

Effect of TV Advertisement on Children Health

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Abstract: The research provides an in-depth analysis of the way tv advertisements influence both children's behavior and family dynamics. It highlights that children are highly susceptible to the allure of advertisements, particularly those promoting toys, fast foods, and other consumer goods, which often shape their consumption preferences. Advertisements create an environment in which children's view these products as essential, often leading to increased desires for material items. This exposure not only alters their instant picks however also fosters a term brand loyalty from an early age. Children, fascinated about the colorful and entertaining nature of TV ads, are normally less aware of the potential fitness implications of products advertised, especially unhealthy snacks and excessive-calorie foods. Their awareness is predominantly on a laugh and tasty elements of the advertisements rather than their content. On the opposite hand, mother and father are extra critical of the have an effect on of advertisements, with many expressing concerns approximately the poor effect on their children's health and life-style picks. They observe that classified ads result in bad eating habits, contributing to rising obesity stages and other health issues amongst children. Moreover, mother and father well known the sizeable role commercials play in shaping family purchasing selections.

Keywords: *Children Behavior, Television Advertisements, Consumer Preferences, Brand Loyalty.*

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I. INTRODUCTION

Advertising is multidimensional and has several goals to accomplish. advertising is a key social, economic, and cultural institution that facilitates societal change via communication. media may serve as a form of mass communication, marketing tool, business management tool, employment field, profession, social institution, and eco-system component. ASCI defines an advertisement as "any paid form of communication addressed to the public or a section of it, with the purpose of influencing the opinions or behavior of those to whom it is addressed" combination of auditory and visual elements in television advertising results in a greater effect on the customer. Builds a perfect picture of existence. It assists in launching new items, piques customers' curiosity in the item being promoted, fosters a desire to purchase the item, an ultimately makes the promoted product is purchased by consumers. Customers of televisions are outfitted with a range of tactics, including as jingles, comedy, and emotions, to get clients' attention. television ads have considerably more of an effect than other types of advertising. Children make up this amazing market sector that is real in the marketplace. Advertisers have long since recognised this, which is why they use children as their primary demographic when trying to sell products like toothpaste, auto loans, ketchup, pain relievers, colour, and

vehicles. Children are consumers from an early age; the market for kids serves as the primary market for items intended for children, the market for influential people for products intended to influence the purchasing choices of children, and a potential market for products for children as they grow older. Children in middle-income Indian households have a say in what the family purchases, including what brand of television, automobile, and supermarket goods their parents should purchase. Parents are so pleased with their knowledgeable kid that they even feel happy of them. At first, they ask their child for advice just to support them, but eventually, the youngster begins making all of the purchasing decisions. Due to their independence, ability to affect their parents' spending habits, and potential to become adult customers, children are a valuable market for advertisers. Due to trends like having fewer children, having multiple incomes, and delaying having children until later in life, parents nowadays are ready to spend more on their children. Guilt may also influence purchasing choices when time-pressed parents exchange material possessions for quality time with their children. A youngster wakes up wearing pajamas with Disney characters; adorable licensed figures may be found all over the toothbrush, toothpaste, and maybe even the soap. They sell items for breakfast that are heavily marketed. Put on their Nike bag, assemble their Power Rangers or Pokémon

