

# Effects of Advertisements on Children with Special Reference to Confectionary Products in India

Naveen Rana

**Abstract—** Advertising to children is the act of marketing or advertising products or services to children, as defined by national legislation and advertising standards. Advertising to children is often the subject of debate, relating to the alleged influence on children's consumption. Rules on advertising to children have largely evolved in recent years. Positive effects like convincing ads which concentrate on healthy food products can help to improve the diet of a child if they are attractive enough. There is a negative effect of Advertisement on kids. Advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. The little ones tend to get adamant, if they are not bought the product. The personal preferences in clothing, toys, food and luxurious of children are altered by the advertisements, to a great extent inducing an indifferent type of attitude, behaviour and lifestyle. Advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations, in the field of technology as well as otherwise. On other side advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. A research study a semi urban area has revealed many positives and negatives which is covered by this paper.

**Index Terms—** Advertisement, Attitude, Behavior Dynamics and Media.

## I. INTRODUCTION

Advertising to children is the act of marketing or advertising products or services to children, as defined by national legislation and advertising standards. Advertising to children is often the subject of debate, relating to the alleged influence on children's consumption. Rules on advertising to children have largely evolved in recent years. In most countries, advertising for children is now framed by a mix of legislation and advertising self-regulation. Advertising to children can take place on traditional media- television, radio and print—as well as new media (internet and other electronic media). Packaging, in store advertising, event sponsorship and promotions can also be means to advertise to children. There is no universal definition of a child (although UNESCO – the United Nations Educational, Scientific and Cultural Organization, defines early childhood as ages 0-8 years). Children are otherwise defined according to national jurisdictions. For the purposes of advertising law, the definition as a child varies from one jurisdiction to another.

However, 12 is commonly used as a cut-off point, on the basis of the widespread academic view that by the age of 12 children have developed their behavior as consumers,

effectively recognize advertising and are able to adopt critical attitudes towards it. There is no global data on ad spending directed at children, only data for specific sectors. According to the federal Trade Commission, food and beverage companies (44 companies reporting to the FTC) in the US spent approximately \$1.6 billion in 2006 to promote their products/services to children.

## II. ADVERTISEMENT AND CHILDREN IN INDIA

More than half of television viewers in India today are children of below 15 years. And yet there is hardly any sensitivity about the relevance and impact of what is dished out by various television channels. All of them are operating in a competitive mode for one upmanship in the race for viewership. In this order channels are concerned more about “what interests or attracts” rather than what is “in the interest” of children. Neither the Government nor the parents or the teachers seems to be concerned about this situation. For, the generation next and the civil society of the country is shaped and molded by what they are exposed to today on the “idiot-box” day in and day out. Research studies over the year's world over; have brought out various types of negative impact of intense viewing of television by children. The direct influence of TV viewing on the extent of violence and deviant behavior pattern of children has been reiterated – even in India. In fact, there are a couple of confessions by adolescents, even a biography, as to how they picked up ideas about a rape or robbery or revenge or killing or suicide or kidnap, etc from one or other TV programme. Even some court judgments have commented on such effect of TV programmes. That TV has a double-edged effect and that it is the negative character which impacts more than positive potential often is known. Children are more likely to influence the parents for the purchase of child related products as cereals, cookies, snacks, car vacation and new computer technologies. An important thing is that the older the child, the more influence he/she will exert on the parents. Marketers are increasingly targeting the young children because of the influence that these kids have on their parent's buying decision. Advertisers are influencing the kids through various educational programs, games and certain other promotional events. The promos aim at increasing the brand visibility and developing an emotional connect with the kids. Contests also introduces a “me too” attitude in kids. When a kid participates in a contest it influences the other children to participate. The marketers thereby try to make the maximum from these contests.

## III. RULES AND REGULATIONS OF ADVERTISING TO CHILDREN

Like Canada, The UK, and other countries featured in this series, in India there are specific rules and legislation concerning advertising and children. However, children in

Naveen Rana, MBA (Management), Sikkim Manipal University, Delhi, India.

