



ORIGINAL RESEARCH PAPER

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ROLL OF ADVERTISEMENT ON BUYING BEHAVIOUR OF THE CHILDREN

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ABSTRACT

The purpose of this study is to analyze the effect of media on buying behaviour of children. However, comparatively we have analyzed how the parents are playing their roles in making buying decision of their children. Children are coming into the consumerism younger ages and number of experiences gives shapes to their consumer habits and their behaviour. There are many factors that interplay to affect their decision making and behaviour pattern. Effective relationship can be seen between TVs advertisement exposure of children and their purchase preferences as well as amount of purchase while shopping with their parents. During few decades, it has been seen a growing awareness that children have enormous market potential in three different markets-spending their own pocket money to satisfy their own needs, an influential market attracting a substantial amount of parental expenditure and a future market that eventually will constitute all the customers for a firm's services.

Media is the major socialization agent among the children that provide information about the product, its attributes, brand recognition and arise need to purchase any product. Media provides information product attributes, and combine with that friends, parents and celebrity endorsement ultimately leads to children food buying decision. Another two influencers who play major role in children buying behaviour are interpersonal influencers and environment influencers like store visit and celebrity (from advertisement). Children use different pestering strategies to influence their parents to buy any product they like. Sometimes, they give reference of friends and sometimes they use media to show their desires.

Teenagers today are becoming more and more demanding of their parents' time and money. They are initiated into consumerism at a very early age. Repeated viewing of advertisements creates wants and needs and reinforces more than over pre-existing wants. A great deal of psychological research into children understands of advertisement points to 'Perceived reality' as an interviewing variable mediating 'the effects of advertisement on viewers. So according to this model the more realistic the viewer perceives programmes to be, the greater the influence of these programmes is likely to be on his/her behaviour and attitude. Advertisement is successfully promoting a consumer culture among children. It creates wants amongst them by influencing through attractive advertisement.

During the last few decades, it has been seen a growing awareness that children have enormous market potential in different markets-spending their own pocket money to satisfy their own needs, another point of view Parents are the important source in providing information about school related products whereas if we talk about personal care products than TV as well as parents are dominant in children guidance. Parents have influence on their children while direct communication with them and play a vital role in modifying the effects of other socialization agents like mass media and peers group. In terms of relative importance of different information source, Television, Parents, Store visits and friends were ranked as most important source of information Parents are perceived as most rational and trustworthy information source for the children.

While talking about the marketing mix now a day's Impact of marketing activities specially advertising on children is very important and sensitive issue for the society and marketers. It enhances the knowledge of children and the advertisement targeted to children are not effective, for effective positioning of children related products marketers should target the parents and include ethical orientation along with environmental knowledge to influence the buying behaviour of parents.

Influence of children varies by product, product sub decision, stage of the decision-making process, nature of socializing of the children, families, gender role, orientation, and demographic features such as age and gender and also by respondent selected

for investigation of relative influence. Three different markets: the primary, influencer, and the future market. Such products are simply children products for these product children play the primary role. For other products such as one used by entire family unit they may influence purchases made by the parents. For other products parents buying pattern are affected by the prior knowledge of the tastes and preferences of their children. It is also observed that children are socialized by their parents to act as rational consumers.

In the decision making process all three decision stages are problem recognition, search for information and final selection all members of family (husband, wife, and children) are greatly involved. Children exert considerable influence while problem recognition and search stages and least influence final decision making the later stages of decision making: that is, at the time of evaluation of alternative, teenagers more frequent users of the Internet, they have greater access and easy approach to market information and product information which could impact their influence in family decision making. as well as their parents, believed that teens were more influential in all stages-initiation and information search, and alternative evaluation and final decision stages. However, their influence was higher in the initiation and information search stages as compared to alternative evaluation and final decision stages.

The most widely used definition of consumer socialization is that: "It is the process by which young people acquire skills, knowledge and attitude relevant to their functioning in the marketplace". Children in family purchase decision.

