

Perceptions of children about TV and social media advertisements

¹ Gurpreet Kaur, ² Dr. Balram Dogra

¹ Ph.D. Research Scholar, Rayat Bahra University, Mohali, Punjab, India

² Prof., Dean University School of Management Studies, Rayat Bahra University, Mohali, Punjab, India

Abstract

The objective of present paper was to study the impact of TV and social media ads on children. The study was conducted in the three socio-cultural regions of Punjab i.e. Malwa, Majha and Doaba on a sample of 300 children. The study brought out that ads on TV and social media promotes some undesirable values in the society. But ads also tell people what other people with similar lifestyle style buying. They come to know what others are wearing and using. Ads help people know that which product suits their personality most. Children also got entertained watching ads.

Keywords: children, purchase decision, regions, TV, social media, advertisements

Introduction

The issue of children and advertising came to light in the 1970s and has continued to be a topic of much discussion ever since. It started in the 1970s when the Action for Children's Television petitioned the Federal Communications Commission (FCC) to eliminate all commercials from children's TV programs. Then in January 1973, the major networks agreed to reduce commercial time in children's weekend programs from 16 minutes an hour to 12 minutes an hour (Advertising Age 1999). In 1991, the Better Business Bureau estimated that children in the U.S. watch an average of 3.5 hours of television everyday, which is consistent with 1999 statistics stating children watch an average of 3 to 4 hours of TV daily. The average child sees more than 20,000 commercials during the 1300 to 1400 hours of television viewed each year, with more than 60% of these ads showing sugared cereal, candy, fatty foods, and toys (American Academy of Pediatrics 1999).

"Advertising is a paid, uni-directional communication through a medium in which the support is identified and the message is controlled. It is used for publicity, public image, product placement, sponsorship, underwriting, and sales promotion. Every major medium delivers these messages, include: tv, radio, magazines, newspapers, the Internet, and billboards". Advertising can be attributed as persuasive commercial messages for selling and informing consumers about new products (Kunkel and Gantz, 1992) ^[1].

In order to investigate children's understanding of advertisers' tactics, it should be clear which effects advertisers wish to elicit when using these persuasive tactics in an advertisement. In the literature, the effects advertisers wish to achieve are generally referred to as intended effects, which can be categorised into three main types: (1) cognitive effects, such as children's recall or recognition of ads and brands; (2) affective effects, such as children's liking of ads and brands; and (3) behavioural effects, such as children's purchase of or requests for the advertised brands (Rossiter 1979).

Unfortunately, the advertising literature does not provide decisive conclusions on which specific effects advertisers generally intend to elicit with certain persuasive tactics. Besides, it is conceivable that a tactic is aimed to elicit several effects.

Children as Target Group of Media Advertisements

The world belongs to children: Children today means business. Marketing to children may be your passport to growth. Companies are using this segment to generate profits. Not only children are consumers in their own right but also have a major influence over family household purchases. The major driving force behind this sweeping change is the advertising. Advertisement has changed the way children learn, react and behave to large extent.

Ever since children were recognized as a lucrative target consumer group, child-directed advertising has been the subject of extensive concern and debate. Recently, however, in both the societal and academic area this subject has gained increased attention, mainly because dramatic changes have taken place in children's commercial media environment (Moore 2004) ^[2]. Today's children are not only targeted more often and at a much younger age than earlier generations, but advertisers are also rapidly adopting new advertising venues, such as children's websites and games. The changes in children's commercial media environment have reignited public and academic interest in child-directed marketing, mainly focusing on advertising for unhealthy foods. A central question in the child and advertising debate is to what extent children are able to process advertising in a conscious and critical way. To do so, children should first of all be able to differentiate advertising from other media content (e.g. television programmes, editorial web content). Therefore, the present paper is planned with the objective to study the perceptions of children about TV and social media advertisements.

Review of Literature

Hundal (2001) ^[5] in his study with regard to rural buying behavior in the Amritsar district of Punjab investigated the role of family members in making purchase decisions for durables including refrigerators, televisions, air coolers, and washing machines. His findings projected that product selection decisions in rural families were mostly made by spouses together but they were highly influenced by children. They further noted that brand selection decisions were also made jointly by the couple but were importantly influenced by children in the family. The store where the durables were purchased as well as the making of the actual purchase decision was also made jointly or by the husband individually (for the durables, but not for air coolers). However, children also “went to buy”, that is accompanied their parents at the time of buying televisions, washing machines, and refrigerators.

