

## Impact of Television Advertisement on Children Behaviour : A Qualitative Research in India

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**Abstract :** In India there is no governing body to control advertisement apart from ASCI due to which most of the companies are targeting children in their advertisements that have a negative impact on their behaviour. The main purpose of this research paper is to find out the impact of the television advertisement on the behaviour of the children as observed and reported by parents. The exploratory research design is adopted by using in-depth interviews with 20 parents in various cities of Punjab on the basis semi-structured interviews a self-administered structured Questionnaire was developed for data collection. Exploratory factor analysis using varimax rotation is used to analyse the data from 100 parents from the conjoint cities of Punjab. (Jalandhar, Amritsar and Ludhiana) The finding suggests that children demand those products which are more advertised. Parents believe that television advertisements are affecting the study of their children. Moreover, the children are becoming more violent, stubborn and rebellious. They try to start copying from the advertisements and indulge in bad habits. Children demand, nag and pester their parents to purchase the advertised product. This research paper would help advertisers to understand children behaviour towards advertisements and more over what should be done to control the negative impact of advertisement on children. Advertisers can also understand the parental perception towards advertisement.

**Keywords :** advertisement, consumer behaviour, children perception, teen marketing

**Conference Title :** ICESE 2014 : International Conference on Environmental Science and Engineering

**Conference Location :** Melbourne, Australia

**Conference Dates :** December 16-17, 2014