



## IMPACT OF HARMFUL ADVERTISEMENT ON CHILDREN'S BEHAVIOUR IN CHENNAI

V. Mahalakshmi<sup>1</sup>, Dr.M.Thaiyalnayaki<sup>2</sup>

<sup>1</sup>Research Scholar, <sup>2</sup> Professor, <sup>1,2</sup> Department of Commerce, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India-600117.

E-mail: <sup>1</sup>vmahalakshminatraj@gmail.com, <sup>2</sup>tnthaiyal4@gmail.com

### Abstract

The main purpose of this study is to analyze the prevailing traces of advertisements through TV social media and other advertisements in changing the behavioural aspects of children consumers. The prevailing environment in the technological world and the existing social economic status of people completely change consumer behaviour. Particularly children consumers when they want their required products like toys, dresses and other important things for entertainment have their strategies obtained through the TV and social media advertisements. The main objectives of the study are to study the different natures and traces of harmful advertisements prevailing in the TV advertisement and social media platforms and to measure the influence of negative advertisements in changing the attitude and behaviour of children consumers. This research is completely based on both the primary and secondary data. The primary data is very essential and it is derived from a well-structured questionnaire. The researcher circulated 25 questionnaires each in all 15 zones and was able to obtain only 362 usable flawless responses using the convenience sampling method. It is concluded from the study that harmful advertisements have the power to change the behaviour and attitude of children consumers. It rapidly increases the behavioural changes and makes them more logical and emotional to put forth their live roads in purchasing the products they need. At the same time very see a moderating effect of the influence to stand against the persuasive advertisements from the harmful domain.

**Keywords:** Keywords: Advertisement, Children, Consumers, Behaviour, Harmful, Chennai



## **1. Introduction**

The main purpose of this study is to analyse the prevailing traces of advertisements through TV social media and other advertisements in changing the behavioural aspects of children consumers. The prevailing environment in the technological world and the existing social economic status of people completely change consumer behaviour. Particularly children consumers when they want their required products like toys, dresses and other important things for entertainment have their strategies obtained through the TV and social media advertisements. There are two types of approach of children consumers namely logical approach and emotional approach towards the apparent is to fulfill their needs successfully. The power of children and their behaviour sometimes deviated the harmful advertisements and the traces in the psychological behaviour. Ansari, A. (2014).

The purchase behaviour of children consumers is different on their convenience and they are not at all correlated with parent's willingness and notions regarding children's behaviour. Harmful advertisements like terror activities, military activities and the usage of weapons in the advertisement may deviate the children to use violence in their day-to-day life. Both central and state governments and police departments reported the rapid growth of psychological misbehaviour of children in the age group. 5 to 14. TV advertisements and other social media advertisements can easily persuade children and compelled them to make their behavioural changes and psychological changes into a conflict in the family. Black, S. (2002).

The different circumstances and the target of harmful advertisements create complexity among the children and sometimes they become violent until they achieve their purchase goals. These children's behaviour and their changes are not cost oriented whereas the parent's behaviour is completely cost-oriented, these sorts of contradictory behaviours sometimes create conspicuous problems in the families. The consumer behaviour of children compels the parents and forces



their parents to understand the choices of purchase and also they follow the behaviour of friends to depend on the products they intended to purchase. The harmful effects of advertisements create the greatest challenge to the parents particularly the psychological changes in the children and their purchase strategies. The sophisticated marketing environment and the advertisements are rather price oriented and the advertisements through TV create luxuries among the children. They do not realize their demographic background and the problems faced by their parents. They create wild psychological changes influenced by harmful advertisements on TV and social media. Datta, A. K., Selman, T. J., Kwok, T., Tang, T., & Khan, K. S. (2008) This paper aims at ascertaining the deep traces of harmful advertisements in children's consumer behaviour when they intended to compel the parents to purchase the products they need.

## **2. Literature Reviews**

John, 2001 In an innovative study the researchers identified that the advertisement watched by the children is entirely leaning upon the framework of information, content and the psychological notion. The advertisements through social media and TV create cognitive changes and socio-economic changes among people as well as children. There is a sequence of events visualized in the advertisements that completely change the behaviour of children and equip them with a different attitude. The authors also found the importance of advertising knowledge and understanding of children is important to make changes in their behaviour.

Reeder, (2006), argued that there are two different behavioural changes conspicuously identified namely logical changes in the behaviour of children and emotional changes in the psychology. The authors also found there is a significant influence on the age of the children and behavioural changes. Particularly there is a significant difference between children with five years of age and children with 14 years of age. There is a better understanding of advertisements particularly found among children in the age group of 14 years.

