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Television Advertisement and its Impact on Attitudes, Behaviors of Children-A study

Narasimhamurthy N.

Dept. of Electronic Media, PK Block, Bangalore University, Bangalore, India

Abstract

The present study is to examine the impact of television advertisements on children, and how it leads to consumerism of product. Advertising is the most influential and powerful medium in the present commercial society. As far as its influence on the society is concerned, advertising is second only to movies. An advertisement shapes the attitude and beliefs of the children and it encompasses every aspect of children life. Children are exposed to the selling messages of advertisers through television. When they can remember and want what they see and when they are able to understand what the advertiser's motive is to sell a product. Television is an integral piece of the household at least one set will be in each family. Thus children are born into a world in which television is present from the start. But at the point during early childhood does viewing actually begin. Television advertisements are designed to influence consumer behavior. The present study is to focus on impact of television advertisements on children attitudes, and behavior. An attempt has been made to know the children's television viewing habit and effect of advertisements, to measure this impact descriptive research design is used as the study is followed structured design with predetermined objectives. The survey research is followed and data will be collected through questionnaire.

Key words: Advertisements, Television, Children's, Consumerism, behavior and attitudes,

Introduction

Television advertising is designed to influence consumer behavior either by encouraging consumerism, principally to switch from one brand to another or to another or to remain loyal to the one they currently by to some extent advertising may also be concerned with creating market for new brands. When looking to possible influence of television advertising on children it is important to make certain crucial distinction between them and adult consumer's children do not always have the means to buy many advertising items. Although children today have more personal disposable income than at a time hitherto they are often reliant on parent to buy things for income than situation commonly changes with age. Advertising may operate through encouraging children to approach their parents with request to purchase items. Children who were heavy viewers of television were more likely to ask for advertising then infrequent viewers. The extent to which children demand their parents to buy product they have seen advertised on television can vary across items. Several research studies have found that children are more likely to make request for production which are frequently consumed by them such as breakfast cereals, snacks, confectioner products or sweets, or for products that are of particular interest to them such as toys or those with special offers products with are usually requested also vary importantly according to the child age with request for toys, soft drinks tend to decline with age being more frequent with younger children and demand for clothing or records more frequent among the children in the age group of 10-15. Television is emerging as the most important contributor to human social behavior; it is unquestionably an important source of social influence. Extensive research carried out by many researchers and it has been indicated that television can and does influence human feelings, attitudes and behavior. The recent growth and expansion of media industry there is a significant experience changes and it leads to think, act and feel, and to our broader belief about the world and social reality. There are number of theoretical model and approaches help to explain the complex links between media exposure and its effects. There is a strong relationship between television and human behavior, television has influenced a several changes in the life of human beings, where there is a change in the life style of the people. Because of television humans are able to gain knowledge in a broader sense and also get or collect the information of the world in the fraction of second. Television can give ideas, it can inspire to do certain things and drive to initiate. Television controls the social attitudes and changing human behavior, living style and moral thoughts and consequences.

Culturally, we found that television advertising is imposing an image of life that is completely alien to the vast majority of Indian children. Many children are beginning to believe that the India and the Indians they see in television advertisements are the only ones worth emulating and learning from. In other words all other Indian and Indians lifestyles are either retrograde or passé may be even both. Unfortunately few attempts are being made to draw children for that matter, into a critical debate on the values and lifestyles that television and the advertising on it advocate. As a result material aspiration is reaching unrealistic heights.

The impact of television advertising on society is manifold. The immediate and intended impact by advertiser is that the advertised product is valued in a positive way and the viewers are convinced enough to buy the product. The review of research suggests that the unintended, broader and cumulative type of impact accrues from exposure to large number of advertisements and over a period of time. Such an impact is long term and deep seeded. These effects are advertising influencing the behavior and mind set of children. Most of the stories they hear are not told by parents, the school, or neighbors. They are told by a handful of conglomerates that have something to sell. That has a powerful affect. There has been a lot of debate on the influence that television advertisements have upon children, but to assess the influence accurately it is mandatory to learn whether children are able to comprehend advertising, to what extent and by what age are able to achieve that.