Chan and McNeal (2002) explored urban Chinese children’s understanding of television advertising and their attitude toward it. The data examined in the study consisted of three groups of 22 children representing three different age ranges of children (6 to 8, 9 to 10, and 11 to 12 years). All students came from a school situated in the urban area near Peking University and from middle income families. The research finding were that children aged 6 and 7 had difficulty explaining what television advertising was and why television stations carried commercials. With regard to truthfulness of television commercials, two children (one aged 6 and one aged 9) said all commercials are true. The other 19 said some commercials are true and some are not true. Skepticism of television commercials seemed to increase with age. All respondents in the age group 11 to 12 thought that commercials are not true. Children in this age group were more likely to use personal experience to determine the truthfulness of commercials. Children showed greater confidence in advertised brands as compared to unadvertised brands. The main limitation of the study was use of small sample which cannot be considered to be representative and therefore is not generalisable to all urban Chinese children.

Shoham and Dalakas (2003) ^[9] examined the influence of Israel teenager on family decisions as it is culturally different from the USA where many empirical studies have been carried out. Data was collected using a convenience sample of 128 triads (father, mother, and children. 13-18 years old children were included for the research. Respondents were asked to rate their influence in the family decision-making during their buying phases (initiating the purchase, information reach and evaluation of alternatives and final decision) for six products (TV, car, vacation, electrical appliances, furniture and cereals). The finding suggests that, the fathers had the highest influence for the final decision for TV and car, as compared to vacations, appliances, furniture and cereal products, where the parents had higher influence than their teenage children. However, product category, the decision phase and the decision aspects vary.

Ghani and Zain (2004) ^[4] explored the attitudes of children in Malaysia towards TV advertising and how this affects their spending. They found that children awareness of advertising, and the influence on parents purchase decision are important predictors of child attitudes to advertising, the influence of TV

advertising does impinge on consumer behaviour, whether of children or of their parents as a result of pestering.

Panwar and Agnihotri (2006) ^[7] made a study titled “Advertising message processing amongst urban children”. Data were collected from 250 children aged between 7 and 12 years, drawn from five major towns of western state of Gujarat (India) by using the cluster sampling approach. The main objective was to find out whether children understand the advertising intent and is there any differentiation on the basis of age, gender and family status. The result showed that children understand that basic objective of advertisement, which is to inform about the products and also to persuade them to buy these products and also know that medial vehicles carrying advertisements gain financially from the advertisements.

Kotwal *et al.* (2008) ^[6] conducted a study on 100 adolescent girls, studying in 9th – 12th, to know the impact of TV advertisement on their buying pattern. The results revealed that majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. In purchase of food items, stationery, cosmetics and toiletries, the girls were influenced by TV advertisements.

Rita Njoroge (2013) ^[8] found out that the youth in Kenya use social media a lot and they spend more time on the computer. The analysis indicates that 60.3% of the youth spend 2-5 hours a day on the computers. The most common activity they are usually doing is surfing the internet and a majority of 39.7% agreed to do so. The study further found out that most of the youth were on social media with Facebook, WhatsApp and Twitter topping the list. Most of these respondents used their mobile phones to access the internet especially on WhatsApp- a mobile phone application. The most common activity is chatting or texting on their mobile phones, where 28.8% said to a moderate extent they are always on the phone/computer chatting with online friends.

Sundarapandiyan N, Durairasi B, Dr. Babu S, Dr. Prabhakaran K. (2015) ^[10] told that the purpose of this research is to study the influence of Media Advertisements on the purchasing decisions of Generation Y customers in Penang, Malaysia. The priority of this study is to support the marketers to more effectively reach Generation Y customers as in this privatization and globalization era, it is challenge for every marketer to address the influence of media advertisements on the buying behaviour of the generation. The study investigated the relationship between dependent variable 'the influence of Media Advertisements in the Purchasing Decisions of Generation Y Customers' and the independent variables of 'Media Advertisement types, Product - Quality, Customer Perception, and Personal Characteristics. As a result of the findings the following conclusions are established; that media advertisements particularly TV was very significant while Social Media. Print Media, Word-of-mouth, and Show-room Display were positively inclined in the frequency analysis.

