

## Perception of Children towards TV Advertising

Dr. Amardeep Kaur Ahluwalia<sup>1</sup> and Kamal Preet<sup>2</sup>

<sup>1</sup>Assistant Professor, Guru Nanak Dev University, Regional Campus, Gurdaspur

<sup>2</sup>Lecturer, Guru Nanak Dev University, Regional Campus, Gurdaspur

**Abstract:** The study explores the factors that form the perception of children towards TV advertisements. Data was collected through convenience sampling from children in the age category of 8–10 years (94 respondents) and 10–12 years (96 respondents). Findings reveal a five-factor solution that explains 55.004 and 66.483 per cent of variance by 8–10 and 10–12 years old, respectively. The opinion is more pronounced for the older age group. ‘Permeability of Advertisements’ is the 1<sup>st</sup> factor for 8–10 years old; highlighting that advertisement is pervasive in various forms in the life and routine of children. While, for 10–12 years old the first factor is ‘educative and entertaining’, indicating that advertisements are the both a source of information and amusement for growing children. Therefore, a more focused and segmented approach should be adopted by the advertisers while targeting various age brackets of children, rather than considering them as a homogeneous class.

**Keywords:** TV Advertisements, Children, Perception, Schools, Urban, Age-Wise

### Introduction

TV has a more effectual value as a socializing agent than peers and teachers, due to children’s excessive TV viewing (Huston *et al.* 1988). TV now-a-days is an important part of family system. Not only children, rather no family member can imagine living without it. It comprises of a chief experiential element of a child’s overall growth. TV contests with family, neighborhood, school, peers, religious institutions and society to provide role models and information that affect children’s perception, attitude, values, behaviour and lifestyle (Winick and Winick, 1979 and Verma and Larson, 2002). TV is an enduring entity in the lives of children. The TV set is as familiar as the faces of their family members—sometimes even more so. It entertains, informs and most importantly, keeps children company. Advertisers also give special importance to children. John (1999) suggests that as children grow older they make a transition, from viewers who find advertisements informative, entertaining and honest to the ones who see advertisements in skeptical and discerning manner.

### Review of Literature

Mc Neal (1969) conducted study on consumer behaviour of children. He found that a negative perception toward advertising increases as the child advances in age. The children regarded the advertising in general as ‘annoying’, ‘time consuming’ and ‘untruthful’. He pointed out that with increasing age there is a decreasing tendency to purchase the products advertised. Gender differences produce only minor perception differences towards advertisements. Girls become disbelievers at an earlier age. By age nine, however the proportion of boys and girls with negative perception is about the same.

Verma and Kapoor (2004) revealed both the viewpoints of parents and the children towards the influence of TV advertisements on children's purchase request. As the age of the child increases, the parents' perception of the children's purchase request being influenced by TV advertisements decreases. Parents' response to children's purchase request was highly influenced by the family income and the age of the child. It was found that children tend to learn good consumer values from TV and parents also have a positive impact on their children's buying response. Hence, parents should indulge into more of co-viewing and explaining the intent and contents of TV advertisements to their children instead of criticizing TV advertisements.

Kapoor and Verma (2005) revealed that Indian children are a tough bet for advertisers and critics. They have a realistic approach and are able to analyze TV advertisements. Children as young as six years of age could understand the purpose of TV advertisements and differentiate them from TV programs. As the children grow older, a significant rise in their cognitive understanding of TV advertisements has been noticed. Children above eight years of age were found to have the ability to respond to TV advertisements in an informed and rational manner as they are equipped with the knowledge about the persuasive intent of advertisements and have developed skepticism about the validity of advertising claims. The findings show that the TV advertisements have a significant contribution towards the Indian children's consumer socialization. Even parents agree to the role that TV advertisements play in forming their children's buying response. However, the early parents-child interaction was a must, if parents did not want their child to be affected negatively by TV advertisements. The lesson that a child draws from the TV is a joint product of what they see on TV and what is taught to them by their parents.