cards, put on a branded pair of sneakers like Adidas and go to school (Report, 2000). On the contrary hand, parents have an opposing viewpoint, believing that children have been spoilt by the abundance of knowledge and goods that are thrust at them via print and visual mediums. Even for things having little to do with children, the majority of advertisers were focussing on children. Given that the majority of middle-Class households often have two parents who work. The advertising professional attempts to put the blame for the parents' actions on the kids, which leads to the kids making irrational requests. The playground is not where the commercialization ends. Children tended to be shielded from the commercials and advertisements that were all around them at school. The schools greet you with a heavily marketed energy drink, they enter the classroom and open books from the company's catalogue or books whose covers have been commercialised to promote products. Manufacturers who began selling advertisements on books discovered that their outcomes were 20 times better than those of print advertising. Businesses understand how effective schools can be in marketing their brand and goods. A captive young audience is provided by a school environment. Advertisers are using this platform to its full potential in a variety of ways. Excessive TV watching among youngsters makes it a more effective socializing agent than peers and instructors. TV has become an integral part of many families, making it difficult to picture life without it. It is a significant experience component of a child's development. children's views, values, behavior, attitudes, and lifestyles are influenced by television, which competes with family, school, peers, religious institutions, and society. Today, children's life revolves around television. The television is as recognizable to them as their family members' faces, if not more. It provides entertainment, education, and companionship for youngsters. Broadcasting has always prioritized numbers above quality content and public affairs, making it difficult for channels to take risks. Since the 1960s, Indian government-appointed groups have advocated for electronic media autonomy, economic self-sufficiency, and commercial broadcasting, in line with global practices. In February 1995, the Supreme Court of India ruled that the government's monopoly on radio violated the basic right to free expression. Broadcasting history shows that although economic viability benefits the advertising sector, it may be counterproductive to promoting socially relevant and quality-based programs the existence of electronic media in America is dependent on advertising. As a result, a small group of corporate owners choose whether newspapers, magazines, radio channels, and TV channels remain in operation(Thussu, 2016). media that lacks ad income is condemned to fail, since advertising is essential for its existence. Children are the most impressionable demographic in society, which is why many advertisements target them. Children are not only a desirable market sector, but also have a significant impact on the purchase patterns of other family members. today's advertising credo is "Catch them young" to instill brand loyalty and form lifetime preferences. (Hudders et al., 2016) shows that

although successful advertisements may persuade logical people, they have a greater impact on children's ideas and attitudes. when an ad features a product that appeals to youngsters, they tend to concentrate on the product's physical elements and neglect the abstract link between the marketer and the audience. when youngsters have a better awareness of the selling objective behind advertisements, their trust and desire for marketed items decreases. Children's enjoyment of advertisements declines significantly from 68.5 for I graders to 55.9 for III graders, and 25.3 for V graders. Other research has shown a declining tendency in children's liking and attitude towards advertisements from elementary to high school grades. that children's desire to acquire promoted items decreases with age. (Rozendaal et al., 2016) suggests that by the age of 8, children develop cognitive abilities to recognize prejudice and dishonesty in advertisements, which become stronger as they enter adolescence as youngsters get older, their perception of advertisements shifts from instructive, amusing, and honest to cynical and critical.

II. OBJECTIVES

- To study the consumer perception and attitude regarding TV advertisement.
 - To find out the role of different advertisement technique on consumer health
 - To explore the role of advertisement on consumer purchase decision.
- *Research Questions:*
- What types of advertisements (e.g., toys, food, clothing) have the most significant impact on children's behavior?
 - How do children interpret and understand the persuasive intent of television advertisements.
 - What strategies can parents and educators adopt to mitigate the potential negative impacts of television advertising on children.
- *Hypothesis:*
- The children food habits are negatively affected due to the television advertisement.
 - The role of the children is more important while purchasing product due to the television advertisement.

III. REVIEW OF LITERATURE

(Bettiga & Noci, 2024) investigated the impact of television programming on advertisements in light of media mental health and grounded on the Halo impact hypothesis, the link between media backdrop and advertising. Customers' reactions to various TV shows and commercials are evaluated. In particular, skin conductance identification, heart rate, and mind analysis are used to quantify the customers' arousal, enjoyment, attention, and memorisation. Claimed techniques supplement this kind of study by delving into the values connected to the businesses and television shows. The halo

effect is confirmed by the results, which indicated that television programming affected consumer reactions to advertisements and the values connected with the companies. Different television content typologies elicit different responses.

(Kaur et al., 2022) evaluated how parents interpret the effects of watching advertisements on TV on their children's conduct. A convenient sampling method was used to pick 100 parents of kids in the age range of 3 to 12 years for experimental research. Every youngster watched TV and TV commercials, with 60% of them spent less than 30 minutes watching TV. Children preferred to see advertising for food, around 73% of them. The majority of parents (83%) said that viewing television commercials teaches children positive behaviours, and 88% said that the commercials made them want chocolate, candy, and jelly beans. 74% of respondents, or three out of four, said that their children's tantrums are a result of commercials.

