

## **Impact of TV Advertisement on Children Buying Behavior**

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### **Abstract**

*In this research we investigate the impact of television advertisements on children buying behavior. We visited different schools in Punjab, Pakistan and checked the response of children. A 5 point Likert scale questionnaire was designed. Different cities of Punjab were selected on random sampling basis. A total 250 questionnaires were circulated, and the response rate was 100 %.*

### **Design/Methodology**

*A questionnaire was used in order to collect data on impact of television advertisement on children buying behavior. Different cities of Punjab were visited in order to collect the data. The data collected were analyzed through descriptive statistics and correlation and regression, ANOVA. The study covered 250 participants of different cities of Punjab.*

### **Findings**

*The respondent agreed with this statement that there is impact of TV advertisement on children buying behavior. The other tests like ANOVA and t-test also describes that there is impact of TV advertisement on children buying behavior.*

**Key Words:** Age, food advertisement, school advertisement, rock music, TV viewing hours, TV advertisement, children buying behavior

### **Introduction**

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose every company use different ways to attract customers of different segments of the market and the best way to become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products. In this research we will discuss the impact of the television advertisement on the children. To attract children toward the product it is necessary that the advertisement should contain such appeals that are according to their age, mind set and interest for specific product. When children see the advertisement according to their interest, they persuade their parents to purchase that product.

There is very close relationship between advertisement and buying behavior of children's and we have tried to check the impact of advertisements on children through our research article.

For this purpose we conducted our research and collected data from children of various classes of different schools situated in different geographical regions. Children enforce their parents to purchase the product after watching the advertising in this research we tried to measure the enforcement on their parents about any advertised products like food advertisement etc.

Children also purchase product through the school advertisement and internet advertisement children purchase products by watching advertisement on internet and school exhibitions. Age of children also influence the purchasing of the children because less aged children less influence by the advertising and more aged children purchase more advertising products for example 10 year children less understand the product advertisement as compare to the 15 year children who understand fully advertisement and he purchase more advertisement product. In this research we also discuss the relationship between food advertisement and children buying behavior because children purchase more food products as compare to other products. More than one quarter of television advertisements during evening programs based on food advertisement because children more like the food advertisement. Children buying behavior also depends on the T.V viewing hours because when children watch more T.V the watch more advertisement and purchase more products.

### **Research Question**

What is the impact of TV advertisement on consumer buying behavior?

### **Purpose statement**

Purpose of this research to quantify that TV advertisement impact on children buying behavior or not. We read different articles about this topic but some researchers tell that TV advertisements have impact on children and some disagree about this. But almost researchers agreed that TV advertisement have impact on children buying behavior.

### **Objectives**

- To find out the responses of different age group towards the TV advertisement on children buying behavior.
- To find out the responses of male and female towards the TV advertisement on children buying behavior.
- To find out the responses of TV viewing hours towards the TV advertisement on children buying behavior.
- To find out the mean of all variables this tells us about children buying behavior.

### **Importance**

This type of research is necessary for every type of company who want to increase their sales volume. So, this is very helpful for companies. This research is very important because if we know the results of the research then we can take the decisions according to the results. If result shows that TV advertisements have no impact on children buying behavior then companies should not take this step. The research importance in Pakistani context is very necessary because we not see research on this topic in Punjab, Pakistan. So this research may be helpful for companies in Pakistan because situations and circumstances of every country are different and in the case of Pakistan this statement is hardly true and this research is needed.

### **Literature Review**

Today, companies spend massive amount of their earnings in advertising in different media such as television, radio, magazine and etc. And television is one of the common media for this reason. Advertising is the non-personal message containing the information frequently paid for and credible in nature about products, services or ideas by recognized sponsors through the various media (Datta, 2008). The promoter intends to extend his ideas about the products and offerings among the forecast. Popularization of the products is thus, the basic aim of advertising (Ramaswami & Namakumari, 2004). The greater part of the marketers uses mass media for their marketing message. The choice of media is dependent upon the nature of the message and the intended target viewers (Etzel et al, 2008). Television advertising is the best viewed and economical media ever invented. It has a possible advertising impact matchless by any other media (Saxena, 2005). The advantage of television over the other mediums is that it is Perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for creative advertising (Kavitha, 2006).

Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not infrequent even in the poorer society of urban areas and rural households (Shah & D'Souza, 2008). Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate (Ciochetto, 2004). TV advertising not only change emotions but give considerable message exerting a far attainment influence on the daily lives of people (Kotwal et al, 2008).

### **Age**

There was a problem faced by us what age of the children's in which they can understand the advertisement when we able to know that age so there is easy to make the advertisement for the children. Then we know in the age of three years children's could understand the advertisement by (donohue et al. 1980). But after that we come to know the advertisement understand at higher age by ( park and young 1986).

However we also come to know that advertisement could be understand by the children at the age of 5 but the attitude of the children could be change about the advertisement according to their age by ( kline 1995). After that we also come to know that when children reached at the age of maturity his or her mental ability also increase so , in this way they would be able to better understand the advertisement by ( rossiter 1977, rodger 1981-1999 and moore 2004). We also come to know that the children attract that kind of advertisement in which they found a situation which is occur about themselves in actually by( gold berg and gorn 1982 and aitkin etal 1998).

### **TV viewing hours by children**

There is relationship between watching TV and adopting the advertised goods . If children watch more TV then they purchase more advertised things.( Bernard L, Lavallee MA, Gray-Donald K & Delisle H (1995) and Reilly JJ, Armstrong A, Dorosty AR, Emmett PM, Ness A, Rogers I, Steer C & Sherriff A 2005). It is clear that more TV viewing causes more food purchase and more food purchase means that more fatness among children. It is also clear that in TV advertisement there is no advertising of fruit and vegetables. This thing become the cause decreasing the use of healthy food and dead food among children.(Woodward DR, Cummings FJ, Ball PJ, Williams HM, Hornsby H & Boon JA 1997).

There is link between watching TV and obesity. In U.K the most favorite thing for children to watch TV programme . Each child watch 27 programme in a week ( Office of Communications 2004). The children watch more TV they urge and purchase more advertised goods.( Vereecken CA & Maes L (2006) In a study in which USA , Australia and eight European countries are included is says that there is a strong relationship between children purchase behavior and television viewing . In this survey it is also reveals that 20 ads pr hour is related to food. ( Lobstein T & Dibb S (2005)

### **Food Advertisement**

In advertisement during children programme half of advertisement include on food advertisement that is unhealthy food (Furnham A, Abramsky S & Gunter B 1997). A study in U.S stated that 27.2% to 36.6% children like the advertisement related to food (Powell LM, Szczypka G & Chaloupka FJ 2007). In this study it is shows that children view 27.6% of cereals, 17.7% sweets, 12.2% snacks,12 % fast food and 8.8% beverages advertisement.

### **Television advertisement**

Comstock and Strzyzewskis (1990) argued that children learn behaviors of jealousy, revenge and controversy. Klein et al. (1993) has shown that those children who watch television frequently, they show behaviors that are violent in nature. For example they start drinking, cheating, smoking, stealing, class bunking and driving without license. Singer et al. (1995) studied symptoms of Psychological trauma and violence in children's behaviors who watch more television. He concluded that those children who watch television more than 6 hours a day, they show more violence in their behaviors and they have more chances of trauma. He also said that children who watch action and fighting show, they are more violent in their attitude.

Nielsen Media Research (1998) shows that a children watches television more than 21 hours in a week. Doston and hyatt concluded in 2005 that the three factors that impact on a children's buying behavior. These factors are parents, colleagues and media. Children are also influenced by their class fellows and playmates (Gunter and furnham 1998) .

It is not the truth that children purchased advertised product because cannot understand the advertising of the goods. ( laulor and prothers 2003). Television advertisement is a big source the attract the children's towards the food. In U.S.A the companies who produce the food give the budget 75% to the Tv advertisement and the businessman who run the restaurant keep 95% budget to tv advertisement (research service Washington Dc, USDA, 199,173-180) . The children living in USA and belong to a poor families more watch the television. ( robert df, foehr ug, rideont V and Gentile da , walsh da 2002).

