

## A STUDY ON INFLUENCE OF TV ADVERTISEMENTS IN CHILDREN BUYING BEHAVIOUR PROCESS: A LITERATURE REVIEW

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### ABSTRACT

With ages, “Needs Satisfaction” has been a priority for human beings, let it be food, cloth, or shelter which is very well explained in “Maslow’s Hierarchy of Needs”. Over a period, due to liberalization, privatisation and globalization, the whole world has come to a common platform and led to the growth of advertisements. There are plenty of resources available worldwide, just a click away, all thanks to the evolving technology. The whole approach of the market has changed from product-centric to consumer-centric, the reason being a huge open and competitive market with substitutes as well as complimentary goods availability. There are many brands in the market some are doing well whereas some are still struggling to get hold of the market, the reason being the difference in consumer behaviour and consumers buying process.

This paper advances a deeper understanding of children buying process and the main objective of this paper is to review the influence of advertisements on children leading product buying process. The much-known fact that a child is keen watching TV either of his/her choices, somewhat have advertisements in between the programs telecasted. In an advertisement, the language, the time, the product’s branding, marketing, the tagline, the music impacts the buying process.

**Keywords:** Pester Power, Influencer, Consumer Behaviour, Purchasing Power, Potential Customers

### 1. INTRODUCTION

Consumer buying behaviour is a generic term which explains about consumers choices or preferences that they have for a product. It is an interdisciplinary science and represents the behavioural context in which a consumer behaves while searching for, purchasing, using, evaluating and disposing off, product and services. When a person purchases products and services, it includes a lot of mental and social processes that take place before and after the purchasing action. In the present world information about

everything is plentifully available, let it be television, newspapers, magazines, social media, internet etc. What drives or motivates a consumer, is it an unconscious motivation or is it structured? or is there a unique hierarchy of motivations or its irrational consumption? Consumer behaviour deals with the dynamic interaction of affect and cognition, behaviour and environmental events by which human beings conduct the exchange aspects. The consumers are unique and the behaviour, objective, thought-process and utility is also different towards the influence that it might bring to family, children, peer, neighbour etc. When we talk about consumer buying behaviour three types of people come into our minds (a) users, (b) buyers and (c) influencers. In this competitive world, it is important for the marketers to decide whom to target, and how to reach them through their promotional strategies. Family and family members as consumers and decision-makers play different roles in the process of buying any product or service. Children being an important segment insist and influence the decision making, of their parents.

Television is the most effective and influential media in society due to its reach, affordability and popularity. It holds greater power of influencing children. With advertisements and marketing management, it is quite evident that global businesses could sell goods and services to corpus due to belief and pester power of children. TV viewing power and impact on children buying behaviour is reviewed through the literature where they have used many stratified primary and secondary source of data samples to justify.

## 1.2 REVIEW OF LITERATURE

Many researchers have done a thorough study on the effect of children's influence on family's buying behaviour and the family's buying process. Marketers have coined a word called "PESTER POWER" to the behaviour a child uses to influence the parents to get the thing of his or her choice. In this paper, I will be analysing the research in this aspect. Media like Television and Internet led contents, being popular and the strongest due to its reach and influence over children, is the fulcrum for child's attitude, belief and inclination towards a product or service. Galdolage, B. S., & Wijesundara, C. B. (2007) in their research collected both primary and secondary data. Primary data were collected from 200 respondents including children and parents from Colombo, Gampaha and Kaluthara districts of the Western province. Secondary data were collected by website published articles, newspapers, relevant journals and from relevant organizations. According to both quantitative results and qualitative descriptions, researchers found out that advertisements aimed at children have 1) Influence of children to family decision making process and 2) Due to increasing family budget. The former aimed at 85% of parents get the children involved when purchasing goods for them, and 68% of the children between age 6-12 pester (nagging behaviour) the

parents while shopping rather than negotiate with them. While later stated that 80% of the children who are above 6 years, also have a considerable disposable income (in form of pocket money) and they spend this money for junk foods and sweetened products. Key findings of the research are 1) Children as 'initiators', 'influencers' and 'deciders' rather than 'users' of products 2) Creating conflicts and animosity within the family 3) Bad food habits, unhealthy food choices and childhood obesity. 4) Creating aggressive behaviour, violent images, and immoral and unacceptable consumption patterns. 5) Imitating advertising heroes and celebrities.

Marketing Intelligence & Planning by Priya, P., Kanti Baisya, R. and Sharma, S. (2010) have performed research based on exploratory and descriptive design. Exploratory research includes the literature review and depth interviews with child psychologists, advertisers and parents of young children. These depth interviews were carried out through unstructured questionnaires in an informal manner. They concluded that children's buying behaviour is significantly influenced by their attitude towards the advertisement per se, but there are other potent factors like parental guidance and peer pressure, which are also responsible for framing their attitude towards advertisements as well as their buying behaviour. Their thought processes undergo drastic changes at very short intervals of time (especially between six and eight years). Advertisers will have to develop different game plans for different age groups in order to ensure a positive attitude towards the advertisement itself.