Today, children are less innocent flowers and rather more practiced consumers with detailed knowledge of various products and brands available in the market. At present in India, television has come up in a huge way and advertising is a huge million dollar industry that has an enormous impact on the behavior and attitudes of the children. Parents believe that there is change in the behavior of children when they watch television advertisements. Even in some times television advertisements have a negative impact on children since whenever they come across an advertisement, they demand to purchase the advertised product. Refusal of such request often results in conflict. They think that children need some kind of protection from advertisements. Television advertising offers product and brand-related ideas and information to children that results in purchase request to parents. This issue to extent television advertisements is effective in defining and changing the buying behavior of children is very interesting to do research and has motivated to undertake study. Indian marketers are increasingly targeting children because they find children are the only market segment that do not change their preferences rapidly and are easy to influence through advertisements.

For many children advertising media is a normal part of life, these children and young ones using or watching the television being upped to between 20 and 30 times greater than the time spent associating with their family. The latest trend, due to working parents and unclear structure of the family, indicating that the studies find that children in the India may spent with television an average between two to three hours a day, this is outside school time watching some forms of television programmes. This is to exposes children to much potentially harmful material. The children in India have view advertisements in a year. This huge number of advertisements on television means that many children spend a significant proportion of their lives watching advertisements. Recent changes in advertising for children indicate a developing tendency of marketers and advertisers to employ some form of animation in children's television advertising. This helps them to catch children's attention during commercial programming. The technological advancements, especially in computer graphics, allow a greater flexibility, variability, and creativity in the elaboration of advertisements. On other hand, the practice of taking advantage of the improvements in computer animation and special effects seem to suggest that marketers may be experiencing an increasing challenge to capture children's attention.

Children, Advertising and Consumerism

The process by which television advertising exposes children to consumer ideology thus includes the ritual incantation of popular jingles, a phenomenon to which we in India can easily relate today. Moreover, we can see that as television viewers, children are easily influenced by the happy carefree and sumptuous world of television advertisements. Starting at a very early age, children learn to deserve things they see on television and eventually become active persuaders in the market place and at home. We observed many children is seemed more interested in discovering new products than their parents were and they were particularly attuned to new brands of products they had seen on television-soaps, crisps and hi-tech equipment's, in some sense, therefore they seem to act as the family's antenna, picking up new ideas, noticing new products and keeping a watchful eye on premiums and discounts, free gifts and sales offers. They are far from immune to the live of attractive goods, cloths and food in sophisticated shop to the glamour of opulent homes and the sleekness of imported items.

Consumerism and advertisement played a large role in the world, advertising has become part of the society in the world today, and in turn so has consumerism. The consumerism and advertising were two ideas, used as a distraction to society, and helped maintain a stable and happy community. People depend highly on consumerism and advertising in the world today, as they fulfill their needs. Television advertisement takes an important part of everyday human's life. But the most important part of advertising is to draw attention from the consumers to buy their product. To make consumers feel they are associated with advertise, advertisement often contains a lot of satisfaction and exaggeration. Consumerism is economically manifested in the chronic purchasing of new goods and services, with little attention to their true need, durability product origin or the environmental consequences of manufacture and disposal. Consumerism is driven by huge sums spent on advertising designed to create both a desire to follow trends, and the resultant personal self-reward system based on acquisition. Materialism is one of the end results of consumerism. Advertising today uses all the many arrows in its quiver: information, image, personality, and lifestyle. How it mixes these for a particular campaign also depends on what factors are present: the kind of product or service being sold, the intended audience, the character of the actual audience, the product or service type, the context in which it will be used, the medium by which it will be used and the medium by which the message will be transmitted.

