



The Impact of the Advertising on Children Behaviour—A Case Study



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Abstract : Advertising play the most important role in every entrepreneurial society. In the present study, an attempt has been made to show the effect of the advertising on the society by conducting an experiment over the Sector-3 Shastri Nagar area in Meerut. The study has explored the role of advertisement in influencing the behaviour of children by conducting the survey of 80 parents over the study region. This study has investigated through survey that the children try to copy the advertisement. The present study, advocates that if the advertisements related to the social issue and motivational things it may be impact the children mind and could be effective for improve the moralities in upcoming generation.

Key words: Advertisement, Children, behaviour, moralities.

1. Introduction : Many people consider advertising as a synonym for marketing communication. The public look at advertising as one of the most visible marketing tool and they also think that advertising has got the most intensive usage as the element of the marketing communications mix. But it is misconception. There is a wide variety of other instruments of communication which all of them have their importance, features and strong and weak points. Advertising is just one of the five marketing tactics which can be totally called promotion.

Many definitions of advertising exist today. But all of these definitions have one main idea in common -that advertising is “communication between a submitter and a person for who some product or service is offered through the use of media with commercial goal” (Vysekalová, Mikeš, 2007).

Philip Kotler (2007, 855) has been advertising as every way of paid form of impersonal presentation and thoughts, products or services through identifiable sponsor. Gerard J. Tellis (2000, 24) “states that advertising is communication of company’s offer for customers by means of paid media.”

Advertising may be grouped according to purpose of the advertising. We may distinguish two types of advertising.

The first type is commercial advertising and the second one is non-commercial advertising, whether is to make a profit as a result or not. Commercial advertising can be also called profit-making advertising and it is used by trading companies. Commercial advertising is aimed at selling products or services, and it is divided into consumer advertising, trade advertising and corporate advertising. This type of advertising is also called as non-profit-making advertising is used by state and non-profit-making organizations. Its main aim is to communicate important message toward the target audience. It may be divided into government advertising and charity advertising.

Even previous researchers have already shown, similar points of view definitely mean a significant increment of the economic aspects of advertising. Nevertheless, in the present study an attempted has been made to advocate the role of the advertising in the society and behaviour of the children.

2. Study area, Data and Design of Experiment

For the present study, the local area Sector-3 Shastri Nagar area in Meerut city, Uttar Pradesh has been selected. The data has been collected over the study region through the primary as well as secondary source. Opinion poll used for the data or as a primary source and secondary source. Data collected through the campaigning over the study area. The exploratory and descriptive research designed has been used in the present study.

Sample Design: For the present study, the design of experiment has been conducted by taking the sample form 80 parents to fulfil the objectives over the study region. In the present study the interpretation, analysis of the data and data collection through the percentage’s mode.

3. Limitation of the Work : Based on the previous research, in the present study some limitation has been considered regarding for sampling data collection because whole sample data is collecting from only one area of the city so it may not be the true demonstrative of citizens. It may be different life style, per capita income and economic condition of that area might have some influence on the

public in sample area. The othermost important limitation of the present study is that lack of stranded idea for the present hypothesis support. In the present study an attempt has been made to find relevant literature from reputed journals but due to uniqueness of the concept may be succeeded to add that in this study, for that reason Most of the references are taken form from media sites,internet and

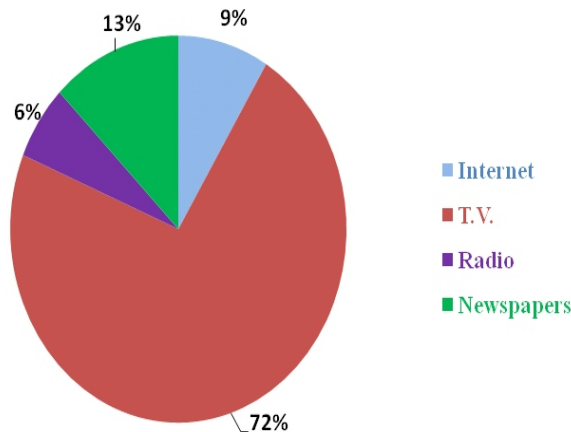
newspapers. The validity and reliability of measuring instrument has also major limitation of the present study, although in present study has tied to mark the process standardized. Despite of all these limits in the present study tried to the level best to follow the standard research procedures.