Singh, V., & Singh, A. (2014) in their Case Study of Rural Market published in the International Journal of Management and Social Sciences Research (IJMSSR), 3(2), 17-26. researched on Teenagers' Influence in Family Buying Decision Making of FMCG Products where the study was majorly focused on getting an insight into the influence with respect to decision stages and demographic variables. Teenagers played the role of initiator, information gatherer and final decision maker in the family. The male teenagers of 16-19 years age group were found more influential in family purchase decision making of the selected products than their counterpart. So, this study supports the findings that older children have significantly more influence than younger ones in family purchase decisions. Influence of teenagers in family buying decisions of FMCG products increases with an increase in their age and family annual income.

Khanna, P. (2016) in the International Journal of Emerging Research in Management & Technology, 5(7), 66-73 talks about parents' perception and Influence of Television Advertisement on Children. The more advertising children watch, the more they want products advertised. Most TV

advertisements are misleading and deceive children. TV advertisements persuade children to consume unhealthy and less nutritional food. TV advertisements are a valuable source of information to children. TV advertisements make children more informed about new product choices.

Kumar, Rupesh. (2017) in “Pester Power and Advertisements Influence on Purchase of Food Products in a Convenience Store” by Asian Journal of Management (8. 204-214. 10.5958/2321-5763.2017.00032.4) has used descriptive research design for this study. Descriptive statistics tell what is, while inferential statistics try to determine cause and effect. Descriptive research can be either quantitative or qualitative. The data was analysed using Crosstabs, Chi-Square tests and frequency table/graphs. The questionnaire was used to collect the data and the population under consideration is people shopping in Bengaluru. Respondents were selected from the convenience stores within Bengaluru. Sample size of 160 respondents was taken for this study and the respondents being parents of kids between the ages of 3 to 12 years. Random Sampling method was adopted for this study. There are three types’ distinct product clusters: “loud”, “noisy” and “quiet” goods. Children’s influence was found to be highest for noisy goods, lesser for loud goods and lowest for quiet goods. The objective of the research was to understand the influence of Pester Power and advertisements on the purchase decisions of food products in a convenience store environment. According to the research It is seen that in the sample size described pestering power has a very significant effect where the child usually nags and cries for the product they have demanded and most of the parents succumb to their demands and let them consume what they are demanding for. Advertisement of the product on television and celebrity endorsement did not emerge to be one of the top factors that influence pester power, but they are moderately important. In adults, the factor of advertisement would be significant, but the kids do not know of intricacies of the advertisement and too naïve, thus advertisement takes a back seat to lure kid.

Malik, G., & Shah, M. (2016). Impact of pester-power on parents purchasing pattern for child-centric products. *Prestige International Journal of Management & IT-Sanchayan*, 5(2), 31. In today’s market children as a consumer play a very vital role. They have a strong voice in the decision to purchase their products. They constitute a major consumer market and have important say in a family purchase decision. Children these days have more influential place in society as compared to their parents when they were of their age. Children of this generation are more informed, connected and use various tactics to influence their parents. This pestering behaviour of children remains to be the focus of many agencies across the world. This paper explores the various strategies used by children to persuade their parents. It focuses on “Pester Power” or “Nagging Ability” of children to purchase the product they like or want to buy.

Children's demand these days are taken more seriously by their parents, whereas in an earlier time when they were children, they were expected to be content with whatever they were given. The responses were collected from the parents from different cities of Northern India. Various hypotheses were considered and the effects of various demographic factors on pester power of children examined in this paper. However, results reveal that majority of parents affected by pestering power of their kids due to their occupation and sibling relationship with parents.

Akhter, S. (2017) in his Doctoral dissertation, from Cardiff Metropolitan University where he performed a comparative analysis between the British Bangladeshi and Bangladeshi families on the role of children in the family buying process. The researcher used a quantitative approach to collect primary data. The quantitative method enabled the researcher to define the similarities and differences in perspective to children's involvement, towards their parents in the family buying decision-making process. The secondary data was collected from different sources, such as academic journals, books, newspapers, previous research work, websites, census data and much more. Primary data was collected through a standardized questionnaire.

The research concluded children have a significant influence in the buying decision process. In the evaluation stages, children influence their parents most, whilst compared to the other stages. Children influence their parents on the purchase of regular foods and shopping goods Children have less influence on the durable products. Though children do not have so much influence in the purchase of the durable product, still parents consult with their children and share information with them. Children feel educated when their parents participate and approach them. Children use different approaches to influence parents rather than showing any nagging or negative approach. Parent's socioeconomic and demographic status is one of the important factors to determine children's influence on their parents buying decision.