Gunter, B. O. (2005) ascertained the accumulation of information on harmful advice brands in the minds and psychology of Children consumers. It is formed from the study that advertising



literacy is highly successful among children and they can understand all the themes of the advertisements very easily. They have such high competencies in imbibing the harmful effects of advertisements. They can understand the perpetual features of advertisements and again front they like the products advertised in this way. They develop "attention to purchase under product attributes through the advisement exposed to them through TV and other social media platforms.

Lawrence Erlbaum Associates. Hu, L.-t., & Bentler, P. M. (1999) this study found that most children have the inclination and a particular phase for searching for new and technically innovative advertisements. The advertisements can persuade the children easily and make them come per their parents to complete their purchase of products they need. The harmful advertisements completely change the purchase behaviour as well as the attitude of consumers. The cognition and attitude of children are interrelated and are very much disturbed by any harmful advertisements and they have the power to change their behaviour. The communications of marketers throughout four advertisements steadfastly fix the minds of children depending on the age

Mosses and Baldwin (2004) identified that children have the psychological capacity to understand the persuasive intent of replacements and their appropriations involved in marketing strategies. The children in the age group have a mental imbalance which can be easily influenced by the attractive and now full advertisements. There is a positive correlation between the grandness of harmful advertisements and the persuasive nature of children's psychology. Some of the companies are advertising bra products with ethical practices and simultaneously they wanted to catch hold of children consumers.

Islam, M. (2013). This study predominantly identified the changing behaviour and attitude of children through advertisement strategies of marketers. Ethical advertisements as well as harmful advertisements are found to create an impact on children's behaviour and also fetch the same amount of sales and successful business promotions. Children's consumer behaviour generally depends upon the advertisement and its intensification in persuading the children. The



behavioural changes and environmental approach and apparent guidance and found very important in the success of any advertisement preferred by the children. The behaviour of children can be easily changed by the apparent guidance and logical arguments with children.

Joseph F. Hair, J. G. (2014). In an empirical study, the researchers identified the change in the behaviour of children on social media platforms under direct marketing phenomena. The harmful advertisements particularly for unhealthy products and materials create aggressiveness among the children. They come to their parents to buy such products as they do not know the future consequences of using the products which are advertised attractively. These advertisements are found to affect the behaviour of children negatively and they are not listening to the words of their parents.

### **3. Research Gaps**

After reviewing the national and international literature on full advertisements and the subsequent impact on behavioural changes as well as the attitudinal changes among the children the researcher predominantly identified three important unaddressed issues namely,

1. What are all the natures of harmful advertisements which can persuade children?
2. What are all the predominant behavioural and attitudinal changes prevailing among children's consumer behaviour?
3. Is the demographic background of children playing a very important role in imbibing the advertisement perception and the changes in behaviour and attitude?

Therefore the present research is focusing on answering the above-mentioned research questions with empirical evidence.

### **4. Objectives of the Study**

1. To study the different natures and traces of harmful advertisements prevailing in TV advertisements and social media platforms.



2. To measure the influence of negative advertisements in changing the attitude and behaviour of children consumers.
3. To find the influence of demographic background of children and their perception towards advertisement as well as their attitude.

### **5. Hypotheses**

1. There is a significant difference among factors of harmful advertisements through TV advertisements and social media platforms.
2. There is a significant influence of the demographic background of children and their perception towards advertisements, behaviour and attitude

### **6. Research Methodology**

This research is completely based on both the primary and secondary data. The primary data is very essential and it is derived from a well-structured questionnaire. The questionnaire consists of three sections namely demographic details of children consumers and their parents, children's consumer perception towards harmful advertisements and the third part consisting of statements regarding the existing children's consumer behaviour. The first part is completely optional type in nature whereas the second and third parts of the statements are in Likert's five points scale. The studies were conducted in the metropolitan city of Chennai which consist of people with different demographic background and the children are well-informed about TV Advertisements and other social media platforms.

#### **6.1.Data Collection**

The researchers collected the primary data from all 15 zones of Channel City. The researchers used a convenience sampling method to collect the sample from children consumers between the ages of 6 to 14. Appropriate permissions from parents are obtained before meeting their children. The children are explained the game of the research and the interview schedule method is



applied to collect the responses from them. The researcher circulated 25 questionnaires each in all 15 zones and was able to obtain only 362 usable flawless responses.