Research Methodology

The sample of the study was based on multi-stage stratified

convenience sampling technique. Punjab is divided into 3 geographical regions i.e. Malwa, Majha and Doaba. One district city from each region was taken on the basis of urban population. The districts were arranged in the descending order of the urban population in each region and the district city having highest urban population was selected for the study from each region. In this way, the study was done in Ludhiana from Malwa region, Jalandhar from Doaba region and Amritsar from Majha region. Cities, schools and children/mothers provided 1st, 2nd and 3rd stage of sampling unit respectively. The sample in the study was restricted to 300 children. The data were collected on specially structured pre-tested questionnaires from children through personal interview method. The collected data were analyzed by using statistical tools like Analysis of Variance, Factor analysis and Regression Analysis. Descriptive analysis was also performed to arrive at the tabular form of the results like means, standard deviations, frequencies, percentages, etc.

Results and Discussion

Before discussing the influence of TV and social media advertisement on children buying behavior and family purchase decisions, it is relevant here to have an overview of their socio-economic characteristics as the socio-economic characteristics may have direct or indirect bearing on their perceptions.

Age

The information contained in Table 1 showed that the highest proportion i.e. 32.00 percent respondents in Malwa region were from the age group of 10-12 years followed by 24.00 percent from 12-14 years of age group, while the lowest proportion i.e. 23.00 percent of them was from the age group of less than 8 years followed by 21.00 percent from 8-10 years of age.

The analysis further indicated that the highest proportion i.e. 31.00 percent of respondents in Majha region was from the age group of 12-14 years, followed by 30.00 percent from 10-12 years of age group, and while the lowest proportion i.e. 16.00 percent of them were from the age group of less than 8 years, followed by 23.00 percent from 8-10 years of age group..

Table 1: Distribution of children according to their age.

Age (years)	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
<8	23	23.00	16	16.00	21	21.00
8-10	21	21.00	23	23.00	23	23.00
10-12	32	32.00	30	30.00	17	17.00
12-14	24	24.00	31	31.00	39	39.00
Mean	10.78		11.24		11.56	
SD	2.14		2.38		2.51	
F-ratio			2.14			

The highest proportion i.e. 39.00 percent respondents in Doaba region was from the age group of 12-14 years, followed by 23.00 percent from the age group of 8-10 years. The lowest proportion i.e.21.00 percent of respondents was from the age group of less than 8 years, followed by 23.00 percent from the age group of 8-10 years.

The results showed there was no significant difference in pattern of distribution of respondents according to age in Malwa, Majha and Doaba regions as the average age came to be between 10-12 years of age group in all the three regions. This was also indicated by the non significant F-ratio of 2.14.

Gender

A perusal of Table 2 showed that majority i.e. 52.00 percent and 61.00 percent respondents was male in Malwa and Majha regions respectively, while the remaining respective proportion i.e.48.00 percent and 39.00 percent was female, Whereas majority i.e. 53.00 percent respondents was female in Doaba region while the 47.00 percent was male.

Table 2: Distribution of respondents according to their gender.

Gender	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Male	52	52.00	61	61.00	47	47.00
Female	48	48.00	39	39.00	53	53.00
chi-square value			4.04			

The pattern of gender distribution was similar in all the three regions as shown by the chi-square value of 4.04.

Siblings

The information contained in Table 3 showed that in Malwa region, the highest proportion i.e. 52.00 percent respondents had 1-2 sibling, followed by 37.00 percent had more than two siblings. The lowest proportion i.e. 11.00 percent had no siblings.

In Majha region, the highest proportion i.e. 48.00 percent respondents had 1-2 siblings and the same proportion (48.00 percent) had more than two siblings. The lowest proportion i.e. 4.00 percent had no siblings.

Table 3: Distribution of children according to the number of siblings.