Calvert (2008) focuses on marketing to children, which, according to her, is more intense now than earlier as firstly, both discretionary income of children and their power to influence parental purchases have increased over time. Secondly, the large increase in the number of TV channels has resulted in smaller audiences for each channel; and digital interactive technologies have opened new routes to selectively cater to children. Newer marketing approaches are online advertisements and stealth marketing (embedding products in the program content). All these techniques make children below 8 years of age particularly vulnerable. The stealth techniques do not spare older children; they weaken their consumer defenses too. On the whole, she stressed that today's child lives and grows up in a technologically advanced and sophisticated market environment that impacts their preferences and behaviour.

Priya *et al.* (2010) studied the impact of children's perception towards TV advertisements. It included in-depth interviews with child psychologists, advertisers and parents of young children. Also, a survey of children in the age group 5 to 11 years was carried out, while they were in their classrooms. It was revealed that the demand for the advertised products is strongly influenced by the children's perception towards advertisements. Among the younger age groups, it is the entertaining element of the TV advertisements, while among the older age groups, the credibility of the advertisements has the ability of creating a favourable perception towards TV advertisements. There is a complex relation between formation of perception towards advertisements and the consequent buying behaviour as there are other intervening variables

present. Further, the cognitive changes among the various age categories of children lead to the formation of varying perception towards advertisements.

Narasimhamurthy N. (2014) examined the impact of television advertisements on children perception, and behaviour. It was found that among many communications tools, TV advertisements have more impact on perception and behaviour on children than the other medium of advertising. Findings revealed the stronger effect of TV advertisements on perception and behaviour of children. The study revealed that girls spend more time with television as compared to boys. Girls spend more time with television and this medium is very influencing for them. The advertisements influenced their lifestyles, involvement in family purchase decisions, interaction with parents, etc. Children found that many TV advertisements are better than TV shows.

Barve *et al.* (2015) analyzed the negative or positive influences of advertising on teenagers. Findings revealed that some teenagers consider celebrities as their role models while others consider their parents as their role model. It was found that children spend a lot time in front of the screen of TV and find TV advertising most influential. On the other hand, it was found that parents try to cut the TV viewing time of their children. It was seen that parents have started observing the favourable effects of advertisements on children during discussions with them, when they notice their children's social awareness created through TV advertisements.

Shabbir (2016) conducted a research in Pakistan to analyze the influence of media on buying behaviour of children. Findings revealed that children with age of 6–9 years are more dependent on their parents due to less maturity and ability to make correct decisions. Children with age group of 10–12 years responded to advertisements and believe that it is an important evaluation source. On the other hand, children with age of 13–16 years are found less dependent on their parents and are more interested to get friend's appraisal. Results revealed that children of Pakistan are quite influenced by advertisements but simultaneously whether brand is good or bad is decided after using its quality by these children.

## **Objectives of the Study**

To explore factors that affect perception of children towards TV advertisements.

## **Research Methodology**

The universe of the study constitutes of 190 children (8–10 years and 10–12 years of age group) from the different cities of Punjab. The cities represent traditional, geographical and cultural categorization of Punjab: Majha (Amritsar), Doaba (Jalandhar) and Malwa (Patiala). The data collection was done through convenience sampling. The statements of questionnaire were formed on the basis of intuition, thorough discussion with experts and a few of the statements were adapted from previous studies regarding perception towards TV advertisements in general and impact of TV advertisements on children (Unnikrishnan and Bajpai, 1996, Kapoor and Verma, 2005, Vij, 2007 etc.). Responses were measured on a five point scale where 5 indicates, 'strongly

agree' and 1 indicates, 'strongly disagree'. Two factor analyses were applied to extract the factors affecting perception of children under the age group of 8–10 years and 10–12 years.