**6.2. Data Analysis**

After systematically collecting 362 usable flawless responses they are systematically and third in the SPSS package version 23 for the data analysis purpose of primary data. The researchers used factor analysis, confirmatory factor analysis, linear multiple regression analysis and one-way analysis of variance to anatomically analyse the primary data they derive from the children consumers.

**7. Analysis and Discussions**

The researcher applied factor analysis by principal component method on the 15 variables of harmful advertisements and their nature and derived the following results.

**Table1-KMO and Bartlett's Test for Harmful Advertisement**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.793
	Approx. Chi-Square	1461.033
Bartlett's Test of Sphericity	Df	105
	Sig.	.000

From the about table, it is found that KMO and Bartlett's test has significant chi-square values and test of sphericity values. This shows that all the 15 variables of harmful advertisement perception of children consumers are normally distributed and suitable for the data reduction process, the following table gives the number of factors derived from the 15 variables.

Table 2- Number of Factors of Harmful Advertisement

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %



1	3.855	25.703	25.703	2.353	15.689	15.689
2	1.604	10.691	36.394	2.297	15.316	31.005
3	1.261	8.406	44.799	1.613	10.752	41.757
4	1.079	7.190	51.989	1.535	10.232	51.989
5	.965	6.431	58.420			
6	.924	6.160	64.581			
7	.771	5.137	69.718			
8	.742	4.947	74.664			
9	.691	4.604	79.268			
10	.666	4.440	83.708			
11	.599	3.997	87.704			
12	.554	3.694	91.398			
13	.473	3.155	94.553			
14	.412	2.750	97.303			
15	.405	2.697	100.000			

From the about table, it is found that the 15 variables of harmful advertisement perception of children consumers are reduced into 4 predominant factors namely content-based approach, product-based approach, attraction-based approach and usage-based approach. These factors are considered as independent variables and the total average sum of the four factors is taken up as the representation for independent variables.

Similarly, the researcher applied factor analysis based on the principal component method on the 15 variables of behavioural changes of children consumers and derived the following results

**Table 3-KMO and Bartlett's Test for Children Behaviour**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.775
Approx. Chi-Square		1997.797
Bartlett's Test of Sphericity	df	105
	Sig.	.000





From the above KMO and Bartlett's test. It is found that all 15 variables of children's behaviour are normally distributed and more suitable and appropriate for their data reduction process. The formation of factors is presented in the following table.

Table4- Number of Factors in Children's Consumer Behaviour

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.027	26.844	26.844	2.741	18.272	18.272
2	2.087	13.913	40.757	2.158	14.385	32.657
3	1.405	9.364	50.122	2.020	13.469	46.126
4	1.040	6.934	57.056	1.639	10.930	57.056
5	.914	6.091	63.147			
6	.889	5.926	69.074			
7	.764	5.092	74.166			
8	.713	4.756	78.922			
9	.641	4.274	83.197			
10	.513	3.422	86.618			
11	.481	3.210	89.828			
12	.452	3.014	92.842			
13	.422	2.816	95.658			
14	.339	2.263	97.921			
15	.312	2.079	100.000			

From the about table, it is found that the 15 variables are again reduced to 4 predominant factors namely logical behaviour, emotional behaviour, erratic behaviour, and non-cooperative behaviour. These four factors are considered dependent variables and the researchers used linear multiple regression analysis to relate the set of independent variables of a harmful advertisement to the dependent factor of children's consumer behavioural changes. The application of linear multiple regression analysis derived the following results.

Table 5- Relationship Between Harmful Advertisement and Children's Behaviour



Independent variables	Dependent variables	R-Square	F	Sig
Content-based approach	logical behaviour	0.412	5.124	.000
Product based approach	emotional behaviour	0.399	4.258	.000
Attraction-based approach	erratic behaviour	0.387	4.127	.000
Usage-based approach	non-cooperative behaviour	0.357	3.987	.000

From the above table values it is found that all the R- square values are greater than 0.3 and all the four F-values are statically significant, this implies that there is a significant relationship between harmful advertisement perception of children consumer and their behavioural and attitudinal changes. It is further consolidated by the beta values, T values and their significance. The individual influence of the independent variables is estimated through the T and beta values.

