude towards advertising in India

Conclusion:

Based upon these observations, it can be concluded that 5 factors incorporate major dimensions of population under study. The rural children as well as urban children showed positive attitude towards television commercials considering them as important source of information, highly recognizing them as enjoyable and do agree that they are quite persuasive.

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