India seem to be particularly vulnerable to the infringement of these regulations, which is unfortunately a common occurrence.

A. Television

The Cable Act provides guidelines for programmes and advertisements on television. All programmes must adhere to the codes before being transmitted. The codes of the Cable Act include the following provisions relating to children.

B. Books and magazines

Publications that are deemed ‘harmful’ to children in India are regulated by the Young Act. ‘Harmful publications’ are defined as ‘books, magazines, pamphlets, leaflets ... wherein stories are told portraying criminal offences, acts of violence or cruelty, incidents of repulsive or horrible nature, in such a way that the publication as a whole tends to corrupt a child into whose hands it might fall, whether by inciting or encouraging the child to commit offences or acts of violence or cruelty or in any other manner.’ The Young Act details penalties for the sale, hire, distribution, public exhibition, circulation, printing, production or possession of harmful publications. Advertising a ‘harmful publication’ is punishable by up to six months imprisonment, with or without a fine. The court can also order destruction of the offending publication.

C. Shaktiman

The children’s television series Shaktiman has been a cause of controversy in India for several years. Children across the country have attempted to emulate their hero, Shaktiman, with tragic consequences. Since 1998 there have been several accidents and fatalities as children have risked their lives believing that Shaktiman will be there. There have been several court cases to stop save them, or that they can assume his powers broadcast of the programme, but as litigation in India often takes place over several years, most of the cases are still pending. However, the legal process has resulted in a caution notice being displayed at the beginning of the programme, aimed at children and parents, highlighting that Shaktiman is a fictional character and his actions should not be imitated. Unfortunately the law does not seem to have solved the problem. On 23 June 2004 a nine-year-old school girl in Kolkata accidentally hung herself by attempting to twirl in the air like the superhero.

D. Internet

Regulation on the internet in India is strict. The IT Act penalizes publication and transmission of material which is obscene, lascivious or appeals to prurient interest. The Act can be invoked for such material on the ground that it has the propensity to corrupt the minds of children.

E. Film

The Board of Film Certification grants appropriate viewing ratings for films. If a film is suitable for all and subject to no restrictions it will be given a U certificate. A UA certificate is granted for films where children under 12 must be accompanied by an adult in the cinema. A film that is not suitable for under-18s is given an A certificate. The granting or refusal of film certificates is published in the Gazette of India (an official government publication that discloses

changes in the law or the introduction of new regulations). The certification once granted is valid for a period of 10 years.

F. Infants milk substitutes

The Indian government is committed to promoting and protecting breastfeeding. The parliament passed the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act in 1992. This act prohibits the promotion of infant foods, infant milk substitutes and feeding bottles. This is to ensure ‘that no impression is given that feeding of these products is equivalent to, or better than, breastfeeding’. Violations of the act result in imprisonment for up to three years and/ or a fine of up to 5000 rupees.

G. Cigarettes and alcohol

In India there are central government guidelines on the sale of cigarettes and alcohol, but each state has a different age limit for the consumption of alcohol and tobacco – for example, you must be over 25 years of age to buy alcohol in New Delhi. Most shops that sells cigarettes and alcohol display a sign showing the age restrictions in that state.

H. Advertising in schools

There are no bars on advertising in schools in India. In fact, Coca-Cola and Pepsi offer several sponsorships to schools, particularly for sporting activities.

IV. ANALYSIS OF FACTS

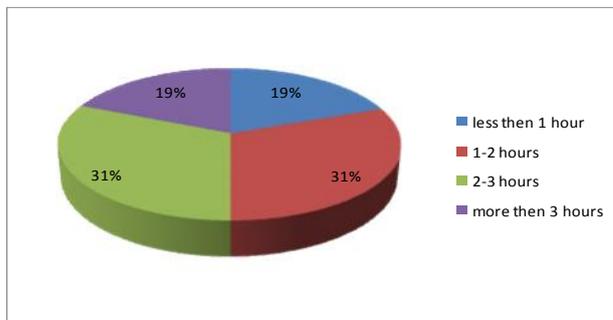


Fig. 1 How many hours a day children watch TV.

