



ADVERTISEMENT'S INFLUENCE ON KIDS' IN KIDS TELEVISION CHANNEL: AN ANALYTICAL STUDY IN BENGALURU CITY

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Abstract: *The Government of India was banned certain Advertisement to telecast in the Television media. The reason behind this decision is to protect the consumer and customer. In 1970's very few TV channels was available but now Ads agencies have various option of TV Channel to advertise. In this, recently developed Channel is Kids Television Channel. Most of the Ads Agencies are started targeting the Children through these channels. In this particular sector the competition are heavy for the advertiser because the number of channels is more. But duration of viewing time was very limited because children are more engaged in Academics & playing games. This is the real challenge to the ad agency to identify which channel and what type of program was more preferred by the children. Thus the researcher has undergone the analytical study to know the channel and type of program preferred by the children. And also the researcher try to identify the stimulating factor influence the children to scrutinize the advertisements endorsed in Kids Television Channels.*

Keywords: *Advertisement, Children, Kids Television Channel etc.*

INTRODUCTION

The motto of advertisement is to reach the target audience at right time. Reaching the audience is not easy. The real challenge of the advertising agency is to identifying the target audience and converting the prospective customer into loyal customer or consumer. In this regards, the ad agency' has various option of medias are available to advertise. Identify the right media is difficult but at the same time creating the ads interestingly are also much more important. That's to, the ad agency has to attracts the children, is much more difficult to understand the small age group. Ad agency is to know about when to advertise, to reach the audience. Thus the researcher has focus on, to know about the favorite channel and TV programme preferred. This research also enlightening the ad agency, what type of



advertisement is stimulating the children to watch TV ads without skipping it. Generally, children will get deviated soon especially during the commercial. At the same time, we experienced some children will murmuring the rhythm of ads which is telecasted in Television. But all advertisements are not viewed by all the children. Each and every second in the TV ads are added cost to the product. The real challenge is, Ad should be short and sweet to the children. This research will help in this aspect to the ad agency.

OBJECTIVE OF THE STUDY

1. To identify the channel preferred by the children among the Kids Channel Category.
2. To know the various reason for watching Kids Television Channel by children.
3. To identify the Programme category chosen by the Children in Kids Television Channel.
4. To examine the reason to watch the Commercial Advertisement by the children.

HYPOTHESIS

H01: There is no significant difference on Respondents gender with respect to watch advertisements in Kids television channel.

REVIEW OF LITERATURE

Aoud El. H. Nibrass and Neeley M. Sabrina (2008) examined teenager-peer interaction and its contribution to a family purchase decision. Data were collected from 1008 Tunisian Teenagers at a secondary school and a college in Sfax in a region of Tunisia and teens from only traditional family households were included. Peers are an important influence during adolescence and marketing action should reflect this influence. Promotions for products intended for the teenagers 'use (e.g. clothing) may be more convincing if the presentation shows a teenage accompanied by peers, because during adolescence, teenagers express a need to identify themselves with peers. The relevance of a product to a teenager may be strengthened or validated by communication and interaction with peers about that product. The study provided a more current and complex model of adolescent influence with one limitation that it focuses on teenager-peer interaction on teenager's contribution to the purchase decision, however, parent interaction the interaction, of the adolescent with brothers and sisters, etc., may contribute to model improvement.

Fiates. R.M. Giovanna (2008) examined consumer behavior of a group of Brazilian children using a qualitative approach. Twelve focus group interviews were conducted with primary



school students (7-10 years, n=57), and results were processed through content analysis. Many, but not all students received an allowance, mostly from parents and grandparents. Many students spent the money immediately or after just saving only enough to buy a desired item; others preferred to save their money for the sake of saving it or for a specific future endeavor. Money was spent mainly on food, toys and clothes; sometimes on the impulse of the moment and associated with later guilt. Television was considered a big source of information on new products, but regarded as untrustworthy. When they could not get what they wanted, most children appealed to negotiation strategies; many also reported feeling sad or upset. Results showed a situation of late socialization as consumers, suggesting that the children could benefit from consumer education strategies targeted at them.

