



CHILDREN ADVERTISEMENTS AND THEIR EFFECTS ON FAMILY PURCHASING BEHAVIOUR: A STUDY OF CANNANLAND, OTA NIGERIA

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Abstract

The average American is exposed to 61,556 words from mass media each day which works out to just under 4,000 words per waking hour, about 60 words per waking minutes per person per day (Herbig and Kramer, 1994). Advertisements are everywhere. In recent years, the number of television (TV) advertisements, directed towards kids (18 months to 12 years old), has increased tremendously. Kids as young as 18 months recognize product logos. This fact is not lost on advertisers, who spend over \$15 billion yearly pushing products and services aimed at children. Kids now watch an average of 40,000 TV commercials a year (Bigda, 2005). As a primary market, kids have considerable spending power: children between the ages of 4 and 12 are estimated to have spent \$29 billion in 2000 (McDonald and Lavelle, 2001). Kids are also taken very seriously as a future market; hence, the emphasis is on building brand loyalty with the hope of creating a lifetime customer.

Television (TV) advertisements have become a part of children daily lives. The questions now are: Why are so many television advertisements directed towards kids? How do kids react to these advertisements? How do they go about getting the product in the market? How do these TV advertisements modify the behavior of kids as consumers? and what role should parents play in their children's TV watching behavior?. Questionnaire were distributed to 100 households in Cannanland, Ota, Nigeria (a University community), only 90 were useable. Chi square statistics were used to analyse the data; $p \leq 0.005$ with a df of 4 and a chi-square value ranged from 15.000 to 29.222.

The study showed that children advertisements have great impact on children, because they are easily influenced by advertisements which in essence consciously or unconsciously affect the family's purchase behaviour; as a result of children demanding for the product(s) seen advertised on TV.

Keywords: Children Advertisement, Family budget, Purchase Behaviours, Nigeria.

Introduction

In recent years, the number of television (TV) advertisements, directed towards kids has increased tremendously. Kids as young as 18 months recognize product logos. This fact is not lost on advertisers, who spend over \$15 billion yearly pushing products and services aimed at children. Kids now watch an average of 40,000 television (TV) commercials yearly (Bigda, 2005). The intension of this article is to look into the reasons why many television advertisements are directed towards kids, and to answer the question if this is a fair practice. The authors examined, how kids react to these TV advertisements, how they go about getting the product in the market, how these TV advertisements have modified the behaviour of kids as consumers, and what role parents ought to play in their children's TV watching behaviour.

Since early 1950s, television has become part of our culture and advertisers are taking full advantage of it. The purpose of advertisement is to position relevant products to target market and to make sure the cash registers keep ringing. Kids are important segment of the market and should be advertised to; however, the question is why so many advertisements? Are the advertisers taking advantage of the emotions of the kids? Are they just putting these adverts out so kids can 'pressure' their parents to buy? Are the advertisements hazardous to the health of the kids? Should the government regulate this industry? What can the parents do to curb these 'epidemic' of TV advertisements syndrome? Should schools be held responsible to some extent? Is peer pressure playing an important role in all of these problems? These questions were fully investigated by this article.

It is the intension of the authors to offer quality suggestions to both parents and kids so as to minimize any controversy that will arise within the family and the impending danger that is ahead of the kids. The 21st century generation makes room for children to be exposed to a wide-range of advertisements beyond the control of their parents. According to Robertson (1980), new studies must be initiated to explain the nature of parent-child exchanges about advertised products and children's purchase requests. The extent to which children make demands on their parents is inversely related to the age of the children, which is negatively related to the requesting behavior (Robertson, 1980).

The job of an advertiser is to get a consumer to recognize an advertisement and motivate the consumer to buy the product being advertised. This can be achieved by creating a distinct advertisement, or advertisements that pose a change or contrast due to their isolation, size, contrast, intensity, movement, position, or colour (Andrews, Akhter, Durvasula, and Muehling, 1992). The gradual increase in the broadcasting of children advertisement causes the curiosity of how these advertisements affects a family and its purchasing behaviour. In essence, a family's budget is often disrupted by the children in the family. The reason for this action is due to the fact that children who watch advertisements are mostly attracted to the items or products that are being advertised leading them to have of understanding on what is needed and

what is not; as children have a constant urge to want whatever that is being advertised to them. Therefore, “the charge that advertising attempts to persuade buyers is surely true” (Demsetz, 1974).