It is also reported that the children see the advertisement views 20000 to 80000(Dev behav pediater 2001). Food is most important product for the advertisement for influence the children and 50% or above children target. According to an estimate the children see the food advertisement after every 5 minutes when they see the TV and also see more then 180 minutes in a week. ( kotz k, story m1994). The TV shows the programmed about the children 20 hours in three month in 1996 in 13 countries. ( mary story 2004) Children like advertisements and are more easily attracted toward those which consists of child models, celebrities, animals and cartoon characters.(Ross et al. 1984; Blosser and Roberts, 1985; Rolandelli, 1989; Collins, 1990; Maher et al. 2006). Schloer et al. (1996) surveyed 571 adolescents of California aged almost 13 years old, they identified that there exists a strong relationship between viewing advertising of tobacco and then using it. Durant et al. (1997b) checked that advertisements that have use of alcohols and tobacco, they effect more children. Children are attracted towards these things easily. Those children who watch advertisements of drinking and smoking they start using them.

Sargent et al. (1997) made a survey of 1265 youths of rural New Hampshire and Vermont aged between 10 to 19 years old, and they found that smoking is caused by watching advertising which contain use of smoking. Children are attracted towards advertisements that make them happy make them please and feel good (Collin, 1990, Maher et al. 2006).

### **Rock Music**

According to Fedler et al. (1982) during the years 1970 to 1980, rock music gave birth to sex and drugs. Rock music became the reason of these things in young and adolescents. Weidinger and Demi (1991) they said that listening to metal music has become reason of creating disturbance in life and using drugs. Arnett (1992) said that those who listen heavy rock music, they like to use drugs. Rock music produces urge of drugs in those children who are sensitive in nature and also they show violent behaviors. Stack et al. (1994) found that suicide rate has increased because of listening to heavy metal music. Took and Weiss (1994) found that those children who like rock metal music movies are poor in school performance. They get bad grades. And they love sexual activities drinking and using drugs.

### **School Advertisement**

In previous 10 years advertisement in public high school was very popular because in this way sale also increase and also increase the loyalty of the children towards our product (consumer union of USA 1995 and Levine 1999). In a survey researchers also found that students not purchase 100% juices instead that they purchase soft drinks , energy drinks , fruit drinks and snacks purchase 58% in primary school 83% in middle school(Wechsler h, brener nd, kuesters, miller 2001). In USA 80% of primary schools 50% of the middle schools and 25% of the college that institute gives the contract to the companies to sell their product in their institute (Wechsler h, brener nd , kuester s , miller 2001).

### **Children Behavior**

Many studies shows that advertisement can change the children preferences and they can change their choice it is the result of (Halford JCG, Gillespie J, Brown V, Pontin EE & Dovey TM 2004)

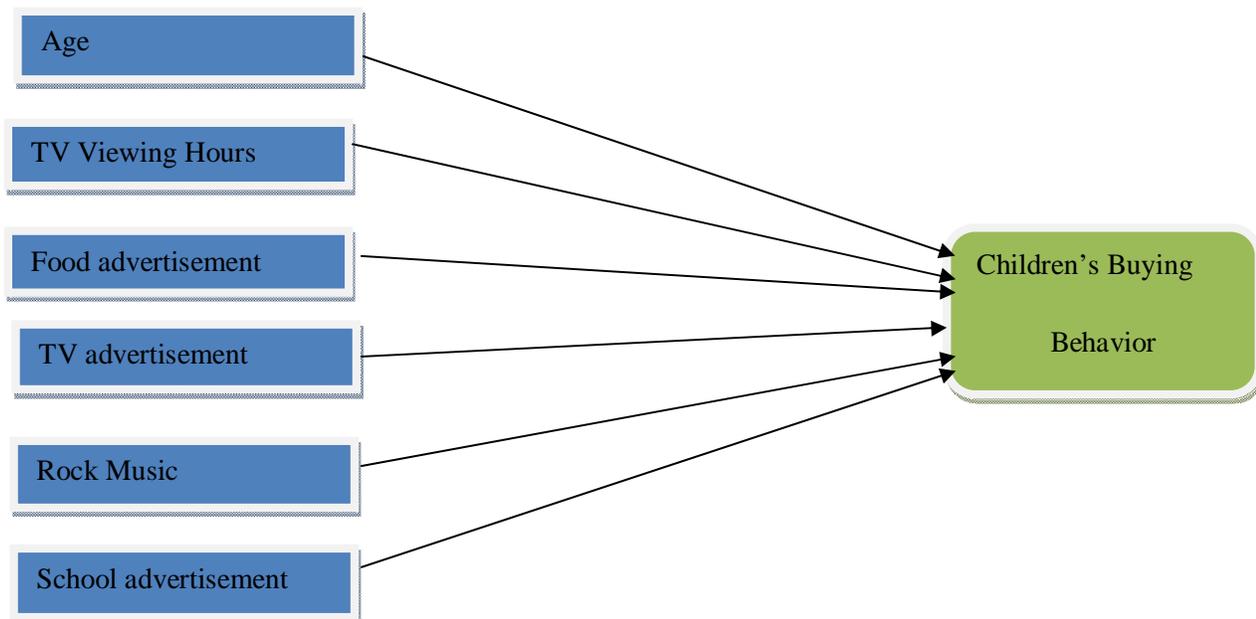
A review of literature on the effects of advertising on the consumption in children by Hastings which says that food promotion having effect on children purchases, purchase behavior and consumption to particular good. Many corporation introduced kids clubs for the communication and build the strong relationship with childrens.kids clubs give more segmentation that is way the children receiving direct mails, birthday cards and hollyday information (mcneal 1999).