As a result of all this, changes have occurred in the way products are consumed. Today's advertising and consumer-culture have roots in the changing nature of the market in the late 19th century. Those changes paralleled changes in the modes of transportation and communication, urban growth and a cultural climate for social and geographical mobility. In recent years people had more money and could afford to purchase more goods. Slowly the companies started to sell in a different way. From the selling concept, "Try to sell everything you produce without considering if there is any need for it", manufacturers came to use the marketing concept, "Discover and appeal to the existing needs and wants". Advertising as we usually understand it in contemporary society is a process of persuading a mass audience through the mass media to buy commercial products. It is distinguished from direct selling-the hawker of merchandise in a public market, on the other hand, and from "public service announcements.

In a world dominated by a consumerist ideology, children are constantly being exposed to a range of advertising and marketing messages, with communications not necessarily targeted at them having similar influence over their attitudes and behavior, as those that are directed at them. Several research suggest that exposure to a range of marketing messages, such as advertising, branding, sponsorships and sales promotions, may have a profound select on children's behavior, and in some cases, actually harm children's ability to make rational and sensible choices. Retail clothing advertising in television is targeted at adults, for example, has been linked to early, inappropriate sexualisation of childhood, while fast food and other soft drinks has been

implicated in increasing children's obesity rates. Consumer psychologists have argued that it is possible to protect children from the harmful selects of marketing communications, particularly when methods being used to measure these selects may not be appropriate or wide-ranging enough to measure children's implicit attitudes and their select on behavior.

Advertising in India

Advertising, in a broad sense, has been part of economies since at least the beginnings of trade. Merchants have always sorted out the advantages of their goods in the marketplace. The oldest known written advertisement is a 3000-year-old Babylonian tablet requesting the return of a slave. Shop signs and broadsides affixed to walls, posts or trees were common advertising devices in all civilizations prior to newspapers. The invention of printing by movable type ushered in a new age of commercial communication. The first printed advertisement in English appeared in 1477, the year after William Caxton set up his first press in England. By the middle of the seventeenth century, British newspapers had adopted advertising as an intrinsic part of their contents. The first daily newspaper in the American colonies devoted as many as ten of its sixteen newspaper columns to advertising. The styles and objectives of these ads stood as models -- in English-speaking countries, at least -- for the first period of the modern era of advertising.

The dawn of Indian Advertising marked its beginning when hawkers called out their wares right from the days when cities and markets first began. It was then that the signage's, the trademarks, the press ads and the likes evolved. Concrete advertising history began with classified advertising. Ads started appearing for the first time in print in Hickey's Bengal Gazette which was India's first newspaper. Studios mark the beginning of advertising created in India as opposed to being imported from England. Studios were set up for bold type, ornate fonts, fancier, larger ads. Newspaper studios trained the first generation of visualizers and illustrators. Major advertisers during that time were retailers like Spencer's, Army & Navy and White away and Laidlaw. Retailers' catalogues that were used as marketing promotions provided early example. Patent medicines: The first brand as we know them today was a category of advertisers. Horlicks becomes the first 'malted milk' to be patented in 1883.

B Dattaram and Co. claims to be the oldest existing Indian agency in Mumbai which was started in 1902. Later, Indian ad agencies were slowly established and they started entering foreign owned ad agencies. Ogilvy and Mather and Hindustan Thompson Associate agencies were formed in the early 1920s. In 1939, Lever's advertising department launched Dalda – the first major example of a brand and a marketing campaign specifically developed for India. In the 1950s, various advertising associations were set up to safeguard the interests of various advertisers in the industry. In 1967, the first commercial was aired on VividhBharati and later in 1978; the first television commercial was seen. Various companies now started advertising on television and sponsoring various shows including Humlog and Yeh Jo HaiZindagi. In 1986, Mudra Communications created India's first folk-history TV serial Buniyaad which was aired on Doordarshan; it became the first of the mega soaps in the country. Later in 1991, First India-targeted satellite channel, Zee TV started its broadcast. 1995 saw a great boom in media boom with the growth of cable and satellite and increase of titles in the print medium. This decade also saw the growth of public relations and events and other new promotions that various companies and ad agencies introduced. As India became more industrialized, especially from the 1992, the mass-appeal advertising paralleled the mass production of goods. Nationwide advertising directed the public's attention to the increasing variety and quantity of products distributed on a nationwide basis. Mass production gave urgency to the creation of a mass market, so that all that was made could be sold, rather than piling up in warehouses.