A marketer’s concern is on how advertisement communicates to the majority (children) while the consumers are only aware that the purpose of advertisement is to sell a product (Telser, 1974). Children of today are accustomed to accessing information easily and faster with little or no effort at all which in essence, contributes to their present attitude towards advertising, a resource to be consumed for their personal interests to prove that they are in control. Most children between the ages of 5 and 8 years have the ability to discriminate between commercials and programs but may not understand the purpose of the commercials (Butter, Paula, Robert, and Roger, 1981; Stephens and Stutts, 1982). According to Goldberg and Gom (1978), television advertising encourages children to choose material objects over more socially oriented alternatives, increases the rate of parent-child conflict and is likely to return in making a child unhappy and disappointed.

Robertson (1980) suggests that the strain on child-parent relations will be greatest among the economically disadvantaged, who will have to deny more of these requests. This may result in maladaptive behaviour, with parents changing their family’s consumption patterns to meet their children’s demands. Some of the advertisements being viewed by children may be misleading and may not communicate the information they send out. The use of nude people amongst others, in advertisements is a major problem which depicts a violation of ethics directed to the advertising department.

The main purpose of this paper is to educate both parents and their children on the effects advertisements may have on the family budget, while also using the same medium to scrutinize the patterns of children’s requests for products, and the parental reactions to those requests. In other words, this paper sets out:

- i. To examine the effect of advertisement on children in relation to their behaviour in the marketplace.
- ii. To highlight the benefits and dangers children bring to family purchases,
- iii. To investigate the difference between commercials and television shows,
- iv. To access the importance of a relationship between buyers and the consumers.

Research Questions and Hypotheses

The following under listed research questions have been raised for this study;

- i. Is there any relationship between advertisement and consumer behaviour?
- ii. How do children affect family purchases?
- iii. In what ways can television commercials be differentiated from television shows?
- iv. What is the relationship between buyers and consumers?

In view of these questions, the following Hypotheses are formulated:

- H₀₁: There is no direct correlation between advertisement and consumer behaviour.
 H_{a1}: There is a correlation between advertisement and consumer behaviour.
 H₀₂: There is no relationship between children and family purchasing behaviour.
 H_{a2}: There is a relationship between children and family purchasing behaviour.
 H₀₃: There is no difference between television commercials and television shows.
 H_{a3}: There is a difference between television commercials and television shows.
 H₀₄: There is no difference between buyers and consumers.
 H_{a4}: There is a difference between buyers and consumers.

Literature Review

Advertising entails promotions and awareness. An act of advertising is to gain the attention of the target audience or market. “It is a paid, non-personal communication through various media about a business firm, non-profit oriented organisation, product, or idea by a sponsor identified in a message that is intended to inform or persuade members of a particular audience” (Kurtz, 2008). A company therefore, decides to go into advertisement to promote their product new or existing as well as to make viewers or the public aware of the product. Advertisement allows for individuals to know certain functions and use of items or products. Advertising can be done through the medium of television, radio, magazines, outdoor signage, newspapers, direct mail, websites and text messages. Another new medium is called viral advertising, which is a recent market strategy using either a novel or a form of entertaining online marketing message (Krizan, Merrier, Logan, and Williams, 2008).

Advertisement is of great importance to the public at large. According to MacRury (2009), “We understand advertisements to be crucial elements in contemporary processes towards the dissemination of information”. According to Rossiter (1998), the functions of advertisement suggests that; they are not just for entertainment but also for market attention, they are means of influencing that enhances attract activeness and the desirability of the product, they enable the target market or buyers to have current, knowledgeable and positive information in consumer decision, they change the attitude of people regarding the product and they are generally known for seeking the attention of its target market, stimulating desire and purchase in order to fulfil the AIDA model. According to Sunil and Sandra (1977), parents are likely to seek out opinions of older children about purchases in most cases; therefore, the opinions of their older children are likely to be considered.