**Theoretical framework****Variables (Independent)**

- Age
- TV Viewing Hours
- Food advertisement
- Television advertisement
- Rock Music
- School advertisement

**Variable (Dependent)**

- Children's Buying behavior

**Schematic Diagram****Methodology****Sample size**

250 questionnaires filled from different geographic areas in Punjab Pakistan.

**Response Rate**

We used 250 questionnaires, and respondents filled all, which means 100% response rate.

**Research design**

Quantitative research method approach was used, in which structured questionnaires based on the study which made by us. We used the quantitative research method because existing research has already done in quantitative in nature. This survey is cross-sectional in the nature.

**Data Collection Method**

The data collection tools which we used include the interviews designed based on different questions from children which tell us what impact of TV advertisement on children buying behavior.

**Sampling technique**

We used the techniques of interviews and random sampling from different consumers located in different places.

**Hypothesis**

- Age has positive correlation with children buying behavior.
- TV viewing hours has a positive relationship with children buying behavior.
- Food advertisements have a positive relationship with children buying behavior.
- TV advertisement has a positive relationship with children buying behavior.
- Rock music has a positive relationship with children buying behavior.
- School advertisements have a positive relationship with children buying behavior.

**Analysis and interpretation**

**Descriptive Statistics**

|                     | N   | Minimum | Maximum | Mean   | Std. Deviation |
|---------------------|-----|---------|---------|--------|----------------|
| Foodadvertisement   | 250 | 1.88    | 5.00    | 3.7655 | .63339         |
| Agegroup            | 250 | 1.88    | 5.00    | 3.7660 | .63382         |
| Schooladvertisement | 250 | 1.80    | 5.00    | 3.9888 | .62828         |
| Rockmusic           | 250 | 1.00    | 20.33   | 4.2440 | 1.21037        |
| Tvadvertisement     | 250 | 1.00    | 5.00    | 3.7153 | .75485         |
| Valid N (listwise)  | 250 |         |         |        |                |

This table shows the mean and standard deviation of 250 individuals.

**Food Advertisement**

The mean of food advertisement is 3.765 which are near to agree. Standard deviation is .6339 which is shows that it is less effective because its standard deviation is high.

**Age group**

The mean of age group is 3.766 which are near to agree. Standard deviation is .6338 which is shows that it is less effective because its standard deviation is high.

**School advertisement**

The mean of food advertisement is 3.988 which are near to agree. Standard deviation is .6282 which is shows that it is less effective because its standard deviation is high.

**Rock music**

The mean of food advertisement is 4.244 which are strongly agree. Standard deviation is 1.2103 which is shows that it is less effective because its standard deviation is high.

**TV advertisement**

The mean of food advertisement is 3.715 which are near to agree. Standard deviation is .7548 which is shows that it is less effective because its standard deviation is high.