Indian advertising has had many changing faces. The pre-independence advertisements were mostly about ladies goods, gent's clothes, travelling, restaurants and hotels and entertainments for the colonial people in India. Motor cars, electricity and lifts in houses were considered to be the items of luxuries in those periods. Many of the early advertisements were about hotels, four wheelers, tea, gramophones, cotton goods tailoring shops etc., and their target audience were the British people in India the princely families and the abolition of the princely order that a new born middle class received attention of advertisers. The television age has now dawned on India. It started in a very humble fashion by way of experimental transmission at Delhi on 15 September 1959, the early television advertisements were merely still with voiceovers or short versions of cinema advertisements. Regular television was first introduced in 1965, and there has been a large scale expansion took place. The year 1976-77 was a turning point in the history of Indian advertising. It was in this year that the Doordarshan (DD) started accepting advertisements. Commercial advertising on television was introduced in a small way on 1st January, 1976 and the revenue from commercial advertising has shot up at an astronomical rate. Satellite television has ushered in epochal changes in entertainment in awareness of trends and lifestyles abroad. It has also dramatically, expanded media options and influenced the styles and substances of advertising, which is now richer and stronger in imagery and emotional appeal. The economic liberalization of the past two decades has created challenges as well as opportunities for advertising. Indian products and services face fierce competition, both nationally and internationally. International brand wars are now being played out in Indian turf. Consequent upon the globalization, the Indian advertising firms have also been entering into the sphere of global tie-ups. The styles and ways of presentation of advertisements have also been changing rapidly in India.

Children Attitude, Behavior and Television Advertisements

In the world, television plays an important role in the daily life of people, especially children. Television is most influencing media in the case of children. Therefore advertising through television has become an effective tool to help manufacturers increase sales. Especially television advertisements affect not only the present but also the future buying behaviors of children. Children develop consumption motives and values as they exposed to commercial activities; they develop knowledge about advertising, products, brands, pricing, and shopping; and they begin to develop strategies for purchase requests and negotiation. Before a certain age, children lack the defenses, or skills to determinate commercial from relationship from television advertising

to adiposity. Some researchers have argued that children do not understand the persuasive agenda behind an advertisement and hence become targets for commercial persuasion. These children's interpret advertising claims as truthful with accurate information. Advertising information has been seen to fall into commercial information and educational information-both about products and services.

Children's attitudes towards advertisements not only determine their product purchase behavior but also other behavioral influences of advertisements on them. Demand of the advertised products is heavily influenced by the children's attitudes towards advertisements. Further the cognitive changes among different age groups lead to the formation of varying attitudes towards advertisements. There are other potent factors apart from advertisements which result in the requests for a product or brand. A large number of advertisements are aimed at children as they are the most impressionable group in a society. Children are not only seen as an attractive market segment but also an influential market as they exert influence on the purchasing habits of other family members. Several researches indicate that although the effective advertisements can impress even the most rational adults, children are more vulnerable and advertising exerts substantial influence on their beliefs and attitudes. The featuring of an advertising, when an advertised product appeals to children, they are to more likely focus on the concrete aspects of the products and as a result overlook the abstract nature of relationship between the advertisers and the audience of the advertising.