Table 6- Individual Influence of Harmful Advertisement on Children's Behaviour

Independent variables	Dependent variables	Beta values	t-values	Sig
Content-based approach	logical behaviour	.199	3.102	.000
Product based approach	emotional behaviour	.321	3.874	.000
Attraction-based approach	erratic behaviour	.257	10.254	.000
Usage-based approach	non-cooperative behaviour	.158	9.247	.000
Content-based approach	logical behaviour	.259	5.189	.000
Product based approach	emotional behaviour	.268	4.259	.000



Attraction-based approach	erratic behaviour	310	7.221	.000
Usage-based approach	non-cooperative behaviour	.195	3.185	.000

From the above table, it is found that the four factors of harmful advertisements create significant influence in changing the behaviour of children consumers. In particular, the content-based approach of harmful advertisements motivates children consumers to purchase the products. The harmful advertisements further create attraction to purchase the products. When their strategies for the purchase are denied by the parents they become erratic and non-cooperative in the family affairs. They compel their parents to buy the products that they need even though it affects their health and environment.

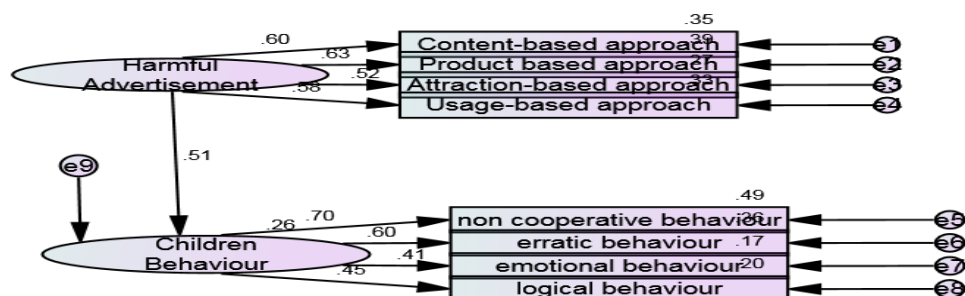
Based on the relationship between independent and dependent variables the researcher constructed a model to validate the factors of harmful advertisements of children's behaviour and the subsequent impact on their behavioural changes. The structural equation model is applied to test the model fit. The structural equation model is a combination of confirmatory factor analysis and linear multiple regression. The results of the structural equation model are presented in the form of a diagram and a table.

Table 7- Model Fit Indices and Benchmarks

S.No	Fit indices	Values	Benchmark values
1	Chi-square	9.387	-
2	P-value	0.402	>.05
3	Goodness of fit index(GFI)	0.981	>.9
4	Comparative fit index(CFI)	0.979	>.9



5	Normed fit index(NFI)	0.977	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08



The above table consists of six fit indices namely chi-square value, p-value, comparative fit index, goodness of fit index, normed fit index and root mean square error of approximation. All



these six fit indices exactly satisfy the required benchmark values for the best fit of the model. This validates the whole research and it accepts the two hypotheses and concluded that there is a significant influence of harmful advertisement perception of children consumer and their behavioural changes. It also accepts another hypothesis that demographic background is very important to decide children's consumer perception towards harmful advertisements and preservation.

### **8. Findings, Suggestions and Conclusion**

It is formed from the study that the demographic background of children consumers is very important in the study area besides the understanding of harmful advertisements of the marketers. It is ascertained from the study that harmful advertisements can be categorised into four important factors namely content-based approach, product-based approach, usage-based approach and attraction-based approach. After watching the harmful advertisements most of their children are persuaded by the advertisements and accompany their parents using the strategies logical approach as well as an emotional approach to materialise the purchase successfully.

These harmful advertisements have the power to change the behaviour and attitude of children consumers. It rapidly increases the behavioural changes and makes them more logical and emotional to put forth their live roads in purchasing the products they need. At the same time very see a moderating effect of the influence to stand against persuasive advertisements from the harmful domain.

The marketing strategies of marketers motivate them to create harmful advertisements to persuade their children's consumers besides peer influence. A very specific correlation between marketing strategies to advertisements particularly through TV advertisements and social media platform can easily influence the children consumer and completely changes the behaviour towards the purchase of the products.



## **9. Suggestions**

The findings of the study suggested that marketers should practice ethical approaches and logical approaches along with the help of scientific technological innovations to advertise their products, this would help the parents to purchase the products to their advantage. It is also suggested that parents should be watching the behavioural changes and attitudinal changes of children and they should have their parental guidance look into the chosen advertisements.

## **10. Limitations of the Study**

The present research is limited to the aspects of children's consumer behaviour and their attitude towards advertisements. The study is limited to time and cost as the researcher is bounded by these two conditions. It is very difficult to get children's responses therefore the study depends upon the interview schedule with their which is the greatest limitation. The study is limited to the children's responses with appropriate permission from their parents. The study is limited to the geographical base of the metropolitan city of Chennai.

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