**Correlation analysis****Correlations**

|                     |                     | foodadvertisement | agegroup | schooladvertisement | Rockmusic | tvadvertisement |
|---------------------|---------------------|-------------------|----------|---------------------|-----------|-----------------|
| Foodadvertisement   | Pearson Correlation | 1                 | 1.000**  | .472**              | .164**    | .694**          |
|                     | Sig. (2-tailed)     |                   | .000     | .000                | .010      | .000            |
|                     | N                   | 250               | 250      | 250                 | 250       | 250             |
| Agegroup            | Pearson Correlation |                   | 1        | .471**              | .163**    | .695**          |
|                     | Sig. (2-tailed)     |                   |          | .000                | .010      | .000            |
|                     | N                   |                   | 250      | 250                 | 250       | 250             |
| Schooladvertisement | Pearson Correlation |                   |          | 1                   | .182**    | .478**          |
|                     | Sig. (2-tailed)     |                   |          |                     | .004      | .000            |
|                     | N                   |                   |          | 250                 | 250       | 250             |
| Rockmusic           | Pearson Correlation |                   |          |                     | 1         | .187**          |
|                     | Sig. (2-tailed)     |                   |          |                     |           | .003            |
|                     | N                   |                   |          |                     | 250       | 250             |
| Tvadvertisement     | Pearson Correlation |                   |          |                     |           | 1               |
|                     | Sig. (2-tailed)     |                   |          |                     |           |                 |
|                     | N                   |                   |          |                     |           | 250             |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Food advertisement and age group**

The relationship among Food advertisement and age group is 1.000 which is strong positive relation. If we are change the intensity of Food advertisement then huge affect on other.

**Food advertisement and school advertisement**

The relationship among Food advertisement and school advertisement is .472 which is moderate positive relation. If we are change the intensity of Food advertisement then little bit affect on other.

**Food advertisement and rock music**

The relationship among Food advertisement and rock music is .164 which is week positive relation. If we are change the intensity of Food advertisement then little bit affect on other.

**Food advertisement and TV advertisement**

The relationship among Food advertisement and TV advertisement is .694 which is strong positive relation. If we are change the intensity of Food advertisement then huge affect on other.

**Age group and school advertisement**

The relationship among age group and school advertisement is .471 which is moderate positive relation. If we are change the intensity of age group then little affect on other.

**Age group and rock music**

The relationship among age group and rock music is .163 which is week positive relation. If we are change the intensity of age group then little affect on other.

**Age group and TV advertisement**

The relationship among age group and TV advertisement is .695 which is strong positive relation. If we are change the intensity of age group then huge affect on other

**School advertisement and rock music**

The relationship among school advertisement and rock music is .182 which is week positive relation. If we are change the intensity of school advertisement then little affect on other.

**School advertisement and TV advertisement**

The relationship among school advertisement and TV advertisement is .478 which is moderate positive relation. If we are change the intensity of school advertisement then little affect on other.

**Rock music and TV advertisement**

The relationship among rock music and TV advertisement is .187 which is moderate positive relation. If we are change the intensity of school advertisement then little affect on other.

**ANOVA on Age Base**

**ANOVA**

|                     |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|---------------------|----------------|----------------|-----|-------------|-------|------|
| foodadvertisement   | Between Groups | 7.097          | 2   | 3.549       | 9.446 | .000 |
|                     | Within Groups  | 92.796         | 247 | .376        |       |      |
|                     | Total          | 99.893         | 249 |             |       |      |
| Agegroup            | Between Groups | 7.165          | 2   | 3.583       | 9.529 | .000 |
|                     | Within Groups  | 92.864         | 247 | .376        |       |      |
|                     | Total          | 100.030        | 249 |             |       |      |
| schooladvertisement | Between Groups | 2.132          | 2   | 1.066       | 2.738 | .067 |
|                     | Within Groups  | 96.157         | 247 | .389        |       |      |
|                     | Total          | 98.289         | 249 |             |       |      |
| Rockmusic           | Between Groups | .626           | 2   | .313        | .212  | .809 |
|                     | Within Groups  | 364.157        | 247 | 1.474       |       |      |
|                     | Total          | 364.783        | 249 |             |       |      |
| tvadvertisement     | Between Groups | 3.560          | 2   | 1.780       | 3.179 | .043 |
|                     | Within Groups  | 138.320        | 247 | .560        |       |      |
|                     | Total          | 141.880        | 249 |             |       |      |

**Food advertisement**

In above table the value of the significant is .000 which is significant and tells that it is significant and alternative hypothesis is accepted and null hypothesis is rejected. It describes that age has impact on this variable.

