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ADVERTISEMENTS SPECIFIED ONLY FOR SMALL KIDS TO ADOLESCENT KIDS, EFFECTS OF IT ON CHILDREN, PARENTS IN INDIA

Nancy

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Abstract: Advertising is very much responsible for creating a consumer image in children which they accept as true and act immediately to buy that good which is being advertised. The idea is not about selling in present but making the future customers from now only by communicating the message to kids regarding the importance of the articles in their life. Now kids ask for branded products at the early age of their life as compared to older times. It is only due to the advertisements effect on them. Now companies have started advertising specified only for small kids to adolescent kids. The effects of it on children is much more these days. Children watch the commercials and force their parents to buy that product whether it is for their use or not.

This article has concentrated the effect of advertisements on small kids to adolescent kids and how it affects the parents of those kids. The research is done with the help of questionnaire and interviewing the parents. And also the secondary data is used for explaining the different stages of kids and the effect of advertisements on them. During the research it is found that Majority (85%) of the mother's shop if given such products free for their children. 80% of the respondents are of view that with some gift or game activity for kids attracts the attention of their child towards the products.

Keyword: babyhood , spending decisions , especially , Advertising.

INTRODUCTION:

Children begin their journey in babyhood. They certainly deserve consideration as consumer at that time. Parents today are ready to buy more for their kids because trends such as smaller family size, double incomes and delaying children's desire mean that families have more disposable income. As well, responsibility can play a role in spending decisions as parents replaced material goods for time spent with their kids. It is important to note that family size all over the world mainly in the developed nations is getting smaller. With women being working outside, the children are left alone.

This has increases the pocket money of the kids and they are permitted to choose the products and services that they want to use. It is not wrong to say that the cellular companies, the Internet service providers are successful due to such children, especially the teenagers. Now a day's children eat out a lot.

The soft drink sellers, the chips companies, the chocolate businesses are following them in group. This is what marketing to children. Parents used to buy for their kids themselves. But the smart children of today make the purchase decisions by themselves. They make use of pester power for buying even consumer durable goods like electronic items and vehicles (Example of kids shown in volkswagon advertisement).

Cartoon characters are being used in advertisements to support that parents seek children advice

for the purchasing of durable goods.

OBJECTIVE OF STUDY

1. To know the effect of advertisements on kids.
2. To know the influencing power of kids to buy the product.
3. To know about the exposure of kids towards brands.
4. To know the exposure of kids towards media than the other age groups.

RESEARCH METHODOLOGY:

The research done is primary as well as secondary. The questionnaire is used for interviewing the parents and the kids.

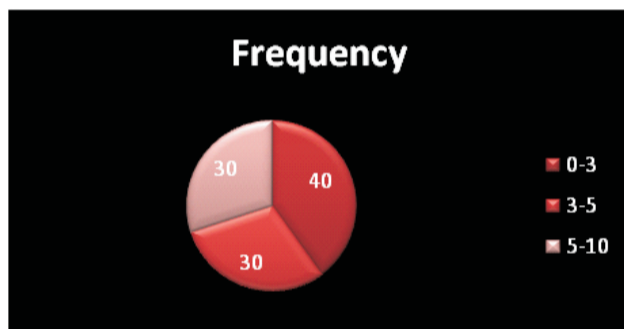
Type of research	Descriptive research.
Sampling technique	Simple random sampling.
Sampling size	100
Instrumentation technique	Interview, questionnaire
Sources of data collection	Primary data was collected by Questionnaire and secondary data was collected from books, and internet.
Software used for data analysis	MS-excel

**Analysis & Interpretation
QUESTIONNAIRE**

TABLE I Table showing age group of kids

Age group	Frequency	%
0-3	40	40
3-5	30	30
5-10	30	30
Total	100	100%

GRAPH 1

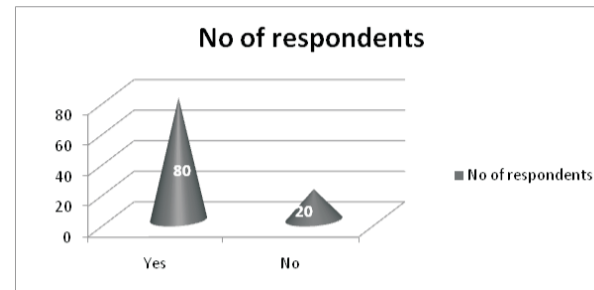


Analysis and interpretation: From the above graph we can see that the normal range of respondents belongs to age group 0-3 yrs, with the highest 40%, followed by 30% in rest categories respectively. 40% of investors fall in the age group 0-3 years.

TABLE II Do advertisements effect on the monthly expenditure of parents?

