

## **The impact of TV Advertisement on Children Buying Behavior: A study of moderating role of parental influence**

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### **ABSTRACT**

*This study examines the effect of TV advertisement of children buying behavior. Two aspects of the Advertisements are considered in this regard. One is the entertainment and the other is credibility. Also, the moderating role of parental influence has also studied in regards to buying behavior Children buying behavior is a new and evolving field in Pakistan and studying the impact of entertainment and credibility of an ad on children buying behavior under the influence of parents is yet to be studied. A causal study [regression analysis] had been conducted using a sample size of 200 children in schools and shopping malls of Islamabad and Rawalpindi and primary was collected through a 26-item questionnaire using convenience sampling. The results that credibility aspect of a T.V ad does not impact children buying behavior, while entertainment aspect does. Also parents play a very influential role in shaping up the buying behavior of their children. Therefore, marketing managers should pay attention to this new are of consumer behavior develop ads which are entertaining and credible and also targeted towards parents along with children.*

**Keywords:** *children buying behavior, T.V Ad, credibility, Entertainment Aspect, Parental Influence*

## **1. INTRODUCTION**

Nowadays, we live in modern times in which communication is very important, weather you are individual or an organization. Organizations have to communicate with their customers in order promote their product. This is communication tends to impact the perception of their customers with in turn effects their buying behavior. Advertisement is communication process that gives information about product and build brand image. An Advertisement shows what the product is all about, which markets it will cater to and from whom it is made. It communicates the message about the product and educates the consumers about the features of the product. Advertisement is to attract attention to guide attention and at the end to develop the buying behavior of the customer toward a product [1].If the ad is well made and entertaining enough, then it will quickly engage the audience and they will be attracted towards the product. Television advertisement alters the living standard of customer as they compare themselves with the life in advertisement and at the end they end up buying that product [2].

In mass media the television is the most important element that develops the children attitude toward their buying behavior and advertisement is the most important source for young people to get information about the products that are new to market

There is evidence that the more the children interact with mass media the more they will learn about the consumer behavior that will reflect their buying behavior. TV is the most important and reachable source for children from which they get information about products. Consequently, it is very important for advocate to understand the attitude of children and their buying behavior, so they can effectively communicate to children. An increase of TV programs, print media, and electronic media itself, presents a definite image of different products to the children [3].

There are many factors relating to T.V ads that can affect children buying behavior. Credibility and entertainment are one of these factors. Entertainment entails to engaging a customer's towards the ad through Music, jingles, humor etc. credibility

represents the truthfulness in the message of the Ad, Both these factors play a vital role in Children Buying behavior and parental influence is the one that is shaping up the buying behavior in regards to these factors.

## 2. LITERATURE REVIEW

Attitude plays an essential role between exposure to advertisement and behavior toward brand. Attitude framework also affected by execution framework of advertisement, which is define in a likelihood model by [4]. The elements shown in the likelihood model play an essential role in developing attitude towards TV advertisement. Animal's action and children as models are liked by children in advertisement, or any character that resembles to child is also liked by the children [5].

Therefore, children take interest in those advertisements which they can easily understand. Children developed their own understanding what they find around them and it is based on their exposures. Furthermore, the life-style they watch in advertisement they tend to adopt it by their own meaning. When individual found all children are wanted to adopt the life style which has showed in the advertisement or electronic media, they might influence by cognitive ability [6; 7].

### 2.1 Credibility and Children Buying Behavior

Credibility of advertisement is a degree to which customer evaluate the image that is given in the advertisement about the brand is true. This means that the customers judge in their minds that whether the ad is true or not. Weather the features depicted in the ad about the product is as they are explained or not. The credibility element has a positive impact on brand and buying behavior of customers [8]. A credible Ad makes customer believe in the product and in turn makes them prefer it in their shopping choices. Advertisement of different kind of product also differs in their credibility. Advertisements of weight-loss products have received much criticism then the other products. According to [9], ads of weight-loss are less credible. In advertisement several products deliver their image which in reality thy not have at the end they lay in low credibility [10]. According to the research held in USA, children at the age of eight always believes advertisement on

television always tell the truth and children believes become more negative as children grow older. The younger children are instinctive and they trust everyone and everything at their age, but as they grow older, but as they grow older their ability to judge right from wrong is developed and enhanced much more.

Television is the most important and persistent medium of advertising and promotion. Television play most important role in developing the buying behavior of young people. In addition, through that advertisement the children come to know about different products and they learn how to use these products.

Credibility is a concept that is mostly foreign to young children. They don't perceive this idea as well as adults do. In case of Ads, children rely more on entertainment for shaping up their buying behavior, rather than credibility.