Panwar and Agnihotri (2006) made a study titled —Advertising message processing amongst urban children . Data were collected from 250 children aged between 7 and 12 years, drawn from five major towns of western state of Gujarat (India) by using the cluster sampling approach. The main objective was to find out whether children understand the advertising intent and is there any differentiation on the basis of age, gender and family status. The result showed that children understand that basic objective of advertisement, which is to inform about the products and also to persuade them to buy these products and also know that medial vehicles carrying advertisements gain financially from the advertisements.

Kapoor and Verma (2005) investigated children's understanding of TV advertising in a comprehensive study in Delhi. Their findings revealed that children as young as six years could understand the purpose of T.V. advertisements and distinguish between a commercial and a TV program. With an increase in the age of the children cognitive understanding of the ad increased and children above the age of eight years were able to respond to TV ads in a mature and informed manner.

Khatibe A et al (2004) used both verbal and non-verbal measurement techniques to investigate children's understanding of T.V. advertisements. Research found that majority of children aged between five and eight have some understanding of T.V. advertising and they are capable of differentiating between program and commercials especially if this understanding is assessed by non-verbal rather than verbal measures. The findings also



indicated that child's age has a substantial positive effect on his understanding of TV advertising.

METHODOLOGY

Descriptive research design is adopted in this study. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group. The purpose of this study is to analyze the influence of Kids Television channel on children. The present study is based on Primary data. The data was collected through a structured questionnaire from kids above 7 years to 12 years of age in Bangalore City. The Sample size consisted of 120 kids in Bangalore city. The respondents were selected by convenience sampling method. The statistical tools used for this study are percentage analysis, t- Test and mean rank to test the hypotheses for the study.

DATA ANALYSIS AND INTERPRETATION

Percentage Analysis of Age of the Respondents

Table 1: Table showing the age of Respondents watching Kids Television Channel

Age of the Respondents	Frequency	Percentage
7 Year	2	1.7
8 Year	7	5.8
9 Year	15	12.5
10 Year	27	22.5
11 Year	8	6.7
12 Year	61	50.8
Total	120	100.0

Source: Primary Data

Table 1 shows the age distribution of respondents. It is evident from the above table that 50.8 percent of the respondents belongs to 12 years of age group, 22.5 percent belongs to 10 years of age group, 12.5 percent belongs to 9 years of age group, 6.7 percent belongs to 11 years of age, 5.8 percent belongs to 8 years and 1.7 percent belongs to 7 years of age

Percentage Analysis of Gender of the Respondents

Table 2: Table showing the Gender of Respondents

Gender of the Respondents	Frequency	Percentage
Male	48	40.0
Female	72	60.0
Total	120	100.0

Source: Primary Data



Out of 120 Respondents, 72 percent of respondents are Female and 48 percent of Respondents are Male.

Percentage Analysis of Kids Television Channels Watched by the Respondents

Table 3: Table showing the Kids Television Channels Watched by the Respondents

CHANNELS	No. of response	Percentage	CHANNELS	No. of response	Percentage
Hungama	31	25.8	Disney junior	4	3.4
Pogo	21	17.5	Chintu tv	3	2.5
Disney XD	13	10.8	Animax	2	1.6
Cartoon network	12	10	Chutti	2	1.7
Nick	12	10	Disney Channel	2	1.6
Disney	10	8.5	Kochu	1	0.8
Discovery Kids	6	5.0	Sonic	1	0.8

Source: Primary Data

It is found from the above table that 25.8 percent of respondents are watching Hungama, 17.5 percent of respondents prefer Pogo, 10.8 percent prefer Disney XD, 10 percent watch Cartoon Network and Nick, 8.5 percent watch Disney, 5.0 percent watch Discovery Kids, 3.4 percent watch Disney Junior, 2.5 percent watch chintu Tv, 1.7 percent watch chutti Tv, 1.6 percent watch Disney and 0.8 percent of respondents watch sonic and kochu channels.

Percentage Analysis on Category of Kids channel watched by the Respondents

Table 4: Table showing the category of kids channel watched by the Respondents

Category	No. of response	Category	No. of response
Comedy	64	Featured Character	26
Cartoon	61	Informative	24
Stunt/Action	32	Devotional	3

Source: Primary Data

It is found that 64 percent of respondents watch comedy kids channels, 61 percent watch cartoon, 32percent watch stunt/ Action channels, 26 percent watch featured channel, 24 percent watch informative channels and only 3 percent watch devotional channels.