Particulars	No of respondents	%
Yes	80	80
No	20	20
Total	100	100%

GRAPH II

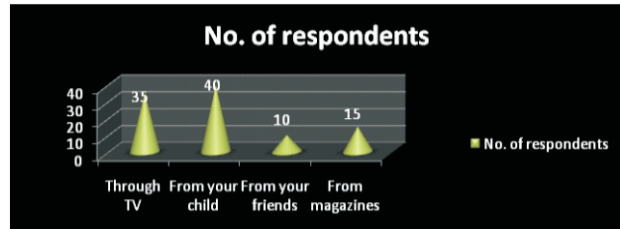


Analysis and interpretation: 80% of the respondents believe that advertisements effect on their monthly expenditure. So majority said expenditure increases with the advertisements shown on television.

TABLE III How you obtain information of some products?

Particulars	No. of respondents	%
Through TV	35	35
From your child	40	40
From your friends	10	10
From magazines	15	15
Total	100	100%

GRAPH III

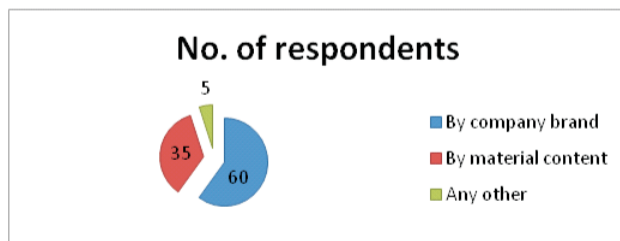


Analysis and interpretation: 40% said they receive information from their child, 35 % through TV, 10% from friends and 15 % from magazines. So above graph shows that child also gives the information to their parents regarding products shown on TV.

TABLE IV How do you believe on product shown in advertisement?

Particulars	No. of respondents	%
By company brand	60	60
By material content	35	35
Any other	5	5
Total	100	100

GRAPH IV



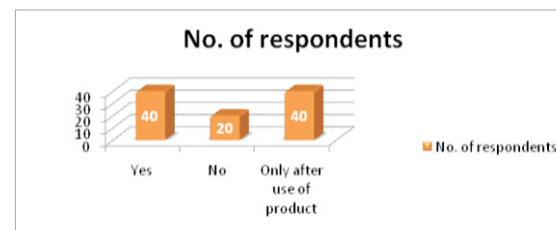
Analysis & interpretation: 60% of the respondents believe in the branded products shown in the advertisements, 35%

believe the advertisements by what is shown actually regarding the product and 5% have different views. So above analysis shows that today people are more brand conscious.

TABLE V Do you give further referrals to others obtained from advertisements?

Particulars	No. of respondents	%
Yes	40	40
No	20	20
Only after use of product	40	40
Total	100	100

GRAPH V

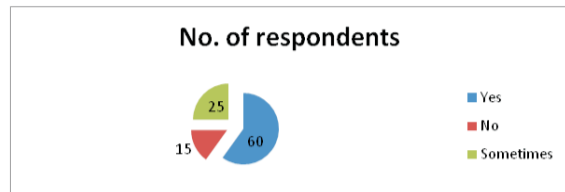


Analysis & interpretation: 40% give referrals to others immediately after watching the advertisement, 20% don't give any referrals and 40% said they suggest only after use of the product.

TABLE VI Does the consumption of product increased with no. of times advertisements shown on TV?

Particulars	No. of respondents	%
Yes	60	60
No	15	15
Sometimes	25	25
Total	100	100

GRAPH VI

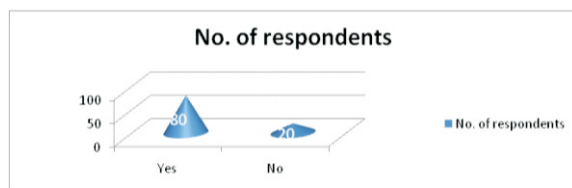


Analysis & interpretation: 60% said that consumption increased with the advertisements shown on TV, 25% said sometimes and 15% said consumption do not increase. So majority (60%) said it benefits the company by increase in sales with advertisement shown on TV.

TABLE VII Does adding game activity/gift for kids with product increases its attraction?

Particulars	No. of respondents	%
Yes	80	80
No	20	20
Total	100	100

GRAPH VII

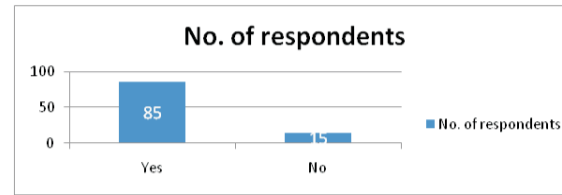


Analysis & interpretation: 80% of the respondents are of view that with some gift or game activity for kids attracts the attention of their child towards the products which many a times results in buying that product. (Example: Pencil box with bourn vita, cartoon characters free with some product etc.) 20% said it does not attract them.

TABLE VIII Do promotional products gifted free which attracted mothers also increase sales? (Jonson soap with baby oil etc)

Particulars	No. of respondents	%
Yes	85	85
No	15	15
Total	100	100

GRAPH VIII

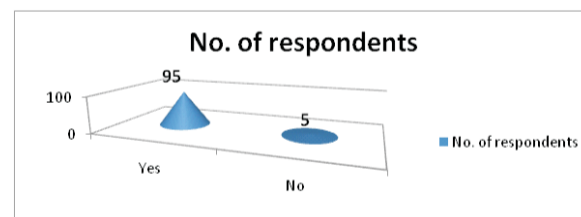


Analysis & interpretation: 85% of the respondents said yes it attracts the mother's attention towards products (Jonson soap with baby oil etc) and 15% said no. So majority of the mother's shop if given such products free for their children.