### 2.2 Entertainment and Children Buying Behavior

Children pay more attention to that advertisement that has entertainment for them. Children remember the name of brand the slogans, and jingles that are communicated in the advertisement. According to [11], older children compare ads and product so companies should try to show that their product is superior to the other similar products. According to the Piaget theory children between ages 11 to 15 have the ability to think deeply about the idea that has been given in the advertisement. As children grow older they understand more precisely the selling motive underlying television advertising, and are better able to differentiate between programs and commercials.

According to [12] there are two important elements that can grab the attention of children to television advertisement, that are personal and stimulus factor. Personal factor include the motivation to watch television that could be due to lake of knowledge about product or advertisement and other factor can also be a parent influence. These factors are not easy to control but the advertiser can make the advertisement acceptable for parents buying by improving the content of advertisement, furthermore they can also grab the attention by making the advertisement more entertaining. On the other had stimulus factors, such as commercial content and product advertised will tend to create negative effects if not properly managed.

Children have favorable attitude toward specialized variety of advertisement. More appropriately, the ones that create humor for them. Children have an ability that they love to learn from their surroundings; furthermore they do watch and polish their skills from commercials. They memorize the jingles, slogans. They also become loyal towards brands and ranked several brands on their top priority. Consequently, with regard to older children, youngsters are more likely to get influence by advertising, delivering strong beliefs in the ad content and they are more likely to make purchase requests for those particular brands. Credibility and entertainment are the most two important aspects while considering children buying behavior. Furthermore, entertainment has large priority as compare to credibility while considering children buying behavior.

### 2.3 Parental Influence

Effective advertisement is the one that influence children's buying behavior in regards of switching from one brand to another or remaining loyal to one brand. The effective advertisement influences the children buying behavior. Children influence their parents to purchase those products that most frequently advertised. How parents respond, it depends on children and parents' communication.

According to [13], there are two kinds of communication levels within the family, socio-orientation and concept-orientation. In socio-orientation parents wants harmony in relations within the family so they avoid all kind of arguments, anger and controversial expression or behavior. In concept-oriented children are always welcome to express their ideas and feeling. In context of purchasing the socio-oriented parents have control over the purchase of their children, but concept-oriented parents wants their children to buy things buy their own choice. Furthermore, we can break parents in four kinds, Laissez-faire, protective, pluralistic and consensual

Laissez-faire has low level of communication to their children's and they have least level of influence in children purchasing patterns. So peer have more influence on that children's. As protective parents, they limited the children exposure to the outside information such as television advertisement. Pluralistic parents allow their children to express their ideas. The consensual parents want their children to express their views but they also want control on their children buying behavior.

Conversely, they have the most strongly negative behavior toward advertisement and children buying behavior.

According to a survey by, about mothers belongs to USA and Japan. Survey reveals that Laissez-faire mothers have most positive attitude towards television advertisement and they have low mediation role on children attitude towards TV advertisement. Concept-oriented parents have more negative and have highest mediation role toward TV advertisement and there buying behavior. In general, USA mothers were equally all across categories. The Japanese mothers where more laissez-faire.

It is recommended by the researchers that essential developments in customer socialization do not appear in void but take place in a social background consisting the family, mates, and mass media. Parents generate direct chances by cooperating with their children about buying decisions, furnishing them pocket money and bringing their children to shopping pleasure trips. Mates are added source of pressure affecting customer beliefs during early age and ongoing through teenage years [14].

Prior research has recognized three measurements of parental influence of television viewing: instructive, restrictive, and co-viewing. Instructive mediation defined as "parental supervision and clarification of television so that children might better understand the both features formal and informal". Restrictive influence defined as "clear rule making and utilize technical devices to manage how and when children watch television". Co-viewing defined as "when parents watch together with their children, giving out the viewing familiarity but not pointing about the content". Several studies conceptualized instructive as a non-valence measure.

Studies on parental influence of children's television viewing can be assembled into three groups: antecedents of television parental influence, its incidence, and its belongings. Features that add to parental influence comprise parental apprehensions of Television's negative influence, parents' negative thoughts toward television, and several demographic aspects. For instance, parents with more anxiety over television's destructive effects and with additional negative thoughts about media are more influential. Parents with younger children are more likely to engage their children in more preventive and informative influences as compared to parents of elder children. Families who are educated and wealthy are more like to participate in parental influence. Consequently, educated parents are more

likely to be preventive about their children as compared to parents belongs to no educational background. Research conducted about Chinese parents, proposed that more wealthy and educated parents occupied more regularly in negotiations with their children about television ads. While urban parents are supposed to more wealthy and educated as compare to parents belongs to rural areas.