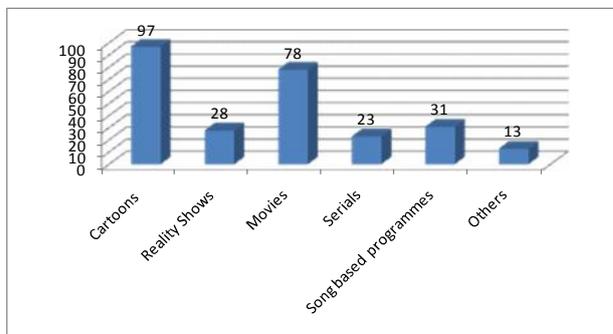


Fig. 2 what do they like to watch on TV.

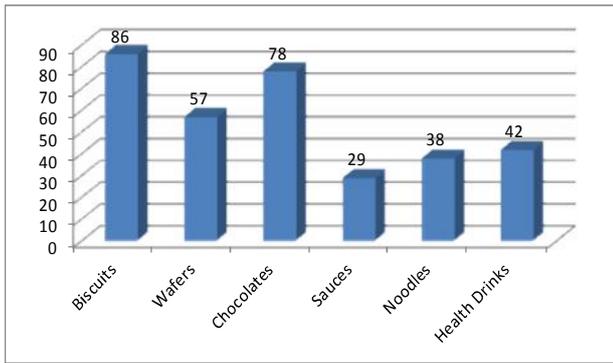


Fig. 3 From the following confectionary products which is favorite product/s.

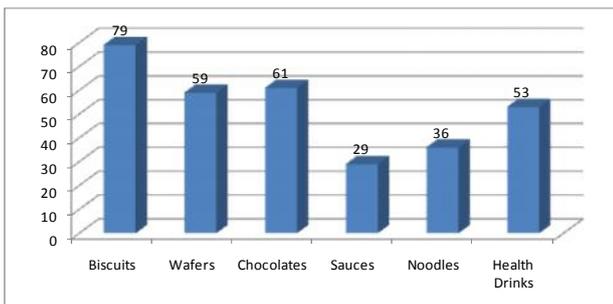


Fig. 4 Children are familiar with the advertisements of the confectionary products.

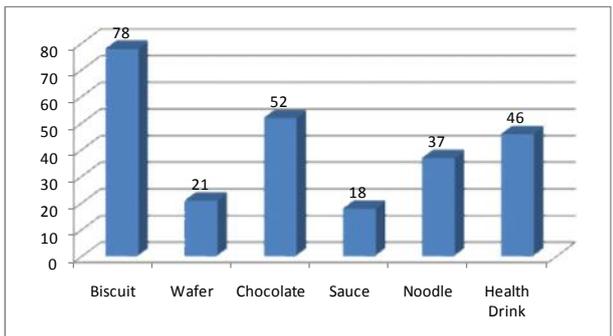


Fig. 5 which confectionary product they have tried to purchase.

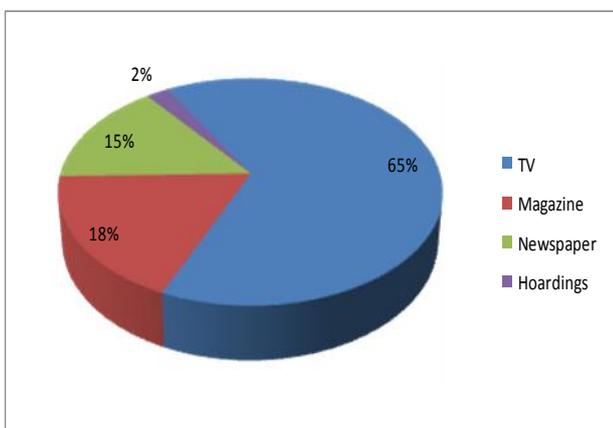


Fig. 6 they watch advertisements of Confectionary product on which media.

