

Chapter Five

Summary of the Findings

5.1 Findings based on Variable- Age Group

According to Piaget's theory, cognitive development occurs in four main stages: the sensorimotor stage (0-2 years), the pre-operational stage (2-7 years), the concrete operational stage (7-11 years), and the formal operational stage (11 through 15 years). The pre-operational stage is further divided into two segments, the symbolic function sub-stage (2-4 years) and the intuitive thought sub-stage (4-7 years). In the present study the age group is divided according to the Piaget's theory to determine the understanding capability and impact of television ads on them according to their age.

Findings based on the objectives of the study.

Objective 1: To find out the understanding ability of children regarding advertisements as well as their buying behaviour and their food habits.

To find out the understanding ability of the advertisements on children, it was vital to explore the television viewing habits as duration of watching television, preference of channels as well as the frequency of watching advertisements among the urban and rural children of various age groups.

- 30 per cent of the children of the urban areas of age group 2-4 years watch television for 2-3 hours a day and 35 per cent children of the rural areas of the same age group watch television for less than 30 minutes a day. 35.71 per cent

urban children of 5-7 age groups also watch television for 2-3 hours a day. Even in the rural areas children of same age group watch television for 2-3 hours a day. 32.18 per cent of urban children and 34.07 per cent of rural children of age group 8-11 years watch television for 2-3 hours a day. Regarding the television viewing habits of urban and rural children of different age groups there is no such demarcating difference between them.

- 76.68 per cent of urban children and 95 per cent of rural children of 2-4 years are inclined towards watching cartoon channels. Similarly 75.71 per cent of urban children and 84.84 per cent of rural children of 5-7 years prefer to watch cartoon channels over entertainment, sports and news channels. 33.91 per cent urban children of 8-11 years watch entertainment channels, 33.91 per cent of them also watch cartoon channels and a few of them also watch sports and news channels. 52.19 per cent of rural children of this age group watch cartoon channels. Preferences over other channels other than cartoon channels develop with the succession of age. Inclination towards watching sports and news channels is lesser among the rural children as compared to the urban counterpart.
- 45 per cent children of urban areas and 62.5 per cent children of rural areas of 2-4 years are exposed to ads every moment they watch television. 30 per cent of urban children of 5-7 years watch ads when they shuffle channels and 30 per cent of them watch ads whenever they sit in front of television. On the other hand 42.43 per cent of rural children watch ads every moment they watch television. Majority of both the urban and rural children of 8-11 years watch ads when they shuffle the channels. The rural children of 2-4 years watch more advertisements.

- When the respondents were asked regarding their perceptions on advertisements 50 per cent of the urban as well as 50 per cent of the rural children of 2-4 years cannot understand the intentions of advertising. 41.66 per cent urban children as well as 50 per cent of the rural children of same age group believe advertisements to be always true. Even 38.59 per cent of urban children and 57.58 per cent of the rural children of 5-7 years find ads to be true. At the same time 21.43 per cent urban children and 12.12 per cent rural children of 5-7 years do not find ads reliable. 44.35 per cent of urban children and 39.56 per cent rural children of 8-11 years do not rely on ads. But 37.91 per cent of rural children and 20 per cent of the urban children of 8-11 years find ads to be true. 20.86 per cent of urban children and 13.18 per cent of rural children of 8-11 years feel that ads exaggerate the facts. Children gain more clear perception regarding ads with the succession of age and urban children of 8-11 years tend to have more clear understanding of commercials as compared to rural children of same age group. The AIDA model states that attention gives rise to interest which creates a desire and ultimately leads to a desired action. The advertisers employ various strategies to grab the attention of the target group. The cartoon characters, music, presence of children in advertisements draw the attention of the child towards an advertisement.
- 48.34 per cent of urban children of urban children and 70 per cent rural children of 2-4 years watch an advertisement because of the presence of the child in advertisement. Even majority of the children of 5-7 years of both urban and rural areas prefer to watch an advertisement that features children. 36.52 per cent of urban children of 8-11 years watch ads to receive information regarding a

product, service or idea. Whereas 37.92 per cent of rural children of 8-11 years watch commercials that feature cartoon characters and only 14.32 per cent of them watch commercials to get information. In the study it is revealed that the portrayal of a child in the can draw the attention of the children.