Forms of Advertisement

According to Robbs (2007) advertising can be divided into two broad categories namely; consumer advertising and trade advertising. Consumer advertising is directed at the public while trade advertising is directed at wholesalers or distributors who resell to the public. The focus is on consumer advertising because it is the form of advertising that is familiar to most people. Consumer advertising includes; institutional, product, reminder, pioneering and competitive.

Institutional Advertising is aimed at developing goodwill for a firm and creating a good attitude towards the company instead of selling the exact product. It is aimed at improving the advertiser's appearance or image, status, and associations with the different kinds of groups the company agrees to (Anonymous, n.d.). It not only includes the ultimate consumers and the distributors, but also the suppliers, shareholders, employees, and the community at large. Institutional advertising however concentrates on the name and reputation of a company. It is occasionally used by large firms with numerous partitions to connect those partitions in the minds of the customers. It is used also to connect other products of the firm to the prestige of a leading product in the market. Product advertising unlike institutional or corporate advertising, product advertising has the intentions of selling a product. It is the stimulation of a market about the subsistence of a certain product. It may focus on the ultimate consumers or at potential agents and distributors (Atkin, 1975). Reminder advertising is aimed at presenting the products name to the public. It is therefore of great importance if the product has achieved a market domination. The agent may use a method that may be categorised as a light selling advertisement based on stating or displaying the name as a reminder. Reminder advertising can hereby be seen as a mode of conservation for a product with the potential to occupy a leadership position in the market (Robertson, 1979).

Pioneering advertising develops primary demand for a product category instead of an explicit brand. It is therefore needed in the early stages of the adoption process to notify potential customers about a new product. The initial company to introduce a new technology to its industry has no reason to be worried about a competitive product since they have the technology to themselves. They have to sell the industry in merits of the new technology itself. Pioneering advertising basically is usually done in the early stage of the product life cycle by the company which introduces an innovation (Wright, 1973).

Competitive advertising is a form of advertising aimed at developing a selective demand. The demand is for the purpose of a specific manufacturers' product instead of a product classification. The competitive advertising usually compels an innovating company into the product life cycle (PLC) as it moves on. The innovator is compelled to sell the merits of his or her explicit design ahead of the competitors, after the pioneering technology is acknowledged and competing products are being supplied by most manufacturers being a common situation in a mature market (Devereux, Urie, and Robert, 1969).

Advertising often uses psychological pressure an example is a situation whereby the intention of the advertisers is to appeal to the feelings of inadequacy on the proposed consumer, which is most likely to be harmful.

Children Advertisement and its Effects:

Marketers estimated that kids under the age of 12 years old directly spent over \$200 billion each year; recent estimates placed the figure as close to \$300 billion for 2000 (McDonald and Lavelle, 2001). By the late 1960s and well into the 1970s, there were increased attentions to the fact that kids are also spending their own money in significant amounts. In the mid-1980s, children are perceived as: influential, with significant spending power. As a primary market kids have considerable spending power: children between the ages of 4 and 12 are estimated to have spent \$29 billion in 2000 (McDonald and Lavelle, 2001). Kids are also taken very seriously as a future market. The emphasis is on building brand loyalty with the hope of creating a lifetime customer. The process of branding consumers starts early. For example, Griffin Bacal, a New York advertising agent surveyed the mothers of preschoolers to find out how old their children were when they first requested specific brands by name. He found out that the answer was consistently two years or earlier. Specific brand names are likely to be among a child's first words. Other studies have suggested that children recognize brand logos as early as six months (Jacobson and Mazur, 1995).