After the parents, the resource that is considered to be the most effective socialization agent for the children is mass media. Influence of children varies by product, product sub decision, stage of the decision-making process, nature of socializing of the children, families, gender role, orientation, and demographic features such as age and gender and also by respondent selected for investigation of relative influence. Children plays different role in the purchasing decision as it is stated in; children constitute three different markets: the primary, influencer, and the future market. Such products are simply children products for these product children play the primary role. For other products such as one used by entire family unit they may influence purchases made by the parents. For other products parents buying pattern are affected by the prior knowledge of the tastes and preferences of their children. It is also observed that children are socialized by their parents to act as rational consumers.

A survey was indicated that majority television advertising is having adverse effect on television which results in leading children towards pestering their parents. Most of the children said they enjoyed particular commercials, especially the ones featuring humour. A survey on children found that two-thirds believed that advertisers only sometimes tell the truth.

Theory of cognitive development that studies about children and due to the consistent age differences in the way children understand and respond to commercials. children pass through four stages of cognitive development: sensor motor thought from ages 0 to 2; preoperational thought from ages 2 to 7; concrete operational thought from ages 7 to 12; and formal operational thought after age 12. During sensor motor thought, children represent information with their bodies. During preoperational thought, children begin to use symbols and representational thinking. Because of the cognitive limitations that are age-related, children have difficulty in distinguishing fantasy from reality and understanding commercial intent. During concrete operational thought, children begin to think logically, but concrete experiences continue to set boundaries on their thinking. At this stage, children are able to understand the difference between commercials and programs and between imaginary and real experience. Finally, children at formal operational thought exhibit abstract thinking and are able to differentiate between image portrayed in advertising and reality.

Influence of children is more in larger and higher income families, as children get older, their influence and convincing power increases. Age was related to the number of information sources preferred, and tendency to rely on friends as a source of information also increases with age. Similarly, the tendency to rely on parents for information and advice decreased with age.

Children are treated equally as parents in decision making whereas in others they are considered as subsidiary or secondary against the authority of parents. In general, we can say that family type affects these dimensions of family authority i.e., single parent, step-parent, or intact families. According to a research, teenagers in single-parent families have more influential power than in step and intact families and that may be due to differences in socialization with respect to family authority relations. In general, we can say that female children have more influential power in family purchase decisions and they use different strategies to influence their parents such as reasoning, asking, and persuading more frequently do boys. According to Indian girls' perceptions, Indian families are significantly more cohesive and Indian boys perceived them as less cohesive; however, the absolute difference was not great. Sex differences in decision making were also found to be stronger in India than any other country. Children influence in family decision making can also reveal the fact that how good communication is there between children and other family members. on the base of communication in socialization and decision making a typology that characterizes parent-child communication structure. The typology, which has been used for few decades, classifies families as having socio-oriented communication (emphasizing parental control) or concept-oriented communication (in which children are encouraged and open to develop their own views and ideas and express their views more openly). Keeping in view the presence or absence of these two communication patterns, they classify families into four types: laissez-faire, protective, pluralistic, and consensual families. Laissez-faire families emphasize neither of the two dimensions and there is little or no communication between parents and children. Protective families emphasize the socio-orientation dimension, stressing obedience and social harmony, and are not concerned with conceptual matters and no concept of sharing ideas and views by the children. Conversely, pluralistic families tend to stress the concept-orientation dimension, with an emphasis being placed on mutuality of respect and interests and children are open to say their opinion and defend their views. Finally, consensual families stress both the socio and concept orientation dimensions, with the result that children are encouraged to explore the world about them, but to do so the thing they must kept in mind that they do not without disrupt the family's established social harmony.

The study of "pluralistic" adolescents show negative attitude towards the marketplace, have strong preferences for brands, more likely to have greater purchasing independence, hold egalitarian sex-role perceptions with syncretism family role structures. This shows that they are quite competent consumers

for that age. "Protective" adolescents were considered similar to their "pluralistic" opposed and varied only under conditions of a husband dominant role structure.

If we compare the impact of advertisement and parents in children buying behaviour, we can analyze from our research that involvement of parents is more prominent in children buying behaviour. More children said that they prefer parent's choice while making purchase whereas few children make purchases on their own choice by inspiring through advertisement.

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