- When it comes to the buying behavior of children majority rural children of 2-4 years want to buy after watching the advertisement and 35 per cent of the urban children buy a product whenever they go for shopping with their parents. 30 per cent urban children of 5-7 years want to buy after they see the advertisement as well as when they go out for shopping with their parents. 24.34 per cent of urban children of 8-11 years buy things during every occasion and similar percentage of children buy a product whenever they go for shopping with their parents. In the rural part 31.87 per cent of children rarely demand for advertised products and 25.28 per want to buy things shown on television. Even in the urban 24.34 per cent of them buy things that are not advertised on television. Therefore advertising in Silchar is not the only factor determining the buying behaviour of the child.
- 68.33 per cent of urban children of 2-4 years and 62.5 per cent of rural children demand for toys. Even demand for toys is higher among the rural children of 5-7 years as compared to the urban children of 5-7 years. 27.82 per cent of urban children of 8-11 years prefer to buy gadgets which appear be higher than the rural children of same age group.
- Concerning the food habits of children, majority of the urban children consume junk food as well as soft drinks.48.69 per cent of urban children of 8-11 years and 57.5 per cent of rural children of 2-4 years consume junk food. But it must

be mentioned that home-made food is the second preference given by the children. And only a few of them want to consume the health drinks. In the rural area the home-made food is the first preference given by the children. But junk food is also very popular among the rural children of all age groups. And only a few of them want to consume the health drinks. Television pumps in lot of junk food and snack advertisements. Indian child on an average get exposed to not less than 20 attractive messages of these product. More time spent with television viewing more exposure to these messages repeat advertisements message result into placing the brand on top of the mind will result into buying the brand illustrated in the advertisements (Katke, 2007).

- Majority of the urban children of 2-4 years and 5-7 years as well as rural children of 2-4 years and 5-7 years buy a product that is advertised in an attractive way and a greater percentage of rural children of all age groups have a concept that advertised products are more reliable and only a few of them consider the product as a problem solving agent. Majority of the rural children also buy a product that is advertised and have a concept that advertised products are more reliable and some of them consider the product as a problem solving agent. 17.4 per cent urban children and 2.74 per cent of rural children of 8-11 years find advertisements as a source of fulfilling their desire.
- The present study shows positive relationship between watching the ads and buying behaviour of the children. In the urban areas 23.33 per cent children (2-4 years), 37.14 per cent of children (5-7 years) and 29.58 per cent (8-11 years) do not buy a product if it is not advertised on TV and 46.67 per cent (2-4 years), 30 per cent (5-7 years) and 27.82 per cent (8-11 years) never buy a product if the

advertisement is not attractive. In the rural areas every one out of four children (2-4 years), 45.46 per cent (5-7 years) do not want to buy a product if it is not advertised. 43.95 per cent of rural children of 8-11 years do not buy a product due to its unavailability in their place which is higher than the urban areas and some of the children do not buy a product due to financial problems. The data shows that urban children of 2-4 years take their buying decisions that depend on the luster of the advertisement.

Objective 2: To find out the kind of gratification children achieve when they see any advertisement and the gratification they achieve after they buy the product.

- Both urban and rural children of 2-4 years watch advertisements for visual gratification. They love to see the playful images.
- When the advertisements are featured a good number of respondents from all age groups pay attention to the ads and feel the lack of the product in their life. The desire to buy is seen higher among children of 8-11 years of both urban and rural areas. And some of the children are escapist in nature when they compare themselves with the characters featured in the advertisement. The feeling of lack of the advertised product is prevalent among rural children even higher than the urban children. And many of them compare themselves with the characters featured in the advertisement and this escapist tendency is more prevalent among the rural children. Even some children associate themselves with the characters featured in the advertisement and it higher among the rural children of 8-11 years.