No. of Siblings	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Nil	11	11.00	4	4.00	7	7.00
1-2	52	52.00	48	48.00	47	47.00
>2	37	37.00	48	48.00	46	46.00
Mean	1.89	say 2	2.16	say 2	2.09	say 2
F-ratio			1.23			

In Doaba region, the highest proportion i.e. 47.00 percent respondents had 1-2 siblings, followed by 46.00 percent had more than two siblings. The lowest proportion i.e. 7.00 percent had no siblings. There was no significant difference among all the three regions (i.e. Malwa, Majha and Doaba) according to number of siblings as the average number of siblings came to be 2 in all the three regions. The finding was also confirmed by the non-significant F-ratio of 1.23.

Occupation of Father

Table 4 clearly shows that in Malwa region, highest proportion i.e. 48.00 percent of respondent’s father was doing job, followed by 37.00 percent doing some kind of business. The lowest proportion i.e. 4.00 percent of respondent’s father was farmers, followed by 11.00 percent of the respondent’s

father were professionals.

In Majha region, highest proportion i.e. 52.00 percent each of respondent's father was in (Government or private) Job, followed by 36.00 percent doing business. The lowest proportion i.e. 3.00 percent of respondent's father was farmers, followed by 9.00 percent was professionals. No respondent's father in this group was farmers.

Table 4: Distribution of children according to fathers' occupation.

Occupation	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Farming	4	4.00	3	3.00	0	0.00
Business	37	37.00	36	36.00	52	52.00
Job	48	48.00	52	52.00	34	34.00
Professional	11	11.00	9	9.00	14	14.00
chi-square value			7.34			

In Doaba region, highest proportion i.e. 52.00 percent of respondent's father was doing some kind of business, followed by 34.00 percent doing job. The lowest proportion i.e. 14.00 percent of respondent's father was professionals. No respondent's father in this group was farmers.

There was no significant variation among respondents of all the three regions on occupation of father as confirmed by the Chi-square value of 7.34.

Occupation of Mother

Information shown in Table 5 shows that in Malwa region, highest proportion i.e.47.00 percent of respondent's mother was doing job, followed by 41.00 percent housewife. The lowest proportion i.e. 6.00 percent of respondent's mother was doing some kind of business and the same proportion (i.e. 6.00 percent) was professionals.

In Majha region, highest proportion i.e. 54.00 percent of respondent's mother was house wife, followed by 34.00 percent doing job. The lowest proportion i.e. 4.00 percent of respondent's mother was professionals, followed by 8.00 percent was doing some business.

Table 5: Distribution of children according to mothers' occupation.

Occupation	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Housewife	41	41.00	54	54.00	37	37.00
Business	6	6.00	8	8.00	14	14.00
Job	47	47.00	34	34.00	47	47.00
Professional	6	6.00	4	4.00	2	2.00
chi-square value			9.89*			

In Doaba region, highest proportion i.e. 47.00 percent of respondent's mother was doing job, followed by 37.00 percent housewife. The lowest proportion i.e. 2.00 percent of respondent's mother was professionals, followed by 14.00 percent was doing some kind of business.

The proportion of homemakers was significantly higher in Majha region as compared to Malwa and Doaba. On the other hand significantly higher proportion of respondents' mother was doing job in Malwa and Doaba region as compared to Majha region. This was also confirmed by chi-square value of 9.89.

Frequency of Choices on Basis of Information in Different Media

Table 6 clearly shows that the highest proportion i.e. 57.00 percent of respondents in Malwa region sometime based their choice on the basis of advertisement in different media, followed by 21.00 percent mostly based their choice on the basis of media and 11.00 percent seldom based their choice on advertisements. The lowest proportion i.e. only 2.00 percent always based their choice on advertisements followed by 9.00 percent that never based their choice on basis of advertisement.

Among the respondents of Majha region, highest proportion i.e. 52.00 percent of respondents sometime based their choice on the basis of advertisement in different media, followed by 34.00 percent mostly based their choice on the basis of media and 8.00 percent seldom based their choice on advertisements. The lowest proportion i.e. 3.00 percent always or never based their choices on the basis of advertisement on different media.

Table 6: Frequency of basing the choices on the advertisement in different media by children.