One strong argument as to why TV advertisements were geared towards children has been the fact that children have a lot of money to spend. Since the advertisement is to position products to the target consumers; therefore, advertisements to kids are appropriate. Children as observed represent a huge, profitable, and developing or growing market to advertisers (Maher, Herbst, Childs, and Finn, 2008). Advertising to children below the age of 16 is governed by some clear rules. Advertisements featuring children must contain nothing that is likely to result in their physical, mental or moral harm. Children are bound to develop considerable abilities to counter-argue against commercial messages. Television advertising has a powerful influence on children's product preferences and choices and at least a moderate role in perception and usage of products such as cigarettes, alcohol and heavily sugared or non-nutritious foods. According to Keeney, Cannizzo and Flavell (1967) "children who watch four or more hours of television (TV) a day are more likely to believe claims made by advertisers".

According to the Committee on Communications (2006), various inquiries and findings have shown that young children known to be younger than 8 years are cognitively and psychologically unprotected or powerless against advertising. In the late 1970s, the Federal Trade Commission (FTC) held some trials, studied the existing research and came to the conclusion that it is a discriminating and deceptive act to advertise to children less than 6 years. While carrying out this research accordingly, there was a realisation that a foetus although undeveloped and unborn, responds to sounds that emanate from the television. Children should not be banned entirely from watching television only because of the harm it may cause to them but they should be encouraged to watch channels that are strictly for them and educative. These channels are well monitored because the agents are aware of their target audience. The use of cables are also encouraged because of the advantage of pass codes that bar children from watching channels that are likely to damage their psychological thinking. It has therefore been observed that children pick up a lot at a tender age and if right precautions against explicit materials from the television are taken, a child is at an advantage of picking brain enhancing messages and having the privilege of increased vocabulary most especially.

Positive Effects:

- i. Commercials make children aware of new products existing in the market which increases and broadens their knowledge about the newest innovations, in technological terms and other aspects.

- ii. Productive advertisement which centre around healthy food products, may improve the diet of a child, if made attractive and appealing.

Negative Effects:

According to Nixon (2004) children show increasing signs when there is an issue in controlling their weight of being the worst generation yet. Nixon goes on to illustrate how advertisement could be harmful to children through the under listed points:

- i. Advertisements encourage children to persuade their parents to buy products that are being shown in the commercials irrespective of whether they are of good use or not. Although the younger ones have the tendency to be obstinate if the products they want are not being bought for them.
- ii. Children have the tendency to misunderstand the messages that the commercials are trying to pass across. They disregard the positive side and base their concentration more on the negative side.
- iii. Most advertisements viewed by children now include; dangerous tricks or stunts, which usually are performed only by experts. Even though the commercials broadcast the statutory warnings with the advertisement, children often try to practise the stunts at home which usually end up disastrous.
- iv. The catchy advertisement broadcast in television allows for compulsive shopping by children.
- v. Usually after watching the excitement advertisements have to offer, children often become materialistic and find it hard to abstain.
- vi. They usually get more attracted to highly priced products hereby disregarding the low-cost and useful ones that are not shown in the advertisements they watch.
- vii. Children tend to develop bad temper when they are deprived of the latest toys and clothes that are exhibited in the advertisements.
- viii. Unhealthy foods also known as junk foods, such as burgers, cakes, pizzas and soft drinks, are heavily promoted during children's television viewing time. This therefore develops a desire for fatty, sugary and fast foods in children, thereby affecting them adversely health wise.

Children as consumers:

Children are bound to consume more in terms of food than adults because they are still growing and they are passing through a phase of development, they only achieve final satisfaction via consumption (Sudharshan, 1998). Children regarded as consumers in this situation achieve the final satisfaction till consumption of the inventory takes place. Children, according to Flavell and Larry (1985) are sought after by nearly every firm. Children are categorised as the millennial and generation Y. The millennial are between the age group of 0-5 while the generation Y is between the age group of 6-23. Children assume the role of consumer decision maker at a young age (Arnould, Price, and Zinkhan, 2002). According to the Committee on Communications, (2006), children below the age of two should not watch television at all because at that age, brain development depends heavily on real human interactions.

