



CORRELATION BETWEEN CHILDREN AND ADVERTISEMENTS: A SURVEY ON PARENTS' PERCEPTION

Dr.KuberuduBurlakanti, Professor, Department of Management Studies, MBA
department Andhra University M.S.N.P.G. Centre Kakinada, AP

E.NagaSurendra,Assistant Professor,Vishnu Institute of
Technology,Bhimavaram,Andhra Pradesh

ABSTRACT:

People of early generations used to work and live to meet the basic necessities, while modern generation is striving hard to have all the luxuries in life. Advertisements today created desire among the masses to purchase wide range of products which are not mere necessities. Many worthless products are being sold under aggressive advertisement campaign. Smallnews papers and magazines with less circulation are tempted to accept such types of advertisements in order to improve their financial position. Taking this as an undue advantage many companies are inserting irrelevant advertisements in media. The degree of impact of such advertisements will be very much high on children who do not have discretion. The objective of this research paper is to find out the impact of advertisements on children.

Key words: Advertisement, Children, generations, Parents

INTRODUCTION:

Advertising in developing country like India plays an important role in the economy. It is one of the important subsystems of economic and social systems of a nation. On the name of various jobs like copywriters, artists, painters, graphic designers, singers, models, musicians, actors, ad executives etc, today advertising industry is providing direct employment to lakhs of people. People of all the countries have started to consume the latest goods and services to satisfy their physical, social and psychological needs through advertisements which significantly contributed much to the material welfare of the people.

Advertisements by creating demand, are assuring guaranteed profits to the manufacturers because of which the research and developmental activities initiatives of the producers

are also increasing drastically. Advertisements give the employees the feeling of pride about the products they manufacture which result in high job satisfaction and morale of the employees. In developing countries like India; business cycles have a huge impact on the economy. More advertising in recession and less advertising in the boom period helps the industries to control the extent of business cycle. Advertisements help the producer in reducing production costs, distribution costs and help him in facing competition in the market.

Mass production because of demand created by advertisements resulted in various large scale economies like availability of qualitative raw materials at lower prices, availability of better technology and machinery to the producers. This resulted in reduced unit cost of production, reduced prices and customer delight ultimately. When



a manufacturer is talking about new schemes like good quality, reasonable price, sales promotion activities etc others are following him. This resulted in healthy competition among the producers because of which the ultimate customers are getting benefited. Advertising created product utility and has encouraged free consumer choice by bringing producers, buyers and marketers together. Consumers today have wider choices and can get best products at cheaper prices because of advertisements.

Critics argue that besides positive role played by the advertisements; they also have negative social and economic effects on the developing country like India. Obscenity, nudity, appeal to drugs and sex which are shown in the advertisements will have serious impact on the moral and psychosocial development of children. Repeating uninteresting and non-appealing messages creates irritation in the minds of the children. A negative stimulus thus generated because of emotional attack influences children in the wrong direction. Many advertisers, taking undue advantage of innocence of the children are trying to create particular impression for new products by creating adverse advertising. Parents should watch their children access to various media like television, radio, internet etc carefully and give necessary guidance. The purpose of this investigation is to find out the positive as well as the negative effects of advertisements on the physical and mental health of the children.

MEANING AND DEFINITION OF ADVERTISING:

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services

by an identified sponsor"- American Marketing Association (AMA). "Advertising is any form of non-personal presentation of ideas, goods or services for the purpose of inducing people to buy."-Wheeler

The term 'advertising' is derived from the Latin word 'advertere' which means 'to turn the attention of people to a specific thing.' Advertising, as an activity, is not possible for free of cost. By its very nature, it is paid form of presentation of an idea, product or a service. The manufacturer and consumers are not in direct or personal contact with one another because of which advertisement is a non-personal presentation and promotion. Advertisement is not just meant for promoting goods but also contribute much for the promotion of ideas and services as well. The receiver of the message should be able to identify the source of advertisement.

NEED FOR THE STUDY:

By laying emphasis on brands in the market, advertisements are making the children to become slaves of various branded products. By showing repeated emotional appeals like pride, status, prestige etc they are disturbing and controlling the minds of innocent children. Advertisements are shifting the demand from one product to another over a period of time and are multiplying the needs of customers to a great extent. Children thereby are forcing their parents to purchase the irrelevant and useless articles advertised. A middle class man is not having the ability to purchase such products that is being advertised because of which disturbance is created in the family members. Culture, art



and philosophy are completely ignored by advertisers to achieve the sales targets which will have serious impact on the personality development of children. Stereotype culture in advertisements upgraded certain category of people and degraded others. Innocent children and women are the targets and victims of such advertisements.