### 3. Objective

The Objective of this research is to find the effect of impact of entertainment and credibility aspects of a T.V ad on children buying behavior. These factors have been previously studied in research but their impact on children buying behavior is still new and under investigation. Also parents, being the most important part of a child play a vital role in shaping up his buying behavior. So another objective is to find out how parents moderate the relation between a T.V ad and children buying behavior.

### 4. Theoretical Framework

#### 4.1 Dependent Variable: -

The dependent variable of the study is children buying behavior. Children are also customers. They like to purchase products which appeal to them and so they have a specific buying behavior. This buying behavior is affected by many factors and T.V advertisements are one of them. Keeping this in mind, this study will focus on how entertainment ad credibility of the ad will affect buying behavior of children and what role parents can play in moderating it.

#### 4.2 Independent Variables: -

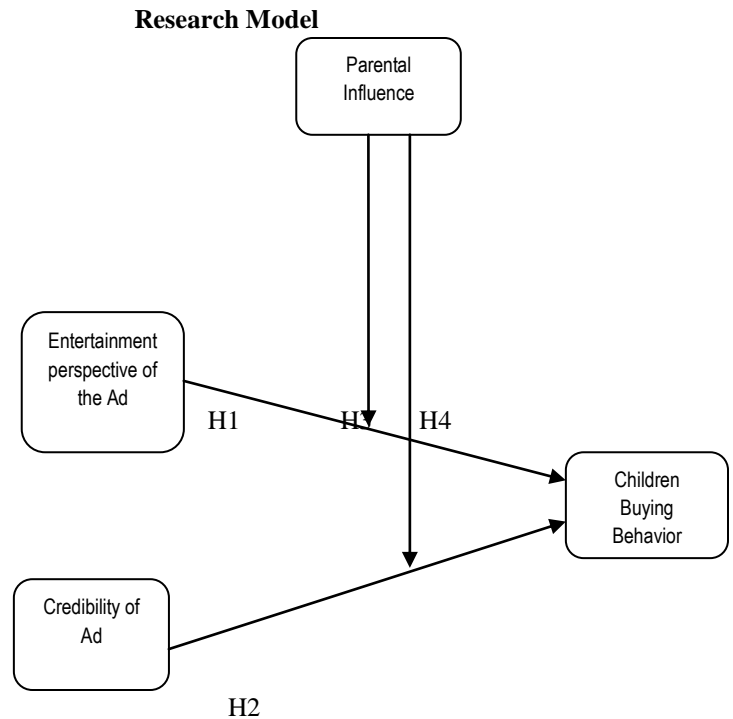
Credibility linked not only to the product advertisement, in fact it is also associates to the advertisement medium from which the message is being distributed. Advertising medium credibility might define in means of consumers' believes of the average trustfulness of a channel's overall advertising substance. Every single medium has its own reputation and personality credibility. Credibility shows how the ad is considered by the children,

whether they believe it or not. Credibility plays an important role in children buying behavior.

The other IV is Entertainment aspect of the ad. As children grow older they understand more precisely the selling motive underlying television advertising, and are better able to differentiate between programs and commercials. Commercials are mostly related to the entertainment perceptive. They are supposed to be funny, humorous and engaging so that they can grab the attention of children. The more the ad is entertaining the more the chances of children to understand and remember it and more likely the ad will affect their buying behavior. So we hypothesize that,

#### 4.3 Moderating Variable: -

Parents play a vital role in the development of children buying behavior. They guide them on which ads to watch and which ads to avoid. They try to shape up the buying behavior of children through care and guidance. So it is important to see how parents moderate the behavior of children as compared to Credibility and Entertainment aspect of the ad.



### 5. Research Questions

- 1 To what extend Children's buying behavior are impacted by entertainment aspect of and advertisement?
- 2 To what extend Children's buying behavior are impacted by credibility of a TV advertisement?
- 3 To what extend parents have influence on children buying behavior?

## 6. Research Hypothesis

**H1:** There is a significant impact of credibility perspective of an Ad on children buying behavior.

**H2:** There is a significant impact of entertainment perspective of an Ad on children buying behavior.

**H3:** There is moderating effect of parents on children buying behavior as compared to entertainment perspective of the Ad.

**H4:** There is moderating effect of parents on children buying behavior as compared to credibility of the Ad.

## 7. Research Methodology

### 7.1 Type of Study

This study is based on cross sectional and causal. In this particular type of study several hypothesis are being tested to know the relationship among independent, moderating and dependent variables.