## Findings

### Factor Analysis of Children's Response (8–10 years old)

The perceptions of children, who were 8–10 years old, were analyzed and the responses of 94 children to 26 statements are shown in Table 1. The suitability for factor analysis was done by computing the correlation matrix which came out to be considerably significant. Anti-image correlation matrix brought the low level of partial coefficients. The overall sample was found to be adequate, as KMO (0.709) came sufficiently high. Also, the Bartlett's Sphericity Test came to be statistically significant. Therefore, data was amenable for factor analysis.

**Table 1: Factor Loadings, Community and Per cent of Variance (Children aged 8–10 years)**

Statement Labels	Factor Loadings					Community
	1	2	3	4	5	
C1	-0.009	-0.249	-0.168	<b>0.518</b>	0.229	0.723
C2	-0.061	0.274	<b>0.590</b>	0.209	0.121	0.730
C3	<b>0.486</b>	0.000	0.110	0.255	-0.031	0.726
C4	-0.160	<b>0.454</b>	0.223	0.087	-0.006	0.826
C5	-0.204	<b>0.471</b>	0.224	-0.124	0.171	0.714
C6	0.105	-0.175	<b>0.527</b>	0.298	0.059	0.603
C7	<b>0.537</b>	-0.012	0.158	0.183	0.162	0.770
C8	0.241	<b>0.629</b>	0.175	0.082	-0.034	0.733
C9	-0.095	<b>0.658</b>	0.127	0.083	0.083	0.822
C10	-0.020	<b>0.506</b>	0.044	-0.102	0.050	0.646
C11	<b>0.552</b>	-0.157	-0.263	0.251	0.139	0.744
C12	-0.123	0.070	-0.014	0.007	<b>0.453</b>	0.711
C13	-0.056	0.238	0.051	0.040	<b>0.562</b>	0.764
C14	0.015	0.039	<b>0.614</b>	0.096	0.089	0.786
C15	0.093	0.167	0.224	<b>0.564</b>	0.296	0.847
C16	<b>0.656</b>	-0.065	0.246	0.033	-0.042	0.662
C17	0.184	-0.057	0.161	<b>0.544</b>	0.145	0.681
C18	-0.002	0.239	0.232	0.017	<b>0.510</b>	0.699
C19	<b>0.452</b>	-0.248	-0.208	0.268	0.047	0.757
C20	0.143	<b>0.532</b>	-0.155	0.043	-0.062	0.676
C21	<b>0.542</b>	-0.265	0.230	0.064	0.259	0.761
C22	0.032	0.136	0.097	0.064	<b>0.530</b>	0.782
C23	<b>0.765</b>	0.072	-0.046	0.066	0.247	0.812
C24	0.116	-0.019	0.086	<b>0.490</b>	-0.045	0.635
C25	0.214	0.280	0.097	<b>0.552</b>	0.217	0.790
C26	<b>0.695</b>	0.137	-0.056	-0.090	-0.056	0.707
Eigen Value	4.792	3.095	2.442	1.981	1.828	
% of Variance	15.974	12.319	10.841	8.249	7.621	
Cumulative Variance	15.974	28.293	39.134	47.383	55.004	

(KMO MSA = 0.729; Bartlett = 111.560)

The Principal Component Analysis with Varimax Rotation Method extracted a total of five factors in case of 8–10 years old sample. The factor loadings were taken greater than 0.45. Eigen values for factors 1 to 5 are 4.792, 3.095, 2.442, 1.981 and 1.828 respectively. Total 55.004 per

cent of the variance is explained by the extracted factors. These 5 factors explained variance of the order of 11.54, 10.38, 8.57, 7.62, 7.13, 6.54, 5.87 and 5.46 per cent respectively. The communalities magnitude from 0.847 (C15) to 0.603 (C6) shows the amount of variance in a variable that was accounted for by the factor solution.