Research Methodology

Research is a scientific investigation or study of a subject or topic or event. The purpose of this chapter is to present a clear idea of the research procedure used in this study. Since the value of any systematic and its scientific research lies in the methodology. It is essential that the research scholar have to be clear about the certain aspects of research endeavor. The implications of the research problem have to be considered in its entity, hence it is the aim of this chapter to present a description of the methodology followed in this study. The motivation for this study, the universe and the sampling technique used, survey research method, the data analysis and tabulation, explanation of concepts, the measurement technique of the study is included.

The present study is to find the impact of television advertisements on children attitudes and behavior. For this purpose television viewing habit amongst children, their level of understanding of advertisements and aspects they like about television advertisements, the products, they buy or request from their parents after seeing advertisements, their attitudes and behavior television advertisements and the influence that advertisements have on children has been gauged. For the present study television media is chosen due to its prime relevance from children's point of view. It revealed that not much work has been done in the field of influence of television advertisement on children attitudes and behavior on children in India. Therefore the present study is tried to include and extend the important taken up by other foreign researchers. An effort has been made to include the issues that are important to Indian marketing and social environment in order to provide insights to advertisers, marketers, policymakers and society.

Sampling Design

A sample design is a definite plan for obtaining a sample from a given population. The sample design helps the researcher in selecting items for the sample designed is determined before the data is collected. There are various steps in sample design-universe of the study, sampling unit and sample size. The universe of the study comprises of children from Bangalore city. The children have been selected from three schools catering to middle and upper socio-economic strata. The study is confined to the city of Bangalore. The sampling unit is taken into consideration before the sample is selected. The sampling unit can be geographical state wise, district, village etc., or a social unit of the study was both geographical as well as social unit. The geographical unit being areas in Bangalore and social unit is schools consisting of children's. Sample is the number of items to be selected from the universe to constitute the sample. The sample size consisted of 150 respondents from three schools. There are 50 questionnaire schedules distributed for each school. Finally the researcher is selected 150 schedules for the study and four schedules rejected due to non-completion of schedules. The size of the sample should be optimum such that it fulfills requirements of efficiency, representativeness, reliability and flexibility.

The survey research method is an important and useful method of data collection. The survey is also one of the most widely used methods of media research, primarily because of its flexibility. A survey however involves a number of steps. In this present study the survey research is followed to data collection, for data collection questionnaire was framed, the questions that contained multiple choices answer and the respondents have given a response in one or more choice. For all the questions the respondents have given their own responses. There are 21 questions were framed and the questionnaire was given to three segments of the respondents which included children's from the age group of 14 to 16 years old, belonging to 8th, 9th and 10th standards. The number of respondents included 63 students belonging to 8th standard, 40 belonging to 9th standard and 47 students belonging to 10th standard. Hence it is possible to examine and analysis the results of the respondents as well as compares the results of three segments. The researcher is personally met the respondents to collect the data. The questionnaire includes both open and closed-ended questions. It was successfully used to interview the children aged between 14 to 16 years and was administered by the researcher to elicit the required valuable and authentic information. It was decided to collect data through personal interviews with children. The questionnaires were consist on personal data, exposure to television, and preference on content in advertisements and most preferred advertisements.

Analysis and Findings

The data was collected from three schools situated in Bangalore city, concentrating on children aged between 14 to 16 years. The collected data was thoroughly edited and classified before the conversion into codes to make the information precise. A code book was prepared and information was manually entered into the book and transferred on to the master sheet, which was used to avoid over lapping or misinterpretation of data. The coded data was cross tabulated form comparison to assess television advertisements and its impact on children's attitudes and behavior of different age groups, and different gender. The personal characteristics of the respondents are relevant here to be studied before going for their relationship with factors attitudes and behaviors. Children in the age group of 14 to 16 have been considered as to be the sampling unit for this study. Personal information profile regarding the children is provided in tables 1.1 to 1-4, the basic information of gender age class is provided in below tables.