Children in Family Purchasing Decisions

More than 50 million children and adolescents represent a huge part of the market and they influence the decisions their parents make in buying items (Kurtz, 2008). This is mostly because they are far more sophisticated than their parents and the older ones as they were of the same age. A key trait to this consumer group may be known as individualism which involves the desire of the child to be independent. Children have a greater influence and effect on the families purchasing behaviour. For example, there is a 75% desire for a pre-teen or child to have an Apple electronic gadget around the world, mostly in advanced countries. A reliable research observes that 73% of people communicate with at least one family member a day via phones, e-mails, or even in person. The research further states that 65% of 'adult children' reside within 1-2 hours drive from their parents and even as they are grown they still continue to play a major role in family consumer behaviour (Roedder, Sternthal, and Calder, 1983).

Marketers are often interested in families because the children to them serve as great influencers and consumers. Influencers here provide information to the other members of the family about a product or service. The market that involves children is large and important because they have major influences on the family's budget allocation decisions and purchase choices. Researchers discover that a new born child into a family alone makes couples to consider purchasing items and products that they may not have needed previously before the birth of the child.

Children in family purchasing decisions are the best emotional, legitimate, and expert influencers' reason being that in terms of emotional actions towards their parents in getting what they want. In terms of legitimate, they know that it is legitimate for their parents to provide their needs and wants as they do not earn salaries or work whereas for expert, the older ones because of age and time especially in technological aspects know the purpose and other features that the product has to offer to satisfy the needs of everyone. For example a child that wants the purchase of an X-box game consolation by his parent, states major facts about the game and benefits that his parents may concur to. Children as mentioned earlier, play an important role in influencing parental shopping and spending habits (Arnould, Price, and Zinkhan, 2002). The urban Chinese children are known for influencing two thirds of their parents purchasing decision directly or indirectly (Caudill and Schodler, 1973). When children are ignored, the situation tends to keep shoppers away from the stores. Therefore, making a retail outlet child-friendly may bring in shoppers and increase purchases initiated by children.

Communication Tactics by Marketers

Children to most marketers and advertising firms are the most vulnerable audience (Petty, Caccioppo, and Schumann, 1983). Knowing this, a marketer then uses various strategies to get to the heart or weak segment of the market

which may be done is through the children. A marketer's aims therein are to satisfy the needs and want of the children as well as make a profitable business. These marketers or advertising agents usually do not see wrongs in providing explicit materials for advertisements thereby causing a psychological damage or harm to the children because their major concern is not the after effect the advertisement produced gives but the response they get from the audience or viewers. Marketers knowing that a child's decision counts in the family continue to use the tactics of determining how to reach the most influential consumers in a family.

Advertisers are not expected to exploit their credulity, loyalty, vulnerability or lack of experience. In other words, they are advised not to actively encourage children to make a nuisance of themselves to parents or others and should not undermine parental authority. This particular technique used by advertisers may be called 'pester power' which is known to be banned (Rossiter, 1979). Advertisers, when communicating to children through various mediums of advertisements should not encourage children to eat or drink at or near their bed time, to eat frequently throughout the day or to replace main meals with confectionery foods. Marketers were given the power to market to children spontaneously in 1984 with the broadcast industry's deregulation in the United States (Armstrong and Brucks 1988). Marketers are encouraged not to make speed or acceleration claim the predominant message of their marketing communications.

Some of these tactics include learning what the children do and what they learn about the items or products. There exists a research firm called Kid2Kid which hires children as young as the age of 14 to conduct focus groups of other children reactions to products and advertisements. Marketers intentionally embed concealed stimulus usually sexual objects, symbols or words in advertisements which affects the viewer's unconsciously in powerful ways. According to Arnould et al. (2002), online privacy has also begun to attract attention particularly in regards to marketing tactics directed at children.

Parental influence on children advertisements

Advertisers have an obligation to adhere to certain standards for children. Thus, this does not necessarily reveal the ways parent define the rules which points out a right or wrong behaviour in terms of advertising to children (Ferrell, Gresham, and Fraedrich, 1989). An observation accredited to Wells and LoSciuto, (1966) between children and their parents in the course of shopping in a supermarket, revealed that children were successful in influencing their parents' purchase of candy and cereal in 52% and 61% of the attempted times, respectively.