OBJECTIVES OF THE STUDY:

1. To understand the impact of advertising on children
2. To know the relation between creativity of children and advertisements
3. To analyze the importance of social advertisements
4. To give necessary suggestions to avoid negative impact of advertising

METHODOLOGY:

The study is based on primary and secondary data. Primary data has been collected from 100 respondents (parents), with the help of a well structured questionnaire. The secondary data has been collected from books, magazines and internet. A sample of 100 was targeted for the study. The sample consisted of parents. Convenience sampling method was used. The survey was confined to Bhimavaram, one of the famous towns in West Godavari District, Andhra Pradesh.

DATA ANALYSIS AND INTERPRETATION:

Figure 1: Are the kids influenced by certain entertainment actions like rapid jumps, chasing, galloping etc which are shown in a pleasant manner through advertisements

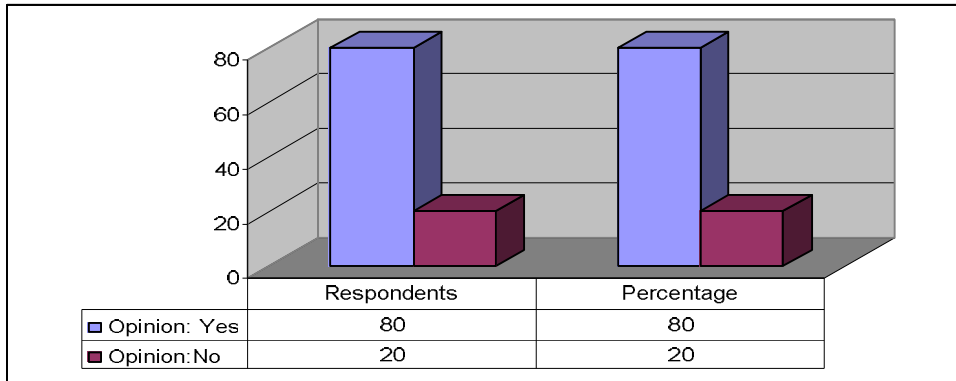




Figure 2: Children have started to believe that their importance is measured by the degree of material possessions because of advertisements

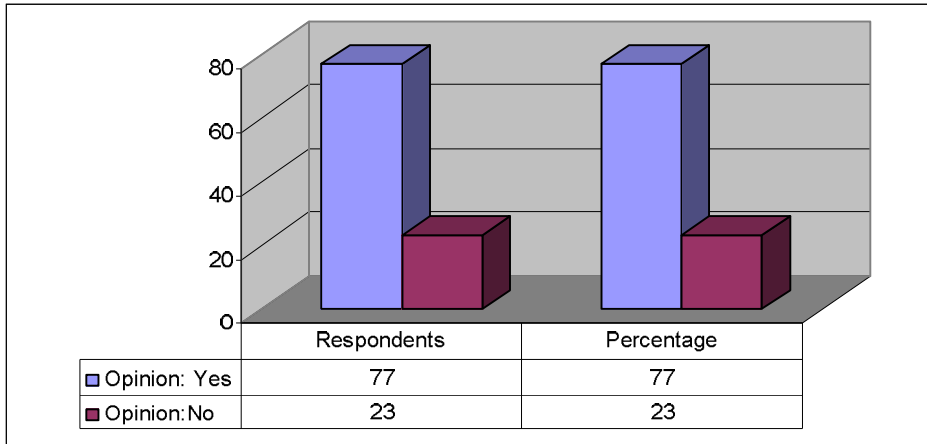


Figure 3: Advertisements of junk foods like pizzas, burgers, soft drinks etc result in child obesity