Extent of Involvement	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Always	2	2.00	3	3.00	4	4.00
Mostly	21	21.00	34	34.00	29	29.00
Sometimes	57	57.00	52	52.00	63	63.00
Seldom	11	11.00	8	8.00	4	4.00
Never	9	9.00	3	3.00	0	0.00
Mean	2.96		3.26		3.33	
SD	0.88		0.77		0.62	
Overall	Sometimes		Sometimes		Sometimes	
F-ratio			2.12			

In Doaba region, highest proportion i.e. 63.00 percent of respondents sometime based their choice on the basis of advertisement in different media, followed by 29.00 percent mostly based their choice on the basis of media and only 4.00 percent always based their choice on the basis of advertisement and same proportion (4.00 percent) respondents seldom based their choice on advertisements. There were no

respondents (0.00 percent) that never based their decisions on advertisements.

The mean score came to be 2.90, 3.26 and 3.33 in Malwa, Majha and Doaba regions respectively, that showed that respondents in all the three regions sometimes based their decision on basis of advertisements. The result was also confirmed by the non-significant F-ratio of 2.12.

Frequency of Effect of Different Media on Children Purchase Decision

It was evident from the table 7 that the score of effect of different advertisements media on children purchase decision among respondents of Malwa region was highest of the order of 2.13 (Always) on TV Commercials, followed by 0.81 (Sometimes) on Newspaper Ads, 0.49 (almost never) on Magazine ads, 0.42 (almost never) on billboard advertisements, 0.27 (almost never) on radio ads and 0.21

(almost never) on adds on social media.

The score of effect of different advertisements on children purchase decision among respondents of Majha region was highest of the order of 1.84 (Always) on TV commercials, followed by 0.61 (Sometimes) on ads on social media, 0.47 (almost never) on newspaper adds, 0.34 (almost never) on Billboard ads, 0.31 (almost never) on Magazine ads and 0.18 (almost never) on radio ads.

Table 7: Frequency of effect on children’s purchase decision by advertisement media.

Advertisement Media	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
TV Commercials	2.13	Always	1.84	Always	1.71	Always	1.56
Newspaper Ads	0.81	Sometimes	0.47	Almost Never	1.19	Sometimes	4.48**
Ads on social media	0.21	Almost Never	0.61	Sometimes	0.39	Almost Never	3.91**
Magazine ads	0.49	Almost Never	0.31	Almost Never	1.06	Sometimes	6.34**
Billboard ads	0.42	Almost Never	0.34	Almost Never	0.78	Sometimes	5.29**
Radio ads	0.27	Almost Never	0.18	Almost Never	0.14	Almost Never	0.98

The score of effect of different advertisements on children purchase decision among respondents of Doaba region was highest of the order of 1.71 (Always) on TV commercials, followed by 1.19 (Sometimes) on newspaper ads, 1.06 (sometimes) on Magazine ads, 0.78 (sometimes) on Billboard ads, 0.39 (almost never) on ads on social media and 0.14 (almost never) on Radio ads.

There was no significant variation among respondents of all the three regions regarding the effect of TV commercials and radio ads on purchase decision as indicated by the F-ratio of 1.56 and 0.98 respectively. On all other advertisement media, respondents in all the three regions differ significantly as shown by the respective F-ratios.

Extent of agreement among children on different statements related to ads on TV and social media

Information given in Table 8 showed the extent of agreement among children on different statements related to ads on TV and social media. The respondents were asked to register their extent of agreement on different statements. They responded in terms of ‘strongly agree’, ‘agree’, ‘neutral’, ‘disagree’ and ‘strongly disagree’. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1. The weighted mean scores for each dimension were calculated and compared with the help of F-ratio among Malwa, Majha and Doaba respondents. The results so obtained have been presented in Table 8.

The analysis given in Table 8 showed that among respondents of Malwa Region, the extent of agreement was highest of the order of 3.91 (agree) on Adds tell me which brand have the features I am looking for, followed by 3.90 (agree) on In general, ads present a true picture of the product advertised, 3.84 (agree) on Most advertising insults the intelligence of the consumer, 3.83 (agree) on sometimes I take pleasure on thinking about what I saw or heard or read in ads, 3.81 (agree) on sometimes ads are more enjoyable than other media contents, 3.79 (agree) on advertisement make people buy unaffordable products just to show off, 3.78 (agree) on

advertisement make people me people live in world of fantasy and 3.77 (agree) on add is an available source of information about products.