**Table 2: Naming of Factors (8–10 years' old children)**

Factors	Name of Factors (% of Variance)	Label	Statement with Factor Loadings
Factor 1	Permeability of TV Advertisements (15.97%)	C23	I like to follow the trends of clothes and footwears shown by TV advertisements. (0.765)
		C26	TV advertisements show true picture of society. It portrays people, their ways, the way they actually are (0.695)
		C16	I use advertisement jingles, one-liners in my conversation (0.656)
		C11	Many TV advertisements are better than TV programmes (0.552)
		C21	TV advertisements tell which brands have features that I am looking for (0.542)
		C7	It's interesting to discuss TV advertisements with my friends (0.537)
		C3	Many TV advertisements are amusing and entertaining (0.486)
Factor 2	Unscrupulous Advertisements (12.31%)	C19	I ask my parents to buy those products whose TV advertisements tell about free gifts, premium offers etc (0.452)
		C9	TV advertisements make misleading claims; do not deliver what they promise (0.658)
		C8	Many TV advertisements contain little information and many other unnecessary things (0.629)
		C20	TV advertisements tell only the nice things, hiding the bad features of their products (0.532)
		C10	Many TV advertisements are to make fool of people and to catch them in their trap (0.506)
		C5	TV advertisements are not for entertainment, information or social awareness (0.471)
Factor 3	A Quay to Superior Product Knowledge (10.84%)	C4	TV advertisements interrupt the show and are waste of time (0.454)
		C14	TV advertisements are an important source of product information (0.614)
		C2	By seeing TV advertisements, I sometimes know more about the products, than my parents do (0.590)
		C6	I ask my parents to buy those products which I find good in TV advertisements (0.527)
Factor 4	Ardent Advertisement Followers (8.24%)	C15	If I go shopping on my own, while choosing things, I keep TV advertisements in mind (0.564)
		C25	I generally want every toy/ fashion accessory/ gadget/ stationery product that comes on TV (0.552)
		C17	TV advertisements make you try new products and improve life styles and raise standard of living (0.544)
		C1	I learn a lot from watching TV advertisements (0.518)
		C24	I try mostly all chips/ cookies/ candies/ chocolates/ cokes etc. that they show on TV (0.490)
Factor 5	Judicious Buyers (7.62%)	C13	TV advertisements persuade people to buy those things they do not really need (0.562)
		C22	I buy a product only if the advertisement convinces me of its benefits (0.530)
		C18	I buy the products by their brand names and not on the basis of what TV advertisements say (0.510)
		C12	I like TV advertisements but don't buy things because of them (0.454)

Table 2 ameliorates the naming of factors depending upon the nature of statements included in the factor.

### ***Factor 1: Permeability of TV Advertisements***

First factor explains 15.97 per cent of total variance carrying 8 statements that indicates how TV advertisements touch our lives in umpteen ways. The highest factor loading is 0.765 in case of the statement C23, 'I like to follow the trends of clothes and footwears shown by TV advertisements', followed by C26, 'TV advertisements show true picture of society; it portrays people, their ways and the way they actually are' (0.695). The other statements are about TV advertisements' influence on the conversation, and advertisements being entertaining, informative and interesting.

### ***Factor 2: Unscrupulous Advertisements***

The second factor highlights the unscrupulous ways of TV advertisements. It explains 12.31 per cent of the variance with six statements. The statement C9, "TV advertisements make misleading claims; do not deliver what they promise" scores the highest loading of 0.658, followed by C8, "Many TV advertisements contain little information and many other unnecessary things" (0.629).

### ***Factor 3: A Quay to Superior Product Knowledge***

This factor broadly conveys that children have better product knowledge than their parents as they are regular advertisement viewers. Third factor explains 10.84 per cent of the variance with three statements. The highest loading of 0.614 is secured by the statement C14, "TV advertisements are an important source of product information", followed by C2, "By seeing TV advertisements, I sometimes know more about the products than my parents do" (0.590). The remaining statement is, "I ask my parents to buy those products which I find good in TV advertisements".