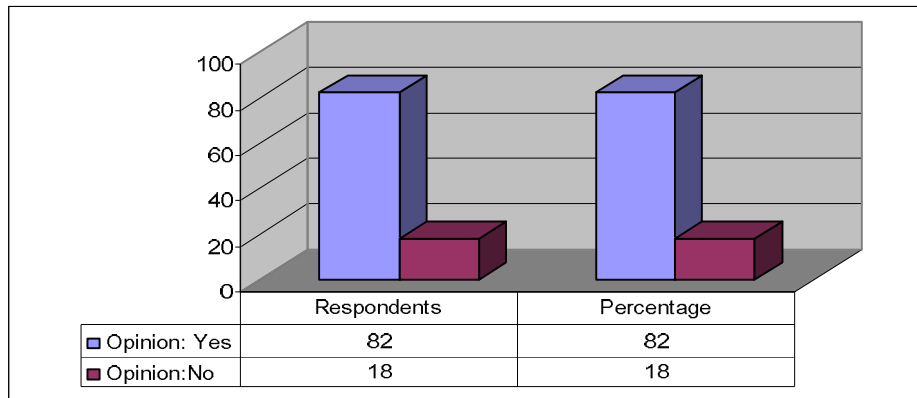


Figure 4: Emotional and sexual appeals of products are offensive and innocent children are vulnerable to this kind of advertisements

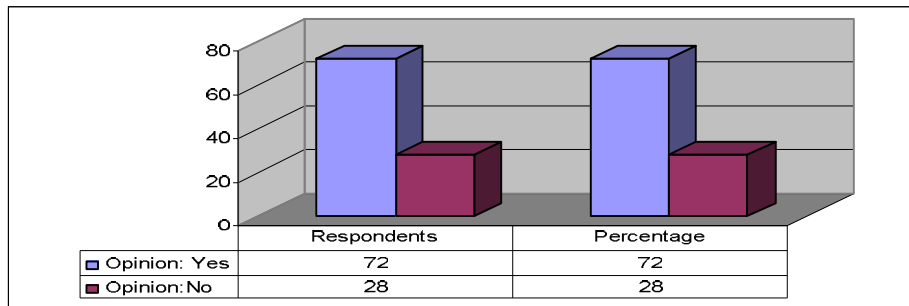




Table 5: Do you think tobacco and alcohol advertisements are threat to adolescents

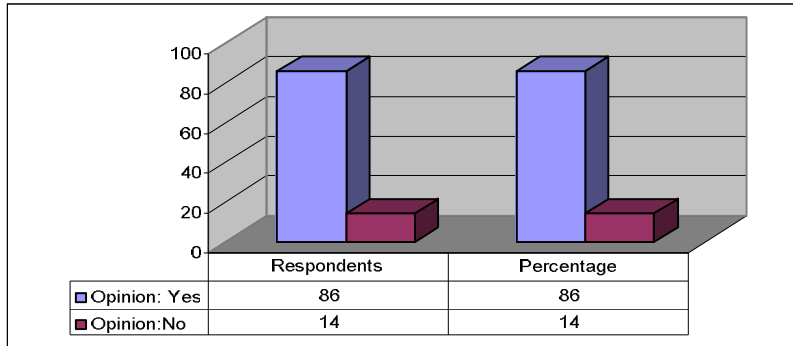


Table 6: Non commercial advertisements issued by government department and social organizations like 'blood donation campaigns' will inculcate social responsible attitude among children

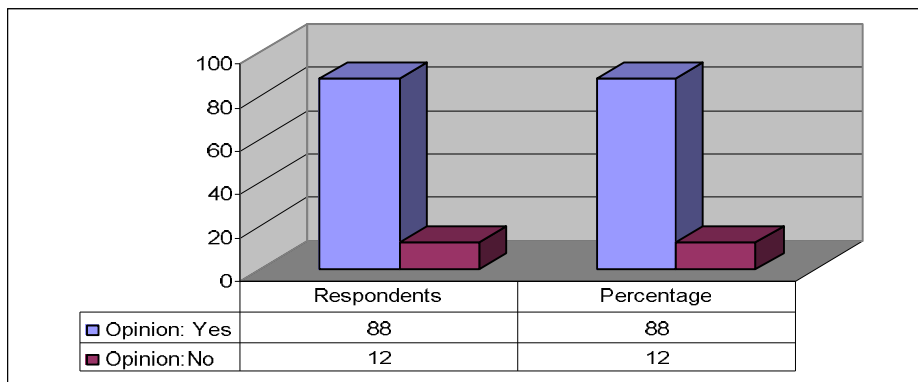


Table 7: Attractive advertisements of healthy food products can improve the diet of the child