(Kundu, 2022) the main objective of the study is to ascertain the parents' perspectives on the effects of food commercials on kids and family expenses on broadcast. The parents of 100 children, aged 4 to 15, who lived in the rural areas around the Karnal district of the state of Haryana, completed a total of 100 queries. Discovered that parents are worried about how TV nourishment commercials are changing their kids' conduct, and most of them demanded stricter regulations on these commercials. All well-being, righteous, and ethical considerations must be taken into account before releasing TV food commercials. Kids need to be taught to analyse critically about Televised food marketing from their parents and instructors.

(Katke, n.d.) established a connection within television marketing and how it affects family budget and the health of children. The random sample approach is implemented for the goal of the investigation. There were only 200 parents of children between the ages of 3 and 12 in the sample. The association between advertisements on television and its effects on family expenditures and child well-being is examined using the correlation method. The resulted that there is a favourable correlation between a child's purchasing behaviour and family expenditure and the amount of time they watch television. remedies to lessen the negative effects on children (Bassi et al., 2021) carried out an extensive evaluation of food advertisements that targeted kids and young people in India on well-known television networks. It also looked at how the content of these ads varied within the different media outlets. Six well-known national television networks were the subject of a longitudinal study aimed at kids and teens. By modifying the already-validated tools, data was gathered over the course of three consecutive weeks at certain hours on weekdays as well as on holidays, with extra hours on holidays. Kids channels aired a greater percentage of food commercials; there was no statistically significant

distinction between the number of food commercials shown on Kids and teen channels. The bulk of the food ads included a lot of fat, sodium, and sugar.

IV. RESEARCH METHODOLOGY

This study analyzed using a quantitative research approach. Focusing on exploring relationships and influences among variables such as television advertisements, children' behaviour, health, family purchase decisions. The first purpose is to evaluate if television advertising has a harmful impact on youngsters. It provides a more comprehensive understanding of online advertising and, in the end, a clear understanding of the effectiveness and reliability of online advertising, as well as its relationship to purchasing decision-making.

❖ *Inclusion & Exclusion Criteria*

➤ *Inclusion Criteria*

- Children from the age group of 3-15
- Families Exposed to Television Advertisements

➤ *Exclusion Criteria*

- Children exclude the age range of 3-15
- Families that do not own or regularly watch television will be excluded, because the focus is on the impact of TV advertisements

V. FINDINGS OF THE STUDY

According to the findings of the study of the replies provided by the parents, advertising that are especially aimed at children have a significant effect on kids' drinking patterns. It has been noted by a number of parents that their children regularly show a desire for things that are marketed on television. This pattern demonstrates how efficient targeted marketing are in molding the tastes and needs of youngsters, which often results in an increase in the consumption of items that are marketed.

The input from parents also provides insight on the influence that commercials on television have on the health of children. It has been noted by a significant number of parents that marketing for unhealthy food items, such as sugary snacks and fast food, are a contributing contribute to the formation of unhealthy eating habits in kids. There is a possibility that this exposure may result in health concerns such as tooth problems and obesity. On the other hand, there are parents who have admitted that marketing promoting healthy meals and active lives have a good impact on their children's decisions, which in turn encourages improved health practices.

VI. CONCLUSION

According to the study, youngsters are greatly impacted by commercials, and the things they see on television have a big impact on their consumption habits. Youngsters often have strong preferences for things that are marketed, especially those that are toys, snacks, and fast food-related

From the viewpoint of children: Generally speaking, are less conscious of how their consuming decisions affect their health. Ads that are bright, entertaining, and visually attractive draw people in, even when they don't think about the items' nutritional worth or any negative effects on their health.

From the perspective of parents: Parents are well aware of the detrimental effects that television commercials have on their health. They claim that unhealthy, high-calorie items that are pushed via marketing are more likely to be consumed by their kids, which leads to bad eating habits and possible health problems like obesity.

From the viewpoint of children: Kids see themselves as involved participants in the family shopping process. Employing 'pester power' to acquire what they want; kids exploit the exposure to commercials to influence their parents' purchasing choices.

From the perspective of the parents: Parents recognize that their kids have a big say in what the family decides to buy. They point out that parents often give in to keep the peace in the home when their children insist on marketed goods, which changes the family's spending habits.

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