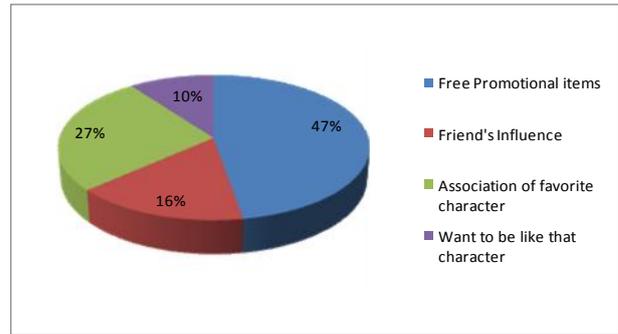


Fig. 7 to buy that confectionary products because.....?

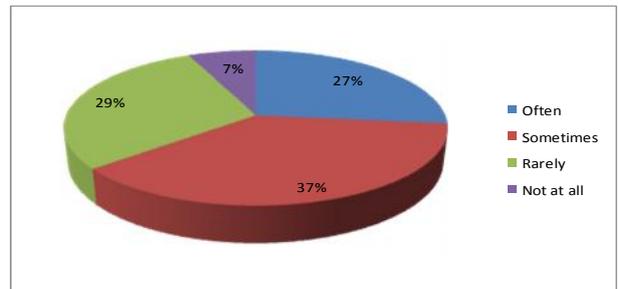


Fig. 8 Children insist to purchase any confectionary products after watching advertisements of the same.

#### V. CONCLUSION

Today, particularly young children play an important role as consumers. Especially confectionary products (Biscuits, Chocolates, Wafers, Sauces, Noodles and Health Drinks) are concerned they do not care price of which they want to buy. Also they do not care whether these products are healthy 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 younger children than the older children. Nowadays it seems that children's impact on family decision in shopping has been steadily increased. After the research, it was found as far as confectionary products are concerned children sometimes insist their parents to purchase those products for them. As far as confectionary products are concerned, children are influenced more by television advertisements than by the other medium of advertising. Even though there are lots of tools to show the goods or services, television was chosen as the best way that can enhance the company's profits greatly by most of researchers. Also this research validated that among many communication tools, television advertisements have more impact and effect on children than the other medium of advertising. Children's ages are important to understand the television advertisements. Children's comprehension of television commercials increases with age.

#### REFERENCES

- [1]. Bowman, J. (2004), "The Markets That Will Matter", Media: Asia's Media and Marketing Newspaper, pp.10-11
- [2]. Fejes, F (1989) "Images of Men in Media Research", Critical Studies in Mass Communication, Vol.6 (2)
- [3]. Harish Bijoor (2007), Catalyst, Business Line, 3 May
- [4]. Murray, J.H. (1997), "Hamlet on the Holodeck: The Future of Narrative in Cyberspace", New York Free Press
- [5]. Srikandath, S. (1991). Cultural values depicted in Indian television advertising. International Journal of Mass Communication Studies. 48, pp. 165-176.

## Effects of Advertisements on Children with Special Reference to Confectionary Products in India

- [6]. Subramanian, D. (1999). Economic slowdown fails to dampen ad spend by India's top marketers. *Marketing Magazine*, 104, 37, p.7.
- [7]. Vilanilam, J. (1989). Television advertising and the Indian poor. *Media, Culture and Society*. London. 11, 4, pp. 485-497.
- [8]. Chawla, I. (1999). Marketers shift in India. *Advertising Age International*, p.13.
- [9]. Rajeev Batra, John G. Myers and David A. Aaker (1998), *Advertising Management*; fifth Edition, Prentice Hall, New Delhi, P296
- [10]. Chavdhuri, R (2008), The last word, *4PS Business and Marketing*, 11-24 April, p107
- [11]. Ronald, W. L, King, K.W and Russell, J.T, (2008), "Role of advertising", *Kleppner's Advertising Procedure*, Pearson Education, pp.41-45
- [12]. Singh, D.R and Sharma, L.K (1981), "Changing Pattern of Advertising in India", *Kalyani Publisher*, New Delhi
- [13]. <http://www.publishyourarticles.net/knowledge-hub/business-studies/advertising.html>