**Age group**

In above table the value of the significant is .000 which is significant and tells that it is significant and alternative hypothesis is accepted and null hypothesis is rejected. It describes that age has impact on this variable.

**School advertisement**

In the above table the significant value is .067 which is insignificant and tells us that null hypothesis is accepted and alternative is rejected. It means that age has no effect on this variable.

**Rock music**

In the above table the significant value is .809 which is insignificant and tells us that null hypothesis is accepted and alternative is rejected. It means that age has no effect on this variable.

**TV advertisement**

In above table the value of the significant is .043 which is significant and tells that it is significant and alternative hypothesis is accepted and null hypothesis is rejected. It describes that age has impact on this variable.

**ANOVA on TV Viewing Hours Base****ANOVA**

|                     |                | Sum of Squares | Df  | Mean Square | F     | Sig. |
|---------------------|----------------|----------------|-----|-------------|-------|------|
| foodadvertisement   | Between Groups | 10.115         | 4   | 2.529       | 6.901 | .000 |
|                     | Within Groups  | 89.778         | 245 | .366        |       |      |
|                     | Total          | 99.893         | 249 |             |       |      |
| Agegroup            | Between Groups | 10.058         | 4   | 2.515       | 6.848 | .000 |
|                     | Within Groups  | 89.971         | 245 | .367        |       |      |
|                     | Total          | 100.030        | 249 |             |       |      |
| Schooladvertisement | Between Groups | 3.450          | 4   | .862        | 2.228 | .067 |
|                     | Within Groups  | 94.839         | 245 | .387        |       |      |
|                     | Total          | 98.289         | 249 |             |       |      |
| Rockmusic           | Between Groups | 1.698          | 4   | .425        | .286  | .887 |
|                     | Within Groups  | 363.085        | 245 | 1.482       |       |      |
|                     | Total          | 364.783        | 249 |             |       |      |
| Tvadvertisement     | Between Groups | 7.950          | 4   | 1.988       | 3.636 | .007 |
|                     | Within Groups  | 133.930        | 245 | .547        |       |      |
|                     | Total          | 141.880        | 249 |             |       |      |

**Food Advertisement**

In above table the value of the significant is .000 which is significant and tells that it is significant and alternative hypothesis is accepted and null hypothesis is rejected. It describes that age has impact on this variable.

**Age Group**

In above table the value of the significant is .000 which is significant and tells that it is significant and alternative hypothesis is accepted and null hypothesis is rejected. It describes that age has impact on this variable.

**School Advertisement**

In the above table the significant value is .067 which is insignificant and tells us that null hypothesis is accepted and alternative is rejected. It means that age has no effect on this variable.

**Rock Music**

In the above table the significant value is .887 which is insignificant and tells us that null hypothesis is accepted and alternative is rejected. It means that age has no effect on this variable.

**TV Advertisement**

In above table the value of the significant is .007 which is significant and tells that it is significant and alternative hypothesis is accepted and null hypothesis is rejected. It describes that age has impact on this variable.

**Independent Sample T.test on Gender Base**

**Group Statistics**

|                     | gender | N   | Mean   | Std. Deviation | Std. Error Mean |
|---------------------|--------|-----|--------|----------------|-----------------|
| foodadvertisement   | male   | 194 | 3.7500 | .64483         | .04630          |
|                     | female | 56  | 3.8192 | .59444         | .07944          |
| Agegroup            | male   | 194 | 3.7506 | .64539         | .04634          |
|                     | female | 56  | 3.8192 | .59444         | .07944          |
| schooladvertisement | male   | 194 | 3.9577 | .66696         | .04788          |
|                     | female | 56  | 4.0964 | .45923         | .06137          |
| Rockmusic           | male   | 194 | 4.2440 | 1.34495        | .09656          |
|                     | female | 56  | 4.2440 | .53368         | .07132          |
| tvadvertisement     | male   | 194 | 3.6684 | .77563         | .05569          |
|                     | female | 56  | 3.8780 | .65866         | .08802          |

**Food Advertisement**

In the above table the results of the independent sample t- test. This shows that the result of the mean of the male is 3.750 and women mean is 3.819. So there is no big difference between these two and both are near to agree.