Ethical Theories

According to Baca (1997), ethical theories can be divided into two categories, basically known as deontological and teleological. A person's orientation towards ethics is likely to determine how perceptions develop towards advertisement. Further, this has the ability to affect how those perceptions are transferred to a child. Deontologists are of the belief that certain actions are right, the reason is due to the nature of these actions or the rules in which they follow (Boatright, 1993). Obligations or duties are the vital beliefs of deontological theories. According to Hunt and Vitell (1986), the innate righteousness of behaviour is the key issue in deontological theories.

Teleologicalists are of the belief that the right actions are determined exclusively by the number of good consequences they produce (Boatright 1993). According to Hunt and Vitell (1986), the significant challenge or problem in teleological theories is the number of represented good or bad found in the behaviourism consequences. These definitions depict that it is rational for an individual to take the risk of having either deontological or teleological tendencies or the combination of both of them, according to the situation at hand. These qualities are significant to the deontology or teleology issue and the importance it brings to this study. Children's learning capabilities and their understanding of advertising are relevant when describing ethical advertising. Ethics commonly refers to "just" or "right" standards of behaviour between parties in a situation (Ferrell, Gresham, and Fraedrich 1989).

Use of celebrities:

When celebrities are used in an advertisement, children will like to identify with such individual, and therefore, wants to try the product. Bill Cosby was used for many years to advertise jello. Exposure to endorsement led to increased preference for the toy and belief that the celebrity was expert about toy (Ross, 1984). Advertisers are also using animated spokes-characters in advertising to children, and sometimes get the children 'hooked' on that particular product. The use of 'Joe Carmel' by R. J. Reynolds Tobacco Company is a good example.

The use of animated spokes-characters in advertising to young children is a strategic communication tactic frequently examined, debated, and criticized by parents, researchers, child advocates, and government officials (Neely & Schumann, 2004). It has also been proven that using spokes-characters in advertising to young children are to ensure the correct association between the character and the brand.

Pricing and special sales

Children advertisements are sometimes loaded with a lot of bargains. Bargains like half-price off, buy-one-get-one-free (BOGOF), use of coupons, and discounts. All these are to create brand loyalty and to draw children to the stores. Understanding consumers' reactions to advertisements is the key to making sure a product is noticed and purchased (Slessareva, 2005). In view of the above, one can conclude that children are consumers, therefore advertisements should be geared towards them.

Consumer Involvement Theory (CIT)

This is a way of understanding the psychology and the behaviour of the target audience. Involvement refers to how much time, thought, energy and other resources people devote to the purchase process. The Emotional or Rational scale is a measure of reason versus impulse, desire versus logic, passion versus prudence. According to Barrie Gunter and

Adrian Furnham, (1998), there are four general categories. They are; the high involvement/emotional, high involvement and rational, low involvement/emotional and low involvement/rational.

i. High involvement / emotional

It is an expensive business purchase whereby anything relates to the technological infrastructure, the office location and lease, as well as the company health insurance plan.

On the consumer side, high involvement or rational purchases tend to be linked to high cost. This category can include financial services and products, the purchase of a home or car, as well as major appliances and electronics. High involvement consumer purchases may vary significantly on the rational or emotional scale from individual to individual. The task here is to determine how majority of the target market relates to the purchase of a particular product or service.

ii. High involvement / rational

Business purchases that fall into this category might include such things as office design, advertising, and perhaps the hiring of certain employees. For individuals, high involvement or emotional purchases can include jewellery, weddings, and holiday travel plans. In some societies the selection of a husband or wife will fall into group. As can the purchase of a home or car. Again, depends on the culture, person, and how much purchasing power she has. This category of advertising tends to focus on visual and emotional appeals. The task here is to give people visual details with music.