Table 1.1 Age, Class wise and Gender wise distribution of respondents (N=150)

Age		Frequency	Percent
	14 Years	63	42
15 Years	40	26.66	
16 Years	47	31.33	
Total	150	100	
Class wise	8th Standard	63	42
	9th Standard	40	26.66
	10th Standard	47	31.33
	Total	150	100
Gender	Male	84	56
	Female	66	44
	Total	150	100

The above tables shows that different ages, education and gender of the respondents. There are 42% of the respondents are in the age of 14 years, 26.66% of respondents are in the age group of 15 years and 31.33% of respondents are in the age group of 16 years. The above table shows that there are 42% of respondents are belonging to 8th standard, 26.66% of respondents are in 9th standard and 31.33% of respondents are studying in 10th standard. Again there are 56% of respondents are male and 44% of respondents are female. The study sample gives proper representation both gender, education and age wise.

Table 1.2 Frequency of Television Viewing by Children's- Cross table of gender, age and standard (N=150)

		Always	Very often	Sometimes	Occasionally	Total
Gender	Male	58 (69.04%)	21 (25.00%)	2 (2.38%)	3 (3.57%)	84 (56.00%)
	Female	53 (80.00%)	7 (10.00%)	6 (9.09%)	---	66 (44.00%)
	Total	111 (74.00%)	28 (18.66%)	8 (5.33%)	3 (2.00%)	150 (100%)
Age	14 Years	39 (61.90%)	15 (23.80%)	8 (12.69%)	1 (1.58%)	63 (42.00%)
	15 Years	33 (82.50%)	7 (17.50%)	---	---	40 (26.66%)
	16 Years	39 (82.97%)	6 (12.76%)	---	2 (4.25%)	47 (31.33%)
	Total	111 (74.00%)	28 (18.66%)	8 (5.33%)	3 (2.00%)	150 (100%)
Standard wise	8th Standard	47 (74.60%)	10 (15.87%)	3 (4.76%)	3 (4.76%)	63 (42.00%)
	9th Standard	29 (72.50%)	9 (22.50%)	2 (5.00%)	---	40 (26.66%)
	10th Standard	35 (74.46%)	9 (19.14%)	3 (6.38%)	---	47 (31.33%)
	Total	111 (74.00%)	28 (18.66%)	8 (5.33%)	3 (2.00%)	150

Table 1.2 reveals that the frequency of television viewing among children respondents. Gender wise analysis show that there are 74% of respondents are watching television an always means every day, 18.66% of respondents have said they view television

programme on very often, 5.33% of respondents said they watch television sometimes and only 2% of respondents watching television occasionally. The above table statistics clearly indicate that television is very powerful medium and majority of the children watch television regularly.

Age wise analysis shows that as far as different age groups of children are concerned, all the respondents of children watch television. The age group of 14 years children of 61% of respondents has said they watching television always means every day, 23% of children said they watch television very often 12% of the respondents said they watch television sometimes and only 1.58% of children said they watch television occasionally. The above table indicates that majority of the 14 years children are watching television everyday. In respect of 15 years old children 82% of this age respondents are watch television regularly and 17.50% of children said they watch television very often, it means majority of children in the age group of 15 years are watching television every day. Another age group of 16 years has said nearly 82.97% of this age group children are watching television on regularly followed by 12.76% of children watch television very often, and only 4.25% of respondents watch television occasionally it means television is an very important and influencing medium for children in the age group of 14 to 16 years. The study found that television and programs of television are very influencing medium for children of this age group.

