

REVIEW OF THE LITERATURE ON THE EFFECTS OF MARKETING ACTIVITIES ON CHILDREN

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Abstract

Given that certain marketing efforts have been developed expressly to target and appeal to youngsters, these advertising may have an impact on the way that young people think or change their view of what they desire. However, although certain marketing methods, such as those taught in a health and social change communication programme, are intended to promote good social change, others are intended to encourage negative conduct in children. Anyone interested in learning more about the many ways children have been influenced by advertising in the media need look no further. This paper is an attempt to collect information from the prior researches and relevant studies conducted in the area of children's influence on family buying behaviour so that the important variables for the study could be identified and analyzed.

Keywords: Advertisements, Marketing Activities, Children



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Introduction

Considering that some marketing initiatives have been established specifically to target and appeal to young people, it is possible that this advertising will have an influence on the way that young people think or may cause them to modify their perception of what they want. Certain marketing strategies, such as those taught in a health and social change communication program, are meant to promote positive social change; nevertheless, other marketing methods are intended to persuade youngsters to engage in antisocial behaviour or to engage in criminal activity. There are several groups, ranging from governmental health authorities to cigarette corporations, that generate particular programmes that are targeted specifically towards youngsters. This kind of advertising may appeal to children's interests

and attention in a variety of ways, such as via the use of cartoon characters or the promise of maturation. This paper is an attempt to analyse the previous research work done in this field.

Literature Review

Pandey and Singh (2010) investigated the consumer's response to advertisements, general media habits, characteristics that have the greatest influence on purchase decisions, and the link between viewing television and the possibility of seeing an advertising on television. The sample was recruited from Meerut, a metropolis in the state of Uttar Pradesh. Only respondents from middle-class households were chosen from among the 125 participants who represented a diverse range of vocations, educational levels, income levels, and age groups. According to the findings, there is a statistically significant relationship between watching television and liking advertisements that are shown on television. Approximately 92 percent of respondents agreed that they watch television for one to two hours every day.

For example, the impact of marketing activities (specifically advertising) on children is a very important and sensitive issue for the society and marketers. Jam, Akhtar & Khan (2010) investigated the impact of marketing activities (specifically advertising) on children. They conducted their research with a sample of 330 children and 1007 parents from seven different schools in order to get practical insight into the impact of advertising on children's memory and behaviour in the Pakistani environment. Their findings revealed that advertisements do not have a detrimental influence on children's memory or conduct, which was surprising.

Agrawal, Tripathi & Aditya, (2008) has analysed the impact of television advertising on children's food preference with special reference to Delhi NCR collected data from 300 respondents in the age group of 6-16 years, Convenience based sampling was adopted and the major findings were that in India, TV ads are still the most popular media to reach kids but online ads have also created buzz, at least it come out that TV ads have positive influence on the food preference of kids in Indian prospective.

Panwar and Agnihotri (2006) conducted this research in order to further our understanding of the cognitive processing of advertising messages by urban youngsters living in India. The information was gathered from 250 youngsters ranging in age from 7 to 12 years. Researchers discovered that children's ability to decode and process advertising messages and to comprehend their intentions is influenced not only by their cognitive

abilities at different age strata, but also by their social and personal environments as well. In addition, social norms pertaining to the acceptability and appropriateness of gender behaviour have an impact on how children of both sexes process advertising messages in general. Other factors, such as the likeability of the model, character, or sponsor, the narrative thread, the tagline, and the music, will influence whether or not a specific advertising is liked or disliked, and hence the decoding of its message.

According to Moschis and Churchill (1979), the advertising programmes in the mass media have the greatest impact on public opinion. According to his results, learning from television was associated with the use of television, especially commercial programming, and that learning from television was associated with the usage of television. Although young children are able to tell the difference between a television commercial and a programme, they do not have the capacity to comprehend the purpose of advertising until they are between the ages of eight and ten years old (Goldberg et al, 1978). However, since the late 1970s, the amount of television advertising for children's toys and games has more than quadrupled (Condry, Bence and Scheibe, 1988).

Children are a key target market, not only for items meant for their individual use, but also for things intended for the consumption of the whole family (Flurry, 2007). Tinson, Nancarrow, and Brace (2008) recommend that database marketing campaigns be developed to target certain groups of children, as well as the "new" family type, which includes: Single parent households must be included in the market segmentation process (Flurry, 2007). Single parent families make for a considerable proportion of the population in the Western world, as well as a significant proportion of consumer spending (Ahuja, Capella, and Taylor, 1998), hence marketing tactics for consumer products must specifically target them.

Due to the fact that the single parent and their children are quite busy, they will only go shopping when it is really essential. For retailers to effectively communicate with the "busy family," they must rethink their communication approach (Thiagarajan, Ponder, Lueg, Lokken Worthy, & Taylor, 2009). To allow parents and their children to plan their shopping visits in advance, online grocery shopping may be built or sales materials may be prepared (Norgaard, Bruns, Haudrup Christensen, & Mikkelsen, 2007). Nutrition solutions that are healthy but still quick and efficient should be promoted. For example, the "5 a day" signage for fruits and vegetables (Thiagarajan, Ponder, Lueg, Lokken Worthy, and Taylor, 2009) or packaged-goods companies providing a toll-free number that parents can call for the recipe of

the day (Norgaard, Bruns, Haudrup Christensen, and Mikkelsen, 2007) should be promoted (Eckel, 1999).

The fact that food shopping may be integrated with other leisure activities (Thiagarajan et al., 2009), as well as in-store entertainment and child care facilities, should be recognized by retailers (Ahuja, Capella, & Taylor, 1998). Ahuja (1993) proposes the creation of shopping carts with increased kid safety features in order to make grocery shopping more child-friendly for parents and children. The theme of "children as consumers" was the subject of this literature study. There was a discussion on children's effect on family decision-making, which was relevant to single-parent families in particular.

It has been determined that the kind of family, the size of the family, and the manner in which people communicate in the Western world have changed dramatically during the previous 50 years. Children today have a say in the decisions that are made in the home. However, it is not possible to generalize the degree of influence, as it depends on certain factors: The type of product (for individual use or for family use), the stage in the decision making process (pre-purchase, purchase or post-purchase stage) and the family type (dual parent household or single parent household) (dual parent household or single parent household). It is simpler for children to have a stronger impact in family decision-making because of the characteristics of single parents (role tension, time limits, and having a low economic profile).

Conclusion

It has been discovered that there is very little current study on decision-making in families with young children. Too much marketing research focuses on the typical family, but if merchants want to attract single parent households, they will have to rethink their marketing techniques. Parents and children should be included in research; food marketing should not just be focused at parents, but also at their children, according to the findings. As a result, it is recommended that more study be conducted on single-parent family homes. It might involve an examination of a broader range of product categories, such as the effect of children on their own personal leisure activities, among others.

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