Mode of Communication	No. of Respondents	Percentages (%)
Internet	07	9
T.V.	58	72
Radio	05	6
Newspapers	10	13
Total	80	100

4. Results and Discussion : The totals of 10 questionnaires were handed out at different parents over the study region and sample of 80 was conducted. The present research performing the following results:

72 % parents are using T.V., 5% only using radio and 13% using newspaper as a communication over the study region

According to the carefully examination of the survey the present study has been show that 9% parents using internet,



children are only one hour. Same results have been shown in table 2. It is advocate that the most of the children are spending two hour or more than two their time by watching T.V. in a day.

It has clearly shown in table 4 that 66% parents inform that

Table 2: TIME SPENT ON WATCHING T.V. PER DAY (sources: Survey)

Time Spend	No. of Respondents	Percentages (%)
Half an hour	04	5
One hour	11	14
Two hour	48	60
More than 2 hour	17	21
Total	80	100

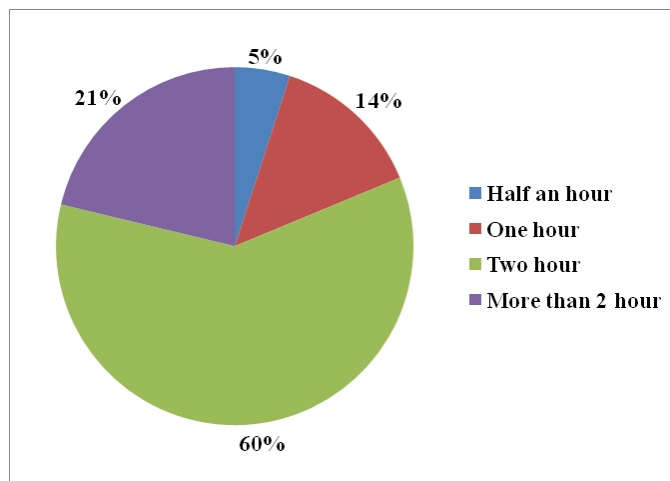


Figure 2: Pai Diagram of different time spending for watching T.V. by children

Table 3: T.V. CHANNELS LIKED MOST BY CHILDREN (sources: Survey)

Time Spend	No. of Respondents	Percentages (%)
Entertainment	24	30
Discovery	08	10
Cartoon Network	43	54
Others	05	10
Total	80	100

studying more than three hours responded by 6% (Figure 5). It is clearly observed that the effect of watching T.V. clearly seen on study of the children.

The effect of watching T.V. has been clearly seen the sleeping time of the children. It is clearly shown in the

Figure 6, that only children are sleeping 9 O' clock responding only 16% parents, 61% parents says that their children are going on bed at 10 O'clock, 19 % parents says that their children go to sleep at 11 O'clock and only 4%

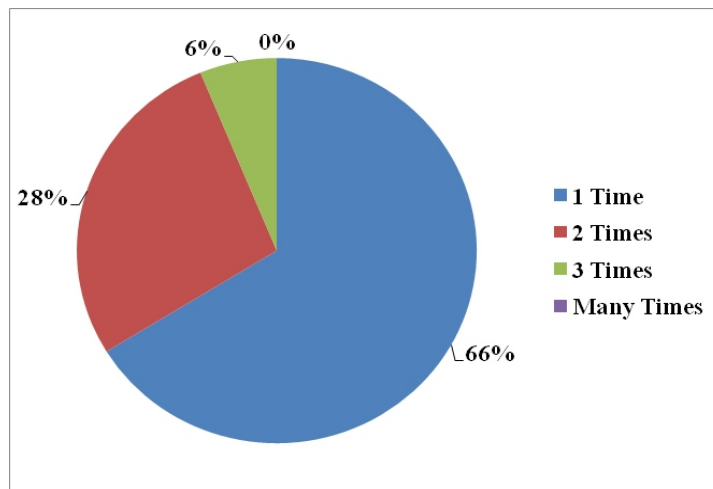


Figure 4: Pai Diagram of Effect of Colgate Advertisement on children's

parents are responds that their children are sleeping after 11 O'clock (Table 6).