### ***Factor 4: Ardent Advertisement Followers***

This factor denotes that children have great following for TV advertisements. The 4<sup>th</sup> factor explains 8.24 per cent of the variance with five statements. The highest magnitude of loading is 0.564 for the statement C15, "If I go shopping on my own, while choosing things, I keep TV advertisements in mind", followed by C25, "I generally want every toy/ fashion accessory/ gadget/stationery product that comes on TV" (0.552). The other statements are regarding TV advertisements

### ***Factor 5: Judicious Buyers***

The fifth factor indicates the preconditioned notion of children towards TV advertisements. This factor explains 7.62 per cent of the variance with four statements. The highest loading is 0.562 in case of C13, "TV advertisements persuade people to buy those things they do not really need", followed by C22, "I buy a product only if the advertisement convinces me of its benefits" (0.530).

### Factor Analysis of Children's Response (10–12 years old)

The perceptions of children, who were 10–12 years old, were analyzed and the responses of 96 respondents to 26 statements are shown in Table 3. The Sample was found to be adequate (KMO–0.643) and Bartlett's Sphericity Test was also come to be significant, which indicates that data is suitable for further applying factor analysis.

The Principal Component Analysis with Varimax rotation method explored total of five factors. All the Eigen values of extracted factors are greater than unity. Total variance explained is 66.483 per cent. For further analysis, factor loadings greater than 0.45 were taken into consideration.

The communalities magnitude ranges from 0.864 (C11) to 0.524 (C25). Eigen values for factors 1 to 5 were found 5.517, 2.806, 2.353, 2.189 and 1.957 respectively. These 5 factors explained variance of the order of 18.392, 15.884, 13.249, 10.837 and 8.121 per cent. The total variance explained by all five factors is 66.483 per cent. Thus the factor loadings model is highly satisfactory.

**Table 3: Factor Loadings, Community and Per cent of Variance (Children aged 10–12 years)**

Statement Labels	Factor Loadings					Community
	1	2	3	4	5	
C1	<b>0.622</b>	0.161	-0.049	0.039	-0.029	0.734
C2	0.050	0.088	<b>0.534</b>	0.219	-0.076	0.764
C3	<b>0.558</b>	-0.074	-0.044	0.058	-0.131	0.793
C4	-0.020	0.207	0.111	<b>0.564</b>	0.267	0.723
C5	0.157	0.075	-0.142	<b>0.523</b>	0.188	0.774
C6	0.118	<b>0.517</b>	0.189	0.130	0.053	0.685
C7	<b>0.520</b>	0.134	-0.050	-0.129	-0.175	0.691
C8	-0.113	0.000	0.182	-0.019	<b>0.494</b>	0.689
C9	-0.037	-0.053	0.153	<b>0.667</b>	0.234	0.726
C10	0.028	0.030	0.040	<b>0.613</b>	0.249	0.754
C11	<b>0.716</b>	0.094	0.089	0.214	0.003	0.864
C12	0.032	-0.039	-0.268	0.078	<b>0.478</b>	0.656
C13	0.252	-0.271	0.160	<b>0.524</b>	0.258	0.685
C14	<b>0.576</b>	0.222	-0.078	0.048	0.002	0.608
C15	0.246	<b>0.623</b>	0.078	0.033	-0.007	0.760
C16	-0.090	<b>0.507</b>	0.184	0.046	-0.059	0.793
C17	0.247	0.162	<b>0.538</b>	0.248	0.161	0.749
C18	0.083	0.115	-0.050	0.014	<b>0.586</b>	0.703
C19	0.304	0.187	<b>0.568</b>	0.037	0.126	0.707
C20	0.076	0.106	0.136	0.020	<b>0.629</b>	0.822
C21	-0.107	0.171	<b>0.486</b>	0.205	-0.290	0.719
C22	0.197	0.282	0.212	0.039	<b>0.626</b>	0.836
C23	0.237	<b>0.523</b>	0.213	0.199	0.116	0.724
C24	0.157	<b>0.498</b>	-0.048	0.083	0.095	0.812
C25	0.175	<b>0.503</b>	0.141	-0.098	0.211	0.524
C26	<b>0.511</b>	-0.074	-0.136	0.216	-0.125	0.826
Eigen Value	5.517	2.806	2.353	2.189	1.957	
% of Variance	18.392	15.884	13.249	10.837	8.121	
Cumulative Variance	18.392	34.276	47.525	58.362	66.483	