Table 1.3 Distribution of Children according to the hours of Television Viewing per day (N=150)

		1/2 hr to 1 hr	1 hr to 2 hrs	2hrs to 3 hrs	more than 3 hrs	Total
Gender	Male	10 (11.90%)	42 (50.00%)	24 (28.57%)	8 (9.52%)	84 (56.00%)
	Female	14 (21.21%)	26 (39.39%)	20 (30.30%)	6 (9.09%)	66 (44.00%)
	Total	24 (16.00%)	68 (45.33%)	44 (29.33%)	14 (9.33%)	150 (100%)
Standard wise	8th Standard	9(14.28%)	26 (41.26%)	20 (31.74%)	8 (12.69%)	63 (42.00%)
	9th Standard	10 (25.00%)	18 (45.00%)	11 (27.50%)	1 (2.50%)	40 (26.66%)
	10th Standard	5 (10.63%)	24 (51.06%)	13 (27.65%)	5 (10.63%)	47 (31.33%)
	Total	24 (16.00%)	68 (45.33%)	44 (29.33%)	14 (9.33%)	150 (100%)
Age	14 Years	8 (12.69%)	34 (53.96%)	17 (26.98%)	4 (6.34%)	63 (42.00%)
	15 Years	7 (17.50%)	14 (35.00%)	15 (37.50%)	4 (10.00%)	40 (26.66%)
	16 Years	9(19.14%)	20 (42.55%)	12 (25.53%)	6 (12.76%)	47 (31.33%)
	Total	24 (16.00%)	68 (45.33%)	44 (29.33%)	14 (9.33%)	150 (100%)

The above table shows that the number of hours spent on watching television by children respondents. It has been observed that most of the children watch television two hours in a day. The above cross table reveals that among gender watching television that 11% male children and 21% of female children watch television less than half an hour, 50% of male respondents and 39.39% female children watch television more than one hour and less than two hour. There are 28.57% of male children and 30.30% of female children watch television more than two hours in a day and 9.09% male children and 9.33% of female children watch television more than three hours in a day. The study found that female children spend more time with television compare to male children. It clear about female children very active and they spend more time with television and this medium is very influencing for them. In respect of television viewing by different standard by the respondents are represent in the above table are 8th standard children said that 14.28% respondent said they watching television, 41.26% of respondent said they watch television 1 to 2 hours in day, 31.74% of children said they watch television 2 hours to 3 hours in a day and 12.69% of children respondents have said they watching television more than three hours, same as 9th standard students have said 25% of children said they watch television less than one hour in a day, 45% of children said they watch television 2 hours regularly, 27.65% have said they watch television 3 hours in a day and only 2.5% children of 9th standard have said they watch television more than three hours a day. The 10.63% students of 10th standard children have said they watch television less than one hour in a day, 51% of respondents have said they watch television nearly two hours a day, 27.65% children said they watch television in three hours a day and 10.63% of students watch television more than three hours in day. The study found that all the standard students are watch television more than two hours in a day. The cross table of different age group children television viewing is presented in the above table and it shows that all the age group of respondents watch television on two hours and more than two hours a day.

Gender-wise analysis reveals that the 19.04% of male children viewing of television for the reasons for learning and educational purposes, 23.80% of children said they view television for passing time, 16.66% of children gave a response they view television for entertainment reasons, 5.95% of children respondents have said they view television for relaxation, 19.09% of children have given response they viewing television for combat loneliness and 15.47% of children said they viewing television as a family routine. The study found that majority of the male children view television for passing time and followed by learning and education, and combat loneliness and entertainment. It clearly indicates that usually male children face loneliness and to pass time they view television.

Age-wise analysis reveals that the children viewing for television programs for different reasons for their learning, pass leisure time etc., the present study reveals that different age group respondents have view television programs for different reasons that are 14.28%, 22.50% and 21.27% of children respondents view television programs for learning and educational purposes, 17.46%, 27.50% and 19.14% and 12.50% of respondent viewing television programs for pass time and followed by entertainment, there are 14.28% , 7.50% and 8.51% of children respondents have said they view television programs relaxation, there are 20.63%, 15% and 12.76% of respondents have said they view television for combat loneliness. There are different age group respondents have given response on 15.87%, 15% and 8.51% respondents have view television as family routine. The present study found that majority of the children view television for learning, entertainment, and pass time.