### 7.2 Study Setting

The study setting for this particular study was preplanned. Permission has been taken from different schools of Islamabad and Rawalpindi region most notably Army Public School [APS], different branches of Educators and Beconhouse. Sample size was 200 children. 100 questionnaires were filled in schools while the remaining 100 were filled in shopping malls where children were accompanied by their parents. Language was made simple for children to understand plus teachers and parents were there to facilitate them in understanding the questions and responding accordingly. As target sample are children of schools. Therefore, questions were personally asked from them and noted by the researcher on his own.

### 7.3 Research Instrument

This questionnaire was based on 27 items that were adopted from the literature. The 5-likert scale was used to examine these items. 1 for 'Strongly Disagree', 2 for 'Disagree', 3 for 'Neutral', 4 for 'Agree' and 5 for 'Strongly Agree'. The independent variable of this study is credibility it has been measured on 5-items. This measurement was used previously by [4], [8]. The second independent variable of this study is entertainment perspective of ads it has been measured on 5-items. This measurement scale was used previously by [15] and [12]. There is only one dependent variable of this study which is children buying behavior. For measuring children buying behavior 6-items were adapted and it has been measured on 5-likert scale. Children buying behavior measurement scale was previously used by [15] and [11]. Parental influence variable is included as a moderating variable in this study. For measuring parental influence 10-items were adopted and it has been measured on 5-likert scale. Parental influence measurement scale was previously used by [15] and [13].

### 7.4 Population & Sample Frame

Population represents all the possible measurements and outcomes which are of researcher's interest for the study. Population of this study comprised of the children studying in schools of Islamabad and Rawalpindi region. These schools were Army Public School, The Educators and Beconhouse. 100 questionnaires were filled from these schools while other 100 were filled from shopping malls where children and families come in abundance.

### 7.5 Data Analysis

Data was analyzed by using inferential statistics whereby results would be generalized on the basis of the data collected from the sample. Percentages and frequencies are used for the categorical data in the form of demographic.

## 8. Statistical Analysis

**Table 1**  
correlations

		Correlation	Sig
<b>Dependent Variable</b>	Children buying behavior		

Independent Variables	credibility	.468**	.056
	entertainment	.220**	.000
	Parental influence	.319**	.002

Model	R Square	Adjusted R Square	Sig.
1	.151	.197	0.00

**Table 2**

Model	UnStandardized Coefficients	t	Sig.
	B		
[Constant]		6.523	.000
Credibility	0.035	0.738	.462
Entertain	0.561	9.578	.010

**Table 3**  
**Regression Model Summary**

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280	.229	.64711

**Table 4**  
**Moderation [A]**

Model	R Square	Adjusted R Square	Sig.
1	.141	.136	0.00

**Table 5**  
**Moderation [B]**

## 9. Research Findings

In Table 2, The sig value is .462 [Sig. > .05]. This means that the relation between credibility and children buying behavior is insignificant. The sig value for entertainment perspective of ad is 0.010, which shows a strong positive significant impact on children buying behavior.

In Table 4 the product of Entertainment [ENTERTAIN] and Parental Influence [PI] and run regression on this product and Buying Behavior [BEHAVE] which shows a significant relationship having values of  $R^2 = 0.141$  and  $p < 0.05$ . So, hypothesis three, that parental influence moderates the relationship between Entertainment aspect of an ad and children buying behavior is accepted.

. In table 5 the product of credibility [CRED] and Parental Influence [PI] and run regression on this product and Buying Behavior [BEHAVE] which shows a significant relationship having values of  $R^2 = 0.151$  and  $p < 0.05$ . So, hypothesis four, that parental influence moderates the relationship between credibility aspect of an ad and children buying behavior was accepted.

So,

- H1: Rejected**
- H2: Accepted**
- H3: Accepted**
- H4: Accepted**

## 10. Discussion

In the first hypothesis of this study, the sig value was 0.462 [sig < 0.05], which shows that there is non-significant relation between the two variables. This is due to the fact that credibility is a concept foreign to kids, especially in the context of advertising. Children usually this young are instinctive and tend to believe whatever they hear or see on the television. Parents are the one who can make them understand about the concept of credibility and truthfulness but that too is developed as the child grows older. During

the survey when the children were asked about credibility and truthfulness, the response was that they mostly go for the products on the basis of likeness or instinct. Credibility doesn't have that much effect on their likeness to buy the product. When parents were asked the same, the response was that the children usually go for whatever they like and credibility doesn't fit that much into the equation, although they do explain to them the meaning and importance of credibility.