(KMO MSA = 0.643, Bartlett = 242.931)

The naming of factors depending upon the nature of statements included in the factor is shown in the Table 4.

**Table 4: Naming of Factors (10–12 years old children)**

Factor	Name of Factors (% of variance)	Label	Statement with Factor Loadings
Factor 1	Educative and Entertaining Ads (18.39%)	C11	Many TV advertisements are better than TV programmes. (0.716)
		C1	I learn a lot from watching TV advertisements. (0.622)
		C14	TV advertisements are an important source of product information. (0.576)
		C3	Many TV advertisements are amusing and entertaining. (0.558)
		C7	It's interesting to discuss TV advertisements with my friends. (0.520)
		C26	TV advertisements show true picture of society. It portrays people, their ways, the way they actually are. (0.511)
Factor 2	Ardent Advertisement Followers (15.88%)	C15	If I go shopping on my own, while choosing things, I keep TV advertisements in mind. (0.623)
		C23	I like to follow the trends of clothes and footwears shown by TV advertisements. (0.523)
		C6	I ask my parents to buy those products which I find good in TV advertisements. (0.517)
		C16	I use advertisement jingles, one-liner in my conversation. (0.507)
		C25	I generally want every toy/ fashion accessory/ gadget/ stationery product that comes on TV (0.503)
		C24	I try mostly all chips/cookies/ candies/ chocolates/ cokes etc. that they show on TV. (0.498)
Factor 3	TV Advertisements as a Shopping Guide (13.24%)	C19	I ask my parents to buy those products whose TV advertisements tell about free gifts, premium-offers etc. (0.568)
		C17	TV advertisements make you try new products and improve life styles and raise standard of living. (0.538)
		C2	By seeing TV advertisements, I sometimes know more about the products than my parents do. (0.534)
		C21	TV advertisements tell which brands have features that I am looking for. (0.486)
Factor 4	Unscrupulous Advertisements (10.83%)	C9	TV advertisements make misleading claims; do not deliver what they promise. (0.667)
		C10	Many TV advertisements are to make fool of people and to catch them in their trap. (0.613.)
		C4	TV advertisements interrupt the show and are waste of time. (0.564)
		C13	TV advertisements persuade people to buy those things they do not really need. (0.524)
		C5	TV advertisements are not for entertainment, information or social awareness. (0.523)
Factor 5	Judicious Buyers (8.12%)	C20	TV advertisements tell only the nice things, hiding the bad about their products. (0.629)
		C22	I buy a product only if the advertisement convinces me of its benefits. (0.626)
		C18	I buy the products by their brand names and not on the basis of what TV advertisements say. (0.586)
		C8	Many TV advertisements contain little information and many other unnecessary things. (0.494)
		C12	I like TV advertisements but don't buy things because of them. (0.478)



***Factor 1: Educative and Entertaining Advertisements***

First factor with 6 statements explains 18.39 per cent of the variance. The highest loading is 0.716 for the statement C11, “Many TV advertisements are better than TV programs”, followed by C1, “I learn a lot from watching TV advertisements” (0.622). The other statements are about TV advertisements being informative, having high entertainment value, leading to interesting discussion with friends and reflecting true image of the society.