The extent of agreement was lowest of the order of 3.48 (Neutral) on Ad tell me what people with life style similar to mine are buying in using, followed by 3.58 (agree) on ads help me keep up to date about products available in the market place, 3.61 (agree) ads help me know which product will or will not reflect the sort of person I am, 3.62 (agree) on quite often ads are amusing and entertaining, 3.63 (agree) on from ads I learn about fashion and what to buy to impress others, 3.69 (agree) on advertising promotes undesirable values in our society and 3.75 (agree) on in general advertising is misleading.

Among respondents of Majha Region, the extent of agreement was highest of the order of 3.99 (agree) on Add is an available source of information about products, followed by 3.87 (agree) on Adds tell me which brand have the features I am looking for, 3.86 (agree) on In general, ads present a true picture of the product advertised, 3.78 (agree) on Most advertising insults the intelligence of the consumer, 3.73 (agree) on from ads I learn about fashion and about what to buy to impress others, 3.71 (agree) adds tell me what people with life style similar to mine are buying in using, 3.68 (agree) on in general advertising is misleading and 3.67 (agree) on advertising make people buy unaffordable just to show off.

The extent of agreement was lowest of the order of 3.27 (Neutral) on quite often ads are amusing and entertaining, followed by 3.28 (neutral) on advertising promotes undesirable value in the society, 3.40 (neutral) on sometimes I take pleasure in thinking about what I saw or heard or read in ads, 3.44 (neutral) on ads help me know which product will or will not reflect the sort of person I am, 3.52 (agree) on sometimes ads are even more enjoyable than other media contents, 3.56 (agree) on both ads help me keep up to date about products available in the market place and advertising make people live in the world of fantasy.

Table 8: Extent of agreement among children on different statements related to ads on TV and social media.

Statement	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
Ad is an available source of information about products	3.77	A	3.99	A	3.57	A	2.13
Ads tell me which brands have the features I am looking for	3.91	A	3.87	A	3.65	A	1.68
Ads helps me keep up to date about products available in the market place	3.58	A	3.56	A	3.81	A	1.19
From ad I learn about fashion and about what to buy to impress others	3.63	A	3.73	A	3.82	A	1.29
Ad tells me what people with life styles similar to mine are buying in using	3.48	N	3.71	A	3.87	A	4.95**
Ad helps me know which product will or will not reflect the sort of person I am	3.61	A	3.44	N	3.71	A	3.18*
Quite often ads are amusing and entertaining	3.62	A	3.27	N	3.68	A	5.61**
Sometimes I take pleasure in thinking about what I saw or heard or read in ads	3.83	A	3.40	N	3.72	A	4.31**
Sometimes ads are even more enjoyable than other media contents	3.81	A	3.52	A	3.85	A	2.23
In general, advertising is misleading	3.75	A	3.68	A	3.89	A	1.88
Most advertising insults the intelligence of the consumer	3.84	A	3.78	A	3.83	A	1.83
In general, ads present a true picture of the product advertised	3.90	A	3.86	A	3.99	A	1.57
Advertising promotes undesirable values in our society	3.69	A	3.28	N	3.38	N	5.13**
Advertising makes people buy unaffordable products just to show off	3.79	A	3.67	A	3.39	N	1.54
Advertising makes people live in a world of fantasy	3.78	A	3.56	A	3.81	A	1.88

Among respondents of Doaba Region, the extent of agreement was highest of the order of 3.99 (agree) on In general, ads present a true picture of the product advertised, followed by 3.89 (agree) on in general advertising is misleading, 3.87 (agree) on adds tell me what people with life style similar to mine are buying in using, 3.85 (agree) on sometimes ads are even more enjoyable than other media contents, 3.83 (agree) on Most advertising insults the intelligence of the consumer, 3.82 (agree) on from ads I learn about fashion and about what to buy to impress others and 3.81 (agree) on both add help to keep up to date about products available in the market place and advertising live in the world of fantasy.