**Age Group**

In the above table the results of the independent sample t- test. This shows that the result of the mean of the male is 3.750 and women mean is 3.819. So there is no big difference between these two and both are near to agree.

**School advertisement**

In the above table the results of the independent sample t- test. This shows that the result of the mean of the male is 3.957 and women mean is 4.096. So there is little bit difference between these two and men are near to agree and women are near moderate strong agree.

**Rock Music**

In the above table the results of the independent sample t- test. Which shows that the result of the mean of the single is 4.244 and married mean is 4.244. So there is no big difference between these two and both are near to strongly agree.

**TV Advertisement**

In the above table the results of the independent sample t- test. This shows that the result of the mean of the male is 3.668 and women mean is 3.878. So there is no big difference between these two and both are near to agree.

**Independent Samples Test**

|                     |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |         |                 |                 |                       |                                           |         |
|---------------------|-----------------------------|-----------------------------------------|------|------------------------------|---------|-----------------|-----------------|-----------------------|-------------------------------------------|---------|
|                     |                             |                                         |      |                              |         |                 |                 |                       | 95% Confidence Interval of the Difference |         |
|                     |                             | F                                       | Sig. | T                            | Df      | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower                                     | Upper   |
| foodadvertisement   | Equal variances assumed     | 1.150                                   | .285 | -.719                        | 248     | .473            | -.06920         | .09618                | -.25862                                   | .12023  |
|                     | Equal variances not assumed |                                         |      | -.753                        | 95.567  | .454            | -.06920         | .09194                | -.25171                                   | .11332  |
| agegroup            | Equal variances assumed     | 1.170                                   | .280 | -.712                        | 248     | .477            | -.06855         | .09624                | -.25811                                   | .12101  |
|                     | Equal variances not assumed |                                         |      | -.745                        | 95.641  | .458            | -.06855         | .09196                | -.25111                                   | .11400  |
| schooladvertisement | Equal variances assumed     | 8.038                                   | .005 | -1.459                       | 248     | .146            | -.13870         | .09509                | -.32599                                   | .04860  |
|                     | Equal variances not assumed |                                         |      | -1.782                       | 128.761 | .077            | -.13870         | .07784                | -.29271                                   | .01531  |
| rockmusic           | Equal variances assumed     | 1.173                                   | .280 | .000                         | 248     | 1.000           | -.00006         | .18398                | -.36242                                   | .36230  |
|                     | Equal variances not assumed |                                         |      | .000                         | 225.519 | 1.000           | -.00006         | .12004                | -.23661                                   | .23649  |
| tvadvertisement     | Equal variances assumed     | 2.339                                   | .127 | -1.839                       | 248     | .067            | -.20959         | .11396                | -.43405                                   | .01487  |
|                     | Equal variances not assumed |                                         |      | -2.012                       | 103.136 | .047            | -.20959         | .10415                | -.41615                                   | -.00303 |

### **Food Advertisement**

The significant level of the t-test is .285 which shows that is insignificant and null hypothesis is accepted and alternative hypothesis is rejected.

### **Age group**

The significant level of the t-test is .280 which shows that is insignificant and null hypothesis is accepted and alternative hypothesis is rejected.

### **School advertisement**

The significant level of the t-test is .005 which shows that is significant and alternative hypothesis is accepted and null hypothesis is rejected.

### **Rock Music**

The significant level of the t-test is .280 which shows that is insignificant and null hypothesis is accepted and alternative hypothesis is rejected.

### **TV Advertisement**

The significant level of the t-test is .127 which shows that is insignificant and null hypothesis is accepted and alternative hypothesis is rejected.

### **Discussion and Conclusion**

The results of the research are positive. And the mean response rate of the research lies between agree and strongly agree. That describes that respondents are agree with the this statement that TV advertisement impact on children buying behavior. The results of mean tell us that if children seen more and more advertisement then they influence our parents to purchase something. The results of the correlation describes that there is positive correlation overall and it means that there is relationship between most of the variables. If correlation is positive then variables do help of each other and have harmony among each other.