- 28.33 per cent of the urban of 2-4 children years buy a product after they have seen the advertisement which will give them a sense of immediate gratification of having the advertised product whereas 45 per cent of the rural children will buy something for happiness. 37.15 per cent of urban children 5-7 years buy a product after they watch advertisements and 30 per cent of them get influenced from their friends. 39.39 per cent of rural children of 5-7 buy a product after they see an advertisement, 24.25 per cent get influenced from their friends. 31.30 per cent of urban children of 8-11 years buy as their friends have the product. On the other hand 35.17 per cent rural children buy for happiness. It is seen that the consciousness of a brand is seen higher in 8-11 years of age group of urban children. The pressure of the peer group increases with the progression of the age in urban areas and an opposite reaction can be seen in rural areas, where there is a gradual decrease of the pressure of peer according to age.
- 61.67 per cent of urban children and 70 per cent of the rural of 2-4 years of children feel mentally satisfied after they buy the product. 11.67 per cent of urban children and 12.5 per cent of rural children of the same age group buy a product because of competitive possessiveness. In a similar way 31.43 per cent of the urban and 30.30 per cent of the rural children of 5-7 years feel mentally satisfied after they buy the product. 17.15 per cent of urban children and 15.15 per cent of rural children of the same age group buy a product because of competitive possessiveness. 39.13 per cent of the children of urban areas and 44.50 per cent of the children of 8-11 years of age group feel mentally satisfied after they buy the product. The sense of competitive possessiveness is found to be little higher in the age group 5-7 years both in urban as well as rural areas. The

sense of status consciousness is also seen higher among the urban children of age group 8-11 years as compared to the children of any other age group. The sense of gratification after using the product is also found higher among the children of 8-11 years of age group among both the urban and rural children.

- It is already seen that the buying behaviour of the children from all age groups of both urban and rural parts are influenced from their friends. They want to buy the things their friends have. But this objective has tried to find out to what extent children may go to buy those things possessed by their companions/friends. Most of the urban as well as rural children of age group 2-4 years do not react, in other words they are least competitive possessive in nature. This behaviour is also similar in the age group 5-7 years in both urban and rural areas. But some of the children of urban areas as well as rural areas of different age groups generate a sense of jealousy in them when they see the things they desire to have in the hands of their friends. But most of them do not react. But some children from various age groups are competitive possessive. A slightly higher level of obstinacy is seen among the urban children of 5-7 and 8-11 years as compared to their rural counterpart.

Objective 3: To find out how advertisements affect parent child relationship.

- 51.68 per cent of the urban children and 47.5 per cent of the rural children of age group of 2-4 years watch television with their parents whereas most of the urban children, 41.42 per cent of 5-7 years and 33.91 per cent of urban children of 8-11 years watch television alone. In the rural areas 30.30 per cent of children of 5-7 years watch television and 36.26 per cent watch television with their siblings. In

both the urban and rural areas majority of the parents 2-4 years accompany them while watching television. With the progression of age they develop the tendency to watch television either alone or with their siblings and friends.

- When the child asks for an advertised product majority of the urban children (51.68 per cent) can convince the parent somehow to buy the product which highest among all the age groups of both urban and rural area. In a similar way this tendency to convince the parents is also higher among the children 5-7 and 8-11 years in urban as well as rural areas.
- When the child strongly demands to buy an advertised product the parents residing in the urban areas as well as rural areas involve themselves in the decision making process of the child. Parents play an important role in influencing children's purchase decision (Gbadeyan, 2010). Often they employ their own reasoning skills in order to motivate the child to accept their decision which is found to be higher among the urban parents. Some of the parents give an excuse of having financial problem when they do not want to give that product to the child and most of the parents of rural part employ this. And some of the parents help the children in understanding the function of ads and minimum numbers of parents are unable to motivate the child. And some of the parents help the children in understanding the function of commercials which is also lesser in the rural area and maximum numbers of parents are unable to motivate the child. A study suggests that parents should raise their voice against the exaggeration of ads, and the exposure to vulgarity, aggression and limitless cravings, but they should also take the initiative to shape the child's attitude to words the television and its content (Uma Joshi, Ritu Bhatia, 1997).

- Children from all age groups tend to show revolting attitude towards parents when they deny to fulfill the demand of the child. It is evident from the present study that many of the respondents show revolting attitude towards parents. At the same time many of them do not show arrogance and listen to whatever their parents say. But some of them are so obsessed with the product that they ask any other member of the family to fulfill their demand. It is evident from the present study that many of the respondents show revolting attitude towards parents. Even 51.51 per cent of the rural children of age group 5-7 years show revolting attitude towards their parents. But some of them do not show arrogance and listen to whatever their parents say and this tendency which is higher among the urban children. But some of them are so obsessed with the product that they ask any other member of the family to fulfill their demand which is seen lower in the rural children.