iii. Low involvement / rational

These are the things we buy out of habit, without much thought. This category includes most of the things you put into your basket at the drug store or market. The role of advertising in this category is to get people to sample or exchange in order to separate the automatic habit of spending money with the competitor. Medicines tend to fall into this category over the counter but pain relievers and others like cough medicines especially with regards to children, may be more emotionally driven.

iv. Low involvement / emotional

The fulfilment from these products is emotional or physical but short-term, that is it doesn't last for long. A lot of time is not spent on thinking about the purchase of movies, candy, an entertaining magazine, or a birthday card but vital issues like in selecting a location for an eatery. The basic challenge in this mode is the appealing promise of pleasure, satisfaction and of good benefit. Strong positioning can help in this case most especially in an over-flowing product category.

Empirical Framework

Children see more than 40,000 advertisements yearly on TV alone (Kunkel, 2001). A report states that, obesity among children that belong to the age group of 2-4 years, almost double between 1989 and 1998, from 5% to 9%. The rate of obesity amongst those of ages 6-15 ranged from 5% to 16% in 1990 and 2001 respectively due to the fast food advertisements (Nixon, 2004). According to Isler, Popper, and Ward (1979) 3-12 year-olds request an average of 14 products a month, and that mothers most often agree to buy what their children request, although they are more likely to buy less expensive items (such as snack foods) than more expensive items like bicycles or games A Centre for a New American Dream survey found that 63% of parents surveyed believed that their children define their self-worth in terms of what they own (Centre for a New American Dream, 1999). From 1992 to 1999 the amount spent on marketing to children augmented from \$6.2 billion to \$12 billion (Lauro, 1999). Evidences of a link between television viewing and purchase requests have been reported. In a research, frequent viewers of the Saturday morning television were more likely than the infrequent viewers to report asking their parents to make purchases of both breakfast cereals and toys (Atkin 1975).

The relationships between regularity of requests and viewings dropped, but remained important, when scholastic performance, age, sex and race were controlled. The same research reported that the effect was especially noted amongst younger children (Ward, Robertson, Klees, and Gatignon, 1986). All of these research works and studies emphasizes on the extent to which the issue of children advertisement having an effect on family purchasing behaviour have been addressed in past researches. "Advertising sells, persuades, reminds, informs, influences, changes opinions and has the ability to alter attitudes and feelings" (White, 2000). According to White (2000), "Advertising is everywhere; a day can hardly pass by without a form of advertising message affecting the human activities. The heart of advertising makes room for the wish to influence people and persuade them to take actions willingly or not". Children affect the family's purchasing decision and children advertisement due to the approach and catchiness has a major effect on the family's purchasing decision.

Methodology

The population of this study consists of adults and parents within Canaan-Land (a University community) in Ota, Ogun State, Nigeria. This particular population is chosen because of the ease of access and considering that majority have had experiences with children either because they are teachers of secondary schools, lecturers, parents or adults. A random sampling procedure was used in drawing the required sample size for the study, chosen to guarantee randomness by giving each person an equal chance of shared opinions. Thus, the population size is assumed to be approximately in thousands though the sample of 100 was used for this study chosen because they are assumed to have appropriate knowledge and comprehension of the subject matter, concepts and questions directed at them.

The research instrument used is in form of questionnaires, administered personally by the researcher and collected personally by the researcher in order to gain the trust of the respondents and get their honest answers. The questionnaires are distributed by hand because it is the fastest means amongst distribution through post or mail. The questionnaire consists of various sections that include the personal bio of the respondents and questions relating and testing the dependent and independent variables.

Data Analysis

Hypothesis 1

Chi-square analysis revealed that there is a direct correlation between advertisements and consumer behaviour. The values ranged between 15.000 to 29.222, $p \leq 0.005$ and df of 4. In view of this, the alternate hypothesis is accepted and the null hypothesis is rejected.

Hypothesis 2

The analysis reviewed that there is a relationship between children and family purchasing behaviour. Chi-square value ranged between 15.889 to 28.556, $p \leq 0.003$ and df of 4. In view of (a), the alternate hypothesis is accepted and the null hypothesis is rejected.