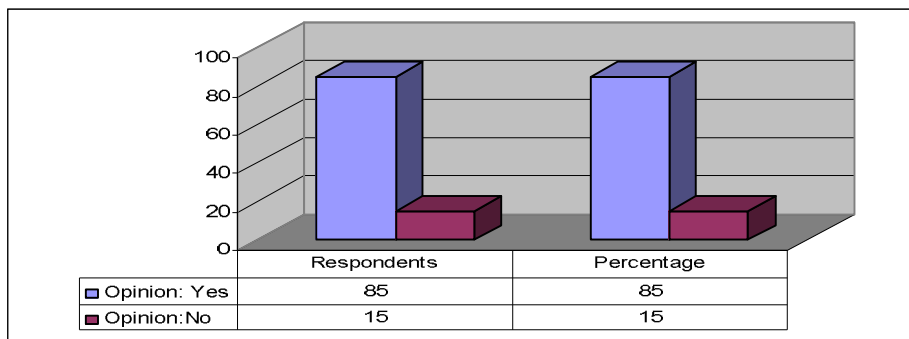




Table 8: Creative advertisements enhance innovative thoughts in children

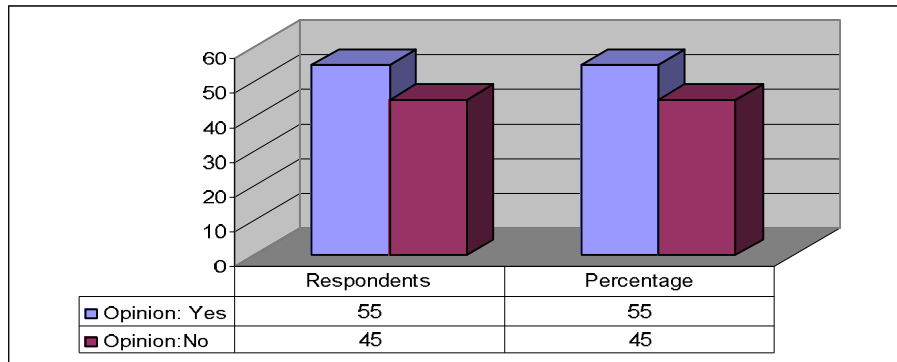


Table 9: Advertisements enrich children about the existence of alternative technological products and their uses

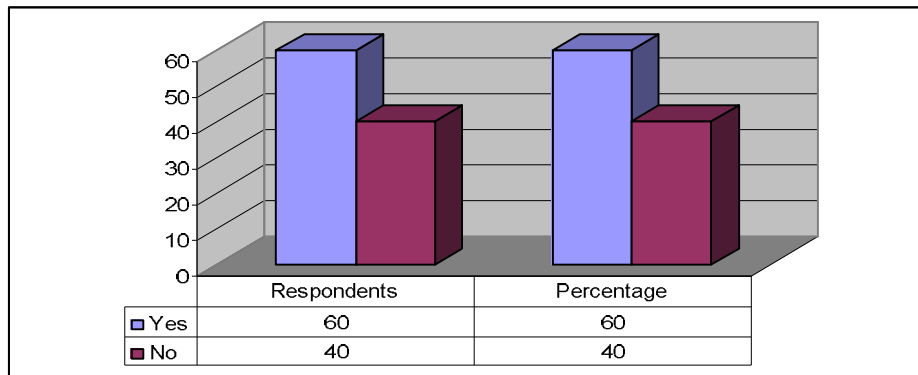
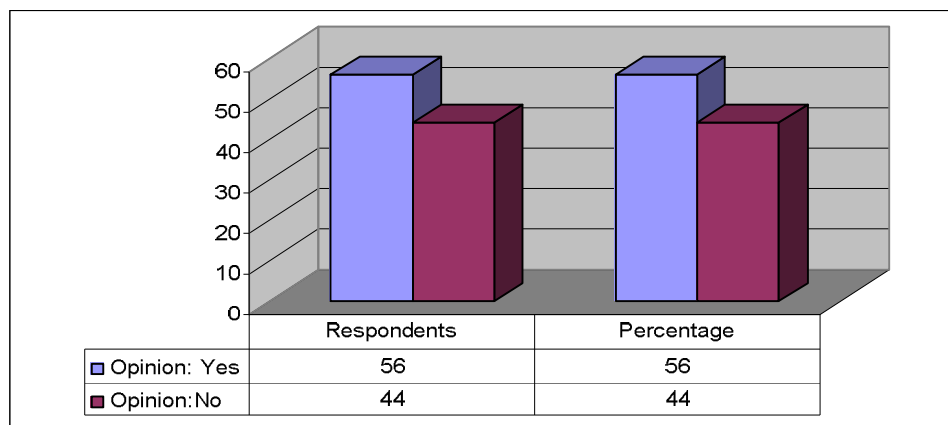