Objective 5: To find out whether social service advertisements can generate social awareness and social responsibility in children.

- Most of the urban as well as rural children of 2-4 years cannot understand such advertisements. For 5-7 years of urban children social service advertisements are little lesser difficult to understand. And for urban children of 8-11 years it is through such advertisements they become more aware, and eager to act in a positive way. In the urban areas majority of children of 8-11 years also feel that such advertisements generate a sense of responsibility in them regarding nation, health as well as environment. It is also found that the level of understanding increases with the progression of age which is supported by Piaget's theory. Even in the rural areas the level of understanding increases with age.

- 50.44 per cent of urban children and 35.16 per cent of rural children of 8-11 years find that advertisements on conservation of resources make them aware. Urban and rural children of 8-11 years opine that such non commercials inculcate positive qualities in them. Children of 2-7 years do not have the cognitive skill to ponder over environmental issues and thus fail to understand the meaning of such social messages.
- Social service advertisements related to health and hygiene is easy for children to understand. Urban children are more aware when it comes to washing hands before eating, proper sanitation, etc.
- Children of 2-7 years of both urban and rural areas find it difficult to understand the ads on blood donation. After explaining to them 26.96 per cent of urban and 19.23 per cent of rural children (8-11 years) wanted to donate blood once they grow up in order to save a life. Few of them opined that they will inspire their parents to donate blood.

5.2 Variable - Parental income

Objective 1: To find out the understanding ability of children regarding advertisements as well as their buying behaviour and food habits.

- The study shows that two out of four urban children and one out of three rural children of lower income group (below Rs. 5000 per month) watch television for less than half an hours a day. Every one out of three children of lower middle income group (Rs. 5,001- 10,000 per month) watch television for 2-3 hours per day. In a similar way one out of three children of middle income group (Rs. 10,001- Rs. 25,000) of both urban and rural areas watches for 2-3 hours a day.

Majority of the urban children of higher income group (more than Rs. 25,000) watch television for an hour a day whereas children of rural areas of same group watch television for 2-3 hours a day.

- Most of the urban children of all the income groups prefer to watch cartoon channels which is quite similar to the preference of the all the rural children. Preference of watching news channels and sports channels are seen among the children of all the income groups except the group with lower parental income both in urban as well as rural areas.
- Most of the urban and rural children who represent the lower income group believe advertisements to be true which is higher among the rural children. Most of the children of urban lower middle income group do not find advertisements reliable whereas in the rural counterpart most of them find advertisements to be true. In the higher income group of both urban and rural areas find advertisements to be true. It can be ascertained that parental income does not influence children in decoding the meaning of the advertisements.
- Majority of the children of the urban areas with lower parental income desire to buy things during occasions as well as whenever they see the advertisement. Equal percentage of children of lower middle income group want to buy whenever they see advertisements as well as when they go out for shopping with their parents. Majority of the children of higher income group buy while they go for shopping. Every four out of ten rural children of lower income group desire to buy every time they see the commercials. In lower middle as well as middle income group children demand less for advertised products. Whereas the children of higher income group desire to buy every time they see the advertisements.

- Most of the urban as well as rural children of all the income groups prefer to buy toys. The preference of buying gadgets is seen higher among the children of higher income group of both urban as well as rural areas.
- Peer pressure plays a significant role in determining the buying decision of the child. Children who belong to higher income group are more influenced by their friends as compared to the lower income group.
- Advertised junk food is found to be very popular among all the children of various income groups in urban as well as rural areas. At the same time homemade food is also preferred by children. In the rural areas children belonging to different income groups prefer to eat homemade food which is higher than the urban counterpart.
- In the urban part every one out of three children and in the rural part every two out of three children of lower income group find that advertised products are more reliable. The consciousness about the brand of the product is seen higher among urban children of all income groups as compared to the rural strata.
- Both in the urban and rural part children who belong to lower income group do not buy a product because of financial constraint. Whereas it is seen that children with higher family do not buy a product if it is not advertised on television or if they find the advertisement least attractive.

Objective 2: To find out the kind of gratification children achieve when they see any advertisement and the gratification they achieve after they buy the product.