***Factor 2: Ardent Advertisement Followers***

The second factor with 6 statements explains 15.88 per cent of the variance. It indicates that how children behave as dedicated followers of TV advertisements. The statement C15, “If I go shopping on my own, while choosing things, I keep TV advertisements in mind” (0.623) scores the highest coefficient, followed by C23, “I like to follow the trends of clothes and foot wears shown by TV advertisements” (0.523). The other statements are about requesting parents for advertised products, using advertisements’ inspired language, desiring advertised products whether gadgets, toys or eatables.

***Factor 3: TV Advertisements as a Shopping Guide***

Factor third with 4 statements explains 13.24 per cent of the variance. It highlights the role of advertisements as a product guide as perceived by children. The highest loading of 0.568 is found for the statement C19, “I ask my parents to buy those products whose TV advertisements tell about free gifts, premium-offers etc.”, followed by C17, “TV advertisements make you try new products and improve life styles and raise standard of living” (0.538). The other statements are, “By seeing TV advertisements, I sometimes know more about the products than my parents do” and “TV advertisements tell which brands have features that I am looking for”.

***Factor 4: Unscrupulous Advertisements***

The fourth factor conveys TV advertising’s unscrupulous ways and how advertisements prove to be totally uncalled for. It explains 10.83 per cent of the variance with 5 statements. The highest loading is 0.667 for the statement C9, “TV advertisements make misleading claims; do not deliver what they promise”, followed by C10, “Many TV advertisements are to make fool of people and to catch them in their trap” (0.613). The other statements are regarding TV advertisements being unsolicited interruption in the programs, persuading people to buy things they do not need and do not serve any purpose of information, entertainment or social awareness.

***Factor 5: Judicious Buyers***

This factor explains 8.12 per cent of variance with 5 statements. It comprises statements indicating intelligent decisions by buyers which are influenced by either product attributes or brand names and not being influenced by advertisements. The statement C20, “TV advertisements tell only the nice things, hiding the bad about their products” gets the highest coefficient (0.629), closely

followed by the statement C22, "I buy a product only if the advertisement convinces me of its benefits" (0.626).

## Conclusion

Findings illustrate that the factors emerging for both the age-groups of children are different not only in constitution but also in relative importance attributed to each factor. These two age brackets indicate a transitional phase; where 8–10 years old are in the categorization of childhood and 10–12 years old can be categorized as adolescents (Sanan, 2016). This transition is also established since the factors not only turn out to be different but their prioritization also differs.

The factor analysis shows that 55.004 and 66.483 per cent of variance was explained by the factor solution of both categories of samples (8–10 and 10–12 years old). So, the expression of 10–12 years old children was clearer and better than those of 8–10 years old children.

'Permeability of Advertisements' is the 1<sup>st</sup> factor which was extracted in 8–10 years old age-groups, explaining 15.97 per cent of the variance. This highlights that TV advertisements are pervasive in various forms in the life and routine of children. Whereas, in 10–12 years old age-groups, the first factor which is explored through factor analysis is 'Educative and Entertaining', explaining 18.39 per cent of the variance. This indicates that advertisements are both a source of information and amusement for growing children.

The two factors i.e. 'Unscrupulous Advertisements' and 'Judicious Buyers' were expressed by both the age-groups; though the relative importance given to them by each age-group varied.

'Ardent Advertisement Followers' which is about children following advertisements in numerous ways, appears as the 4<sup>th</sup> factor for 8–10 years old children; explaining 8.24 per cent of the variance. While this factor appears at the 2<sup>nd</sup> stage of relevance for 10–12 years old age-groups; explaining 15.88 per cent of the variance respectively. The third factor is 'TV advertisements as a Shopping Guide' for 10–12 years old children; explaining 13.24 per cent of the variance.

'A Quay to Superior Product Knowledge' which enumerates that TV advertisements are a good source of product information, children become more aware about product choices by seeing advertisements than their parents and ask parents to buy products that they found good in advertisements. This factor only appeared in the age bracket of 8–10 years old children at the 3<sup>rd</sup> stage; explaining 10.84 per cent of the variance. So, only the younger age group thinks that advertisements can lead to a better product understanding.