The extent of agreement was lowest of the order of 3.38 (Neutral) on advertising promotes undesirable value in the society, followed by 3.39 (neutral) advertising makes people buy unaffordable just to show off, 3.57 (agree) on Add is an available source of information about products, 3.65 (agree) on Adds tell me which brand have the features I am looking for, 3.68 (agree) on quite often ads are amusing and entertaining, 3.71 (agree) on ads help me know which product will or will not reflect the sort of person I am and 3.72 (agree) on sometimes I take pleasure in thinking about what I saw or heard or read in ads.

The extent of agreement was significantly higher in Doaba region as compared to Malwa and Majha on ‘ads tell me what people with lifestyle similar to mine are buying in using’, ‘adds help me know which products will or will not reflect the sort of person I am’ and ‘quite often ads are amusing and entertaining’, as shown by the F-ratio of 4.95, 3.18 and 5.61 respectively, but the extent of agreement was significantly higher in Malwa region as compared to Majha and Doaba region on ‘sometimes I take pleasure in thinking about what I saw or heard or read in ads’ and ‘advertisement promotes undesirable values in our society’. This was also confirmed by

the F-ratio of 4.31 and 5.13 respectively. The respondents were statistically at par on all other dimensions.

Dimensions of Perceptions of children

The dimensions of perceptions of children about ads and social media were identified through factor analysis with the help of Principal component Technique. The magnitude of KMO-MSA came to be 0.574, which was found to be highly significant (Table 9). This proved that the data set is adequate for the factor analysis.

Table 9: KMO-MSA and Bartlett's Test of Sphericity in factor analysis.

Particular	Coefficient
KMO-MSA	0.574
Bartlett's Test of Sphericity	993.78
d.f.	
Significance	0.000

There were four factors identified by the factor analysis. The component matrix, communalities, Eigen values and percent variance explained have been shown in Table 10. The communalities ranged from 0.41 to 0.85, which were the indicators of high correlations between various statements related to the children perception. It reaffirmed that the data set is fit for factor analysis. The Eigen values were 6.32, 5.75, 4.27 and 3.72 for factor-1 to factor-4 respectively. The total variance explained by the all the 4 factors came to be as high as 63.64 percent.

Factor-1 included 5 statements with 21.07 percent of variance; factor-2 included 4 statements with a variance of 18.5 percent. Factor 3 included 4 statements with a variance of 14.32 percent. There were 3 statements in factor-4 with a variance of 9.75 percent.

Table 10: Factor analysis of statements related to children's perceptions about ads on TV and social media.

Statements	Factor-1	Factor-2	Factor-3	Factor-4	Communality
S1	0.245	0.064	0.543	0.212	0.43
S2	0.007	0.551	0.315	0.087	0.67
S3	-0.054	-0.098	0.587	0.201	0.69
S4	0.137	0.206	0.618	0.104	0.75
S5	-0.105	0.621	0.137	0.086	0.78
S6	-0.016	0.564	0.085	0.189	0.82
S7	0.335	-0.055	0.084	0.627	0.61
S8	0.131	0.187	0.040	0.515	0.83
S9	-0.143	-0.081	0.163	0.503	0.68
S10	0.630	0.182	-0.029	0.045	0.81
S11	0.486	0.065	0.063	0.189	0.85
S12	-0.032	0.565	0.137	0.092	0.71
S13	0.607	-0.101	-0.056	0.377	0.61
S14	0.533	-0.099	-0.140	0.260	0.62
S15	0.551	0.020	-0.011	-0.073	0.41
Eigen Value	6.32	5.75	4.27	3.72	
% Variance	21.07	18.5	14.32	9.75	
Cummulative variance	21.07	39.57	53.89	63.64	
KMO-MSA		0.574			
Bartlet's Test of Sphericity		993.78**			

Naming of the Factors

As much as 4 factors were identified through factor analysis with a total variance of 63.64 percent. The naming of these factors is given in Table 11.

Table 11: Naming of the factors.