### 1.3 NEED FOR STUDY

Competition and saturation in the business world have created clutter, marketers find it difficult to sell their products and services to consumers. This competition in the business world has encouraged the marketers to think differently and innovate unique marketing strategies that are targeted at no-conventional target audience to gain a comparative and competitive advantage over other competitors. Children are the potential customers of tomorrow. They have a strong voice in the decision to purchase their products and have a strong say in family purchase decisions. Hence marketers are targeting children to promote their

products, but it is a tough job as the product and brand preferences keep on changing in children and they do not stick to one brand for a longer period.

## **ROLE OF PESTER POWER**

Pester power is a term widely used in marketing to specify child's influence on parents or family members in the buying process. It tells about the power child exercises in terms of what is to be bought in the household. Being a potential buyer, recently children have become very important consumers due of increasing purchasing power and growing influence on the purchasing decision. As family dynamics and values are changing, i.e. a greater number of double-income families, more socialized world, and less parent-child interactions in families are on a rise, parents fulfil all demands of kids, try to compensate their absence, Cognitive and Social development in children, is seen while socializing with peer group discussion, and technology being a major factor equips children with information and knowledge to bargain. There are a couple of pestering methods like demonstrating nag, persistent nag, forceful nag, pleading nag, pity nag, sugar-coated nag, and threatening nag, but the drivers could be disposable income, exposure of kids to media and technology, the inadequacy of time from parents, over-friendliness and hurried Child Syndrome. While in analytical age of 7 to 11 years, children use the persuasive pestering while emotional pestering is seen from an early age but differs from child-to-child.

**PROPOSITION 1:** Technology has led to a drastic change in Pester Power.

In the current era of technology, Pester Power i.e. nagging their parents for products whose attractive advertisements they see is no more there. Kids are increasingly at par with their parents in making consumer decisions in their family. Modern-day kids are updated with marketing messages and they are much more brand literates than the children before them. According to a survey 55% of children work on the internet for their school projects and are technologically sound. Approximately 26% of the children use the computer, hence technology is serving as an important part in gathering knowledge. The overall time a child uses to spend watching television has drastically come down due to technology. Children are more informed and aware about rational and irrational demands, though they may be having the least influence on search and evaluation of the product. Marketers are well versed with the child's power of persuasion and therefore use a more succinct approach and technique with the help of technology to sell the products of their choice.

PROPOSITION 2: Pester power is commonly used by marketing companies to target 4-6-Year-old children.

A child aged as young as 2 yrs. can recognize logos for well-known cars, fast-food, and sport-wear sectors. The resulting conclusion is that this recognition and familiarity in brands at an early age may positively affect their brand preference and loyalty later in their life. A child of this age group cannot differentiate between the advertisements as they hardly understand the message conveyed by them. Marketers know that pre-schoolers still dominate the television medium and they greatly influence their parents buying decisions. Young kids have a great memory and they can easily identify the brands they have seen on tv. At this age manipulative nagging significantly increases. By targeting this age group, the goal of the marketers is to target three more easily influenced parent types, “Kids Pals”, “Indulgents”, and “Conflicted”. Kids Pals are identified as been relaxed and young, Indulgents seem to buy their children’s affection, making up for their lack of parental contact time, and thirdly conflicted who do not deliberately impulse buy but continue to do so anyway.

PROPOSITION 3: Parents are increasingly involving children in household purchasing decisions by seeking their advice and guidance.

The nature of family is changing, family structures now encompass small/nuclear families, a greater female presence in the workplace, delayed childbirth, increase in single-parent families and an evolving view of nature of fatherhood. Today’s dads are more hands-on, present, proactive and interested, they are more of companion and friend, and hence share a better equation with kids and children.

#### 1.4 CONCLUSION:

The key concern of Pester power is its effect on childhood obesity and childhood behaviour. Pester behaviour still occurs today as an outcome of a parental refusal for a purchase request made by the kid which often leads to unhappiness and conflicts. But the most recent perspective on pester power is to view it as an exchange wherein parents involve children in both, a purchasing decision and the rationale for making these decisions. This becomes a valuable lesson and helps the child make a rationale decision and demand.

There is always a likelihood of Children’s Behaviour being influenced by different family structures and their communication effects. Pestering strategies can lead to various interactions both positive and

negative. Hence proper model should be explored, chosen to help in deciding effective and significant pestering mechanisms with respect to purchasing outcome. Even though categorizing the family structures under protective, pluralistic, consensual, will surely result in any one of the purchase outcomes as assent, dissent, procrastinate or negotiate.

On the other hand, cautiousness of marketers towards the innocence of children in the promotion of campaign is a must. The creativity and innovation in the message and the segment of the target should be strategized, though all children behave the same across gender.

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