- Urban and rural children of various income groups watch advertisements feel the lack of the product in their life. Desire to buy the product also gives them a sense

of happiness is seen among all income groups with a minor variation. Majority of the rural children find it pleasurable when they associate them with the characters featured in the advertisement.

- Children generate a sense of possessiveness after they buy a product and this possessiveness is found highest among the urban children of lower income group and lowest in the highest income group. This trend is also seen among the rural children. Urban children as rural children of higher income group are found to be more competitive possessive. Children of higher income group are also status conscious.
- Every one out of four children of urban higher income possess a feel of jealousy when they do not get the product of their choice and every one out of three rural children of higher income group sense the same feel. It is also crucial to mention that most of the children of the children different income groups do not react in such situation.

Objective 3: To find out how advertisements affect parent child relationship.

- Most of the parents of higher income group of both urban and rural areas watch television with their parents. In the rural areas only a few parents of lower income group accompany their children while watching television as most of the children watch television with their neighbours.
- Every one out of two children of higher income group in the urban areas can convince their parent for buying a product. Even in the rural areas children belonging to the higher income group somehow convince their parents.
- Parents who belong to the higher income group both in urban as well as rural help the children to understand the commercials in a better way. Majority of the

parents of rural children lower income group give explanations of financial problems to their children when they demand to buy an advertised product. Parental involvement is found to be higher in urban higher income group.

- Every one out of three urban children of lower income group show revolting attitude towards their parents similarly every two out of four children show revolting attitude towards their parents when they deny to give them the advertised product. Some of them feel disappointed but forget about it after sometime. Many of the urban children of lower income group and many from rural higher income group feel that parents do not understand their needs.
- 83.33 per cent of the urban parents of higher income group help the child to understand the meaning and intentions of advertisements. Parental involvement is also seen in the rural parts among all income groups but is less than the urban part.

Objective 4: To find out whether social service advertisements can generate social awareness and social responsibility in children.

- Children from all income groups from urban as well as rural areas find that social service advertisements make them more aware and generate a sense of responsibility regarding the conservation of resources.
- When asked regarding the advertisements on respecting the nation majority of the rural children found them difficult to understand. But children from other income groups also found the social service advertisements nationalism difficult to understand. At the same time there are a few children, most of them from rural higher income group and urban lower income group who can understand the advertisement but do not implement it in their life.

- When asked on social service advertisements on health related issues most of the children felt that such ads make them aware and implement healthy habits on them.
- Most of the children did not understand the non commercials on blood donation. But a few of them from higher income group and middle income group revealed their interest to donate blood in future.
- Children of both urban and rural areas of different income groups find that non commercials on conservation of resources make them more aware.
- Children of various income groups of urban as well as rural areas find that such non commercials on protection of environment and wild life make them aware as well as generate a sense of responsibility in them towards environment.
- 88.89 per cent of rural children and 61.54 per cent of urban children of lower income group do not understand the social service advertisements on education for national development. At the same time some of them feel that such non commercials create awareness, which is higher among urban children.

5.3 Variable – Parental Education

Objective 1: To find out the understanding ability of children regarding advertisements as well as the buying behaviour and food habit of children.

- According to this study television viewing duration, preference of channels and frequency of watching advertisements is not influenced by parental education. Children react in a similar way both in urban and rural areas.

- Every one out of two post graduate parent monitors their child while watching television.
- 15 per cent of the children of urban post graduate parents want to buy things whenever they see the ads and 32.14 per cent of the children of rural post graduate parents reveal the same behaviour. Children of rural elementary educated parents frequently demand for advertised products as compared to children of urban elementary educated parents.
- The study revealed that parental education does not have any control over the materialistic desires of the child. Even children of parents with higher education have more concern on brand consciousness as well as consumption of advertised products.
- Most of the children of different income groups are inclined to buy toys. But more number of children having graduate and post graduate parents asks for gadgets.
- Urban and rural children of post graduate parents also watch sports channels and very few of them also watch news channels.
- Children of post graduate as well as elementary educated parents of both urban and rural areas consume junk food to a great extent.

Objective 2: To find out the kind of gratification children achieve when they see any advertisement and the gratification they achieve after they buy the product.

- Most of the children of urban as well as rural areas having parents with intermediary and elementary education become happy after they buy a product. Children of elementary educated parents are least brand conscious.