Table 5: STUDY TIMES IN HOURS (sources: Survey)

Time Spend	No. of Respondents	Percentages (%)
1 Hours	24	30
2 Hours	38	48
3 Hours	13	16
More than 3 Hours	05	06
Total	80	100

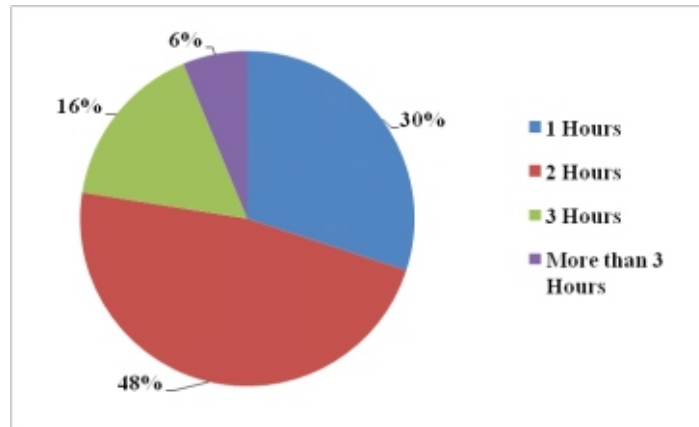


Figure 5: Pai Diagram of study Times in Hours of Children's

Table 6: Time of Sleeping (sources: Survey)

Sleeping Time	No. of Respondents	Percentages (%)
9 O'clock	13	16
10 O'clock	49	61
11 O'clock	15	19
After 11 O'clock	03	04
Total	80	100

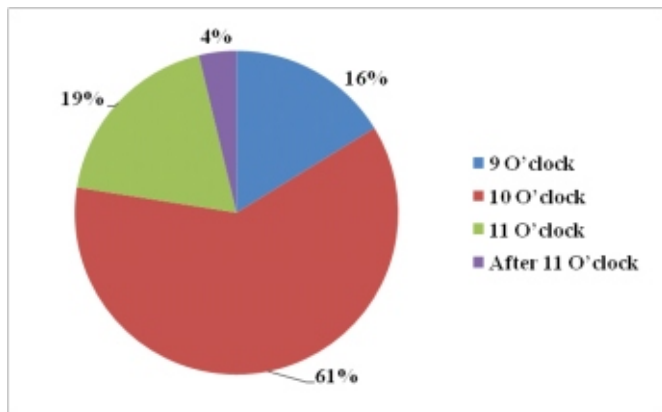


Figure 6: Times of Sleeping by Children's

1.1. Different Type of Colgate Add on Cartoon Channels

Many types of advertisement are coming on Cartoon channels, few have been shown in Figure 7. These are attracting to the children because these type of add represented by so many cartoons and many are offering to give free tattoos of favourite cartoons.



Figure 7: Different types of advertisement

Due to inspire from these types of adds, children are doing at least one time brushing in a day. That means advertising are playing the most important role for changing the behaviour of the children.

1. Conclusion

The purpose of the present study was to find out if social advertising effects on the children behaviour and if it can be regarded as an effective tool in current marketing communications. The study has explored the role of advertisement in influencing the behaviour of children by conducting the survey over the study region. This study has investigated through survey that the children try to copy the advertisement.

This study has advocated also that due to watching T.V. or using different type of communication mode, the sleeping time as well as study time is continuous decreasing of the children. the parents are agreed, due to advertisement most of the children are coping the same things after watching in advertisements. Most of the parents are rejected

the negative impact of the advertisement on the behaviour of the children. In the current situation, children behaviour is drastically change by using the different type of communication mode and they are very actively reacted compare to old generation advocated by the present study. The present study advocates that if the advertisements are good and giving good message to the society then its impact will also good on society.

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