TABLE IX Does regional advertisement helps better than Generic (Punjabi in Punjab/Gujrati in Gujarat etc or as a national channel in Hindi/English)

Particulars	No. of respondents	%
Yes	95	95
No	5	5
Total	100	100

GRAPH IX

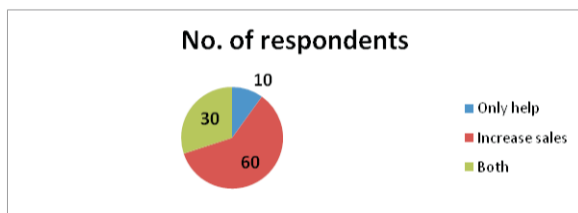


Analysis & interpretation: 95% of the respondents are attracted by the regional advertisements as it relates them with the advertisements and 5% are not with this view. So majority of the people are attracted if the advertisement is related to them.

TABLE X Does celebrity addition helps or its just basic conceptual advertisement. Which gives results or both

Particulars	No. of respondents	%
Only help	10	10
Increase sales	60	60
Both	30	30
Total	100	100

GRAPH X

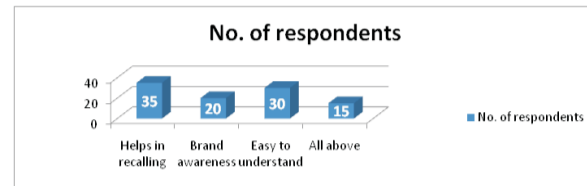


Analysis & interpretation: 60% of the respondents purchase the product because of the celebrity reference in the advertisements and it automatically increase the sales, 30% said it increase the sale as well as It helps the company to attract the customer, and 10% said it only helps the company as customer will buy the product or not depends upon him or her only. So 60% of the respondents are attracted if the celebrity refers the product in the advertisements.

TABLE XI Does length of advertisement makes better representation of concept

Particulars	No. of respondents	%
Helps in recalling	35	35
Brand awareness	20	20
Easy to understand	30	30
All above	15	15
Total	100	100

GRAPH XI

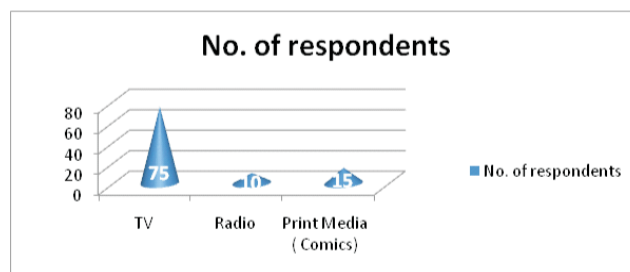


Analysis & interpretation: 35% of the respondents said that the length of the advertisement helps in recalling, 20% said it creates brand awareness, 30% said it is easy for them to understand the idea behind the advertisement and 15% of the respondents agree with all statements. So majority lies with recalling of advertisements with the length of the advertisements followed by it is easy to understand.

TABLE XII Advertisement Media effect i.e. TV/radio or print media

Particulars	No. of respondents	%
TV	75	75
Radio	10	10
Print Media (Comics)	15	15
Total	100	100

GRAPH XII



Analysis & interpretation: 75% of the respondents come to know about the product through TV, 10% through radio and 15% through magazines which constitutes the working ladies. So majority of the people know products via TV.

FINDINGS

1. Majority (75%) of the people know products via TV.
2. Majority (35%) lies with recalling of advertisements with the length of the advertisements followed by it is easy to understand (30%).
3. 60% of the respondents are attracted if the celebrity refers the product in the advertisements.
4. Majority (95%) of the people are attracted if the advertisement is related to them.
5. Majority (85%) of the mother's shop if given such products free for their children.
6. 80% of the respondents are of view that with some gift or game activity for kids attracts the attention of their child towards the products
7. Majority (60%) said it benefits the company by increase in sales with advertisement shown on TV.
8. 60% of the respondents are brand conscious while buying products.

CONCLUSION

In nutshell, we can say that today the scales have tilted completely. The smart children of today make the purchase decisions by themselves. They constitute the majority of the world population. They are the most exposed to the various media. Children are the ones who try out products and services earlier than the elders.

Children today are exerting great influence in purchasing goods and services for them as well as the household. This change has been brought about due to the tremendous influx of information and resulting awareness through various media.

In the last decade there has been an acknowledgment and recognition of the importance of the kid consumer and the need for professional marketing people who really understand the wants and needs and cognitive ability of children. Due to which the marketers have to build strategies by targeting kids as a buyer. In nutshell I can say that to sell any product in a market, marketers cannot afford to ignore children.

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