Hypothesis 3

The analysis reviewed that there is a difference between television commercials and television shows Chi-square values ranged between 19.889 to 39.111, $p \leq 0.001$ and df of 4. In view of this, the alternate hypothesis is accepted and the null hypothesis is rejected.

Hypothesis 4

The analysis reviewed that there is no difference between buyers and consumers according to value (a) but according to value (b) there is a difference between buyers and consumers. Chi-square value (a) 3.600, $p > 0.005$ and df of 1; while value (b) is 15.889, $p < 0.005$ and df of 4. In view of (a), the alternate hypothesis is rejected and the null hypothesis is accepted; while in view of (b), (H_04) is rejected and (H_a4) is accepted.

Table 1: Analysis Output

Hypothesis	Chi Square Value	Degree of Frequency	Chi Square (X^2)	Decision
1	15.000 - 29.22	4	.005	Accepted H_{a1}
2	15.899 - 28.556	4	.003	Accepted H_{a2}
3	19.889 - 39.111	4	.001	Accepted H_{a3}
4	3.6000 - 15.889	1	.005	Accepted H_{a4}

The researcher's empirical findings were gotten from the hypothesis that was formulated and tested. It also includes a part of the research objectives, research questions and questionnaire questions which were answered by the respondents. Frequency or analysis table was used in answering the research question while the chi-square analysis and the correlation analysis was used to test the formulated hypothesis which involved some related question from the questionnaire administered. Table 1 above shows the summary of the empirical outcome of the study.

From the first hypothesis to the fourth hypothesis, the null hypothesis was rejected while the alternative was accepted because the model in the table reaches statistical significance ($\text{sig} \leq 0.005$). Hypothesis one reveals that $p \leq 0.005$ with a df of 4 and a chi-square value ranging from 15.000 to 29.222, hypothesis two likewise, reveals that the p value is ≤ 0.005 with the chi-square value ranging from 15.889 to 28.556 and a df of 4, chi-square values of hypothesis three ranges between 19.889 to 39.111, having $p \leq 0.005$ and df of 4, while hypothesis 4 tested that the chi-square value (a) is 3.600, producing a $p < 0.005$ and df of 1; while value (b) is 15.889, $p < 0.005$ and df of 4, which means that the a value proves that the H_04 should be rejected but the b value reveals that it should be accepted. In essence, the afore-mentioned report means that most of the respondents are in agreement with the researcher's alternative hypotheses. All of the respondents that contributed to this study were parents. The study also contributes to the impact of advertisement on children and family budgets. The findings associated with children reveal that children are easily influenced by advertisements which in essence knowingly or unknowingly affects the family's purchases.

Conclusion and Recommendation

The sole focus of this study was on children advertisements and how they affect family purchasing behaviour. After a thorough analysis of the data gathered for this study, the researchers observed that; most parents are ignorant when it comes to the harm advertisements bring to their purchases, some of these parents do not even realise that advertisements their children pay attention to affects their budget and the family's purchasing behaviour, children act on natural instinct of asking for whatever that is being advertised to them, monitoring children and what they view would make a healthier and well planned family purchase, advertisement wins the attention and confidence of the largest population of people (children) with only profit in mind and not the effect it has on them, commercials and advertisements alike are not easily differentiated from television shows by children, buyers and consumers can be the same but according to this research work, the buyers are mostly parents while their children are the consumers.

What should parents do to monitor their children? Here are some offered suggestions on how parents should protect their children from the 'temptation' of TV advertisements: In the light of the findings of this study, the following recommendations are made.

1. Parents should monitor what their children view on TV.
2. Parents should limit their unnecessary spending on their children demands.
3. Government should regulate misleading advertisements.
4. Children should be educated by their parents on the differences between TV shows and commercials.

In conclusion, today's business world cannot exist without children and advertisement agreed, but there should be a limit to which these two factors can be controlled towards a family's purchasing behaviour so as to prevent liquidation

and to avoid over spending in a family. This research reveals that a family's purchasing behaviour depends on the influence advertisement has on children both positively and mostly negatively.

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