The results of ANOVA on age base are mix. Some results of ANOVA on age bases are significant and some are insignificant. It means that some respondents are agreeing with that TV advertisement impact on children buying behavior and some are not agree. The results of ANOVA on the TV viewing hours bases tells us that some results are significant and some results are insignificant. It means some respondents agree and some are not agree with us. The t-test on the bases of gender tells us that the mean of this is above 4 and the significant result of the t-test is mix, significant and insignificant both occurred. So result that TV advertisement impact on children buying behavior.

### **References**

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**Questionnaire**

**Personal information**

Name----- Age 5 to 9 \_\_ 10 to 12 \_\_ 13 to 15 Gender Male \_\_ Female

Father’s occupation ----- Your parent have a car -----

TV viewing hours

|        |        |        |        |
|--------|--------|--------|--------|
| 0 to 2 | 2 to 4 | 4 to 6 | 6 to 8 |
|--------|--------|--------|--------|

Please check the appropriate box against each statement who indicates your rating?

- a. Strongly Agree    b. Agree.    c. Neutral.    d. Disagree    e. Strongly Disagree**

**Food Advertisement**

| sr | Questions                                                                                           | Strongly agree | agree | Neutral | Disagree | Strongly disagree |
|----|-----------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 1  | Do you like the food advertisement?                                                                 |                |       |         |          |                   |
| 2  | Do you want to watch the food advertisement repeatedly?                                             |                |       |         |          |                   |
| 3  | Is your parent agreeing for purchasing that food which you watch in advertisement?                  |                |       |         |          |                   |
| 4  | Do you influence your parent for purchasing more than 50% of food after watching the advertisement? |                |       |         |          |                   |
| 5  | Do you spend most of your pocket money on advertised food?                                          |                |       |         |          |                   |
| 6  | Do you happy to watch the food advertisement?                                                       |                |       |         |          |                   |
| 7  | Do you purchase that product which is not advertised?                                               |                |       |         |          |                   |
| 8  | Do you enforce your parent to purchase the food after watching the food advertisement?              |                |       |         |          |                   |

**Children Age group**

| sr | Questions                                                                                                   | Strongly agree | agree | Neutral | Disagree | Strongly disagree |
|----|-------------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 1  | Do you influence your parent for purchasing the product at the age of 5 year after watch the advertisement? |                |       |         |          |                   |
| 2  | Do you like to watch the advertisement of food?                                                             |                |       |         |          |                   |
| 3  | Could you understand the advertisement of food?                                                             |                |       |         |          |                   |
| 4  | As your age is increasing, you are more influencing your parent for purchasing of food?                     |                |       |         |          |                   |

**School advertisement**

| sr | Questions                                                        | Strongly agree | agree | Neutral | Disagree | Strongly disagree |
|----|------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 1  | Do you the purchasing the food which are placed in your school?  |                |       |         |          |                   |
| 2  | Do you want to purchase everything that placed in school?        |                |       |         |          |                   |
| 3  | Do you like to eat something in school's canteen?                |                |       |         |          |                   |
| 4  | Have you influenced by the product exhibition in your school?    |                |       |         |          |                   |
| 5  | Do you like product exhibition in your school after every month? |                |       |         |          |                   |

**Rock music**

| sr | Questions                                                                   | Strongly agree | agree | Neutral | Disagree | Strongly disagree |
|----|-----------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 1  | Do you like music advertisement?                                            |                |       |         |          |                   |
| 2  | Are you convinced by the products used in music videos?                     |                |       |         |          |                   |
| 3  | The products advertised by your favorite music star convince you very much? |                |       |         |          |                   |

**TV Advertisement**

| sr | Questions                                                                                             | Strongly agree | agree | Neutral | Disagree | Strongly disagree |
|----|-------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 1  | Do you like to watch the TV advertisement?                                                            |                |       |         |          |                   |
| 2  | Are you enforcing the parent to buy the products after watching TV advertisement?                     |                |       |         |          |                   |
| 3  | Are you enforcing your parent to purchase food items after watching cartoon characters advertisement? |                |       |         |          |                   |
| 4  | Do you like to watch frequently appearing TV advertisement?                                           |                |       |         |          |                   |
| 5  | Are you influenced by TV advertisement at first sight?                                                |                |       |         |          |                   |
| 6  | You are influenced by the product being advertised by selling advertisement again and again?          |                |       |         |          |                   |