The second hypothesis of this study, there is a significant impact of entertainment of an Ad on children buying behavior. The result show that the relation between entertainment and buying behavior is significant [sig <0.05]. When children watch the TV commercial and like the product he may go out and buy the advertised product or he may ask his parents to buy that advertised product. Children have an ability that they love to learn from their surroundings; furthermore they do watch and polish their skills from commercials. They memorize the jingles, slogans. And these jingles and slogans are what make an Ad entertaining. During the study there, were many children who remembered jingles from their favorite ads. They also become loyal towards products which they found entertaining and ranked several products on their top priority. That is the reason that nowadays many ads are made for the sole purpose of entertainment. They contain humor, music, dialogues or themes that are supposed to be engaging and entertaining. Special ads are created for the children, like the ads of different hygienic products depicting cartoon characters that the children like. All this is done so that the children find the ad entertaining and entertaining ads positively shape up children buying behavior.

The third hypothesis of this study, there is a moderating effect of parents on children buying behavior as compared to entertainment perspective of the Ad. The results show that parental influence moderates the relation between entertainment and children buying behavior. It is clear by the fact that whenever children find the ad entertaining, they influence their parents to go buy that product. Parents know their children and know what their child likes. When they see their child finding an ad entertaining, they immediately seek to buy him that product. They even guide the children to watch or avoid certain ads. During the survey in shopping malls, when asking the children why they bought a certain product, the children along with their parents replied that they found the ad entertaining and they remembered the ad when they came to buy the product.

The fourth hypothesis of this study, there is a moderating effect of parents on children buying behavior as compared to credibility of the Ad. The results show that parental influence does significantly moderate the relation between credibility and buying behavior. Parents know whether the ad is credible or not. Children are too young to understand the concept of credibility and parents are the one that can explain it to them change likeness about a product. They know the message the ad is depicting and whether or not the ad is trustworthy. Parents play a vital role when it comes to children buying behavior. The survey showed that parents take children to shopping but they bought only those products for them whom they thought were credible. They remembered the message the ad was depicting and bought certain products while avoiding others, even if the child wanted that product badly. Some parents even explained to their child the importance of truthfulness and credibility, regarding ads. Parents know that credibility is linked not only to the product advertisement, but also associates to the advertisement medium from which the message is being distributed. Advertising medium credibility might define in means of consumers' beliefs of the average trustfulness of a channel's overall advertising substance. Every single medium has its own reputation and personality credibility.

Children buying behavior is a very delicate aspect of a child's personality. Children are very instinctive and expressive. They know how to express themselves and they usually want what they like. There are many factors that shape up their buying behavior. Entertainment does influence the buying behavior of the children as depicted by the study, while credibility is a concept that is still native to the children. Parental influence also plays a major role in this regard. Parents know what is good for their children and they moderate their buying behavior in every turn. They explain to them the importance of credibility and they know from which ad their child is being entertained.

## 11. Conclusion

The objective of the research is to investigate the children's perception toward television advertisement and their buying behavior in the light of entertainment aspect and credibility of television advertisement. Another objective is to investigate the influence of parents on children's buying behavior after watching the advertisement. The result reveals that there is an insignificant relationship found between credibility of ads and its impact on children buying behavior. The result also reveals that there is positive

and significant relationship found between entertainment perspective of ads and its impact on children buying behavior. When moderating variable was included in the analysis part both independent variables still showed positive impact on children buying behavior. It depicts that TV advertisement with entertainment aspects will more likely to influence children buying behavior, while credibility is a concept native to them, but parents can play role in this regard and with parental influence, credibility can impact children buying behavior.

## 12. Research Limitations

There are some important methodological limitations to this research study. First, the reality that the collected data is dependent on single, self-explained questionnaire at only on a single point is challenging. There are several possibilities regarding common method biased might occurred when a children is supposed to report about his or her own abilities and capabilities [Cole, 2006]. Therefore, self-reported questionnaire at only on a single point might be highly influenced.

## 13. Managerial Implications

This research study has multiple managerial implications, mainly related to sales and advertisement department. First, advertising executives should consider credibility and entertainment perspective of ads is essential to be part of their TV ads. If they make ads that are more credible and very entertaining, children will automatically be attracted to their product, thus increasing sales and revenue. Also marketing managers can look into special types of ads for parents because parents influence the buying behavior for their children.

## 14. Future Recommendations

There are many aspects of children buying behavior that can be studied for future research. During the literature Attitude was identified as important aspect of buying behavior. This can further be studied in regards to children buying behavior. Some other factors regarding Ads can also be studied, like simplicity of an Ad, Time duration, educational capacity of and Ad etc, and what these factors have to do with children buying behavior.

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