- 21.66 per cent of urban and 10.71 per cent of rural children of post graduate parents watch commercials to get information about the product
- Every one out of two children of urban post-graduate parent as well as children of rural post-graduate parent does not react when they see the product of their choice in the hand of their friends.
- Children of post-graduate parents of both urban and rural areas are least competitive in nature but more conscious of their status. Every two out of five urban parents having elementary education buy things for mental satisfaction.

Objective 3: To find out how advertisements affect parent child relationship

- It is seen that every one out of three post graduate parents of urban and every one out of five rural areas simply fulfill the demand of the child. Whereas parents with elementary education are less likely to fulfill the child's demand.
- Majority of the post graduate urban parents as well as post graduate rural parents engage themselves in logical discussion with the children to motivate their decision. The urban post graduate parents also try to help the child in understanding the functions of the commercials.
- Very few children of urban post-graduate parents believe that advertised products are better in quality than the non-advertised products.
- Every two out of five children of urban elementary educated parents revolt against the parent when they deny to give them the product of their choice similarly every one out of two children of rural elementary educated children react in a similar way. On the other hand children of post-graduate as well as graduate of both urban and rural areas tend to listen to whatever parents say.

- Majority of the children of the urban post graduate (43.33 per cent) and children of graduate parents (40.17 per cent) discuss the content of advertisements with their parents which is similarly in the rural areas.
- The post graduate parents of the urban areas (91.65 per cent) and of rural areas (92.85 per cent) help the children to understand the function and intentions of advertisements. A gradual decline in the parental involvement can be seen with the in both urban as well as rural areas with parents who have lower level of education.

Objective 4: To find out whether social service advertisements can generate social awareness and social responsibility in children.

- Children of both urban and rural settings think that advertisements on conservation of resources, health and hygiene and protection of the environment make them more aware irrespective of the level of parental education.
- 62.22 per cent of children of elementary educated parents find that non commercials on blood donation are difficult to understand. 13.34 per cent of urban children of post graduate parents revealed their interest in donating blood in future.
- Both urban as well as rural children of various parental educational backgrounds find that social service advertisements on nationalism, as respecting the national flag make them aware and responsible.

5. 4. Answer to the Research Questions

In order to understand the impact of advertisements on children, research questions based on age group, parental income, parental education and residential background

were formulated. Accordingly the respondents were asked questions and based on their feedback the research questions are answered.

RQ1: What are the cognitive levels of children of various age groups regarding television ads and how is it influenced by their place of residence?

Most of the urban and rural children of 2-4 years are unable to understand the underlying functions of advertisement, they watch and believe them and most of them are unable to distinguish between the advertisements and television programmes. They watch ads for visual pleasure as advertisements feature children and cartoon characters. Children of 8-11 years opine that advertisements exaggerate facts and they are not reliable. Even children of 8-11 years reveal that social service advertisements make them more aware whereas children of 2-7 years find it difficult to understand such advertisements.

RQ2: What is the degree of competitive possessiveness found among children of various age groups and how is it influenced by their place of residence and parental income?

Children of all age groups bear similar sense of competitive possessiveness in them irrespective of their age and place of residence. Both urban and rural children bear similar sense of competitive possessiveness in them. But rural children of lower income group are found to be more competitive possessive as compared to urban children of lower income group. Children of post-graduate parents of both urban and rural areas are least competitive in nature.

RQ 3: What is the degree of involvement of parent with their children in helping them to understand the functions of advertisement and how is that involvement influenced by their educational level?

Post graduate parents of both urban and rural areas are found to accompany the child while watching television. Majority of them with higher levels of education of both urban and rural areas discuss the content of advertisements with their children and help them to understand the advertisements as compared to children of elementary educated parents. The post graduate parents of the urban areas and of rural areas help the children to understand the function and intentions of advertisements. A gradual decline in the parental involvement can be seen with the in both urban as well as rural areas with parents who have lower level of education.

RQ4: What are the cognitive levels of children in respect to social service advertisements and how does that level vary across different age groups of children and parental income level?

The study has explored that both urban and rural children opine that social service advertisements make them aware and generate a sense of responsibility in them. Rural as well as urban children of 8-11 years are able to understand them. But children of 2-7 years are unable to understand the meaning of social service advertisements. More than the place of residence and income of parent, the age of the child plays a significant role in the understanding of social service advertisements.