Table 10: Whether advertisements help children in the process of learning different aspects





FINDINGS:

1. From the Figure 1 it is clear that according to 80% of the respondents, children are influenced by dangerous entertainment actions shown in advertisements, whereas 20% of the respondents said that those actions have no impact.
2. According to Figure2, 77% of the respondents said that the children measure their importance by the degree of material possessions while the remaining 23% of the respondents disagreed with that statement.
3. We can know from Figure 3 that, 82% of the respondents opined that junk food advertisements result in child obesity while according to remaining 18% of the respondents there is no relation between child obesity and advertisements.
4. Figure 4 highlights that according to 72% of the respondents; children are vulnerable to the sexual appeals shown in the advertisements; whereas 28% of the respondents confirmed that children do not even understand about those types of advertisements.
5. According to Figure 5, 86% of the respondents said that tobacco and alcohol advertisements are threat to adolescents while according to 14% of the respondents because of discretion of the children there will be no affect.
6. Figure 6 projects that 88% of the respondents hoped that because of non-commercial advertisements the social responsibility among children will increase, while 12% of them opined that social advertisements will not have any impact on children.
7. According to table 7, 85% of the respondents strongly believed that healthy food products advertisements are improving the diet of their children and the remaining 15% respondents strongly believed that children are least bothered diet related commercials.
8. Figure 8 reveals that according to 55% of the respondents, advertisements enhance creativity of children while 45% of the respondents opined that advertisements cannot contribute much to creativity.
9. Figure 9 indicate that according to 60% of the respondents, children gain knowledge about the technological products through advertisements, while according to remaining 40% of the respondents, children are least bothered about the advertisements of technological products and are more concerned about entertainment and food related commercials.
10. It is evident from Figure 10 that 56% of the respondents agreed that advertisements help a lot in the learning process of children while according to 44% of the respondents children are too young to learn from advertisements.

SUGGESTIONS:

1. Many children in India have become blind in archery, the use of which has been promoted by some advertisements. So entertainment actions should be banned in commercials.
2. Along with material possessions, intellectual pursuit, spiritual and mental satisfaction also determines the



level of success. Advertising has created a feeling among consumers that material achievement is the sole principle of life.

3. Working parents with no time to cook , aggressive junk food ads, easy access of junk foods to school going children may lead to obesity among children.

4. Children are lured by the emotional and sexual materials shown in advertisements which will foster the growth of undesirable activities in the society and thereby distort the values of the society.

5. Tobacco and alcohol advertisements should be banned by the government for the health, safety and welfare of future India.

6. Both government and private companies should initiate social advertisements which provoke the social responsibility attitude in children.

7. Using celebrities and sports stars in healthy food related products commercials can improve the diet of children.

8. Creative contents in advertisements enable unique thinking capacity of children.

9. Advertisements should be designed in an attractive manner that they raise the

REFERENCES:

1. S. A. Chunawalla , Foundations of Advertising-
2. Sangeetha, Sharma Advertising-
3. C. R. Kothari ; Research Methodology-

awareness of technological innovations among children.

10. Advertisements should be planned in such a manner that they help the children in their overall personality development.

CONCLUSION:

Advertisements by promoting demand contributed much for the growth in productive, industrial activities, agriculture, service sector, exports etc which resulted in the increase of national income and thereby raised the standard of living of the people of India. Both the government and private organizations should bring out as many non-commercial advertisements as possible as they will lay a strong ethical foundation in the growth and development of children. Environment should be created in such a manner that advertisers should need the media much rather than media needs the advertisers. Tobacco and liquor advertisements should be banned by the Government strictly for the health of future India. Parents should explain the children regarding the pros and cons of products that are being advertised and enlighten them with ethical values with great patience.



Prof. B.Kuberudu has been working as a professor in the Department of MBA, Andhra University Campus Kakinada. He has more than 23 years of teaching experience. He has been engaging research and guided several PhD and M. Phil Scholars and published several research papers in International and national journals. He attended conferences/seminars and submitted more than 100 papers. He got Eminent Educationist Award and also life member of various reputed associations. He is one of the advisory members of this IJAR



E.NagaSurendra, Assistant Professor, Vishnu Institute of Technology, Bhimavaram, Andhra Pradesh, He has more than 10 years of Teaching Experience and Published research papers and participated several national international seminars.