Table 1.6 Frequency of Interested programs viewing by Children's in Television(N=150)

		Cartoon/Animated programmes	Children Shows/Serials	Knowledge based programmes	TV-Serials	Reality shows	Music programmes	Movies	Total
Gender	Male	12 14.28%	12 14.28%	12 14.28%	13 15.47%	12 14.28%	10 11.90%	13 15.47%	84 56.00%
	Female	9 13.63%	12 18.18%	15 22.72%	8 12.12%	6 9.09%	8 12.12%	8 12.12%	66 44.00%
	Total	21 14.00%	24 16.00%	27 18.00%	21 14.00%	18 12.00%	18 12.00%	21 14.00%	150 100%
Age	14 Years	7 11.11%	3 4.76%	6 9.52%	21 33.33%	6 9.52%	5 7.93%	15 23.80%	63 42.00%
	15 Years	7 17.50%	12 30.00%	2 5.00%	----	7 17.50%	10 25.00%	2 5.00%	40 26.66%
	16 Years	7 14.89%	9 19.14%	19 40.42%	-----	5 10.63%	3 6.38%	4 8.51%	47 31.33%
	Total	21 14.00%	24 16.00%	27 18.00%	21 14.00%	18 12.00%	18 12.00%	21 14.00%	150 100%

Table 1.6 reveals that the children's television viewing interested programs are presented. The above table represents those different programs in television viewing by the children's by different gender and different age groups are interested in viewing different programs in television. There are 14% of both male and female children's are prefers to watch cartoon and animated programs, 18.18% of both gender respondents are prefer to watch children's related programs, 22.72% of male and female children are interested to watch knowledge based programs in television, 15.47% of both gender respondents have given response to they are interested to watch serials in television, 14.28% of respondents said they prefer to watch reality shows, 11.90% of children's are prefer to what music programmes in television and 15.47% both male and female are prefer to watch movies in television. The present study found that television serials, movies, cartoon/animated programs and knowledge based programs are very preferable programs for children's and these programs are very influencing programs for children's.

Age-wise analysis reveals that the children's prefer to view different programs in television are 14% of children's of different age groups are prefer to cartoon and animated programs, 16% of respondents are prefer to view children related programs 18% of respondents of different age group children prefer to watch knowledge based programmes, 14% will prefer television serials. 12% of respondents of different age group children prefer to watch reality shows followed by 12% children watch Music programmes and 14% of children in different age groups are prefer to watch movies. The present study found that knowledge based programs; cartoon and animated programmes children related programmes and movies are very much preferring programs of children by different age groups.

Conclusion

In recent years children's market has become very important to manufacturers and marketers, even for goods traditionally targeted at children and adults. There are many aspects that make children an important segment. Children indulge in independent shopping at a much younger age than the earlier generations, and have an increasing influence on their families purchase. Children perception of television and their reaction to television advertising have led us to conclude that, television is one of the most important influences in children lives and that children are watching more television than ever before and this is only likely to increase with time as television extends their reach and offer greater viewing options. The television viewing habit is already altering the pattern of family life and social interaction in urban centers, the more people watch television the less attention they pay to alternative other activities at home and outside. Today particularly children play an important role as consumers and they care whether the products are useful for them or not. While they are shopping, the first thing comes in their mind is to purchase the advertised products. In this situation, the advertising has a stronger effect on attitude and behavior on children. As far as any products are concerned children are influenced more by television advertisements than by the other medium of advertising. The present research is found that among many communications tools, television advertisements have more impact on attitudes and behavior on children than the other medium of advertising. The age of children's is an important factor of understanding the television advertisements and attraction of children's attention. Children's behavior is indeed influenced by television advertising in many ways. The advertisements not only influence their product choice but also influence their lifestyles, involvement in family purchase decisions, interaction with parents, etc. children's attitudes towards television advertisements in general and impact of television advertising on children in particular are found that many television advertisements are better than television programmes.

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