Difference on Gender to watch advertisements in Kids Television Channel

To test the significant difference on Gender to watch advertisements in Kids Television Channel Independent sample t-Test is applied.

H0: There is no significant difference on Respondents gender with respect to watch advertisements in Kids television channel.



Table 5: Table showing the results of difference on Gender to watch advertisements in

Kids Television Channel

Reasons to watch Advertisements	Gender	MEAN	SD	t	Sig.
New products	Male	48	2.8750	.059	.414
	Female	72	2.8611	.060	
Product Feature	Male	48	2.8750	2.236	.169
	Female	72	2.4167	2.135	
Pictorial Representation	Male	48	2.6458	.089	.875
	Female	72	2.6250	.089	
Promotional Gifts	Male	48	2.3958	-1.241	.705
	Female	72	2.6944	-1.249	
Your Favorite	Male	48	3.0625	.191	.357
	Female	72	3.0139	.188	
Jingles	Male	48	2.3333	-1.742	.512
	Female	72	2.7778	-1.767	
Rhythms	Male	48	2.7500	-1.561	.243
	Female	72	3.1528	-1.530	
Brands	Male	48	2.8958	.084	.178
	Female	72	2.8750	.082	
More Activity	Male	48	3.1667	-.608	.269
	Female	72	3.3194	-.617	
Celebrities	Male	48	2.8333	-2.165	.666
	Female	72	3.3889	-2.175	

Source: Primary Data

Since P value is more than 0.05, Null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant difference on Gender to watch advertisements in Kids Television channel.

Mean Ranking Analysis for Reasons to watch Kids Television Channels by the Respondents

Table 6: The below table shows the employees opinion to watch Kids Television Channels

Particulars	Never	Rarely	Sometimes	Usually	Always	Total	Mean	Std. Deviation
LEARNING/ EDUCATIVE	21	18	41	24	16	120	2.9496	1.25447
TO PASS TIME	9	21	34	34	22	120	3.3250	1.18224
ENTERTAINMENT	3	8	20	35	53	120	4.4622	4.51887
RELA/ REST	12	24	34	22	28	120	3.6583	4.80807
LONELINESS	33	26	34	13	14	120	2.5667	1.32673
ROUTINE	36	17	29	22	15	120	3.1083	4.79985
VARIETY PROGRAMME	17	25	39	18	21	120	3.0083	1.28007



Source: Primary Data

It is portrayed that the mean towards the reason to watch kids television channels has scored between 4.46 to 2.94. It shows that kids are watching television channels for entertainment, rest, routine and to watch variety of programmes. Very few respondents watch kids Programme for learning and loneliness.

FINDINGS OF THE STUDY

- It is found that 50.8 percent of respondents belong to 12 years of age group and 1.7 percent of respondents belong to 7 years of age.
- It is evident that out of 120 Respondents, 72 percent of respondents are Female and 48 percent of Respondents are Male.
- It is revealed that 25.8 percent of respondents are watching Hungama, and 0.8 percent of respondents watch sonic and kochu channels.
- It is found that 64 percent of respondents watch comedy kids channels and only 3 percent watch devotional channels.
- It is noted that there is no significant difference on Gender to watch advertisements in Kids Television channel.
- It is found that kids are watching television channels for entertainment, rest, routine and to watch variety of programmes. Very few respondents watch kids Programme for learning and loneliness.

CONCLUSION

Researcher has noted that most of the children's are preferred Channel "Hungama" and they also gave preference to Comedy and Cartoon related programs. Most of the Children are choosing the Kids Television Channel for Entertainment purpose. According to the statistical tools applied in research data, it represents that children's are watching the ads because of Pictorial representation, Promotional Gifts, Celebrities and Jingles. Ad Agencies can give the more preference to these sectors while deciding the Channel, Types of Programs and factors influencing the children to watch kids channel ads during commercial breaks. Now-a-days, children are more aware and expose about the products through advertisement and also they started thinking regarding their needs and wants. Obviously when children know certain things relate with products that may leads to the next stage of buying process. But children are not having the ability and they are not having deciding



authority to buy the product. In this situation, the children may start influencing the parents and other elder to fulfill their needed products in their buying decision. Thus research was concluding that influencing factor of ads and kids channel may finally rooted to pester power towards the purchase decision endorsed by simulating advertisement on Kids Television Channels.

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