Factor No.	Factor Name
Factor 1	Ads developing individual and social evils
Factor 2	Ads a tool of personality development
Factor 3	Ads a source of information
Factor 4	Ads a source of enjoyment

The most important dimension was found to be individual and social evils that are developed by the ads as children got influenced by these ads. This dimension was followed by the ads as a tool of personality development as ads children also learn lots of positive things from ads that help them to develop their personality. The least important dimension was ads as a

source of entertainment. Sometimes children watch ads on TV and social media just to entertain them. This was followed by the ads a source of information. This indicated that children also learn a lot of things from ads that adds to their knowledge.

Overall, it can be said that ads promotes some undesirable values in the society. But ads also tell people what other people with similar lifestyle style buying. They come to know what others are wearing and using. Ads help people know that which product suits their personality most. Children also got entertained watching ads.

Comparison of Factors between the three regions

The 4 factors of influence of television and social media on children’s purchase behavior were compared between Malwa, Maja and Doaba regions with the help of Analysis of Variance. The results so obtained have been shown in Table 12.

Table 12: Comparison of factors between the three regions.

Factor	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
Ads developing individual and social evils	3.77	A	3.59	A	3.66	A	1.23
Ads a tool of personality development	3.72	A	3.72	A	3.80	A	0.37
Ads a source of information	3.66	A	3.76	A	3.73	A	0.94
Ads a source of enjoyment	3.75	A	3.40	N	3.75	A	1.34

It is clear from Table 12 that the extent of agreement on all the four factors was statistically at par with each other as shown by the respective F-ratios.

Overall, the analysis highlighted that the extent of agreement was somewhat higher in Doaba region as compared to Malwa and Majha region on ‘ads tell me what people with lifestyle similar to mine are buying in using’, ‘adds help me know which products will or will not reflect the sort of person I am’ and ‘quite often ads are amusing and entertaining’. On the other hand, the extent of agreement was significantly higher in

Malwa region as compared to Majha and Doaba region on ‘sometimes I take pleasure in thinking about what I saw or heard or read in ads’ and ‘advertisement promotes undesirable values in our society’.

Summary and Conclusion

Overall, it can be said that ads promotes some undesirable values in the society. But ads also tell people what other people with similar lifestyle style buying. They come to know what others are wearing and using. Ads help people know that

which product suits their personality most. Children also got entertained watching ads.

References

1. Kunkel D, Gantz W. Children Television Advertising in the multi-channel environment, *Journal of Communication*. 1992; 42(3):134-152.
2. Moore ES. Children and the changing world of advertising. *Journal of Business Ethics*. 2004; 52(2):161-167.
3. Chan K, McNeal J. *How rural children in China consumer media & advertising*. Young Consumer Quarter 2 Emeland Group Publishing, 2003.
4. Ghani, Zain. *Malaysian Children attitude towards television advertising*, Young Consumer Insight and Ideas for Responsible Marketers. 2004; 5(3):41-51.
5. Hundal BS. Consumer Behaviour in Rural Market: A Study of Durables, Unpublished Doctoral Dissertation, Guru Nanak Dev University, Amritsar, 2001.
6. Kotwal N, Gupta G, Devi A. *Impact of TV Advertisements on Buying Pattern of Adolescent girls*. *Journal of Social Sciences*. 2008; 16(1):51-55.
7. Panwar, Agnihotri M. Advertising Message Processing Amongst Urban Children - An Indian experience with special reference to TV advertising *Asia Pacific Journal of Marketing and Logistics*. 2006; 18(4):303-327.
8. Rita Njoroge. *Impacts of social media among the youth on behavior change: A case study of university students in selected universities in Nairobi, Kenya*. A research project submitted in partial fulfillment of the requirement for the Master of Arts Degree in Communication Studies of the School of Journalism and Mass Communication University of Nairobi, 2013.
9. Shoham A, Dalakas V. How our adolescent children influence us as parents to yield to their purchase requests. *Journal of Consumer Marketing*. 2003; 23(6):344-350.
10. Sundarapandiyam N, Durairasi B, Dr. Babu S, Dr. Prabhakaran K. A research on the influence of media advertisements in the purchasing decisions of generation Y in Penang Malaysia. *International Journal of Sciences: Basic and Applied Research IJSBAR*. 2015; 21(1):192-222.