## Implications

The constitution and the importance of different factors shown through statements in relation to TV advertisements vary with the age-groups of children. TV advertisements influence and form a part of the life and lifestyle of the children. At the same time children understand the motives of

advertisements clearly, therefore they cannot be befooled easily. Because as the children grow; they start shopping pragmatically and do not get trapped by the sneaky ways of advertisement makers. Hence, advertisers should be more particular while creating advertisements for children. Also, the advertisers should properly plan their advertisement campaigns for different age groups of children and not consider them as a single homogeneous entity.

## References

- [1] Barve, G., Sood, A., Nithya, S. and Virmani, T. (2015). Effects of Advertising on Youth (Age Group of 13–19 Years Age). *Mass Communication & Journalism*, 5(5), pp. 2–9.
- [2] Calvert, S.L. (2008). Children as Consumers, *Children and Electronic Media, The Future of Children*, 18(1), 205–234, available at <http://www.futureofchildren.org>.
- [3] Huston, J.S., Levinson, D., Mudgett-Hunter, M., Tai, M-S., Novotny, J., Maraolies. M.N., Ridge, R.J., Bruccoleri. R.E., Haber. E., Crea, R. and Opperman, H. (1988). *Proc. Natl. Acad. & I.U.S.A.*, 85, pp. 5879–5883.
- [4] John, D.R. (1999). Consumer Socialization of Children: A Retrospective Look at Twenty-Five Years of Research. *Journal of Consumer Research*, 26, pp. 183–213.
- [5] Kapoor, N. and Verma, D.P.S. (2005). Children’s Understanding of TV Advertising: Influence of Age, Sex and Parents. *Vision*, 9(1), pp. 21–36.
- [6] McNeal, J.U. (1969). An Exploratory Study of the Consumer Behavior of Children, in *Dimensions of Consumer Behavior*, edited by McNeal J.U., Appleton-Century Crofts, New York, 183.
- [7] Narasimhamurthy, N. (2014). Television Advertisement and Its Impact on Attitudes, Behaviors of Children—A study. *International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)*, 1(10), pp. 14–22.
- [8] Priya, P., Baisya, R.K. and Sharma, S. (2010). Television Advertisements and Children’s Buying Behaviour. *Marketing Intelligence and Planning*, 28(2), pp. 151–169, available online at [www.emeraldinsight.com/journals.htm?articleid=1858488&show=html](http://www.emeraldinsight.com/journals.htm?articleid=1858488&show=html)
- [9] Shabbir, M.S. (2016). The Impact of Advertisement on Buying Behavior of the Children. *Arabian Journal of Business and Management Review*, 6(4), pp. 1–10.
- [10] Sanan, P. (2016). Consumer Socialization of Children: A Behavioural Study, Unpublished Ph.D. Thesis, Faculty of Economics and Business, Guru Nanak Dev University, Amritsar.
- [11] Unnikrishnan, N. and Bajpai (1996). Impact of Television Advertising on Children (4th ed.), Sage, New Delhi.
- [12] Verma, D.P.S. and Kapoor, N. (2004). Influence of TV Advertisements on Children’s Buying Response: Role of Parent-Child Interaction. *Global Business Review*, 5(1), pp. 51–71.
- [13] Verma, S. and Larson, R.W. (2002). TV in Indian Adolescents’ Lives: A Member of the Family, *Journal of Youth and Adolescence*, 31(3), pp. 177–183.
- [14] Vij, S. (2007). Public Beliefs and Attitudes toward Advertising: Factors and Predictors, an Unpublished Ph.D. Thesis, Faculty of Economics and Business, Guru Nanak Dev University, Amritsar.
- [15] Winick, M.P. and Winick, C. (1979). *The Television Experience: What Children See*, Sage, Thousand Oaks.